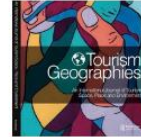


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Celebration of the 75th Anniversary of the Founding of the People's Republic of China and
the 25th Anniversary of the Establishment of the Macao Special Administrative Region

區域旅遊合作與夥伴關係國際研討會

INTERNATIONAL SYMPOSIUM ON REGIONAL
TOURISM COLLABORATION AND PARTNERSHIPS

會議論文集 Proceedings

澳門旅遊大學，中國澳門特別行政區
Macao University of Tourism, Macao SAR, China



慶祝澳門特別行政區
成立二十五周年

Celebration of 25th Anniversary of
the Establishment of
the Macao Special Administrative Region

區域旅遊合作與夥伴關係國際研討會 會議論文集

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2024 區域旅遊合作與夥伴關係國際研討會

International Symposium on Regional Tourism Collaboration and Partnerships
2024 (RTCP2024)

1/12 - 3/12, 2024

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北京聯合大學《旅遊學刊》編輯部

Editorial Department of Beijing Union University's Tourism Tribune

澳門旅遊大學

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前言 FOREWORD

前言

2024 年 12 月 2 日至 3 日，旨在推動全球旅遊協作對話的“區域旅遊合作與夥伴關係國際研討會”在中國澳門成功舉辦。作為本次盛會的主席，我榮幸地向學界呈上本論文集，它凝聚了研討會期間迸發的學術活力與合作精神，也承載著我們對區域旅遊發展的共同願景。

背景與願景

本次研討會由北京聯合大學《旅遊學刊》編輯部與澳門旅遊大學（UTM）聯合主辦，並獲 *Tourism Geographies*、*Tourist Studies* 及 *Tourism Critiques: Practice and Theory* 等國際知名期刊支持。活動彙聚了來自 12 個國家及地區的 150 餘位學者、政策制定者與行業領袖，既為慶祝中華人民共和國成立 75 周年暨澳門特別行政區成立 25 周年獻禮，亦突顯了澳門作為“世界旅遊休閒中心”與國際交流橋樑的獨特角色。

學術貢獻

研討會涵蓋 7 場主旨報告及 51 篇同行評審論文，圍繞四大主題展開前沿探索：（1）區域旅遊合作的理論框架與政策導向；（2）旅遊資源整合、產品開發與服務一體化；（3）市場營銷與品牌共建；（4）文旅高品質融合發展及其多元社會效應。

其中，兩篇論文榮膺“最佳會議論文”：（1）黃麗滿、何莽：《Overcoming Technophobia in Smart Tourism: The Role of AI Technology Perceptions in Seniors' Travel Intentions》；（2）鄧鴻澤、林冰娜：《顧客寬容在餐廳機器人服務失敗中的作用》。這些研究體現了跨學科方法論對解決當代旅遊挑戰的深遠意義。

學術與實踐的共振

兩場圓桌論壇——“新質生產力與高校文旅人才培養模式改革”與“區域旅遊目的地聯動發展的內涵、挑戰與路徑”——架起了理論與實踐的橋樑。討論聚焦澳門在粵港澳大灣區的戰略定位，強調跨境協作對提升旅遊業韌性的關鍵作用。

致謝

本論文集的順利出版得益於多方共同努力：

- **評審委員會**：國際專家團隊以嚴謹態度確保了論文品質；
- **主旨報告嘉賓**：資深學者們為區域旅遊發展研究提供了前瞻性視角；
- **論文作者**：各研究團隊坦誠地分享了最新研究成果，共同營造了濃厚

的學術氛圍；

- **合作夥伴**：特別感謝《旅遊學刊》、*Tourism Geographies*、*Tourist Studies*、*Tourism Critiques: Practice and Theory*等期刊的學術支持；
- **會務團隊**：澳門旅遊大學師生志願者以專業素養保障了會議高效運行。

未來展望

全球旅遊業正經歷疫後復蘇與數位化轉型的雙重挑戰，區域合作的重要性愈發突顯。本論文集不僅記錄當下成果，更旨在激發未來研究。我們呼籲學界、業界與政策制定者深化協作，共同應對可持續資源配置、人工智慧倫理融入等新興議題。願此論文集能啟迪創新策略，夯實區域旅遊生態系統的“等離子體”聯結（如澳門旅遊大學王俊億教授所述），並推動澳門成為全球旅遊網路的“超級連絡人”。

趙偉兵 博士

區域旅遊合作與夥伴關係國際研討會主席

澳門旅遊大學



FOREWORD

The "International Symposium on Regional Tourism Collaboration and Partnerships", held on December 2–3, 2024, in Macao, China, marked a significant milestone in advancing global dialogue on tourism cooperation. As Chair of this landmark event, I am honored to present this proceedings volume, which encapsulates the intellectual vigor and collaborative spirit that defined the symposium.

Context and Vision

Organised by the editorial department of Beijing Union University's *Tourism Tribune* and Macao University of Tourism (UTM), and co-hosted by renowned international journals including *Tourism Geographies*, *Tourist Studies*, and *Tourism Critiques: Practice and Theory*, this symposium convened over 150 scholars, policymakers, and industry leaders from 12 countries and regions. Aligned with the 75th anniversary of the founding of the People's Republic of China and the 25th anniversary of the establishment of the Macao Special Administrative Region, the event underscored Macao's unique role as a "World Tourism and Leisure Centre" and a bridge for international exchange.

Academic Contributions

The symposium featured 7 keynote speeches and 51 peer-reviewed papers across four thematic tracks. These contributions reflect cutting-edge research on: (1) Theoretical frameworks and policy orientation of regional tourism collaboration and partnerships; (2) Tourism resource integration, product development, and service synergy; (3) Marketing and brand co-building; (4) High-quality integrated development of culture and tourism and its diverse social effects.

Notably, two papers were awarded Best Conference Paper: (1) "Overcoming Technophobia in Smart Tourism: The Role of AI Technology Perceptions in Seniors' Travel Intentions" by Huang Liman and He Mang; (2) "The Role of Customer Forgiveness in Robot Service Failures in Restaurants" by Deng Hongze and Lin Bingna. These works exemplify the symposium's commitment to addressing

contemporary challenges through interdisciplinary inquiry.

Synergy between Academia and Practice

The inclusion of roundtable forums — "Reform of HEIs' Cultivation Mode for Cultural and Tourism Talents in the Context of New Quality Productive Forces" and "The Connotation, Challenges, and Pathways of Coordinated destination Development in Regional Tourism" — bridged theoretical insights with practical applications. Discussions highlighted Macao's strategic position in the Guangdong-Hong Kong-Macao Greater Bay Area and emphasised the need for cross-border collaboration to enhance tourism resilience.

Gratitude and Acknowledgments

This proceedings volume would not have been possible without the dedication of numerous contributors:

- Review Committee: Our international panel of experts ensured rigorous selection and constructive feedback.
- Keynote Speakers: Our distinguished scholars provided visionary frameworks for regional tourism development.
- Paper Authors: Research teams engaged in transparent knowledge exchange, disseminating state-of-the-art scholarly outputs while co-constructing a robust intellectual milieu characterised by interdisciplinary synergy and epistemic reciprocity.
- Partners: Special thanks to *Tourism Tribune*, *Tourism Geographies*, *Tourist Studies*, and *Tourism Critiques: Practice and Theory* for their scholarly endorsement.
- Logistical Teams: The UTM faculty and student volunteers demonstrated exceptional professionalism in orchestrating this complex event.

Looking Ahead

As global tourism navigates post-pandemic recovery and digital transformation, regional cooperation remains pivotal. This volume not only documents current advancements but also serves as a catalyst for future research. We call for sustained collaboration among academia, industry, and policymakers to address emerging challenges—from sustainable resource allocation to the ethical

integration of AI in tourism.

Let this collection inspire innovative strategies to strengthen the "plasma" of regional tourism ecosystems, as theorised by Professor Ong Chin Ee (UTM), and propel Macao's vision as a "Super Connector" in global tourism networks.

Dr. Zhao, Weibing
Chair, International Symposium on Regional Tourism Collaboration and Partnerships
Macao University of Tourism



開幕禮致辭
OPENING REMARKS

開幕禮致辭

各位嘉賓，女士們、先生們，

大家好！今日非常高興，澳門旅遊大學迎來了各位專家學者、旅遊業界領袖，大家齊聚一堂，參加 2024 年“區域旅遊合作與夥伴關係國際研討會”。作為主辦方，我謹代表澳門旅遊大學，向各位的到來致以最熱烈的歡迎！

今年 5 月，全國旅遊發展大會在北京舉行。在本次會議上，習主席對旅遊工作作出了重要指示，提出新時代的旅遊業肩負著更好服務美好生活、促進經濟發展、構築精神家園、展示中國形象、增進文明互鑒等多重使命。責任當前，旅遊業界須秉持守正創新、提質增效、融合發展的原則，開創旅遊發展的新格局。

旅遊業是澳門重要的經濟支柱，一直以來，澳門以建設世界旅遊休閒中心為目標，不僅擁有豐富的歷史文化遺產、融和薈萃的多元文化，亦誕生出世界級的娛樂設施、精彩紛呈的節慶活動，創造多樣化的旅遊體驗，成功吸引來自世界各地的旅客。這樣的基礎、特色和優勢，讓澳門有條件助力粵港澳大灣區世界級旅遊目的地的高質量發展，為我國建設成為旅遊強國作出應有的貢獻。

區域合作對於旅遊業的高質量發展至關重要。今年以來，中央在擴大客源市場、便捷旅客通關手段等方面出台多項惠澳政策，為澳門聯動內地旅遊業界，務實推進旅遊產業發展提供有利的政策支撐。機會當前，澳門須把各項優惠政策落到實處，業界對以區域合作的模式支持澳門旅遊業發展充滿期待。希望能找準突破點，拓展琴澳旅遊業的合作空間，整合大灣區旅遊資源，豐富產品供給。我們深信，這些區域之間的協同合作，將強化我們的應對能力，保障旅遊業的穩定發展，既為澳門經濟適度多元發展增強動能，亦能為粵澳橫琴深合區、粵港澳大灣區的旅遊發展打開新格局。

有見及此，藉著中華人民共和國成立 75 周年、澳門特別行政區成立 25 周年之際，澳門旅遊大學和北京聯合大學《旅遊學刊》編輯部共同舉辦“區域旅遊合作和夥伴關係”專題研討會。作為亞太地區內專門提供旅遊服務業相關課程的領先高等院校，澳旅大不但服務於澳門建設世界旅遊休閒中心所需的人才培養，同時亦冀望在粵港澳大灣區發揮作用，助力澳門成為大灣區內的旅遊教育和培訓基地。我們期待透過是次研討會，搭建國際性的學術交流平台，匯聚全球旅遊學者、政策制定者、行業領袖及實踐者，共同探討區域旅遊合作的新模式、新策略、新挑戰與新機遇。

本次會議將圍繞“區域旅遊合作：探索區域旅遊合作新路徑，共築全球旅遊命運共同體”為主題。在接下來的兩天時間，大家將參與主旨報告、平行論壇、圓桌會議等多個環節。與會專家學者將介紹在旅遊一體化發展、數字時代賦能旅遊業、文旅融合發展策略等方面的最新研究成果，並圍繞區域旅遊政策導向、資源整合、產品開發、市場營銷、品牌建設等具體問題展開深入交流和研討。相信大家在一場場精彩的分享和討論中定能思維碰撞、迸發火花，為未來區域旅遊合作實現飛躍發展出謀劃策。

最後，我預祝這次會議取得圓滿成功！ 謝謝大家！

黃竹君 博士
校長
澳門旅遊大學



OPENING REMARKS

Distinguished guests, ladies and gentlemen,

Good morning! It is with great pleasure that Macao University of Tourism welcomes esteemed scholars, industry leaders, and tourism experts to gather here today for the 2024 International Symposium on Regional Tourism Collaboration and Partnerships. On behalf of the host institution, I extend our warmest welcome to all of you!

In May this year, the National Tourism Development Conference was held in Beijing, in which President Xi Jinping's instruction on the work related to the tourism sector was conveyed, emphasizing the key missions of tourism in the new era: enhancing people's quality of life, promoting economic development, building a spiritual home, showcasing China's image, and fostering exchanges between civilisations. Faced with these responsibilities, the tourism sector must adhere to principles of integrity, innovation, quality improvement, and integrated development to forge a new paradigm for tourism.

With tourism being a vital economic pillar of Macao, our city has long aspired to become a "World Tourism and Leisure Centre". With our rich historical and cultural heritage, diverse and harmonious cultures, world-class entertainment facilities, and vibrant festivals, Macao offers unique experiences that attract visitors worldwide. These strengths position Macao to contribute to the high-quality development of the Guangdong-Hong Kong-Macao Greater Bay Area as a world-class tourism destination, advancing China's vision of becoming a global tourism leader.

Regional cooperation is indispensable for achieving high-quality tourism growth. This year, the central government has introduced multiple policies to expand Macao's tourism market and streamline cross-border travel, providing robust support for deeper cooperation between Macao and mainland tourism industries. Now is the time to translate these policies into tangible outcomes. The industry eagerly anticipates regional partnerships to unlock Macao's tourism potential—by expanding collaboration with Hengqin, integrating Greater Bay Area resources, and diversifying tourism offerings. We are confident that such synergies will enhance resilience, stabilise tourism growth, inject momentum into Macao's economic diversification,

and open new horizons for tourism in the Greater Bay Area and the Guangdong-Macao In-Depth Cooperation Zone in Hengqin.

In celebration of the 75th anniversary of the founding of the People's Republic of China and the 25th anniversary of the establishment of Macao Special Administrative Region, Macao University of Tourism and the editorial department of Beijing Union University's *Tourism Tribune* are co-hosting this symposium on regional tourism collaboration and partnerships. As a leading higher education institution in Asia-Pacific specializing in tourism and hospitality, our university is committed to nurturing talent for Macao's tourism development while aspiring to serve as a regional hub for tourism education and training in the Greater Bay Area. This symposium aims to create a global platform for scholars, policymakers, industry leaders, and practitioners to explore new models, strategies, challenges, and opportunities in regional tourism cooperation.

Centred on the theme "Regional Tourism Collaboration and Partnerships: Exploring New Paths for Cooperation and Building a Global Tourism Community with a Shared Future", the next two days will feature keynote speeches, parallel forums, and roundtable discussions. Experts will present cutting-edge research on tourism integration, digital transformation, culture-tourism synergies, and more, while delving into policy frameworks, resource optimisation, product innovation, marketing strategies, and branding. I trust that the vibrant exchanges and debates will spark fresh ideas and chart actionable pathways for the future of regional tourism.

In closing, I wish this symposium resounding success! Thank you!

Dr. Vong, Chuk Kwan
Rector
Macao University of Tourism



關於研討會
ABOUT RTCP2024

關於研討會

簡介

2024年5月17日，全國旅遊發展大會在京舉行，會議傳達了習近平總書記對旅遊工作的重要指示，提出了新時代旅遊業的五項使命任務：服務美好生活、促進經濟發展、構築精神家園、展示中國形象、增進文明互鑒。要推動旅遊業高質量發展、加快建設旅遊強國，強化系統謀劃和科學佈局，保護文化遺產和生態資源，提升供給水平和服務質量，深化國際旅遊交流合作，不斷開創旅遊發展新局面。

為搭建一個國際性的學術交流平台，匯聚全球旅遊學者、政策制定者、行業領袖及持份者，共同探討區域旅遊合作的新模式、新策略、新挑戰與新機遇，促進旅遊資源的共享、市場的互融、文化的交流，北京聯合大學《旅遊學刊》編輯部與澳門旅遊大學共同舉辦“區域旅遊合作與夥伴關係”專題研討會。

研討會主席

趙偉兵 博士 澳門旅遊大學創意旅遊與智慧科技學院院長

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陳正珠 博士 (澳門旅遊大學)
霍曉楓 女士 (澳門旅遊大學)
李強 博士 (浙江財經大學)
李湘萍 博士 (澳門旅遊大學)
李小葉 博士 (澳門旅遊大學)
李雲鵬 教授 (首都經濟貿易大學)
李卓 博士 (澳門旅遊大學)
林冰娜 博士 (澳門城市大學)
隆斐 博士 (廣東海洋大學)
羅毅新 博士 (澳門旅遊大學)
蒲瑞輝 博士 (澳門旅遊大學)
秦曉楠 教授 (中國海洋大學)
桑坤 博士 (廈門大學馬來西亞分校)

唐川鐘 博士 (東北財經大學)
王娟 博士 (中國海洋大學)
溫士賢 博士 (華南師範大學)
姚敏如 博士 (澳門旅遊大學)
姚曉南 博士 (澳門旅遊大學)
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朱錦晟 博士 (桂林旅遊學院)

主持人 (澳門旅遊大學)

鄺嘉敏 女士

行政支持人員 (澳門旅遊大學)

黃曉彤 女士
何美彤 女士
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余慧心 女士
余曉彤 女士

以上姓名按拼音順序排列

ABOUT RTCP2024

Introduction

On May 17, 2024, the National Tourism Development Conference was held in Beijing, in which President Xi Jinping's instruction on the work related to the tourism sector was conveyed, outlining five key missions: enhancing people's quality of life, promoting economic development, building a spiritual home, showcasing China's image, and fostering exchanges between civilisations. To achieve these goals, the conference emphasised the need to promote high-quality tourism development, accelerate the construction of China's destination competitiveness, and enhance systematic planning and scientific layout. It also highlighted the importance of protecting cultural heritage and ecological resources, improving supply levels and service quality, and deepening international tourism exchanges and cooperation. These efforts aim to continuously create new prospects for tourism development.

With an aim to establish an international academic exchange platform, bring together global tourism scholars, policymakers, industry leaders, and practitioners to discuss new models, strategies, challenges, and opportunities for regional tourism cooperation, as well as to promote the sharing of tourism resources and market development, the editorial department of Beijing Union University's Tourism Tribune and the Macao University of Tourism are jointly organising the 2024 International Symposium on Regional Tourism Collaboration and Partnerships (RTCP).

Chair of RTCP2024

Dr. Weibing Zhao, Dean of the Faculty of Creative Tourism and Intelligent Technologies at the Macao University of Tourism

Organising Committee Members from UTM

Dr. Irene Chan
Dr. Vicky Chen
Dr. Catherine Li
Dr. Xiangping Li
Dr. Jack Ly
Ms. Judy Wong

Reviewers from UTM

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Dr. Allan Pu, Macao University of Tourism
Dr. Shanshan Qi, Macao University of Tourism
Dr. Dagnachew Senbeto, Hong Kong Polytechnic University
Dr. Joey Sou, Macao University of Tourism
Dr. Sonny Su, Macao University of Tourism
Ms. Yin Fei Faye Tse, Hong Kong Metropolitan University

Ms. Loretta Tou, Macao University of Tourism
Dr. Don Wu, Macao University of Tourism
Dr. June Yang, Macao University of Tourism
Dr. Joe Zhou, Macao University of Tourism

Moderators and Panelists

Dr. Irene Chan, Macao University of Tourism
Dr. Vicky Chen, Macao University of Tourism
Ms. Hilda Fok, Macao University of Tourism
Dr. Helmond Io, Macao University of Tourism
Dr. Yan Io, Macao University of Tourism
Dr. Catherine Li, Macao University of Tourism
Dr. Qiang Li, Zhejiang University of Finance and Economics
Dr. Xiangping Li, Macao University of Tourism
Dr. Xiaoye Li, Macao University of Tourism
Prof. Yunpeng Li, Capital University of Economics and Business
Dr. Bingna Lin, City University of Macau
Dr. Fei Long, Guangdong Ocean University
Dr. Jim Luo, Macao University of Tourism
Dr. Allan Pu, Macao University of Tourism
Prof. Xiaonan Qin, Ocean University of China
Dr. Kun Sang, Xiamen University Malaysia
Dr. Chuanzhong Tang, Dongbei University of Finance and Economics
Dr. Juan Wang, Ocean University of China
Dr. Shixian Wen, South China Normal University
Dr. Yuchen Zhao, Huaqiao University
Dr. Jinsheng Zhu, Guilin Tourism University

Master of Ceremony from UTM

Ms. Ashley Kuong

Administrative Support Staff from UTM

Ms. Gabriella Au

Ms. Cherry Iu

Mr. Eric Ng

Ms. Tamami Ogata

Ms. Sandi U

Ms. Helen Wong

The names above are listed in alphabetical order

關於澳門及澳門旅遊大學
ABOUT MACAO AND MACAO UNIVERSITY OF TOURISM

關於澳門及澳門旅遊大學

澳門特別行政區位於粵港澳大灣區、珠江入海口，毗鄰香港與珠海，是“世界遺產城市”，“創意城市美食之都”。澳門文旅休閒產業高度發達，被譽為“世界旅遊休閒中心”，是全球擁有福布斯五星級酒店數量最多的城市。

澳門旅遊大學是澳門的四所公立高等院校之一，具有本、碩、博完整的培養體系。大學在建校之初即確立了國際化、小而精的辦學路線，在不到三十年的時間內已迅速發展成為一所地區領先、世界知名、頗具專業特色的高等學府。大學的學科體系不斷拓展，目前所開設的學位課程涉及旅遊、文化遺產、創意產業、數碼營銷、品牌管理、國際商業、創新傳播、工商管理、智慧科技、酒店、會展、廚藝、健康服務管理等多個領域。2000年，大學成為首間獲聯合國世界旅遊組織頒發“旅遊教育質素認證”(UN Tourism.TedQual)的高等院校。2008年，獲特區政府頒發旅遊功績勳章，肯定了大學在推動本地旅遊業發展上所作出的突出貢獻。2017年，大學成功通過英國高等教育質量保證局(QAA)的國際質素評鑑(IQR)。大學亦分別於1997年、2002年、2020年及2022年四次榮獲亞太旅遊協會(PATA)頒發的金獎(“教育及培訓”和“人力資本發展”範疇)。2019年，大學獲得文化和旅遊部同意掛牌成為“粵港澳大灣區旅遊教育培訓基地”依託單位。在QS 2024年世界大學排名榜中，在“款待及休閒管理”學科中排名全球第12位。根據科睿唯安最新公佈的基本科學指標(Essential Science Indicators，簡稱ESI)顯示，大學在社會科學總論(Social Science, General)入榜全球ESI前1%，顯示澳旅大的整體學術研究成果位於全球高水平科研機構行列。

澳旅大的文化非常多元。其師資來自世界各地，畢業於國際知名大學。大學的教學與人才培養推崇批判性思維、團隊合作以及理論結合實踐。為更好地實現各項學習成效，學校不斷拓寬學術及產業合作網絡，為學生提供豐富的實地考察、交流學習和實習機會。實踐學習也可以在多個校內極具特色的培訓單位及實驗室進行，例如教學餐廳、望廈迎賓館、文化遺產數碼檔案室、零售實驗室、構想實驗室等。

ABOUT MACAO AND MACAO UNIVERSITY OF TOURISM

The Macao Special Administrative Region, a city of the Guangdong-Hong Kong-Macao Greater Bay Area, is located at the entrance of the Pearl River, bordering Hong Kong and Zhuhai. It is recognised as a "World Heritage City" and a "City of Gastronomy in the Creative Cities Network". Macao boasts a highly developed cultural, tourism, and leisure industry and is hailed as the "World Centre of Tourism and Leisure ". It is also the city with the highest number of Forbes five-star hotels globally.

Macao University of Tourism (UTM) is one of the four public higher education institutions in Macao, offering a comprehensive educational system from bachelor's to doctoral degrees. Since its establishment, the University has adhered to the educational philosophy of internationalisation and professionalism. In less than three decades, it has rapidly developed into a regionally leading, globally renowned higher education institution with distinctive characteristics. The University's academic programme portfolio has been continuously expanding, and currently offers degree programmes spanning various fields including tourism, cultural heritage, creative industries, digital marketing, brand management, international business, innovative communication, business administration, smart technologies, hotel, events, culinary arts, health services management, and more. In 2000, the University became the first higher education institution accredited by the UN Tourism.TedQual Certification System for tourism education. In 2008, it was awarded the Medal of Merit for Tourism by the Macao SAR Government in recognition of its significant contributions in advancing local tourism development. In 2017, the University successfully passed the International Quality Review (IQR) from the UK' s Quality Assurance Agency for Higher Education (QAA). The University has also won four Gold Awards from the Pacific Asia Travel Association (PATA) in the categories of "Education and Training" and "Human Capital Development" in 1997, 2002, 2020, and 2022, respectively. In 2019, with the approval of the Ministry of Culture and Tourism, the University was designated as the relying unit of the "Tourism Education and Training Base for the Guangdong-Hong

Kong-Macao Greater Bay Area." The University ranks 12th on the QS World University Rankings by Subject 2024 for Hospitality and Leisure Management. According to the latest Essential Science Indicators (ESI) published by Clarivate, the University ranks in the top 1% globally in the field of Social Science, General, indicating that UTM's overall academic research achievements are among the world's top-level research institutions.

UTM is a culturally diverse community. Its faculty members come from all around the world and have graduated from internationally renowned universities. Critical thinking, teamwork, and integration of theory and practice are advocated throughout the course of studies at UTM. To facilitate the achievement of various learning outcomes, the University makes endless efforts to broaden its academic and industry partnership networks, and abundant opportunities are available for students to do field trips, exchange studies, and internships within and outside Macao. Practical learning also can be conducted on-campus at training units and custom-built labs, such as Educational Restaurant, Pousada Hotel, Heritage Documentation Lab, iRetail Lab and Ideation Lab.



研討會日程
AGENDA OF RTCP2024

研討會日程 AGENDA OF RTCP2024

12月1日 December 1	第1天 1 st Day	地點：澳門旅遊大學望廈校區啟思樓大堂 Venue: Lobby of the Inspiration Building, Macao University of Tourism (UTM)
10:00—20:00	報到 Registration	
12月2日 December 2	第2天 (上午) 2 nd Day (Morning)	地點：澳門旅遊大學望廈校區啟思樓 Venue: Inspiration Building, UTM
08:30—09:00	報到 / 簽到 Registration / Check-in	
09:00—09:15	開幕式 Opening Ceremony	地點：澳門旅遊大學望廈校區啟思樓大禮堂 Venue: Grand Hall, Inspiration Building, UTM
主持人 Moderator	鄺嘉敏 (澳門旅遊大學講師) Ms. Kuong Ka Man (Lecturer, UTM) 澳門旅遊大學校長黃竹君致歡迎辭 Speech by Dr. Vong Chuk Kwan (Rector of UTM) 會場合影 Group Photo Taking	
09:15—12:25	主旨報告 Keynote Speeches	地點：澳門旅遊大學望廈校區啟思樓大禮堂 Venue: Grand Hall, Inspiration Building, UTM
主持人 Moderator	趙偉兵 (澳門旅遊大學創意旅遊與智慧科技學院院長) Dr. Zhao Weibing (Dean of the Faculty of Creative Tourism and Intelligent Technologies, UTM)	
09:15—09:40	主旨演講 1：泛大灣區旅遊度假一體化發展的思考 嘉賓：張凌雲 (《旅遊學刊》執行主編、北京聯合大學特聘教授) Keynote Speech 1: Some Thoughts on the Integrated Development of Vacationing in the Pan-Greater Bay Area Keynote Speaker: Professor Zhang Lingyun (Executive Editor-in-Chief of Tourism Tribune, Distinguished Professor of Beijing Union University)	
09:40—10:05	主旨演講 2：數字時代的旅遊跨地方互動和生命週期新特徵 嘉賓：朱竑 (《旅遊學刊》編委、廣州大學教授) Keynote Speech 2: New Characteristics of Cross-destination Interaction and Life Cycle in the Digital Age Keynote Speaker: Professor Zhu Hong (Member of the Editorial Board of Tourism Tribune, Professor of Guangzhou University)	
10:05—10:30	主旨演講 3：亞太地區旅遊研究和教育的新興前沿 嘉賓：Joseph M. Cheer (Tourism Geographies 主編、西悉尼大學教授) Keynote Speech 3: Emerging Frontiers for Tourism Research and Education in/on the Asia Pacific Region Keynote Speaker: Professor Joseph M. Cheer (Editor-in-Chief of Tourism Geographies, Professor of Western Sydney University)	

主持人 Moderator	李俊豐 (澳門旅遊大學創意旅遊與智慧科技學院文化與遺產管理課程主任、副教授) Dr. Ly Tuan Phong (Assistant Professor and Coordinator for Cultural and Heritage Management Programme, Faculty of Creative Tourism and Intelligent Technologies, UTM)
10:45—11:10	主旨演講 4：線上旅遊平台創新賦能入境旅遊發展 嘉賓：孫博文 (攜程研究院執行秘書長、入境遊總經理) Keynote Speech 4: The Development of Online Inbound Tourism Platforms Empowered by Innovations Keynote Speaker: Mr. Sun Bowen (Executive Secretary-general of Ctrip Research Institute, General Manager of Inbound Tourism)
11:10—11:35	主旨演講 5：長江國家文化公園空間生產與場景表達 嘉賓：陳波 (武漢大學教授、國家文化發展研究院常務副院長) Keynote Speech 5: Spatial Production and Scene Expression of the Yangtze River National Cultural Park Keynote Speaker: Professor Chen Bo (Professor of Wuhan University, Deputy Director of National Institute of Cultural Development)
11:35—12:00	主旨演講 6：跨文化視角下的粵港澳大灣區文旅融合發展策略 嘉賓：周建新 (深圳大學教授、文化產業研究院院長) Keynote Speech 6: Strategies for the Integrated Development of Culture and Tourism in the Guangdong-Hong Kong-Macao Greater Bay Area: A Cross-Cultural Perspective Keynote Speaker: Professor Zhou Jianxin (Professor of Shenzhen University, Director of the Institute for Cultural Industries Shenzhen University)
12:00—12:25	主旨演講 7：區域旅遊發展——等離子體理論視角 嘉賓：王俊億 (Tourist Studies 主編、澳門旅遊大學教授) Keynote Speech 7: Regional Tourism Development: A Plasmatic Perspective Keynote Speaker: Professor Ong Chin Ee (Editor-in-Chief of Tourist Studies, Professor of UTM)

12月2日 December 2	第2天(下午) 2 nd Day (Afternoon)	地點：澳門旅遊大學望廈校區啟思樓 Venue: Inspiration Building, UTM
14:00—17:20	平行論壇 Parallel	(每位報告人演講 12 分鐘・現場互動 5 分鐘) (Presentation 12 minutes, Q&A 5 minutes)
Sessions		
議題一：	區域旅遊合作的理論框架與政策導向	
地點：	啟思樓 I-G04	
Topic 1:	Theoretical Framework and Policy Orientation of Regional Tourism Collaboration and Partnerships	
Venue:	Inspiration Building I-G04	
主持人：	王娟 (中國海洋大學副教授)	
點評專家：	姚敏如 (澳門旅遊大學副教授)、蒲瑞輝 (澳門旅遊大學副教授)、唐川鐘 (東北財經大學副教授)	
Moderator:	Wang Juan (Associate Professor, Ocean University of China)	
Panelists:	Io Man U (Assistant Professor, Macao University of Tourism) Pu Ruihui (Assistant Professor, Macao University of Tourism) Tang Chuanzhong (Associate Professor, Dongbei University of Finance and Economics)	

序號 No.	報告人 Presenter	報告人單位 Affiliation	論文題目及作者 Paper Title and Authors
1	王娟 Wang Juan	中國海洋大學 Ocean University of China	RCEP 旅遊服務貿易網絡的動態演化特徵、 共軛環流效應及形成機制 (王娟、張歡、魏榮杰)
2	王舒 Wang Shu	桂林理工大學 Guilin University of Technology	數字經濟、旅遊產業與生態文明建設—— 基於廣西 14 個地級市的 PVAR 分析 (王舒、黃燕玲、羅盛鋒)
3	凌若童 Ling Ruotong	澳門旅遊大學 Macao University of Tourism	疫情後時代澳門的旅遊業的新機遇與新挑戰 (凌若童)
4	屈揚 Qu Yang	華南理工大學 South China University of Technology	人生是曠野嗎？Z 世代青年關於數字遊民的 態度 (鄧以晨、屈揚、謝吉軒、李飛、劉丹萍)
5	陳妍 Chen Yan	韓國全南大學 Chonnam National University	旅遊與產業多元化效應對區域經濟韌性的影 響 (陳妍、金俊鎬)
6	毛明晨 Mao Mingchen	華南理工大學 South China University of Technology	文化距離對中國旅遊服務貿易出口的影響研 究—— 基於“一帶一路”沿線國家資料 (李沐純、毛明晨)
7	王威 Wang Wei	澳門旅遊大學 Macao University of Tourism	The Role of Leadership in Decision- Making Behavior and Results of Cooperation in Regional Tourism Partnerships (Wang, Wei; Wu, Zhaohuan; Wang, Xuedian)

議題二： 旅遊資源整合、產品開發與服務一體化（場次 A）
 地點： 啟思樓 I-G05
 Topic 2: Tourism Resource Integration, Product Development, and Service Synergy (Session A)
 Venue: Inspiration Building I-G05
 主持人： 李卓（澳門旅遊大學副教授）
 點評專家： 桑坤（廈門大學馬來西亞分校助理教授）、林冰娜（澳門城市大學助理教授）、
 Moderator: Li Zhuo (Assistant Professor, Macao University of Tourism)
 Panelists: Sang Kun (Assistant Professor, Xiamen University Malaysia)
 Lin Bingna (Assistant Professor, City University of Macau)

序號 No.	報告人 Presenter	報告人單位 Affiliation	論文題目及作者 Paper Title and Authors
1	劉東澤 Liu Dongze	北京第二外國語學院 Beijing International Studies University	休閒參與對居民幸福感的影響效應及其機制研究 (呂寧、劉東澤)
2	胡世良 Hu Shiliang	四川璟野甜源環境科技有限公司 Sichuan Jingyetyanyuan Environmental Technology Co., Ltd.	EOD 模式（生態環境導向的開發）助力區域文旅產業專案實施及運營 (胡世良)
3	劉瑾鈺 Liu Jinyu	澳門旅遊大學 Macao University of Tourism	智慧旅遊技術點亮大灣區：VR/AR 技術創新、體驗升級與區域協同發展的探索 (劉瑾鈺、湯瑩)
4	王偉年 Wang Weinian	井岡山大學 Jinggangshan University	贛州、吉安紅色旅遊產品合作開發策略研究 (王偉年、李東影)
5	鄧鴻澤 Deng Hongze	澳門城市大學 City University of Macau	顧客寬容在餐廳機器人服務失敗中的作用 (鄧鴻澤、林冰娜)
6	郭麟 Kuok Lon	澳門旅遊大學 Macao University of Tourism	A Comparative Study of Artificial Intelligence-Generated Itineraries and Human-Designed Itineraries (Kuok, Lon; Boyal Ngan, Henrique Fátima; Lei, Weng Si Clara)
7	周國清 Zhou Guoqing	香港理工大學 Hong Kong Polytechnic University	Trustworthy AI in Tourism Recruitment (Zhang, Chen Jason; Zhou Torres, Wanyi Christina; Zhou, Guoqing; Huang, Guoqiong Ivanka; Hu, Jihao)
8	陳智聲 Chen Zhisheng	澳門旅遊大學 Macao University of Tourism	Enhancing Cultural Tourism Integration in the Greater Bay Area of Guangdong, Hong Kong and Macao (GBA): A Review Study on Cultural Heritage Tourism Products for GBA (Chen, Zhisheng; Qi, Shanshan)
9	桑坤 Sang Kun	廈門大學馬來西亞分校 Xiamen University Malaysia	Policy Perception and Low-Carbon Destination Image: A cross-regional Comparison with PLS Structural Modelling (Zhao, Zheyu; Du, Yuhan; Sang, Kun)

議題二： 旅遊資源整合、產品開發與服務一體化（場次 B）
地點： 啟思樓 I-G06
Topic 2: Tourism Resource Integration, Product Development, and Service Synergy (Session B)
Venue: Inspiration Building I-G06
主持人： 陳昭宇（澳門旅遊大學副教授）
點評專家： 姚曉南（澳門旅遊大學副教授）、霍曉楓（澳門旅遊大學講師）
Moderator: Chen Zhaoyu (Assistant Professor, Macao University of Tourism)
Panelists: Io Hio Nam (Assistant Professor, Macao University of Tourism)
 Fok Hio Fong (Lecturer, Macao University of Tourism)

序號 No.	報告人 Presenter	報告人單位 Affiliation	論文題目及作者 Paper Title and Authors
1	房元瀚 Fang Yuanhan	韓國延世大學 Yonsei University	探索虛擬實境技術在振興農業中的作用：以首爾景福宮為例 (房元瀚)
2	劉帥芳 Liu Shuaifang	華南師範大學 South China Normal University	區域旅遊中聊天機器人語言類型對遊客價值共創意願的影響 (劉帥芳、王伊妍、李軍)
3	李欣然 Li Xinran	貴州師範大學 Guizhou Normal University	交通便利性對“一帶一路”城市旅遊產業可持續發展的影響研究 (李欣然、魏錢嵌、徐倩)
4	周歡歡 Zhou Huanhuan	澳門旅遊大學 Macao University of Tourism	Traditional Chinese Medicine (TCM) Health Tourism Resources in Guangdong, Hong Kong, and Macao (Zhou, Huanhuan; Lourenço, Fernando)
5	王瑤君 Wang Yaojun	北京第二外國語學院 Beijing International Studies University	Individual Travel Planning Recommendations Based on UGC from Flickr (Zhong, Lina; Xu, Zongqi; Rong, Jackie; Wang, Yaojun)
6	周瑜 Zhou Yu	澳門旅遊大學 Macao University of Tourism	A 30-Year Review and New Conceptual Insights into Food Tourism Motivation (Zhou, Yu; Lourenço, Fernando; Hou, Pingping)
7	李重科 Lei Chong Fo	澳門旅遊大學 Macao University of Tourism	Forecasting Macao's Tourism Demand from the Greater Bay Area: An Enhanced ARIMA Model and Big Data Approach (Lei, Chong Fo; Chen, Fusheng; Guo, Te; Chu, Chia Wei)
8	周晉宇 Zhou Jinyu	澳門旅遊大學 Macao University of Tourism	Navigating the Prepared Foods Landscape: Innovations, Trends, and Challenges in Catering and Gastronomy Tourism (Zhou, Jinyu, Guan, Jieqi; Lam, Ching Chi Cindia)
9	徐景潛 Xu Jingqian	澳門旅遊大學 Macao University of Tourism	Exploring Tourists Intentions Toward Green Hotels: Insights for Sustainable Tourism Product Development (Xu, Jingqian; Guan, Jieqi; Lei, Kong)

議題三： 市場营销與品牌共建
地點： 啟思樓 I-309
Topic 3: Marketing and Brand Co-Building
Venue: Inspiration Building I-309
主持人： 李小葉 (澳門旅遊大學講師)
點評專家： 李雲鵬 (首都經濟貿易大學教授)、朱錦晟 (桂林旅遊學院副教授)、羅毅新 (澳門旅遊大學副教授)
Moderator: Li Xiaoye (Lecturer, Macao University of Tourism)
Panelists: Li Yunpeng (Professor, Capital University of Economics and Business)
 Zhu Jinsheng (Associate Professor, Guilin Tourism University)
 Luo Yixin (Assistant Professor, Macao University of Tourism)

序號 No.	報告人 Presenter	報告人單位 Affiliation	論文題目及作者 Paper Title and Authors
1	王玲婷 Wang Lingting	成都外國語學院 Chengdu International Studies University	數字化時代背景下遊戲產業對區域旅遊品牌影響研究——以《黑神話：悟空》遊戲為例 (王玲婷、呂輝)
2	曾煜 Zeng Yu	澳門旅遊大學 Macao University of Tourism	Black Myth Wukong, Mediatized Spaces of Virtual Games and Physical Landscape (Zeng, Yu)
3	黃麗滿 Huang Liman	中山大學 Sun Yat-sen University	Overcoming Technophobia in Smart Tourism: The Role of AI Technology Perceptions in Seniors' Travel Intentions (Huang, Liman; He, Mang)
4	甯達 Ning Da	澳門旅遊大學 Macao University of Tourism	A Scene-based Approach to the Sustainable Development of Industrial Heritage Tourism (Ning, Da; Zhao, Weibing Max)
5	邱亮瑋 Qiu Liangwei	澳門旅遊大學 Macao University of Tourism	Fan-made Goods for Touring Concerts: A Serious Leisure Perspective (Qiu, Liangwei)
6	朱錦晟 Zhu Jinsheng	桂林旅遊學院 Guilin Tourism University	Decoding the Cognitive and Affective Dimensions of Macau's Tourist Destination Image through Chinese Travelogues (Zhu, Jinsheng Jason; Yu, Shuo; Li, Xi; Liu, Zitao)
7	李卓君 Li Zhuojun	澳門旅遊大學 Macao University of Tourism	Collaboration in Rural Tourism Entrepreneurship: A Bibliometric Review and Future Research Agenda (Li, Zhuojun; Zhao, Weibing Max; Li, Xiangping; Jin, Minglei)
8	林樾 Lin Yue	澳門科技大學 Macao University of Science and Technology	The Impact of Short Video Content Marketing and Content Richness on Tourists' Purchase Intention in the Hospitality Industry under the Perspective of Tourists' Perception (Lin, Yue)

議題四： 文旅高品質融合發展與其多元社會效應（場次 A）
 地點： 啟思樓 I-103
 Topic 4: High-Quality Integrated Development of Culture and Tourism and Its Diverse Social Effects (Session A)
 Venue: Inspiration Building I-103
 主持人： 溫士賢（華南師範大學副教授）
 點評專家： 陳正珠（澳門旅遊大學副教授）、趙宇辰（華僑大學講師）
 Moderator: Wen Shixian (Associate Professor, South China Normal University)
 Panelists: Chan Cheng Chu (Assistant Professor, Macao University of Tourism)
 Zhao Yuchen (Lecturer, Huaqiao University)

序號 No.	報告人 Presenter	報告人單位 Affiliation	論文題目及作者 Paper Title and Authors
1	溫士賢 Wen Shixian	華南師範大學 South China Normal University	國內居民邊境旅遊鑄牢中華民族共同體意識的機理與路徑 (溫士賢、朱竑)
2	侯玉霞 Hou Yuxia	桂林理工大學 Guilin University of Technology	民族旅遊“三交”鑄牢中華民族共同體意識內在機理研究 (侯玉霞、余沁珊)
3	鄒成 Zou Cheng 何鑫 He Xin	海南師範大學 Hainan Normal University 澳門科技大學 Macao University of Science and Technology	基於內容分析法的海口市騎樓歷史文化街區遊客旅遊意向研究 (鄒成、農承耀、何鑫)
4	劉益銘 Liu Yiming	華南師範大學 South China Normal University	新型城鎮化進程中僑鄉歷史文化街區的有機更新 (劉益銘、溫士賢)
5	譚祖利 Tan Zuli	韶關學院 Shaoguan University 澳門科技大學 Macao University of Science and Technology	大城市周邊鄉村旅遊紳士化對居民日常生活的影響 ——以廣州市從化區碧水新村為例 (譚祖利、朱竑)
6	趙宇辰 Zhao Yuchen	華僑大學 Huaqiao University	Education Travels and Identity Transformation of Overseas Chinese Students: A Conceptual Framework (Zhao, Yuchen)
7	王志文 Wang Zhiwen	桂林理工大學 Guilin University of Technology	Bridging Memory and Experience: Memory Richness as a Driver of Personal and Cultural Growth in Tourism (Wang, Zhiwen)
8	徐帥韜 Xu Shuaitao	澳門旅遊大學 Macao University of Tourism	Exploring the Pathways of Host-Guest Interaction in the Context of Costumed Tourism from an Actor-Network Perspective (Xu, Shuaitao; Chen, Xiaolian Sharleen)

議題四： 文旅高品質融合發展與其多元社會效應（場次 B）
地點： 啟思樓 I-105
Topic 4: High-Quality Integrated Development of Culture and Tourism and Its Diverse Social Effects (Session B)
Venue: Inspiration Building I-105
主持人： 李湘萍（澳門旅遊大學副教授）
點評專家： 秦曉楠（中國海洋大學教授）、李強（浙江財經大學講師）、隆斐（廣東海洋大學講師）
Moderator: Li Xiangping (Assistant Professor, Macao University of Tourism)
Panelists: Qin Xiaonan (Professor, Ocean University of China)
 Li Qiang (Lecturer, Zhejiang University of Finance and Economics)
 Long Fei (Lecturer, Guangdong Ocean University)

序號 No.	報告人 Presenter	報告人單位 Affiliation	論文題目及作者 Paper Title and Authors
1	秦曉楠 Qin Xiaonan	中國海洋大學 Ocean University of China	網紅消費驅動下歷史文化街區旅遊空間生產機理——基於社交照片資料分析 (秦曉楠)
2	陳心梅 Chen Xinmei	華南師範大學 South China Normal University	擠了，就不撿？徒步旅遊者的擁擠感知對環境責任行為的影響 (莊曉平、賴嘉欣、陳心梅)
3	馬思琦 Ma Siqi	北京第二外國語學院 Beijing International Studies University	跨文化視域下的遊客凝視——從圖像到主體認同的構建 (鍾櫟娜、漆香池、李美玲、馬思琦)
4	陳丹雯 Chen Danwen	澳門城市大學 City University of Macau	遊客感知視角下文旅融合高品質發展策略研究——以澳門“文化導賞遊”為例 (陳丹雯、楊華杰)
5	李飛 Li Fei	華南理工大學 South China University of Technology	Z世代青年數字遊民實踐之阻礙因素研究 (李飛、劉丹萍、謝吉軒、屈陽、鄧以晨)
6	崔佳鑫 Cui Jiaxin	北京第二外國語學院 Beijing International Studies University	樂在山水：鄉村旅遊恢復性環境感知對遊客行為意向的影響機制研究 (崔佳鑫、趙佳旺、馮凌)
7	李強 Li Qiang	浙江財經大學 Zhejiang University of Finance and Economics	Creative Tourism and Creative People in China (Li, Qiang Pierce; Kovacs, Jason F.)
8	隆斐 Long Fei	廣東海洋大學 Guangdong Ocean University	How Social Media Frames Tourist Walls: The Case of Tourists from China Visiting Malaysia (Long, Fei; Ooi, Can-Seng)
9	汪瀾 Wang Lan	廣州新華學院 Guangzhou Xinhua University	Cultural Commodification and Perceptions of Authenticity: A Comparative Study of Kreta Ayer and Blair Plain in Singapore's Heritage Tourism (Wang, Lan)
10	盧欣彤 Lu Xintong	澳門旅遊大學 Macao University of Tourism	ESG Score, Hospitality and Tourism Investment, and Financial Constraints: From the Perspective of China's Image Display (Lu, Xintong; Guan, Jieqi)

12月3日 December 3	第3天 3 rd Day	地點：澳門旅遊大學望廈校區啟思樓 Venue: Inspiration Building, UTM
09:00—11:00	圓桌論壇 Roundtable Forums	地點：澳門旅遊大學望廈校區啟思樓大禮堂 Venue: Grand Hall, Inspiration Building, UTM

09:00—10:00

圓桌論壇一：

新質生產力與高校文旅人才培養模式改革

主持人：

趙偉兵（澳門旅遊大學創意旅遊與智慧科技學院院長）

嘉賓：

王璐（桂林理工大學旅遊與風景園林學院黨委書記、教授）

溫士賢（華南師範大學旅遊管理學院旅遊管理系系主任、副教授）

黃穎祚（澳門科技大學酒店與旅遊管理學院助理院長、副教授）

唐川鐘（東北財經大學跨境教育中心副主任）

李湘萍（澳門旅遊大學創意旅遊與智慧科技學院旅遊企業管理課程主任、副教授）

Roundtable Forum 1:

Reform of HEIs' Cultivation Mode for Cultural and Tourism Talents in the Context of New Quality Productive Forces

Moderator:

Dr. Zhao Weibing (Dean of the Faculty of Creative Tourism and Intelligent Technologies, UTM)

Speakers:

Professor Wang Lu (Professor and Secretary General of the Party Committee, College of Tourism and Landscape Architecture, Guilin University of Technology)

Dr. Wong Weng Chou (Associate Professor and Assistant Dean of the Faculty of Hospitality and Tourism Management, Macau University of Science and Technology)

Dr. Wen Shixian (Associate Professor and Chair of the Department of Tourism Management, School of Tourism Management, South China Normal University)

Dr. Tang Chuanzhong, Vice Dean, School of International Studies, Dongbei University of Finance and Economics

Dr. Li Xiangping (Assistant Professor and Coordinator for Tourism Business Management Programme, Faculty of Creative Tourism and Intelligent Technologies, UTM)

10:00—11:00

圓桌論壇二：

區域旅遊目的地聯動發展的內涵、挑戰與路徑

主持人：

任連萍（澳門旅遊大學創意旅遊與智慧科技學院教授）

嘉賓：

范雪豐（澳門城市大學國際旅遊與管理學院教授）

侯遠思（澳門大學工商管理學院副教授）

鄺益奮（澳門理工大學社會經濟與公共政策研究所所長、副教授）

胡玉沛（澳門特別行政區旅遊發展委員會委員）

周勇（澳門旅遊大學創新款待管理學院副教授）

Roundtable Forum 2:

The Connotation, Challenges, and Pathways of Coordinated destination Development in Regional Tourism

Moderator:

Professor Ren Lianping (Professor, Faculty of Creative Tourism and Intelligent Technologies, UTM)

Speakers:

Professor Fan Xuefeng (Professor, Faculty of International Tourism and Management, City University of Macau)

Dr. Hou Yuansi (Associate Professor, Faculty of Business Administration, University of Macau)

Dr. Yin Yifen (Associate Professor and Director of Social, Economic and Public Policy Research Centre, Macao Polytechnic University)

Mr. Manuel Wu (Member of Macao SAR Tourism Development Committee)

Dr. Zhou Yong (Assistant Professor, Faculty of Innovative Hospitality Management, UTM)

11:10—11:30

**閉幕式
Closing Ceremony**

**地點：澳門旅遊大學望廈校區啟思樓大禮堂
Venue: Grand Hall, Inspiration Building,
UTM**

**主持人
Moderator**

鄺嘉敏（澳門旅遊大學講師）
Ms. Kuong Ka Man (Lecturer, UTM)

11:10—11:15

**最佳會議論文表彰
Best Paper Awards**

11:15—11:25

**澳門旅遊大學副校長呂劍英總結致謝
Speech by Dr. Loi Kim Ieng** (Vice-Rector of UTM)

11:25—11:30

**會場合影
Group Photo Taking**

主旨演講嘉賓
KEYNOTE SPEAKERS

張凌雲
ZHANG LINGYUN



《旅遊學刊》執行主編，北京聯合大學旅遊學院特聘教授，兼任中國旅遊研究院學術委員等。長期從事旅遊基礎理論、旅遊標準化/信息化等研究，先後出版了 40 多本專（譯）著和教材，在核心期刊和 CSSCI 期刊發表論文 50 多篇，國際旅遊權威期刊（SSCI）發表論文 9 篇。

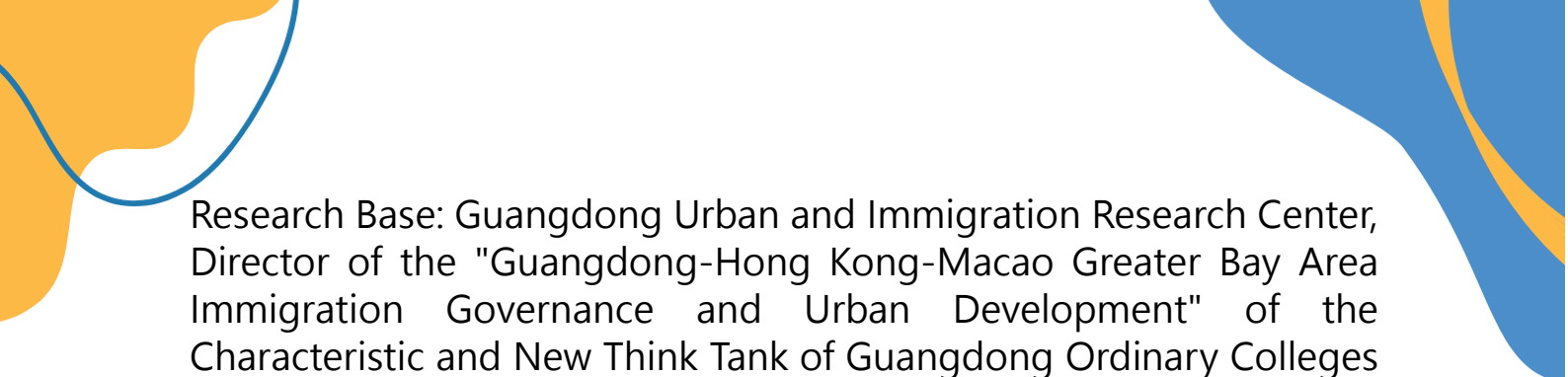
Zhang Lingyun is the Executive Editor-in-Chief of Tourism Tribune, Distinguished Professor at the Tourism College of Beijing Union University, and concurrently serves as an Academic Committee Member of the China Tourism Academy, among other positions. Engaged in long-term research on fundamental theories of tourism, tourism standardisation / informatisation, and other related fields, he has published over 40 monographs (including translated ones) and textbooks, authored more than 50 papers in core journals and CSSCI journals, and contributed 9 articles to prestigious international tourism journals (SSCI).

