

A study on the relationship between residents' civic pride and aesthetic life experiences: Comparative analysis of Xiuwu and Chishang

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Abstract

In recent years, the role of civic pride and aesthetic experiences in fostering sustainable regional development has become a focus of research, particularly in communities facing economic and social challenges. This study examines how residents' daily aesthetic experiences impact their sense of civic pride to support effective regional revitalization strategies. Focusing on Xiuwu County in China and Chishang Township in Taiwan—two regions with shared cultural roots but distinct administrative histories. This research uses questionnaire surveys as the primary method to analyze the influence of aesthetic experiences on civic pride. Factor analysis identified “community involvement” and “regional identity” as essential factors of civic pride in both areas, though the factors shaping aesthetic experiences differed; Xiuwu's civic pride is strongly linked to natural landscapes and local customs, while Chishang's is closely associated with local identity and self-expression. Regression analysis further proves a significant contribution of daily aesthetic experiences to civic pride, underscoring the importance of incorporating residents' aesthetic engagement in regional revitalization policies. These findings suggest that aligning policy with residents' aesthetic values and local identity can foster community engagement and strengthen sustainable development, offering valuable guidance for creating culturally resonant, community-focused strategies.

Keywords

civic pride, regional identity, rural revitalization, aesthetic experiences of daily life, regression analysis

1. Introduction

In recent years, the relationship between civic pride and aesthetic experiences in daily life has received increasing attention in the study of regional revitalization. Civic pride, understood as residents' emotional and identity-based connection to their community, is essential for fostering belonging and participation [Yomiko, 2023: 164-171]. For rural areas facing economic stagnation and depopulation, revitalization policies have shifted from a focus on purely economic objectives to a more holistic approach, aiming to enhance residents' quality of life and reintegrate cultural and social values. Cultural and aesthetic engagement, for example, can shape how residents perceive and contribute to local development efforts, making the interaction between aesthetic experiences and civic pride a significant area of study for sustainable regional growth.

This study examines how daily aesthetic experiences relate to civic pride through the case studies of Xiuwu County and Chishang Township. Although these two regions share cultural roots, their different development paths and revitalization strategies offer a valuable comparative perspective. Xiuwu and Chishang face common challenges, such as economic stagnation and population decline, yet each has uniquely approached regional revitalization. Xiuwu's “aesthetic economy” model and Chishang's “art rural” initiative demonstrate how aesthetic engagement strengthens civic pride and supports sustainable development. These cases are explored in more detail in subsequent sections.

In examining these approaches, Xiuwu County's strategy

centers around an innovative aesthetic economy policy, developed in response to the saturation and stagnation of Xiuwu's tourism industry. Historically, Xiuwu was a coal mining area; however, in recent years, it has sought to pivot from resource extraction to tourism. While this transition initially spurred economic growth, the tourism industry soon became oversaturated, facing issues of homogenization and limited diversification. The aesthetic economy policy aims to address these challenges by incorporating aesthetic principles into regional development—not only revitalizing tourism but also encouraging the transformation of other local industries, improving residents' living environments, and preserving cultural heritage. Through this approach, Xiuwu aspires to create a balanced “whole county” development model that integrates economic, social, and cultural objectives. Chishang Township's art rural initiative, on the other hand, focuses on enhancing rural identity through art and community-led cultural activities. Chishang has strategically partnered with non-profit organizations to promote modern art and aesthetic experiences as a means of fostering local pride and cohesion. In contrast to Xiuwu's county-wide, economically driven model, Chishang's project is centered on a more localized scale, with an emphasis on rural aesthetics and cultural identity. The initiative aims to integrate aesthetic values into agricultural development and introduce residents to new forms of artistic expression, while fostering a stronger sense of place and community connection. This art-driven approach highlights how aesthetic engagement can be tailored to strengthen rural identity and cohesion, encouraging residents to play an active role in shaping their community's cultural landscape.

These distinct approaches demonstrate how aesthetic strategies can be adapted to the specific needs and contexts of differ-

ent regions. Xiuwu's broader strategy reflects an ambition for comprehensive regional transformation, whereas Chishang's focused approach emphasizes community identity within rural areas. By comparing these cases, this study aims to illustrate the influence of regional context on the role of aesthetic experiences in fostering civic pride, providing insights into both shared and unique aspects of civic pride formation in rural settings.

1.1 Research objectives and methodology

The purpose of this study is to investigate how residents' aesthetic experiences in their daily lives influence their sense of civic pride, and how these factors, in turn, contribute to sustainable regional revitalization. By comparing the cases of Xiuwu County and Chishang Township, this research aims to expose the subtle ways in which local identity, community participation, and environmental satisfaction shape residents' attitudes toward their surroundings. Gaining a deeper understanding of these relationships can provide valuable insights for policymakers striving to balance economic development with cultural preservation and community well-being.