朱竑
ZHU HONG

國家級人才，廣東省領軍人才（2016年），教育部新世紀優秀人才（2007年）。1999年畢業於中山大學取得博士學位。曾供職中山大學、華南師範大學。兼任中國地理學會常務理事、中國地理學會研學工作組主任、中國地理學會文化地理專業委員會副主任委員。《地理科學》、《地理科學進展》副主編、《旅遊學刊》、《人文地理》、《世界地理研究》、《熱帶地理》等雜誌編委，兼任教育部高等學校地理科學類專業教學指導委員會委員、澳門科技大學客座教授、海南省南海戰略研究會學術委員會副主任委員等學術職務。現任廣州大學領軍人才、廣東省社會科學研究基地：廣東省城市與移民研究中心主任、廣東省普通高校特色新型智庫“粵港澳大灣區移民治理與城市發展”主任，廣東鄉村地域系統野外科學觀測研究站站長，擔任學院學術委員會主任。



Zhu Hong is a national-level talent and recipient of the Leading Talent of Guangdong Province (2016) and New Century Excellent Talents by the Ministry of Education (2007). He received his PhD from Sun Yat-sen University in 1999, and previously worked at Sun Yat-sen University and South China Normal University. Professor Zhu serves concurrently as Executive Director of the Chinese Geographical Society, Director of the Study Tour Working Group of the Chinese Geographical Society, and Vice Chairman of the Cultural Geography Professional Committee of the Chinese Geographical Society. He is the Deputy Editor-in-Chief of Geographic Science and Progress in Geography, and Member of the Editorial Boards of Tourism Tribune, Human Geography, World Geographic Study, and Tropical Geography. He holds concurrent academic positions as a member of the Teaching Steering Committee for Geographic Sciences in Higher Education by the Ministry of Education, Guest Professor at Macao University of Science and Technology, and Vice Chairman of the Academic Committee of the South China Sea Strategic Research Society of Hainan Province. Professor Zhu currently serves as a Leading Talent at Guangzhou University, Director of the Guangdong Social Science



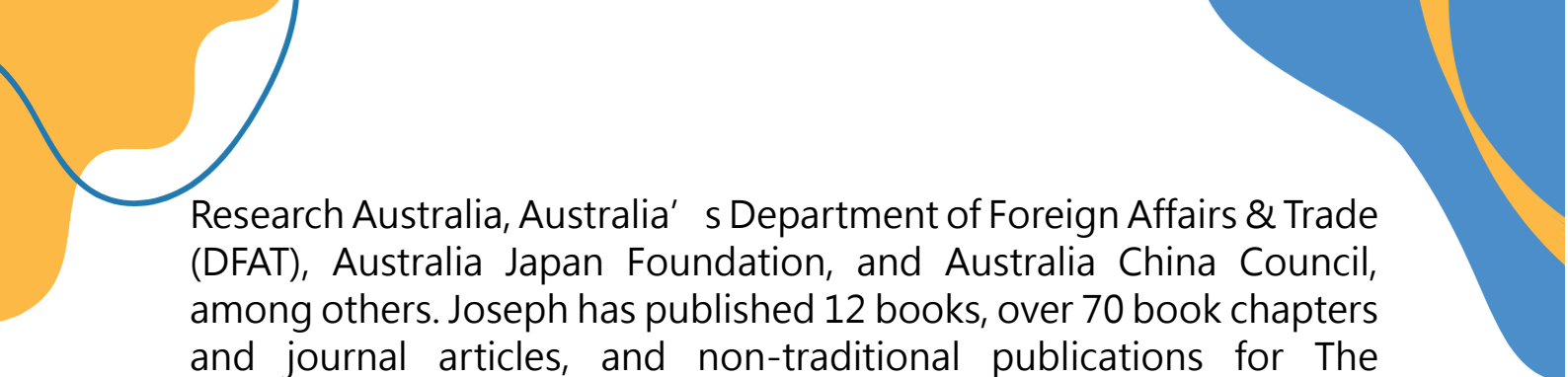
Research Base: Guangdong Urban and Immigration Research Center, Director of the "Guangdong-Hong Kong-Macao Greater Bay Area Immigration Governance and Urban Development" of the Characteristic and New Think Tank of Guangdong Ordinary Colleges and Universities, Director of the Guangdong Rural Territorial System Field Scientific Observation and Research Station, and Chairman of the Academic Committee of the School.

JOSEPH M. CHEER



澳大利亞西悉尼大學可持續旅遊與遺產學教授，兼任社會科學學院副院長（國際）。Tourism Geographies 聯合主編，世界經濟論壇可持續旅遊未來理事會聯合主席（2023-2024），美國地理學家協會遊憩、旅遊及體育小組聯合主席（2024-2028），國際地理聯合會旅遊、休閒與全球變化委員會主席（2024-2028）。亞洲開發銀行特聘顧問，太平洋亞洲旅遊協會（PATA）前任董事會成員以及聯合國世界旅遊組織最佳旅遊鄉村倡議顧問委員會成員。在中國海南大學、日本和歌山大學、紐西蘭奧克蘭理工大學以及南非約翰內斯堡大學擔任兼職教授。曾獲得日本學術振興會（JSPS）、澳大利亞研究理事會（ARC）、澳大利亞旅遊研究中心、澳大利亞外交貿易部（DFAT）、澳大利亞日本基金會和澳大利亞中國理事會等機構的研究資助。出版著作 12 部，發表書籍章節和期刊論文 70 餘篇，並為 The Conversation、世界經濟論壇、聯合國教科文組織、亞洲開發銀行、Global Research Institute 等貢獻大量出版物。2023 年，在體育、休閒與旅遊領域被列入全球前 2% 學者名單。

Joseph M. Cheer is a Professor of Sustainable Tourism and Heritage, and Associate Dean (International), School of Social Sciences, Western Sydney University, Australia. He is presently Co-Editor-in-Chief of Tourism Geographies, Co-Chair of the World Economic Forum Global Future Council on the Future of Sustainable Tourism (2023-2024) and Co-Chair of the American Association of Geographers, Recreation, Tourism and Sport (AAGRTS) group (2024-2028), and newly elected Chair of International Geographical Union Commission on Tourism, Leisure and Global Change (2024-2028). Joseph is a past board member of PATA (Pacific Asia Travel Association), an advisory board member UNWTO Best Tourism Villages initiative, and an empanelled consultant to the Asian Development Bank PSDI (Pacific Private Sector Development Initiative). Joseph holds adjunct professorships at Wakayama University (Japan), Hainan University (China), AUT (New Zealand) and the University of Johannesburg (South Africa). He has received research funding from the Japan Society for the Promotion of Sciences (JSPS), the Australian Research Council (ARC), Tourism



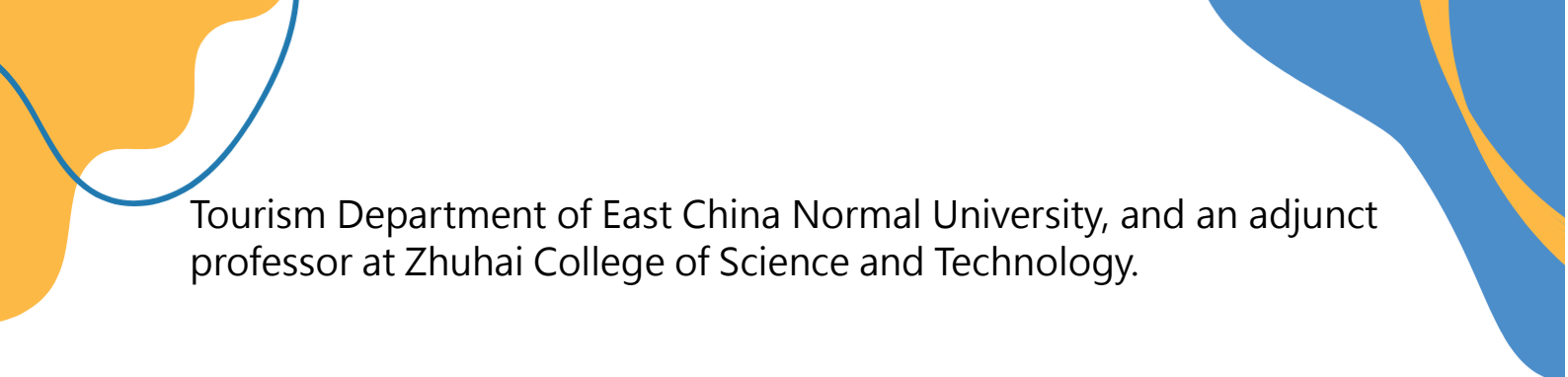
Research Australia, Australia's Department of Foreign Affairs & Trade (DFAT), Australia Japan Foundation, and Australia China Council, among others. Joseph has published 12 books, over 70 book chapters and journal articles, and non-traditional publications for The Conversation, World Economic Forum, UNESCO, Asian Development Bank, and Global Research Institute, among others. In 2023, he was listed in the Top 2% of researchers in the Sport, Leisure and Tourism field.

孫博文
SUN BOWEN

攜程研究院執行秘書長、中國旅行社協會入境遊分會副會長。主要分管攜程集團包含鄉村旅遊、智慧旅遊、會議會展、入境遊、旅遊人才培養等業務板塊的研究和市場化落地。同時，作為集團入境遊總經理，帶領團隊搭建和完善整體入境遊營銷和產品體系，夯實入境遊產業所需上中下游的供應鏈基礎，為入境遊發展賦能。亦曾擔任攜程大住宿事業群運營總監，負責北方酒店業務的線上運營，包括酒店排序、定價系統和服務流程制定。被北京市人民政府研究室聘為外腦智庫專家，被陝西省文化和旅遊廳聘為智庫專家，被海寧市聘為文旅產業產教融合聯盟專家顧問，並擔任華東師範大學旅遊學系行業導師，珠海科技學院兼職教授。



Sun Bowen is the Executive Deputy Secretary-General of Ctrip Research Institute and Vice President of the Inbound Tourism Branch of the China Association of Travel Services. He is primarily responsible for overseeing research and market implementation of various business segments within the Ctrip Group, including rural tourism, smart tourism, conventions and exhibitions, inbound tourism, and tourism talent cultivation. Additionally, as the General Manager of Inbound Tourism for the Group, Mr. Sun leads the team in establishing and refining the overall inbound tourism marketing and product system, strengthening the upstream, midstream, and downstream supply chain foundations required for the inbound tourism industry, and empowering the development of inbound tourism. He previously served as the Operations Director of Ctrip's Greater Lodging Business Group, responsible for the online operations of the hotel business in northern China, including hotel ranking, pricing systems, and service process formulation. He is appointed as a think tank expert by the Beijing Municipal People's Government Research Office and the Shaanxi Provincial Department of Culture and Tourism, an expert consultant for the Industry-Education Integration Alliance for Cultural and Tourism Industry in Haining City, an industry mentor at the



Tourism Department of East China Normal University, and an adjunct professor at Zhuhai College of Science and Technology.

陳波
CHEN BO



武漢大學新聞與傳播學院教授、博士生導師，美國芝加哥大學訪問學者。文化和旅遊部優秀專家，武漢大學優秀青年學者，湖北省文化產業學會副會長，中國文化產業管理學科專業委員會常務理事。國家社科基金項目、文化和旅遊部、湖北省委宣傳部、湖北省財政廳、湖北省文化和旅遊廳文化政策類項目評審專家。主要從事文化產業理論與政策、公共文化與文化空間、文化場景理論等方面的研究。主持國家社科基金藝術學重大項目 1 項，國家社科基金項目 3 項，湖北省社科基金項目 1 項，文化和

旅遊部國家公共文化制度設計研究，中央高校自主研究項目以及財政部、文化和旅遊部等多部門委託項目，作為子課題負責人參與國家社科基金重大項目、國家科技支撐計畫課題、重點研發計畫課題以及國家文化和旅遊部、財政部、國家文物局等多項課題的研究，內容涉及公共文化政策、文化產業理論等方面。曾獲湖北發展研究獎三等獎，武漢大學第十屆“我心目中的好導師”等。在全國重要核心期刊上發表論文 50 餘篇，向中央部委提交研究報告 30 餘篇，多篇研究報告被文化和旅遊部、湖北省委省政府等部門採用。

Chen Bo is a Professor and PhD supervisor at the School of Journalism and Communication, Wuhan University, and Visiting Scholar at the University of Chicago, USA. He is an Outstanding Expert by the Ministry of Culture and Tourism, Outstanding Young Scholar by Wuhan University, Vice President of Hubei Provincial Cultural Industry Association, and Executive Director of the Professional Committee of Cultural Industry Management in China. Professor Chen is also a review expert for cultural policy-related projects funded by the National Social Science Fund, the Ministry of Culture and Tourism, the Propaganda Department of the Hubei Provincial Party Committee, the Hubei Provincial Finance Department, and the Hubei Provincial Department of Culture and Tourism. He is primarily engaged in research on cultural industry theory and policy, public culture and cultural space, and cultural scene theory. Has presided over one major

art project funded by the National Social Science Fund, three projects funded by the National Social Science Fund, one project funded by the Hubei Provincial Social Science Fund, research on national public cultural system design for the Ministry of Culture and Tourism, independent research projects of central universities, and projects commissioned by multiple departments including the Ministry of Finance and the Ministry of Culture and Tourism. As the leader of sub-projects, he participated in research on major projects funded by the National Social Science Fund, national science and technology support projects, key research and development projects, and multiple projects funded by the Ministry of Culture and Tourism, the Ministry of Finance, the National Cultural Heritage Administration, etc., covering public cultural policy, cultural industry theory, and other aspects. He received the Third Prize of Hubei Development Research Award and the 10th "My Favorite Mentor" award at Wuhan University. Professor Chen published more than 50 papers in key national journals and submitted more than 30 research reports to central ministries and departments, with several research reports adopted by the Ministry of Culture and Tourism, the Hubei Provincial Party Committee and Provincial Government, and other departments.

周建新
ZHOU JIANXIN

二級教授，博士生導師，深圳大學文化產業研究院院長、客家研究所所長、廣東省哲學社會科學重點實驗室執行主任、文化和旅遊部國家文化創新中心主任。國務院政府特殊津貼專家、國家社會科學重大項目首席專家、新世紀百千萬人才、廣東省文化產業專家、廣東省非遺保護專家委員會委員、深圳市國家級高層次人才。出版著作 10 餘部，主持國家課題 6 項(重大項目 2 項)，發表論文 200 餘篇 (30 多篇被《新華文摘》《高校文科學術文摘》和人大複印報刊資料全文轉載)，獲高等學校科學研究優秀成果獎 2 項，省級科研成果獎 10 項。



Zhou Jianxin is a Professor (Grade II), PhD Supervisor, and Director of the Institute for Cultural Industries, Shenzhen University. He is also the Director of the Hakka Research Institute, Executive Director of the Guangdong Provincial Key Laboratory of Philosophy and Social Sciences, and Director of the National Cultural Innovation Center of the Ministry of Culture and Tourism. In addition, Professor Zhou is an expert receiving special government subsidies from the State Council, principal investigator of major national social science projects, member of the “New Century Million Talents Program”, expert in cultural industries in Guangdong Province, Member of the Guangdong Provincial Expert Committee on Intangible Cultural Heritage Protection, and national high-level talent in Shenzhen. He has published over 10 books, presided over 6 national research projects (including 2 major projects), and published more than 200 papers (with over 30 fully reprinted in Xinhua Digest, Academic Digest of Social Sciences in Universities, and other journals and materials compiled by Renmin University of China). He has received 2 awards for outstanding scientific research achievements from higher education institutions and 10 provincial-level scientific research achievement awards.

王俊億
ONG CHIN EE



澳門旅遊大學文化與旅遊管理教授，SSCI 期刊《旅者研究》(Tourist Studies) 主編，亞太地區 ATLAS 批判性旅遊研究共同主席，ATLAS 遺產旅遊與教育小組亞太區協調員，中國地理學會文化地理專委會委員。同時還擔任《款待與社會》(Hospitality and Society) 評審編輯，多家知名國際期刊編輯委員會成員，包括《旅遊地理》(Tourism Geographies)、《旅遊文化與傳播》(Tourism Culture and Communication)、《遺產旅遊期刊》(Journal of Heritage Tourism)、《旅遊評論》(Tourism Critiques)、

《國際旅遊城市期刊》(International Journal of Tourism Cities) 等。作為一名來自新加坡的多學科學者，在歐洲和亞洲擁有多樣的國際和區域學術及研究經驗，其研究和教學根植於旅遊與文化地理學，重點集中在旅遊和遺產管理中的文化與創意上，原創性地提出了“流動思維”(plasmatic thinking) 這一全新的理論方法。

Ong Chin Ee is a Professor of Cultural and Tourism Management at Macao University of Tourism, Editor-in-Chief for Tourist Studies (SSCI), Co-Chair for ATLAS Critical Tourism Studies-Asia Pacific, Asia Coordinator for Heritage Tourism and Education Group at the Association of Leisure and Tourism Education (ATLAS), and Member of China Geographical Society's Cultural Geography Sub-Committee. Professor Ong is also the Reviews Editor for Hospitality and Society, and is on the Editorial Board for Tourism Geographies, Tourism Culture and Communication, Journal of Heritage Tourism, Tourism Critiques, and International Journal of Tourism Cities. A multi-disciplinary Singaporean scholar with roots in tourism and cultural geography, Professor Ong has a range of international and regional academic and research experiences in Europe and Asia, and his research and teaching focus on the culture and creativity in tourism and heritage management. Professor Ong advances a new theoretical approach he terms, "plasmatic thinking".

圓桌論壇嘉賓
SPEAKERS OF ROUNDTABLE FORUMS

圓桌論壇一 ROUNDTABLE FORUM 1

新質生產力與高校文旅人才培養模式改革

Reform of HEIs' Cultivation Mode for Cultural and Tourism Talents in the Context of New Quality Productive Forces



主持人 Moderator
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圓桌論壇二 ROUNDTABLE FORUM 2

區域旅遊目的地聯動發展的內涵、挑戰與路徑

The Connotation, Challenges, and Pathways of Coordinated destination Development in Regional Tourism



主持人 Moderator
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网红消费驱动下历史文化街区旅游空间生产机理——基于社交

照片数据分析

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[摘要] 面对“网红”经济对旅游空间生产的影响，研究以旅游者为主生产主体，通过物质甄选、情感投射和行为交互三个连贯的旅游体验过程，阐述“网红”消费模式驱动下旅游空间生产机理。在实证研究中，研究选取北京历史文化街区，涵盖“什刹海历史文化旅游风景区”“北锣鼓巷”“南锣鼓巷”为实证研究地，结合旅游者的打卡轨迹与资源属性，将其划分为三个空间区块：“历史古建空间”“街巷胡同空间”“潮玩休闲空间”，以社交媒体图片作为数据来源，通过对“网红”打卡照片大数据的要素识别、色彩分析和构图分析，以捕捉识别游客对历史文化街区的消费体验与空间互动，分别探究旅游者主体在物质甄选、情感投射和行为交互三个维度对旅游空间的重构再造，归纳认知“网红”旅游消费模式的过程机理，对比分析了三个区块的“网红”消费模式与空间生产机理，为探索旅游产业虚实空间融合、优化空间更新模式提供支撑。主要研究结论为：① 感知空间生产机理表征为旅游者对空间形态的捕捉和甄选，对空间要素的认知和理解。在实证研究中，研究以照片要素识别解析感知空间生产机理。感知共性突出，旅游者仍聚焦于捕捉与甄选历史文化元素、传统空间形态。而面对不同的空间区块，旅游者的空间实践呈现出显著的差异性。具体表现为，旅游者在历史古建空间的生产中，会以位置标志符号表征身体在场性，并强调对原始要素的符号抽象与价值叠写；在对街巷胡同空间的生产中，以呈现传统生活场景投射出老北京人对生活的向往与偏好；在对潮玩休闲空间的生产中，则以都市消费场景表征新潮体验与社交属性。所以旅游者生产出来的感知空间仍然是以历史文化元素和传统空间形态为底色的，但会针对不同空间区块的特色要素进行放大。即生产形成的虚拟空间凭借旅游者的物质甄选和重点表达，实现了对传统物理空间基础要素的叠写，以及对特征要素在与空间结构与权重层面的放大性重塑。② 构想空间生产机理表征为在感知空间的基础上，旅游者将物质元素与自身情感、文化认同相结合，形成对空间的情感投射和抽象反馈。在实证研究中，研究采用照片色彩分析揭示构想空间生产机理。历史古建空间中，旅游者以红色系和黄色系的主要色彩感知表征集体怀旧感。街巷胡同空间中，以青色系和黄色系的主要色彩感知表征文艺风和市井化。潮玩休闲空间中，白天旅游者以蓝色、绿色系的主要色彩感知表征生态休闲特质，夜间以黄色系和红色系的主要色彩感知表征都市潮流特征。相较于表现为基础要素叠写和特征要素权重重塑的感知空间生产，构想空间的生产不仅实现了空间情感的聚焦，在潮玩休闲空间区块还呈现出昼夜交替的动态性。即旅游者在感知空间生产过程中的物质截取虽有不同，但在构想空间生产过程中的情感表达不管是在静态情景下，还是在动态情境中都存在较高的趋同性。③ 交互空间生产机理为旅游者对感知空间与构想空间的覆盖与融合，表现在旅游者对产业空间的互动和利用，这种交互不仅体现在旅游者与空间元素的互动，还体现在旅游者对空间消费意义的共同构建上。在实证研究中，研究采用构图分析揭示了交互空间的生产机理，以及“重在场”“重场景”和“重要素”3种交互空间的生产方式。旅游者针对历史古建空间的交互空间生产模式为“重在场”，其构图模式为全景式和局部标志式构图，强调传统建筑要素、标志性符号对自我位置、身份的呈现，反应了旅游者对身体在场性具身体验的表达期望；街巷胡同空间的生产模式为“重场景”，通过对称性构图模式，强调对空间形态与胡同肌理的描述，表达了对地方生活的圈层认同和场景融入；而对潮玩休闲空间的生产模式则为“重要素”，旅游者通过全景式和局部特写式构图，描述对生态休闲和都市消费的偏好。综上，“网红”消费模式下，旅游空间呈现出以符号化消费元素为中心的空间抽象、以媒介价值追慕的价值叠写。最后，以引导媒介效应的空间公平、重塑传统文化价值的传播路径为核心，为融合旅游虚实产业、优化空间更新路径提出策略建议。

[关键词] “网红”消费；空间生产；媒介叙事；历史文化街区；社交照片

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大城市周边乡村旅游背景下的绅士化影响

——以广州市从化区碧水新村为例

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[摘要] 绅士化 (gentrification) 最早由英国学者 Ruth Glass 提出, 用以描述中产阶级改造内城低收入人群生活空间所引发社区物质景观更新、经济结构变化、住房紧张、社会阶层更替的现象。在乡村复兴以及乡村休闲旅游快速发展背景下, 旅游业成为促进地方绅士化的重要催化剂, 旅游绅士化的研究成为乡村发展的热点话题。伴随城市资本与旅游消费者向城郊转移, 乡村环境风貌以及社会文化发生较大改变, 出现农村土地征收以及公共资源占用、乡村产业转型、空间环境重构、人口结构重构等现象, 乡村成为多元的旅游消费空间, 大城市周边乡村呈现明显的旅游绅士化趋势。

绅士化的概念性质决定了乡村旅游开发必然涉及不同利益主体之间的冲突与协商。尤其在旅游开发过程中的土地征用带来村民搬迁, 形成“阶层置换” (displacement)。虽然我国实行农村土地承包制, 农户享有土地的所有权、经营权和使用权, 避免了村民直接的流离失所, 但在社会资本的介入下, 村民所处的地方环境、日常生活方式、生活体验发生变化, 也会给村民流离失所的感觉。由此带来的“间接性失所” (indirect displacement) 是中国语境下乡村旅游绅士化造成的主要社会效应。

旅游绅士化已逐渐成为大城市周边乡村复兴的重要方式和途径, 而原住民在绅士化初期和后期的日常生活及其情感态度变化鲜有学者关注。研究以广州市从化区碧水新村为案例, 采用参与式观察和深度访谈等质性研究方法, 分析由旅游绅士化引起的原住民迁居十几年后的生活变化, 探究旅游绅士化对村民的日常生活、生计和情感的影响。研究发现: (1) 绅士化初期 (2007-2008), 原住民表现出强烈的无力感和压力感, 面对搬迁呈现支持、不支持以及中立的态度, 但最终在权力的裹挟下接受搬迁的现实; (2) 绅士化中期 (2009-2018), 呈现身体的安置与心理的“失所”现象。绅士化在空间上提升和改善了原住民的住宿环境, 实现了城镇化社区模式, 但是社会管理、土地制度、社会保障等方面仍基本停留在“乡村”层面, 出现生活与生计的矛盾, 村民自主投资创业萌芽。居住环境变迁以及集体记忆的消失导致邻里间的社会关系瓦解与情感的疏离; (3) 绅士化后期 (2019-至今) 是适应与探索阶段。绅士化带来延时性的住房问题, 存在日常生活与代际繁衍的矛盾。生计方面, 村民通过自我救助、村民精英互助等方式找到生计与生活的平衡, 实现了旅游生计转型。情感方面, 游憩休闲与非正式网络空间为村民融入新村提供了情感支撑与归属感, 以旅游业态缔结的共同体重塑了村民的社区认同和再集体化, 并促进其“新村民”的积极身份建构。

绅士化可能导致的原住民流离失所和文化侵蚀, 与其作为促进农村发展的积极手段, 共同反映了中国背景下其与乡村原生社会文化体系之间仍有待持续回应的挑战。主要表现为两大方面: 一是日益扩大的社会不平等对卷入其中的资源匮乏的村民有着系统性的阻碍, 二是在新的居住环境中未能形成内生性的文化表达和彰显主体性的公共参与, 加剧了原住民在绅士化改造多年以后的消极体验。

结合碧水新村的迁居历史和旅游发展实践来看, 绅士化对村民的规训与影响下, 村民在体验与适应中探索与反规训。旅游民宿信息互享、“碧水新村互助微信群”、面向村民的各种技能培训和集体活动等, 均体现了村民应对绅士化改造影响的主体性发挥和策略实践, 以及将某种内生的社会性嵌入到乡村生活和发展中的积极效应。这种再组织化将有助于改善当前机械而松散的组织模式, 探寻与积极的外部性相匹配的社区协同发展可能, 既促进绅士化进程中

的积极性社会效应，又为新时期大城市周边乡村的旅游振兴实践探索可能的出路。本研究丰富了微观尺度下不同阶段的旅游绅士化带给村民的社会影响，为推进乡村旅游社区治理的可持续提供参考和依据。

[关键词] 旅游绅士化；乡村旅游；日常生活；再集体化

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数字经济、旅游产业与生态文明建设

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[摘 要]近年来，数字经济、旅游产业与生态文明建设成为推动区域经济高质量发展与绿色转型的重要动力。广西壮族自治区凭借其独特的生态资源和区位优势，在这些领域的发展具有重要研究价值。本文以广西 14 个地级市为研究对象，运用核密度分析、空间可视化分析和 PVAR 模型，系统分析了数字经济、旅游产业与生态文明建设之间的内在联系，并提出相关发展建议。

研究内容与方法：本文基于 2009-2022 年广西 14 个地级市的面板数据，构建面板 VAR 模型 (PVAR)，分析了数字经济、旅游产业和生态文明建设三者之间的动态响应路径和相互影响机制。同时，结合核密度分析和空间可视化分析，揭示了广西三大系统的区域分布和演变特征，为广西实现数字经济与生态文明协同发展、旅游产业绿色升级提供了定量依据。

研究结论：1、数字经济、旅游产业与生态文明建设的区域分布与演变特征。2009-2022 年间，广西 14 个地级市的数字经济、旅游产业和生态文明建设整体呈稳步上升趋势，但区域差异明显。数字经济发展存在“三极分化”格局，南宁与桂林处于高水平，尤其在“十三五规划”后，政策支持推动了两地数字经济的快速增长；而河池、百色等城市发展滞后，区域差距较大。旅游产业在桂北和北部湾经济区表现优异，桂林、南宁和北海等旅游龙头城市促进了全区发展，但中部地区如贵港、玉林的旅游业相对滞后。生态文明建设在桂北与桂东南形成高水平区域，桂林和南宁不仅自身表现突出，还对周边城市产生积极带动作用。2、数字经济、旅游产业与生态文明建设的互动关系。数字经济对旅游产业和生态文明建设的推动作用较为有限，主要是因为广西整体数字经济发展水平较低，且数字化与实体产业融合不足，基础设施对旅游产业转型和生态文明建设的支撑能力有限，难以有效推动产业高质量发展和绿色转型。旅游产业与生态文明建设的融合效应较显著，二者之间呈现双向的格兰杰因果关系。广西通过区位优势与生态环境的结合，将生态文明建设融入旅游业发展，推动生态旅游的绿色增长，实现经济增长与环境保护的双赢。3、数字经济、旅游产业与生态文明建设的动态响应路径。广西 14 个地级市的数字经济、旅游产业和生态文明建设在短期内主要依靠自身发展驱动，但难以形成长期稳定的促进效应。数字经济在初期能推动产业效率的提升，但由于与实体产业和生态系统的融合不足，未能形成持续的促进作用。旅游产业与生态文明建设的相互促进效应在短期内较强，但随着时间推移，当前模式对经济增长和生态保护的长期推动力逐渐减弱，难以形成稳定的良性循环。因此，突破现有发展模式，寻求新的发展路径，是推动三者协同发展的关键。

建议：结合广西的实际发展情况，本文提出以下建议，以促进广西数字经济、旅游产业与生态文明建设的深度融合，实现区域高质量发展与绿色转型。1、推动数字经济与旅游产业的深度融合。广西应大力推动旅游产业的数字化转型。通过建设智慧旅游服务平台，为游客提供在线门票预订、智能导览等功能，提高服务质量与便利性。进一步推动旅游景区的数字化转型，如利用虚拟现实 (VR) 与增强现实 (AR) 技术，开发沉浸式互动体验，提升游客的参与感和满意度。通过这些措施，数字经济可以为旅游产业注入活力，推动其高质量发展。2、促进数字经济与生态文明建设协同发展。广西应充分发挥数字技术在生态环境保护中的作用，建设区域性生态环境保护与灾害预警数据服务中心，实现生态系统的动态监测与精细化管理。通过搭建环境公共数据资源开放平台，整合生态、自然资源和气象灾害等领域的数据资源，为政府决策提供科学依据。应用大数据和人工智能技术，实时监测水质、空气质量等关键生态指标，提升生态治理的智能化水平。此外，广西还应注重生态文明建设带来的旅游效益，通过智慧化手段展示生态保护成果，推动生态旅游的全面开发。3、开发新型旅游业态，提升绿色含量。广西应依托丰富的自然与文化资源，发展“山水景观+生态农业+自然康养”相结合的生态旅游模式，提升旅游产业的绿色含量，并为生态保护提供资金支持。进一步挖掘生态文明建设与旅游产业融合的潜力，开发生态农业观光、自然教育旅游等新型业态，丰富

游客体验。同时，广西还可以结合红色文化和民族文化，打造具有地方特色的文化生态旅游品牌，将生态保护与文化传播紧密结合，提升旅游产业的业态多样性。4、强化区域合作，缩小发展差距。广西内各地数字经济、旅游产业和生态文明建设水平差异较大，应通过区域协作机制促进共同发展。可以推动资源、技术和管理经验的共享，使南宁、桂林等高水平城市为其他地区提供支持。同时，自治区政府应加大对欠发达地区的扶持力度，设立专项基金、提供财政补贴、实施税收优惠等，优化资源配置，提升这些地区的数字经济和旅游产业水平。此外，应促进人才流动，吸引高素质数字经济和生态保护领域的人才到欠发达地区工作，借助桂林和南宁等核心城市的带动作用，推动全区协同发展。

本文基于 PVAR 模型分析了广西 14 个地级市数字经济、旅游产业与生态文明建设的相互影响与演变特征，提出了推动三者协同发展的策略。通过加强数字经济与旅游产业的融合、促进数字经济与生态文明建设的协同、开发绿色旅游新业态，以及强化区域合作，广西可实现高质量发展与绿色转型，推动区域经济与生态文明的共同进步。

[关键词] 数字经济；旅游产业；生态文明；PVAR 模型

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Digital Economy, Tourism Industry, and Ecological Civilization Construction

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Abstract: In recent years, the digital economy, tourism industry, and ecological civilization construction have become crucial drivers of high-quality regional economic development and green transformation. Guangxi Zhuang Autonomous Region, located in southwest China, has significant research value in these areas due to its unique ecological resources and geographical advantages. This paper focuses on the 14 prefecture-level cities of Guangxi, using kernel density analysis, spatial visualization, and the PVAR model to systematically examine the inherent relationships between the digital economy, tourism industry, and ecological civilization construction. It also provides relevant policy suggestions.

Research Methods: Based on panel data from 2009 to 2022 for the 14 prefecture-level cities in Guangxi, this paper constructs a panel VAR model (PVAR) to analyze the dynamic response paths and interrelationships between the digital economy, tourism industry, and ecological civilization construction. Additionally, kernel density analysis and spatial visualization are applied to reveal the regional distribution and evolutionary characteristics of these three systems, providing quantitative analysis for achieving coordinated development of the digital economy and ecological civilization, as well as the green upgrading of the tourism industry in Guangxi.

Main Research Findings: 1. Regional Distribution and Evolutionary Characteristics of Digital Economy, Tourism Industry, and Ecological Civilization Construction. From 2009 to 2022, the digital economy, tourism industry, and ecological

civilization construction in the 14 cities of Guangxi showed a steady upward trend, but with significant regional differences. The development of the digital economy exhibited a "high-medium-low" polarization, with Nanning and Guilin at a high level, especially after the "13th Five-Year Plan," when national policy support accelerated digital economic growth in these cities. In contrast, cities like Hechi and Baise lagged behind, highlighting the imbalance in regional development. The tourism industry performed well in the northern and Beibu Gulf economic zones, with Guilin, Nanning, and Beihai being tourism hubs driving overall regional development, while central cities like Guigang and Yulin lagged in tourism development. Ecological civilization construction formed high-level areas in northern Guangxi and southeastern Guangxi, with Guilin and Nanning not only performing well themselves but also positively impacting neighboring cities' ecological civilization efforts.

2. Interrelationship Between Digital Economy, Tourism Industry, and Ecological Civilization Construction. The digital economy's impact on the tourism industry and ecological civilization construction is limited. This is primarily due to the relatively low level of digital economic development in Guangxi, insufficient integration between digitalization and traditional industries, and limited infrastructure support for the tourism industry's transformation and ecological civilization construction. Consequently, the digital economy struggles to effectively promote high-quality development and green transformation. In contrast, the integration effect between the tourism industry and ecological civilization construction is more significant, with a bidirectional Granger causality relationship between the two. Guangxi leverages its geographical and ecological advantages, integrating ecological civilization construction into tourism development to promote green growth in eco-tourism, achieving a win-win effect of economic growth and environmental protection.

3. Dynamic Response Paths and Extent of Digital Economy, Tourism Industry, and Ecological Civilization Construction. In the short term, the digital economy, tourism industry, and ecological civilization construction in the 14 cities of Guangxi rely heavily on their own development drives but struggle to form long-term, stable positive effects. In terms of the digital economy, initial development boosts short-term efficiency, but due to insufficient integration with real industries and ecosystems, it fails to generate long-term promotion effects. The mutual promotion effect between the tourism industry and ecological civilization construction is strong in the short term, but over time, the current model's ability to sustain economic growth and ecological protection weakens, making it difficult to form a stable virtuous cycle. Therefore, breaking the existing development model and seeking new development paths are crucial for promoting the coordinated development of the three.

Suggestions: Based on the actual development situation of Guangxi and the findings of this study, the following policy recommendations are proposed to promote the deep integration of the digital economy, tourism industry, and ecological civilization construction, and achieve high-quality regional development and green transformation.

1. Promote Deep Integration Between the Digital Economy and Tourism Industry. Guangxi should actively promote the digital transformation of the tourism industry. By building smart tourism service platforms, offering services such as online ticket booking, intelligent guides, and data-driven tourist behavior analysis, the quality and convenience of services can be improved. Further efforts should be made to digitalize tourist attractions, utilizing virtual reality (VR) and augmented reality (AR) technologies to create immersive interactive experiences, enhancing visitor participation and satisfaction. Through these measures, the digital economy can inject new vitality into the tourism industry and drive its high-quality development.

2. Facilitate Synergistic Development Between the Digital Economy and Ecological Civilization Construction. Guangxi should leverage digital technology's role in ecological protection by establishing regional ecological environment protection and disaster warning data service centers for dynamic monitoring and refined management of the ecosystem. Specific measures include building an open platform for public ecological and environmental data, integrating resources from ecology, natural resources, and meteorological disasters, providing scientific data for government decision-making. The application of big data and AI technologies, such as real-time monitoring of water quality, air quality, and biodiversity changes, will enhance the intelligence of ecological governance. Furthermore, Guangxi should emphasize the tourism benefits brought by ecological civilization construction, using smart technologies to showcase ecological protection achievements and promote the comprehensive development of eco-tourism.

3. Develop New Tourism Business Models with Regional Characteristics. Guangxi should leverage its rich natural and cultural resources to develop eco-tourism models combining "landscape + ecological agriculture

+ natural health care,” enhancing the green content of the tourism industry and providing financial support for ecological protection. The potential of integrating ecological civilization construction with the tourism industry should be further explored by developing new business models such as eco-agriculture tours and nature education tourism, offering unique experiences for visitors. Additionally, Guangxi could combine red culture, ethnic culture, and ecological resources to create distinctive cultural-ecological tourism brands, such as the construction of the Zuojiang Red Tourism area and the Southeast Guangxi Red Education base, tightly integrating ecological protection with cultural promotion.⁴ Strengthen Regional Cooperation to Reduce Development Gaps. There are significant disparities in the development of the digital economy, tourism industry, and ecological civilization across Guangxi’s regions. To promote collective development, a regional cooperation mechanism should be established. Specific actions include facilitating the shared construction of ecological resources, tourism products, and digital technologies, with higher-level cities like Nanning and Guilin offering support to underdeveloped areas in terms of resources, technology, and management experience. At the policy level, the regional government should increase support for less developed areas through special funds, fiscal subsidies, and tax incentives to optimize resource allocation and improve digital economy and tourism industry development in these areas. Furthermore, efforts should be made to promote talent mobility, attracting high-quality professionals in digital economy and ecological protection to work in underdeveloped regions, leveraging the role of core cities like Guilin and Nanning to achieve coordinated development across the region.

This paper, based on a PVAR analysis, examines the interrelationships and evolutionary characteristics of the digital economy, tourism industry, and ecological civilization construction in Guangxi. By strengthening the integration of the digital economy and tourism industry, facilitating the synergistic development of the digital economy and ecological civilization, developing new tourism models, and enhancing regional cooperation, Guangxi can achieve high-quality development and green transformation, promoting the joint advancement of regional economy and ecological civilization.

Keywords: digital economy; tourism industry; ecological civilization; PVAR model

新型城镇化进程中侨乡历史文化街区有机更新研究

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[摘 要] 历史文化街区是城市文脉的传承者，是城市旅游的重要组成部分，在新型城镇化背景下，如何完整留存侨乡文化，维系历史文化街区的活态发展显得尤其重要。侨乡历史文化街区具有特殊历史意义和时代价值。因此，要对其进行合理有效的有机更新，使其充分发挥带动城市发展、联系华人华侨的多重功能。在全面推进新型城镇化的时代背景下，历史文化街区尚未形成自上而下与自下而上相结合的整体性保护利用指引且相关历史遗留问题的解决途径尚不明朗。侨乡历史文化街区保护利用工作还处于个案为主的起步阶段，其保护利用成效和经验还有待长期观察。本文研究基于有机更新视角，通过旅游激活侨乡历史文化街区有机增长的空间和活力，推进以江门为例的侨乡历史文化街区的活化进程。

改革开放以来，我国城镇化进程快速推进，城镇化水平由改革开放初期的 19.4% 提升到 2023 年的 66.16%^①。快速推进的城镇化进程不仅改变了城镇的建筑景观，同时也在很大程度上改变了城镇的社会文化景观。在城镇扩张与更新过程中，历史文化街区的保护与开发成为绕不开的议题。我国历史文化悠久，各地均保存有相当数量底蕴深厚的历史文化街区。历史文化街区是地方历史文化的重要载体，对延续区域社会历史文脉具有重要意义。历史文化街区分布广泛、类型多样，单纯依靠政府部门难以进行全面有效的保护，颇多具有重要价值的历史文化街区未能得到有效保护和活化利用。在新型城镇化进程中，如何实现历史文化街区与现代城镇建设的耦合发展，是当前城镇发展过程中要考虑的重要问题之一。

从实践层面来看，当前国内历史文化街区的发展呈现出两种截然相反的态势。一方面，部分历史文化街区通过景区化和商业化的运营模式重焕生机，并成为城镇社会的重要吸引物和促进经济社会发展的重要增长点；另一方面，大量远离中心城镇的历史文化街区未能得到很好地活化利用，甚至是处于荒废状态以至于沦为城镇改造更新进程中的阻碍因素。如何建立科学有效的保护开发机制，使历史文化街区赋能城镇社会发展，是当前我国城镇更新改造过程中需要思考和解决的问题。在后城市化语境下，历史文化街区是城镇发展的重要资源，同时也成为彰显城镇特色的重要载体^②。习近平总书记 2018 年在广州永庆坊考察时提出了用“绣花功夫”进行城市更新改造^③，更新改造后的永庆坊由原来的居住空间转变为文化消费空间，保留了历史文化街区原有的空间和功能^④。城镇更新的“绣花功夫”，具体实践中要解决城市发展建设的“面子”和“里子”矛盾。

侨乡历史文化街区的形成是一段特殊且不可复制的历史，它对研究中国海外移民史和中外社会文化交流具有重要意义。在城镇化进程的冲击下，侨乡历史文化街区承载的历史文化价值也在很大程度上被削弱，具有地方特色的华侨历史文化也日趋淡化。与此同时，侨乡历史文化街区在保护实践中也面临诸多困境。历史文化街区中的民居建筑年代较为久远、基础设施相对陈旧，难以满足居民日益现代的生活需求。在此情况下，历史文化街区的原住民大多迁入新城区居住，致使相当一部分历史文化街区出现“空心化”现象。调查发现，江门侨乡历史文化街区大量民居建筑人去楼空，甚至相当数量的民居建筑属濒临倒塌的危房。以江门市蓬江区长堤历史文化街区的现状为实例，由于传统民居建筑的租金收益相对较低，加之修缮费用高昂。相对于维修、改建原有民居，侨乡历史文化街区亦有大量业主选择迁往新城区就业居住生活。因此仅有少数老年人因不愿轻易搬离而留在街区，进而导致街区出现严重的人口“空心化”。侨乡历史文化街区因为缺乏主体使得传统院落空间逐渐破败或长期空置，如兴宁路 23、63、69 号、永安按当铺旧址等处于荒废闲置状态。其所依托这些原住民的街区环境正逐渐破败废弃，成为诸多历史文化街区在城镇发展中普遍存在的“老大难”问题。

本文聚焦广东江门侨乡历史文化街区的更新保护实践，探讨新型城镇化背景下侨乡历史文化街区保护的時代价值与

实践路径。广东江门是我国著名侨乡，有海外华人华侨 450 多万人。江门侨乡特色不仅体现在海外华人华侨数量多，同时也分布有大量具有中西文化杂糅的历史文化街区。独具侨乡特色的历史文化街区，既是江门地方社会中的重要资源和资产，同时也是联系海外华人华侨与祖国认同的重要纽带。本研究尝试用有机更新理论分析江门侨乡历史文化街区的改造更新实践，以期为中国历史文化街区改造更新提供案例参考和理论支撑。

[关键词] 新型城镇化；历史文化街区；有机更新；旅游活化

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研学旅行与华侨学生的身份变革：一个概念模型

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[摘 要] 旅游经历已经被认为与旅游者的身份认同相联系，而旅游者在目的地的活动是形成地方认同的关键。旅游者通过参与当地的活动不仅可以增强对目的地的情感依恋，还能转化为对当地的支持行为。以往研究已经指出了旅游活动对于身份认同所具有的变革性影响，而这种影响在一些教育情境和文化情境中更为突出。例如，Dimache 等基于对香港历史博物馆的研究发现其主要叙事围绕着关于香港的一种历史真相展开，旨在教育年轻一代形成香港和中國大陸之间的集体认同。

然而，尽管以往的研究已经探索和检验了研学旅游经历对于个体身份认同的变革性作用，然而对于具有多重身份认同的个体（例如旅居者，华侨等）在旅游与身份认同的关系上的理解仍然较为缺乏。特别是对于海外华侨而言，他们的国家认同具有明显的“多面性”“混合性”的特征，而这一问题又深刻嵌入在个体发展、国家政策以及全球格局的多重系统之中。孙艳等人指出了海外移民家庭旅游中的集体记忆和国家认同是动态发展的，并且受到外部环境（例如媒体、教育和政治）和基础性因素（例如血缘、文化和语言）的叠加影响。同时，华侨学生又因为国别属性和成长经历而成为区别于国（境）内留学生和华人留学生的群体。随着时代发展和中国现代化建设推动的社会进步，境外华侨青年的国家认同在叙述方式、情感、具象化表达形式方面也会呈现出当代特质。以往研究也已经指出海外华侨的工具性和选择性认同现象。

因此，为了弥补当前对于通过旅游方式促进境外华侨学生国家认同和身份变革的相关研究的局限，本研究计划通过对境外来华学习的华侨青年学生进行访谈，了解他们研学旅游经历的变革性结果以及对于多元身份认同的影响。研学旅游作为一种特殊的旅游形式，已经被发现可以对身份认同产生显著的影响，甚至可以作为实现文化认同共生的一种实现机制。在研学旅游过程中，个体兼具旅游者和学生两种身份，可以在与当地社区的互动中寻找更深层次的身份认同。这些旅游经历促使学生反思和重构自己的身份认同。因此，研学旅游为研究华侨学生身份认同的变革与国家认同的提升提供了合适的情境。

基于本研究的目的，变革性学习理论被应用为理论框架。这一理论源于教育领域，它关注了成年人如何通过经历日常重大事件学习而实现世界观和意义视角的深层次变化。这一理论涉及个体看待自己和我们生活的世界的方式的根本改变，是一种解释学习如何塑造人们并构成他们个性和世界观变革的理论。

本研究坚持了建构主义的立场，综合使用了观察法、访谈法和二手资料分析等多重材料来源和分析方法。本研究基于对华侨学生的照片引出式访谈（photo-elicited interviews）和境外学生的研学旅行的考察，通过对多种材料进行编码和主题归纳来探索华侨学生的旅游体验与他们身份认同的变革。

研究的结果发现华侨学生的身份认同变革可以分为三个情感上的阶段，包括情感链接、情感共鸣和情感承诺。在情感链接阶段，华侨学生通过参观、了解和学习华侨前辈的事迹与华侨身份的意义，在情感上同华侨前辈建立了一种时空联系。在这一阶段中，华侨学生的情感不再仅仅受到个人经历的影响，而是被华侨前辈的经历所传递出的感情所感染。第二阶段是情感共鸣，在这一阶段华侨学生情感的强度进一步扩大，典型情感包括敬畏、崇敬和感动。这一阶段的体验类似于以往变革性旅游体验框架中所提到的高峰体验。在身份上，华侨学生会自主地将自己带入到华侨前辈当时所处的情境之中，而反观自己的能力、态度以及行动的选择。在最后的阶段，华侨学生的情感从链接和共鸣升华到了做出情感承诺，例如致力于为国家奉献。在这一阶段中，主要的身份认同发生了过渡和转换，从对华侨身份链接过渡到了对于国家和民族的认同。因此，这一阶段的情感升华是整个变革过程的关键一步。

研究的结果强调了情感在身份变革过程中的重要作用从而进一步扩展了变革性学习理论。研究的结论不仅阐明了情感体验在旅游活动中主体的身份认同变革中的作用，而且还展示了如何管理情感来引导华侨青年的主体性发展和变革。此外，为了让旅游体验具有变革性，需要一个强化的环境，将经验融入日常实践。这强调了对于华侨学生在目的地学习生活实践的环境中创造有利的情境以维持和提升在研学旅行中所形成的情感承诺的重要性。

[关键词] 研学旅行；华侨学生；情感；身份认同；变革性体验

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Educational Travels and Identity Transformation of Overseas Chinese Students: A Conceptual Framework

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Abstract: Previous research has emphasized the identity transformation that travelers achieve during journeys. However, the understanding the effects of travel on identity of individuals with multiple identities (e.g., sojourners, overseas Chinese students) is still lacking. Based on the transformative learning theory, the identity transformation of overseas Chinese students in a the context of education travel was explored through observation of their study tour experiences, focus interviews, and analysis of textual data. The results showed that their identity transformation process was mainly divided into three stages, emotional

linkage, emotional resonance and emotional commitment. In these three stages, the identity of the overseas Chinese students converged with their patriotic overseas Chinese predecessors and eventually realized the deep change from overseas Chinese ethnic identity to national identity. The results emphasize the role of emotional guidance in identity transformation, thus providing insights for understanding the change of multiple identities of overseas Chinese students in the context of education tourism.

Keywords: educational travel; overseas Chinese students; emotion; identity; transformative experiences

基于 Flickr 的个人旅行规划推荐模型

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[摘要] 随着信息技术的普及和社交媒体的广泛应用, 旅游者获取和使用旅游信息的方式发生了深刻变化。社交媒体和基于位置的服务催生了大量的用户生成内容 (UGC), 包括文字、照片和视频, 这些内容成为旅游者规划个性化行程的重要信息来源。然而, 面对海量的分散信息, 用户往往需要耗费大量时间进行筛选和组织, 以制定合理的旅行计划。这一过程的复杂性尤为突出, 特别是在选择兴趣点 (POI)、设计游览路径和安排旅行时间等方面。

当前的旅行推荐系统大多集中在单一 POI 或特定活动的推荐上, 缺乏整体的规划方案, 难以满足用户多样化的旅行需求。针对这一问题, 本文提出了一种基于 UGC 的个人旅行规划模型 (ITP), 通过分析用户分享的地理标记照片, 提取兴趣点、旅行者偏好和路径模式, 从而为用户提供全面的个性化旅行建议。ITP 模型旨在为具有特定兴趣或有限时间的旅行者设计高效的游览方案, 其设计包括以下四个模块:

1. POI 识别

使用改进的 GridScan 聚类算法, 对 Flickr 上的地理标记照片进行聚类分析, 以识别目的地的热门 POI。该算法通过将目标区域划分为连续网格, 结合密度和所有权数据, 精确定位核心区域并提升分析效率。

2. 旅行者兴趣提取

运用自然语言处理 (NLP) 技术分析 UGC 中的文本标签和评论, 从中提取用户对不同 POI 的兴趣主题。这些兴趣主题反映了旅行者的动机与偏好, 为个性化推荐提供重要依据。

3. 旅行路径发现

基于照片拍摄的时间顺序, 分析 POI 之间的空间与时间连接关系, 利用频繁模式挖掘技术提取常见的路径模式。该模块特别关注如何在固定时间内为旅行者推荐涵盖多个 POI 的高效路径。

4. 个性化旅行路径推荐

根据旅行者输入的偏好信息 (如停留时间、起点和兴趣主题), 结合已发现的路径模式, 生成候选旅行方案。如果旅行者未提供偏好信息, 模型将返回目的地最受欢迎的路径, 以保证推荐的普适性。

为了验证 ITP 模型的有效性, 本文以澳大利亚维多利亚州为研究案例, 分析了 2012 年至 2019 年间 Flickr 平台上的 99 万余张地理标记照片。实验结果表明, 模型能够有效识别并分类 POI、提取旅行者兴趣、发现旅行路径模式, 并据此生成定制化的旅行推荐。

1. POI 识别与分类

通过 GridScan 算法, 本文识别出维多利亚州 29 个热门 POI, 并将其归类为文化、美食、自然、购物、观光和交通六大类别。这些 POI 覆盖了从墨尔本市中心到沿海大洋路的广泛区域, 反映了区域旅游资源的多样性。

2. 基于居住地的兴趣差异分析

按居住地将游客分为当地居民、州际旅行者和海外旅行者三类, 分析发现不同群体在 POI 选择上的显著差异。例如,

当地居民更关注购物和美食，而海外旅行者更倾向于自然景观和观光活动。

3.时间支出与路径模式分析

数据表明，大部分游客在单个 POI 的平均停留时间较长，仅少部分游客会在一天内游览多个 POI。以墨尔本中央商务区（CBD）和大洋路为例，这些区域常作为路径起点，吸引了大量游客。通过频繁模式挖掘，总结了游客常见的单日和多日旅行路线。

4.个性化路径推荐

在墨尔本 CBD 区域，发现了一系列包含多个小型 POI 的旅行路径，例如弗林德街至维多利亚国家美术馆的文化线路；在大洋路沿线，推荐了以十二使徒岩为核心的自然景观游览路径。这些路径为游客提供了直观且可执行的旅行方案，极大提升了旅行规划的效率和个性化水平。

本文的理论贡献在于提出了一种基于社交媒体 UGC 的个性化旅行规划模型，整合兴趣点、用户偏好和路径模式，为个性化推荐系统的研究提供了新的方法论。同时，改进的 GridScan 聚类算法提升了对大规模地理标记数据的处理效率，为类似研究提供了技术支持。此外，本文还为目的地管理机构和旅游企业提供了新的洞察，帮助其更好地了解不同游客群体的行为模式与需求偏好。尽管本文验证了模型的有效性，但仍存在一些局限性。首先，模型主要集中于 POI 和路径模式分析，未整合住宿、餐饮等关键旅行元素；其次，数据来源仅限于 Flickr，可能无法全面反映其他社交媒体用户的行为和兴趣。未来研究可尝试引入多平台数据（如 Instagram 和 TripAdvisor），并结合酒店和餐饮评论，为旅行者提供更全面的推荐。此外，还可进一步优化算法性能，以提升推荐系统的效率和用户体验。总之，本研究通过 UGC 数据挖掘为个性化旅行推荐系统的设计提供了有力支持，为旅游业与信息技术的深度融合提供了重要参考。

[关键词]POI；旅行推荐；Flickr；个人旅行计划

基于内容分析法的海口市骑楼历史文化街区游客旅游意向研究

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[摘 要] 城市历史文化街区不仅是文化传承的重要载体，也是城市发展的历史印记。2010 年，中央提出“国际旅游岛”这一概念，海口市明确了发展城市观光、城市文化和城市商业的定位。海口市作为海南省的省会，在海南世界旅游之都和建设海南自由贸易港的背景下，将向世界著名旅游城市转型，明确建设海南国际旅游消费中心、建设消费中心休闲旅游示范区和打造热带休闲城市等“十四五”主要工作任务。世界旅游城市的发展表明了历史遗产已经成为城市文化旅游发展的重要内容，而历史文化街区是海口市近现代历史珍贵记录，是海口市南洋文化的重要标志之一，体现了中华文化对外来文化的吸收力与包容性。因此，围绕以历史文化街区旅游为中心的文化遗产旅游开展研究，对于海口在自由贸易港背景下向世界著名旅游城市转型具有重要的意义。城市意象及其引申出的旅游意象为研究游客对于历史街区的空间感知与认知提供了独特的视角和研究方法。行为意向概念起源于态度理论，是消费领域和国际贸易领域中常见的结果变量，它反映了消费者将来采取某种行动的可能，并有助于营销组织作出准确的预期。国外学者对于旅游意向研究较早，在网络分析方面起步较早，也已经发展到了跨界研究的领域，如通过网络分析创建的图形从定性分析中呈现更完整信息、通过获取 Twitter 用户发布的帖子中的用户评论位置使用（LDA）主题模型进行网络情感分析等。互联网的国际化使得我们能够有效地收集国内外游客的在线反馈。为实现海口建设世界著名旅游城市的目标，我们不仅需要对国内游客的旅游意象进行深入研究，也应关注国外游客的视角，以全面了解不同游客对历史街区旅游的真实体验和反馈。在 Web 3.0 时代，游客越来越倾向于在网络平台上表达他们的真实感受，据 CNNIC 第 53 次报告显示，截至 2023 年 12 月，我国网民规模达 10.92 亿人，较 2022 年 12 月新增网民 2480 万人，互联网普及率达 77.5%；据世界银行及 IWS 发布全球互联网普及率报告显示，2023 年全球互联网普及率平均超 60%。这些互联网基数为本次研究的网评收集奠定基础。基于上述要点，本文基于“认知-情感”系统理论、态度 ABC 模型、行为地理学理论和城市意向理论，从游客意象的根源出发，采用内容分析法，对互联网平台上国内外游客在游览海口骑楼历史文化街区后撰写的游记与评论进行了系统性的分析。该研究从风貌特征、空间意象、旅游情感及语义网络等多个维度深入探讨了海口骑楼老街的旅游意象，旨在揭示该地区在发展过程中所面临的问题，并提出相应的优化策略，以促进海口骑楼城市历史文化街区的可持续健康发展。本研究的主要发现如下：首先，通过对高频特征词的分析，总结出国内外游客的游记中反映海口骑楼历史文化街区历史文化风貌的三大核心主题：人文环境氛围、建筑空间景观和特色美食文化。国内游客文本与国外游客总体文本对照中，国内游客文本三项得分分别为 1234.27 分、436.77 分和 103.53 分；国外游客总体文本三项得分分别为：615.36 分、679.80 分和 245.17 分。可知国内游客更偏向于人文环境氛围，且在人文环境氛围感知强度上远高于国外游客，国外游客更偏向于人文环境氛围和建筑空间景观两大主题，且感情强度基本持平，但在建筑空间景观和特色美食文化两大主题上感知均高于国内游客。国内游客样本与国外各地区游客样本对照中，国内游客文本三项得分分别为 859.59 分、318.23 分和 0 分；亚洲游客文本三项得分分别为 487 分、340 分和 24 分；欧洲游客样本三项得分分别为 293.02 分、90.69 分和 82.56 分；北美洲客样本三项得分分别为 216.04 分、338.51 分和 132.06 分。可知国内游客与各地区游客在海口骑楼历史文化街区的感知意向均偏向人文环境氛围和建筑空间景观两大主题，在人文环境氛围上国内游客感知意向强度远高于亚洲游客、欧洲游客和北美洲游客，在建筑空间景观上亚洲游客和北美洲游客感知意向强度均高于国内游客，在特色美食文化主题上北美洲地区游客感知意向强度最高。其次，在空间要素方面，从总体数量看，国外总体游客和各地区游客感知到的道路及标志物数量远远不及国内游客感知到的多，主要是因为相比国内游客，国外游客更多关注的是人文风情及建筑景观，因此对于具体区内具体的地点、地名意象感知度不高。国内游客则相反，更多的关注于优美的骑楼历史文化街区景观及丰富的历史文化遗产，因而对区内具体的地名意象感知度更高。就具体的地名来比较，国内游客与国外总体和各地区游客对于步行街的感知意向都是比较高的，步行街是近些年开发最为成功的区域之一，它以钟楼和天后宫为基础，步行街的开发将原有建筑赋予了商业活力，是骑楼历史文化街区集商业、餐饮和酒店等的区域。通过分析不

难发现，无论是国内游客还是国外各地区游客，对空间意向要素有较高的吸引力地方，具有的共同特征就是他们都具有很强的特色，“步行街”以商业性和体验性为特色，“天后宫”以文化为特色，正是这些特色，让国内外游客对他们都产生了深刻的印象，由此可见，独具一格的特征才是所有旅游景点最核心的吸引力。最后，在情感层面，从情感分布看，国内游客样本中积极情感占据 75.24%，国外游客总体样本中积极情感占总数的 58.69%，亚洲游客样本中积极情感占据 65.69%，欧洲游客样本中积极情感占据 51.26%，北美洲游客样本中积极情感占据 54.44%，国内外游客浏览海口骑楼历史文化及其后产生的情感倾向都是正面情感超过半数，占据主导地位，中性情感其次，所占比例位居中间，负面情感占的比例都是最少的。从情感强度来看，相比起国内文本，国外游客总体文本积极情感强度更高，但国外的其他地区游客文本积极情感强度相对于国内游客文本呈断崖式下降。在中性情感强度和负面情感强度的体现上，欧洲游客文本强度都是最高的。

[关键词]内容分析法；骑楼；历史文化街区；游客旅游意向

ESG SCORE, HOSPITALITY AND TOURISM INVESTMENT, AND FINANCIAL CONSTRAINT: FROM THE PERSPECTIVE OF CHINA'S IMAGE DISPLAY

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ABSTRACT

With the growing popularity of environment, society, and governance (ESG) topics, many scholars have begun to incorporate corporate ESG ratings into the assessment of a region or country's social image. Particularly in the hospitality and tourism (H&T) industry, a country's international tourism demand has been significantly influenced by the risk ratings of ESG factors. Therefore, in an industry that places great importance on regional and national image, the ESG score is crucial for better image display. However, the ESG score encompasses three dimensions, scholars are unclear about which dimension of the ESG score H&T investments can most effectively enhance to better display an image. Therefore, the research objective of this study is to explore which dimension of the ESG score can be enhanced by H&T investment and financial constraints to better display China's image. This study utilizes the financial data of A-share listed H&T companies in China's Shanghai Stock Exchange from 2008 to 2021 to examine the relationship between ESG score, H&T investment efficiency, and financial constraint. The original financial data is sourced from the CSMAR database (China Stock Market & Accounting Research Database). The social score of ESG score is sourced from the CNRDS database (Chinese Research Data Services Platform database). A total of 88 companies are included in the study, resulting in 448 observations across the H&T industry.