The methodology employed in this study combines both qualitative and quantitative approaches. Questionnaires were distributed to residents of Xiuwu and Chishang, designed to assess the factors of civic pride and aesthetic experience. The factor analysis was conducted to identify the key elements influencing these sentiments, followed by regression analysis to explore how these factors interact with one another. A detailed explanation of the questionnaire design will be provided in Section 2, where this paper concentrates on the methods for evaluating and quantifying aesthetic experiences in both regions.

2. Literature review and methodological framework

2.1 Civic pride: Theoretical perspectives and research developments

Civic pride has been studied extensively across various fields, including geography, sociology, and urban development. At its core, civic pride refers to the emotional attachment and identification residents have with their local community. It encompasses multiple dimensions such as local identity, community engagement, and satisfaction with the built environment [Collins, 2017; Ito, 2019]. Understanding civic pride is vital for promoting sustainable regional development, as it motivates residents to actively contribute to the well-being and maintenance of their community.

Collins [2019] offers a valuable perspective on civic pride through his work in urban geography. His study in Nottingham, England, highlights both the emotional and political dimensions of civic pride, demonstrating that it is closely connected to place identity and the way residents interact with their local environment. By investigating how civic pride influences community values and participation, Collins emphasizes the broader role it plays in shaping residents' attitudes toward local

development. This emotional investment is not limited to urban areas; similar dynamics can be observed in rural contexts, where residents' attachment to their environment is crucial for revitalization efforts.

In addition to emotional attachment, community engagement plays a vital role in fostering civic pride. Studies on urban development show that when residents are actively involved in shaping their environment—whether through co-creation projects or participation in public initiatives—their sense of civic pride is enhanced. This engagement not only strengthens social cohesion but also drives sustainable development, as residents who take pride in their community are more likely to invest time and effort in its maintenance and improvement [Anthony, 2024].

Another key factor influencing civic pride is the aesthetic quality of the built environment. Research indicates that public spaces with aesthetic appeal—whether through beautification projects or cultural installations—can significantly enhance residents' sense of belonging and pride [CGI Digital, 2023]. This is particularly relevant in small towns and rural areas, where the visual and cultural landscape plays a central role in community identity. Ito's research in Japan underscores this point, showing that residents' evaluation of their environment, particularly in terms of beauty and maintenance, directly impacts their levels of civic pride. For example, her study in Imabari City reveals that improvements to the built environment not only enhance personal satisfaction but also strengthen the collective commitment to preserving the community's cultural and natural assets [Ito, 2017].

In addition to these perspectives, Featherstone [1999] and Böhme [2016: 142] expand the discussion of civic pride by exploring the role of everyday aesthetics in urban environments. Featherstone argues that the blurred line between reality and imagery in modern society has led to the rise of "life aesthetics," where people seek to integrate aesthetic sensibility into daily life. Böhme's atmospheric aesthetics extend this notion, asserting that urban atmospheres are shaped by residents' lifestyles and daily interactions with their surroundings. This framework offers a comprehensive view of how aesthetic experiences, urbanization, and identity formation contribute to sustainable urban development, particularly through the lens of regional planning policies.

2.2 Questionnaire design: Adapting civic pride and aesthetic experience measures

Building on previous research, the questionnaire design in this study integrates elements from Ito's civic pride scale and studies on aesthetic experiences, adapted to reflect the unique cultural and social contexts of Xiuwu County and Chishang Township. Ito's framework, focusing on community attachment, local identity, self-efficacy within the community, and commitment to preserving traditions, provides a robust basis for assessing civic pride. Widely applied in studies on social cohesion and collective identity, this scale helps frame sustain-

able development policies that consider community-based values. By tailoring this scale to each study region, the questionnaire captures nuanced expressions of civic pride that resonate with the local context.

In addition to Ito's model, Taiwanese research on aesthetic experience [Lin et al., 2011] originally centered on consumer-oriented aesthetics. This study broadens the concept to explore residents' aesthetic engagement with their surroundings, encompassing the sensory and emotional interactions with public spaces, natural landscapes, and cultural practices. These daily experiences deepen residents' emotional ties to their communities and encourage active involvement in local development. This expanded framework allows the study to consider how the region's cultural and environmental assets—such as preserved local customs and scenic beauty—contribute to fostering civic pride.

The questionnaire was structured into four main sections to systematically assess these dimensions:

- Part 1 Basic information:

This section gathers demographic data, including gender, place of origin, and other background details. These data serve as a foundation for analyzing variations in civic pride and aesthetic experience among different demographic groups.

- Part 2 Civic pride scale:

Adapted from Ito's [2019] framework, this section consists of 20 questions designed to assess community attachment, local identity, self-efficacy, and commitment to preserving traditions. These elements were selected to align with the cultural contexts of Xiuwu County and Chishang Township, supporting a regionally informed assessment of civic pride.

- Part 3 Daily aesthetic experience:

Drawing from Taiwanese research [Lin et al., 2011], this section comprises 15 questions tailored to the cultural and environmental characteristics of each region. Questions address how public spaces, natural features, and local cultural practices contribute to daily aesthetic experiences, with the aim of understanding how these elements foster residents' emotional connections to their community.

- Part 4 Perceptions of regional revitalization policies:

This section examines residents' views on regional revitalization policies, including perceptions before and after their implementation. This allows for a comparison of how policy changes influence community perspectives over time.

Parts 2 and 3 contain single-choice items rated on a five-point Likert scale from "Strongly Agree" to "Strongly Disagree," coded from 1 to 5 for analysis. To extract the primary factors within the 15 aesthetic experience questions and the 20 civic pride questions, factor analyses were conducted separately for each region, ensuring that region-specific factors were accurately identified. This method provides a refined basis for comparing civic pride and aesthetic experiences in Xiuwu

County and Chishang Township. For this analysis, IBM SPSS ver. 29 was used.

The survey targeted a representative sample of residents, including relevant government officials and members of revitalization organizations. Data collection utilized both paper-based and online surveys, with three on-site visits conducted in Xiuwu County between February 22 and March 4, 2024, and a five-day data collection period in Chishang Township from April 18 to April 22, 2024. Online surveys remained open until data analysis commenced, resulting in 108 responses from Xiuwu (101 valid responses) and 89 from Chishang (75 valid responses).

This thoughtfully structured questionnaire design supports a detailed examination of how civic pride and daily aesthetic experiences manifest across culturally connected but administratively distinct regions, providing insights for sustainable, community-centered revitalization strategies. A detailed analysis and interpretation of the questionnaire results, contextualized within the specific circumstances of each study area, will be presented in Sections 3 and 4.

3. Xiuwu County: Background and development overview

Xiuwu County, in the northwestern part of Henan Province, China, has a rich history dating back to the Yin Dynasty. In 2006, it was recognized as a "Millennium Ancient County" by the United Nations. The county covers five towns and three townships, with a population of around 249,000 as of 2020. Its economy is mainly based on tourism, agriculture, and sectors like high-tech industries and mining. The Yuntai Mountain Geological Park, a national 5A-level attraction, plays an important role in promoting the region's tourism industry and significantly contributes to the local economy. Xiuwu was named China's first all-area tourism demonstration zone in 2019, and projects like Yuntai Mountain Wellness Town have helped promote rural accommodations.

Although Xiuwu has successfully developed tourism centered around Yuntai Mountain, the region continues to face substantial challenges in diversifying its economy. With tourism concentrated in this key area, other parts of Xiuwu remain underdeveloped. In response, the county has implemented an "aesthetic economy" model, which integrates cultural resources, agriculture, and tourism to revitalize rural areas. This strategy is designed not only to improve living conditions in these regions but also to increase local incomes by fostering cultural experiences and promoting collaboration across sectors. Importantly, Xiuwu's approach reflects broader national initiatives, such as "Beautiful China" and "Beautiful Countryside," which emphasize the creation of non-agricultural employment opportunities and the integration of aesthetic education to promote sustainable development [Qin and Sano, 2022]. These policies resonate with the focus of this research, which explores the role of aesthetic experiences in daily life in shaping civic pride.

3.1 Research sites and data analysis on resident-driven regional revitalization

This study focuses on the impact of aesthetic experiences in residents' daily lives on their sense of civic pride within the context of rural revitalization. Based on field research and interviews with local government officials, two key regions—Dananpo Village and Anshang Village—were selected as primary survey sites. Both regions serve as representative examples of resident-driven regional revitalization efforts under Xiuwu County's aesthetic economy policies. These areas have seen significant improvements in their living environments, with investments made in public infrastructure and the establishment of educational facilities such as libraries, activity centers, and traditional cultural exhibition halls. Additionally, regular cultural events are held to further enrich the aesthetic and cultural experiences of local communities (the survey data was primarily collected from rural areas located near the mountainous regions of Xiuwu County, with Dananpo Village and Anshang Village accounting for 75 % of the total data collected).

3.2 Factor Analysis of civic pride in Xiuwu County

As mentioned previously, the 20-item civic pride scale, divided into four dimensions, was adapted from Ito's model [Ito, 2019]. To account for cultural differences, some items were localized for clarity. For example, "active support for the district sports meet" was modified to "actively support festivals and cultural events in Xiuwu County." The factor analysis results, as shown in Table 1, reveal that civic pride among Xiuwu County residents is composed of four key factors.