Keywords: hospitality and tourism investment, ESG, China's image display

Introduction

With the growing popularity of environment, society, and governance (ESG) topics, many scholars have begun to incorporate corporate ESG ratings into the assessment of a region or country's social image (Hassan & Meyer, 2022; Quazi & O'Brien, 2000). Quazi and O'Brien (2000) view corporations as part of a social matrix that contributes to the overall well-being of society, supporting the perspective that companies are integral to the larger community. They believe that corporate responsibility extends beyond the narrow focus of short-term profit maximization (Abratt & Sacks, 1988; Carroll, 1979). The model proposed by Quazi and O'Brien (2000) acknowledges that social responsibility in modern corporations requires multiple, more complex perspectives to understand contemporary views on corporate responsibility (Carroll, 1979; Moser, 1986; Wood, 1991). This complexity is necessary because managers need to make decisions that reflect their assessments of the company's role in society. Particularly in the hospitality and tourism (H&T) industry, a country's international tourism demand has been significantly influenced by the risk ratings of ESG factors (Hassan & Meyer, 2022). Therefore, in an industry that places great importance on regional and national image, the ESG score is crucial for better image display.

Literature review

Extensive literature has reported on the impact of ESG investments on corporate legitimacy (Brønn & Vidaver-Cohen, 2009; Chen & Cao, 2016; Wang & Qian, 2011). For example, in the H&T industry, de Grosbois (2016) found that cruise lines gained social legitimacy for their operations by providing financial support to locals. Polonsky et al. (2013) analyzed the impact of Turkey's "Respect for History" project, which aimed to increase business opportunities and improve local community infrastructure. They found that upon project completion, residents held a more positive view of the companies sponsoring the project. Alda (2021) also confirms this, finding that the expansion of mainstream socially responsible investments increases the ESG scores of traditional funds due to greater similarity with socially responsible investment portfolios in terms of investment holdings.

In China, implicit social responsibilities that promote community and economic development are particularly important for companies attracting tourists, as they need government authorization to operate on public H&T resources (Wang & Xu, 2014). As a developing socialist country, local governments in China prioritize community harmony and development (Li et al., 2016). This exerts greater legitimacy pressure on companies, requiring them to meet both community and local government expectations. Therefore, these principles of modern portfolio theory (Johar et al., 2022; Mariani et al., 2023) and legitimacy theory (Lawrence et al., 1997; Wang et al., 2018) are equally applicable to the Chinese H&T industry. Although the Chinese H&T company investment managers invest based on maximizing returns, minimizing risk, and diversification, the Chinese H&T companies should also adjust their investments to align with societal expectations due to changing social norms, values, and beliefs, thereby enhancing the legitimacy of their social contract. Therefore, this study hypothesizes that:

H1: Increased investment efficiency in the Chinese H&T enterprises can enhance the social dimension of the ESG score

In addition to investment efficiency, reducing financial constraints may also stimulate an improvement in the social dimension of the ESG score, thereby better enhancing the image. Mazumder et al. (2012) indicate that when tourists spend money in the market, it positively impacts the local economy. Their spending in local businesses leads to the circulation of funds within the community. Dogru et al. (2020) show that investments, particularly in luxury hotels, can maximize economic benefits within the hotel industry. These studies provide a theoretical lens supporting and explaining why Chinese governments use financial constraints to encourage businesses to invest in the H&T industry. This practice aims to implement ESG practices, such as job creation, promoting local economic development, and helping officials achieve political and social goals. To incentivize H&T companies, Chinese governments offer lenient financial constraints, such as providing them with access to low-cost capital through bank loans. These loans are a primary source of external financing for most H&T companies, and the Chinese government uses the regulation of bank loans as a critical tool to encourage companies to adopt ESG practices and influence their investment decisions (Wang & Xu, 2011).

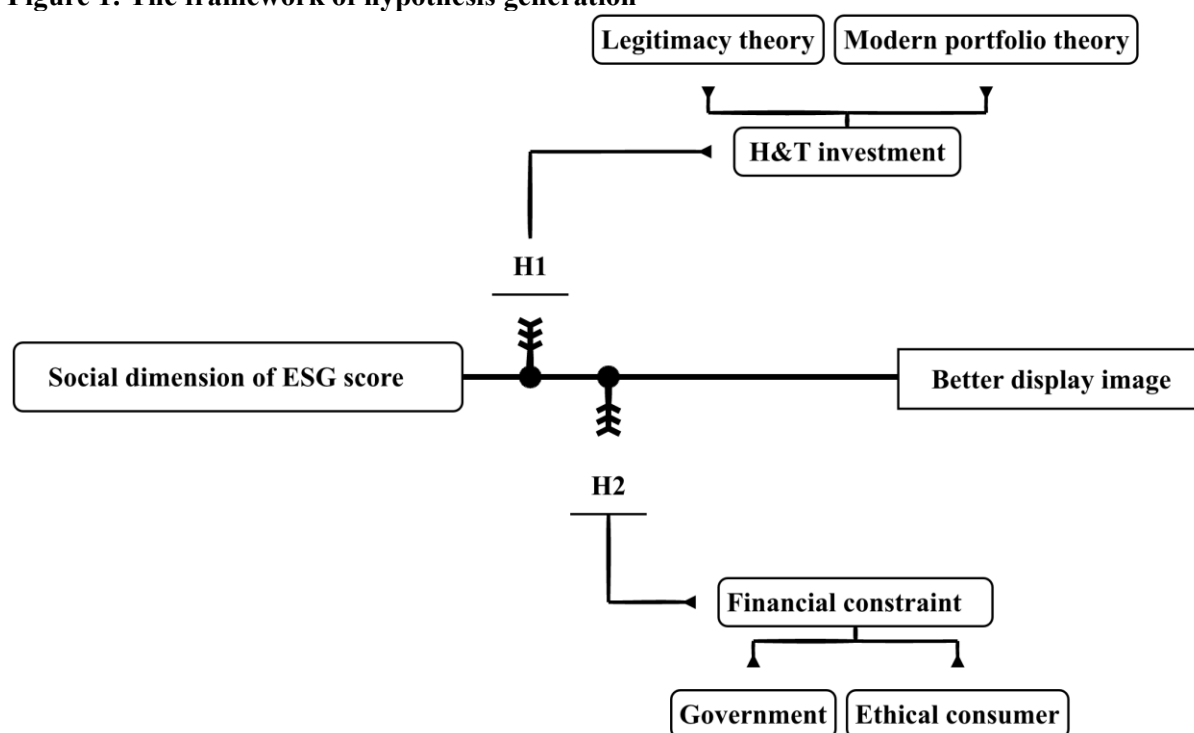
Additionally, Shin et al. (2024) explore how interest rates moderate the relationship between ESG and corporate performance, showing that interest rates significantly enhance the impact of social factors on company performance, indirectly revealing the interplay between financial constraints and ESG. When financial constraints are low, the flow of funds in the market strengthens (Guariglia, 2008). This is attributed to increased available capital due to lower borrowing costs, increased disposable income for households, and increased investor capital (Dynam, 2009). In this scenario, consumers are more likely to choose H&T companies that perform better in social contributions over other similarly situated H&T companies (Assaf et al., 2011). This is because the H&T industry focuses on selling pleasurable goods, and its performance is significantly influenced by consumers' disposable income (Assaf et al., 2011; Hiemstra & Kosiba, 1994). Individuals intentionally and consciously let their moral beliefs and personal values guide their consumption decisions (Crane & Matten, 2004). Ethical consumers prioritize goods and services that do not harm humans or animals and do not involve labor exploitation (Browne et al.,

2000; Freestone & McGoldrick, 2008). For example, ethical and moral considerations in the production and distribution of goods include issues like child labor, animal testing, and union protection (Uusitalo & Oksanen, 2004). Specifically, given the deep connection and familiarity H&T companies have with local communities, social contributions made through employee welfare systems (such as work-life balance, fair wages, and employee development programs) can resonate extraordinarily well. This can become a way to retain qualified employees and attract consumers (Parsa et al., 2015). Therefore, this study hypothesizes that:

H2: Reducing financial constraints can improve the social dimension of the ESG score, thereby better displaying the image.

Based on the review of the aforementioned studies, this research derives H1 by combining legitimacy theory and modern portfolio theory, positing that increased investment efficiency in Chinese H&T companies will enhance the social score of ESG. Considering China's unique contest, such as government intervention in H&T companies' financing and investment, as well as the growing influence of ethical consumers with the development of the Chinese economy, this research proposes H2, suggesting that reducing financial constraints in Chinese H&T companies will improve the social score of ESG, thereby better-enhancing image. Figure 1 illustrates the process of generating hypotheses based on the theoretical foundation.

Figure 1: The framework of hypothesis generation



Method

This study utilizes the financial data of A-share listed H&T companies in China's Shanghai Stock Exchange from 2008 to 2021 to examine the relationship between ESG score, H&T investment efficiency, and financial constraint. The original financial data is sourced from the CSMAR database (China Stock Market & Accounting Research Database). The social score of ESG score is sourced from the CNRDS database (Chinese Research Data Services Platform database). A total of 88 companies are included in the study, resulting in 448 observations across the H&T industry.

This study follows Richardson (2006) in measuring corporate investment efficiency. It established an investment regression model that incorporates a positive Net Present Value (NPV) for new projects.

Model (1) illustrates the residual measurement model as follows:

$$\begin{aligned} InvEff_{i,t} = & \beta_0 + \beta_1 Q_{i,t-1} + \beta_2 Lev_{i,t-1} + \beta_3 Age_{i,t-1} + \beta_4 Cash_{i,t-1} + \beta_5 AR_{i,t-1} + \beta_6 Size_{i,t-1} \\ & + \beta_7 I_{i,t-1} + \sum Year + \sum Industry + \sum Firm \\ & + \varepsilon \end{aligned} \quad (1)$$

where, $I_{i,t}$ represents the capital investment, which denotes the change in the net value of “the cash paid for the purchase and construction of fixed assets, intangible assets, and other long-term assets in the current quarter” scaled by the total assets in the same year; $Q_{i,t-1}$ signifies the firm’s investment opportunities, measured using the growth rate of operating income; $Lev_{i,t-1}$ refers to the liability-asset ratio; $Age_{i,t-1}$ represents the total years the firm has been listed; $Cash_{i,t-1}$ denotes the free cash flow, calculated as the net cash flow generated by the operating activities scaled by the total assets; $AR_{i,t-1}$ measures the return on individual stocks, adjusted by the previous quarter’s basic earnings per share; and $Size_{i,t-1}$ represents the firm’s size, determined by the natural logarithms of the total assets. The model also incorporates fixed effects for time and industry.

To test the hypotheses, a logistic regression model is employed as follows:

$$\begin{aligned} Sscore_{i,t-1} = & \alpha_0 + \alpha_1 InvEff_{i,t} + \alpha_2 Fcon_{i,t} + \alpha_3 Market_{i,t} + \alpha_4 Size_{i,t} + \alpha_5 Age_{i,t} + \alpha_6 ROA_{i,t} \\ & + \alpha_7 CFO_{i,t} + \alpha_8 Quick Ratio_{i,t} + \alpha_9 CGI_{i,t} + Year\ dummies \\ & + Industry\ dummies + \varepsilon \end{aligned}$$

where $Sscore_{i,t-1}$ (social score of ESG) is the dependent variable; $InvEff$ (investment inefficiency) and $Fcon$ (financial constraint) are the dependent variables; additional variables such as $Market$ (market value), $Size$ (total assets ratio), Age (firm age), ROA (return on ratio), CFO (operating net cash flow ratio), $Quick Ratio$ (quick ratio), CGI (corporate governance index), year dummy, and industry dummy are included as control variables (Benlemlih & Bitar, 2018; Bilyay-Erdogan et al., 2024; Samet & Jarboui, 2017; Shahzad et al., 2018).

Findings and discussion

Table 1 presents the empirical findings. Investment inefficiency ($InvEff$) shows a negative impact on the social score of ESG, suggesting that increased investment efficiency in Chinese H&T companies can enhance the social dimension of the ESG score. This finding supports H1. Financial constraint ($Fcon$) also shows a negative impact on the social score of ESG, indicating that reducing financial constraints can improve the social dimension of the ESG score. This finding supports H2.

Table 1: The Regression Results

Variables	$Sscore_{i,t-1}$
$InvEff_{i,t}$	-2.274** (-2.16)
$Fcon$	-0.092** (-2.19)
Market	-0.018 (-0.34)
Size	0.094 (1.39)
Age	-0.504** (-2.27)
ROA	-1.262* (-1.71)
CFO	-0.286 (-0.29)
CGI	0.066*** (2.85)
Quick Ratio	2.23*** (3.27)
_cons	3.076** (2.01)
Industry	Yes
Year	Yes
N	448
R^2	0.249
adj. R^2	0.205
F	5.6

Note: *, **, *** represent significant results at 0.10, 0.05, and 0.01 confidence levels, respectively.

Conclusion

The regression analysis results support the proposed hypothesis that increased investment efficiency in H&T enterprises can enhance the social dimension of the ESG score, and reducing financial constraints can improve the social dimension of the ESG score. This will help identify which ESG performance elements align with the sustainable vision of the H&T industry and ensure contributions to social well-being.

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FAN-MADE GOODS FOR TOURING CONCERTS:

A SERIOUS LEISURE PERSPECTIVE

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ABSTRACT

The concert experience extends beyond the performances on stage for fans. At concerts, fans not only demonstrate a growing interest in purchasing official merchandise, but also engage in the production, exchange, and collection of fan-made goods. This research aims to identify the characteristics of fan-made goods in the context of touring concerts and to explore the lived experiences of fans who participate in producing and distributing these items. Underpinned by a qualitative research approach and the serious leisure perspective, this study reveals that the characteristics of fan-made goods are defined by color, visual graphics, textual elements, and functionality. The lived experiences begin with the motivation to fulfill personal needs and are shaped through interactions between digital and physical spaces. These experiences reflect the core aspects of serious leisure, which include perseverance and commitment, career development as volunteers, acquisition of knowledge and skills, durable benefits, sub-culture development, a recognizable fandom identity, and immersion and autonomy.

Keywords: fandom; serious leisure; fan-made good; concert; lived experience

Extended Abstract

Fandom culture has increasingly become a significant part of sub-culture, composed of like-minded individuals who share a strong passion for a particular interest (Thorne, 2011). It is socially and culturally recognized as a form of participatory culture, where fans attach emotions to their objects of fandom and assign cultural meanings to their fan practices (Fiske, 1992; Jenkins, 1992). Fans attending live events interact with fellow fans who share the same identity, and these gatherings offer a chance to physically connect with the objects of their fandom, often artists or celebrities in the music industry, while creating collective memories (Thompson et al., 2022). To achieve this, fans attend a variety of events such as fan meetings, music festivals, and concerts (Luo et al., 2022; Sun, 2020). At concerts, fans not only express growing interest in purchasing official merchandise (Brown & Knox, 2017), but also produce, exchange, and collect fan-made souvenirs. This emerging phenomenon in fandom studies is referred to as fan-made, non-commercial merchandise or fan-produced giveaway items.

Fan-made goods offers a unique context for exploring the dynamics of serious leisure, as it reflects deep engagement, intensity of activity, and commitment (Stebbins, 1992). Serious leisure is characterized by the dedicated pursuit of rewarding activities where participants invest time and effort, develop skills, and gain personal fulfillment. These activities often become integral to personal identity (Stebbins, 2001; Stebbins & Sachsman, 2017). Six qualities define serious leisure: perseverance, significant personal effort, durable benefits, the potential for a leisure career, a unique social world, and the identity-relevance of the activity (Stebbins, 1992, 2001). These align with Thorne's (2011) description of devoted and dedicated fans, who are self-driven and actively engaged in fandom activities. Thus, the concept of serious leisure can potentially be applied to the phenomenon of fan-made goods.

Given the limited research on fan-made goods practices, this exploratory study aims to: (1) identify the characteristics of fan-made goods in the context of touring concerts; and (2) explore the lived

experiences of fans who engage in producing and distributing fan-made goods. By conducting qualitative studies (Study I and Study II), this research provides valuable insights for both academia and the industry, highlighting the deeper dimensions of fan engagement and production in concert culture.

Sodagreen (蘇打綠), a six-member indie band from Taiwan region, serves as the focal point of this research. The band achieved significant recognition as the first indie group to perform at Taipei Arena. Since the release of their debut album in 2005, *Sodagreen* has launched over twenty studio and live albums, winning the prestigious Golden Melody Award for Best Band in 2007, 2008, and 2016 (Jiang, 2023). In 2024, to mark the band's 20th anniversary, they are conducting a concert tour titled *Sodagreen 20th Anniversary* (二十年一刻). Despite the increasing availability of digital concert experiences, such as live streaming and recorded videos, these concerts continue to draw large in-person audiences. Therefore, *Sodagreen*'s touring concerts provide an ideal setting for investigating fan engagement and the phenomenon of fan-made goods within a highly relevant and influential context.

Study I employed the research technique of netnography, utilizing the emergence of mobile technologies and various forms of social media as valuable resources for exploring aspects of contemporary life (Ma & Cai, 2023). Data collection was conducted on Xiaohongshu, a leading lifestyle-sharing platform in China, where the top 200 posts were filtered and analyzed. This dataset included 17 video clips, 628 images, and 30,736 words. Multiple analytical techniques were applied, including visual-verbal video analysis (Fazeli et al., 2023), thematic analysis (Jennings, 2001), and photographic analysis (Chapman et al., 2017). Study II, on the other hand, adopted ethnography to explore the lived experiences associated with fan-made goods through a social-psychological lens. Qualitative data were collected using photo-interviews and participant observation. Visual images were employed as memory aids to elicit detailed narratives and experiences. A total of 11 photo-interviews were conducted with fans who had prior experience creating fan-made goods and had attended at least one concert from the *Twenty Years and a Moment* tour. For participant observation, the researcher attended four concerts and recorded detailed field notes focusing on fan-made goods-related activities both inside and outside the venues.

Fan-made goods are the physical manifestations of fandom, the characteristics are reflected through color, visual graphics, textual elements, and functionality. Regarding the lived experience, the present research identifies that these goods embody key attributes of serious leisure, perseverance and commitment, career development as volunteers, acquisition of knowledge and skills, durable benefits, sub-culture development, and a recognizable fandom identity. Additionally, these experiences extend into the realm of immersion and autonomy (Stebbins & Sachsman, 2017). Activities related to fan-made goods encompass not only production but also social exchange, indicating that fans engage with these goods on both individual and communal levels. For some individuals, engagement in serious leisure involves participation in marginalized social worlds that inspire lifestyles and devotion to activities outside mainstream experiences (Gallant et al., 2013). This dynamic is evident in the production and delivery of fan-made goods. These items serve as significant elements in shaping fans' identities (Huang & Wu, 2022). In the present research, fan-made goods associated with touring concerts not only provide a scenario for serious leisure but also help define who the fans are. Leisure has historically been viewed as a means of socializing and acting as a cohesive force (Gallant et al., 2013). Therefore, serious leisure should be understood not only at the individual level (i.e., the fan) but also at the social level (i.e., the fandom). Like other types of activities, individuals engaged with fan-made goods often feel a strong affiliation with the social worlds tied to their leisure pursuits, which provides a sense of connectedness and belonging in an increasingly disconnected world (Gallant et al., 2013).

Merchandise, including concert souvenirs sold by official authorities, primarily serves commercial purposes, such as income generation and enhancing the overall experience (Doyle, 2012). While fans today find pleasure and meaning within commercial texts (Peyron, 2018), they increasingly channel this pleasure into other leisure activities, such as creating and exchanging fan-made goods. These goods, representing a manifestation of serious leisure, are non-commercial by nature as they are not profit-driven. Instead, when physical exchanges occur, they constitute a means of sharing values and ideas. Fans today

are eager to channel their creativity into (re)producing cultural and creative products they are passionate about. These fan-made goods become an integral part of the fan experience, as fandom is intricately connected to the collection of objects (Hoebink et al., 2014).

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全文
FULL PAPERS

游客感知视角下文旅融合高质量发展策略研究

——以澳门“文化导赏游”为例

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[摘要] 当前我国文化和旅游产业总体发展水平不断提升, 文旅融合发展俨然已成为主态势, 但文旅融合如何实现高质量发展仍是备受关注的研究话题。而关于文旅融合高质量发展, 在澳门有一些颇有成效的实践探索, 但过往研究对此少有关注。因此, 本研究尝试以澳门“文化导赏游”为例, 通过资料收集、参与式隐匿观察与访谈等方式进行研究, 旨在发现影响文旅融合高质量发展的关键因素。研究认为主要在于四个方面, 第一、导游是关键, 第二、当地居民的讲述更能引起认同, 第三、讲解方式须灵活多变, 第四、政府部门的支持是基础。各地文旅融合发展所面临的困境存在共性, 本研究希望通过研究澳门的实践探索经验有效助力其他地区文旅融合的高质量发展。

[关键词] 文旅融合; 高质量发展; 游客感知; 澳门; 文化旅游

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0 引言

尽管当前我国文化和旅游产业总体发展水平不断提升, 文旅融合发展已成大趋势。但文旅融合发展的过程中, 也出现了一些问题与困境。

本研究旨在探讨影响文旅融合高质量发展的关键因素。为了实现这一目标, 笔者于2022年11至12月对中国澳门特别行政区文化局辖下澳门博物馆举办的“文化导赏游”进行调研。本研究对于指导文旅深度融合高质量发展的实践探讨有价值, 以及对提升游客在文化旅游过程中的体验具有重要意义。

1 研究综述

1.1 我国文旅融合的相关政策发展

1993年11月, 国务院办公厅转发国家旅游局的文件《关于积极发展国内旅游业的意见》, 首次从国家政策层面将文化和旅游联系在一起, 其后, 国家在文化和旅游融合领域出台了一系列政策^[1]。

2018年2月, 十九届三中全会通过了《中共中央关于深化党和国家机构改革的决定》何《深化党和国家机构改革方案》, 决定组建文化和旅游部, 文化和旅游融合迈出了实质性一步, 从业界到学界开始真正关注文化和旅游融合^[1]。

2018年3月, 国务院办公厅印发《关于促进全域旅游发展的指导意见》, 提出“科学利用传统村落、文物遗迹及博物馆、纪念馆、美术馆、艺术馆、世界文化遗产、非物质文化遗产展示馆等文化场所开展文化、文物旅游, 推动剧场、演艺、游乐、动漫等产业与旅游业融合开展文化体验旅游。”

2018年3月, 国务院机构改革, 不再保留文化部与国家旅游局, 组建文化和旅游部。国务委员王勇表示, 作出上述调整旨在“为增强和彰显文化自信, 统筹文化事业, 文化产业发展和旅游资源开发, 提高国家文化软实力和中华文化影响力, 推动文化事业、文化产业和旅游业融合发展”。

2018年10月，文化和旅游部党组书记、部长雒树刚在旅游集团发展论坛的主旨发言中指出，“文化和旅游融合发展背景下，要用文化提升旅游的品质内涵，用旅游彰显文化自信^[2]”。

2021年4月，《“十四五”文化和旅游发展规划》发布，提出要“深挖遗址价值认知，让旅游成为人们感悟中华文化、增强文化自信的过程，引导游客成为中华文明的实践者和传播者”。

2022年10月，党的二十大报告明确提出“坚持以文塑旅、以旅彰文，推进文化和旅游深度融合发展”。文化和旅游融合发展进入了新的阶段^[1]。

我国政府出台了各种政策，鼓励文化与旅游的融合^[5]。研究也表明，文化与旅游的融合是中国旅游发展最有效的路径^[6-8]。

戴俊骋认为，现文旅融合虽初有成效，但若仅仅依靠文化和旅游部门及参与主体自身无法走得更远的，要加强文化和旅游的深度融合，使“文旅融合”向更广范畴、更多主体、更深层次迈进。

1.2 文旅融合的高质量发展研究

历新建认为，高质量的文旅融合指的是，在讲好中国文化故事的同时，又能传递好故事背后的中国声音；既能吸引已存在的“有文化的旅游者”，也通过供给端和政府端的共同努力“生产”出更多“有文化的旅游者”^[9]。

尽管当前我国文化和旅游产业总体发展水平不断提升，文旅融合发展已成大趋势^[10]，但仍少见高质量的文旅融合实践。

如李欣原指出，有的设计者把文化旅游当成“文化创意”，旅游开发与建设不是基于当地文化，有的为了达到“有文化”这一目的，甚至去包装一种“旅游文化”^[11]。

张朝枝等指出，文旅融合正面临文化沦为建构身份的工具，文化商品化导致文化衰落，商业化导致文化体验失真，文化娱乐化等挑战^[2]。范周指出，文旅融合发展存在“炒概念”“赶时髦”等盲目发展的情况，其原因在于缺乏对文化和旅游自身发展规律的准确把握^[7]。耿初叶提出，目前长三角文旅融合深度发展面临的主要困难是，上游文化内容挖掘不充分，资源利用形式单一、文旅产品缺乏定位，内容主题不突出等^[12]。

侯天琛等认为目前我国文旅融合发展主要有优质资源整合开发不足、产品业态迭代升级不足、文化链条延伸拓展不足、体制机制有效保障不足等现实短板^[13]。有学者通过研究六堡茶非遗保护与茶文化旅游开发，发现其存在学术研究不足、缺乏保护意识、旅游开发单一、缺乏资源整合、旅游宣传力度不足等问题^[14]。

总的来说，在文旅融合发展的过程中，虽然发展势头非常迅猛，文化旅游路线数不胜数，而其中多是打着“文化旅游”的旗号实质只是一般旅游的路线。有不少含“遗”量高的旅游路线，但是最后能到达文化旅游推广目的，建立文化认识，提升文化认同的聊聊无几。

而关于旅游路线、遗产保护与文化认同结合方面，在澳门也有一些实践探索，且取得了不错的成效^[15,16]，但过往研究对此关注甚少，且少有研究从游客感知视角研究澳门文旅融合高质量发展的关键因素。

2 研究方法

2.1 研究区域

澳门的旅游业占主导地位，2023 年的游客人数为 2821 万，其中将近一半（1399 万）是不过夜游客^[17]。澳门政府正寻求消除该地区对博彩业的经济依赖，实现更可持续的经济，其中发展以文化遗产为基础的旅游业是一个不错的选择^[18]。而澳门的历史城区于 2005 年 7 月 15 日被列入《世界遗产名录》，是我国现存最古老、规模最大、保存最完整、最集中的具有中西方特色建筑共存的历史城区^[19]。

研究发现，大多数前往澳门的游客不仅仅是为了进行博彩活动，还包括休闲、购物或观光等活动^[20]。这预示着澳门旅游业多元化发展的机遇。

本研究的重点是澳门文化局辖下澳门博物馆从 2020 年起每年举办“文化导赏游”活动，该活动旨在推广遍布不同社区的澳门名胜古迹，体现澳门在华洋文明交融下的历史脉络，为鼓励市民认识社区历史，一般在下半年 9 至 12 月推出。该活动目前是四条线路，覆盖澳门及路氹区，每条线路均配备专业导赏员（下称导游）带领参加步行参观澳门历史名胜。费用全免，全程参与还可活动文创周边纪念品^[16]。常规线路主要有四条：

表 1 澳门“文化导赏游”路线景点汇总

Tab. 1 Macau Cultural Guided Tour Route Attractions List

Summary of attractions on the Guided Cultural Tours route in Macau

路线 Route	景点个数 Number of scenic spots	景点 Scenic spots	游览时间 Tour time
1A	5	莲峰庙、林则徐纪念馆、望厦炮台、冼星海纪念馆、叶挺将军故居	150 分钟
2	5	中西药局旧址、十月初五日街、福隆新街、亚婆井前地、郑家大屋	150 分钟
3	7	龙环葡韵、嘉模会堂、嘉模墟、路氹历史馆、天后宫、排角	150 分钟
4	7	文化局大楼（塔石广场）、澳门博物馆、大炮台、茨林围（旧城墙遗址）、基督教坟场、东方基金会会址、白鸽巢前地	150 分钟

2.2 研究方法

研究采用资料收集、实地参与观察与访谈方法收集资料。资料收集的内容主要来自澳门特区政府与澳门文化局关于“文化导赏游”的新闻媒体报导资料。

唐纳德库指出收集某些类型的信息，观察是唯一可以使用的方法^[21]。对于旅游者在文化遗产旅游中的行为与实际感知等信息，通过问卷调查的方式难以获得，为此笔者采取了参与式的隐匿观察法对澳门文化遗产景点中的参与者进行观察。

笔者于 2022 年 11 月 19 日、12 月 10 日与 12 月 17 日实地参与了“文化导赏游”路线的 3 条路线，分别为路线 1A、路线 3 与路线 4，包含 19 个景点，可见表 1。

期间，共观察约 30 名参与人员，包括参加者、导游与文化局工作人员。通过与游客一同观光游览，发现大部分游客对澳门“文化导赏游”活动有颇高评价。参加过程中还出现了参加者主动参与到线路的讲解中，结合自身经历一同与导游进行解说的现象，了解到部分参加者因为热爱本地文化已多次参与。

3 研究结果

通过对访谈资料进行整理分析，笔者认为“文化导赏游”取得较好的文化认同效果的原因如下：

（1）导游资料准备详实专业以及对澳门本地文化的认同与热爱，资料的准备充足是文化认识的基础，对本地文化的认同与热爱是文化认同的关键。

“这条文化导赏线路与其他导赏线路不一样，澳门文化局这条导赏线路的导游是非常专业的。很多国家和地区也有类似的文化旅游线路，但大多由学生来担任，没有这么专业，也没有这么有经验！”（导游 A，澳门本地人）

导赏线路开始前，导游与其他参加者对本次导赏线路进行讨论。关于此处提到的经验不仅是讲解经验，也是人生经验，导游多是澳门本地人，澳门的历史变迁与城市更新他们都参与其中，这也使得他们对澳门的了解不仅仅停留在纸面上并亲身参与其中，导赏讲解时亦会多次提到的一些集体回忆，也更能引起参加者的共鸣与认同。

这里提到专业，是指这不是民间或者业余爱好者组成的导赏路线，这是澳门文化局辖下的澳门博物馆主导的文化导赏路线，有官方政府的背景。

文化导赏游的导游的资料准备充分，每位导游会根据讲解需要随身携带一个 A4 大小的文件袋，根据讲解的需要随时调整需展示的页面，就宛如“随身携带的幻灯片”。同时，因为是澳门博物馆主导的线路，每一个导游的对历史都非常了解，并且在讲解历史文物的同时也结合到澳门人的集体回忆。

“做导游并不是本职工作，只是业余喜欢。参与过程中，也会出现很有趣的现象，大家一起参与来讲解历史。”（导游 B，澳门新移民，已居住超过十年）

与该导游访谈得知，他们大多都是志愿者的性质，使用业余时间来参与讲解。交谈间可以感受他们十分热爱所担任的导赏工作，对澳门历史文化有很深的认同与热爱。

该导游指出的这种参加者一起参与讲述的情况，在笔者参与路线 4 中也曾出现。路线 4 景点包含许多关于天主教的历史建筑，有参加者自发从天主教圣经教义的角度对导游的讲解进行补充。

（2）当地居民的讲述可能更能引起认同

“感觉他们准备得非常充分，很专业，效果很好。特别是他们讲述时采用了第一人称，结合自己的人生经历来讲述，更加能让人产生同感！”（参加者，澳门本地人，学生）

该参加者指出，许多导游只能从第三人称进行讲解，从第一人称出发去讲述历史是一种不一样的体会。特别是该参加者也是澳门本地人，对于导游的讲解有更加深刻的认同。

据了解，“文化导赏游”活动中的导游多是澳门本地人，澳门的历史变迁与城市更新他们多参与其中，这也使得他们对澳门的了解不仅仅停留在纸面上并亲身参与其中，导赏讲解时亦会多次提到的一些集体回忆，更能引起参加者的共鸣与认同。

（3）挖掘文化遗产背后的故事

文化导赏过程中讲解文化遗产的同时结合非物质文化遗产的内容，能更加深对人们

的印象，引起文化认同。比如，在天后宫讲解时，导游结合妈祖文化发展讲解天后宫命名的由来，在大三巴结合天主教发展与教义对大三巴建筑设计进行讲解。

（4）官方组织的支持与援助必不可少

“路线规划的大方向由文化局决定，比如说大概有几个景点，但每条线路景点的先后顺序以及讲解由导游决定。且一条线路的景点也有比较大的商量余地。”（导游 C，澳门本地人）

与该导游访谈得知，他们对导赏线路的景点的设定以及游览前后顺序有较大的自由度，甚至于对于讲解的方式与内容主要由导游自己设计，澳门文化局一般不做干涉。澳门文化局会有一些基础培训，但是导游本身具有较大的自由度。

文化导赏线路是由澳门文化局辖下澳门博物馆主导，每次导赏路线大约 150 分钟，不仅配备两名专业导游，且会有一到两名澳门博物馆或文化局的工作人员协助后勤与现场安全工作。每次导赏结束，会发放澳门文化局相关的文创产品作为纪念品，让每个参加者不仅有精神上的奖赏，也有一点小小的物质奖赏。

4 讨论与总结

综上，本文的主要研究发现可以归纳为四个关键点。

第一，导游是关键。有研究指出，人的解读在传递文化遗产价值方面优于非个体解读，文化遗产的价值可通过导游进行更好地诠释^[22]。导游的表现对提高游客的可持续行为有显著的直接和间接影响，因此需要更加关注影响导游表现的因素^[23]。另外，有学者在研究澳门导游职业服务质量的影响因素时发现，导游是促进旅游业可持续发展的最重要因素之一^[24]。

因此，在文旅融合进入深度融合高质量发展的时期，更应重视导游这一角色，招募一批，或培养一批对当地文化有深刻认同的导游非常关键。

第二，当地居民的讲述更能引起认同。张朝枝认为，构建集体记忆与身份认同，可增加文化的旅游吸引力^[2]。建立集体回忆可强化文化的身份符号，从而满足当代旅游者身份认同需求，也是将文化转化成旅游吸引物的重要途径。也就是通过讲好故事，将集体回忆根植于旅游者的意识当中，使旅游者产生身份认同，并由此产生出游动机，促进文旅深度融合高质量发展^[2]。

李娜针对历史街区保护，提出了“具有文化敏感性之叙事方法”，提倡共享历史话语权，从本地视角给居住在历史街区的人们机会，讲述他们自己的故事，解读他们熟悉的环境^[25]。因此，文化旅游要想成功，居民支持旅游发展是很重要的^[26,27]。

第三，讲解方式须灵活多变。历新建指出，高质量的文旅融合需要解说系统的革命性创新来弥合“认知鸿沟”，让厚重的文化和历史通过时尚的方式表达出来，让那些重要但是有接受难度的文化信息通过更加轻松的方式传播开来，从而让旅游的文化变得有意思，让文化的旅游变得有意义^[9]。他认为，只有解决好选择什么、如何呈现、如何解说、层次安排、难易取舍等相关问题，才能实现文化的有效传播和弘扬^[9]。

秦红岭在谈到如何让公众尤其是年轻一代认知、欣赏建筑遗产时，也提到一般性的展示性和介绍性阐释是不够的，需要在此基础上融入具有故事性和参与性的叙事策略，

才能更为深入地阐释建筑遗产及其历史环境中的情感、记忆，提升民众的城市文化认同度，确保文化遗产有效传承^[28]。他特别提到，即便是专业人员对建筑遗产的阐释，也应融合叙事策略，有文化温度的事件或故事产生连接，否则可能无法达成有效的传播^[28]。

有研究者通过采访 499 名受访者发现，历史叙事可以显著增强游客与导游的互动，加强游客对真实地点的感知，建议提高导游的讲解能力^[29]。可见，成功的解说对于有效管理和保护建筑遗产地以及可持续旅游都至关重要^[30]。

第四，政府部门的支持是基础。有学者研究指出，志愿者如缺乏培训可能会对当地文化保育产生负面影响^[31]，因此在文旅融合深度融合高质量发展过程不应该忽略政府这一角色。

对于在文旅融合过程中，政府部门扮演何种角色也是一个备受关注的话题。如范周在讨论文旅融合过程需注意的几大问题时，就提到需要推进政府部门的职责整合，形成协同合作的机制^[7]。

而澳门文化事务局工作人员在“文化导赏游”中扮演“观察员”的角色也不失为一种有意义的探索。这一“观察员”的角色在关于澳门舞龙节的研究中也有提到，即政府工作人员的职责更多是确保活动得到充分监控，并按照提交的计划进行组织，并不参与活动的组织^[18]。

本研究只是澳门文旅融合实践发展研究的一点小探索，文旅融合发展所面临的困境存在共性，希望本文总结的澳门文旅融合发展经验能为此带来一点启发与思考。

5 局限性与未来研究

本研究的发现虽然为文旅融合高质量发展提供了有意义的见解，但也需要承认存在一些局限性。这些局限性为未来的研究开辟了道路，以扩大对这一领域的理解。

其中一个限制是研究结果的普遍性。本研究侧重于特定地点，这可能会限制研究结果应用于其他环境。未来的研究可以研究不同地区的文旅融合高质量发展策略，以探索这些策略的有效性。

另一个限制是本研究主要通过资料收集与参与者访谈方式进行存在局限性，未能对所有参与者进行访谈，如能使用问卷进行辅助调查，可能研究会有更加好的效果。四条线路只调研了三条有一定的局限性，笔者不是澳门当地居民对澳门的文化认同不深，也可能影响判断。

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Study on the High-Quality Integrated Development Strategy of Culture and Tourism from the Perspective of Tourists' Perception: A Case of Cultural Guided Tours in Macau

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Abstract: Currently, the overall development level of China's culture and tourism industry is consistently enhancing, and the integrated development of culture and tourism has emerged as a prevailing trend. However, how to achieve high-quality development in the integration of culture and tourism remains a research topic that has garnered significant attention. Concerning the high-quality development of cultural and tourism integration, there have been some effective practical explorations in Macau. However, previous studies have scarcely paid attention to it. Therefore, this study endeavors to take Macau's "cultural guided tours" as an example. And conducts research by means of data collection, participatory covert observation and interviews, with the objective of identifying the key factors that influence the high-quality development of cultural-tourism integration. The results can be summarized in four main areas. Firstly, the tour guide is the key. Secondly, a tour guide with a local background can make the tour more convincing. Thirdly, the guide's explanation method needs to be flexible and change with the times. Fourthly, the support of government departments is the basis for development. As the dilemmas facing the development of cultural and tourism integration are common to all regions, this study hopes to find out the practical experience of Macau to effectively contribute to the high-quality development of cultural and tourism integration in other regions.

Keywords: the integration of culture and tourism; high-quality development; the perspective of tourists' perception; Macau; cultural tourism

探讨顾客宽容在餐厅智能机器人服务失败中的作用

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[摘要] 服务机器人作为人工智能的重要应用，逐渐在智能酒店、餐厅中承担了服务人员的角色。然而，由于技术发展的局限性，服务机器人可能无法达到顾客对服务的心理预期，从而出现服务失败的现象。本研究以认知-情感-意动为主要理论框架，并结合社会反应理论，探讨了在餐厅使用服务机器人中，顾客遇到服务失败时的认知反应如何影响他们的情感宽容以及行为意向。本研究在广东省珠海市进行实地调研，通过在餐厅发放问卷的方式，收集了 279 份有效数据，并使用偏最小二乘法结构方程模型（PLS-SEM）进行了数据分析。本研究发现感知新奇感、感知友善与感知公正对于顾客情感宽容有正向影响。同时，本研究也证明了获得顾客宽容会积极地影响后续再次使用服务机器人与再访问餐厅的行为意向。此外，顾客宽容在研究中的中介作用也得到了有效验证。本研究为服务失败服务机器人提供了更全面的理论框架，促进对人机互动机制的理论理解。本研究建议餐厅经营者更多地关注机器人的服务新奇性、友善性与公正性，从而有针对性的提高机器人的服务质量。

[关键词] 服务机器人、服务失败、顾客宽容、认知-情感-意动框架、社会反应理论

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0 引言

党的“十四五”规划中，提出携手港澳共同推进粤港澳大湾区世界级旅游目的地建设，提高国际影响力和对全球游客的吸引力，此外还明确提出要做强做优做大旅游市场，加快推进以数字化、网络化、智能化为特征的智慧旅游，不断赋能旅游经济发展。2023 年末，广东省人民政府关于加快建设人工智能产业创新引领地的实施意见指出，加强技术与经济、社会、科学领域深度融合，打造一批示范性强、带动性广、显示度高的典型应用场景^[1]。随着技术的不断进步，人工智能在旅游与酒店业的应用将更加广泛和深入，为行业带来革命性的变化^[1]。服务机器人以提升服务质量与效率，增强顾客的新奇体验为优点获得了酒店餐厅从业者与顾客的青睐^[2]。其中 2022 年广东省餐饮机器人相关注册企业数量为 3087 家，占总餐饮机器人企业数量的 56.9%²。由此可见，粤港澳大湾区迅猛发展的同时，服务机器人的投入使用在全国的占比也是相当可观的。

服务机器人在餐厅和酒店行业的应用是一把双刃剑，它们提供了许多明显的优势，但也带来了一些挑战。它可以帮助旅游目的地与餐厅应对客流高峰，起到缓解劳动力短缺并保障服务的作用，但由于其功能存在技术性短板，无法提供人工服务一样灵活与个性化的体验，从而出现服务失败的情况^[3]。在众多优势与发展趋势的加持下，解决服务机器人服务失败并提升服务质量是必要且前沿的议题。

本研究在以往服务失败与服务机器人领域的研究基础上以认知-情感-意动框架与社会反应理论作为理论框架，以顾客宽容作为研究重点，旨在探究影响顾客宽容的前因以及后续影响，深入了解在机器人服务失败的情境下顾客的宽容机制。本研究深入探索了在服务失败后，顾客对服务机器人新奇性、友好性以及公正性的认知评价如何影响他们对服务失败的宽容，从而影响他们的行为意愿^{[4][5]}。

本研究具有一定的理论意义与实践意义。首先，与传统服务失败研究所采用的实验

法不同，本研究采用了问卷定量研究方法，运用结构方程模型（SEM），更多方位的探索影响顾客宽容的先行因素与行为结果，揭示了其在服务失败情境下的重要性，为服务机器人服务失败研究补充了重要知识。其次，本研究验证了顾客宽容对并重复使用机器人和再访问餐厅的行为意向的正向影响，这一发现可以更好地帮助餐厅与酒店管理者更好的理解服务机器人的不同服务情境，特别是服务失败，加强对顾客宽容的重视与了解，制定服务失败最佳的解决方案，这将对服务机器人的投放使用与后期管理带来更多启示。

1 文献综述与研究假设

1.1 服务机器人与服务失败

服务失败是指服务交付不能满足顾客的期望^[6]。学者在定义和分类上做了如下研究：Keaveney 将服务失败从服务需求的角度分为核心服务故障和交互服务故障。核心服务故障是指无法满足使用者的基本服务需求，服务结果出现错误或缺陷^[7]。交互服务故障涉及在与顾客互动时的态度和行为，是服务交付过程中的一个缺陷。此外，也有学者以服务失败发生的阶段分为过程失败，结果失败，交互失败^[8]。聚焦在旅游和酒店行业中，服务失败可能会产生各种不利后果和负面影响^[6]，其负面结果可能会引起顾客的不满、投诉，不利于服务评估和宾客关系维护^[9]。长此以往带来的后果不但有客户的流失，口碑的下滑，还会造成经营者收入的损失^[10]。由于顾客需求的多样性和旅游服务环境的复杂性，人工智能服务失败是不可避免的^[11]。总之，只有更好的了解服务失败的过程，以及了解顾客认知与情感的状态才能更好的减少服务失败。因此，研究服务机器人的服务失败是很有必要的。

在服务失败这个研究领域中，员工的身体吸引力、良好的态度与合作或肢体语言等特征被证明可以减少服务失败的负面影响。关于服务机器人服务失败的文献表明，拟人化的设计会直接影响服务失败的责任归因，继而影响顾客宽容与满意度^[15]。同样也有研究从归因理论的角度出发，认为当服务由机器人提供时，顾客会比由人类员工提供同样的服务时感觉更稳定^[16]。有别于人类员工，与机器人互动会激发人的好奇心^[17]，服务机器人可爱的表情与语气传递了人类一样友善的信号^[18]，更高的稳定性与服务的标准程序化也体现了人工智能的公正^[16]，这些因素在机器人服务失败的情境下尚未得到充分研究。

1.2 理论框架

1.2.1 认知-情感-意动框架

认知-情感-意动框架（Cognitive-affective-conative Framework）的产生是源于认知评价理论（Cognitive Appraisal Theory）和情绪的认知-动机-关系理论（Cognitive-motivational-relational Theory），认知，情感，意动组成了模型的三个主要部分^{[5][19]}。该模型表明，情绪是由对物体或事件的评价引发的，而这些评价的产生会直接或间接的影响个体行为，换言之就是表明个体对事件的认知塑造了他们的情绪反应，进而影响个体行为意动^[20]。

认知-情感-意动框架在关于酒店和餐厅的研究中曾被多次应用。顾客忠诚度遵循一个认知评估和情感发挥这两个重要作用的过程，从而影响意动抉择^[21]。针对服务机器人的相关研究也多次借鉴此框架的逻辑进行推演假设。Huang 等的定性研究将顾客面对服务机器人时的认知体验与情感体验做了详细的概括^[22]。也有学者采用了量化的研究方法，证明了认知评价显着影响顾客的情绪，进而正向影响顾客的服务机器人接受意愿^[23]。本

研究旨在通过这一理论视角，探讨在服务机器人服务失败的情境下，顾客的认识-情感-意动框架的应用。研究的重点将倾向于放在顾客宽容上，并希望探究其认知影响前因和行为意向结果。因此，认识-情感-意动等三个主要元素构成了解释本研究理论框架的三个阶段。

1.2.2 社会反应理论

与经验丰富、富有情感的人类员工不同，人工智能是基于人类预先设置好的算法和程序进行操作的。因此，顾客认为这些人工智能冰冷、机械和没有人情味，缺乏社交互动和情感传递^{[18][24]}。目前，大多数学者采用传统的技术采用理论来解释人工智能的接受和使用，如技术接受模型（Technology Acceptance Model）、技术接受与使用统一理论（Unified Theory of Technology Acceptance and Use）。但是在检验顾客接受和使用人工智能的意愿时，旨在测试非智能技术采用的传统理论是不合适的^[28]，比如感知友善和感知公正，这些类人属性是无法利用传统理论解释的。人类是社会性动物，其行为反应具有社会性倾向。基于这一观点，Nass 和 Moon 构建了社会反应理论（Social Response Theory）来探讨人机交互过程中的人的反应^[29]。根据社会反应理论，在人机交互过程中，当顾客使用机器人时感知到新奇感，与机器人交流感知到友善与公正时，顾客已经无意识地将技术或机器视为社会行动者并赋予了社会角色。

在近几年的研究趋势中社会反应理论不断被学者使用。Song 等使用社会反应理论解释了拟人化在人工智能服务恢复中的调节作用。该理论也用来被诠释心理距离和信任对顾客使用意向的重要影响^[11]。因此，当研究涉及社会视角以及类人化的因素影响时，社会反应理论就会代替传统的理论框架被学者广泛使用^[31]。本研究认为，社会反应理论可以应用于非人类实体，如服务机器人。服务机器人拥有社会属性，在一定程度上能够影响顾客体验。

1.3 顾客宽容

宽容（forgiveness）被定义为可以应对与负面事件相关的压力的行为能力^[32]。早在上个世纪初，宽容已在多个学科中得到研究，如哲学、心理学^{[33][34]}。学者们声称，宽容是需要经过思考等一系列复杂过程得到的，是可控制的，所以宽容显然是个人的内心抉择^[35]。很多情况下虽然获得了宽容但并不一定能修复关系^[36]，根据此观点展开了本研究的目的一一探讨如何引起顾客宽容，并探究得到宽容之后是否可以修复与服务提供商的关系继而影响顾客行为意向。

有学者将宽容这一词的定义做了汇总并提出了不同的概念，并将宽容分成两个阶段——情感宽容和决策宽恕^[32]。情感宽容重点在原谅过错并对冒犯者产生积极情感，决策宽恕侧重于行动与意向^[37]。因此在一些研究中被认为决策宽恕仅意味着顾客在服务失败后表现出积极反应，并不表明顾客真正原谅了服务提供商的错误。顾客有时会在服务失败后隐瞒投诉、避免负面行为反应，甚至表示原谅，实际在顾客心目中依然对服务的整体印象是消极和不满意的^{[38][39]}。不单单因为情感宽容是广义上的顾客宽容，而且情感的变化会导致行为意向的变化，这使得情感宽容在服务失败情景下更值得研究和关注。因此，本研究讨论的顾客宽容是以情感宽容为基础的概念。无论是究其前因还是调查宽容的影响，都说明了顾客宽容在本概念模型中的重要作用。