In this study, each item's score X_n was calculated as a linear combination of these four factors, with factor loadings representing the degree of influence each factor exerts on the item. The general formula used in the analysis is as follows:

$$X_n = a_{n1} F_{1-1} + a_{n2} F_{1-2} + a_{n3} F_{1-3} + a_{n4} F_{1-4} \quad (1)$$

- X_n : the score of the n-th item (e.g., "I like the atmosphere and local characteristics of Xiuwu County").
- $F_{1-1}, F_{1-2}, F_{1-3}, F_{1-4}$: the four extracted factors, representing key scales of Xiuwu's civic pride.⁽¹⁾
- $a_{n1}, a_{n2}, a_{n3}, a_{n4}$: the factor loadings, or weights, indicating each factor's influence on item X_n .

For example, the score for the item "I like the atmosphere and local characteristics of Xiuwu County" can be calculated as: ($X_n = 0.809 * F_{1-1} + 0.315 * F_{1-2} + 0.076 * F_{1-3} + 0.059 * F_{1-4}$). Therefore, based on the calculations, as shown in Table 1, a higher loading value indicates a greater influence of the factor on the variable. For example, the first factor F_1 has a larger impact on the variable "I like the atmosphere and local characteristics of Xiuwu County," whereas the influence of the fourth factor F_4 is relatively smaller (the above calculation formulas apply to all factor analysis tables presented in this study).

As shown in Table 1, the first and most significant factor is "attachment to the local community," with a factor loading of 0.809. This reflects residents' strong support and participation in local cultural and social activities, such as festivals and regional product promotion, highlighting the importance of community connection in fostering civic pride. Closely related to this sense of community attachment is the second factor, "local identity and self-perception," which has a factor loading of 0.851. This factor emphasizes how a strong identification with the local area can further enhance residents' pride. Residents who consider being a "Xiuwu County resident" as part of their self-identity exhibit higher levels of belonging and honor, reinforcing the role of local identity in civic pride. The third factor, "sense of self-efficacy within the local community," with a factor loading of 0.847, builds upon the previous factors by reflecting residents' belief in their ability to positively contribute to their community. When individuals perceive their actions as impactful, their sense of pride is significantly heightened, further demonstrating the interplay between personal agency and civic pride. Finally, the fourth factor, "awareness of tradition and resource preservation," with a factor loading of 0.835, underscores the importance of preserving the county's natural resources and cultural heritage. This factor highlights that a deep concern for environmental and cultural preservation is another vital factor in fostering civic pride among residents.

For each factor, items with the highest factor loadings or those greater than 0.45 were assigned (as shown in the shaded area of Table 1). The Cronbach's alpha coefficients for reliability were $\alpha = 0.91$ for attachment, $\alpha = 0.89$ for identity, $\alpha = 0.76$ for self-efficacy, and $\alpha = 0.61$ for cultural and resource preservation. These findings suggest that civic pride in Xiuwu County is shaped by multiple interrelated factors, including emotional and identity-based attachment to the community, personal contributions, and a commitment to preserving local traditions. Together, these four factors form the foundation of civic pride in the region.

3.3 Factor analysis of daily aesthetic experience in Xiuwu County

In surveying aesthetic experiences of daily life among residents in the two research regions, adjustments were made to reflect the actual living conditions and the respondents' understanding of the issues. As shown in Table 2, the factor analysis of aesthetic experiences in daily life for Xiuwu County residents reveals two core scales, with a total explained variance of 66.132 %. The first factor explains 37.587 % of the variance, reflecting residents' aesthetic perception of the environment and emotional resonance. Specifically, this factor includes variables such as "Xiuwu County has a unique lifestyle" (factor loading = 0.839) and "Xiuwu County's landscape is beautiful" (factor loading = 0.812), indicating that the natural environment and distinctive atmosphere play an important role in evoking emotional and aesthetic enjoyment in residents' daily lives. Residents not only appreciate the beauty of the landscape

Table 1: Rotated factor matrix ^(a)

	Factor			
	1-1	1-2	1-3	1-4
I like the atmosphere and local characteristics of Xiuwu County.	.809	.315	.076	.059
I recommend Xiuwu County's products to my family and friends.	.796	.097	.162	.320
I like Xiuwu County.	.753	.188	.074	-.080
I actively support festivals and cultural events in Xiuwu County.	.745	.108	.174	.299
I take my responsibility as a member of the local community seriously.	.732	.303	.252	.202
If someone criticizes Xiuwu County, I want to defend it.	.621	.318	.299	.417
Xiuwu County is a better place to live compared to most other regions.	.564	.240	.110	.411
A large part of my life is connected to Xiuwu County.	.460	.451	.172	.248
The phrase "Henan Province resident" accurately describes who I am.	.128	.851	.289	.148
The phrase "Xiuwu County resident" accurately describes who I am.	.129	.766	.136	.375
I do not feel like I belong in Xiuwu County.	.358	.720	.277	.004
I want to continue living in Xiuwu County.	.240	.681	.029	.393
Being a Xiuwu County resident is important to me.	.444	.619	.307	.238
I think Xiuwu County is an easy place to live.	.509	.553	-.123	.008
I believe I can make a difference in the local community.	.145	.181	.847	.123
I haven't made my own contributions to make the community a better place.	.059	.062	.768	.082
I think someone like me plays an important role in the local community.	.358	.372	.639	.153
There are things in Xiuwu County that I don't want to see change.	.123	.209	.126	.835
I think Xiuwu County is important.	.545	.327	.158	.567
I would be sad if certain aspects of Xiuwu County were lost.	.360	.388	.318	.469

Notes: Extraction method = Principal factor analysis. Rotation method = Varimax with Kaiser normalization. ^(a) Rotation converged in 6 iterations.

Table 2: Rotated factor matrix ^(a)

	Factor	
	1	2
Xiuwu County has a unique lifestyle.	.839	.196
Life in Xiuwu County conveys a sense of storytelling.	.832	.262
Xiuwu County's landscape is beautiful.	.812	.135
Life in Xiuwu County is emotionally moving.	.791	.167
Life in Xiuwu County feels captivating.	.780	.323
Life in Xiuwu County inspires a desire to explore its culture.	.662	.392
I would recommend Xiuwu County to my friends.	.636	.404
Life in Xiuwu County arouses curiosity about the county itself.	.630	.396
Living in Xiuwu County enhances social status.	.111	.765
Does life in Xiuwu County reflect your life values?	.401	.763
I want to live in Xiuwu County for a long time.	.063	.759
Can life in Xiuwu County represent your life experiences?	.394	.754
Living in Xiuwu County allows you to express your personal preferences.	.425	.721
I have adapted well to life in Xiuwu County.	.514	.616
Life in Xiuwu County stimulates the enjoyment of all five senses.	.574	.583

Notes: Extraction method = Principal factor analysis. Rotation method = Varimax with Kaiser normalization. ^(a) Rotation converged in 3 iterations.

but are also moved by the material and emotional experiences of daily life, which stimulates their desire to explore the local culture. Therefore, this factor can be defined as “environmental and emotional experience,” highlighting the profound impact of the aesthetic value of the natural landscape on residents' emotions.

The second factor explains 28.546 % of the variance and mainly involves residents' identity and personal fulfillment. This factor includes variables such as “Does life in Xiuyu County reflect your life values?” (factor loading = 0.763) and “I want to live in Xiuyu County for a long time” (factor loading = 0.759), suggesting that life in Xiuyu County not only helps residents elevate their social status but also serves as a means for them to express their tastes and influence their identity. Living in Xiuyu County gives residents a deep sense of belonging and identity, reinforcing their social and personal values. Hence, this factor can be defined as “identity and fulfillment,” revealing the crucial role that life in Xiuyu County plays in residents' identity construction and social status enhancement. In summary, these two factors reflect the unique life experiences of Xiuyu County residents in terms of aesthetic enjoyment and identity formation, underscoring the dual influence of local life on emotional resonance and personal value perception.

3.4 Regression analysis of the impact of residents' aesthetic experience in daily life on civic pride in Xiuyu County

Since one of the main objectives of this study is to investigate whether aesthetic experiences in daily life have a positive effect on enhancing residents' civic pride, the regression analysis used factor scores of aesthetic experiences (based on the factor analysis of the 15-question results) as the dependent variable and the four-factor scores of civic-pride among Xiuyu County residents as the independent variables. The regression

model employed in this study is a multiple regression analysis model (during the analysis, SPSS was used to combine the two factors of aesthetic experiences into a single composite factor, referred to as Overall-Xiuyu's AE, for further analysis).

The results of the regression analysis indicate that the four factors of civic pride have a positive influence on aesthetic experiences in daily life. As summarized in Table 3, the model's R -value is 0.858, and the R^2 value is 0.735, meaning that the four factors of civic pride explain 73.5 % of the variance in aesthetic experiences. The adjusted R^2 value of 0.724 demonstrates the robustness of the model. With a standard error of 0.37119 and a Durbin-Watson value of 1.939, which is close to 2, there is minimal autocorrelation in the residuals, confirming the validity and reliability of the regression model.

Table 4 presents the regression coefficients and significance levels for each factor. Among them, Factor 1-1 (attachment to the community and active participation) has the largest impact on aesthetic experiences ($B = 0.447$, $p < 0.001$), suggesting that residents with stronger community attachment and participation experience a significant enhancement in their aesthetic experiences. Factors 1-2 (self-efficacy) and 1-3 (identity) also show notable impacts, with B values of 0.237 and 0.271, respectively. Factor 1-4 (awareness of tradition and resource preservation) has a smaller yet still significant influence, with a B value of 0.195. Overall, these findings indicate that civic pride enhances aesthetic experiences through various positive dimensions.