1.4 感知新奇感

新奇感（novelty）被定义为一种体验或遇到与日常事物不同事物的过程^[40]。它与“新

鲜的”或“不寻常的”代表了同样的感知。在认知心理学中，新奇感是注意力、情感、记忆和行为的先决条件^[41]。在旅游业中，新奇感被定义为“体验与个人期望的偏离程度”^[42]，这种感受被学者认为与愉悦感密切相关^[43]。新奇的旅游体验会带来情绪唤起，因为它可以缓解无聊感，带来幸福^[44]，充满新奇感的体验往往会通过增强记忆点来增加与事件情感链接的强度^[45]。人工智能的相关研究表明若增强新颖性的感知可以改善人的决策行为^[46]。同样，新奇感与惊喜被证实与使用技术的意愿呈正相关^[47]。顾客的感知新奇感在服务机器人服务失败时也会起到重要作用，新奇感导致的情绪唤起可以带来积极体验并缓解服务失败带来的消极反应，从而产生顾客宽容。

根据既往研究的基础上，本研究认为：首先，感知新奇感是顾客认知层面的概念，且会影响情绪与行为。其次，它会带来正向的顾客服务体验。感知新奇感在服务失败的情形下很少被学者研究关注，但是不可否认的是感知新奇感会缓解负面情绪，带来积极的影响^[48]。因此，本研究提出假设：

H1：感知新奇感会正向影响顾客宽容。

1.5 感知友善

友善（friendliness）一词源于心理学领域，代表着一种性格倾向，带指的是善良、亲切和善意的人际行为^[49]。在人际交往中友善是通过语言和非语言行为的形似来展示的，例如微笑、问候、感谢和眼神交流^[50]。这些友善举动可以使顾客感到舒适和被欢迎^[51]，是顾客服务评估的重要组成部分^[52]。针对一线员工的研究表明服务人员的友好性会影响顾客的承诺和再次光顾^[53]。相反，如果一线员工无法传递出友好，常常会给客人造成不良的服务体验^[54]。

服务机器人常被认为是拥有较低友好度的，这会让顾客产生不好的服务印象^[55]。因此在服务机器人为主体的真实场景下，感知友善的意义更加重要。当顾客可以更好地被理解时，他们更可能产生信任，从而增加对服务的包容^[38]。人机交互中的友好沟通会软化顾客在服务失败中的不良情绪并显著影响顾客对服务的直观感受^[56]。友善的态度同样可以帮助缓解紧张情绪，减少冲突，使问题更容易解决^[57]。顾客如果在与服务机器人互动时可以感受到更多的友善，便会对服务本身产生更多的积极感受。从而使得顾客更加包容服务本身。因此，本研究提出假设：

H2：感知友善会正向影响顾客宽容。

1.6 感知公正

公正（justice）一词起源于公正理论。互动公正、分配公正、程序公正是普遍应用于服务与零售业研究的三个维度^[59]。互动公正是指顾客根据服务人员的行为所感知到的人际交往待遇。例如，员工在为顾客服务时展现出了对顾客的礼貌和尊重。分配公正指的是和成本和收益分配相关的公平性。例如，服务提供商可以提供财务或非财务补偿来恢复与顾客的关系。程序公正涉及解决服务故障过程的公平性。例如，服务提供商可以制定以顾客为中心的政策和程序来支持顾客沟通并鼓励顾客参与恢复过程^[37]。因为服务机器人无法自主给予财务或非财务的补偿，并且服务机器人无法自主解决服务故障。所以本研究讨论的是以互动公正为基础的感知公正。

本研究认为，感知公正是一种综合的认知。透彻研究感知公正这一变量可以更好地理解人机交互的过程。无论提供服务的个体是人类还是服务机器人，顾客在经历服务失

败情形下往往最看重的是解决问题的态度，换言之就是顾客的感知公正。这种综合性的感知更多地关注服务互动而不是服务主体本身^[60]，包括响应的及时性与恰当正确的对待等等^[61]。所以，感知公正被认为是一种认知评估维度，推动了顾客情绪的变化^[62]。因此，感知公正正在服务失败中发挥着至关重要的作用，如果服务机器人可以在服务的过程中让顾客感知自己受到了公正的对待，势必会减少负面情绪的产生并获得更高的服务容忍度与宽容^[63]。综上所述，本研究提出假设：

H3：感知公正会正向影响顾客宽容。

1.7 顾客行为意向

1.7.1 重复使用意向

重复使用（reuse）的行为意向指的是在使用过某物后根据使用的感受、经历、体验等，决定是否愿意再次使用的行为意向。在人工智能与服务机器人的领域，经常被当作因变量来使用，这常常关系到用户粘性、客户忠诚等等^[64]。针对人工智能使用意向的研究证实了顾客感知到的社会存在感、社交互动性以及信任是与使用服务机器人的意图是相关的^[65]。人工智能的感知价值也被证明会促进顾客继续在服务场景中使用人工智能^[66]。在情绪层面中，积极情绪的产生与顾客使用服务机器人的意愿是相关的^[67]。经历服务失败恢复后的顾客行为意向重点应该放在再次使用服务机器人的意向，也就是说是否愿意再次接受服务提供者的服务。根据前人研究的佐证，本研究充分的相信当顾客产生了宽容情绪时，有理由使得顾客重新再次使用餐厅的服务机器人。因此提出合理假设：

H4：顾客宽容会正向影响重复使用服务机器人的意向。

1.7.2 再访问意向

旅游与服务行业领域对顾客再访问意向（revisit）的研究颇为广泛，该意向指的是顾客在体验某个目的地或场所后，顾客再次访问的意图和愿望^[68]。涉及到的前因包括信任、满意度、品牌忠诚度和积极情绪等^[69]。在服务失败的情形下，再访问意愿指的是顾客在经历服务失败后愿意重新回到服务场所的意愿^{[70][71]}。研究表明，顾客对服务机器人失败的宽容会积极影响他们的再访问意愿^[72]。与之相反的是品牌转换意向，先前学者的研究声称如果服务恢复的过程没有达到顾客功能与情感上的心理预期，顾客会选择放弃原本的选择而选择其他服务提供商^[73]。因此，宽容是顾客在经历服务失败后可能再次选择访问该餐厅的关键因素，顾客宽容直接影响了顾客的再访问意愿。所以，本研究提出假设

H5：顾客宽容会正向影响再访问餐厅的意向。

1.8 顾客宽容的中介作用

本研究依据认知-情感-意动框架，认为顾客的情感宽容具有中介作用。以往的研究证明了情感是连接顾客认知与行为意向的关键。顾客对服务机器人的接受程度和感知新奇程度是影响其对人工智能信任感和期望值的关键因素，这种感知新奇与感知期望通过引发顾客的积极情绪进而增强其使用意愿^[67]。相似的，顾客在与员工互动时，会感受到员工的友好态度，这种正面的人际接触能够让顾客感到轻松和被接纳，从而提高顾客对服务质量的满意度^[53]。此外，情感宽容作为一个重要的中介变量，有助于探究公正感如何影响用户的决策过程^[37]。进一步讲，一项关于服务失败的研究强化了这一观点，表明顾客对人工智能的积极感知能够激发正面情绪，从而提高顾客们对餐厅的兴趣^[74]。由此

我们可以推断出顾客的不同感知会影响情绪的变化，从而影响行为意向。即感知新奇感、感知友善、感知公正会促使顾客产生宽容，从而影响重复使用机器人与再访问餐厅的意向。基于此，本研究提出以下假设：

H6：顾客宽容在感知新奇感和（a）重复使用机器人的意向与（b）再访问餐厅的意向的关系中起中介作用。

H7：顾客宽容在感知友善和（a）重复使用机器人的意向与（b）再访问餐厅的意向的关系中起中介作用。

H8：顾客宽容在感知公正和（a）重复使用机器人的意向与（b）再访问餐厅的意向的关系中起中介作用。

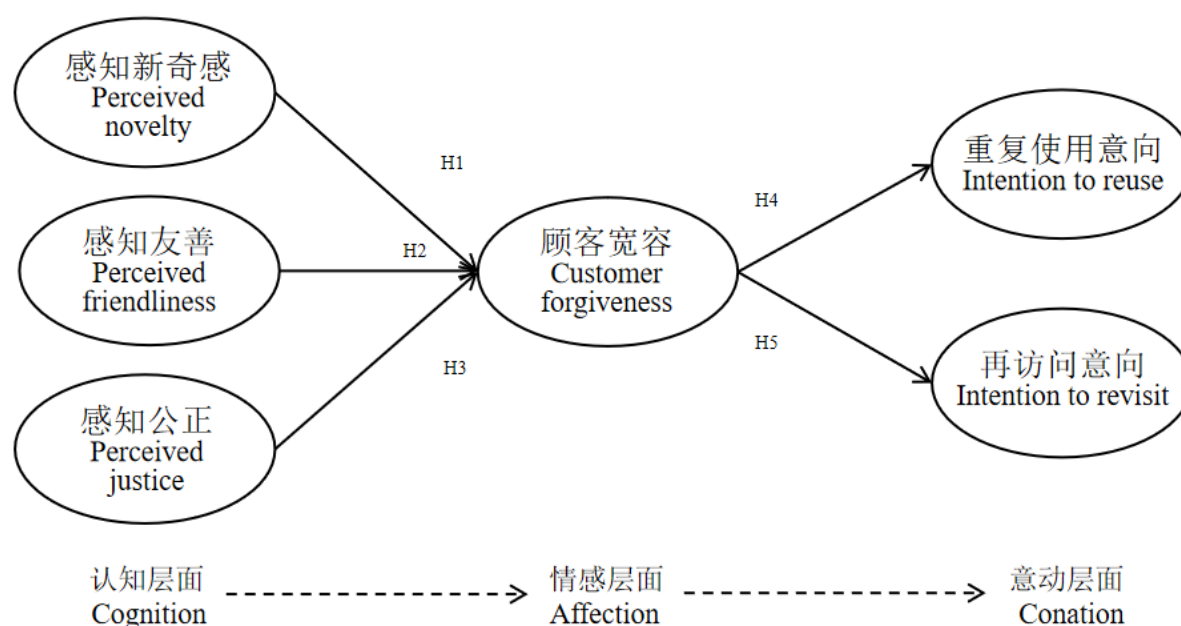


图 1 研究模型

Fig. 1 Research model

2 研究设计

2.1 案例介绍

大家乐在 1968 年创立于香港，业务涵盖速食餐饮、休闲餐饮、机构饮食以及食物产制³。大家乐集团于 1992 年进驻大陆市场，公司业务以拓展大家乐餐厅为主，主要分布于澳门、广州、深圳、珠海、东莞、中山、江门、佛山、惠州、肇庆等地。在加快数字化转型的前瞻性战略和为顾客提供优质服务的推动下，大家乐积极引进服务机器人，推动实现数字化和智慧化运营。服务机器人的加入，帮助餐厅缓解了客流高峰期员工人手不足的问题。在后疫情时代，为了减少疫情传播风险，降低人员接触频率，加速了餐厅的数字化转型的步伐。

选择大家乐餐厅作为调研场景的原因如下：首先，大家乐是粤港澳大湾区具有代表性的餐饮品牌，符合地域代表性与特色。其次，大家乐餐厅的选址一般位于商业购物中

心或交通便利的位置，拥有大量的用餐人流，具有顾客群体的代表性。最后，通过在小红书、美团、大众点评浏览用户评论时，我们发现餐厅在线用户评分是较低的。主要进行调研的珠海口岸购物广场分店与珠海银湾路十字门华发商都分店的评分分别是 3.8 与 3.5（满分 5 分），且所有珠海市内的大家乐餐厅评分几乎均在 4 分以下。这说明餐厅存在服务失败的情况较高，非常符合本研究的目标人群选取。

2.2 研究方法

本研究采用偏最小二乘法（partial least squares, PLS）进行数据分析，PLS 是结构方程模型（structural equation modeling, SEM）的分析技术之一。本研究选择使用 PLS-SEM 的原因主要有以下 3 点：（1）由于选取线下收集问卷的形式，需要进行主观的观察与询问确定符合要求的样本，数据难以收集，而 PLS 对数据分布没有要求，对于非正态分布的数据也可以很好地处理；（2）本研究所涉及的模型包含复杂的变量关系，且研究目的是探索新的模型而非验证已有模型；（3）对于小样本分析，PLS 也具有较强的解释和预测效果^{[75]-[76]}。此外，为保证各变量估计的稳定性，数据分析采用 bootstrap resampling 检定程序，设定次数为 5000 次^[77]。

2.3 变量测量

本研究测量变量均参考已发表文献的成熟量表进行测量，将量表题项进行恰当的主题调整使得表述语义清晰且简明易懂。感知新奇感的量表来源于本领域研究，共包含 4 个题项^[23]。感知友善的量表来自于计算机科学与社会科技的领域，本变量共包含 3 个题项^[56]。感知公正的量表关于人工智能的两篇文献，本变量共包含 5 个题项^[11,56]。顾客宽容的量表来自零售业领域，共同包括 4 个题项^[37]。重复使用机器人的意愿与再访问意愿出自于本领域的研究，分别有 3 个题项，共 6 个题项^[31]。所有变量均采用 Likert 7 点量表，1 代表“非常不同意”，7 代表“非常同意”。

问卷第一部分属于筛选题，主要用于筛选目标人群，只有在餐厅用餐使用了服务机器人并经历了服务失败的顾客才可以填写问卷。同时为了确保严谨性，我们在设计问卷时增加了题项询问顾客使用过服务机器人的次数与同行人员的身份。更重要的是，本研究设置题项询问了顾客经历服务失败的类型。鉴于服务失败拥有不同的分类，混淆概念一并分析是不严谨的。根据核心服务故障和交互服务故障两种类型具象化了四种顾客在餐厅经历服务机器人服务失败的具体类型：等待时间过久、上菜错误、机器人无法理解或完成需求、机器人的服务达不到心理预期。第二部分主要由量表的测量题项构成。其中增加了注意力测试选项，确保被调查者的认真作答，方便后期筛选掉未通过注意力测试的人群来确保样本的质量。最后一部分属于人口统计学信息问题，主要收集受访者的性别，年龄，婚姻状况，学历和家庭月收入等信息，确保样本人群各个部分正态分布，使研究数据结果客观有效。

2.4 数据收集

本研究的问卷调查采用的抽样方法是便利抽样，即根据调查者的主观判断获得样本^[78]。收集形式选用了线下现场收集。在本研究中，研究人员在目标的餐厅出口处进行定点收集。具体的调查地点是广东省珠海市的大家乐餐厅，其中拥有服务机器人为顾客提供上菜服务。研究人员通过查阅在线评论的方式确定了目标餐厅为人流量较大。且存在导致存在上菜时间过久以及达不到顾客心理预期等信息。

数据收集过程分为两个阶段，第一个阶段为预调研阶段，调查时间在 2024 年 7 月

1—15 日，收集了 55 份数据，完成了验证性因子分析的信效度测试，最终确定了 22 个题项，确保了所有参与者均可以理解题目内容。第二阶段为正式调研阶段，Schumacker 和 Lomax 认为需要收集的问卷数量应与量表题目的数量有关，两者之比应在 1:10 以上^[79]，因此本研究的最小样本量为 220。调查时间在 2024 年 8 月 23 日—9 月 30 日，使用修订后的问卷进行调查。正式调研阶段现场投放了 380 份问卷，其中 285 份样本通过筛选条件符合要求。剔除未通过注意力测试以及不符合要求的数据，最终得到有效问卷 279 份，回收有效率为 97.8 %。样本统计特征如表 1 所示。

表 1 描述性统计分析 (N=279)

Tab. 1 Descriptive statistical analysis (N=279)

项目 Item	类别 Type	频数 Frequency	百分比 percentage	项目 Item	类别 Type	频数 Frequency	百分比 percentage
性别 Gender	男	123	44.1%	家庭月收入 Average monthly family income (RMB)			
	女	156	55.9%	10000 及以下	56	20.1%	
年龄 Age	18-25 岁	109	39.1%	10001-20000	101	36.2%	
	26-35 岁	100	35.8%	20001-30000	67	24%	
	36-45 岁	46	16.5%	30001-40000	22	7.9%	
	46-55 岁	15	5.4%	40001-50000	19	6.8%	
	55 岁以上	9	3.2%	50000 以上	14	5%	
				使用过服务机器人的次数 Frequency of using service robot			
婚姻状况 Marital status	未婚	133	47.7%	1 次	70	25.1%	
	已婚	76	27.2%	2-3 次	118	42.3%	
	已婚生子	62	22.2%	4 次及以上	91	32.6%	
	其他	8	2.9%	经历服务失败的具体类型 Specific types of service failures experienced			
受教育程度 Highest education level attained	高中或以下	16	5.7%	等待时间过久	129	30.7%	
	大专	36	12.9%	上菜错误	64	15.2%	
	本科	149	53.4%	机器人无法理解或完成服务内容	124	29.5%	
	硕士	64	22.9%	机器人的服务达不到顾客的心理预期	89	21.2%	
	博士或以上	9	3.2%	其他	14	3.4%	
	其他	5	1.8%				

3 数据分析

3.1 测量模型检验

本研究首先使用 Smart PLS 4.0 软件对测量模型进行检验。如表 2 所示，研究中 6 个潜变量的 Cronbach' s α 系数介于 0.792~0.871 之间，大于 0.7 的临界指标，且所有项目的因子载荷均在 0.6 以上，证明各测量项目之间一致性状况良好，研究设计的量表能够对所测潜构念进行可靠的测量^[80]。各构念的平均萃取变异量（average variance extracted, AVE）均大于 0.5，且可靠性度量（rho_a、rho_c）均大于 0.7，量表的聚敛效度较为理想且内部结构一致性较强^[81]。同时，研究采用方差膨胀因素（variance inflation factor, VIF）指标检验结构模型中的多重线性问题。结果显示，22 个题项的 VIF 值介于 1.520~2.492 之间，均低于 5，表明各变量间不存在显著的共线性问题^[82]。进一步地，为评估检验数据是否存在同源偏差（common method variance, CMV），本研究采用 Harman 单因子分析方法进行检验^[83]。结果显示，未旋转前所有测量条目中第一个因子的方差解释率仅为 42.591%，低于 50%的临界标准，说明调研数据的共同方法偏差问题并不显著^[83]。

表 2 测量模型检验

Tab. 2 Measurement model test

构念和题项 Construct and items	平均值 Mean	标准化因子 载荷 Std. loading	共线性统计 VIF	Cronbach's α	rho_a	rho_c	AVE
感知新奇感 Perceived novelty (PN)				0.834	0.841	0.889	0.667
PN1	5.33	0.811	1.786				
PN2	5.609	0.83	2.009				
PN3	5.548	0.811	1.867				
PN4	5.33	0.814	1.61				
感知友善 Perceived friendliness (PF)				0.792	0.799	0.878	0.706
PF1	5.161	0.816	1.645				
PF2	5.183	0.873	1.823				
PF3	5.573	0.829	1.601				
感知公正 Perceived justice (PJ)				0.871	0.892	0.906	0.661
PJ1	4.699	0.838	2.335				
PJ2	5.004	0.862	2.492				
PJ3	4.957	0.87	2.378				
PJ4	4.993	0.786	1.813				
PJ5	5.086	0.697	1.52				
顾客宽容 Customer forgiveness (CF)				0.866	0.866	0.909	0.713
CF1	5.283	0.823	1.868				
CF2	5.409	0.843	2.191				
CF3	5.229	0.854	2.238				
CF4	5.233	0.857	2.065				
重复使用意向 Intention to reuse (IRu)				0.828	0.837	0.897	0.743
IRu1	5.315	0.848	1.758				
IRu2	5.086	0.896	2.142				
IRu3	4.806	0.841	1.884				
再访问意向 Intention to repurchase (IRv)				0.809	0.817	0.887	0.724
IRv1	5.222	0.814	1.63				
IRv2	4.964	0.873	1.867				
IRv3	4.663	0.864	1.866				

区别效度反映不同变量下的题项所测量的概念是否存在较大差异，即潜在变量之间的内涵是否存在区别。为进一步评估模型的区别效度，本文使用弗奈尔-拉克准测（Fornell-Larcker 准则）和异质-单质比率（Heterotrait-Monotrait Ratio，HTMT）作为参考指标进行检验。测量结果如表 3 所示，构念平均萃取变异量的平方根均大于该构念与其它构念的相关系数，异质-单质比率指标的所有数值均低于阈值 0.9^[84]。因此，研究模型的区分效度较为理想。

表 3 区别效度分析

Tab.3 Analysis of discriminant validity

变量 Variables	PN	PF	PJ	CF	IRu	IRv
弗奈尔-拉克准则 Fornell-larcker criterion						
感知新奇感 Perceived novelty (PN)	0.817					
感知友善 Perceived friendliness (PF)	0.532	0.84				
感知公正 Perceived justice (PJ)	0.52	0.605	0.813			
顾客宽容 Customer forgiveness (CF)	0.422	0.5	0.481	0.844		
重复使用意向 Intention to reuse (IRu)	0.462	0.587	0.579	0.573	0.862	
再访问意向 Intention to repurchase (IRv)	0.401	0.516	0.535	0.585	0.726	0.851
异质-单质比率 Heterotrait-monotrait ratio						
感知新奇感 Perceived novelty (PN)	---					
感知友善 Perceived friendliness (PF)	0.643	---				
感知公正 Perceived justice (PJ)	0.601	0.729	---			
顾客宽容 Customer forgiveness (CF)	0.491	0.602	0.543	---		
重复使用意向 Intention to reuse (IRu)	0.548	0.723	0.678	0.673	---	
再访问意向 Intention to repurchase (IRv)	0.482	0.644	0.632	0.696	0.89	---

注：对角线数值为平均萃取变异量 (AVE) 的平方根值，下三角为对应变量相关系数

3.2 结构模型检验

本研究使用 Smart PLS 4.0 软件的 Bootstrapping 方法 (5000 次抽样) 对结构模型进行检验。结果显示，整个研究模型的标准化均方根残差 SRMR 为 0.058，低于标准阈值 0.080，这表示研究模型的拟合度较好^[85]。3 个因变量的 R^2 值分别为顾客宽容 (0.316)、重复使用意向 (0.329) 和再访问意向 (0.342)；3 个结果变量的 Stone-Geisser's Q^2 值分别为顾客宽容 (0.219)、重复使用意向 (0.238) 和再访问意向 (0.243)，这同样说明模型具备较为理想的解释力和预测相关性^[82]。

结构模型路径分析结果 (表 4) 显示，所有假设均得到证实。其中在先行变量认知部分感知友善对顾客宽容的正向影响最显著 ($\beta=0.277$, $P<0.001$)，支持假设 H2；其次是感知公正对顾客宽容的影响 ($\beta=0.233$, $P<0.01$)，支持假设 H3；最后是感知新奇感对顾客宽容的影响 ($\beta=0.154$, $P<0.05$)，支持假设 H1。在情感导致意动的假设中，顾客宽容对重复使用意向 ($\beta=0.573$, $P<0.001$) 与再访问意向 ($\beta=0.585$, $P<0.001$) 的正向影响也被验证，支持假设 H4、H5。

3.3 中介效应检测

中介效应检验结果见表 4。结果显示，顾客宽容在感知新奇感和重复使用机器人的意向 ($\beta=0.088$, $P<0.05$) 与再访问的意向 ($\beta=0.09$, $P<0.05$) 的关系中起显著正向中介作用，验证了 H6a 与 H6b；顾客宽容同样在感知友善和重复使用机器人的意向 ($\beta=0.159$, $P<0.01$) 与再访问的意向 ($\beta=0.162$, $P<0.01$) 的关系中起显著正向中介作用，验证了 H7a 与 H7b；顾客宽容在感知公正和重复使用机器人的意向 ($\beta=0.133$, $P<0.01$) 与再访问的意向 ($\beta=0.136$, $P<0.01$) 的关系中的中介作用同样得到验证，支持假设 H8a、H8b。

表 4 路径分析及假设检验结果

Tab.4 Result of path analysis and hypothesis test

路径与假设 Path and hypothesis	路径系数 (β) Path coefficients	t-value	P-value	检验结果 Results
H1: 感知新奇感→顾客宽容 (PN→CF)	0.154*	2.218	0.027	支持
H2: 感知友善→顾客宽容 (PF→CF)	0.277***	3.598	0.000	支持
H3: 感知公正→顾客宽容 (PJ→CF)	0.233**	3.012	0.003	支持
H4: 顾客宽容→重复使用意向 (CF→IRu)	0.573***	12.734	0.000	支持
H5: 顾客宽容→再访问意向 (CF→IRv)	0.585***	13.805	0.000	支持
H6a: 感知新奇感→顾客宽容→重复使用意向 (PN→CF→IRu)	0.088*	2.194	0.028	支持
H6b: 感知新奇感→顾客宽容→再访问意向 (PN→CF→IRv)	0.09*	2.163	0.031	支持
H7a: 感知友善→顾客宽容→重复使用意向 (PF→CF→IRu)	0.159**	3.196	0.001	支持
H7b: 感知友善→顾客宽容→再访问意向 (PF→CF→IRv)	0.162**	3.317	0.001	支持
H8a: 感知公正→顾客宽容→重复使用意向 (PJ→CF→IRu)	0.133**	2.851	0.004	支持
H8b: 感知公正→顾客宽容→再访问意向 (PJ→CF→IRv)	0.136**	2.915	0.004	支持

注：*** $P < 0.001$, ** $P < 0.01$, * $P < 0.05$, 下同。

4 结论与讨论

4.1 理论意义

本研究以“大家乐”餐厅为案例背景，顾客宽容为核心，探究了服务机器人服务失败时顾客从认知层面到情感层面，最后影响行为意向的一些列变化过程。探究了顾客宽容的产生机制，并证明了得到顾客宽容后的一系列积极影响。主要可以得出以下结论：首先，顾客在使用服务机器人时感知到的新奇感、友善与公正可以正向影响在服务失败情况下顾客宽容的产生。其次，当顾客的情感产生了宽容后是可以带来重复使用意向与再访问意向等积极影响。最后，顾客宽容作为理论框架中的中介构念，情感作为连接认知与意动之间的中介效应也被证实。本研究为理论框架的拓展与服务机器人服务失败领域的研究提供了新的思路，具有一定的理论贡献。

第一，本研究扩展了人工智能服务机器人与顾客之间的交互研究，扩充了餐厅服务失败的文献。不同于使用传统技术接受理论的人工智能研究，本研究使用社会反应理论作为理论基础进行假设推演，更加贴近顾客在服务社交时触发的线索。同时研究使用了认知-情感-意动框架的逻辑更好的解释了社会反应理论中将非人类实体当作社会角色的过程，为未来的研究提供了新的思路与方向。

第二，本研究探究了顾客宽容在服务机器人服务失败时的产生原因与影响，丰富了顾客宽容的研究视角。服务失败领域研究中的顾客宽容是一个重要的构念，但很少有研究将其当做中介变量进行研究。同时将顾客宽容与社会反应理论中的情感线索相结合，使这一概念在不同理论框架中得到延伸，也说明了顾客宽容同样可以当作一种在服务失败时的情感进行研究。

最后，本研究将顾客行为意向分成重复使用意向与再访问意向进行分析，为顾客宽容后续的影响做了更加全面的论证。重视行为意向的分析也使得研究的过程更加完整，证明了顾客宽容的积极作用带来的积极影响。总之，服务机器人对顾客行为意向的影响不是单一的，研究同样丰富了服务失败后消费者行为的研究视角。

4.2 实践意义

重视服务机器人的服务失败对行业而言是至关重要的，无论是针对拥有服务机器人

的服务场所，还是计划投入使用服务机器人的服务场所都是值得引起重视的。由于科学技术发展受限，服务机器人始终无法像人类员工一样专业与灵活，并且顾客经历服务失败后的不满情绪服务机器人是无法察觉的，这将严重影响服务质量与顾客体验。本研究将从服务管理者的视角提供以下管理启示。

本研究解答了哪些认知因素影响了顾客宽容的产生，按照由强到弱分别是顾客的感知友善，感知公正和感知新奇感。加强服务机器人温暖的设计元素，可爱表情，更加人性化的语音语气，可以触发顾客对感知友善的认知^[18]。快速恰当的服务响应，真诚的交互，可以使顾客认为得到了公正的对待^[60]。机器人本身新颖的设计，独一无二的服务体验同样能带来顾客的新奇感体验^[17]。这些可以软化服务失败顾客消极情绪的因素是管理者应该重视的，同样受到启发的应该是机器人的生产厂家，有针对性的进行服务机器人的设计可以使顾客获得更好的体验。

宾客关系的维护同样值得服务人员与管理者的重视。从本研究的结论可以得出，获得了顾客宽容后的顾客是会选择再次使用机器人并再访问餐厅进行消费的，这给了服务提供者补偿顾客的机会，有利于恢复宾客关系防止客户流失。餐厅和酒店可以设施更完善的反馈机制，得知服务机器人服务流程上的问题并解决。比如，客流高峰期派出人类服务人员协助服务机器人进行服务可以显著解决等待时间过久的问题。充足的员工数量也可以解决一些操作上导致上菜错误或机器人无法识别顾客信息等问题。综上所述，人类员工充当好服务机器人的辅助工作可以使得服务质量得到保证。

4.3 局限性与未来研究展望

首先，本研究主要采取问卷的形式进行数据收集，受访者可能会隐瞒真实感受，对情绪的测量可能存在偏差，很多未被察觉与定义的情感线索值得被研究。未来可以考虑采用混合的研究方法，结合访谈与问卷的形式全面的探索服务机器人服务失败的顾客内心变化。其次，本研究的餐厅类型大家乐属于快餐式餐厅，在高档餐厅或酒店的场景下进行调研可能得到不同的结果。同时，广东省珠海市属于二线城市，不同城市的人群或游客面对服务机器人的态度可能会有所区别。未来研究可以在一线或者三四线城市的环境中展开，检验顾客宽容是否受到其他调节因素影响。最后，本研究只考虑到了不同的服务失败类型以确保研究结果的普遍性，但忽视了对服务失败严重程度的探究，这也是线下收集问卷主观观察收集样本所难以控制的。未来可以考虑继续扩大样本量，根据服务失败的严重程度。

¹ 广东省人民政府关于加快建设通用人工智能产业创新引领地的实施意见 [EB/OL]. [2023-11-13]. https://www.gd.gov.cn/zwgk/wjk/qbwj/yf/content/post_4282629.html

² 2022年中国餐饮服务机器人行业现状分析：广东省数量占总餐饮机器人企业数量的56.9% [EB/OL]. [2023-02-07]. <https://www.gonyn.com/industry/1314129.html>

³ 大家乐 [EB/OL]. [2015-03-22]. https://www.cafedecoral.com/tch/corp_info/overview/index.jsp

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The Role of Customer Forgiveness in Restaurant Robotic Service Failure

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Abstract: As an important application of artificial intelligence, service robots have been intensively used in smart hotels and restaurants. However, due to the limitations of intelligent technology, service robots may fail to meet customers' service expectations, which results in service failure. Grounded in the cognitive-affective-conative theory and social response theory, this research explores how customers' cognitive responses toward robotic service failure affect their emotional forgiveness in restaurants, which subsequently changes behavioral intentions. Our study was conducted in Zhuhai City, Guangdong Province, and 279 valid surveys were collected in restaurants. This research applied the Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the data. Our results found that perceived novelty, perceived friendliness, and perceived justice have a positive effect on customer forgiveness. Customer forgiveness is found to positively influence their behavioral intentions toward service robots and the visited restaurants. In addition, the mediating role of customer forgiveness is also confirmed. This research sheds light on service failure research and extends the theoretical understanding of human-robot interaction in the restaurant context. Our study also provides important practical implications for restaurant managers by encouraging them to pay more attention to the service novelty, friendliness, and justice of the robots, which can help them improve the service quality of the robotic servers.

Keywords: service robots; service failure; customer forgiveness; cognitive-affective-conative framework; social response theory

人生是旷野吗？Z 世代青年关于数字游民的态度

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[摘要] 随着互联网技术的飞速发展和全球化进程的不断推进，一种新兴的生活方式——数字游民，开始在全球范围内兴起，并逐渐受到青年群体的青睐。数字游民通常指的是在全球范围内进行流动，借助互联网和电子信息技术进行远程工作并实现地理套现的群体。这一群体利用互联网技术的便捷性，实现了工作与生活的自由切换，为青年探索更加多元化的生活方式提供了新的路径。此外，他们的流动与聚集不仅为乡村振兴注入了新的活力，带动了乡村旅游的发展，为乡村地区带来了经济收益和文化交流的新机遇，还促进了不同区域间的旅游合作，通过分享资源和经验，共同提升了旅游目的地的吸引力和竞争力。现有研究多集中于数字游民的生活状态、工作特点及其社区建设，但对 Z 世代青年群体对数字游民生活方式的态度尚缺乏系统性调查。鉴于 Z 世代青年即将成为就业市场的主导力量，其态度与选择对数字游民生活方式的普及与发展趋势具有显著影响。本研究选取 Z 世代青年为研究对象，依据认知、情感与行为意向的理论框架设计问卷，并在多个在线平台进行问卷调查与数据分析，旨在揭示 Z 世代青年对数字游民的态度以及形成原因。

目前，不少地方政府视数字游民社区为连接城市与乡村的“桥梁”。本研究旨在揭示数字游民主体人群的心理特征，探究他们关于乡村数字游民社区的期望与体验。可以预见，课题所得结论将有助于拓展数字游民研究视角，为管理者制定相关政策借鉴参考价值，更有助于引发关于区域旅游合作、数字游民社区能否成为城乡融合新内涵或途径的审慎思考。

[关键词] 数字游民；Z 世代；态度；稳定性；自我认同

0 引言

随着数字技术不断模糊界限与重塑空间，“数字游民”这一潮流概念正逐步演化为一个日益显著的社会群体。近期，上海市金山区漕泾镇迎来了首个数字游民国际村的正式启用，首批迎来了 12 名数字游民入驻。而在浙江安吉，较早成立的数字游民公社 DNA 已吸引了数百名成员的加入。此外，云南大理、海南文昌、江西景德镇等地也相继涌现出众多数字游民基地。这些数字游民在享受互联网时代带来的“非传统生活方式”的同时，也为乡村和城市注入了新的活力与风貌。

创新性是数字游民的前提和根本动力。作为人们认识世界和探索世界的引擎，创新性具有引入和推动的作用，在帮助人们理解和诠释数字游民的同时，深化和重塑成为数字游民的意愿的作用途径。然而以往旅游研究对 Z 世代青年群体对数字游民生活方式的态度的探讨却相对较少，特别是在数字化背景下，数字技术为数字游民的调查插上了想象的翅膀，但其中的影响因素和作用机制尚不明晰。与此同时，Z 世代青年如何通过创新性实现对数字工作能力的塑造，进而影响自身行为，也有待进一步探讨。

基于此，本研究选取 Z 世代青年为研究对象，依据认知、情感与行为意向的理论框架设计问卷，探讨 Z 世代青年对数字游民的态度和作用机制。具体而言，旨在剖析以下问题：

- 1) Z 世代青年关于数字游民的态度三要素是怎样的？
- 2) 三个要素之间的相互关系如何？

研究者将基于 ABC 态度理论构建结构方程模型对上述研究问题展开调研，最终希望揭示 Z 世代青年关于数字游民生活方式的接受程度。本研究不仅能够为数字游民现

象的研究贡献新的视角，为 Z 世代青年的职业发展和生活方式选择提供更多可能性，也为相关政策制定者和社区管理者提供决策参考。

1 文献综述

1.1 数字游民

随着数字技术的飞速发展，一种新兴的生活方式——数字游民（Digital Nomad）逐渐兴起并引起广泛关注。数字游民是指那些积极运用数字技术，在任何地方都能进行远程工作，并从中获得自由探索世界机会的群体。他们的核心要素离不开数字工作、零工工作、游牧工作、探险和全球旅行。

国外学者对数字游民的研究可以追溯到 1997 年，最早由 Makimoto 和 Manners 在他们的著作《数字游民》中提出，他们预测了一种通过互联网创造收入，在全世界移动套利的全新生活方式，这种生活方式后来被称为“数字游民”^[1]。然而，在国内，数字游民这一概念在近几年才开始被广泛认知和讨论。此后，学者们普遍从概念界定、生活方式与特征、社区建设、城乡发展等维度来研究我国数字游民。尽管在百度搜索引擎中以“数字游民”为关键词进行检索能够获取到约 2990 万个相关结果^[2]，这一数据表明“数字游民”及其相关概念在我国已经引起了广泛的关注和讨论。然而，值得注意的是，尽管我国已经涌现出相当数量的数字游民社区，但其中不少社区并未真正聚集起符合“数字游民”定义的人群，存在名不副实现象。它们可能仅仅是以“数字游民”为名义的社交平台或兴趣小组，缺乏真正的数字游民成员和活动。这种现象可能源于对数字游民概念的误解或过度商业化，导致社区内容与数字游民的实际生活方式和需求相脱节。基于我国特有的社会环境，我国的数字游民研究发展与国外存在显著差异，我们需要充分考虑我国特有的社会环境和发展阶段，以形成具有中国特色的数字游民研究体系。

2 理论基础、研究思路与假设的提出

2.1 理论基础：ABC 态度模型

ABC 态度模型于 1960 年由霍夫兰和卢森堡提出，该理论认为态度由情感、认知和行为意向三个维度组成，多用于消费者行为学领域的研究。在数字游民现象的研究中，ABC 态度模型为我们提供了一个理解和分析 Z 世代青年对数字游民现象情感、认知和行为意向的有力工具，通过这一模型，我们可以更深入地洞察 Z 世代对于数字游民生活方式的了解程度、接受度和参与度，从而为相关领域的研究和实践提供指导和参考。

2.2 研究思路

第一，应用 ABC 态度理论，用量表分别测量 Z 世代青年对数字游民的认知、情感和行为意向，并采用 SPSS 中的均值分析，计算出 Z 世代的认知、情感及行为意向得分。在具体分值设置上，“1-5”分别代表“非常不同意、不同意、一般同意、同意、非常同意”，若题项的均值得分大于“3”，则表明调查对象偏向于认同该题项的表达，反之则偏向于不认同。以此，了解 Z 世代青年对数字游民的态度，即其持有的认知、旅游情感和旅游行为意向。

第二，应用 AMOS，采用偏最小二乘法进行分析，PLS 是结构方程模型的分析技术之一。分别建立创新性为自变量和成为数字游民的行动意向为因变量的结构方程模

型，；创新性为自变量和数字工作能力为因变量的结构方程模型；数字工作能力为自变量和成为数字游民的行动意向为因变量的结构方程模型，探讨创新性对成为数字游民的行动意向的影响和数字工作能力对成为数字游民的行动意向的影响。

第三，建立创新性为自变量、数字工作能力为中介变量、成为数字游民的行动意向为因变量的中介模型，探讨创新性因素对成为数字游民的行动意向的交互作用。

第四，应用由“传统观念”量表搜集到的数据作为调节变量，经 AMOS17.0 分析传统观念对由“创新性为自变量、数字工作能力为中介变量、成为数字游民的行动意向为因变量”构成的中介模型中的调节效应。

2.3 假设的提出

（1）创新性

罗伯特.J.斯滕博认为创新能力是一种提出或产生具有新颖性和适切性工作成果的能力^[3]，这种能力在数字时代尤为重要，并提出具有创新能力特征的人更具有取得创新性成果的倾向；和对将来创新性结果的最好预测指标是过去的创新性行为这两个假设^[4]，为后人对创新能力进行测量奠定了理论基础。目前国内大多研究都聚焦于对本科生和研究生的创新能力测量，朱红等学者在我国研究生创新能力的现状中使用的量表的设计主要参考了普林斯顿创新才能研究公司尤金的创新能力测试题、普林斯顿人才开发公司创新性倾向测量表、威廉斯创新能力倾向测量表以及 JING ZHOU(Texas A&M University)和 JENNIFER M.GEORGE(Rice University)两位学者 2001 年开发的创新力量表^[5]，这些量表可以充分了解被调研者的创新能力。

数字游民是一种新式生活方式，其所居存的空间具有强烈的革新性，它首先区别于一般意义上的远程/在家办公^[6]，同时数字游民能够有机会创造自己的生活环境^[7]。因此对于处于快速发展时代的 Z 世代青年，创新性成为影响 Z 世代青年成为数字游民行动意向的重要因素，创新性正向影响其成为数字游民的行动意向，Z 世代的创新能力越强，成为数字游民的行动意向也越明显。基于此，本文提出以下假设：

H1：创新性显著正向影响 Z 世代成为数字游民的行动意向。

（2）数字工作能力

随着数字化时代的不断发展，数字工作能力已成为衡量个体适应和应对数字化环境的重要指标。数字工作能力不仅涵盖了基本的数字技能，如信息处理、数据分析、编程等，还包括了更高级别的创新能力、协作能力和问题解决能力。近年来，越来越多的研究开始关注数字工作能力对个体职业发展和生活方式的影响。数字游民通常具备出色的数字工作能力，这是他们实现远程工作和自由探索世界的基础^[8]。

在创新性方面，已有研究表明，创新性是驱动个体不断学习和进步的关键因素^[9]。在数字化环境中，创新性不仅能够帮助个体快速适应新技术和新工具，还能够激发新的创意和解决方案。因此，创新性水平的高低直接影响到个体在数字化环境中的表现和成就。

在数字工作能力对成为数字游民行动意向的影响方面，现有研究指出，数字工作能力的高低直接影响到个体对远程工作和自由探索世界的信心和意愿^[10]。具备较高数字工作能力的个体更容易适应远程工作的要求，也更容易通过数字技术实现与他人的协作和交流。因此，他们更有可能选择成为数字游民，享受这种新兴的生活方式。

基于此，本研究提出以下研究假设：

H2：创新性与数字工作能力存在显著正相关性，即 Z 世代的创新性水平越高，数字工作能力越强。

H3：Z 世代的数字工作能力正向影响 Z 世代成为数字游民的行动意向。

H4：创新性经数字工作能力正向影响 Z 世代成为数字游民的行动意向。

（3）传统观念

在探讨创新性对数字工作能力影响的过程中，我们不能忽视文化背景和社会观念的作用。传统观念作为一种重要的文化因素，对个体的行为选择和价值观产生了深远的影响。在中华优秀传统文化中，稳定的工作和收入被视为生活的基础和保障，而数字游民这种新兴的工作方式则往往被视为不稳定和不确定的。此外，中华传统家庭观念也强调家庭责任和亲情纽带，如“父母在，不远游”等观念深入人心，对个体的职业选择和生活方式产生了显著的制约作用^[11]。

近年来，随着数字游民群体的兴起，越来越多的年轻人开始追求自由、灵活和数字化的工作方式。然而，传统观念对这种新兴工作方式的接受程度却各不相同^[12]。一些研究表明，传统观念对数字游民的生活方式和模式持有质疑和担忧的态度，认为这种工作方式缺乏稳定性和保障性。这种担忧和质疑可能会影响个体的创新性发挥和数字工作能力的提升，进而对成为数字游民的行动意向产生调节作用^[13]。

基于此，本研究提出以下假设：

H5：传统观念在创新性对数字工作能力的影响中具有调节作用

H6：传统观念在数字工作能力对成为数字游民的行动意向的影响中具有调节作用。

3 问卷设计、数据收集与样本特征

3.1 问卷设计

本问卷一共由三个核心部分组成：1）引导部分将明确阐述本次问卷调研的主要目的，并向受访者保证调研过程的匿名性，以确保问卷数据的真实性和可靠性。同时，该部分还将对数字游民等相关概念进行简要介绍，帮助受访者更好地理解问卷内容。2）人口统计学部分。通过对受访者年龄、职业、年收入以及对数字游民初步认知等基本信息，进行深入分析与研究。3）主体部分：采用 Likert 5 分值量表对各项变量进行测量，其中 5 分代表“很赞同”，1 分代表“很不赞同”，用通俗易懂的方式向受访者传达问题的内涵。

问卷的调研对象为 Z 世代青年，为确保问卷的有效性，本研究与一家专业调查机构进行合作。正式调研于 2024 年 10 月进行，通过见数平台发放问卷。

3.2 数据收集及样本情况

本研究共获得 320 份问卷，剔除作答时间过短（低于一分钟）和模式答案（例如 12345 和 22222）等问卷后，最终有 297 份问卷被用于数据分析。受访者的人口统计特征如表 1 所示。通过对有效调查样本分析可以看出，女性受访者多于男性，男性占比 46.2%，

女性占比 53.8%；年龄主要集中在 18-25 岁与 26-30 岁之间，其中，18-25 岁人数占比为 58.7%，26-30 岁占比为 41%；受教育程度本科和硕士及以上占比最多；平均年收入以 5 万-10 万元最多，占 30.8%；目前稳定受雇于某公司，但同时也入驻且变换多家社区，体验数字游民生活的受访者占 26.2%，有兴趣，打算条件合适时就去做数字游民第一次入驻某社区、开始做数字游民的受访者占比 35.4%。

表 1 描述性统计信息

Tab. 1 Descriptive statistical information

变量 Variables	类别 Items	占比/% Percentage
性别 Gender	男	46.2
	女	53.8
年龄 Age	18 岁以下	0.3
	18-25	58.7
	26-30	41
受教育程度 Education level	职高/专科/高中	3.3
	本科	78
	硕士及以上	18.4
	无	0.3
目前状况 Status	第一次入驻某社区、开始做数字游民	9.8
	目前是数字游民社区内相关项目的主理人	2
	目前稳定受雇于某公司，但同时也入驻且变换多家社区，体验数字游民生活	26.2
	已至少一次以上入驻不同社区、有超过一年数字游民经历	21
	有兴趣，打算条件合适时就去做数字游民第一次入驻某社区、开始做数字游民	35.4
就业情况 Occupation	至少未来三年内都没兴趣成为数字游民	5.6
	待业	2
	已工作	75.1
	在读	23
	待业	2
年收入 Annual income	已工作	75.1
	无	24.9
	1 万元及以下	2
	1 万-5 万元	6.2
	5 万-10 万元	30.8
	10 万-15 万元	19
	15 万-20 万元	10.8
	20 万元以上	6.2

3.3 Z 世代对数字游民的认知、情感与行为意愿

从表 2 中可以看出，关于数字游民的认知的表述，受访者的平均得分均在 4 分以上，表明 Z 世代青年均趋向于同意这些表述，即均对数字游民的认知程度较高。从表 3 中可以看出，关于对数字游民情感的正面题项，受访者得分均在 4 分以上，对数字游民持负面态度的题项，受访者均分为 1.96，说明受访者对数字游民持有相对积极的情感。表 4 可以看出受访者均分为 4.20，说明其成为数字游民的行动意向较高。可以看出受访者对数字游民的认知、情感与行动意向的趋向是基本吻合的，其认知水平越高、情感越正面，行动意向也就越高。

表 2 Z 世代青年对数字游民的认知

项目	测量题项	均值
对数字游民的认知	数字游民的工作需要运用数字技术	4.23
	数字游民在世界任何地方都能进行远程工作	4.21
	数字游民主要从事信息技术、创意服务、教育培训、财务会计、自媒体等工作	4.22
	数字游民群体成员内部有自己的虚拟社区进行社交、增进彼此认同感	4.14
	数字游民的工作不依附某个固定公司，而是以完成项目为基础	4.05
	数字游民可以自由支配工作时间，不受传统的朝九晚五工作模式所束缚	4.32

表 3 Z 世代青年对数字游民的情感

项目	测量题项	均值
对数字游民的情感	您对年轻人选择数字游民这种新型工作（生活）方式的评价	4.35
	您对当前国内各省份推广建设数字游民社区的看法	4.41
	您对当前国内数字游民社区的可持续发展的评价	4.23
	您对数字游民社区有望成为乡村振兴有效途径这种说法的评价	4.27
	您对数字游民有利于加强自己与当地村民的联系这一说法的评价	4.23
	您对当前青年人选择做数字游民其实是一种逃避找工作的借口这一说法的评价	1.96

表 4 Z 世代青年对数字游民的行动意向

项目	测量题项	均值
对数字游民行动意向	您自己以后是否愿意（继续）成为一名数字游民	4.20

3.4 信效度分析

通过查阅有关论文、对网络文本进行分析，对结构方程模型相关变量即关系进行假设，如图 1 所示。将问卷中的后 19 个题项分为创新性、数字工作能力、传统观念、数字游民吸引力、成为数字游民的意向 5 个维度。其中成为数字游民的意向由于只有一个题项，后文中少数检验不考虑该维度。

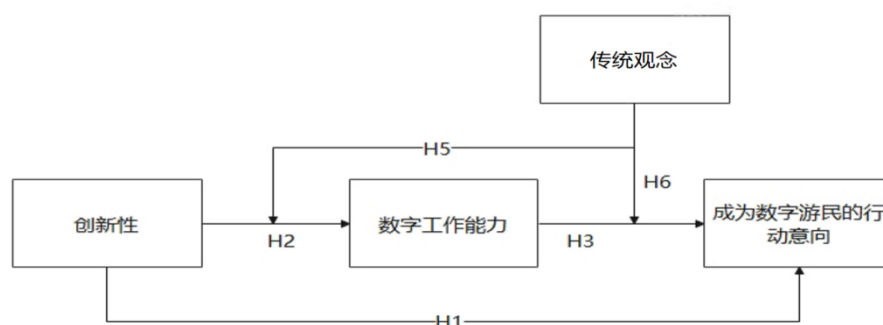


图 1 研究模型

克隆巴哈系数（Cronbach's alpha），是衡量量表或测验信度的一种方法。一般认为如果克隆巴哈系数小于 0.6，则模型内部一致信度不足；如果克隆巴哈系数位于 0.7-0.8 之间，则表示量表具有较好的信度；而如果大于 0.8，则说明量表具有很高的信度。表 5 是对创新性等 4 个维度的信度检验。可以看出创新性、数字工作能力、传统观念克隆巴哈系数均大于 0.6，且数字工作能力、传统观念 2 个维度系数已达 0.7，说明这 3 个维度信度良好。然而，数字游民吸引力维度克隆巴哈系数仅仅只有 0.096，表示信度差，该维度问卷设计存在问题，所以我们将该维度包含的 5 个题项删除。

表 5 各维度指标数量及克隆巴哈系数

变量	指标数量	克隆巴哈系数
创新性	5	0.656
数字工作能力	4	0.709
传统观念	4	0.834
数字游民吸引力	5	0.096

对剩余 14 个问题的 KMO 值和 Bartlett 的球形值进行测试。经检验，KMO 值为 0.865，数据很符合做因子分析的条件；Bartlett 的球形测试值为 1363.874(自由度 91)，达到 0.001 的显著性，所以这 14 个问题可以进行探索性因子分析。

进行探索性因子分析时，选取主成分分析法，设置大于 1 的特征值作为提取条件，对于成分矩阵设置不显示载荷系数小于 0.5 的数值。由于预设因变量“成为数字游民的行动意向”只有一项，所以只分析除此项外的 13 项。由表 6 可以看出，分析后得到 3 个主因子，且 3 个主因子的累计贡献率为 57.473%，达到 50%的标准。

表 6 各成分的特征值及累积贡献率

成分	特征值	特征值方差百分比%	累积百分比%
F1	4.596	35.350	22.135
F2	1.827	14.051	43.391
F3	1.049	8.072	57.473

最后通过表 7 旋转后的成分矩阵表来看具体划分，横向看，创新性 1 不属于任何维度，属于无效题项，应当删除。由图 2 碎石图可以看出，第一个因子的特征值（方差贡献）很高，对解释原有题项的贡献最大；第 3 个因子之后的特征值均小于 1，对解释原有题项的贡献很小，可以忽略。因此，最后剩余 12 个选项，提取 3 个维度是合理的。

表 7 旋转后的成分矩阵

观测指标编号	观测指标	1	2	3
1	我已掌握某一专业领域内的数字技术，能够保证有相对稳定的工作(SZ1)	.799		
2	我敢于对已有的结论和传统理论提出质疑与反思(SZ5)	.757		
3	我已掌握远程工作技巧(SZ2)	.640		
4	我有比较好的线上社交圈子，与他人的情感交流顺畅且愉快(SZ3)	.590		
5	我能够自律，平衡好工作和休闲之间的关系(SZ4)	.562		
6	面对各种新事物、新思潮或者新技术，您通常属于以下哪种人？			
7	数字游民的工作不稳定(CT1)		.845	
8	数字游民的收入不稳定(CT2)		.842	
9	数字游民可能让人一直处于网络的虚拟空间里，感觉不踏实、不真实和不现实(CT3)		.729	
10	数字游民的生活方式与中华传统家庭观念（如“父母在，不远游”）相悖(CT4)		.755	
11	我能够从多个维度和新颖的角度去深入思考问题(CX2)			.849
12	我会积极主动地学习新的研究方法、技能和研究工具(CX1)			.650
13	我会立即制定方案去实践自己的创新想法(CX3)			.625
14	您自己以后是否愿意（继续）成为一名数字游民？(CX4)			

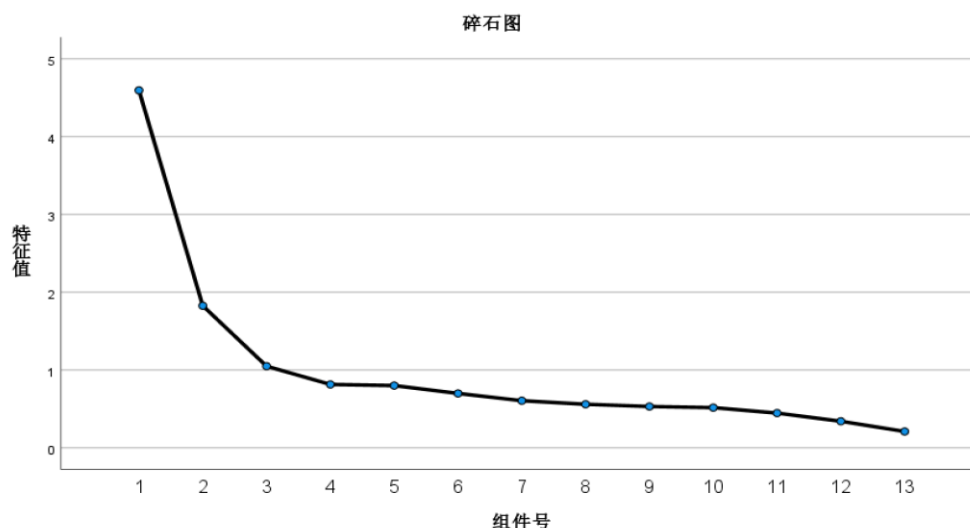


图2 主成分分析碎石图

经信效度检验，最后得到吸引力维度不显著，即该维度问卷题项内部一致性欠佳，考虑原因，可能在于 Z 世代大部分只是有兴趣成为数字游民，且成为数字游民后旅居地未作深入考虑，即可能没有过多考虑数字游民社区的吸引力，导致吸引力维度相对于成为数字游民的意向不显著。在修正观测指标后，模型剩余 4 个维度，分别为假设的自变量创新性，调节变量传统观念，中介变量数字工作能力和因变量成为数字游民意向；此外，可能由于检验等统计方法存在系统误差，导致结果有一定偏差。