4. Chishang township: From rice farming to art rural

Chishang Township is a traditional rural area in eastern Taiwan, long dependent on rice farming. In recent years, the demand for traditional rice has steadily declined, and agriculture has become a smaller part of residents' income. This is mainly due to a decrease in rice demand both domestically and internationally, which has weakened agriculture's role in the local economy. As a result, Chishang and other rural areas face significant economic challenges, with noticeable drops in overall income. In addition, the 1984 diplomatic agreement between Taiwan and the U.S.A., which limited rice exports to the U.S.A., had a major impact on rice farming in Chishang. In response, the Taiwanese government launched a paddy field conversion plan to reduce reliance on agriculture. This plan aimed to di-

Table 3: Model summary

R	R^2	Adjusted R^2	Std. error of the estimate	Durbin-Watson
.858 ^(a)	.735	.724	.37119	1.939

Notes: Predictors = (Constant), REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1; ^(a) Dependent Variable = Overall-Xiuyu's AE.

Table 4: Coefficients^(a)

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. error	Beta		
(Constant)	-1.066E-16	.037		.000	1.000
Attachment	.447	.037	.633	12.052	<.001
Self-efficacy	.237	.037	.335	6.390	<.001
Identity	.271	.037	.383	7.299	<.001
Tradition and resource preservation	.195	.037	.276	5.249	<.001

Note: ^(a) Dependent Variable: Overall-Xiuyu's AE.

versify Chishang's economy from single-crop farming toward sustainable development [Huang, 2022: 146-153].

In 2009, the Taiwan Good Foundation, a local NPO, proposed a development model that linked art with rural life to promote cultural and artistic growth in rural areas. Chishang was selected as the first model region, and the "art rural" concept was introduced. From 2009 to 2013, the NPO worked with local communities to train people for regional revitalization and transfer project management to the community. With the support of the Taiwan Good Foundation, Chishang held seasonal festivals—"Spring Plowing," "Summer Rains," "Autumn Harvest," and "Winter Storage." These festivals combined art with local farming seasons, helping to create a unique rural art culture that blends art with the local landscape and traditions [Huang, 2022: 146-153; Xiao et al., 2023].

4.1 Factor analysis of civic pride in Chishang Township

As mentioned previously, this study chose Chishang as a comparative research site to Xiuwu County for investigating rural revitalization, utilizing the same questionnaire survey method. The aim is to explore whether the factors of civic pride and the factors influencing residents' aesthetic experiences of daily life differ between Chishang and Xiuwu, despite their shared cultural background. Specifically, this study examines the implementation process and outcomes of the resident-

participatory "art rural" project in Chishang and its impact on residents.

The factor analysis of civic pride among residents of Chishang Township identified three main factors, which together explain 63.56 % of the total variance, as shown in Table 5. These factors include local identity and community participation, satisfaction with and attachment to the living environment, and orientation toward conservation and sustainable development of local resources. To begin with, local identity and community participation captures the extent to which residents identify with their community and actively engage in its activities. Items such as "The phrase 'resident of Chishang Township' describes well who I am" (0.794) and "I believe I can bring about change in the local community" (0.784) demonstrate strong factor loadings, indicating that a robust sense of belonging and participation significantly contribute to residents' overall civic pride.

Moreover, satisfaction with and attachment to the living environment reflects the emotional connection residents have with the local surroundings. Key loadings include "I like Chishang Township" (0.756) and "I enjoy the atmosphere and characteristics of Chishang Township" (0.720), suggesting that the township's natural and social environment provides residents with a deep sense of satisfaction and well-being, which in turn bolsters their civic pride. Lastly, orientation toward conserva-

Table 5: Rotated factor matrix ^(a)

	Factor		
	1	2	3
The phrase "resident of Chishang Township" describes well who I am.	.794	.166	.355
I believe I can bring about change in the local community.	.784	.244	.054
I don't feel like I belong in Chishang Township.	.783	.250	-.006
Most of my life is closely connected to Chishang Township.	.759	.395	.220
I believe someone like me plays an important role in the local community.	.716	.411	.062
Being a resident of Chishang Township is important to me.	.651	.206	.528
I haven't been able to make my own contribution to improving the local community.	.622	-.116	.453
I believe Chishang Township is important.	.606	.453	.170
The phrase "resident of Taitung County" describes well who I am.	.599	.259	.413
I take my responsibility as a member of the local community seriously.	.586	.508	.222
I want to live in Chishang Township for the long term.	.584	.560	.131
I like Chishang Township.	.218	.756	.206
I enjoy the atmosphere and characteristics of Chishang Township.	.202	.720	.186
I think Chishang Township is an easy place to live.	.246	.710	.005
I actively support festivals and cultural events in Chishang Township.	.421	.532	.333
I would be sad if something disappeared from Chishang Township.	.078	.272	.720
There are things in Chishang Township that I hope will never change.	.028	-.115	.675
If someone criticizes Chishang Township, I want to defend it.	.408	.242	.636
I believe Chishang Township is better than most other places.	.254	.384	.605
I encourage my family and friends to use products from the Chishang area.	.150	.454	.587

Notes: Extraction method = Principal factor analysis. Rotation method = Varimax with Kaiser normalization. ^(a) Rotation converged in 6 iterations.

tion and sustainable development highlights the importance residents place on preserving Chishang's cultural and natural resources. With high loadings on items such as "I would be sad if something disappeared from Chishang Township" (0.720) and "There are things in Chishang Township that I hope will never change" (0.675), this factor underscores a strong desire among residents to protect the community's heritage, which plays a crucial role in shaping their civic pride.

The reliability analysis of the questionnaire measuring civic pride among residents of Chishang Township revealed three distinct factors (as shown in the shaded area of Table 5), each corresponding to a different dimension of measurement. Factor 1, with a Cronbach's Alpha of 0.789, primarily measures residents' satisfaction with and attachment to their living environment, indicating a high level of internal consistency. Factor 2, with a Cronbach's Alpha of 0.918, is the most reliable factor, reflecting residents' sense of community participation and their role in the community, suggesting that the related items effectively capture this construct. Factor 3, with a Cronbach's Alpha of 0.732, though relatively lower, still falls within an acceptable range, demonstrating good consistency in measuring attitudes toward cultural preservation and future community development. Overall, the three factors exhibit satisfactory reliability, particularly for the factor related to community participation and identity, which shows very high internal consistency. These reliability results validate the questionnaire's effectiveness in assessing civic pride among Chishang Township residents and provide a robust foundation for subsequent regression analyses and inferences.

In conclusion, these three factors reveal that civic pride in Chishang Township is driven not only by satisfaction with the

living environment but also by active engagement in the community and a strong commitment to preserving local resources. As shown in Table 5, this suggests that policies aimed at strengthening community participation, improving the living environment, and safeguarding cultural and natural heritage are critical for fostering civic pride and supporting sustainable regional development.

4.2 Factor analysis of daily aesthetic experience in Chishang Township

The factor analysis results indicate that the aesthetic experience of Chishang Township residents can be explained by two main factors, accounting for a total variance of 73.758 %. As shown in Table 6, the first factor, "expression of life values and self-expression," explains 40.504 % of the variance and reflects how residents express their personal values and individuality through their life in Chishang. High factor loadings were observed in items such as "Does life in Chishang reflect your personal values?" (0.874) and "I want to live in Chishang for a long time" (0.852). These items suggest that residents see Chishang not only as a place to live but also as a core setting for realizing personal values and enhancing social status. Chishang serves as an essential platform for expressing personal preferences and life aspirations.

The second factor, "sensory appeal and cultural exploration," accounts for 33.255 % of the variance and highlights how Chishang's natural landscape and cultural environment impact residents' sensory experiences and stimulate their curiosity to explore the local culture. Key items with high loadings, such as "The landscape within Chishang Township is beautiful" (0.895) and "Life in Chishang Township is emotionally moving"

Table 6: Rotated factor matrix ^(a)

	Factor	
	1	2
Does life in Chishang Township reflect your life values?	.874	.269
I want to live in Chishang Township for a long time.	.852	.107
Living in Chishang Township allows me to express my personal preferences.	.803	.323
Living in Chishang Township enhances my social status.	.791	.322
Does life in Chishang Township represent your life experiences?	.770	.333
I would recommend Chishang Township to my friends.	.762	.349
I have adapted well to life in Chishang Township.	.669	.359
The landscape within Chishang Township is beautiful.	.095	.895
Life in Chishang Township is emotionally moving.	.280	.817
Life in Chishang Township has a unique character.	.217	.773
I feel captivated by life in Chishang Township.	.522	.717
Life in Chishang Township arouses my curiosity about the area.	.524	.686
Life in Chishang Township conveys a sense of storytelling.	.571	.679
Life in Chishang Township inspires a desire to explore its culture.	.590	.661
Life in Chishang Township stimulates enjoyment of all five senses.	.583	.617

Notes: Extraction method = Principal factor analysis. Rotation method = Varimax with Kaiser normalization. ^(a) Rotation converged in 3 iterations.

(0.817), indicate that living in Chishang not only offers aesthetic pleasure but also inspires a deeper desire to engage with and understand the local culture. Overall, these two factors reveal the profound influence of Chishang's aesthetic experience on its residents, fostering both personal value expression and identity while enhancing sensory enjoyment and cultural exploration.

4.3 Regression analysis of the impact of residents' aesthetic experience in daily life on civic pride in Chishang Township

The regression analysis reveals that each of the three identified factors contributes positively to Chishang Township residents' overall aesthetic experiences, as shown in Table 7. The model yielded an R -value of 0.867 and an R^2 of 0.752, suggesting that the three factors together explain 75.2 % of the variance in residents' overall aesthetic experience.