4 数据分析

4.1 Z 世代关于数字游民态度的结构方程模型分析

计算包括“成为数字游民的行动意向”的剩余 13 题的 KMO 值为 0.855，Bartlett 的球形值为 1278.731（自由度 78），达到 0.001 的显著性。对三个因子进行进一步的信度检验，结果如表 8，可知三个维度的克隆巴哈系数均大于 0.6，表明修改后的模型信度较好，可以进行接下来的模型拟合分析。表 8 为通过结构信效度检验的旋转后的因子载荷矩阵，通过分析我们将创新性 3 题项划入数字工作能力维度。最后将因变量考虑进来，我们将整个模型划分为数字工作能力、传统观念、创新性、成为数字游民意向 4 个维度，共 13 个观测指标。

表 8 通过结构信效度检验的旋转后的因子载荷矩阵

维度	指标数量	克隆巴哈系数	观测指标编号	1	2	3
F1 数字工作能力 (SZ)	5	0.764	1	.800		
			2	.760		
			3	.635		
			5	.600		
			4	.561		
F2 传统观念(CT)	4	0.834	6		.849	
			7		.848	
			8		.758	
			9		.727	
F3 创新性(CX)	3	0.657	11			.851
			10			.655
			12			.621

通过 AMOS 绘制结构方程模型，并检验模型的拟合优度指数（表 9）。NFI 规范拟合指数表示模型相对于一个基线模型拟合数据的改进程度，其值为 0.911，表示模型拟合很好；GFI 拟合优度指数表示模型能够解释的观测数据协方差的比例，值为 0.945，表现优秀；IFI 增量拟合指数，TLI，CFL 数值均达到了 0.9 以上，具有优秀的拟合效果；PCFI 比较拟合指数为 0.701，大于 0.5 则认为模型在保持简约性的同时拟合度较好；RMSEA 近似误差均方根表示模型与观测数据之间的平均差异程度，其值为 0.056 小于 0.08 说明模型拟合可以接受；卡方与自由度之比为 1.923，说明模型拟合较好。

表 9 拟合指标参考标准和数值

拟合优度指数	参考标准	数值
NFI	越接近 1 模型拟合度越好	0.911
GFI	>0.9 为优秀	0.945
IFI	>0.9 为优秀，>0.8 为良好	0.955
PCFI	>0.5 被认为可接受	0.701
TLI	>0.9 为优秀，>0.8 为良好	0.941
CFL	>0.9 为优秀，>0.8 为良好	0.955
RMSEA	<0.05 为优秀，<0.08 为良好	0.056
CMIN/DF	1-3 为优秀，3-5 为良好	1.923

综上所述，模型拟合度较好，我们所构建的结构方程模型能有效描述数据间的关系，同时我们可以认为模型中的变量关系（包括直接效应、中介效应和调节效应）是可靠的，一次减少了误判的风险。

4.2 中介效应检验

验证模型假设数字工作能力在创新性对成为数字游民的意向的影响的存在中介作用，即验证 H2、H3 假设是否成立。首先通过计算置信区间判断显著性，如表 10 数字工作能力成为数字游民意愿置信区间为-0.145 至 0.336，包括 0，且通过计算求得 p 值为 0.431 大于 0.05 的阈值，因此该项在统计上不显著。而其它项的置信区间均不包含 0 且 p 值小于 0.05，所以这些指标均显著。

此外，如表 6 显示创新性成为数字游民的意向为直接效应，创新性数字工作能力为中介效应，数字工作能力成为数字游民的意向为直接效应，即 H2 成立而 H3 不成立，即中介效应不成立。

表 10 中介效应回归权重、标准误差以及 p 值

			Estimate	S.E.	Lower	Upper	P
SZ	<---	创新性	.763	.111	.657	.859	***
CX1	<---	创新性	.642		.502	.743	
CX2	<---	创新性	.528	.103	.409	.617	***
CX3	<---	创新性	.699	.147	.606	.774	***
YX	<---	数字工作能力	.712	.230	.634	.777	.315
YX	<---	创新性	.660	.232	.563	.730	.005
SZ4	<---	数字工作能力	.574		.460	.657	
SZ3	<---	数字工作能力	.560	.153	.466	.643	***
SZ2	<---	数字工作能力	.641	.187	.558	.715	***
SZ1	<---	数字工作能力	.131	.198	-.145	.336	***
SZ5	<---	数字工作能力	.393	.171	.176	.676	***

注：***表示 p<0.001

通过以上分析可知不存在数字工作能力在创新性对成为数字游民的意向的影响的中介作用。

4.3 传统观念的调节作用

验证模型假设传统观念在创新性对数字工作能力的影响中的调节作用以及传统观念在数字工作能力对成为数字游民的意向的影响中的调节作用即验证假设 H5、H6。为避免变量间多重共线性的影响，本研究对 13 个问题进行中心化处理，再将中心化后每个维度的结果对应相加得到成为数字游民的意向、传统观念、创新性、数字工作能力 4 个合成项，4 项均值都约等于 0。用 spss 进行线性回归分析，首先验证传统观念在创新性对数字工作能力的影响中有没有显著的调节作用。将自变量创新性、因变量数字工作能力放入线性回归模型第一层中，其次将调节变量传统观念放入模型第二层，最后将创新性与传统观念交互项放入模型第三层。最终求得创新性与传统观念交互项的显著性水平 $p < 0.01$ ($=0.202$)，小于 0.05 的阈值，说明交互项显著，即传统观念在创新性对数字工作能力的影响中有显著的调节作用，H5 成立。接着检验传统观念在数字工作能力对成为数字游民的意向的影响中的调节作用。依次将数字工作能力、成为数字游民的意向、传统观念、数字工作能力与传统观念交互项放入线性回归模型。得到结果 $p=1.910$ 大于 0.05 的显著性水平，即传统观念在数字工作能力对成为数字游民的意向的影响中不存在调节作用，H6 不成立。

进一步分析调节效应的路径系数，从表 11 可以看出创新性与数字工作能力显著正相关，路径系数为 0.392，二传统观念与数字工作能力呈显著负相关，路径系数为-0.357，创新性和数字工作能力的交互项与数字工作能力显著正相关($p < 0.01$)，因此得出支持 H5 的假设检验结果。数字工作能力与成为数字游民意向呈显著正相关，传统观念与成为数字游民意向呈显著负相关，但是二者的交互项 $p=0.128$ ，大于 0.05，与因变量相关性不显著，所以得出不支持假设 H6 的结

表 11 调节效应路径系数

路径	路径系数	S.E.	P	假设检验结果
数字工作能力 $\leftarrow$ 创新性	.392	.072	***	H7 支持
数字工作能力 $\leftarrow$ 创新性和数字工作能力交互项	.107	.010	***	
数字工作能力 $\leftarrow$ 传统观念	-.357	.075	***	H8 不支持
成为数字游民意向 $\leftarrow$ 数字工作能力	.211	.053	***	
成为数字游民意向 $\leftarrow$ 数字工作能力和传统观念交互项	.005	.004	.128	
成为数字游民意向 $\leftarrow$ 传统观念	-.172	.050	***	

为进一步分析传统观念在创新性对数字工作能力关系中的调节效应差异，将传统观念分成高低两组，绘制不同情况下调节效应影响的简单斜率图。当传统观念比较浓厚时，数字工作能力随着创新性的增强而显著提高，反之数字工作能力随着创新性增强并没有显著提升。这表明当 Z 世代创新能力越强，其数字工作能力也会越强，而两个分组的差异则进一步验证了传统观念的调节作用，即 H5 的正确性。

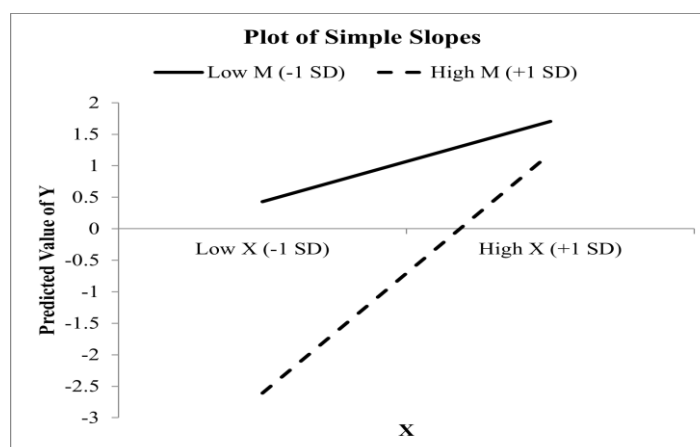


图3 传统观念高低分组简单斜率图

综上所述，在中介效应分析中，我们发现数字工作能力在创新性对成为数字游民的意向的影响中不存在中介作用（H3），主要是因为数字工作能力与成为数字游民的意向没有显著的关联性（ $p=0.315>0.01$ ）；也可能是因为还存在未考虑到的控制变量影响到数字工作能力在关系中的作用；还有可能是样本特性与总体特性存在显著差异，或者样本量不足。而在调节效应分析中，我们验证了传统观念在创新性对数字工作能力的影响中有显著的负向调节作用，路径系数为-0.375（H5），即当传统观念较强时，创新性对数字工作能力的正向影响更为显著。然而，由于 $p=0.128$ 大于 0.01，传统观念在数字工作能力对成为数字游民的意向的影响中不存在调节作用（H6）。分析可能原因，虽然传统观念在某些情境下可能对个体的行为产生重要影响，但在数字化时代，随着信息的快速传播和文化的多元化，传统观念对个体职业选择的影响可能逐渐减弱。因此，在传统观念与现代职业观念之间可能存在一种平衡或融合，使得其调节作用不再显著。

5 结论与讨论

5.1 主要结论

本研究聚焦于 Z 世代群体，以其创新性为解释变量，数字工作能力为中介变量，深入探讨了 Z 世代对于成为数字游民行动意向的形成机制。同时，本研究还检验了传统观念在 Z 世代创新性与数字工作能力之间，以及数字工作能力与成为数字游民意向之间的调节作用。经过系统的数据分析与深入探讨，研究结论得以细化并归纳如下：

（1）创新性对 Z 世代成为数字游民行动意向的显著正向影响：本研究发现，Z 世代的创新性特质显著地正向影响了其成为数字游民的行动意向。这一结论揭示了 Z 世代在追求自由、灵活与创新的就业模式时，其内在的创新性起到了关键的驱动作用。

（2）数字工作能力受创新性的正向显著影响，但中介效应不显著：研究结果显示，Z 世代的数字工作能力确实受到了创新性的正向显著影响。然而，数字工作能力在创新性对成为数字游民意向的影响中，并未表现出显著的中介效应。这一结果可能归因于两个方面：首先，本研究中对数字工作能力的概念界定尚不够清晰，导致研究对象的回答存在偏差。为改进这一点，后续研究将数字工作能力细化为具体的数字工作技能（如编程、营销、设计、翻译、客服等），并将 Z 世代青年的自律性与社交能力纳入数字软性职业能力的范畴。通过这一调整，我们发现数字软性职业能力在自变量与因变量之间起

到了显著的调节作用。其次，问卷中的个别用词过于绝对，可能影响了研究对象的回答，导致数据出现两极分化。为此，后续研究将优化问卷设计，提高用词的精确度。

(3) 传统观念在数字工作能力对成为数字游民意向中的调节效应：本研究发现，传统观念在数字工作能力对成为数字游民意向的直接影响中，调节效应不显著。然而，在进一步分析中发现，传统观念在数字工作能力对成为数字游民行动意向的影响中，具有显著的负向调节作用。这一结论揭示了传统观念在 Z 世代就业观念形成中的复杂作用。

(4) 数字游民吸引力维度的信度问题：本研究还发现，数字游民吸引力维度的克朗巴哈系数仅为 0.096，表明该维度的信度极低。这可能是由于问卷设计或数据收集过程中的某些问题导致的。因此，后续研究需要针对这一问题进行深入探讨，以提高问卷的信度和效度。

本研究建立的 Z 世代青年对成为数字游民的行动意向的逻辑框架，为探究 Z 世代群体就业态度和求职观念等研究提供了思路，具有一定的理论贡献。

(1) 深化了对 Z 世代就业态度和求职观念的理解：与以往对数字游民的研究相比，本研究深入调查了 Z 世代这一特定群体对数字游民的认知、情感和态度。通过考虑 Z 世代青年在就业上的主观能动性，本研究打破了仅侧重于政府政策和空泛理论的局限。同时，将传统观念作为调节变量加入模型中，从 Z 世代青年视角实证检验了传统观念在数字工作能力与成为数字游民行动意向之间的调节作用，为相关研究提供了新的视角和思路。

(2) 揭示了 Z 世代成为数字游民的思想路径：本研究明确了 Z 世代青年成为数字游民的思想路径，即创新性→成为数字游民的行动意愿。这一路径揭示了创新性对数字工作能力的影响，以及传统观念如何进一步影响 Z 世代成为数字游民的行动意愿。这一发现为理解 Z 世代就业观念的形成提供了重要的理论依据。

5.2 管理启示

研究发现，Z 世代的创新性是数字游民意向形成的关键因素。这一群体倾向于利用数字技术进行远程工作，追求工作与生活的自主与平衡。而在此过程中，数字游民社区作为连接城市与乡村的“桥梁”，发挥了不可或缺的作用。它不仅为数字游民提供了必要的物理空间和社区支持，还促进了城乡之间的经济、文化和信息交流。鉴于此，地方政府和相关机构在建设数字游民社区时，应充分考虑 Z 世代青年的需求与期望。具体而言，可优化社区的数字基础设施，提高网络连接速度和稳定性，以满足数字游民高效远程工作的需求。同时，丰富社区的文化和生活设施，营造开放、包容、创新的社区氛围，以吸引更多的 Z 世代青年加入数字游民行列。

此外，政策制定者还应关注数字游民社区对城乡融合发展的推动作用。通过制定相关政策和规划，引导数字游民社区有序发展，促进城乡经济结构的优化升级。同时，加强城乡之间的合作与交流，共同推动数字游民社区的可持续发展。

5.3 研究不足与展望

本文尚存在以下研究局限，未来可进一步地研究与探索。第一，本研究调查的问卷样本多为创新程度较高的 Z 世代青年，同时对成为数字游民的接受程度较高，未来可进一步调查具有不同观念的 Z 世代群体，从而在结构方程模型中增加如数字游民社区的

吸引力等调节因素进行研究；第二，未来可以进一步厘清 Z 世代对数字游民的情感、认知对行为意向的作用效果。

本研究调查的问卷样本主要集中在创新程度较高且对成为数字游民接受程度较高的 Z 世代青年中。未来研究可进一步扩大样本范围，调查具有不同观念、背景和教育程度的 Z 世代群体，以更全面地了解这一群体的就业态度和求职观念。同时，在结构方程模型中增加如数字游民社区的吸引力等调节因素，以更深入地探讨其影响机制。研究主要关注了创新性和数字工作能力对 Z 世代成为数字游民行动意向的影响，但未深入探讨其对数字游民的情感和认知作用效果。未来研究可进一步细化这一领域，探究 Z 世代对数字游民的情感态度、认知差异以及这些差异如何影响其行动意向的形成和变化。同时研究中发现数字工作能力在创新性对成为数字游民意向的影响中中介效应不显著，这可能与数字工作能力的概念界定和问卷设计有关。未来研究可进一步细化数字工作能力的定义和分类，将其细化为具体的数字工作技能（如编程、营销、设计、翻译、客服等）和数字软性职业能力（如自律性、社交能力等），并优化问卷设计，以提高研究的准确性和可靠性。

综上所述，未来研究可针对以上局限进行更深入、更全面的探索，以进一步揭示 Z 世代成为数字游民的行为路径和影响因素，为相关政策制定和实践操作提供更有力的理论支持和实践指导。

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"Is Life a Wilderness? The Attitudes of Z-Generations About Digital Nomadism"

Abstract: With the rapid advancement of internet technology and the continuous progression of globalization, a new lifestyle

known as digital nomadism has emerged globally and is increasingly gaining popularity among the youth. Digital nomads are individuals who travel globally, leveraging the internet and information technology to work remotely and achieve geographic arbitrage. This demographic utilizes the convenience of internet technology to seamlessly switch between work and life, offering new paths for young people to explore more diversified lifestyles. Moreover, their mobility and clustering not only inject new vitality into rural revitalization, driving the development of rural tourism and bringing economic benefits and new opportunities for cultural exchange to rural areas, but also promote tourism cooperation between different regions. By sharing resources and experiences, they collectively enhance the attractiveness and competitiveness of tourist destinations. Existing research has focused on the living conditions, work characteristics, and community building of digital nomads, but there is a lack of systematic investigation into the attitudes of Generation Z youth towards this lifestyle. Given that Generation Z is poised to become the dominant force in the job market, their attitudes and choices significantly influence the popularization and development trends of digital nomadism. This study selects Generation Z youth as the research subjects, designs a questionnaire based on the theoretical framework of cognition, affect, and behavioral intention, and conducts online surveys and data analysis on multiple platforms. The aim is to reveal the attitudes of Generation Z youth towards digital nomadism and the reasons behind them.

Currently, many local governments view digital nomad communities as a "bridge" connecting urban and rural areas. This study aims to uncover the psychological characteristics of the digital nomad demographic and explore their expectations and experiences regarding rural digital nomad communities. It is anticipated that the conclusions drawn from this research will help to broaden the perspective of digital nomad studies, provide reference value for policymakers in formulating relevant policies, and stimulate careful consideration of whether digital nomad communities can become a new connotation or pathway for urban-rural integration in the context of regional tourism cooperation.

Key words: digital nomads; Generation Z; attitudes; stability; self-identity

探索虚拟现实技术在振兴旅游业中的作用： 以首尔景福宫为例

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[摘要] 自2020年全球健康危机爆发以来，旅游业作为许多国家的重要经济支柱，受冲击尤为严重。旅行限制导致旅游需求骤减，相关行业收入大幅下滑。为应对挑战，各国探索技术创新以提振旅游收入，其中虚拟现实（VR）技术提供了一种新颖解决方案。VR通过沉浸式体验，让用户足不出户“游览”远方景点，既满足未能出行游客的需求，又激发实际旅行兴趣。

以首尔景福宫为例，本研究展示了VR在旅游业的应用潜力。作为韩国文化遗产，景福宫通过VR让用户深入探索其建筑之美和历史文化，增强了对亲自游览的兴趣。VR技术不仅在远程体验上有重要作用，还为景区市场营销提供了新方式。通过社交媒体和旅游网站发布VR内容，景区可以更生动地吸引潜在游客，增强其旅游决策信心，推动实际旅行行为。

随着VR技术发展，旅游业正迎来新的增长点。以景福宫为例的研究表明，VR不仅能突破地理限制吸引全球游客，还能促进旅游业复苏与发展。

[关键词] 旅游业，首尔景福宫，沉浸式虚拟现实技术（VR），体验，满意度

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1. 介绍

旅游业是一个独特的行业，它依靠人们的流动，通过他们的往来创造经济价值。然而，2020年新冠病毒的突然爆发，对旅游业产生了重大影响，尤其是在韩国、泰国和日本等旅游国家，给这些国家的经济造成了严重损害。韩国在美国游客到访和出口收入方面一直是一个不断增长的市场。韩国人对出国旅游的渴望，以及通过大众媒体和社交网络平台分享丰富信息的行为，促进了出境旅游的增长。不幸的是，2020至2021年由于新冠疫情将是一个充满挑战的时期。新冠疫情的到来带来了前所未有的危机，国际旅行限制严重影响了韩国的旅游业。2021年将有122万韩国人出国旅行，较2019年下降了95.7%。同年，前往美国的韩国游客为202,711人，比2019年疫情前下降了91.2%。（Official Web site of the International Trade Administration，2022）

在疫情期间，韩国一直在努力制定政策吸引游客到访。然而，全球各国普遍采取了“闭关”政策，以防止病毒传播并控制疫情。新技术和研究的发展成为解决病毒问题的最佳方式。随着情况的发展，新兴技术逐渐成为我们生活的一部分，虚拟现实（VR）技术有望成为重塑旅游业的变革性方法之一。

本研究重点讨论了首尔的景福宫，因为它代表了韩国的皇家宫殿，象征着韩国历史。本研究通过体验实验收集数据，参与者佩戴VR眼镜参观景福宫并完成问卷调查。体验实验可以直观分析参与者对VR旅游的意愿。本研究的意义和目的在于转变旅游形式。VR线上旅游并非为了取代线下旅游，而是作为一种补充成分。通过将传统的线下旅游与线上虚拟旅游相结合，旨在实现优化和增强的旅行体验。

2. 理论基础

体验经济是一种通过将服务作为舞台、产品作为道具，来捕捉顾客注意力、改变消费者行为，并为产品寻找新价值和空间的方法（Pine & Gilmore，1998）。Gilmore & Pine（1997）首次强调了“舞台化体验”的必要性，以及沉浸、吸收和参与作为增强体验的一部分。同一作者（1998，1999）探讨了四种类型的顾客体验，被称为“4E”——美学体验、娱乐体验、教育体验和逃离体验。这四种类型可以进一步分为吸收和沉浸两个概念。当观众在一定距离上接收体验而不直接参与时，可以吸收体验（Hosany & Witham，2010）。相反，当观众完全投入体验时，便产生沉浸感（Song et al.，2015）。

这四个维度的体验首先表现为美学，可以定义为“通过颜色、照片、字体和布局等元素展示的美感”（Lee et al.，2015）。其次是教育体验，定义为“通过与目的地互动和主动思考，吸收在目的地发生的事件”（Oh et al.，2007），即通过体验进行学习；这需要学习者的好奇心和学习意愿（Hughes et al.，2005）。在教育体验中，游客更愿意参与物理目的地的活动，以更好地学习知识和技能（Oh et al.，2007）。例如，游客可以通过虚拟现实（VR）技术获取任何目的地的信息。教育体验也是许多研究者感兴趣的一个研究点（Mintz et al.，2001）。

第三，逃离体验被定义为“从传统环境中逃离，暂时摆脱日常生活中规范和价值观的束缚，或从不同角度思考他们的生活和社会”（Oh et al.，2007）。相比之下，美学体验和逃离体验是沉浸式的，描述为“成为体验本身的物理或虚拟的一部分”（Pine et al.，1999）。借助设计精良的VR技术，体验可以变得十分真实（Guttentag，2010）。

最后是娱乐体验，这现在是最受欢迎的概念（Pine et al.，1999），游客在他们最喜欢的目的地享受活动时获得乐趣。娱乐被定义为“一种提供娱乐和愉悦的活动”（Benny，2015）。教育和娱乐被归类为吸收体验，而逃离和美学则归类为沉浸体验。研究表明，体验经济特别关注吸收和沉浸，娱乐、教育、逃离和美学也将是本文讨论的主要目标和主要变量。

3. 研究模型和研究假设

3.1 研究模型

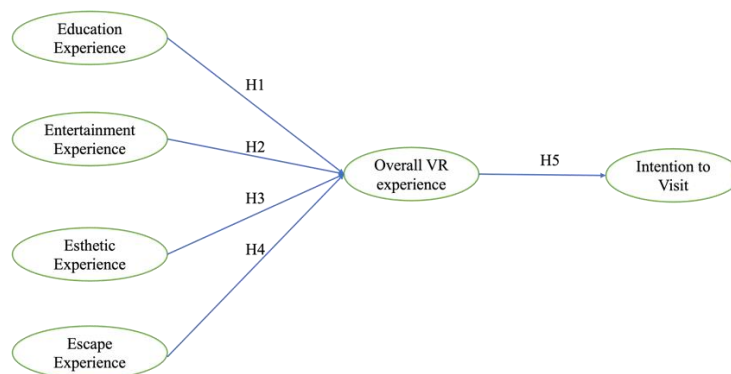


图 1.研究模型

Fig.1 Research Model

3.2 研究假设

教育体验指的是通过体验进行的学习；它要求学习者有好奇心和学习的意愿（Hughes et al., 2005）。在各个领域对教育体验进行了大量研究。参观教育体验通过探索与参观地点相关的历史背景来传达知识（Mahdzar et al., 2016；Oh et al., 2007；Tom Dieck et al., 2018）。电子竞技是另一种教育体验，它 also 通过提供特定游戏知识的体验来发展用户的游戏能力。用户通过分享游戏策略和战术来提高他们在游戏产业中的成绩。这增加了玩家对游戏的满意度（Seo, 2013）。学习过程会产生有意的体验（Boswijk et al., 2012），但这些体验会因参观者的兴趣和理解水平而有所不同（Packer & Ballantyne, 2002）。体验式教育体验可以影响观看在线体育赛事的体验。由于结果体验因参观者的理解和对知识的兴趣而有所不同，为了探索教育体验对整体体验的影响程度，提出了以下假设：

假设1：教育体验对整体体验有积极影响。

娱乐体验指的是享受（Oliver & Raney, 2011）、兴奋（Rieger et al., 2014）和愉悦（Vorderer et al., 2004）来自多种体验。由于享受是寻求娱乐的关键动机（Vorderer et al., 2004），娱乐体验可以被视为商业环境中最古老的实验性经济要素（Pine et al., 1999）。正如名字所示，娱乐体验旨在为体验者提供愉快和愉悦的感受。娱乐体验通常被认为发生在我们被动观察某些事物时，例如被动地观察他人的活动或舞台表演（Manthiou et al., 2014）。Thyne（2001）和Scott（2007）发现，当博物馆提供娱乐体验时，人们会认为它很有趣。博物馆被认为有趣是因为它们提供了娱乐体验和休闲机会。由于娱乐体验可以轻松地与教育体验相结合，并且讨论的结果将是两者共同作用的结果，因此本研究将分别研究每个要素对整体体验的影响。因此，提出以下假设：

假设2：娱乐体验对整体体验有积极影响。

审美体验指的是物理环境中的整体氛围和情绪（Pine et al., 1999）。通过调动感官的体验获得和谐。体验的功能价值和情感价值对参观者的整体体验有积极影响，审美体验也可以被视为一种视觉吸引参观者的方式。它可以被视为对参观者视觉上愉悦和舒适的体验；例如，博物馆的物理环境在决定参观者的态度、未来再次参观博物馆的意图以及推荐博物馆的意愿方面发挥着重要作用（Bonn et al., 2007）。因此，一些博物馆现在开始改变其营销实践，并采用新方法吸引参观者。为了调查审美体验对整体体验的影响程度，提出以下假设：

假设3：审美体验对整体体验有积极影响。

逃逸体验被描述为在体验过程中人们完全沉浸在特定活动中的状态，甚至达到忘我的境界（Hosany & Witham, 2010）；例如，赌博和极限运动是逃逸体验的例子，Manneil和Isoahola（1987）以及Slater（2007）的研究发现，逃避是观看体育赛事的核心动机。人们可能会去体育场观看比赛，离开家或工作，体验不同的时间或地点（Chauhan, 2006；Timothy & Nyaupane, 2009）。一些研究表明，逃逸体验在满意度和整体体验中并不起作用；例如，在对博物馆体验的研究中，其他三种类型的体验影响了整体效果，而逃逸体验并不起作用（Radder & Han, 2015）。一些研究指出，逃逸体验与其他类型的体验之间存在关系，包括沉浸式虚拟现实（Han & Dieck, 2019）。在在线体育赛事中要求逃逸体验发挥作用，因此提出以下假设：

假设4：逃逸体验对整体体验有积极影响。

研究早已证实，积极的体验会导致未来参观某地的行为意图。Pine和Gilmore(1998)提出了这一理论，并且Chang和Lin(2015)从体验经济的角度支持了这一理论，即体验在旅游背景下对行为意图有强烈影响。例如，Jung et al.(2016)在博物馆背景下进行的类似观察和研究发现，博物馆体验中的积极体验会导致参观意图。在旅游和博物馆应用的背景下，将使用VR技术来推广不同学科的体育赛事，希望观众计划未来的参观。因此，我们提出以下假设：

假设5：VR模式的整体体验对使用意图有积极影响。

3.3 研究方法

我们提供的内容描述了一项研究，研究中招募了400名韩国人(200)和中国(200)人参与使用头戴式VR眼镜的体验实验。实验包括参观首尔的景福宫。实验场景利用了韩国Visang Education开发的平台来学习历史。该平台主要介绍了韩国的历史地标，为小学生、中学生和高中生提供学习环境，并展示了不仅有景福宫，还有其他著名历史遗址如水原华城的场景。整个实验过程中使用的语言为韩语。参与者在体验后完成了一份问卷并收集数据。体验实验从2023年6月1日持续到8月15日，每天限15名参与者，以确保实验环境的可控性。每位参与者的体验持续15-20分钟，让他们能够以自己的节奏探索景福宫。

为确保体验顺利进行，在实验开始前向所有参与者进行了简要介绍。介绍的目的是为参与者创造积极的体验。在体验结束后，进行了匿名的在线问卷调查。在收集所有数据后，采用统计方法进行整理和分析。

4. 数据分析

4.1 人口统计分析

本研究的主要目的是调查体验者对使用虚拟现实设备观看景福宫体验的态度变化及其影响并且观察两组实验在体验经济模型中的变化。样本分为200名中国人和200名韩国人。受邀的体验者将在指定地点使用 Oculus Quest 和 Oculus Quest 2 进行虚拟现实体验实验。受邀体验者被询问是否愿意参加此实验。作为实验的一部分，受邀者首先需要确认一封关于再次研究的保密信，然后完成有关体验前的问卷调查。在体验结束时，这两组(400名)体验者再次完成了体验后的问卷调查。第一组体验组中男性的比例和女生的比例都在50%左右(51.5%和49.5%)，这是为了排除性别对实验的影响。大多数体验者年龄在20至25岁之间。大学生占受邀者的52.5%(105人)，其次是研究生占36.0%(72人)，高中生占11.5%(23人)。最后，关于是否愿意消费虚拟现实产品，60%的受邀者表示愿意消费，40%表示不愿意。第二组，同样控制了性别，男性的比例为52.0%，女性的比例为48.0%。大多数的体验者年龄同样是在20至25岁之间，大学生占受邀者的67.5%(135人)，其次是研究生占25.5%(55人)，高中生占5.0%(10人)。最后，关于是否愿意消费虚拟现实产品，70%的受邀者表示愿意消费，30%表示不愿意。

4.2 测量模型分析

使用 Smart-PLS (Ringle 等, 2015) 进行分析。PLS-SEM 被认为是探索性研究的首选技术，因为它适用于具有较大结构的研究，并且即使样本量相对较小(如少于 500 个

样本) (Leung 等, 2022; Shi 等, 2022), 也能识别关键的预测因素 (Hair Jr. 等, 2017)。我们分析了数据, 并使用单项载荷和复合信度 (CR) 来评估潜在结构的信度 (Hair Jr. 等, 2017)。如表 1 所示, 第一组的所有的 CR 值都超过了 0.90, 表明内部一致性很高 (Nunnally & Bernstein, 1994)。Cronbach's alpha 介于 0.952 和 0.965 之间。这些数值较高, 表明量表的信度非常好。如表2所示, 第二组的所有的CR值都超过了0.80, 同样表明内部一致性很高, 在许多情况下, 如因子载荷不相等和条目数量少于 10, Cronbach's alpha 低估了测量量表的信度。Cronbach's alpha 介于 0.851 和 0.913 之间。复合信度被认为是更好的信度指标 (Goodboy & Martin, 2020; Hayes & Coutts, 2020; Mc Neish, 2018)。两组所有条目的载荷均超过 0.70。提取的平均方差 (AVE) 用于评估模型的聚合效度。所有值均超过 0.5 的阈值 (表 1), 满足 AVE 标准 (Hair Jr. 等, 2017)。

表 1. 信度与效度 (韩国人)

Tab. 1 Reliability and validity (Korean)

Constructs	Items	Factorloading
Education Experience(D)CR=0.963, AVE=0.867,Alpha=0.949	D1	0.933
	D2	0.935
	D3	0.918
	D4	0.938
Entertainment Experience(M)CR=0.965, AVE=0.872,Alpha=0.951	M1	0.930
	M2	0.936
	M3	0.940
	M4	0.929
Overall VR experience(O)CR=0.952, AVE=0.868,Alpha=0.924	O1	0.921
	O2	0.938
	O3	0.936
Escape Experience(P)CR=0.963, AVE=0.868,Alpha=0.949	P1	0.921
	P2	0.932
	P3	0.949
	P4	0.924
EstheticExperience(S)CR=0.961, AVE=0.861,Alpha=0.946	S1	0.931
	S2	0.934
	S3	0.925
	S4	0.922
Intention to Visit(T)CR=0.962, AVE=0.894, Alpha=0.947	T1	0.930
	T2	0.948
	T3	0.919

表 2. 信度与效度 (中国人人)

Tab. 2 Reliability and validity (Chinese)

Constructs	Items	Factorloading
Education Experience(D)CR=0.913, AVE=0.723,Alpha=0.872	D1	0.858
	D2	0.830
	D3	0.856
	D4	0.857
Entertainment Experience(M)CR=0.851, AVE=0.591,Alpha=0.763	M1	0.820
	M2	0.794
	M3	0.815
	M4	0.630
Overall VR experience(O)CR=0.901, AVE=0.751,Alpha=0.835	O1	0.853
	O2	0.871
	O3	0.877
Escape Experience(P)CR=0.913, AVE=0.723,Alpha=0.872	P1	0.838
	P2	0.840
	P3	0.855
	P4	0.868
EstheticExperience(S)CR=0.905, AVE=0.760,Alpha=0.843	S1	0.861
	S2	0.853
	S3	0.880
	S4	0.817
Intention to Visit(T)CR=0.910, AVE=0.771,Alpha=0.852	T1	0.898
	T2	0.877
	T3	0.860

4.3 结构模型分析

在假设整体模型拟合度良好的前提下，下一步是对PLS模型中的因果关系进行假设检验。此处要观察的指标是 T 值，当变量之间因果关系的 T 值大于 1.96 时，表示显著性水平为 0.05，用 * 表示；当 T 值大于 2.58 时，表示达到显著性水平 0.01，用 * * 表示；当 T 值大于 3.29 时，表示显著性水平为 0.001，用 * * * 表示。

在观察第一组模型结果时，教育经验（ $T=4.068$ ， $p<0.001$ ）、逃离体验（ $T=2.048$ ， $p<0.05$ ）、美学体验（ $T=2.342$ ， $p<0.05$ ）、娱乐体验（ $T=2.989$ ， $p<0.01$ ）与整体体验显著正相关，这意味着数据表明 H1、H2、H3、H4 成立，而整体体验与访问意图显著正相关（ $T=9.571$ ， $p<0.001$ ），这证明 H5 也成立。

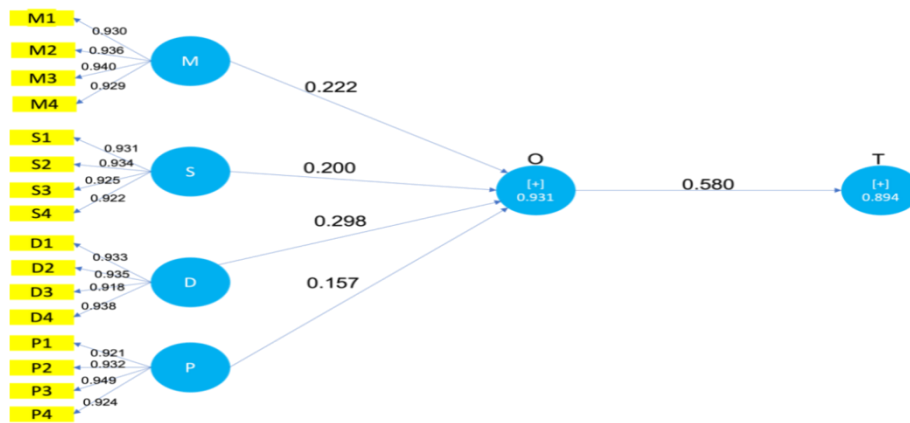


图 2. 最小二乘 (PLS) 路径分析结果图 (韩国人)

Fig. 2 Least squares (PLS) path analysis results graph (Korean)

	Original Sample(O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics	P -Values
D->O	0.298	0.297	0.073	4.068***	0.000
M->O	0.222	0.223	0.074	2.989**	0.003
O->T	0.580	0.579	0.061	9.571***	0.000
P->O	0.157	0.157	0.077	2.048*	0.041
S->O	0.200	0.201	0.085	2.342*	0.019

*M:Entertainment Experience, S: EstheticExperience, D: Education Experience, P: Escape Experience, O: Overall VRexperience, T:Intention to us

表 3. PLS 路径系数分析结果 (韩国人)

Table 3. Results of PLS path coefficient analysis (Korean)

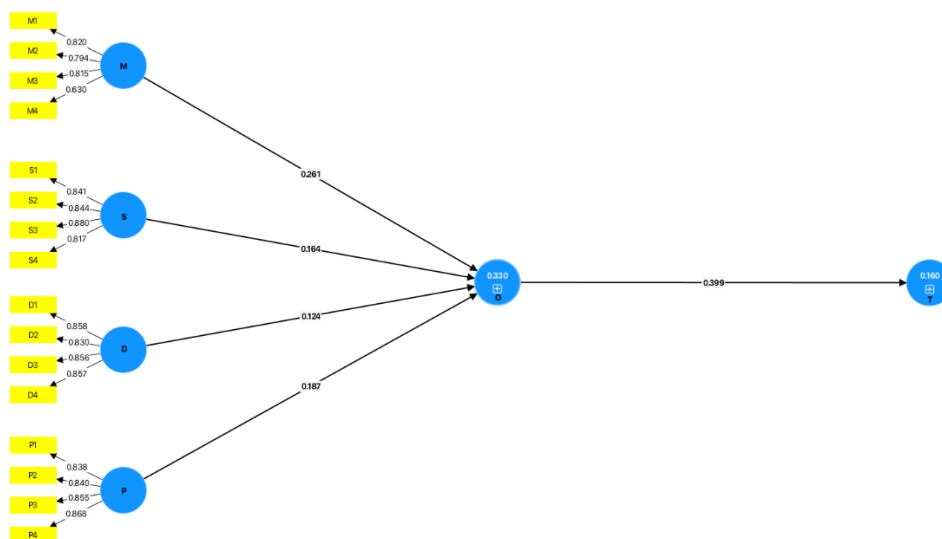


图 3 最小二乘 (PLS) 路径分析结果图 (中国人)

Fig. 3 Least squares (PLS) path analysis results graph (Chinese)

	Original Sample(O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics	P -Values
D->O	0.124	0.125	0.052	2.367*	0.018
M->O	0.261	0.262	0.057	4.550***	0.000
O->T	0.399	0.401	0.042	9.437***	0.000
P->O	0.187	0.187	0.051	3.653***	0.041
S->O	0.164	0.167	0.051	3.250**	0.001

表 4. 最小二乘 (PLS) 路径分析结果图 (中国人)

Tab. 4. Results of PLS path coefficient analysis (Chinese)

在观察第二组模型结果时，教育经验 ($T=2.367$, $p<0.05$)、逃离体验 ($T=3.653$, $p<0.001$)、审美体验 ($T=2.250$, $p<0.01$)、娱乐体验 ($T=4.550$, $p<0.001$) 与整体体验显著正相关，这意味着数据表明 H1、H2、H3、H4 成立，而整体体验与访问意图显著正相关 ($T=9.437$, $p<0.001$)，这证明 H5 也成立。

4.4. 结果

根据研究结果，韩国和中国参与者在虚拟现实体验中的反应存在显著差异。韩国参与者在教育体验方面的积极性更高，表明他们通过虚拟现实学习历史或知识的意愿更强烈，而中国参与者在这方面的反应相对较弱。然而，中国参与者在娱乐、逃离和审美体验上的反应显著更强，尤其是在娱乐体验 ($T=4.550$, $p<0.001$) 和逃离体验 ($T=3.653$, $p<0.001$) 方面，表明他们更注重虚拟现实中的愉悦感、放松效果和沉浸感。相比之下，韩国参与者的逃避体验较为弱化 ($T=2.048$, $p<0.05$)。尽管两组的审美体验都有正向影响，中国参与者的反应稍高。最终，两组在整体虚拟现实体验对未来实际参观意图的影响上差异不大，都表现出强烈的正向关联。通过研究间接得出相同的场景，本地人和外地人对体验的要求是不一样的，本地人更追求教育的意义，而外地人也就是第一次参观的人更求环境的体验，这对VR技术的改变产生一定的影响。

5. 结论与期望

本研究通过对沉浸式虚拟现实 (VR) 技术在旅游业中的应用进行探讨，验证了其提升游客体验和促进旅游需求的积极作用。结果表明，VR不仅可以为游客提供生动的远程旅游体验，还能有效激发实际参观的意愿，尤其在教育和娱乐体验方面表现突出。同时本研究对中国和韩国的参与者在体验过程中的表现进行比较，结果表明，韩国人和中国人在景福宫的体验过程中所表现的状态是不一样的，韩国人因为对景福宫很熟悉，所以更倾向于教育体验，对历史的部分更感兴趣，而中国人则是对逃避体验更加的认可，他们更在乎环境的体验。这也表明了未来VR应用应根据不同市场的需求进行更新和改进。

其次，通过本研究，沉浸式虚拟现实技术可以更好地应用于旅游行业，解决当前旅游行业存在的问题和不足。这可以鼓励更多的人在体验过线上旅游后表达从事线下旅游的意愿，从而提高旅游行业的收入。通过验证体验经济理论在VR旅游中的意义，最终目的是增强经营者对影响因素的认识。这将使他们能够在未来根据不同的影响因素调整策略，从而增加收入。

本研究可以完善首尔市疫情后的旅游发展，为未来其他地区或国家的旅游战略制定提供理论依据，提高对VR技术的认识和理解。加快发展虚拟现实技术，并进一步将其应用于其他行业或领域。虽然本研究为经验实验，但首先，研究对象为中国人和韩国人，研究对象不具有普遍性，研究结果会有一定的局限性；其次，在数据层面，本研究只收集了各200份问卷，由于样本量的原因，结果可能存在偏倚。样本量可能导致实验结果存在偏差。本研究的不足将在后续的研究中加以完善。

其他影响参观意愿的外部因素将在未来进一步研究，如性别差异也会影响沉浸式VR体验，性别差异也会影响体验；男性可能更关注技术方面，比如平滑度、图像清晰度和其他因素，而女性可能更关注内容。为未来的研究和应用提供一定的理论基础，让更多潜在的体验者逐渐接受沉浸式VR旅游。并通过沉浸式VR旅游产业的应用，将逐步应用到其他相关领域，如体育、历史教学、实验教育等。

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Exploring the Role of Virtual Reality Technology in Revitalizing Tourism: A Case Study of Gyeongbokgung Palace in Seoul

Abstract: Since the onset of the global health crisis in 2020, tourism, an important economic pillar for many countries, has been particularly hard hit. Travel restrictions have led to a sharp drop in demand and a sharp drop in revenues. To address the challenge, countries are exploring technological innovations to boost tourism revenues, among which virtual reality (VR) technology offers a novel solution. Through immersive experience, VR allows users to "visit" distant attractions without leaving home, which not only meets the needs of tourists who cannot travel, but also stimulates the actual travel interest. Using Gyeongbokgung Palace in Seoul as an example, this study demonstrates the potential of VR applications in the tourism industry. As a Korean cultural heritage, Gyeongbokgung Palace allows users to deeply explore its architectural beauty and historical culture through VR, enhancing their interest in visiting in person. VR technology not only plays an important role in remote experience, but also provides a new way for scenic spot marketing. By publishing VR content through social media and tourism websites, scenic spots can more vividly attract potential tourists, enhance their confidence in travel decisions, and promote actual travel behavior. With the development of VR technology, the tourism industry is ushering in new growth points. Taking Gyeongbokgung Palace as an example, the study shows that VR can not only break through geographical restrictions to attract global tourists, but also promote the recovery and development of tourism

Keywords: tourism; Gyeongbokgung Palace; immersive virtual reality (VR); experience; satisfaction

民族旅游“三交”铸牢中华民族共同体意识内在机理研究

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[摘要] 民族旅游作为促进各民族交往交流交融（以下简称“三交”）的重要平台，不仅通过其深厚的文化浸润与互动功能，成为铸牢中华民族共同体意识的关键途径，更在塑造各民族包容互鉴、荣辱与共的命运共同体中发挥着重要作用。本文深入探讨了民族旅游如何通过文化、经济、社会、心理及空间等多维度的互嵌，有效推动中华民族共同体意识的构建与强化。为进一步挖掘民族旅游“三交”的文化内涵，展现中华文明的独特魅力，本文提出了以下路径：以民族地区的旅游发展为核心内驱力，坚持文旅深度融合、构建民族旅游利益共享机制、加强旅游与爱国主义教育的有机结合、深耕民族团结进步的文化土壤，以期推动新时代民族团结与进步事业的发展，进一步铸牢中华民族共同体意识。

[关键词] 民族旅游；民族交往交流交融；铸牢中华民族共同体意识；内在机理

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0 引言

中华民族共同体意识是国家统一之基、民族团结之本、精神力量之魂。习近平总书记在2021年中央民族工作会议上强调：“以铸牢中华民族共同体意识为主线，推动党的民族工作高质量发展”。党的二十大报告指出，“以铸牢中华民族共同体意识为主线，坚定不移走中国特色解决民族问题的正确道路”。2023年，习近平总书记在二十届中央政治局第九次集体学习时进一步强调，“铸牢中华民族共同体意识，推进新时代党的民族工作高质量发展”。中华民族共同体意识是增进民族认同感、促进民族团结、巩固国家统一的强大精神国力，这种源源不断的力量是中国共产党百年奋斗历程中推进民族团结进步事业的硕果，厚植于我国各民族从古至今、从未间断、从“自信”到“自觉”蜕变的交往交流交融（以下简称“三交”）历史。

在高质量发展和中国式现代化背景下，铸牢中华民族共同体意识的驱动力更加多元和多维。其中，民族旅游不仅成为了解民族地区、认识民族多元化的重要桥梁，更与各民族交往交流交融、铸牢中华民族共同体意识紧密相连。2022年，文化和旅游部、国家民委、国家发展改革委正是基于旅游在促进民族交往中的独特作用印发了《关于实施旅游促进各民族交往交流交融计划的意见》。2023年11

月，国家民族事务委员会、文化和旅游部、国家发展和改革委员会联合主办旅游促进各民族交往交流交融计划现场交流会，充分凸显了以旅游业高质量发展促进民族地区产品与业态丰富、文化自信增强、中华文化感悟、中华民族共同体建设的历史价值和时代意义。各民族“三交”的内涵是社会交往、文化交流和情感交融，与“共同体”的核心构成要素具有内在的逻辑自洽关系⁰，是铸牢中华民族共同体意识的根本路径。旅游活动能够驱动多主体循环互动，加强民族文化、经济、社会、心理互嵌整合，实现各民族“三交”新平衡^[2]。因此，学界普遍认为，旅游促进各民族“三交”，进而推进中华民族共同体建设，是旅游发展影响民族关系的主要路径。

1 民族旅游促进各民族“三交”的内在逻辑

民族交往交流交融是一个过程，要经历“接触—接纳—互动”等三个阶段，从表面上看是各民族间关系的密切，其实更深层次的是民族间心理意识上的认同、理解。旅游作为第三产业，无疑在民族地区民族交往交流交融过程中起到了重要作用。随着各民族间交往增加，民族间友谊日益加深。

1.1 深化民族交往

旅游业属于产业关联紧密、综合程度强、贴近居民生活的行业，在促进资源整合、调整经济结构、稳定财政增长等方面具有关键作用。在民族地区发展旅游，对于推进供给侧结构性改革等具有重大意义，更是实施乡村振兴战略的重要切入点。旅游业的发展产生了民族间经济交往需要，进而带动民族地区获得人口引力，并在各民族的经济交往中形成了共同市场，推进各民族间在经济往来上互动。在旅游业飞速发展的情境下，民族地区的旅游发展以民族特色为支撑，由表及里，从简单的民族文化演示走向对民族文化的深层次探索。

1.2 拓展民族交流

语言是思想文化交流的必要工具，不同民族间的沟通都需要通过语言来实现。随着民族地区旅游业发展，外地游客数量持续增多，从事旅游业务的少数民族也不断增多，为了便于交流，少数民族开始自主要求学习汉语、外语等。而来此从事旅游业经营的汉族商人，也会学习少数民族的语言，了解他们的文化，以满足自身日常生活交流的需求。旅游发展不仅增进了民族地区与外部的交流，还促使民族内部文化与外来文化碰撞与融合，使得外界更多地了解和尊重民族文化。少数民族也借此机会接触到新的思想文化，促使他们更好地传承传统文化，取其精华，去其糟粕。旅游发展不仅提高了少数民族对汉族的了解，汉族对少数民族文化的认识程度也得以提升，人与人之间的心理距离逐渐消散。

1.3 加速民族交融

旅游促进民族交融是在旅游场域中，人们的联系日益紧密，共性逐步增多，差异逐渐减少，并在中华民族共同体孕育、构建和发展过程中认同感得到加强，各族人民相互接纳、吸收、包容与认同。旅游促进民族交融既是一个过程也是一种结果，是各民族成员在经济、文化、心理等多层面互惠互补达成的新平衡，体现了各民族之间的包容与接纳，能够深化各民族之间“你中有我、我中有你、

谁也离不开谁”的密切联系。旅游业不仅仅是各民族之间的交流媒介，更是一种促进多维度融合的平台。通过民族旅游，各民族在不同的社会和文化环境中相互融合，共同打造高质量的旅游地和分享美好的旅游体验。

2 民族旅游铸牢中华民族共同体意识的价值意涵

2.1 民族旅游带动各民族空间互嵌

空间互嵌是各民族三交的实践场域，是实现各民族全方位嵌入的前提，而实现各民族空间互嵌则是满足新时代各民族深度交融、铸牢中华民族共同体意识的现实基础。旅游业在有效推动各族群众空间流动的同时，开发、建设的各类景区和公共游憩空间是各族群众交往互动的核心场域，为促进各民族空间互嵌提供了良好的条件。自改革开放以来，中国社会的人口流动特征愈发显著，其中，旅游作为一种新兴且充满活力的流动方式，对促进各民族间的多维流动展现出了独特价值。相较于传统的人口迁移模式，如从西部向东部、从乡村向城市的单向流动，旅游活动则呈现出更为复杂且双向的互动特性。它不仅促进了西部地区居民向东部地区的旅游观光，同时也吸引了大量东部游客深入西部地区，体验其独特的风土人情。多维流动模式不仅有助于缓解因人口单向流动所导致的区域发展不平衡问题，如人才流失、劳动力短缺等，更为重要的是，为各民族间的深度交往交流交融提供了重要的社会条件。旅游活动的普及与深化，使得原本因地理、经济等因素而相对隔绝的各民族群体得以在更为广阔的时空范围内相遇、相知，从而加速了中华民族共同体意识的铸牢过程。

2.2 民族旅游促进各民族文化共享

民族文化作为中华民族多元一体格局的重要组成部分，其共享性、传播性、习得性等特点在旅游活动中得到了充分展现。旅游不仅为游客提供了接触、了解、体验不同民族文化的机会，也为民族地区提供了展示自身文化魅力、增强文化自信的平台。在旅游活动的推动下，原本局限于特定地域的民族文化得以跨越空间界限，实现更广泛、更深入的传播与交流。文化交流是各民族文化交流、借鉴与交融过程，也是各族群众分享共同历史记忆、强化共同身份归属的过程。不仅有效促进各民族三交，更有助于强化中华民族文化认同。作为游客，旅游的价值在于能够体验到不同民族的文化及生活方式，并从中获得内心的愉悦；作为当地居民，旅游不但可以向外展示本土文化，而且还可吸收外部文化元素以创新、丰富自身的文化。不仅有助于打破各民族间的文化隔阂，促进文化多样性的尊重与欣赏，更为中华民族共同体意识的培育提供了丰富的文化滋养。民族旅游以其独特的魅力，成为了民族文化遗产与创新的重要桥梁，为中华民族共有精神家园的构建贡献了不可或缺的力量。

2.3 民族旅游助推各民族经济互嵌

经济互嵌是各族群众为了满足日常生产、生活需要而形成的相互依存的经济关系，是推动各民族深度交融、铸牢中华民族共同体意识的内在动力。促进各民族经济互嵌的关键是，在各族群众形成稳定互惠关系的基础上，进一步营造共享发展成果的经济环境。旅游经济因具有较长的产业链条和较强的吸纳就业能力，可以有效推动各民族在经济上相互嵌入、共同发展^[2]。从微观层面来看，旅游助

推各民族经济互嵌主要从两个维度展开。第一，民族地区各族群众通过旅游业嵌入到外部市场。在民族地区，越来越多的少数民族群众从事旅游经营活动，由此进一步密切了与汉族群体和外部市场的经济联系。少数民族群众从事旅游接待服务工作，不仅获得了可观的经济收益，同时也提高了自身的职业技能和文化素养。第二，外地经营者进入民族地区开展投资经营活动。民族地区旅游业的繁荣发展，吸引了大量外地经营者到景区开展投资经营活动。在西部地区的各旅游景区均有大量外地经营者，各族群众共同营造了具有民族特色的旅游空间，同时也使各民族在经济上实现深度互嵌。

2.4 民族旅游扩大各民族社会交往

人口流动是加快各民族社会交往的重要动力，而旅游能够有效促进各族群众跨地域流动，并衍生出多种形式的社会交往活动。在旅游场域中，不同民族的游客与当地居民通过互动与交流，形成了多层次、多维度的社会交往网络。不同民族群体在旅游场域中邂逅，会衍生出多种形式的社会交往活动。其中，既有个体性的社会交往活动，同时也有各民族间的群体性社会交往活动；既有吃住行游购娱等活动中表层的、短暂的社会交往，同时也涉及旅游活动中多元主体之间深度的、持久的社会交往，诸如外地经营者与当地居民的经济合作、旅游者与少数民族群众结交朋友、旅游活动中各民族间的婚恋行为等。相关研究指出，“旅游的本质是主客间互动，而以往主客关系常常被简化为经济关系，在此情境下，东道主和游客均将对方视为他者，强调短暂、表层的互惠性互动，忽视了动态、复杂的关系性交互，低估了主客间建立深层关系的社会文化价值。^[4]”民族地区旅游业的发展，不仅使少数民族群众获得直接经济收益，同时也使其社会交往空间不断扩大、社会交往能力不断提升。

2.5 民族旅游深化各民族心理交融

各民族心理交融是指，各民族在社会交往过程中，尊重彼此的历史文化、价值观念、生活方式，在此基础上形成平等团结互助和谐的民族关系，以至在心理层面不断加深彼此间的情感认同。一般来说，心理交融是民族交往交流交融的最高层面，亦是中华民族共同体意识形成的基础^[5]。当前，党和政府广泛促进各民族交往交流交融，不断铸牢中华民族共同体意识，强有力地推动了各民族心理交融。旅游是深化各民族心理交融的桥梁纽带。各族群众在旅游情境中邂逅，并由此展开了频繁的文化交流与社会交往，进而使各族群众对自身文化与他者文化形成正确认知。旅游交往活动不仅能够有效防范民族心理区隔现象^[6]，同时也有助于各族群众树立起“各美其美，美人之美、美美与共、天下大同”的文化理念。在神圣而多彩的民族文化面前，一些持有身份优越感的游客也会摒弃错误的民族偏见。旅游本身即是以休闲娱乐为目的，这为各族群众交往交流交融提供了一个友好愉悦的场域。旅游者与东道主在旅游场域中进行文化交流、情感交流、共情体验，进而在很大程度上消除了民族心理距离、深化了各民族的情感联结与心理交融。

3 民族旅游“三交”铸牢中华民族共同体意识的内在机理

民族旅游在促进民族交往交流的同时，通过强化各族“五个认同”意识，牢

固树立各族人民自我意识和身份的认同，实现民族关系团结。民族旅游、各民族交往交流交融、铸牢中华民族共同体意识三者之间的作用机理如图 1 所示。

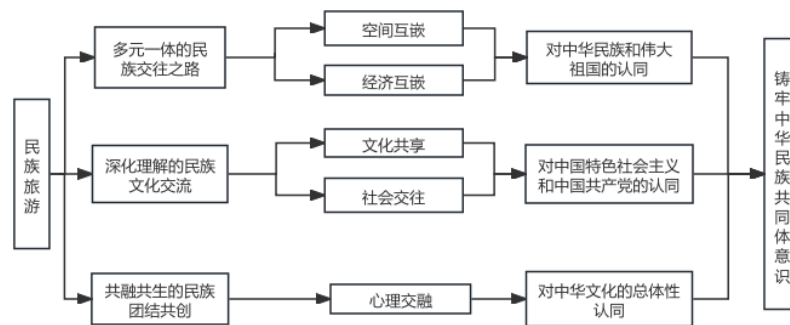


图 1 民族旅游“三交”铸牢中华民族共同体意识的内在机理

3.1 交往实践：中华民族共同体意识的基石

民族旅游作为一种特殊的社会交往实践，为各民族之间提供了广泛而深入的互动平台。在这一平台上，各民族不仅通过物质交流实现了资源的共享与互补，更通过精神交流实现了文化的传播与理解。“主体——客体——主体”的互动模式，不仅促进了各民族文化的展示与传承，更在深层次上推动了中华民族共同体意识的形成与发展^[7]。正如马克思所强调的，实践是人类社会的本质与基石，民族旅游交往实践正是这一理论的生动体现。通过共同参与旅游活动，各民族人民在欣赏中国自然风光的同时，更体验了丰富的民族风情，从而增强了对中华民族和伟大祖国的认同与热爱，为中华民族共同体意识的铸牢奠定了坚实的物质与精神基础。

3.2 交流互动：情感认同与心理归属的纽带

在民族旅游的深入交流中，交流互动成为情感认同与心理归属的重要纽带。旅游者与当地居民之间的互动，不仅促进了语言、信仰、文化、习性等方面的深入交流，更在情感层面实现了深度的交融与共鸣。这种情感的共鸣与认同，使得各民族人民在共同体验中华民族文化的过程中，形成了对“中华民族大家庭”的深刻归属感与亲切感。同时，旅游互动还通过增进情感、缓解焦虑、加强心理共情等方式，优化了群际关系，减少了民族间的误解与偏见，为中华民族共同体意识的铸牢提供了坚实的心理支撑。这种情感认同与心理归属的深度构建，是民族间互动的产物，对于增强对中国特色社会主义和中国共产党的认同具有重要意义。也是中华民族共同体意识形成的重要基石。

3.3 族群交融：文化认同与价值共识的凝聚

在民族旅游的推动下，各民族之间的族群交融不断加深。民族交融不仅体现在文化层面的交流与融合，更体现在价值共识的凝聚与升华。旅游活动为各民族提供了一个展示自己文化的舞台，同时也为其他民族提供了一个了解和欣赏不同文化的窗口。通过这种文化的交流与融合，各民族之间的文化差异逐渐得到尊重和包容，共同的文化认同逐渐形成并得以深化。同时，民族旅游中的族群交融还

促进了价值共识的凝聚^[8]，各民族人民在共同的活动和体验中，形成了对中华民族文化的共同热爱与追求，进一步转化为对中华民族共同体意识的认同与支持。在共同的文化认同和价值共识的基础上，各民族人民更加紧密地团结在一起，共同为中华民族的繁荣和发展贡献力量，实现了对中华文化认同的强化与升华，也为中华民族共同体意识的铸牢提供了强大的精神动力。

4 民族旅游铸牢中华民族共同体意识的实践路径

4.1 坚持文旅融合发展

以铸牢中华民族共同体意识为目标，应打造民族文化建筑、遗址、节庆仪式等，创新人文旅游产品，提升民族优秀传统文化的吸引力和创造力。通过还原少数民族文化生态，增强民族文化认同^[9]，活化民族文化价值。在旅游景区打造过程中，将民族文化、红色文化、历史元素融入城市街区、解说讲解、推介宣传等各环节，塑造民族共有共存共享的中华文化表征，促进文化自信与自觉。利用现代科技赋能民族旅游发展，通过数字和人工智能媒介，开发云端旅游、VR展、线上演播等现代旅游形式，让游客在虚拟空间中欣赏民族风光和祖国河山，领悟中华文化，增强民族自信心。同时，创造一批受大众喜爱的民族文化产品，如民歌、体育赛事、仪式等，推动民族团结进步。挖掘少数民族共享的文化因子，深刻阐释中华文化、民族精神和国家形象，让旅游成为铸牢中华民族共同体意识的文化媒介。

4.2 构建民族旅游利益共享机制

当地人民群众无法有效共享旅游业发展所带来的利益是阻碍民族地区旅游业发展的核心问题之一，也是阻碍民族地区铸牢中华民族共同体意识的根源之一。因此，民族地区旅游业的发展，必须明确各类利益相关者及其“责权利”，构建当地居民深入参与的、能够协调和解决冲突的利益共享机制。民族地区旅游业发展过程中，主要涉及当地居民、地方政府和旅游企业三个利益主体。其中，当地居民不仅是民族地区文化资源的保护者和传承者，其本身也是文化的一部分。所以，虽然当地居民不像政府和旅游企业那样，在旅游开发项目中直接投入资金和物资，但是当地居民投入的是整个民族地区的文化资源，同时还承受着旅游活动对当地人日常生活产生的各种影响。因此，当地居民与地方政府和旅游企业的作用是一样重要的，都是民族地区旅游业发展的决定性因素，理应成为主要的利益分享者。地方政府作为当地旅游业发展的监管者，应该积极协调当地居民与旅游企业的关系，助推旅游企业与当地居民形成利益共同体，使各方都能够平等享受旅游业带来的各种利益。只有形成了这种利益共同体，当地居民和旅游企业才有共同保护当地文化旅游资源的动力，最终形成一个团结互助、交流共享的和谐旅游发展格局。

4.3 加强旅游与爱国主义教育结合

“历史—旅游—爱国”是民族地区铸牢中华民族共同体意识的有效途径，同时也是民族地区旅游发展的一个强有力的新增长点。通过这一途径，让更多的游客在旅游的过程中，接受爱国主义教育，自觉铸牢中华民族共同体意识。首先，要创新民族地区红色旅游发展形势，提高红色旅游景区对自主性游客的吸引力。

其次,从不同角度挖掘民族地区传统文化中有助于铸牢中华民族共同体意识的历史元素。比如以时间为主线,从当地的史前时期、古代、近代和现代历史中,挖掘各民族和谐共处的典故、人物事迹和重大历史事件,围绕这些元素开展有助于铸牢中华民族共同体意识的旅游项目。或者是以内容为主线,从历史文化中挖掘有助于增强中华民族认同感的元素。最后,旅游业发展要注重与“家国情怀”的紧密结合。比如从当地的历史文化中,提炼那些突出军民一心、中央与地方荣辱与共、共同捍卫国家领土主权和国家安全的文化元素,让当地更多人民群众感受到全国人民情同手足、密不可分的强烈国家情怀。这样有助于培养民族地区人民群众正确的国家观,引导更多的人自觉捍卫中华民族共同体意识。

4.4 深耕厚植民族团结进步文化

从文化多样性的角度来说,民族即文化的载体,民族的多样性意味着文化的多样性。多样性意味着差异,而差异普遍存在于人类社会之中。中国传统文化中本来就有“因俗而治,和而不同”的理念,习近平总书记也曾指出:“维护一统而又重视差异的理念,对中华民族的形成和发展至关重要。”所以,民族地区的旅游业发展,要以实现民族团结为根本,在“五个认同”的基础上,尊重少数民族的生活方式、价值取向、思想理念和宗教信仰,在这四个方面任何一个民族的人都不存在谁比谁高人一等的问题,要塑造一种一视同仁的良好氛围,这样才能有效抵抗地方民族主义和地方保护主义对民族团结的负面影响。另一方面,在民族旅游产品设计上,也要尽量突出民族团结和民族共享的精神。比如,将汉族文化和少数民族文化共有的文化符号运用于民族旅游产品设计,这样可以唤起游客和当地人的文化和情感共鸣,即便出现一些生活或文化冲突,也可以在一种相对友好的氛围下化解。每个民族、每个地区的传统文化都有其独特的价值,各个民族的传统文化汇集一处,这才形成了中华民族传统文化的全部。只有更多的用彼此欣赏、交流和借鉴学习的态度审视文化的差异,才能真正铸牢中华民族共同体意识。

5 结语

将“铸牢中华民族共同体意识”作为民族工作主线的提出和民族地区旅游业的快速发展,为民族地区实现经济高质量发展,建立民族关系的和谐,实现社会共同富裕提供了政策导向和路径支持。民族旅游蕴含着丰富的文化基因和中华文化符号,是铸牢中华民族共同体意识的一条新路径。以民族旅游助力铸牢中华民族共同体意识,有利于促进各民族交往交流交融,增强对伟大祖国、中华民族、中华文化、中国共产党、中国特色社会主义的认同,构建起中华民族的共有精神家园,为实现中华民族伟大复兴凝心聚力,固本培元。

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Research on the Inner Mechanism of "Ethnic Interaction, Exchange and Integration" in Forging a Strong Sense of Community for the Chinese Nation through Ethnic Tourism

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Abstract: Ethnic tourism, as a crucial platform for promoting ethnic interaction, exchange, and integration, not only serves as a key pathway for forging a strong sense of community for the Chinese nation through its profound cultural immersion and interaction functions but also plays a significant role in shaping a shared future for all ethnic groups characterized by inclusivity, mutual learning, and shared weal or woe. This paper delves into how ethnic tourism effectively promotes the construction and reinforcement of the Chinese national community through multi-dimensional interembedding in culture, economy, society, psychology, and space. To further explore the cultural

connotations of "ethnic interaction, exchange, and integration" in ethnic tourism and showcase the unique charm of Chinese civilization, this paper proposes the following strategies: taking tourism development in ethnic border areas as the core driving force, adhering to the deep integration of culture and tourism, establishing a mechanism for sharing the benefits of ethnic tourism, strengthening the organic combination of tourism and patriotic education, and cultivating the cultural soil for ethnic unity and progress. These efforts aim to promote the development of ethnic unity and progress in the new era and further forge a strong sense of community for the Chinese nation, thereby contributing to the construction of the Chinese national community.

Keywords: ethnic tourism; ethnic interaction, exchange, and integration; forging a strong sense of community for the Chinese nation; inner mechanism

EOD 模式（生态环境导向的开发）助力区域文旅产业项目实施及运营

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[摘 要] EOD模式,即以生态环境为导向的开发(Eco-environment Oriented Development),在区域文旅产业项目的实施与运营中发挥着越来越重要的作用。随着可持续发展理念的深入,EOD项目不仅关注经济效益,还强调生态保护与文化遗产,为文旅产业的健康发展提供了新的路径,有效提升了环境和社会效益。

EOD项目以生态问题为基础,以特色产业运营为支撑,并以区域综合开发为载体。通过产业链延伸、联合经营、组合开发等方式,推动收益性较差的生态环境治理项目与收益性较好的关联产业有效融合。将生态治理与资源、产业开发一体化推进,使治理项目的经济价值得以充分释放,并通过片区开发、融合发展等创新形式,提升了生态治理项目的收益能力与融资潜力,减少了政府的资金投入甚至实现“零投入”。这种模式增强了生态项目的自我造血功能,有效破解了生态保护与产业发展的矛盾。

在项目实施主体的组织方面,EOD模式鼓励多方参与,包括地方城投和社会资本等,形成了多元化的融资渠道。项目一旦成功入库,将推送至国家开发银行、中国农业发展银行等10家金融机构,提供最长可达25年的优惠利率融资机会,为项目融资带来了重要支持。

EOD模式通过产业链延伸和多元化经营,为文旅项目提供了更多资金来源,展现了独特的融资优势。它打破了传统文旅项目融资难的瓶颈,形成了生态、经济、社会效益的多赢局面。EOD项目的环保属性符合国家政策导向,特别是在政府大力推动生态文明建设的背景下,具备环保效益的项目更易获得财政支持和政策优惠。国家设立的专项资金和绿色发展基金,优先支持生态保护相关项目,帮助缓解了文旅项目初期资金压力,增强了资金保障。

此外,EOD模式将生态修复与文旅产业相结合,显著提升了项目的整体价值。传统文旅项目常因周期长、回报慢而面临融资困难,而EOD模式通过生态修复提高了区域的生态质量,打造绿色健康的旅游环境,增强了项目的吸引力与长期可持续运营能力。生态恢复成功后,往往带动区域成为绿色旅游的热点,提升了文旅项目的市场竞争力与投资回报预期。

总之,EOD模式不仅推动了区域文旅产业项目的可持续发展,还在融资方面展现了独特的优势。通过政策扶持、收入结构多样化和创新融资渠道,EOD模式为文旅项目的顺利实施和长期运营提供了有力保障,成为未来区域发展中的重要模式。

[关键词] 生态环境导向的开发(EOD)项目; EOD 文旅项目; 助力文旅产业发展; 文旅产业融资; 创新融资渠道; 文旅产业实施落地方案

引 言

EOD 模式(生态环境导向的开发)是一种以生态环境保护为核心、推动经济可持续发展的创新项目组织方式。EOD 模式致力于通过将生态环境治理与关联产业(如文旅产业)紧密结合,实现“生态保护反哺产业发展,产业发展回馈生态保护”的良性循环。这一模式强调一体化实施、市场化运作、收益反哺等原则,以期最大限度地发挥生态资源价值,推动社会、环境与经济效益的协同发展。

一、EOD 模式的定义

EOD 模式，即生态环境导向的开发模式（Eco-environment Oriented Development），是一种以生态保护与产业发展为双驱动的项目开发模式。以生态环境问题为基础、以特色产业运营为支撑、以区域综合开发为载体、采取产业链延伸、联合经营、组合开发等方式、推动收益性差的生态环境治理项目与收益较好的关联产业有效融合。

其核心在于，以“绿水青山就是金山银山”理念为指导，通过整合生态保护和可持续产业的实施方式，将生态治理与经济增长深度融合。该模式通常依托一个市场主体，确保生态环境治理和关联产业开发的协调一致，实现市场化运作下的可持续运营和长期盈利。根据相关政策文件，EOD 模式不仅关注生态环境的提升，更关注治理成果对周边产业的增值效应，从而形成生态产品的有效供给、生态环境治理的资金自平衡以及经济效益的持续增长。

二、EOD 模式在可持续发展中的重要性

在可持续发展的大背景下，EOD 模式对于解决生态环境治理的外部经济性难题、推动生态价值实现具有重要意义。传统的生态治理项目往往存在“重生态、轻经济”的局限性，缺乏资金的长期支持。而 EOD 模式通过生态治理和产业反哺的结合，使产业增值效益成为生态治理的长期资金来源，从而保障生态项目的自我维持和持续运营。此模式有效解决了生态环境保护投入大、回报周期长的问题，使得“生态保护”从公共责任转变为市场中的资源要素。尤其是通过政策支持、金融机构参与等手段，EOD 模式可以有效吸引社会资本投入生态治理，为绿色发展注入活力。因此，EOD 模式不仅是一种项目运作方式，更是可持续发展理念的实践路径。

三、EOD 模式在文旅产业中的应用

在文旅产业中，EOD 模式具有重要的赋能作用。文旅产业作为关联度广、增值空间大的领域，可以充分利用 EOD 模式中的生态保护优势，形成“生态修复+文旅开发”的创新开发模式。通过对生态环境的综合治理，如流域治理、矿区生态修复、湿地保护等，EOD 模式提升了文旅项目的自然吸引力和文化价值，从而增强了游客的体验感与停留意愿。这不仅为当地带来了旅游收益，还形成了“生态产品”反哺“经济发展”的良性循环。以“长江上游石亭江流域综合治理项目”为例，EOD 模式的生态修复提升了流域的整体环境质量，进而为周边的文旅项目提供了高品质的生态资源。这种做法成功吸引了社会资本和游客，为区域经济带来了可观的收益。

此外，EOD 模式在文旅产业的应用还表现在推动区域品牌和景观的可持续利用上。比如，“天府冰雪世界”项目依托优美的生态环境，通过雪道、度假区、文化体验等内容打造集成型旅游项目，将生态治理成果直接转化为经济效益。EOD 模式为文旅产业注入了可持续发展的要素，将短期生态治理和长期文旅运营相结合，形成稳定的收益结构，反哺到生态环境的后续维护中。

总体而言，EOD 模式在文旅产业中的应用不仅提升了产业的可持续性，更为区域经济、生态保护和 cultural 发展提供了融合路径。

文旅产业背景

当今世界经济环境下，文旅产业正处于快速发展和转型升级的关键阶段。全球化、数字化以及日益增强的可持续发展需求正在重新塑造文旅产业的生态，使其成为促进经济增长、创造就业机会和推动社会发展的重要引擎。然而，文旅产业在增长的同时也面临诸多挑战，如市场波动、环境可持续性、文化保护和技术变革等问题。

一、全球文旅产业的发展现状

全球文旅产业近年来保持着稳步增长，尤其在发展中国家，旅游业已成为推动经济发展的支柱产业之一。世界旅游组织数据显示，国际旅游的需求量持续增加，尤其在新兴市场 and 亚太地区，出境游和入境游人数均呈上升趋势。此外，随着国际化和互联网的普及，全球文旅消费的便利性大大提升，旅游目的地的多样化也使人们能够享受到更丰富的文化体验。

数字化的发展为文旅产业带来了革命性的变化。通过人工智能、大数据和虚拟现实等技术的应用，文旅企业能够更加精准地识别消费者的需求，提供个性化的服务，增强游客的沉浸式体验。例如，在线预订、虚拟导览、电子票务系统等技术大大提升了用户体验，并且提高了运营效率。

与此同时，文旅产业也越来越关注可持续发展。生态旅游、社区参与和文化保护正逐渐成为旅游活动的重要组成部分。越来越多的旅游目的地开始重视环境保护和资源管理，通过限制游客数量、控制污染和推动环保措施来减少旅游业对生态环境的负面影响。

二、文旅产业面临的问题

尽管文旅产业发展迅速，但在全球经济波动、环境压力和技术变革的大背景下，文旅产业也面临许多挑战：

1. 市场波动与经济不确定性

全球经济环境的不确定性为文旅产业带来了巨大的挑战。经济周期波动、汇率波动以及地区性冲突等因素都会影响人们的出行意愿和消费能力。例如，新冠疫情的爆发导致全球旅游业一度陷入停滞，旅游市场需求骤降，对整个文旅产业造成了前所未有的打击。

2. 可持续发展和环境保护的压力

文旅产业在推动经济发展的同时也面临着环境保护的压力。旅游活动常常带来资源的过度消耗和生态破坏，尤其是在热门旅游目的地，大量游客的涌入可能

导致污染、垃圾增加、水资源短缺等问题。此外，气候变化使得一些自然景区面临威胁，如海平面上升导致海滩侵蚀、极端气候影响动植物栖息地等。如何平衡旅游发展和生态保护是文旅产业亟待解决的问题。

3. 文化保护与旅游开发的平衡

在全球化的背景下，文化旅游越来越受到人们的重视，但同时也带来了文化保护与旅游开发之间的矛盾。一些传统文化和原生态旅游景点由于大量游客的涌入而受到损害，文化遗产的原真性受到威胁。例如，过度的商业化开发可能导致历史遗址的破坏，民俗风情被商品化，从而失去了原有的文化内涵。如何在满足游客体验的同时保护文化遗产是各国文旅产业发展过程中必须面对的问题。

4. 技术变革带来的挑战

虽然数字化和智能化为文旅产业带来了许多机遇，但也带来了不小的挑战。首先，技术的快速发展要求企业不断创新并适应新的商业模式，这需要大量的投入。其次，数据隐私和信息安全成为新的焦点，特别是在数字化程度较高的旅游行业，如何保护游客的个人信息成为亟待解决的问题。此外，传统文旅从业者可能面临技能不足的挑战，需要进行大规模的数字技能培训和技术升级，以适应新的市场需求。

5. 社会责任与社区参与的挑战

文旅产业的发展不仅关系到经济利益，还与社会责任密切相关。许多旅游项目可能会对当地社区产生负面影响，如土地资源争夺、文化冲突和生活成本上升等问题。近年来，社区参与和共享经济模式逐渐受到关注，通过与当地居民合作发展旅游业，可以更好地实现社会效益与经济效益的平衡。然而，如何协调外来资本与本地社区的利益仍然是文旅产业发展中的难题。

三、未来展望

面对全球经济环境的不确定性和多方面的挑战，文旅产业需要更加注重可持续发展，通过创新驱动实现转型升级。未来，文旅企业需要加强与政府、非政府组织以及社区的合作，推动更加生态友好、文化尊重和技术创新的旅游方式。例如，EOD 模式（生态环境导向的开发）作为一种新兴的产业开发组织方式，将生态保护与旅游发展有机结合，能够实现经济效益与环境保护的双赢，为文旅产业的发展提供了新的思路。

文旅产业的未来发展需要在市场需求、技术创新和可持续发展之间取得平衡，这不仅是对企业管理水平的考验，也是对各方合作能力的考验。在全球经济复苏的大背景下，文旅产业将继续发挥重要作用，但在发展过程中必须应对环境、社会和技术带来的新挑战，以实现更为平衡和可持续的增长。

EOD 项目概述

一、实施背景

深入贯彻落实党中央、国务院关于全面加强生态环境保护、深入打好污染防治攻坚战决策部署及习近平总书记的“两山”理论；

探索将环境治理与产业开发项目有效融合，解决生态环境治理缺乏资金来源渠道、总体投入不足、环境效益难以转化为经济收益等瓶颈问题，推动实现环境资源化、产业绿色化，提升环保产业可持续发展能力，促进生态环境高水平保护和区域经济高质量发展。

2020 年 9 月，生态环境部、国家发展改革委、国家开发银行联合印发《关于推荐生态环境导向的开发模式试点项目的通知》，开启了 EOD 模式试点工作。

2021 年 4 月，三部门印发《关于同意开展生态环境导向的开发 EOD 模式试点的通知》，同意 36 个项目开展 EOD 模式试点工作。

2022 年 4 月，三部门又联合印发《关于同意开展第二批生态环境导向的开发（EOD）模式试点的通知》，同意 58 个项目开展试点。

“EOD 项目国家库”（即生态环保金融支持项目储备库）的说法始于生态环境部在 2022 年 4 月印发的《生态环保金融支持项目储备库入库指南（试行）》，同时生态环保金融支持项目管理系统正式上线运行。

在政策层面，国家专门针对 EOD 项目报送提出了具体要求，主要包括项目投资总额、子项目数量、收益来源、合规性以及年度申报总数等。核心要求是每个省每年入库 EOD 项目数量原则上不超过 5 个，项目投资金额按区县级项目投资总额 30 亿元以内、地市级及以上项目投资总额 50 亿元以内、EOD 项目包的子项目数量不高于 5 个。

截止 2024 年 10 月，全国共有 267 个 EOD 项目成功入库并推送至金融机构，约 40% 的项目获得了融资，其中浙江省的 18 个国家库项目全都获得了融资并已在推进实施中。

生态环保金融支持项目管理系统的功能在于，开展项目信息报送、对接、反馈、完善等工作，将符合 EOD 模式相关要求的项目推送有关金融机构。金融机构遵循独立审贷、自主决策、自担风险原则，将符合放贷或投资支持条件的项目纳入其各自的储备库，并及时与有关项目单位沟通对接，推进放贷（或投资）审批等。生态环保金融支持项目管理系统作为有效的信息化工具，提高了工作效率，提升了项目质量。

EOD 项目实施方案大致内容包括项目区域总体情况、建设内容、产业关联性、建设必要性、项目实施方式、投资估算与资金筹措、财务分析、保障措施等内容。方案编制要明确生态环境治理与产业融合开发思路，按照环境问题、治理目标、解决方案、工程措施的方法确定生态环境治理内容，结合项目区域产业发展现状基础与需求预期等确定关联产业内容，并注重分析项目要素条件的可获得性、实施主体产业投资与经营能力、项目投资、成本、收益等资金平衡的可行性等，提出建立项目投资建设与运维经营全生命周期实施保障体系的重要性。

生态环境部印发的《生态环保金融支持项目储备库入库指南（试行）》进一步明确了 EOD 项目要“解决突出生态环境问题”，因此，实施的项目应围绕目前阶段各级政府急需解决的环境问题，具体包括八大生态环境治理领域：大气污染

防治、水生态环境保护、重点海域综合治理、土壤污染防治、农业农村污染治理、固废处置及资源综合利用、生态保护修复、其他环境治理。

2024 年 10 月 12 日，中国人民银行、生态环境部、金融监管总局、中国证监会四部门印发《关于发挥绿色金融作用 服务美丽中国建设的意见》中提到：“加强对生态环境导向的开发(EOD)项目金融支持。加大 EOD 项目信贷支持力度，优化项目贷款条件，提高项目融资效率。鼓励金融机构按照市场化、法治化原则，对生态环境治理内容和关联产业一体化实施的 EOD 项目给予整体授信。拓宽 EOD 项目投融资渠道，探索以 EOD 项目相关资产、权益等为抵押开展项目贷款，鼓励绿色股权投资基金参与绿色项目投资。建立健全 EOD 项目风险防范和监督机制，加强对 EOD 项目模式符合性、项目目标实现情况、实施效益等评估审查。”

二、 EOD 项目的作用价值及三大目标

1、EOD 项目的作用及价值

1.1 完成地方政府“刚性”环境治理责任，有效推动区域生态环境治理事业的发展。地方政府在环境治理中承担重要责任，这些责任是不可推卸的，必须积极落实。有效完成这些责任，意味着地方政府需要采取切实措施和行动来改善和维护区域的生态环境。这样不仅能促进生态环境的健康发展，还有助于推动整个区域的可持续发展，提升居民的生活质量和生态安全。因此，地方政府的积极参与和落实至关重要。

1.2 顺利获取政策性银行金融支持，有效解决项目建设资金，且资金期限长、成本低。生态治理与经济产业发展相结合，通常需要较大且长期的资金投入，顺利获取政策性银行的金融支持，可以有效解决项目建设中面临的资金短缺问题，确保项目的顺利实施。政策性银行通常提供较低的贷款成本和较长的还款期限，这对于项目实施和运营至关重要，因为项目的生态效益和经济回报往往需要时间来显现。通过这样的金融支持，能够推动生态环境改善与经济的双赢局面，从而实现可持续发展的目标。

1.3 符合条件的项目实施过程中按照相关政策可获得中央财政资金补贴。在子项中可以谋划一些有中央奖补的分子项目，通过专项申报获得额外奖补。

1.4 在实施生态环保治理的同时协助地方发展产业。地方发展产业是实现可持续发展的关键，通过整合生态治理与产业发展，地方政府可以引导企业投资绿色项目，促进低碳经济和生态友好型产业的成长。同时，鼓励地方特色产业与生态保护相结合，不仅提升了地区经济活力，还增强了生态环境的韧性。这种协同发展模式有助于实现生态效益与经济效益的双赢，促进地方经济的可持续增长。

1.5 助力地方平台公司转型发展，实体化运作市场化经营。在社会资本的加持下，地方平台公司的转型发展不仅可以从投资视角提供资金支持，还能从产业运营角度优化资源配置和管理流程。这种双重促进作用有助于提升公司在市场中的竞争力，推动创新能力和业务模式的转型，实现可持续增长。通过有效整合社会资本，地方平台公司能够更好地应对市场变化，增强其在生态环境治理与产业发展之间的协同效应。

1.6 有效改善农村生态环境、助力乡村振兴发展等。

2、EOD 项目要实现的三大目标效益

2.1 环境效益（打造青山绿水）

改善环境的具体量化指标：削减污染物数量、污水处理率、改善水质级别、减少水土流失量、湿地面积增加量等。

改善环境的具体量化指标是评估生态治理成效的重要依据。首先，削减污染物数量反映了减排政策的有效性，通过监测特定时间段内污染物排放的减少情况，能够明确治理措施的成效。其次，污水处理率是衡量水资源利用效率和污水治理能力的关键指标，提升污水处理率意味着更高比例的污水被有效处理和再利用，从而减少对水体的污染。此外，改善水质级别通过监测水体的化学和生物指标，评估水环境的健康状况，确保水质达到或超过相关标准。同时，减少水土流失量直接关系到土壤资源的保护和水源涵养，反映出生态修复工作的成效。最后，湿地面积增加量不仅可以提供重要的生态服务功能，还对生物多样性保护和水质改善具有积极作用。因此，综合运用这些量化指标，可以全面评估环境改善工作的进展与成效。

2.2 经济效益（产出金山银山）

生态产业产出指标：种植面积、养殖面积、产出收益等。

生态产业的产出指标是评估其经济效益和可持续发展的重要参考。种植面积反映了生态农业的规模，通常与农作物的多样性和土壤健康程度相关，较大的种植面积意味着更高的生态产品产出潜力。养殖面积则显示了生态养殖的扩展程度，涉及水域和土地资源的合理利用，直接影响养殖业的环境友好性与经济收益。此外，产出收益是衡量生态产业经济效益的核心指标，它不仅包括产品销售收入，还应考虑生态服务的价值，如碳汇、生态修复等。通过综合分析这些产出指标，可以全面评估生态产业在促进经济增长、保护环境和改善民生方面的贡献，推动其持续健康发展。

2.3 社会效益（带动区域经济发展）

城市环境改善、产业良好发展，乡村振兴、农民致富。

社会效益体现在多个方面，包括促进区域经济发展、改善城市环境、推动产业良性发展，以及实现乡村振兴和农民增收。通过实施生态治理和可持续发展战略，地方经济得以提升，吸引投资，创造就业机会。同时，环境质量的改善增强了居民的生活品质，支持了绿色产业的兴起。乡村振兴战略通过引导资源向农村倾斜，促进农业现代化，提高农民收入，最终实现经济与生态的双重提升，为社会的全面协调发展奠定了基础。

EOD 模式对文旅产业的赋能

EOD 模式（生态环境导向的开发）作为一种将生态保护与经济发展相结合

的创新模式，在推动文旅产业可持续发展方面发挥着关键作用。EOD 模式将生态治理与产业发展有效融合，通过生态修复、绿色金融支持和产业反哺等机制，既实现了环境保护，又为文旅产业注入了新的增长动力。在当前生态文明建设的背景下，EOD 模式为文旅产业提供了一个可持续发展路径，使其在生态保护和经济效益之间取得平衡。

一、生态环境治理与文旅资源提升

EOD 模式以生态治理为核心，为文旅产业提供了优质的生态资源和自然环境。通过对生态环境的综合治理，如流域治理、湿地修复、植被恢复等，EOD 模式改善了自然景观和生态环境，使文旅项目能够依托更优美的自然资源进行开发。这种“绿水青山”的资源优势，为游客提供了吸引力，同时也提升了旅游目的地的市场竞争力。例如，“长江上游石亭江流域综合治理”项目通过生态治理，改善了流域水质和生态环境，为周边的文旅项目提供了高质量的自然资源，吸引了更多游客的关注。

此外，EOD 模式强调“以生态为本”的开发理念，在文旅产业中融入生态修复的理念，使得旅游景点不再是单一的商业开发，而是与生态资源相互支撑、共生共赢的综合体。通过生态治理带来的环境提升，文旅项目不仅吸引了游客，还增强了游客的生态体验感，使其在旅游过程中更能感受到人与自然的和谐。

二、产业反哺与资金自平衡

EOD 模式在推动文旅产业发展的同时，还实现了产业对生态治理的反哺。传统的生态治理往往依赖政府投入，而 EOD 模式通过文旅等产业的开发收益为生态治理提供资金支持，实现了“产业反哺生态”的资金自平衡机制。文旅项目在获得收入的同时，部分收益可以用于持续的生态保护与治理，从而使项目具备长期的可持续性。这种机制极大地缓解了政府财政的压力，确保了生态治理的资金来源，同时也提升了文旅项目的社会价值。

例如，在绵竹市的 EOD 项目中，生态治理与“天府冰雪世界滑雪项目”相关文旅产业的收益互为支撑，文旅项目的收益反哺到矿区生态环境的修复中，形成了“产业反哺”的良性循环。通过矿区生态环境的修复利用，促进了旅游产业的发展，用旅游产业收入的反哺生态环境治理的投资，EOD 项目不仅提升了旅游的持续吸引力，还保障了生态环境的长期维护。这种资金自平衡机制将文旅产业的商业化优势与生态保护的公益性结合起来，实现了资源的高效利用和经济效益的最大化。

三、政策支持与绿色金融引导

EOD 模式的成功离不开政策支持和金融机构的绿色金融支持。EOD 项目一旦入库成功，会被推送至生态环境部指定的十一家金融机构，从而获得融资支持。绿色金融的引入为 EOD 模式的文旅项目提供了强有力的资金保障。例如，在“绵竹市生态环境导向的开发 EOD 项目（天府冰雪世界项目）”中，EOD 模式借助政策和金融支持，吸引了大量社会资本的积极参与，为项目的实施提供了资金支

持。

绿色金融的引导不仅为项目提供资金支持，还鼓励了企业和金融机构关注绿色发展，增强了资本对生态友好型项目的投资意愿。这种政策与金融的联动效应，为 EOD 项目的实施奠定了坚实的资金基础，同时也提升了文旅项目的可持续性。随着政策和金融的持续支持，EOD 模式的文旅项目能够更加稳定地运营和发展，实现生态保护和经济效益的双赢。

四、提升文旅体验与生态教育价值

EOD 模式的生态治理不仅提升了景区的自然资源，还为文旅产业提供了丰富的生态教育资源。随着游客对环境保护的关注日益增强，生态旅游逐渐成为一种新的旅游趋势。EOD 模式在文旅产业中的应用使得游客能够亲身体验生态保护成果，并通过观光、教育等活动提升环境保护意识。例如，在流域治理和湿地保护项目中，游客可以了解当地生态系统的结构与功能，增强对自然保护的认知和责任感。

通过生态教育活动的设计，EOD 模式在文旅项目中增加了体验价值，使游客能够在旅游中感受到生态环境保护的重要性。比如，在某些生态修复项目中，景区可以设置自然科普展示区、生态步道等，让游客在游览过程中了解自然生态的知识，增强环保意识。这种寓教于乐的方式不仅丰富了游客的体验，还提升了景区的社会价值和公众影响力。

五、社会资本参与地方经济发展

EOD 模式的文旅产业开发注重与社会资本的合作，通过社会资本的参与增强文旅项目的社会包容性与可持续性。EOD 项目不仅改善了当地的生态环境，还通过文旅产业的带动作用增加了就业机会，推动了地方经济发展。例如，“长江上游石亭江流域综合治理”项目在治理的同时，带动了周边的社区经济发展，为当地居民提供了参与文旅产业的机会。

社会资本参与 EOD 项目为文旅产业发展带来了重要支持和多重优势。首先，社会资本提供了生态治理和文旅开发的资金来源，实现了“政府零投资”模式，使项目运作更加市场化。其次，社会资本的参与带来了专业的管理经验和多样化的经营模式，使文旅项目在设计、运营和服务上更具吸引力。同时，EOD 模式通过社会资本的参与带动了当地经济和社区发展，还可以推动地方居民开设民宿、手工艺品制作等，使其直接从旅游收入中受益。这不仅增加了地方收入，还增强了社区的文化归属感与责任心，推动了经济、生态、文化的多方共赢。

六、文化保护与文旅品牌打造

EOD 模式在文旅产业中不仅关注自然生态的保护，还重视文化遗产的保护与传承。文化资源是文旅产业的重要组成部分，EOD 模式通过生态和文化资源的融合开发，推动了文旅品牌的打造。例如，在一些文化遗址的修复项目中，EOD 模式将生态治理与文化展示相结合，使文化遗产在保护的同时也成为旅游景点的

核心吸引力。

通过 EOD 模式，文旅项目可以在保护文化的同时进行品牌塑造，提升旅游目的地的知名度和吸引力。比如，在历史文化遗产的保护中，EOD 项目不仅对建筑、古迹进行保护，还利用现代技术进行数字化展示和互动体验，让游客更好地理解文化遗产的价值。这种文化与生态的融合不仅有助于保护文化资源，也丰富了旅游体验，推动了品牌的传播和发展。

EOD 模式为文旅产业提供了生态友好的发展路径，使得文旅项目不仅能够带来经济效益，还能够在生态保护、社区发展、文化传承等方面发挥积极作用。EOD 模式通过生态治理提升文旅资源，通过产业反哺实现资金自平衡，通过政策与金融支持提供资金保障，从多个方面赋能文旅产业，推动其实现可持续发展。

在未来，EOD 模式将继续在文旅产业中发挥重要作用，尤其是在政策、资本和技术的支持下，EOD 模式有望实现更大的生态效益、经济效益和社会效益，助力文旅产业成为推动绿色发展的重要力量。

案例分析

一、长江上游石亭江流域(德阳段)综合治理暨绿色发展经济带开发项目

德阳市深入贯彻打好碧水保卫战，水生态环境质量改善显著。但随着区域经济社会活动的日渐频繁，石亭江流域（德阳段）现阶段生态环境问题较为突出，实施环境治理迫在眉睫：一是自然生态系统退化。流域水土流失严重，水生态功能基本丧失，生物多样性衰退，严重影响长江上游生态屏障。二是群众治理意愿强烈。由于早期流域沿线过度开发，历史遗留环境问题较多，加快美丽流域打造是沿线 300 多万人的共同意愿和最普惠的民生福祉。三是流域生态环境治理任务艰巨。沿线人口密集，污染源点多量大、负荷重，导致石亭江水质不能长期稳定达到地表水Ⅲ类水质要求。四是产业绿色转型升级迫切。沿线工业集中区布局不合理，主要以磷肥、无机盐等产业为主，污染负荷较大，环境安全承载能力较差。

因此，德阳市人民政府践行“绿水青山就是金山银山”理念，响应长江大保护政策要求，实施石亭江流域岸线保护，建设沱江绿色发展经济带。结合德阳市的地理条件、资源禀赋和经济发展情况，聚焦流域水环境问题，以“两山”理论为指引，进一步筑牢长江上游生态屏障的角度出发，决定采用 EOD 模式实施“长江上游石亭江流域（德阳段）综合治理暨绿色发展经济带开发项目”，在治理环境的同时发展关联生态产业。

本 EOD 项目范围为石亭江干支流（德阳段），上游至小河与石亭江交汇口，下游至石亭江大桥，总长度约 37 公里，依托 4 个子项目（生态环境类项目 1 个，关联产业开发项目 3 个）：石亭江水环境综合治理项目，通过人工湿地、雨污水管网建设、河岸缓冲带修复等相关工程，降低河道浊度及 COD、氨氮、总氮和总磷等污染物，实现双江桥国考断面逐月稳定达到或优于Ⅲ类水质，增强岸线生态

系统质量与稳定性，提升生态服务价值，为后续产业导入提供基础条件。现代绿色食品产业园，基于水环境整治和雨污管网覆盖，发展现代绿色食品产业，加快推进产业基础高级化、产业链现代化。“李冰文化”农文旅项目，基于石亭江流域治理，培育集农产品采摘、旅游观光、休闲娱乐、商务活动于一体的农旅融合示范区。沱江文化活力街区项目，新建天龙寺商圈商业街、沱江公园商业项目，打造文化网红时尚街区。

通过本项目实施，重点聚焦石亭江双江桥国考断面不能稳定达到地表水Ⅲ类、雨污管网覆盖不足、防汛安全隐患突出等突出生态环境问题，提高污水收集能力至90%以上，削减污染负荷，保障国考断面稳定达标Ⅲ类；提高河流防洪能力，确保水利安全，实现区域水环境、水生态、水资源“三水统筹”，水安全、水文化、水休闲“三水兼顾”。通过产业开发和升级提档，实施石亭江特色“农工商文旅体养”产业集群反哺生态环境治理项目，探索形成重要节点“上游—自然山水文旅组团”、“中游—绿色产业融合组团”、“下游—城市生活休闲组团”，打造产业“特而强”、功能“聚而合”、形态“小而美”的精品发展模式，实现经济效益、社会效益和生态效益的统一。

本项目总投资382170.52万元，主要包括生态环境治理类和产业开发类两类项目，其中生态环境类项目总投资104948.52万元，占项目总投资27.46%，产业类项目总投资277222万元，占项目总投资72.54%。本项目资本金76434.10万元，占总投资的20%，项目融资资金305736.42万元，占总投资80%。经测算，本项目净利润为155865.20万元，财务内部收益率（税后）为5.17%，静态投资回收期15.63年，具有一定的盈利能力。项目借款期内平均偿债备付率为1.61，具有较好的偿还能力。依据国家规定的投资基准值，本项目从财务分析和静态分析均可行。

基于生态环境保护和产业转型升级大背景下，在德阳市实施生态环境导向的开发（EOD）模式，是德阳市践行“两山”理念、加强生态环保投融资、推进生态产品价值实现、支撑深入打好污染防治攻坚战和生态文明建设的重要探索，是实现发展和保护融合共生的重要方式。

二、绵竹市生态环境导向的开发(EOD)项目

四川省绵竹市位于四川盆地西北部，总面积约1245平方公里。市境东南靠德阳市旌阳区，东北与绵阳市安州区接壤，西南与什邡市隔河相望，西北与四川省茂县毗连。是国家全域旅游示范区、全国发展改革试点城市、资源成熟型城市、休闲农业与乡村旅游示范县以及四川省环境优美示范城市、工业强县示范县(市)、四川天府旅游名县，2020年常住人口43.99万人。绵竹市人文和自然旅游资源丰富，为旅游业的迅速发展奠定良好基础。全市拥有3个国家4A级景区、3个国家3A级景区，18个国家级、省级文旅荣誉品牌，大自然赋予的美丽景观和历史文化留下的丰富遗产，让绵竹发展现代旅游得天独厚。

绵竹市西北部山区曾有大量的磷矿、煤矿开发和挖掘，关闭后虽经过多年的治理，生态环境问题依然严重。本次EOD实施区域主要是存在关闭停产的小煤矿，长期的开采导致矿区生态退化、地质环境破坏。开采过程中产生的大量矿渣、煤渣和煤矸石随意堆放在地层表面，长年累月导致污染物和矿渣随着地表径流扩散迁移，引起地质表面腐蚀、水体和土壤污染等环境问题。特别是矿区内

小天池，由于矿渣的填埋导致了水体水质污染。同时，大量的矿产开采导致了地质环境问题，对土地资源造成破坏，矿区滑坡、岩体坍塌等相关地质环境问题多发。常年大型车辆的运输也导致片区道路破坏严重，地质灾害风险高。矿产资源开采也导致了生态破坏，地表植被减少，呈石漠化景观，表层土壤疏干，植被生长不良，覆盖度降低，生物群落退化。

本 EOD 共涉及 3 个项目(生态环境治理类项目 1 个，关联产业开发类项目 2 个)。矿区生态环境保护与治理修复项目通过实施煤矿矿区污染治理和生态修复、小天池填埋矿渣处置和水环境质量提升、片区地质灾害隐患治理和生态修复等矿区生态环境保护与综合治理修复项目，有效解决矿区突出生态环境问题，全面改善生态、水质、地质环境质量，为文旅产业开发奠定基础。

天府冰雪世界雪道项目建设世界级的专业滑雪场，含大众雪道及戏雪、技巧性场地、地形公园等赛事场地，规划占地总面积 82.00 万 m²。天府冰雪世界度假区项目(一期)建设西南地区首家专业级冰雪主题度假区，集冰雪运动、文化体验、生态休闲、主题游乐、养生度假等多种主题产品于一体，一期规划用地为 294.13 亩。

实现目标：

(1)实现区域矿山环境全面改善

通过实施煤矿矿区污染治理和生态修复、小天池填埋矿渣处置和水环境质量提升、片区地质灾害隐患治理和生态修复等矿区生态环境保护与综合治理修复项目，有效解决矿区突出生态环境问题，全面改善生态、水质、地质环境质量，为文旅产业开发奠定基础。

(2)实现生态环境治理项目与关联绿色产业深度融合发展

以治理后优美的山区环境资源为基础，打造世界级冰雪运动基地，并依托该项目带来的人流量建设冰雪世界度假区以及配套的观光旅游索道，助推绵竹市经济发展、群众就业和打造国家级旅游度假区。

(3)实现产业项目收益有效反哺于生态环境治理

探索形成产业发展反哺生态治理的良性机制，通过产业升级提档，形成与生态环境协调支撑的产业体系。形成三产融合共兴，构建多样支撑、经济强韧的产业体系，将文旅产业与自然禀赋相结合。增强产业间的关联性和整体性，实现项目经济效益最大化，可有效反哺于生态环境治理，解决生态环境治理缺乏资金来源、总体投入不足的问题，做到“政府零投入”的生态保护创新发展方式。

绵竹市人民政府作为本次 EOD 项目的组织主体，统筹考虑营业范围、资质资信水平、投融资能力、同类项目产业投资、城市运营及资产管理经验等综合能力，依法依规通过竞争性方式一次性引入资质信用良好、投融资能力和建设运营能力较强的社会资本作为实施主体。实施主体须具备该项目建设与运维经营能力，经营范围应包括矿山修复、水环境治理等环境治理内容以及相关文旅产业投资、开发、建设、经营等产业经营内容，并保证项目一体化实施。

项目投资估算及收益：本次 EOD 项目总投资 175296.70 万元，其中建设投

资 166672.70 万元(工程费用 133364.88 万元,工程建设其他费 33307.82 万元)。按项目类型划分,公益性较强、收益性差的生态环境治理项目总投资 33556.40 万元,占总投资的 19.14%;收益较好的产业开发类项目总投资 141740.30 万元,占总投资的 80.86%。根据 EOD 投融资的要求,计划投入资本金 35296.70 万元,银行融资贷款 140000.00 万元。经过测算,本项目所得税前的项目投资财务内部收益率(FIRR)为 5.92%, 税后项目财务内部收益率为 4.39%, 本项目在财务上可以被接受;所得税前财务净现值(FNPV)29185.00 万元,税后财务净现值 698.00 万元(ic=4.35%)。所得税前投资回收期(Pt)为 14.98 年,税后投资回收期 16.90 年(含建设期),本项目的偿债备付率平均为 1.39,具有良好的偿还能力。依据国家规定的投资基准值,本 EOD 项目从财务分析上讲是可行的。

结 论

EOD 模式(生态环境导向的开发模式)作为一种创新的项目实施组织方式,将生态环境治理与区域产业发展相结合,尤其在文旅产业发展中发挥了独特的优势。通过深入分析长江上游石亭江流域(德阳段)综合治理和绵竹市生态环境导向的开发 EOD 项目的案例,可以看到 EOD 模式如何助力区域文旅项目的快速发展,促进地方经济与生态保护的协调统一。

一、EOD 模式的创新思路

EOD 模式的核心在于以生态环境治理为导向,结合区域资源和发展优势,将产业发展与生态保护相融合,从而实现经济效益和生态效益的双赢。对于文旅项目,EOD 模式能够为其提供良好的环境基础,通过生态修复提升区域景观和自然资源的吸引力,使其具备更高的旅游开发潜力。同时,文旅项目通过吸引游客和带动消费,反哺生态治理项目,形成可持续发展的闭环。

二、德阳 EOD 项目案例分析

德阳的长江上游石亭江流域治理项目,目标是通过系统化的水体治理、生态修复、污水处理等手段,改善区域水环境,巩固长江上游生态屏障,助力沿线区域的绿色产业发展。该项目下设四个子项目,其中一个专注生态环境治理的石亭江水环境综合治理项目,其余为现代绿色食品产业园、“李冰文化”农文旅项目和沱江文化活力街区项目等产业开发项目。

1. 生态治理夯实文旅发展基础:石亭江水环境综合治理项目通过雨污水管网建设、人工湿地、河岸缓冲带修复等方式,有效减少了污染物的排放,使双江桥国考断面水质稳定达到地表水Ⅲ类标准,为区域水质的稳定性和生态系统的恢复奠定了基础。这些措施极大提升了石亭江流域的生态景观效果,吸引了更多游客的关注,为文旅项目提供了良好的生态环境。

2. 绿色产业与文旅深度融合:在现代绿色食品产业园的建设中,项目重点关注水资源保护,采用了先进的雨污处理技术,为食品产业的发展创造了洁净的水环境。此外,“李冰文化”农文旅项目和沱江文化活力街区项目在石亭江流域治理的基础上,通过打造农旅融合示范区、建设文化街区和公园商圈,推动了文

旅产业的可持续发展。游客不仅可以体验优质的自然景观，还能参与农产品采摘、历史文化体验、购物娱乐等活动，使区域文旅业态更加多元化、吸引力更强。

3. 产业反哺生态治理：德阳石亭江 EOD 项目通过文旅产业的收益为生态治理提供了反哺资金支持。在水环境得到有效治理后，旅游人流量和消费水平逐步提升，带来的经济效益反过来又能够为水体和生态维护提供持续资金，形成“生态修复—旅游发展—资金反哺”的良性循环，实现经济与生态的互利共赢。

三、绵竹 EOD 项目案例分析

绵竹市的 EOD 项目聚焦于矿区生态修复与文旅项目建设，尤其是在矿山区因长期资源开发导致的环境问题下，通过治理与生态文旅结合，实现了经济和生态保护的相辅相成。

1. 矿区生态修复为文旅项目注入新动能：绵竹的矿区生态环境问题包括水体和土壤污染、植被退化以及地质灾害等。通过矿区生态修复和水质提升工程，项目清除矿渣污染，恢复植被，降低了地质灾害风险，为后续文旅开发项目打下了生态基础。项目中的天府冰雪世界度假区在修复后的矿区上发展冰雪运动基地，结合生态保护和运动休闲，构建了一个特色鲜明的旅游目的地。

2. 文旅项目反哺生态治理：天府冰雪世界项目通过滑雪、观光、休闲娱乐等丰富业态，吸引大量游客的同时，创造了可观的经济收益。通过建立“文旅收益—生态反哺”机制，部分收益用于支持矿区生态环境的持续治理，确保区域生态修复和旅游发展的长期可持续性。这种模式使得文旅项目不仅是经济增长的引擎，也成为生态治理的资金来源，形成了产业反哺生态治理的创新路径。

3. 区域经济和就业推动：绵竹市 EOD 项目还通过吸引社会资本，依托冰雪旅游的发展，提供大量就业机会，带动区域经济和乡村发展。冰雪世界度假区不仅带来直接的旅游收入，还为当地居民创造了更多的工作岗位，使其在项目建设、服务、运营等方面获得收益，有效提升了当地经济的韧性和产业发展的内生动力。

四、EOD 模式助力区域文旅发展的关键作用

1. 环境基础保障文旅发展：EOD 模式在生态治理与文旅项目的结合中，通过修复生态系统，使区域具备自然景观优势，这一“自然吸引力”在文旅项目中尤为重要。良好的环境基础能够增强文旅项目的吸引力，并在实际运营中通过游客流量的增加带动区域经济和产业升级。

2. 产业反哺推动生态可持续发展：通过产业项目的经济收益反哺生态治理，EOD 项目解决了传统环境治理“资金短缺”的问题。在德阳和绵竹的 EOD 项目中，文旅项目的收益部分用于生态治理，使文旅发展成为生态保护的资金来源，从而形成“开发—治理—收益反哺”的可持续循环。

3. 助力区域经济和社会效益提升：文旅项目的发展不仅直接促进了地方财政收入，还间接推动了相关配套产业的发展，包括餐饮、住宿、交通等，形成了旅游经济带。此外，通过创造就业机会、提升生活质量，文旅项目实现了良好的社会效益，为乡村振兴和区域经济发展提供了坚实保障。

4. 从项目融资政策支持层面看，EOD 项目对文旅产业的发展尤为突出，项

目整体融资得到更好的背书。EOD 模式通过产业链延伸和多元化经营，为文旅项目提供了更多资金来源，展现了独特的融资优势。它打破了传统文旅项目融资难的瓶颈，形成了生态、经济、社会效益的多赢局面。EOD 项目的环保属性符合国家政策导向，特别是在政府大力推动生态文明建设的背景下，具备环保效益的项目更易获得财政支持和政策优惠。国家设立的专项资金和绿色发展基金，优先支持生态保护相关项目，帮助缓解了文旅项目初期资金压力，增强了资金保障。

五、总结

德阳和绵竹的 EOD 项目显示了生态治理与文旅发展相结合的广阔前景。EOD 模式通过为文旅项目提供生态基础，利用产业反哺资金进行持续环境治理，在“经济发展—生态保护”之间找到平衡点。以 EOD 模式助力文旅项目建设，不仅实现了区域经济的可持续发展，也为其他地区探索生态保护与经济发展结合的路径提供了宝贵经验。这种“生态+产业”的模式，通过改善环境质量、提升旅游吸引力、增加居民收入，最终实现了生态、经济、社会效益的全面发展。

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交通便利性对“一带一路”城市旅游产业可持续发展的影响研究