As can be seen in Table 7, the adjusted R^2 value of 0.741 further confirms the robustness and explanatory power of the model. According to the Table 8 ANOVA results, the regression model is highly significant ($F = 68.663, p < 0.001$), underscoring the strong influence of these factors on the aesthetic experience.

According to Table 9, Factor 2-1, "sense of community and participation," has a significant positive impact ($B = 0.387, t =$

$9.2145, p < 0.001$), while Factor 2-2, "environmental satisfaction," exerts an even stronger influence on aesthetic experience ($B = 0.413, t = 9.833, p < 0.001$). Factor 2-3, "cultural and natural preservation," also shows a significant effect ($B = 0.238, t = 5.535, p < 0.001$), indicating that residents' attitudes toward preserving cultural and natural resources substantially contribute to their overall aesthetic experience. This suggests that the aesthetic experience of Chishang residents is shaped not only by their satisfaction with the environment but also by their sense of community involvement and commitment to cultural preservation.

5. Comparative analysis of Xiuwu County and Chishang Township

A comparison of the two study areas—Xiuwu County and Chishang Township—reveals both similarities and differences in how aesthetic experiences in daily life influence civic pride. In both areas, community involvement and regional identity are key factors, highlighting the importance of residents' sense of belonging and their participation in community activities. Additionally, satisfaction with the living environment plays a significant role in both regions, as positive aesthetic experiences improve residents' quality of life and strengthen their civic pride. Furthermore, residents in both Xiuwu and Chishang place a strong emphasis on preserving cultural and natural resources, which contributes to their overall sense of pride in their communities. However, there are also clear differences between the two regions in terms of what shapes aesthetic experiences. In Xiuwu County, these experiences are largely driven by the local environment and emotional connections, with residents showing a deep appreciation for the region's unique landscapes and lifestyle. In contrast, in Chishang Township, aesthetic experiences are more closely tied to personal values and self-expression, with residents viewing their life in Chishang as a reflection of their identity and values.

The structure of civic pride also varies between the two areas. In Xiuwu, civic pride is built around four main factors: community attachment, local identity, self-confidence in making a difference, and the preservation of traditions and resources. On the other hand, civic pride in Chishang is shaped by three main factors: local identity and participation, satisfaction with the living environment, and a strong focus on preserving cultural and natural resources. These findings show how dif-

Table 7: Model summary ^(b)

R	R^2	Adjusted R^2	Std. error of the estimate	Durbin-Watson
.867 ^(a)	.752	.741	.36004	1.920

Notes: ^(a) Predictors = (Constant), REGR factor score 3 for analysis 2; REGR factor score 1 for analysis 2; REGR factor score 2 for analysis 2. ^(b) Dependent variable = overall_Chishang's AE.

Table 8: ANOVA ^(a)

Model	Sum of squares	df	Mean square	F	Sig.
Regression	26.702	3	8.901	68.663	<.0001
Residual	8.815	68	.130		
Total	35.517	71			

Notes: ^(a) Dependent variable = overall_Chishang's AE. Predictors = (Constant), REGR factor score 3 for analysis 2; REGR factor score 1 for analysis 2; REGR factor score 2 for analysis 2.

Table 9: Coefficients ^(a)

Model	Unstandardized coefficients		Standardized coefficients	Collinearity statistics	
	B	Std. error	Beta	Tolerance	VIF
(Constant)	-.008	.042			
Community and participation	.387	.042	.551	1.000	1.000
Environmental satisfaction	.413	.042	.588	1.000	1.000
Cultural and natural preservation	.238	.043	.338	1.000	1.000

Note: ^(a) Dependent variable = Overall-Chishang's AE.

ferent local contexts influence how residents engage with their surroundings, with Xiuwu focusing on tourism and Chishang on integrating cultural experiences and rural life.

6. Summary and future directions

In conclusion, this study illustrates how civic pride and aesthetic experiences foster community engagement and support regional development. Through the cases of Xiuwu County and Chishang Township, this research illustrates how attachment to the local environment and cultural practices fosters belonging and motivates local participation. By integrating Ito's civic pride scale with an adapted aesthetic experience framework, this study provides a comparative analysis that emphasizes the role of aesthetic considerations in regional policy. The findings suggest that enhancing the aesthetic and cultural quality of public spaces can significantly boost civic pride and contribute to sustainable development. Both the civic pride scale and questionnaire used in this study are rooted in a shared Asian cultural background, and the regions studied have comparable economic conditions. Future research will expand on these findings by applying similar studies to regions with different cultural and economic contexts, providing a deeper understanding. Such efforts could help to build a sustainable aesthetic framework adaptable to various cultural contexts. Overall, this study contributes to a deeper academic understanding of civic pride while offering valuable insights for policymakers

Note

⁽¹⁾ In this paper, 'F' refers to 'Factor,' which represents the extracted factors in the data analysis.

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