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[摘要] 旅游产业已成为国民经济的支柱型产业，高质量发展是突破瓶颈的重要途径。交通运输作为联系游客与旅游景点的纽带，为旅游行业提供新的成长空间。本文从“一带一路”城市旅游业合理性影响水平出发，推导出高铁开通影响“一带一路”城市旅游业合理性发展水平的理论模型，使用 2002 年至 2019 年中国 182 个“一带一路”沿线城市面板数据建立双重差分模型，实证检验高铁开通能否促进“一带一路”城市旅游业合理性发展水平并分析其作用机制。研究结果表明：(1) 高铁的开通政策对于“一带一路”城市旅游业合理性发展水平具有正向促进作用。(2) 采用平行趋势检验，PSM-DID 检验和安慰剂检验，发现高铁开通政策对于“一带一路”城市旅游业合理性发展水平具有正向促进作用，具有一定的可靠性。(3) 高铁开通政策对小型城市的旅游业合理性发展存在显著影响，对中型城市和大型城市的城市旅游业合理性发展影响不显著，即高铁开通政策影响效应存在城市规模差异。(4) 机制检验表明：经济集聚和绿色经济效率均对“一带一路”城市旅游业合理性发展水平存在较强的中介效应。

[关键词] 高铁开通；“一带一路”城市；旅游业合理性发展水平；双重差分模型

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0 引言

旅游产业作为服务领域重要的产值增长点，在全球经济复苏、产业结构升级方面发挥着举足轻重的作用。2023 年以来，国际旅游业发展势头迅猛，现有数据显示，与 2019 年相比，

2023 年的国际游客人数增长率达到两位数。其中，地中海地区，欧洲南部，加勒比海，中美洲和北非四个地区均超过了 2019 年同期水平。中国旅游业也呈现水涨船高的态势，2023

年国际旅游收入达到 1.4 万亿美元，以旅游业直接国内生产总值进行初步估计，旅游业在 2023 年对经济的贡献率达到 3.3 万亿美元，占全国 GDP 的 3%。国际航空运力和旅客需求均恢复到疫情前水平的 90%左右。全球住宿机构入住率达到 64%。国际旅游业预计将在 2024 年底前得到有效恢复，实现对经济复苏的正向拉动。

中国旅游业发展也越来越受到世界范围瞩目。当前中国经济复苏势头良好，投资结构和居民消费得到不断优化与提升，这为旅游业持续回暖提供了现实发展条件。中国政府在旅游业发展方面重视程度明显，提出了一系列促进旅游业高质量发展的政策文件。2019 年，国务院发布《加快旅游业发展的意见》，指出要将旅游业打造为国民经济的支柱产业，为居民生活提供更好的服务。2022 年 1 月，国务院印发《十四五旅游业发展规划》提出要加快旅游强国建设，到 2025 年，旅游业发展水平不断提升，现代旅游业体系更加健全，旅游有效供给，优质供给，弹性供给更加丰富，大众旅游消费得到更好的满足。中国旅游业正由单纯追求产值向高质量方向发展演变。

高铁建设是中国 21 世纪以来规模最大的交通基础设施变革之一，与其他交通基础设施相比，高铁具有速度快，溢出强，规模经济和串联城市的综合优势。截至 2022 年底，中国高铁营运里程已达 4.2 万公里，稳居高铁运营里程世界第一大国。“一带一路”倡议加速中国高铁走向世界，不仅为中国旅游业的发展提供了重要支撑，也在一定程度上改变了世界铁路交通的格局。中老铁路，连接中国云南省昆明市与老挝万象市，全长 1022 千米，时速可达 200 公里。中东地区的伊安高铁，东南亚的雅万高铁，欧洲的匈塞铁路等案例，均表明中国高铁技术国际化合作程度加深，也为“一带一路”城市旅游业的可持续发展注入了新的成长动力。

当前交通通达性对“一带一路”城市国家旅游业发展仍存在问题，如交通网络覆盖性有待提高，服务不够完善，旅游交通线路集聚“引擎作用”不明显等。很多旅游城市的地区交通基础设施侧重运输功能和基础服务功能，旅游功能模块设置较少，对游客缺乏吸引力。旅游交通配套设施和服务不够完善，信息化程度相对较低，无法满足大众旅游时代游客个性化需求。基于此，本文选用 2002 年至 2019 年中国 182 个“一带一路”沿线城市面板数据，运用双重差分模型，分析了高铁开通政策对于“一带一路”城市旅游业合理性发展的影响因素和影响机制，以期提升“一带一路”城市国家旅游业高质量发展提供借鉴。

1 文献综述

1.1 旅游产业相关研究

国内外关于旅游产业研究历史比较悠久，理论成果相对丰富，主要围绕着旅游产业集聚，旅游空间选择，国际旅游与国际贸易的互动关系三个方面开展。

在内外部因素的综合作用下，旅游产业集聚水平不断提升。学者们普遍认为旅游产业集聚不仅可以提高旅游企业劳动生产率，而且可以通过溢出效应迅速带动产业链发展。Baum 和 Heveman 最早对 1989—1990 年美国纽约曼哈顿区饭店服务业进行相关调查，认为集聚效应能够缩小与竞争对手之间的差距，提升区域经济发展水平^[1]。后有学者分别从不同角度证实了旅游产业集聚对区域经济的带动作用，也有学者认为区域集聚经济及其外部性与旅游产业流动和供给存在相互依赖关系^[2]。Fereidouni 和 Masron 的研究表明，旅游产业集聚是国外房地产投资选址的显著决定因素^[3]。此外，国外部分学者还将视角聚焦于旅游产业集聚的内部结构和类型、形成条件^[4]、竞争优势等方面，构建了颇为成熟的理论研究体系和

实证分析框架。Kim 等通过调查集聚经济对旅游产业生产率的直接和间接影响，得出集聚经济对生产率具有竞争性和互补效应的结论^[5]。Urtasun 和 Gutierrez 认为西班牙旅游产业集聚现象会对社会福利产生重要作用。在旅游产业高质量发展和以人为本的新时代背景下，旅游产业集聚作为推动区域高质量发展的增长极具有显著的示范带动作用，相关研究愈来愈受到地理学、旅游学、城市规划学等诸多学科和业界内学者们的重视。

旅游客流在目的地内部的运动模式影响区域旅游产品的开发和线路组织，学者们提出很多旅游空间选择模型。Lew 与 McKercher 归纳游客在目的地内部的空间行为，主要分为点对点、环游、复杂等 3 种模式。Orellana 等探索了自然旅游区游客的两种运动模式（循环模式和序列模式），以发现游客的偏好^[6]。此外，旅游空间选择行为受空间属性以及对游客的不同效用所影响，相关研究据此在多目的地旅行选择模式上构建了多因素的系统框架^[7]。外部的目的地因素方面，不同行为模式的游客偏好受到景区级别^[8]、所在城市、交通区位^[9]和气候舒适度^[10]等因素的综合影响。Lew 和 McKercher 认为，地理位置是影响游客对线路模式的选择的重要因素之一^[11]；Connell 和 Page 认为，游客线路模式形成的原因包括距离衰减率和目的地的可达性^[12]。Kung 等使用手机信令数据集研究发现，通勤距离和通勤时间在不同的地区和不同社会阶层人群呈现不同的模式^[13]。

关于国际旅游与国际贸易关系的研究主要集中于从四个方面探讨二者的互动关系问题。第一，研究一国（或地区）国际旅游与国际贸易的互动关系，如 Jordan 和 Ken、Aradhyula 和 Tronstad、Katircioglu、Kadir 和 Jusoff、Wong 和 Tang 分别以中国、美国堪萨斯、塞浦路斯、马来西亚和新加坡为例研究了二者的互动关系^[14-16]。第二，研究一国（或该国的某一区域）与他国国际旅游与国际贸易间的互动关系，如：Fischer 和 Gil-Alana 分析了德国出境西班牙的旅游活动对其进口西班牙红酒的影响。第三，研究一国与多国国际旅游与国际贸易间的互动关系，如：Kulendran 和 Wilson、Khan 和 Lin、Gautam 和 Suresh 分别探讨了澳大利亚与美、英、日、新西兰之间，新加坡与东盟、日、澳、英、美之间，印度与欧美 8 国之间旅游与贸易的互动关系。第四，研究多国国际旅游与国际贸易的互动关系。如：María 等、Ozcan、Lionetti 和 Gonzalez 分别以欧盟为例、地中海的 16 个国家以及南美洲的 6 个国家为例研究了国际旅游与国际贸易的互动关系^[17-19]。

1.2 交通通达性相关研究

关于交通通达性的研究，主要围绕交通通达性的定义，内涵，构成要素，度量方法等方面展开研究。

Hansen 于 1959 年首次提出交通通达性概念，并将其定义为交通网络各节点之间相互作用机会的大小。Adeola 和 Evans 认为，旅游景区交通可达性可定义为游客通过各类交通方式到达旅游景区的便捷程度，涵盖了交通成本、交通时间、换乘效率、接驳便捷度等要素^[20]。Park 等认为，旅游景区的交通可达性涵盖路径可达性、方式可选性、中转便捷性 3 个部分^[21]。Biswas 等指出，交通可达性涵盖了游客对各类交通方式的选择概率与各类交通方式的通行换乘时间^[22]。Calero 和 Turner 指出，交通可达性分析应以交通通行时间为单位进行量化^[23]。Arinta 等认为，交通容量不足带来的拥堵将大幅延长到达旅游景区的时间，降低可达性^[24]。

目前，国内外学者对交通通达性的定义不同，评价指标和方法多样，常用的

度量方法有距离度量法、重力模型法、加权平均旅行时间法、空间句法模型、潜力模型法等。如 Huete 和 Lopez 利用 GIS 平台和栅格系统,对旅游景区的空间区位、路网密度、交通设施、接驳设施进行空间分析,进而计算出综合交通可达性,以分钟为单位^[25]。Natalia 等利用泰森多边形法,分析了区域中旅游景区与铁路站点、高速出入口、港口、机场等交通节点的离散、相邻关系,并对不同交通方式赋以权重,计算综合交通可达性结果^[26]。Kong 等利用移动互联技术对游客交通选择意愿进行了分析,指出游客可以利用智能手机 App 提前规划路线,规避拥堵路段,交通方式具备多元性和可变性^[27]。

综上所述,国内外学者们的研究主要集中于旅游产业带动相关产业链发展,旅游客流空间模式的选择以及交通通达性的定义,内涵,构成要素,度量方法等方面进行研究,对于旅游产业与交通通达性两者之间的关联关系未作深入探讨。著名的旅游研究学家 Kual 认为,“交通系统作为旅游成功发展的一种基本成分,在新的吸引物聚集体的成功创造与开发中及在现存的吸引物集聚体的健康成长中都起着重要作用,适合的交通系统能使已经衰退的或新生的旅游中心区焕发出生机与活力,并能吸引大量的旅游者前来。”基于此本文致力于交通通达性对“一带一路”城市旅游可持续发展的研究,为“一带一路”城市旅游发展提供思路和方法论支撑,并为优化方案的制定提供参考。

2 理论机制与假设

2.1 交通便利性影响城市旅游业合理性发展的直接效应

交通系统与旅游系统具有非常明显的耦合性,两者之间的影响主要体现在旅游体验、旅游距离和旅游市场三个方面。从旅游体验上看,交通系统的发展从很大程度上引导着旅游系统的发展,交通基础设施的发展水平会给游客带来非常直观的旅游体验。从旅游距离上看,高铁开通对旅游业的发展具有时空优化效应,即通过缩减点对点、面对面的旅游实现时间,提升各个城市间的单位时间可达性,将原本处在局部旅游市场半径之外的城市进行全面覆盖,拓展了旅游市场实际覆盖范围,丰富了旅客来源的多样性,增加了旅游业收入,为当地旅游业发展带来新机遇。从旅游市场上看,随着高铁网络的不断完善,旅游业发展已摆脱“城市孤岛”传统模式,正在向城市协同化、区域一体化、全国大市场方向迈进,进一步提升了“一带一路”城市旅游业合理性发展水平。基于此,提出如下假设:

H1: 高铁开通政策可以有效提升“一带一路”城市旅游业合理性发展水平。

受到城市规模的影响,不同规模城市在受到高铁开通政策影响下,城市旅游业合理性发展水平的影响存在差异。小型城市交通网络不够发达,交通基础设施较为薄弱,城市可进入性较差,高铁的开通有利于完善小型城市的交通网络体系,增强小型城市的可进入性,从而吸引更多的游客前来旅游,促进了城市旅游业合理性发展水平的提升。大型城市和中型城市交通网络较为完善,交通基础设施实力雄厚,具有较为完善的城市轨道交通体系,所以高铁开通政策对于中型城市和大型城市的城市旅游业合理性发展水平的促进作用可能不如小型城市明显。基于此,提出如下假设:

H2: 在其他条件不变的情况下,相较于大型城市和中型城市,小型城市高铁

开通政策对城市旅游业合理性发展水平促进效果更明显。

2.2 交通便利性影响城市旅游业合理性发展的间接效应

绿色经济效率在高铁开通影响城市旅游业合理性发展过程中存在着一定的传导作用。一方面，绿色发展已成为我国当前产业结构升级中重要的指导思想，高铁开通促进了单位能源消耗和交通物流成本所带来的经济产值，提升了绿色发展与经济活动间的合作效率；另一方面，绿色经济效率是城市间产业发展的可持续表现，通过提升旅游运输经济的投入产出比率，提升城市间旅游产业结构质量，通过发展绿色旅游，生态旅游，赋予城市间旅游环境保护这一特性，在一定程度上促进了当地旅游业合理性发展水平的提升。基于此，提出如下假设：

H3：高铁开通政策通过提升城市绿色经济效率，进而促进了“一带一路”城市旅游业合理性发展水平。

经济集聚在高铁开通影响城市旅游业合理性发展过程中存在着一定的传导作用。一方面，高铁开通政策有利于缓解当地交通运输产生的能源消耗压力，缩短了各类要素资源的运输时间，增强了城市经济集聚效果，提升了国民经济水平；另一方面，城市经济集聚是地区间经济发展协同性的客观体现，这种规模效应在带动当地国民经济发展的同时也会对作用主要服务拉动的旅游产业产生促进作用，进而增强城市旅游业发展整体科学性和抗压性，促进了城市旅游业的合理性发展水平的提升。基于此，提出如下假设：

H4：高铁开通政策通过提升城市经济集聚，进而促进了“一带一路”城市旅游业合理性发展水平。

3 研究设计

3.1 模型设定

本研究构建起如下双重差分模型，以检验高铁开通对当地旅游业合理性的影响分析：

$$Rationality_{it} = \alpha_0 + \alpha_1 DID_{it} + \alpha_2 controls_{it} + city_i + year_t + \varepsilon_{it} \quad (1)$$

其中， i 和 t 分别表示城市和年份， $Rationality$ 表示城市旅游业合理性发展水平，双重差分哑元变量 DID 表示高铁政策的影响效果， $controls$ 表示经济产业结构、金融发展水平、对外开放水平、财政干预水平、基础设施建设、人力资源水平等控制变量。 $city$ 和 $year$ 分别表示个体固定效应和时间固定效应， ε 表示随机误差项。

3.2 变量解释

被解释变量：城市旅游业合理性发展水平（ $Rationality$ ）。本研究在选择合理性指标时，参考了曹芳东等（2012）^[28]、张燕等（2024）^[29]的研究，运用区位熵法进行测算，计算方式如下：

$$旅游业合理性 = \frac{该城市旅游收入 \div 该城市旅游人数}{全国旅游收入 \div 全国旅游人数} \quad (2)$$

核心解释变量：双重差分哑元变量（DID）。本研究在设定双重差分过程中参考了房景等（2023）^[30]、曹玉平等（2024）^[31]的研究成果，选择采用双重哑元变量（DID）表示高铁开通政策的冲击效果。考虑到高铁开通的时间效应和政策效应的双重影响，高铁的时间效应以高铁试点通车时间为分界，通车前赋值为 0，通车后赋值为 1；高铁的政策效应以高铁站建设时间为分界，建设前赋值为 0，建设后赋值为 1；整体效应表示为 $DID=TIME \times TREATED$ ，当且仅当城市已建立高铁站且高铁已成功开通时 $DID=1$ ，否则为 0。

3.控制变量。为了防止遗漏其他重要变量对城市旅游业合理性发展产生的合理作用，本研究参考易玉婷等（2020）^[32]、麻学锋等（2021）的研究，选择了如下控制变量：经济产业结构，用城市当年的第三产业产值除以第二产业产值表示；金融发展水平，用当地年末存款余额除以当地年末贷款余额表示；对外开放水平，用当地当年外商投资表示；财政干预水平，用当地当年财政支出除以财政收入表示；基础设施建设，选取城市当年的医院数进行表示；人力资源水平，由每万人在校大学生数表示。

4.机制变量：经济聚集（EA）和绿色经济效率（GEE）。本研究参考黄细嘉等（2024）[57]、何红等（2023）、曹梦渊等（2024）^[33]的研究，选择如下机制变量：经济聚集，是一种集聚型经济发展模式，包括多种要素，如资金、劳动力、技术等，在多种因素的影响下逐渐形成规模化生产，可以代表一定的地理环境下的所有经济活动；绿色经济效率，“经济—社会—环境”全面协调发展是绿色经济效率的核心理念，即以最少的资源投入及环境成本实现经济收益最大化。

3.3 数据来源

本研究选用 2002—2019 年中国 182 个“一带一路”沿线城市作为研究样本，实证分析了高铁开通政策对城市旅游业合理性发展水平的影响程度和影响机制。控制变量主要来源于历年的《中国城市统计年鉴》、各城市统计局官方网站和各城市统计公报。高铁相关数据主要来源于中国铁路 12306 网站和高铁网中关于高铁开通时间和建设高铁相关政策的公告。变量含义和描述统计见表 1。

表 1 变量含义与描述统计

Tab.1 Variable meaning and description statistics

变量类型	变量名称	赋值方式	观测值	均值	最大值	最小值
被解释变量	城市旅游业合理性发展 (Rationality)	(城市旅游收入/城市旅游人数) / (全国旅游收入/全国旅游人数)	2043	1.579	11.039	0.004
	高铁时间效应 (time)	以高铁试点通车时间为分界, 开通后赋值为 1, 反之为 0	2043	0.225	1	0
核心解释变量	高铁政策效应 (treated)	以高铁站建设时间为分界, 建设后赋值为 1, 反之为 0	2043	0.252	1	0
	高铁 (did)	高铁政策效应×高铁时间效应	2043	0.207	1	0
	经济产业结构 (economic)	第三产业产值/第二产业产值	2043	0.953	13.477	0.094
	金融发展水平 (financial)	年末存款余额/年末贷款余额	2043	1.642	12.610	0.650
	对外开放水平 (foreign)	外商投资	2043	399535.163	9803171	14
控制变量	财政干预水平 (intervention)	地方财政支出/地方财政收入	2043	3.045	39.030	0.811
	基础设施建设 (infrastructure)	医院数量	2043	181.4	3052	6
	人力资源水平 (manpower)	每万人在校大学生数	2043	191.691	1293.69	3.24
	绿色经济效率 (GEE)	参考曹梦渊等 2024 年的研究	2043	0.528	1.651	0.084
中介变量	经济聚集 (EA)	$ECO_{it} = \frac{eco_{it}}{A_{it} / \sum_{i=1}^N A_{it}}$	2043	3.076	7.798	-0.742

4 实证分析

4.1 基准回归

本节基于式 (1), 使用多期双重差分模型检验高铁开通对城市旅游业合理性发展水平的影响, 结果如表 2 所示。其中, 第 (1) 列和第 (2) 列报告了对“一带一路”全部 182 个样本城市进行检验的实证结果, 由列 (1) 可知, DID 的回归系数为 0.636, 且通过了 5% 置信区间上的显著性检验, 这说明在不控制其他变量的条件下, 高铁开通政策激发了有高铁城市的城市旅游业合理性水平的增长; 由列 (2) 可知, 在加入控制变量后, DID 的回归系数为 0.0927, 也通过了 5% 置信区间上的显著性检验, 这说明高铁政策对于“一带一路”城市旅游业合理性发展水平的正向促进作用仍然显著。验证了假设 1。可能的原因在于: 一方面, 高铁开通政策对旅游业发展具有正向溢出效应, “一带一路”城市间交通可达性大大提高, 不仅刺激“一带一路”城市间旅游业产值快速增加, 而且外溢推动其他非“一带一路”城市旅游业市场享受到交通可达性带来的红利, 延伸了中国城市的旅游业市场范围; 另一方面, 交通网络布局是旅客市场空间演变的直接驱动力, 可促进城市旅游资源的开发利用, 重构客源市场结构, 延伸客源市场范围, 增加旅游经济效益。

表 2 基准回归及内生性检验

Tab.2 Baseline regression and endogeneity test

Rationality	(1)	(2)	(3)
time	-1.846*** (0.535)	-0.0874 (0.076)	
treated	0.0683 (0.390)	0.114* (0.068)	
did	1.632** (0.636)	0.948** (0.0972)	1.598*** (0.164)
economic		-0.0669 (0.0993)	
financial		-0.0184 (0.0289)	
intervention		-0.0462** (0.0234)	
open		0.0258 (0.0160)	
construction		-0.0289 (0.0354)	
human		0.0177	
Year&Ind	Yes	Yes	Yes
Constant	1.280*** (0.255)	1.816*** (0.248)	1.121*** (0.0390)
Observations	2,043	782	784
R-squared	0.229	0.182	0.148
Number of id	140	129	140

4.2 稳健性检验

4.2.1 平行趋势检验

本文使用多期双重差分模型，这一方法可以有效剥离高铁开通产生的净影响，但是，使用这一方法的前提是对照组（样本期内未开通高铁的城市，简称无高铁城市）可以作为处理组（样本期内开通了高铁的城市，简称有高铁城市）的反事实情况，故本研究采用平行趋势方法，考察高铁开通前 2 年（b2，b1）和后 6 年（a1，a2，...，a6）有高铁城市和无高铁城市的城市旅游业合理性发展水平是否表现出显著的事前趋势差异。平行趋势检验结果如图 1 所示，在高铁开通前 2 年内，置信区间包含 0，表明有高铁城市和无高铁城市的城市旅游业合理性发展水平没有显著的事前趋势差异；而至少在高铁开通后的 6 年内，两组城市表现出显著差异，高铁显著促进有高铁城市的城市旅游业合理性发展水平。平行趋势假定

成立。

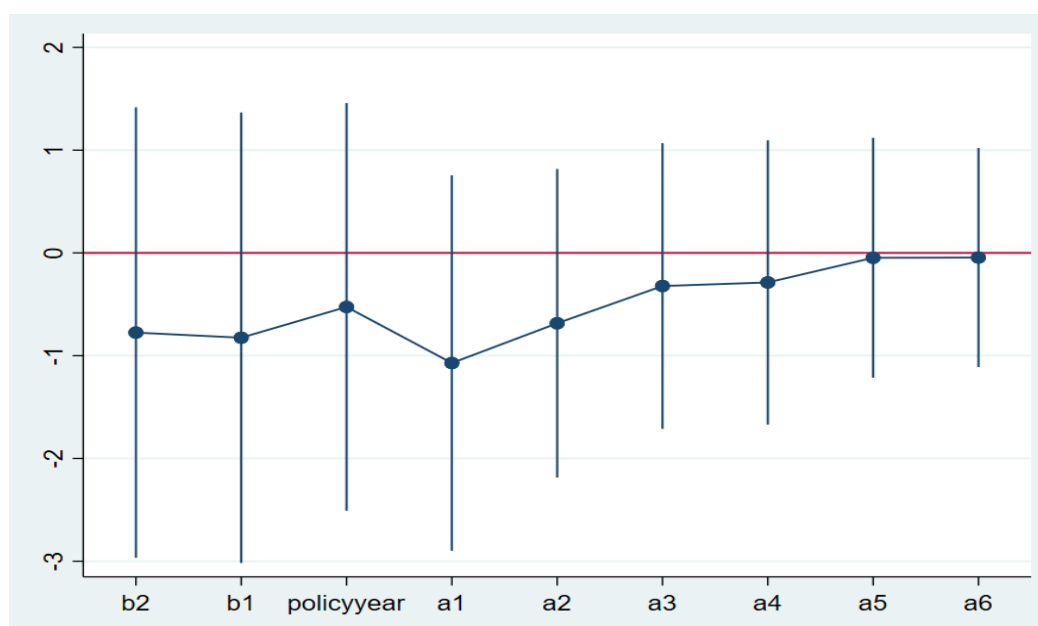


图 1：平行趋势检验

Fir.1 Parallel trend test

4.2.2 PSM-DID 检验

考虑到本研究样本在数据方面存在自选择和其他选择的偏差，故本研究选用倾向得分匹配法（PSM）对原有数据进行 K 阈值匹配，样本城市按照是否开通高铁，被划分为对照组（开通高铁）和控制组（未开通高铁），匹配的协变量包括所有的通过 5% 置信区间上显著性检验的控制变量。PSM-DID 检验结果如图 2 所示，根据匹配后结果显示，高铁开通对“一带一路”城市旅游业合理性发展水平指标的正向影响作用仍然成立，基准回归结果仍然显著。对匹配后的数据重新进行双重差分模型检验，结果显示，回归结果仍然保持稳健。

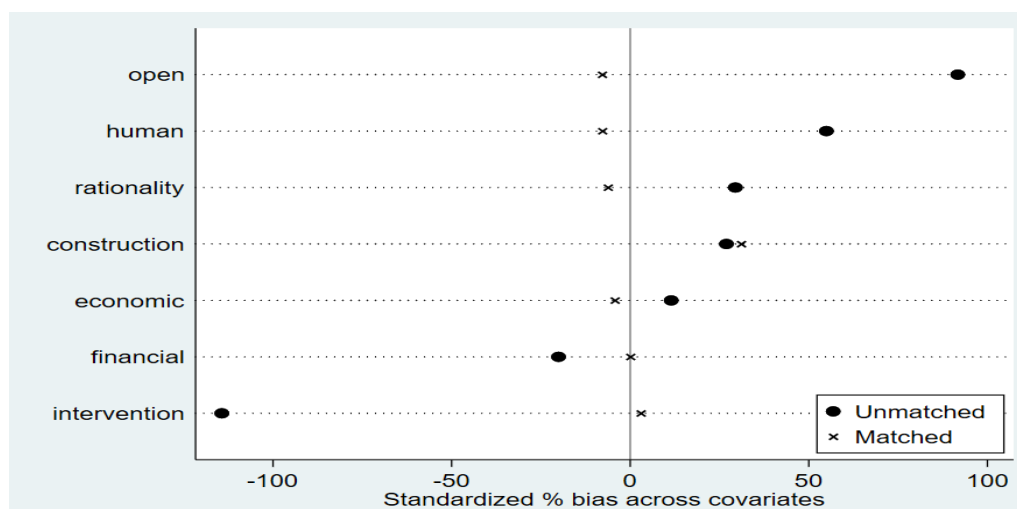


图 2：PSM-DID 检验

Fig.2 PSM-DID test

4.2.3 安慰剂检验

为了确保基准回归结果不存在反向因果关系，本研究选择随机抽取城市的方法进行安慰剂检验，通过对原始数据进行 500 次随机抽样，根据基准回归模型进行再次抽样展示。安慰剂检验结果如图 3 所示，随机处理后的变量回归系数集中分布在 0 附近且满足正态分布要求，且相关系数的分布区间并未包括（其他变量）影响系数。相比较而言，基准回归原相关系数与随机数据的相关系数存在明显差异，证明随机实验组并未通过显著性检验。即结果是稳健的。

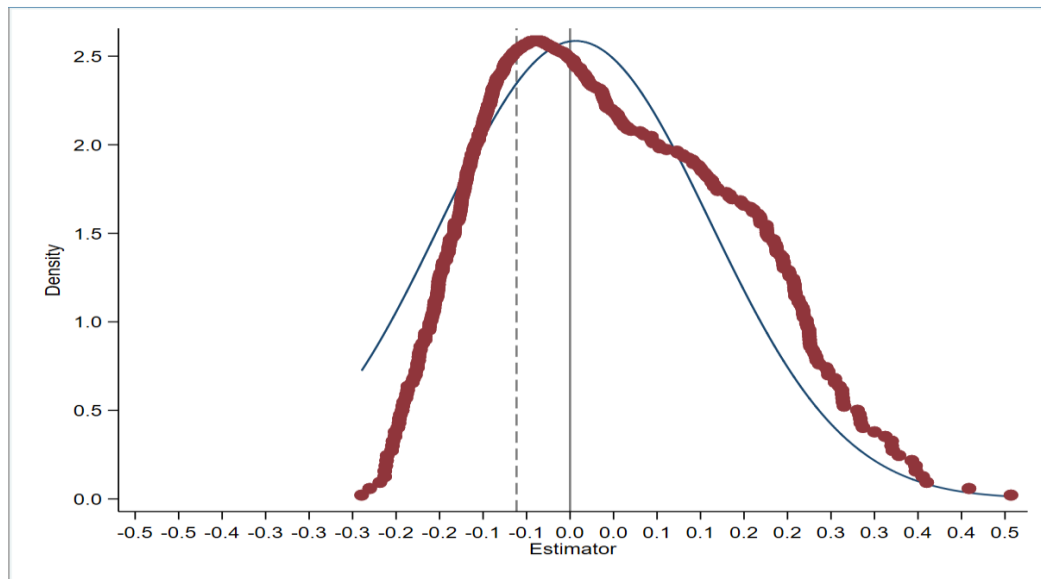


图 3：安慰剂检验

Fig.3 Placebo test

4.3 异质性检验

城市规模是衡量一个城市经济、政治、社会乃至文化等各方面基础发育水平的重要指标，不同规模的城市代表着不同的城市发展能力。根据人口数量的不同可划分为大型城市、中型城市 and 小型城市。本文进一步检验高铁开通政策是否会对城市旅游业的合理性发展水平产生差异化影响，基于三类城市进行分样本回归，得到回归结果如表所示。

由表 3 可知，高铁开通政策对小型城市的旅游业合理性发展存在显著影响，对中型城市和大型城市的城市旅游业合理性发展影响不显著。可能的原因在于小型城市交通资源较为匮乏，城市交通可达性较差，高铁的开通增加了城市的交通可达性，能够吸引更多游客参与旅游活动，从而促进城市旅游业合理性的发展。分城市来看，大型城市和中型城市具有成熟的交通路网和完备的运输设备体系，旅游基础设施实力雄厚，具有明显的产业规模效应；而小型城市往往受到基础设施限制，规模效应远远不如前两类城市。由此可见，高铁开通政策对大中型城市旅游业合理性影响不显著，验证了假设 2。

表 3 异质性检验

Tab.3 Heterogeneity test

Rationality	(1)	(2)	(3)
	大型城市	中型城市	小型城市
did	-0.157 (0.149)	-0.0472 (0.0493)	0.0948* (0.0556)
economic	1.474*** (0.510)	-0.348*** (0.134)	-0.136 (0.131)
financial	-0.321*** (0.110)	0.0482 (0.0466)	0.0220 (0.0364)
foreign	-1.14e-08 (5.24e-05)	7.44e-06 (1.75e-05)	3.98e-05** (1.65e-05)
intervention	-0.225 (0.247)	0.0224 (0.0303)	-0.0908*** (0.0313)
infrastructure	-0.00122 (0.00334)	-4.94e-05 (0.000136)	-1.30e-05 (8.08e-05)
manpower	-0.000337 (0.000300)	7.70e-05 (0.000196)	-0.000154 (0.000138)
Year&Ind	YES	YES	YES
Constant	2.145 (1.294)	1.778*** (0.161)	1.953*** (0.165)
Observations	94	316	374
R-squared	0.397	0.186	0.235
Number of id	15	50	64

4.4 机制检验

基于前文理论假设分析内容，本文选择绿色经济效率(GEE)和经济集聚(EA)作为中介变量(Channel)，构建起传导效应模型探索高铁开通对“一带一路”城市旅游业合理性发展水平的影响路径。如公式(3)和(4)所示：

$$Channel_{it} = \alpha_0 + \alpha_1 DID_{it} + \alpha_2 controls_{it} + city_i + year_t + \varepsilon_{it} \quad (3)$$

$$Rationality_{it} = \alpha_0 + \alpha_1 DID_{it} + \alpha_2 Channel + \alpha_3 controls_{it} + city_i + year_t + \varepsilon_{it} \quad (4)$$

机制检验结果如表4所示。其中，第(1)(2)列报告了绿色经济效率在高铁开通政策影响“一带一路”城市旅游业合理性发展水平的实证结果，由列(1)可知，与绿色经济效率的相关系数为0.478，说明高铁开通政策直接提升城市绿

色经济效率水平；列（2）将高铁开通和绿色经济效率共同放入基准回归模型，DID 的系数上升至 0.669，说明绿色经济效率对城市旅游业合理性发展水平存在较强的中介效应，即有利于缓解当地交通运输产生的能源消耗压力，进而增强城市旅游业发展整体科学性和抗压性，验证了假设 3。

表 4 第（3）（4）列展示了经济集聚在高铁开通政策影响“一带一路”城市旅游业合理性发展水平的实证结果，由列（3）可知，与经济集聚的相关系数为 0.951，说明高铁开通政策直接提升经济集聚水平；列（4）将高铁开通和经济集聚共同放入基准回归模型，DID 的系数上升至 0.646，说明经济集聚对城市旅游业合理性发展水平也存在较强的中介效应，即通过经济产业集中发展，拉动地区旅游产业规模快速增长，验证了假设 4。

表 4 机制检验

Tab.4 Mechanism tests

VARIABLES	(1)	(2)	(3)	(4)
	GEE	Rationality	EA	Rationality
GEE		0.478** (0.0806)		
EA				0.951* (0.0625)
did	0.573*** (0.0181)	0.669* (0.0374)	0.522** (0.0234)	0.646* (0.0372)
economic	0.0568 (0.0480)	-0.0899 (0.0982)	-0.142** (0.0618)	-0.101 (0.0983)
financial	0.00189 (0.0140)	-0.00995 (0.0287)	-0.0349* (0.0181)	-0.0132 (0.0287)
Personal foreign	-7.09e-06 (6.00e-06)	2.89e-05** (1.23e-05)	3.73e-05*** (7.73e-06)	3.21e-05** (1.25e-05)
intervention	-0.0113 (0.0114)	-0.0499** (0.0233)	0.0227 (0.0147)	-0.0483** (0.0233)
infrastructure	-3.83e-06 (3.64e-05)	9.93e-06 (7.44e-05)	-2.26e-05 (4.69e-05)	7.60e-06 (7.43e-05)
manpower	-1.00e-05 (4.95e-05)	-0.000112 (0.000101)	8.37e-05 (6.38e-05)	-0.000104 (0.000101)
Year&Ind	YES	YES	YES	YES
Constant	0.552*** (0.0592)	1.883*** (0.129)	3.106*** (0.0763)	2.205*** (0.229)
Observations	784	784	784	784
R-squared	0.233	0.180	0.422	0.183
Number of id	129	129	129	129

5 结论与建议

5.1 结论

交通便利性促进了城市间人口、货物流动的快速流动，是缩小旅游业时空差距的外在掣肘。本文选择 2002—2019 年中国 182 个“一带一路”沿线城市的面板数据，通过理论推演和实证分析，探讨了高铁开通政策对于“一带一路”城市旅游业合理性发展水平的影响因素，并分析其作用机制。主要研究结论如下：（1）高铁的开通政策对于“一带一路”城市旅游业合理性发展水平具有正向促进作用。（2）采用平行趋势检验，PSM-DID 检验和安慰剂检验，发现高铁开通政策对于“一

带一路”城市旅游业合理性发展水平具有正向促进作用，具有一定的可靠性。(3) 高铁开通政策对小型城市的旅游业合理性发展存在显著影响，对中型城市和大型城市的城市旅游业合理性发展影响不显著，即高铁开通政策影响效应存在城市规模差异。(4) 机制检验表明：经济集聚和绿色经济效率均对“一带一路”城市旅游业合理性发展水平存在较强的中介效应。

5.2 建议

基于以上结论，本文提出以下政策建议：

(1) 加强城市高铁网络建设，放大现代化高铁同城效应。基于高铁对于城市旅游业合理性发展水平的正向促进作用，中国政府应加大对高铁网络建设的投资力度，促进“一带一路”城市间的互联互通，打造开放、合作、共享的旅游要素流动环境和路径，逐步实现旅游要素资源的优化配置，建设现代化高质量综合立体高铁网络，实现“一带一路”城市间互惠互补作用。此外，高铁网络是实现城市旅游业合理性发展的重要渠道，应充分发挥高铁的纽带作用，加强“一带一路”沿线城市的联系，优化产业布局，促进交通发展与旅游业协同进步，实现城市旅游业合理性发展水平的提高。

(2) 开展城市旅游业差异化发展战略，打造特色旅游产业集群效应。基于异质性检验结果，小城市旅游业发展过程中应充分重视交通便利性所带来的正向促进作用，一方面，小城市应积极参与高铁、快速路等现代化交通体系当中，结合旅游产业配套运输工具完善的优势，以租代购，优化旅游业发展基础设施成本结构；另一方面，大中型城市应从优化交通便利应用措施入手，实现城市间、区域间交通运输跨境发展，积极推进大型城市交通便利性的普遍应用，进而提升大城市旅游业合理性发展水平。

(3) 重视经济集聚、绿色发展与城市旅游业融合，实现“绿色旅游”“生态旅游”协同发展。旅游业发展规划应充分结合新能源、风能、太阳能等绿色清洁能源，代替原有化石燃料，以能源结构提升，实现旅游产业与绿色发展协同进步。此外，积极探索城市间“绿色旅游”“生态旅游”的项目开发，实现旅游资源合理化配置，严厉打击不文明、不健康的旅游行为，保证旅游市场有序健康稳定发展。

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Study on the Impact of Transportation Convenience on the Sustainable Development of Tourism Industry in "Belt and Road" Cities

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Abstract: Tourism industry has become a pillar industry of the national economy, and high-quality development is an important path to break through the bottleneck. Transportation, as a link between tourists and tourist attractions, provides new growth space for the tourism industry. Starting from the rationality influence level of tourism industry in "Belt and Road" cities, this paper deduces a theoretical model of the impact of high-speed railway opening on the rationality development level of tourism industry in "Belt and Road" cities, and puts forward a theoretical model of high-speed railway impacting on the rationality development level of tourism industry in "Belt and Road" cities. It puts forward four theoretical mechanisms of high-speed rail affecting the rationality development level of "Belt and

Road" urban tourism. Based on the theoretical model, this paper uses the panel data of 182 cities along the "Belt and Road" in China from 2002 to 2019 to establish a double-difference model to empirically test whether the opening of high-speed rail can promote the rational development level of tourism in "Belt and Road" cities and analyze its mechanism. analyze its mechanism. The results of the study show that: (1) the opening policy of high-speed rail has a positive effect on the rational development level of tourism in the cities along the "Belt and Road". (2) Using the parallel trend test, PSM-DID test and placebo test, it is found that the opening policy of high-speed rail has a positive effect on the rational development level of tourism in the "Belt and Road" cities, which has a certain degree of reliability. (3) The opening policy of high-speed rail has a significant effect on the rational development of tourism in small cities, and has no significant effect on the rational development of tourism in medium-sized and large cities, i.e., there is a difference in city size in the effect of the opening policy of high-speed rail. (4) The mechanism test shows that both economic agglomeration and green economy efficiency have strong mediating effects on the level of rational development of tourism in the Belt and Road cities.

Keywords: high-speed rail opening; Belt and Road cities; tourism rationalization development level; double difference modeling

疫情后时代澳门旅游业的新机遇与新挑战

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[摘要] 本文探究了澳门在疫情期间中所面临的困境以及疫情后时代澳门为维持其在全球旅游业地位所做的措施和计划,并通过澳门所面临的中国内地市场变化和国际旅游市场大环境,进一步研究了澳门将在未来所做的目标导向。研究采取了多元信息采集及数据分析等方式揭示了澳门旅游业在近几年,尤其是疫情期间的发展和挑战。后分析得出发展前景展望。研究从多元的方向研究了目前的澳门旅游业发展状况。研究首先对历年澳门旅游市场发展入手,分析疫情期间澳门旅游业发展状况。本文研究认为澳门旅游业在疫情期间遭受了巨大打击。澳门政府采取了“自上而下”模式的防疫政策,以阻止疫情的传播。在随着疫情防控措施的优化和国际旅行限制的逐步解除,澳门旅游业开始复苏,游客访澳数量呈现较快上升趋势,显示出旅游业的强劲反弹。经过多年发展积累,澳门具备良好的旅游资产及创造力空间。虽然具备独特的优势,但面临疫情后旅游市场大环境发生了变化及澳门政府的可持续发展要求,欲恢复至疫情前水平仍面临不少压力。本文通过研究分析给出了疫情后澳门旅游业未来可能诸多发展方向及项目。同时本文建议澳门应进一步加强中国澳门旅游业市场更多与中国内地以及国际旅游市场进行接触和合作,以开放促发展,求进步,扩大客源和探索更多机会。得益于澳门区位优势和产业优势,澳门有丰富的旅游资源和良好的前景促进本地旅游业的可持续发展。结合疫情后反弹来看,仍然任重而道远。本文认为核心在于澳门在疫情后背景和经济适度多元化发展策略下,如何把握新机遇,使澳门旅游业获得新的复苏,更好融入粤港澳大湾区,服务国家发展大局,振兴澳门及内地旅游市场。

[关键词] 澳门旅游业, 疫情后时代, 产业发展, 旅游市场, 澳门研究

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1. 引言

澳门疫情自2020年初起开始爆发,至2023年初调整入境及过境防疫措施。3年时间里,疫情起伏,旅游业备受打击,客源减少,企业面临经营难题。面对复杂环境,澳门上下一心,齐心抗疫,取得丰硕成果。随着内地和澳门疫情缓和,两地交通和通关措施开始有序恢复。通关码,健康码等防控措施开始保障人员流动。来澳游客量开始逐步攀升,旅游业在艰难的环境中缓慢复苏。疫情持续的两年多时期里国内虽有阶段性反弹,但中国坚持“外防输入,内防反弹”防控总策略和“动态清零”总方针,使得疫情得到了较好的控制。期间,旅游业行情始终处于反复震荡的状态中,直至全面逐步放开。尤其在经历德尔塔和奥密克戎毒株所产生的聚集性疫情的影响之下,恢复之路困难重重。

随着真正意义上的疫情后时代到来,全球旅游业在遭受重创之后迎来了复苏的时刻。虽然不再有任何的疫情期间的限制措施,旅客的旅行更加方便。但是随着人们对旅行中的健康和安全状况的关注度有所提升,同时旅行的质量也成为人们考虑的元素之一。个性化,多元化的旅行更受旅客欢迎。多种旅行新模式,例如特种兵式旅游等开始进入人们的视野。旅游发展的新趋势已经可以预见。旅游业的重新出发是否能紧跟时代的变化还是经历大洗牌,仍然是未知数。但可知的是旅游业的复苏面临挑战,也面临机遇。

2. 疫情时代中澳门旅游业的困境与发展背景

澳门作为一个高度依赖旅游业的经济体。2020年至2022年间,澳门的旅游业遭受了前所未有的冲击。受疫情的影响,访澳旅客数量大幅减少,综合旅游业务收入显著下降,对澳门经济社会发展造成了严重影响。在疫情初期的2020年初,此时恰逢新春佳节,通常为旅游高峰期,但由于疫情暴发,澳门的入境旅客数量骤降,有数据显示入境旅客数量同比下降78.3%。

拥有 2003 年 SARS 的经验，这也让澳门快速反应，在出现第二例感染者后取消了春节一切大型活动，呼吁减少聚集。澳门文化，体育，娱乐，展览等公共场所全部停止对外开放，包括 81 家赌场。对人流进行管控，对在澳旅客实施流行病学调查和合理管控。对社会面的传播链进行及时阻断，很好管控了疫情的传播。当然，从旅游业来看，这无疑是烈士断腕的举动，尤其是对于澳门这个依赖旅游业的都市。

从全年来看，2020 年整年访澳旅客量降至 590 万人次，至 2021 年有所增长，但仍远未恢复至疫情前水平。2022 年访澳旅客量进一步萎缩至 500 多万人次。在疫情期间，澳门的酒店入住率一度降至一成，博彩业收入降低。许多中小企业被迫停业，许多旅游从业者面临失业的风险。供给侧遭受重大打击。失业率从疫情前的 2.9% 上升至 2022 年底的 5.2%，显示出疫情对澳门社会经济的巨大冲击，几乎所有旅游相关业务被迫中断。对于游客来说，新冠疫情的封控政策所带来的影响也是巨大的。由于担心可能潜在的旅游风险和身心健康风险，游客的出行意愿降低。尤其是对于澳门来说，境内外的疫情和防控政策变化使澳门不再成为许多旅客的候选目的地之一。¹

随着疫情管控措施的调整，澳门在 2023 年初逐步恢复了与内地的人员往来，入境旅客数量有所回暖，澳门的旅游行业出现了明显的反弹。据统计，2023 年全年，澳门入境旅客超过 2800 万人次，比 2022 年增加了 3.9 倍，并且恢复到了 2019 年水平的 71.6%。这一数据反映出澳门作为旅游胜地的吸引力依旧强大，游客需求迅速回升。根据澳门特区统计暨普查局的数据，2024 年 8 月的入境旅客近 300 万人次，酒店入住率为 91.3%，均为 2024 年最高的数字。个人游，国际旅客等数据持续向好。已恢复至 2019 年同期水平。这展现了澳门强劲的复苏势头。但是结合往月数据来看，入境旅客的数据仍不稳定，同时内地经济环境变化也旅客消费习惯和水平也有所变化。澳门失业率创新高，社会基尼指数扩大等给澳门旅游业复苏带来了不稳定不确定因素。²

澳门客源方面，主要包括内地、香港、台湾以及国际游客。根据最新数据，2024 年澳门第一季的入境旅客约 888.4 万人次，同比增加 79.6%。其中，内地旅客占比最高，达到 630 万人次，香港及台湾地区分别为 181.8 万人次、18.2 万人次，国际旅客为 58.5 万人次。内地是澳门主要游客来源地，位于第二位的是香港，在 2023 年有接近 720 万香港旅客人次到访澳门，已恢复至接近 2019 年疫情前的水平。国际客源主要来自东南亚市场，包括菲律宾、马来西亚、印尼、泰国、新加坡，南亚主要为印度市场，东北亚市场主要来自韩国和日本，长途客源市场主要来自美国和加拿大。

3. 疫情后澳门为恢复旅游业所做的措施

3.1 政府引领，缓解旅游业走衰带来的压力

第一是发挥政府作用。在复苏中，政府的支持与政策的引导至关重要。澳门特区政府出台各种惠民惠企政策等多项措施来支持旅游业的复苏。政府还通过发放电子消费券、减税降费等措施，刺激消费，提振经济，帮助旅游业缓解危机。政府作为上层建筑，应

¹ 唐承财，张宏磊，赵磊，等. 新冠肺炎疫情对中国旅游业的影响及其应对探讨[J]. 中国生态旅游, 2022, 12(1):169-183. [Tang Chengcai, Zhang Honglei, Zhao Lei, et al. Discussion on the impact of COVID-19 on China's tourism industry and its responses[J]. Journal of Chinese Ecotourism, 2022, 12(1): 169-183.] DOI: 10.12342/zg stly.20220011]

² 数据来自澳门统计暨普查局

³ 数据来自澳门统计暨普查局

该出台相应的政策帮助旅游业缓解危机。此外澳门政府颁布了给予各个体适当的资金援助与补贴的政策，出台了税收减免等措施，为旅游业提供资金援助，帮助企业渡过难关。

此外，澳门政府也在支持旅游基础设施建设与改善，以提升旅游服务质量和游客体验。旅游目的地的可达性，和设施的可游玩程度也是旅客选择目的地的一大重要因素之一，尤其是对于大众旅游（Mass tourism）的旅客，更好的设施，更方便的交通，更舒适的游玩会成为决定性因素。所以澳门在旅客量反升的过程中，对原有的设施设备进行更新。面对旅客日益增长的旅行质量需求，旅游基础设施的建设与改善利于丰富和完善游客的游玩体验。更加便利的交通，和各景点的连接和衔接程度，都在游客的游玩行动中体现。澳门公交线路的完善和轻轨的建设都在缩短和拉近游客与景点的距离。

澳门政府对各旅游个体进行规范和监督，共同营造出和谐有序的旅游氛围。澳门政府在旅游业上良好的监管规范了供给端的行为，也给旅客留下良好的印象。同时也对游客提出倡导，避免冲突，营造良好的旅游环境。促进旅游市场有序平稳发展。

3.2 对市场的精准营销和对旅游产品的创新

澳门政府通过各种渠道进行旅游市场推广和营销，利用官方的影响力提升旅游目的地的知名度和吸引力。现在在互联网上及各种短视频平台，我们常看到各个地方的文旅部门开通账号宣传本地视频，或者在线下进行路展宣传旅游产品。澳门的旅游宣传推广不再是旅行社或者广告的传统模式，而是更多的通过短视频或者贴文进行传播。这些更多样的传播方式吸引了更多客源，尤其是年轻游客，也可以丰富旅游目的地的丰富程度。如年轻化的游客成为旅游市场的主力军，更加需要更深入人心宣传手法来得到年轻人的激情和青睐。

澳门旅游局在线上线下的宣传加上各种优惠政策显然是具有效果的，成功吸引了大批游客。除了宣传和利好政策。澳门也逐步有序恢复了各大特色的节庆和活动，并进行多平台，多角度进行推广。例如格兰披治大赛车等各大体育赛事，不同歌手和团体的演唱会以及澳门独特的文化节庆等活动。这些多样的活动都在互联网上和线下获得了巨大的曝光量和讨论量。重要的是这些活动也带动和吸引了原本对这些体育赛事和娱乐不感兴趣的游客也加入其中，增加了客源和关注度，这些恰恰是当今旅游业市场所需要的。因为旅客在选择目的地时，兴趣爱好为导向的旅游动机是拥有较高占比的。所以这些都显著增强了游客旅游的意愿。

3.3 推动澳门“旅游+”旅游推广战略，助力澳门旅游业恢复

澳门“旅游+”战略作为澳门旅游业的重要发展方向，在澳门旅游业的恢复中发挥了重要作用。面临复苏的同时也在面临转型。旅游市场在潜移默化中不断发生变化，新需求，新体验不断涌现。澳门通过不断深化“旅游+”跨界融合，优化旅游活动及产品，可以扩展游客来源和数量，激发旅游市场供给侧主体活力，从而进一步提升澳门旅游业的竞争力和影响力。澳门在旅游业恢复中开发出“旅游+会展”、“旅游+文创”以及“旅游+体育”等“旅游+”产品，丰富游客选择，完善旅游产品质量。并借助叠加效应，进一步提升了旅游产品的竞争力。因此澳门政府创新开发了许多具有吸引力的活动。这些活动大多是发掘原有旅游资源，或加以科技例如AR，VR等高科技手段增加游客沉浸式体验感，亦或者政府提供相关福利吸引游客前去游玩。例如“悠路环”活动，“澳人食住游”项目，“感受澳门无限式自选路线”等本地推广旅游活动。另外一个例子是澳门特区政府经济及科技发展局、旅游局等部门曾合作，推出了“关前荟”活动。活动

在关前街区引入 AR（增强现实）技术的科技旅游新元素。这发挥了“科技+旅游”的联动效应，创新“引流—体验—打卡—消费”的线上线下互动模式。这些活动都显著提升了旅客的游览趣味和互动体验，也体现出以数字赋能智慧旅游带动旅游业复苏的新思路。

在研究中，许多旅游业市场正在面对如何转型以及如何实现可持续发展的难题。现在在很多地方存在一种普遍现象：有些地方或者景点，在互联网上盛极一时后，又销声匿迹。这种昙花一现的旅游业显然不符合现如今发展的需求。想要可持续发展，旅游产品的创新是很重要的，但这依赖于正确的指引，也依赖于对自身的定位和了解市场的需求。澳门开展“旅游+”战略指出了一条新路。它在于结合自身的优势加之旅客需求，增加了澳门的可玩程度和吸引度。同时特殊兴趣旅游也成为当下一热门的方向，例如医疗旅游，体育旅游等将成为更多人前来游玩的目的。

会展作为大型聚集性活动，在疫情流行时一度被禁止。发展“旅游+会展”经济，是恢复旅游业的重要对策之一。例如澳门金沙中国创立立金沙综合度假村孵化中心，透过一系列具有针对性的研讨会和竞赛活动，鼓励科技创新、发掘具有发展潜力的本地创新企业，吸纳企业数字化应用及数字化转型的科技解决方案。在功能性及可持续性方面，给来澳游客带来更好的参会体验。会展经济也是澳门大力支持的方向之一，这种大型活动能带来更多的客流和商贸合作，是恢复经济的重要手段。

3.4 进一步加强国际和区域上的营销和合作

疫情阻断了人们的出行，限制了人们的出行方式，这也是旅游业在疫情期间遭遇重创的原因。随着全球交通网的逐渐恢复，人们的出行恢复正常。对旅游业的复苏来说这是个利好的消息。

澳门作为核心城市旅游节点，加强了对周边城市旅游节点的辐射，也增强了旅游凝聚子群内部的资源共享和协同发展。³根据《粤港澳大湾区发展规划纲要》，澳门作为文旅产业的发达地区可以带动周边地区旅游业发展。以澳门向粤西发展，不乏多种文化，美食，景色等旅游资源等待开发。澳门与周边地区展开合作，更可以将集中的客源重新分散到周边地区，起到带动周边地区旅游业的发展的作用。笔者认为，区域合作将会是未来旅游业的发展方向之一。由中心景点或城市作为源动力带动周边的辐射景点的发展。将部分连成整体，利于将景点或者文化品牌化，商业化，也利于某一地区文化底蕴的深挖。尤其是澳门进一步加强了与横琴之间的合作。

大变局之下，琴澳两地之间的合作显得尤为重要。澳门地处粤港澳大湾区中心地带，也是粤西的发达地区。根据粤港澳大湾区发展规划，澳门地区是粤港澳大湾区西部唯一的中心城市，而粤西及泛珠三角西部多为二至四线城市，且多以第一或第二产业为主，与澳门地区产业结构存在错位合作发展空间。因此，澳门充分善用中心城市定位，寻求差异化策略，引领大湾区西部城市发展。⁴例如澳门与横琴粤澳深度合作区经济发展局联合推出了“澳琴同游激励计划”，旨在鼓励业界开发澳琴“一程多站”旅游路线，促进两地旅游业发展；创造旅游产品优惠平台，为入住澳门酒店的旅客提供不同主题的本地半天游服务，以丰富旅游产品组合。加强两地连接和人员往来和交流，促进粤港澳大湾区协同发展，和琴澳之间的联系和融合。

⁴ 杜洁莉，张跃. 2022. 后疫情时期粤港澳大湾区“城市—郊野”旅游流网络结构特征——基于网络数字足迹的分析. 热带地理, 42 (11): 1931-1942.

⁵ 陈建新, 盛力. 加速琴澳融合 盘活粤西发展[J]. 商展经济, 2022(15): 036-040.

澳门的旅游业不仅仅面向粤港澳大湾区和广阔的中国内地，也面向广阔的国际旅游市场。澳门抓住了机会积极开拓国际市场，并出台了一系列在机票酒店等方面的利好措施，与世界不同地区接触。同时，澳门也在国际旅游相关的博览会等平台宣传推介澳门旅游产品，扩大澳门旅游业的“朋友圈”。对澳门来说，优越的地理条件是其吸引国际客源的条件之一。澳门一直以来都在东盟及“1+10”，葡语国家论坛等平台上展开合作。出台利于人员流动的免签政策或者其他利好政策。人员的流动带来文化的交流，同时能吸引更多不同地区，不同文化的人前来旅游。除了在本澳举办的澳门国际旅游（产业）博览会，澳门也远赴葡萄牙，西班牙等国参与宣介，宣传澳门丰富“旅游+”元素。澳门政府还计划重点拓展东北亚和东南亚的多个旅客市场，开拓国际直航航线，配套推出涵盖机票交通，酒店住宿，餐饮娱乐等利于吸引外国游客来澳的系列优惠，增加国际旅客入境数量及提升消费水平。⁵增加澳门旅游对国际旅客的吸引力。

4. 对疫情后时代澳门旅游业恢复的思考

4.1 本地旅游业发展要与融入粤港澳大湾区等国家发展规划相结合

旅游业的恢复和发展，离不开因地制宜的政策实施，与此同时，与国家层面的发展规划的结合，在如今也十分重要。澳门曾开展了多次检视，考察全澳范围内旅游业发展情况，颁布了《澳门旅游业发展总体规划》。探究澳门旅游业发展状况，提出旅游业在未来的工作方向与重点，确保能够配合国家和特区政府未来发展规划所提出的原则。设定了多个目标和焦点行动，包含旅游产品设施，品质旅游协作，精准营销，城市建设，智慧科技，和区域与国际合作。同时，对区域旅游合作，旅游承载力，客源市场多元化等议题进行了深化。这份总体规划为未来的澳门旅游复苏起到了很好的指导性作用，同时也是为了适应经济适度多元化的要求之下诞生的。在疫情的背景下，2022年的达标率为86%⁶，2023年为88%⁷。在该计划的指导下，澳门推出包括“旅游+”战略等旅游利好和发展措施，充分运用澳门经济、历史和文化资源，通过结合会展，文体，大健康，科技等领域推动旅游与其他产业的跨界融合，促进澳门旅游业高质量和可持续发展。这份计划不仅是对澳门旅游业发展情况的报告，也是对澳门如何更好的融入粤港澳大湾区的探索。大湾区文旅行业正在朝着一体化，协同化发展，探索自身的文旅资源也是在探索如何更好的与大湾区其他的旅游资源相结合。

4.2 经济适度多元化能反向哺育旅游业发展

在澳门政府近几年的施政报告中，实现多元化发展一直是恢复和发展经济的主旋律。强调减少对单一旅游业或者博彩业的依赖，提高澳门经济抗风险能力和稳定性。除了施政报告，澳门政府还于2023年11月发布的《澳门特别行政区经济适度多元发展规划（2024—2028年）》中明确提出，要发展包括中医药产业、会展业、文化产业和体育产业在内的多个新兴产业，力争到2028年非博彩业占GDP比重达到60%，非博彩业就业人数比重维持在80%左右，旨在增强经济的韧性和抗风险能力，确保在类似危机再次发生时，澳门有更多的经济支柱可以依靠。长期以来，澳门旅游业严重依赖博彩业创收，这种单一产业结构在疫情面前显得尤为脆弱。有数据显示，在繁荣时期，尽管博彩业能

⁶ 苏纘翔，刘洁妍。澳门将重点发展旅游经济。人民网，2023.11.23

⁷ 澳门特区旅游局。【助力旅游复苏】《旅游业发展总体规划》2022年达标率86%。澳门政府入口网站新闻。2023.7.3

⁸ 苏纘翔、杨牧。澳门旅游业发展总体规划2023年达标率为88%。人民网港澳。2024.8.20

带来高额收益，但也容易排挤其他行业的发展。这种发展模式必将削弱经济的整体抗风险能力。因此，推动经济多元化不仅仅是必要的，更是澳门旅游业长期稳定发展的必由之路。旅游业的发展必须要在整个经济大盘中去考虑，平衡好两者之间的关系，才能使旅游业朝着可持续化发展。旅游业作为第三产业中重要一环，带动众多收入和就业，是促进文化交流和融合重要载体。背后依靠着旅游业地方的基建，人力，服务能力等，是一个地方综合实力和经济能力的体现。更多元化的经济不会挤压旅游业的生存空间，更能反哺旅游业的发展。开发，创新出更多更丰富的旅游产品，这些都能为当地的旅游业增加更多的可玩度。

4.3 推广本地旅游和特色旅游发展战略，多样化，多元化的游玩产品能够对市场提供活力

从旅游业来看，澳门实施的“旅游+”战略显著提高了澳门旅游的吸引力，延长了旅客留澳时间，为旅游业发展创造了更多空间和商机，促进了旅游产业的跨界融合。澳门的旅游资源已经得到十分完全的开发，传统的旅游在如今已经缺乏足够的吸引力。加之如今游客消费水平的提高，游客对旅游体验的需求也在不断上涨。同时年轻化的游客群体和更加个性的旅游体验给澳门旅游业提出了新的要求。人们不再满足于历史悠久的文化遗产与奢华的酒店，而是更加注重其“中间地带”。即通过旅游所带来的更多层次上的满足。在未来，个性化，沉浸式的体验最受欢迎，这将会是未来开发旅游资源的重要导向之一。

传统的活动在如今发达的互联网之下，能得到更广泛的传播和关注度。互联网作为一种有效的营销工具，能够将传统活动的特色和魅力推向全球，吸引更多的旅游者。独特的文化活动是吸引旅游者的重要因素，互联网的传播使得这些活动成为潜在旅游目的地的亮点，从而增加了旅游地的吸引力。互联网的介入使得传统活动不再是静态的展示，而是变成了互动性和参与性更强的体验活动。游客通过网络平台预览、了解并参与到传统活动中，这种体验式的传播方式大大提升了游客的参与度和满意度。互联网的传播效应也有助于传统活动的品牌建设。一个强有力的品牌形象能够提升目的地的竞争力。通过互联网的广泛传播，传统活动可以塑造出独特的品牌形象，增强其在国际旅游市场上的竞争力。互联网的数据分析能力也为传统活动的传播提供了科学依据。了解游客需求和偏好是提升旅游服务的关键。通过网络平台收集的数据，可以更精准地分析游客行为，从而优化传统活动的传播策略，实现更高效的旅游推广。

4.4 客源的多样性将是重要的

客源的多样性对旅游目的地来说至关重要，它不仅能够带来经济上的稳定性和增长潜力，还能够促进社会文化的交流与融合，推动旅游目的地的可持续发展，并为其市场营销和品牌建设提供更多的可能性，推动目的地创新。不仅能够帮助旅游业抵御风险，还能促进旅游业的发展和创新，提升旅游目的地的整体竞争力和国际形象。针对内地客源，澳门充分发挥优势。在宣传上，通过国内社媒和短视频平台等渠道扩大知名度。进一步鼓励游客消费，2024 年中国财政部海关总署等部门联合对外发布公报称港澳居民旅客携带行李物品免税额度从 5000 元提高至 12000 元。⁹激励游客在澳门消费，带动消费提升。积极与横琴粤澳深度合作区和粤港澳大湾区融合发展，充分发挥语言文化相近

⁹ 财政部、海关总署.关于提高自香港澳门入境居民旅客携带行李物品免税额度的公告.税务总局公告 2024 年第 7 号, 2024. 6. 27

优势，拉近人文距离。近年来，澳门的客源呈现出多元化的趋势，除了传统的内地、香港和台湾客源外，国际游客的比例也在逐渐增加。澳门特区政府旅游局努力推动旅游市场的多元化发展，以适应不同客源的需求。此外还通过社交媒体进行宣传，扩大澳门旅游的知名度，巩固客源。这些都丰富了澳门游客来源，让澳门旅游更加多元化，也提升了稳定性和知名度。

4.5 对旅游业个体颁布鼓励措施将是必要的

旅游业依赖于各个旅游业个体的运营。旅游业个体分为多种，消费主体，服务提供者，创新推动者，文化传播者等。它们是旅游业发展的重要力量。尤其是在疫情后的恢复中，这些都能很好的提振消费信心，创造就业机会，缓解就业压力。澳门不断出台各种利好政策促进旅游业发展。例如推出旅行团资助计划，针对内地市场的旅客，根据旅行团出发地和在澳门酒店住宿晚数给予资助等方式从供给端激励企业及各种个体积极揽客。同时也为需求端的增加打好基础。

游客是需求端的最大来源。澳门除了通过增加携带行李物品免税额度吸引消费者之外，还举办各种消费活动的利好政策都提升了游客的积极度。澳门恢复了多种大型活动以及演出活动，并创新开发探索出新的旅游活动及形式增强吸引力，带动周边的商户和企业创收。这也是在激励各旅游业个体的积极性和创造力，为旅游业恢复提供动力。

5. 结论

在疫情后时代，旅游业在面临寒冬之后终于迎来复苏。虽然在 2024 年，旅游业总体上已经恢复至疫前水平。但是游客对旅游的新需求，新体验不断涌现。这对每一个旅游业个体都提出了截然不同的要求。很显然，澳门在旅游业的恢复中取得的成果是值得学习的。澳门作为一个典型的旅游城市，在疫情的冲击下不断生存，探索出一条独具特色的复苏路径。放眼全球，各个地方都面临这旅游业复苏的难题。而澳门给我们提供了一个很好的例子。政府，社会，企业，个人在旅游业这个整体中互相影响。新产品，新客源，新观念，新举措都在带动和激励澳门旅游经济强势复苏，也在为其他地区的旅游业发展探索更多的经验和做法。在未来，希望澳门能进一步发挥自身优势，融入国家发展大局，用好粤港澳大湾区这一平台，促进粤港澳大湾区协同发展，推进横琴粤澳深度合作区的建设，为更好的发展中国旅游事业作出贡献。

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智慧旅游技术点亮大湾区：VR/AR 技术创新、体验升级与区域协同发展的探索

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[摘要] 本文的核心议题聚焦于以 VR/AR 为代表的智慧旅游技术在大湾区区域合作中的深度运用及其所带来的积极影响。大湾区凭借其经济发达，旅游资源丰富的优势，在智慧旅游领域的发展尤为显著。文章首先通过文献综述，构建了智慧旅游的基本概念框架，并梳理了当前国内外智慧旅游研究的现状，同时探讨了工业 4.0 背景下 VR/AR 技术在旅游中的应用趋势。其次，文章采用了案例研究法，选取并分析了三个大湾区 VR/AR 技术赋能旅游项目的实践案例，通过对比分析，揭示了这些项目为游客带来了更加丰富、沉浸式的旅游体验，并推动了旅游产业的数字化升级和高质量发展。最后，文章从区域协同角度出发，阐述了智慧旅游技术如何促进旅游资源的整合与共享，以及加速旅游产业的转型升级。进一步地，结合价值共创理论提出相应的对策建议，旨在为大湾区乃至其他区域的智慧旅游发展提供参考，共创更大价值。

[关键词] 大湾区；智慧旅游；VR/AR；价值共创；区域协同

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一、引言

随着信息技术的进步，智慧旅游技术已经成为推动旅游业转型升级的重要力量。作为旅游产业与现代科技深度融合的产物，智慧旅游利用物联网、云计算、大数据等先进技术，为游客提供更为智能化、个性化的旅游服务。智慧旅游技术的快速发展，不仅提升了旅游行业的效率，还极大地丰富了游客的旅游体验，满足了人们对高品质、多样化旅游服务的需求。从全球范围来看，智慧旅游已经成为旅游业发展的新趋势，为旅游产业的可持续发展注入了新的活力。

虚拟现实（VR）设备与增强现实（AR）作为其中最具代表性的智慧旅游技术，通过突破时间和空间的界限，为游客认识世界提供了全新的方式和方法，帮助他们进一步了解当地的历史文化；通过突破生理或客观上的局限，能够模拟出因条件限制或危害性较大等原因而难以实现的游览体验，带领游客探索微观或宏观世界。目前国内旅游市场正不断涌现出令人瞩目的 VR 和 AR 旅游项目，它们用虚拟现实相结合的方式改变着传统旅游业的格局，为游客们带来前丰富多样且极具沉浸感的旅游体验。目前国内 VR/AR 技术在旅游中的应用主要体现在以下几个方面：虚拟文化遗产再现，数字化博物馆展示和 VR 沉浸式旅游体验。

2019 年中共中央、国务院印发《粤港澳大湾区发展规划纲要》，规划建设粤港澳大湾区为世界级旅游目的地，计划推进粤港澳共享区域旅游资源，构建大湾区旅游品牌。粤港澳大湾区旅游资源丰富，涵盖了历史文化、现代都市风貌、滨海岛屿风光以及宁静的田园村落景观，为多样化旅游产品提供了有效供给，可以更好地满足民众对更高级的文化旅游体验的需求（王丽娟、庄伟光，2023）。智慧旅游技术的快速发展和大湾区作为重要经济区域的战略地位，为本文的研究提供了重要的背景和依据。本文旨在探讨以 AR/VR 为代表的智慧旅游技术在大湾区旅游业中的应用和发展，以期为推动大湾区旅游业的区域价值共创和可持续发展提供有益的参考和借鉴。

二、文献综述

（一）智慧旅游的定义与研究现状

智慧旅游（也称“智能旅游”）通常是指以物联网技术、云计算技术为基础，通过互联网、智能数据挖掘和处理、便携式终端上网设备的帮助，及时采集旅游资源的技术，智慧旅游为旅游业的参与者提供灵活的解决方案和价值（Buhalis, Papathanassis & Vafeidou, 2022）。在此基础上，智慧旅游产品、服务和解决方案在市场上逐渐普及，游客对智慧旅游的认可和接受程度不断提高。

关于智慧旅游的研究分布于四个方面：

一是侧重于智慧旅游技术方面的研究（方成伟，2011；高伟，2015；柳洪波，2016），从信息技术、信息设备的角度为国内智慧景区建设提出建议，从而提高国内智慧景区的整体运作效率。二是侧重于景区智能管理方面的研究，如建设智慧景区综合地理信息平台（李云鹏，2013）；构建涵盖导览、排队、指纹消费、预警四大功能系统的景区游客智慧管理体系（阚如良、杨小平，2015）；以物联网技术为支撑，构建“四端联动、三位一体”的物联网管理模式等（王谦，2015）。三是侧重于提升游客体验方面的研究，湛研（2019）认为，旅游平台通过数据管理，可以为游客提供精准化、个性化的旅游服务；魏兴邦（2019）认为，智慧旅游服务创新应以游客需求为导向、以技术为主导和多主体参与的特征。四是侧重于智慧旅游应用方面的研究，学者们根据景将其分为四类：面向景区的智慧管理、面向商家的智慧营销、面向旅游管理部门的智慧监管，和面向游客的智慧服务（曲凯，2017；管菁、管清宝，2020）。本文将从智慧旅游应用研究角度出发，聚焦于智慧服务，深入探究智慧旅游技术中 VR 与 AR 技术的应用如何更好地呈现文化内涵，有效提升游客的旅游体验。

（二）虚拟现实（VR）与增强现实（AR）在旅游中的应用

随着工业 4.0 时代的到来，一系列先进技术如增强和虚拟现实、人工智能等被认为是促进未来社会可持续发展的重要驱动（Ghobakhloo, 2020）。与此同时，Çöltekin 等人（2020）也认为 VR、AR 等沉浸式现实技术结合数字元素与现实世界环境，为游客提供了更好的心流与互动体验，将彻底改变旅游业。因此本文将着重探讨虚拟现实（VR）和增强现实（AR）技术在粤港澳大湾区旅游业中的应用。

从定义上看，VR 技术创造了一个计算机衍生的三维环境，允许个人通过计算机模拟系统体验“在场”的感觉（Lee et al., 2020）。使用者通过立体头戴显示器（HDM）感受视觉、听觉刺激，从而从真实环境中抽离出来，完全沉浸在虚拟世界中（Çöltekin et al., 2020）。而 AR 是指将数字信息投影到物理世界的系统，它将原本在现实世界的空间范围中比较难以进行体验的实体信息实施模拟仿真处理并叠加在真实世界中，从而实现超越现实的感官体验（Bimber & Raskar, 2005; García-Crespo, Gonzalez-Carrasco, Lopez-Cuadrado, Villanueva & Gonzalez, 2016）。如空间增强现实技术（Spatial augmented reality），可以实现在大面积表面上通过 3D 投影，使显示空间和虚拟空间的对齐。真实环境和虚拟物体之间重叠之后，能够在同一个画面以及空间中同时存在，并可以通过提供实时交互环境来丰富用户体验（Casella & Coelho, 2013）。VR/AR 技术具有沉浸感、交互性、真实性等特点，运用在旅游行业可以激发消费者更多的兴趣，让消费者在享受内容的同时获得更好的体验。

三、大湾区 VR/AR 技术赋能旅游案例分析

（一）虚拟文化遗产再现

随着时间的流逝和风雨的洗礼，历史古迹或文物出现不同程度的损坏，此外，由于文化遗产的本身特点以及外部环境的因素，文物的保护和修复的难度很大。通过 VR/AR 技术，将文化遗产进行数字化保护和展示，可以使游客超越时空的限制，感受这些历史古迹的宏伟场景和文物的精美形态，在虚拟现实中感受文化遗产的魅力，增加旅游体验（李建、张杰，2021）。此外，虚拟文化遗产保护还可以帮助人们更加深入地了解文化遗产的历史背景和文化内涵，从而更好地传承和弘扬文化遗产。

大三巴牌坊是澳门最具代表性的文化遗产和城市地标，其前身“天主之母教堂”建成于 1640 年，是原圣保禄学院的核心建筑。学院及教堂主要建筑于 1835 年尽数毁于大火，惟独教堂正立面、大部分地基以及教堂前的石阶俨如奇迹般伫立近四百年。在此背景下，2023 年澳门旅游局推出“时空穿梭·游历三巴”三巴牌坊数字体验展，这是澳门首次运用裸眼 3D、VR 及 AR 等拟真技术，对大三巴牌坊进行数字化复原。观众通过虚拟实景，穿越时空感受 400 年前圣保禄学院天主之母教堂的内外全貌。

（二）数字化博物院展示

数字化博物馆展示是指通过数字化技术呈现收藏品和展览，制作出虚拟的三维数字化博物馆场景，或是线下利用 VR/AR 技术，在实体空间中构建出虚实结合的场景（贾荔，2018）。粤港澳大湾区依托其“广深港澳科技创新走廊”和“珠西先进制造业产业带”建设基础，高水平开发科技旅游产品，构建数字化旅游场景，在 VR/AR 智慧旅游实践方面走在了前列，广东海上丝绸之路博物馆的“南海 I 号”VR/AR 科技探秘之旅就是一个典型的例子。

广东海上丝绸博物馆位于广东省阳江市，是一处以“南海 I 号”宋代古沉船挖掘、保护、展示与研究为主题的专题博物馆。该馆于 2018 年底推出“南海 I 号”VR/AR 科技探秘之旅，共有 4 个体验项目，分别是海上丝绸之路历史主题互动航海墙、“南海 I 号”三维文物展示、“南海 I 号”VR 体验传奇、海底世界 VR 体验。项目综合运用 VR 影片、互动投影、三维技术等虚实结合的手段，让参观者身临其境地代入“南海 I 号”的航海历程。

“南海 I 号”VR/AR 科技探秘之旅在助力大湾区融合方面发挥了重要作用，主要体现在以下两个方面：一是增强文化自信，通过 VR 技术重现古代海上丝绸之路的繁荣历史与沿线国家的文化特色，让观众身临其境地感受历史的厚重与文化的魅力。二是增强区域凝聚力与认同感，“南海 I 号”VR/AR 科技探秘之旅通过展示共同的历史记忆，增强了大湾区居民的凝聚力和认同感。这种认同感有助于推动大湾区在经济发展、社会进步和文化遗产等方面的紧密合作。展览中的文化符号和象征性元素成为大湾区独特的文化标识，有助于提升区域的知名度和影响力。

（三）VR 沉浸式旅游体验

近年来，虚拟技术不仅作为旅游目的地的数字化呈现和预体验营销工具，更结合了影视、游戏等多元素开发出了一种全新的旅游方式——沉浸式旅游体验。沉浸式旅游体验即通过全景式的视、听、触、嗅交互体验，让游客进入真实的或虚幻的空间中（曹三

省、王春华、李灿，2018），目前已投入市场的有，VR 游戏类（如，“风起洛阳”、“苍兰诀”浸全感 VR 体验项目），及 360°视频等类别。

在沉浸式旅游体验中，影视以及游戏的元素能够为游客带来更加丰富故事性和情感共鸣。通过精心设计的角色和剧情，让游客参与到故事情节中，从而更加深入地了解旅游目的地的文化、历史背景。如上文提到的“时空穿梭·游历三巴”，不仅对文化遗产进行数字化呈现，还加入了“巡游与弥撒”及“弥撒及蟹舞”为主题的 VR 体验场景，参观者可运用手中的仪器，以第一人称视角参与到庆典活动中，通过游戏的形式完成任务（如，装饰教堂，修复文物等）进一步沉浸式感受这座富丽堂皇的巴洛克建筑。

除此之外，各大视频平台（如 Bilibili，抖音等）推出了 360°视频上传通道，创作者上传利用全景相机拍摄的视频后，观众可以拖动鼠标任意转换视角，实现更加沉浸的体验。2023 年，由南方财经全媒体集团国际传播中心、大湾区元宇宙国际传播实验室（GBA MIC Lab）和 21 财经客户端联合推出《大湾区 VR 漫游计划》（The Greater Bay Area VR Roaming Program）系列微纪录片面世。此系列包含三期精彩内容，分别以珠海横琴、深圳前海、广州南沙为焦点，通过“Vlog+VR”的形式，采用 8K 360°拍摄技术，融合 AR 特效技术，为全球观众呈现了鲜活、立体且多元的大湾区风貌。

《大湾区 VR 漫游计划》不仅是一次技术上的革新，更是大湾区区域合作与文化交流的生动体现。系列作品邀请三位百万级粉丝的知名外籍博主出境拍摄，以英文、德语等多语种向全球传播大湾区魅力。采用友华外籍嘉宾的“他视角”，深入粤港澳大湾区前海、横琴和南沙三大合作平台，探访了南沙创享湾、前海深港青年梦工厂和横琴中医药产业园区等地标性建筑。通过对话政企代表，深入展现大湾区在科技创新、人文风貌和生态文明等方面的发展成果。《大湾区 VR 漫游计划》的推出，不仅为全球观众带来了一场视觉盛宴，更为大湾区区域合作注入了新的活力。这一创新尝试不仅提升了大湾区的国际知名度和影响力，也为其他地区的区域合作提供了有益的借鉴和启示。

通过以上三个案例，我们可以总结出大湾区发展 VR/AR 技术赋能旅游的几点实践意义（表 1）：首先，大三巴虚拟文化遗产再现有利于文化遗产地的保护与传承，符合旅游的可持续发展目标；其次，数字化博物院南海 I 号探秘之旅重现古代海上丝绸之路的繁荣历史，既能增强参观者的文化自信，又助力强化区域凝聚力与认同感；最后，《大湾区 VR 漫游计划》通过多语言传播，为提升大湾区旅游跨文化国际传播影响力做出了积极尝试。

表 1 大湾区 VR/AR 智慧旅游项目

Tab. 1 VR/AR Smart Tourism Project in the Greater Bay Area

AR/VR 赋能方式 VR/AR application	落地区域 Location	项目名称 Title	技术整合 Technologies	项目内容 Content	实践意义 Significance
虚拟文化遗产再现 Reproduction of Virtual Cultural Heritage	澳门特别行政区	时空穿梭·游历三巴”三巴牌坊数字体验展	整合裸眼 3D、VR 及 AR 等拟真技术，建立 VR 实景	再现圣保禄学院天主之母教堂，嵌入游戏任务	文化遗产地的保护与传承；符合旅游可持续发展目标
数字化博物院展示 Digital Museum Display	广东省阳江市	“南海 I 号”VR/AR 科技探秘之旅	通过 VR 影片、互动投影、三维技术等虚实结合的手段	重现“南海 I 号”航海历程	增强文化自信；助力区域凝聚力与认同感
VR 沉浸式旅游体验 VR immersive tourism experience	珠海横琴、深圳前海、广州南沙	《大湾区 VR 漫游计划》	“Vlog+VR”的形式，采用 8K 360°拍摄技术，融合 AR 特效技术，多语种传播	制作大湾区系列微纪录片	提升大湾区旅游跨文化国际传播影响力

四、粤港澳大湾区智慧旅游发展探索

（一）促进区域旅游协同发展

粤港澳大湾区智慧旅游的发展需加强各城市之间的合作与交流，以提升区域协作能力，共同挖掘文化内涵及实现资源共享为目标。为此，首先应建立紧密的旅游合作机制，定期商讨发展规划，协调解决旅游发展中的问题和挑战。制定统一的旅游政策和标准，推进政策协同，消除地区间的制度壁垒，促进旅游资源的自由流动和合理配置。同时，大湾区各城市拥有丰富的历史文化遗产和民俗风情，应深入挖掘这些文化内涵，打造独特的旅游品牌。过文化节庆、展览等活动展示文化魅力，吸引游客的关注和参与。鼓励文化企业与创意人才跨界合作，融合传统文化与现代科技，创造出具有时代特色的旅游产品。推广“文化+旅游”模式，打造世界级旅游目的地，展示湾区现代都市文明和文化交融特色。此外，还需整合旅游资源，建立大湾区旅游资源数据库，实现旅游信息的共享和互通。利用人工智能、大数据等技术手段，打造智慧旅游平台，提供便捷的在线服务，提升游客体验。共同开展旅游营销活动，设计统一旅游形象与宣传口号，利用互联网、社交媒体等渠道提高知名度与美誉度。

（二）实现价值共创

强调利益相关者之间高质量的合作和交流的价值共创理论（Value Co-creation Theory）由经济学家 Prahalad 和 Ramaswamy（2004）提出，他们主张价值创造应该由公司和顾客共同创造，并认为对话（Dialogue）、获取（Access）、风险评估（Riskassessment）、透明（Transparency）是构成价值共创的基石（即 DART 模型）。在休闲与旅游领域，旅游体验价值共创被广泛应用于游客与目的地社区、旅游企业和其他相关利益方，旅游目的地管理机构之间的协作研究。因此，基于价值共创 DART 模型，本文主张由粤港澳三地政府、旅游企业、行业协会及消费者四方共创旅游价值，为粤港澳大湾区旅游目的地管理机构提出发展建议。

游客的个性化需求与及时反馈成为旅游产品升级与服务创新的重要源泉，企业的技术创新与跨界融合为旅游市场增添了无限活力，而政府的政策扶持与监管则保证了整个旅游生态的良性运行。首先应建立多方沟通机制积极开展对话，粤港澳三地政府、旅游企业、行业协会及消费者之间应建立常态化的沟通机制，通过定期举办论坛、研讨会等

形式，就智慧旅游的发展策略、技术应用、市场需求等进行深入交流。近年来粤港澳大湾区积极开展了各项合作会议和文化节活动，推动区域合作发展。如 2024 年 2 月，澳门特别行政区政府旅游局与广东省文化和旅游厅、香港旅游发展局举行的粤港澳旅游推广机构第 84 次工作会议，旨在分享三地近期市场概况，商讨联合推广项目，加强区域旅游合作，合力拓展客源市场；再比如 2024 年 10 月，文化和旅游部、广东省人民政府、香港特别行政区政府、澳门特别行政区政府共同举办了以“多元融合——创造无限机遇”为主题的第四届粤港澳大湾区文化艺术节，三地共同推动文化交流，激发文艺创新。其次，应促进信息共享与合作，鼓励旅游企业之间共享客户信息、旅游资源及市场数据，通过合作实现资源优化配置和利益最大化。再次，应建立风险评估体系，针对智慧旅游发展过程中可能面临的技术风险、市场风险、法律风险等，建立全面的风险评估体系。最后，应加强信息公开和披露，打造透明化的平等互动平台，鼓励游客、旅游企业、管理部门之间进行直接沟通和交流。

通过开展对话、获取信息、风险评估和提升透明度四个方面的努力，提升粤港澳大湾区智慧旅游的价值共创水平。这将有助于推动粤港澳大湾区智慧旅游的转型升级和高质量发展，为游客提供更加便捷、舒适、安全的旅游体验。

五、结语

综上所述，VR/AR 技术在提升大湾区旅游品质与竞争力方面发挥着重要作用。从区域协同发展的角度出发，这些技术不但极大程度上丰富了游客的旅游体验，还促进了大湾区各市、各区域间的资源高效整合与深度共享，为区域合作注入了新的活力与可能。结合价值共创理论，通过积极鼓励游客的深度参与，旅游企业的紧密合作和政府部门的科学引导，可以共同挖掘并创造更大的旅游价值，进而推动大湾区旅游产业的持续健康发展于繁荣。未来，随着 VR/AR 以及其他智慧旅游技术的不断迭代升级与应用场景的持续拓展，无论是智慧景区的建设，文化遗产的数字保护，还是创新旅游项目开发，智慧旅游技术都将以其独特的魅力，为大湾区旅游产业带来更多的创新灵感与发展机遇。

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Smart Tourism Technologies Empower the Greater Bay Area: Exploration on the Innovation and Development of VR/AR Technologies, Tourist Experiences, and Regional Co-creation

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Abstract: This article focuses on the application of smart tourism technologies represented by VR/AR in regional cooperation in the Greater Bay Area and analyzes their positive impacts. The Greater Bay Area, with its developed economy and abundant tourism resources, has made significant progress in the field of smart tourism. The article defined the concept of smart tourism in the literature review, summarized the results of current research status, and explored the application trend of VR/AR technology in tourism under the background of Industry 4.0. Secondly, the article adopted a case study method to select and analyze three practical cases of VR/AR technology empowering tourism projects in the Greater Bay Area. Through comparative analysis, it revealed that these projects have brought more immersive tourism experiences to tourists, and promoted the digital upgrading and high-quality development of the tourism industry. Finally, from the perspective of regional collaboration, the article elaborated on how smart tourism technology can promote the integration and sharing of tourism

resources, as well as accelerate the transformation and upgrading of the tourism industry. Furthermore, corresponding countermeasures and suggestions were proposed based on the theory of value co creation, aiming to provide reference for the development of smart tourism in the Greater Bay Area and other regions, and co create greater value.

Key words: Greater Bay Area; smart tourism; value co-creation; regional collaboration

休闲参与如何影响居民幸福感？ ——基于中国综合社会调查 CGSS 的实证研究

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[摘要] 随着居民对多样化、高质量休闲活动的需求不断增长，休闲参与在提高幸福感方面的潜力引起了广泛关注。然而，休闲参与如何具体影响居民幸福感的机制尚缺乏系统研究。本文基于自我决定理论，构建“休闲参与—幸福感”理论模型，使用 CGSS2018 数据并通过熵值法测量休闲参与水平，深入分析其影响机制。研究结果表明，休闲参与显著提升居民幸福感，尤其是在优化休闲结构和参与高质量活动方面效果突出，并通过扩大社交网络和促进身心健康间接提升幸福感，尤其对女性、青年、老年、中低收入人群和城市居民效果显著。本文为提升居民幸福感提供了理论支持，并建议更多关注高质量休闲活动和特定群体的休闲需求。

[关键词] 休闲参与；居民幸福感；CGSS

0. 引言

随着中国社会和经济的发展，城市居民的休闲意识不断增强，休闲活动也从传统的单一形式逐渐向多样化的方向转变。同时，生活节奏的加快和工作压力的增加正在改变传统的休闲模式，使居民的休闲行为面临新的转型。多样化的休闲活动不仅有助于身心健康，还能够有效缓解生活和工作中的压力，从而在提升个体生活质量和幸福感方面发挥重要作用。党的二十大报告提出要增进民生福祉，提高人民生活品质，体现了党和国家对居民幸福感和人民美好生活的关注与重视。幸福感的建设一直以来都是各学科领域的热点话题，影响幸福感的因素也日益受到重视。幸福感对人们的生活产生了多方面的积极影响，从宏观层面看，幸福感的提升有利于减少犯罪率、保持政治稳定，有利于增进彼此信任、促进社会和谐；从微观层面看有利于提升个体创新能力，提高劳动生产效率，增加居民收入。追求幸福和美好生活不仅是个人的基本诉求，也是社会发展的终极目标。美好生活与个人主观幸福感（subjective well-being）密不可分。因此，探讨当代中国居民休闲参与与幸福感是新时代研究中的重要议题。

自古以来，关于休闲与幸福的讨论从未间断。西方哲学家亚里士多德曾经强调，休闲能够带来快乐与幸福，休闲是工作的最终目标，也是幸福的核心含义，这一观点延续至今。随着社会经济的快速发展，休闲日益受到高度重视，2019 年国务院办公厅颁布《关于进一步激发文化和旅游消费潜力的意见》，推进建设国家级休闲消费集聚区，以高水平文化旅游和休闲供给激发人们休闲消费的意愿。十四五规划提出了一系列与休闲领域相关的具体举措，如打造一批文化特色鲜明的国家级旅游休闲街区，建设国家文化公园，因地制宜建设公共体育休闲设施等。多地更是不断推动中国休闲城市建设并作为自己的发展定位，如杭州提出打造“东方休闲之都”等。并且多数国家已将休闲纳入居民生活质量指标体系。然而，幸福感作为一种个体心理状态和情绪反应，其与休闲参与之间的关系相当复杂，休闲参与对幸福感的影响研究仍需深化。本研究从休闲与幸福感的哲学内涵出发，借鉴休闲生活方式测量，构建休闲参与的概念框架，通过休闲参与广度、时长和结构三个维度来表征参与状况，拓宽了研究视角。利用自我决定理论和马斯洛需求层次理论，构建“休闲参与—幸福感”的理论框架，提供理论支持。通过实证研究深入分析休闲与幸福感的关系，探讨其作用路径及群体差异。正确梳理二者关系，有助于丰富幸福感研究和幸福经济学，具有重要理论意义。

1. 理论基础与文献综述

1.1 理论基础

1.1.1 自我决定理论

自我决定理论由 Deci 和 Ryan 提出，该理论认为人类的基本心理需要包括自主需要、胜任需要和关系需要，这三种需要的满足能够显著提升个体的幸福感。自主需要指个体在无外部控制的情况下自由选择的能力；胜任需求涉及对个人能力的积极认知，即相信自己能够胜任某项任务并完成目标；关系需求则强调人与人之间的联系和互动。这三项需求不仅是个体成长的关键，也是幸福感形成的重要因素。因此，自我决定理论将自主需求、胜任需求和关系需求视为幸福感的核心构成要素。

基于自我决定理论有助于研究休闲参与和幸福感之间的关系。休闲需要是个体从事休闲活动的心理驱动力，是理解休闲行为的基础。休闲活动可满足 Deci 和 Ryan 的三大核心心理需要，一般而言，休闲行为是由动因（motivator）所引起，是休闲参与者自由选择的结果，是人类的一种自发性行为。个体通过自由选择参与休闲活动实现自主需要的满足；参与挑战性休闲活动能够增强自我效能感，实现胜任需要；通过参加休闲活动扩大社会网络，与他人建立联系，加强沟通交流，满足关系需要。尤其是在关系需求满足的过程中，休闲活动通过促进社会联结这一机制，显著提升个体幸福感。这一理论框架为探索休闲参与对幸福感的影响提供了科学支撑，并揭示了相关路径机制。

1.2.文献回顾

1.2.1 休闲参与研究综述

休闲参与通常被界定为参加休闲活动的类型及频率，反映了个体涉入休闲活动的程度。休闲参与既包括休闲活动，也暗含休闲时间，通常是指在自由可支配的时间内，出于自愿参与的工作以外的活动，并根据个人偏好选择活动内容，根据闲暇时间决定活动频率。

休闲参与作为休闲学、社会学与心理学领域的研究热点，多数学者对此展开研究并取得了大量的研究成果，目前有关研究主要集中在休闲参与影响因素与参与价值等方面。休闲参与具有多方面的价值，学者们普遍认为休闲参与有利于改善生活质量，提高生活满意度与主观幸福感。韦佳佳建立了包括休闲时间、休闲活动、休闲消费支出与生活满意度在内的模型，研究发现休闲时间对生活满意度存在正向作用，但并非强显著，说明休闲时间转化为有效休闲才能带来幸福感；此外消磨时间型的休闲活动并未能有效提升生活幸福感而积极型休闲活动如学习、体育锻炼、旅行等对生活满意度产生了显著正向影响；提高休闲消费支出能够促进生活满意度的提高。此外休闲参与在增加工作激情，改善员工关系以及提高个体劳动生产率方面也发挥了重要作用。知识性员工参加休闲活动获得恢复体验，对心理资源起到有效重构作用，从而将产生的积极情感迁移至工作情境，以此保持工作激情。休闲参与还可以增加自我效能感、缓解社交障碍，同时参与休闲体育活动对于保持健康具有重要作用。女性体育休闲活动有利于实现性别角色的自我认同等促进女性个人的健康发展，以惠及全人群的方式助力健康中国建设。

1.2.2 休闲参与与幸福感关系研究综述

西方学者较早地从哲学层面对休闲进行解释，探究休闲与幸福感错综复杂的关系。从休闲的哲学内涵出发，休闲生活的价值追求就在于促进人的身心愉悦、健康发展，是

凸显人自我发展、自我完善的生活，幸福就其本质来说强调在生命找寻自我价值和真正的意义，即积极努力寻求的生活应当有所收获、令人满意且能实现自我价值。宋瑞等总结出活动参与论、需求满足论、社会认知论、主客观条件论和群体差异论等五种分析框架，证明休闲能够正向提升幸福感水平。其中活动参与论认为参与活动的频率、参与的时间与人的满意度和主观幸福感密切相关；需求满足论认为个人需求被满足会带来更多的正面情绪，参加休闲活动恰能够满足人们多方面的需求，因此有利于幸福感的提高。

一些实证研究也对休闲与幸福感之间的关系进行了补充论证，已有文献大多遵循以下三个方面：第一是从休闲参与结构角度来考察休闲参与对幸福感的影响，即探讨不同内容的休闲类型在幸福感中起到的作用，不同的休闲方式带来的效果不尽相同，因此，为了有效提升居民幸福感，如何在种类繁多的休闲活动中进行理性选择也变得尤为重要。蒋奖等根据休闲活动内容分为运动性、艺术性、社交性、康乐性四种，而前三种休闲方式对个体主观幸福感影响更为显著。许玲丽将休闲方式分为社交型、纯耗时型和成就型休闲三种，研究了休闲方式对主观幸福感的影响，其中纯耗时型休闲和成就型休闲能够正向影响主观幸福感，而社交型休闲不利于幸福感的提高。此外，那些在休闲过程中具有较强互动性以及高技能型的休闲活动更能增加生活满意度水平。参加深度休闲活动和项目式休闲活动的个体会感受到更为长久的幸福，而进行非深度的休闲则产生较少的积极作用。第二是对休闲主体进行分类，研究对象主要聚焦在大学生群体、女性群体以及老年群体等方面。通过梳理文献发现休闲参与对老年幸福感有直接正向影响，还可通过社会支持和忧郁间接影响其幸福感。休闲参与种类增多和休闲参与时长增加均对农村老人的主观幸福感有显著的正向促进作用¹。第三是分析休闲与幸福感之间的作用机制，通过满足人们游憩、放松、提振信心等心理需求，提升正向情绪，增进幸福感。Newman等归纳出休闲影响主观幸福感的五种心理机制，包括分离与恢复、自主选择、掌握技能、意义建构和附属需求。尽管多数研究表明休闲能够有效提升居民幸福感水平，但休闲参与影响幸福感的具体机制尚未得到深入研究，多数学者选择休闲满意度作为中介变量，休闲与主观幸福感之间的路径机制仍有待探索。

参与多元休闲活动的居民相较于参与单一休闲活动的居民会获得多方面的需求满足，根据需求满足理论，个人的需求的满足是提升主观幸福感的必备条件，扩大参加休闲活动数量能显著提高居民幸福感。活动频率理论认为，更多次更密切地从事某种具有愉悦感的活动，会感到更加幸福，因此延长休闲参与时间能显著提高其幸福感。根据马斯洛需求层次理论，发展型休闲参与和基础型休闲参与分别能够满足人们不同层次的需求，动态和静态休闲通过放松身心，获取愉悦感来提高幸福感，因此优化休闲参与结构可以能显著提高居民幸福感。

H1：休闲参与对于居民幸福感的提高具有显著正向影响；

H1a：提高休闲参与广度对于居民幸福感的提高具有显著正向影响；

H1b：增加休闲参与时长对于居民幸福感的提高具有显著正向影响；

H1c：优化休闲参与结构对于居民幸福感的提高具有显著正向影响；

1.2.3 社会网络研究综述

休闲参与通过扩大个人社会网络进而提高居民幸福感。其一，休闲参与提供了社会交往的机会，促进社会接触，能够从各种社会关系中获得安全感、归属感、认同感和价值感，这些积极的情感内容构成了提升自身幸福感的重要来源。上网行为为老年人维护

并拓展社会联系提供了新的渠道，通过使用互联网，老年人能够获取与子女频繁接触的机会，促进代际关系维护，从而有效促进主观幸福感提升。其二，参加休闲活动有助于增加社会支持，包括工具性及情感性社会支持，分别指向别人寻求具体的建议、物质或者信息上的支持以及向别人寻求鼓励、安慰、同情或者理解等精神层面上的支持，积极参加休闲活动的个体普遍拥有广泛的社会网络，意味着可以接触到更为多元和优质的社会资源。当个体遭受挫折打击时，这些资源便成为物资或情感支持的来源，有效帮助个体排解负面情绪，调节生活满意度，从而提升幸福感。其三，休闲参与还可以提升个体的社会交往能力，参与休闲活动有助于发展个体的宜人性，使人们的性格变得更加开朗外向，乐于与人接触，进而有助于提高居民的社会交往能力，因此休闲参与的过程实际就是个体人力资本水平提高的过程。人力资本的增加作为劳动生产率提高的重要方面，在提高个人收入水平方面发挥了重要作用，进而对主观幸福感的提升产生正向影响。根据以上分析，休闲参与通过上述三种途径扩大了居民的社交网络，满足了关系需要，有利于居民幸福感的提高。

H2：社会网络在休闲参与和居民幸福感之间发挥中介作用

1.2.4 休闲参与和身心健康研究综述

休闲参与通过提高个体身心健康水平进而提高幸福感。休闲参与之所以能够促进居民的身心健康，主要基于休闲活动具备的休息放松这一娱乐属性。从休闲参与的娱乐属性来看，选择合适的方式去放松身心、追求精神上的愉悦与充实，可以有效帮助个体缓解精神压力和焦虑情绪，促进身心健康，进而提高居民幸福感。Havitz 等指出老年人参与身体活动相关的休闲活动，一方面可减少生理问题，另一方面也能提升其心理健康与生活质量。胡恩华等研究发现工会组织的不同类型休闲活动均可对员工产生积极效益，身体健康类活动能够有效缓解疲惫感，释放工作压力，促进身体健康；文艺演出等精神培养类活动能够降低焦虑情绪，缓解抑郁，改善员工心理感受。万文君等分析了休闲娱乐体育活动对身体各大系统功能的正向作用，良好的生命质量是进行一切活动的前提，有助于提升认知能力，获得精神上的自由和解放。根据以上分析，积极参加休闲活动的居民普遍拥有更加良好的身心健康，其是自主需要和胜任需要得以满足的前提，有利于居民幸福感的提高。

H3：身心健康在休闲参与和居民幸福感之间发挥中介作用

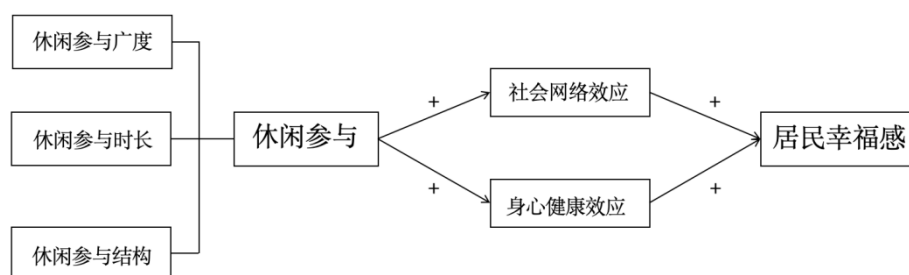


图 1 休闲参与—幸福感的理论模型
Fig.1 Theoretical Model of Leisure Participation and Happiness

2. 研究设计

2.1 数据来源

本文的数据来源为 2018 度中国综合社会调查（CGSS），该调查研究始于 2003 年，

问卷调查范围广泛，涉及主题多样，综合性特征显著，是国内连续性比较强的调查项目之一，包含个体、家庭以及社会等多个方面的内容，能够为学术研究以及政府决策等提供连续且全面的数据，是国内社科研究最主要的数据来源。自发布以来，该数据已被广泛的应用到经济学、管理学、社会学等各个研究领域之中，主要有以下特点，一方面调查范围广，覆盖全国 28 个省市自治区，调查涉及的户数较多，样本量较大，具有丰富全面的特点；另一方面调查过程中使用的抽样方法较科学，有助于展开本文研究。本文主要研究的是休闲参与对居民幸福感的影响极其作用机制，被解释变量为居民幸福感，调查问卷中与幸福感有关的问题为：总的来说，您觉得您的生活是否幸福？通过前文文献梳理可知自评幸福感相对较为可靠和稳定，并且该问题与本文的研究内容和主题较为契合，因此将对该问题的回答来衡量居民幸福感水平。回答内容从“非常不幸福”到“非常幸福”共划分为五个等级。另外，对休闲活动有关的问题进行处理后作为核心解释变量，将反映个体特征和居民社会环境与比较变量等作为控制变量。其中 CGSS2018 共有 12787 个样本量，结合研究的需要，将回答为“不知道”和“拒绝回答”的无效样本和含有缺失值的样本剔除掉，最终得到 3390 个样本。

2.2 变量选择

2.2.1 被解释变量

本文的被解释变量是居民幸福感，与之有关的研究中一般都采用自评幸福感的方式来进行衡量，前人研究证实这种方法是稳定可靠的。

CGSS2018 调查问卷与之相关的问题为“总得说来，您觉得您的生活是否幸福？”，回答从“非常不幸福”到“非常幸福”共 5 个选项，按照顺序依次赋值为“1”到“5”。

2.2.2 解释变量

本研究构建了一个休闲参与的概念框架，从休闲参与广度、休闲参与时长和休闲参与结构三个维度来表征居民的休闲参与状况。测量体系由 3390 个样本，3 个指标构成，由此构成休闲参与测量的初始数据矩阵，休闲参与结构测量同理。利用 Excel 软件，计算出各指标的熵值、效用值以及权重，下表中列举了各指标的权重。

一方面，二级指标中，动态发展型休闲参与权重最高，为 0.431，动态基础、静态发展次之，分别为 0.282、0.181，静态基础型休闲参与权重最低，权重为 0.106，这说明动态发展型休闲参与对居民休闲参与结构影响程度最重要，表明发展型休闲参与方式有利于挖掘自身潜能，充分实现自身价值，使人性获得全面自由发展，提高个体自信心，有利于克服困难与阻碍，增加自我认同，是提高自我效能感的有效途径。另一方面，一级指标中，休闲参与结构权重最高，为 0.422，休闲参与时长和休闲参与广度次之，分别为 0.299 和 0.279，在休闲参与水平综合测量中，休闲参与结构发挥作用最大。根据熵值法的计算步骤，每个居民休闲参与的计量模型为：

$$\text{leisure\_c}_i = \sum_{j=1}^m w_j p_{ij}$$

其中 leisure_c_i 为居民个人休闲参与的综合得分， m 代表指标个数， w_j 代表第 j 个指标的权重， p_{ij} 代表第 i 个样本在第 j 个指标上的比值。

2.2.3 中介变量

本文从社会网络和身心健康两条路径来探究休闲参与对居民幸福感的作用。社会网络使

用问题 B14 “您平常一天里面，除了家人和亲戚以外，通过各种方式大概总共会跟几位其他人接触？接触指一对一的接触，包括见面、电话、电子邮件、微信等，不论认识不认识的人都算。”来作为社会网络的替代变量。回答选项分别为①0 人=1；②1-4 人=2；③5-9 人=3；④10-19 人=4；⑤20-49 人=5；⑥50-99 人=6；⑦100 人或以上=7。数值越大，说明社会交往越频繁，社会关系更加广泛。

身心健康分别使用问题 A15 “您觉得您目前的身体健康状况是？”选项分别从“很不健康”到“很健康”，依次赋值为 1-5，问题 A17 “在过去的四周，您感到心情抑郁或者沮丧的程度是？”回答选项分别从“总是”到“从不”，依次赋值为 1-5，数值越大，表明个人健康状态越好。最后对两个值进行加总处理，以此来代表居民身心健康水平。

2.2.4 控制变量

经前文文献梳理发现影响幸福感的因素众多，本文根据研究的需要大致分为两类，一类是居民的个体特征变量，第二类为居民的社会环境与比较变量。具体如下：

个体特征变量包括性别、年龄、受教育程度、婚姻状况、政治面貌、户口、收入。具体定义为：性别，男性=1，女性=0；年龄计算方式为以获取调查数据的年份即 2018 年减去出生日期的年份；受教育程度，将没有受过任何教育到私塾、扫盲班定义为“低教育程度”，赋值为 1，将小学到初中定义为“较低教育程度”，赋值为 2，将职业高中到技校定义为“中等教育程度”，赋值为 3，将大学专科（成人高等教育）到大学本科（正规高等教育）定义为“较高教育程度”，赋值为 4，将研究生及以上定义为“高教育程度”，赋值为 5；居民的婚姻状况被归纳为两类，同居、初婚有配偶、再婚有配偶都被视为有伴侣状态，取值为 1，未婚、分居未离婚、离婚、丧偶都被视为无伴侣状态，取值为 0；政治面貌，是党员赋值为 1，否则为 0；户口，农业户口赋值为 0，非农业户口赋值为 1；收入，个人年收入剔除极端值后取值为对数形式。

社会环境与比较变量包括社会公平、社会等级。具体定义如下：社会公平分为 5 个层级，并赋予相应的值，其中“完全不公平=1、比较不公平=2、说不上公平但也不能说不公平=3、比较公平=4、完全公平=5”；社会等级根据自评得分赋值，从 1 到 10 依次递增。

2.3 模型设定

2.3.1 基准回归模型

将有序离散数据作为被解释变量进行研究，通常选择有序 Probit 或者 Logit 模型进行分析。本文的被解释变量“居民幸福感”属于有序离散变量类型，基于此本文构建有序逻辑回归模型作为基准模型，实证分析休闲参与对居民幸福感的影响，文本构建的模型如下：

$$\text{happiness} = \alpha + \beta_0 \text{leisure} + \beta_1 X + \varepsilon$$

其中，happiness 代表被解释变量居民幸福感， α 代表模型估计的截距项，leisure 代表休闲参与综合水平， β_0 代表休闲参与对居民幸福感的影响系数，X 代表一系列控制变量， β_1 代表各控制变量估计系数， ε 为随机误差项。

2.3.2 中介效应模型

本文采用逐步回归法来进行中介检验。下面以社会网络这一中介变量为例，逐步回归法的基本回归方程组如下：

$$\text{happiness} = \beta_0 + \beta_1 \text{leisure} + \beta_2 X + \varepsilon_1$$

$$\text{social\_network} = \alpha_0 + \alpha_1 \text{leisure} + \alpha_2 X + \varepsilon_2$$

$$\text{happiness} = \delta_0 + \delta_1 \text{leisure} + \delta_2 \text{social\_network} + \delta_3 X + \varepsilon_3$$

其中，happiness 表示居民的幸福感，leisure 表示居民休闲参与综合水平，social_network 表示社会网络。具体步骤如下：

- (1) 检验休闲参与对居民幸福感的影响效应，若系数 β_1 显著则进行下一步；
- (2) 分别检验休闲参与对社会网络，以及社会网络对幸福感的影响系数 α_1 和 δ_2 的显著性，若都显著，则说明中介作用成立，可以进行第三步；
- (3) 在控制中介变量社会网络的前提下，检验休闲参与对幸福感的影响系数 δ_1 是否显著。如果不显著，则说明社会网络在二者之间存在完全中介的作用，休闲参与完全是通过扩大社会网络进而促进的居民幸福感，反之则说明社会网络起到部分中介作用。

3. 实证分析

3.1 基准回归分析

表 3-1 报告了有序 Logit 回归模型的基本结果，其中模型（1）是在添加控制变量基础上报告解释变量休闲参与对居民幸福感的影响的回归结果，模型（2）—（4）分别是休闲参与广度、休闲参与时长、休闲参与结构对居民幸福感影响的回归结果。

模型（1）结果表明，在加入控制变量的基础上，休闲参与的估计系数为正，在 1% 显著性水平正向显著，休闲参与水平越高，居民幸福感会更加强烈。影响系数为 0.081，该系数的大小表明，休闲参与每增加一个单位，居民幸福感上升 0.081 个单位。本文使用 CGSS 数据进行研究得出，在我国，休闲参与在居民幸福感提升中扮演着非常重要的角色，研究假设 H1 成立。

模型（2）—（4）结果显示，在加入控制变量的基础上，休闲参与广度的估计系数在 5% 显著性水平正向显著，休闲参与时长和休闲参与结构的估计系数均在 1% 显著性水平正向显著。其中，休闲参与结构的影响最大，影响系数为 0.363，该系数的大小表明，休闲参与结构每增加一个单位，居民幸福感上升 0.363 个单位，这意味着优化休闲参与结构，鼓励居民参加动态发展等高质量的休闲活动更有利于促进居民幸福感的提高。有研究表明，积极的休闲生活能有效提升生活满意度，相对于低质量的休闲活动能够促进个人价值的产生，能够带来更为深刻和持久的幸福感。其次，休闲参与时长影响系数为 0.040，对幸福感的影响程度排名第二，现代社会的生活节奏不断加快，“时间贫困”和“休闲赤字”的现象让人们深感压力，大多数人处于一个持续的“赶场”状态。个人在拥有足够的闲暇时间参与不同的娱乐和放松活动后，不仅可以调节身心，还能丰富精神生活，这对提升家庭及个人的生活品质极为有益，对幸福感的提升发挥了重要作用。休闲参与广度影响系数为 0.034，略低于休闲参与时长，参加多种类型的休闲活动能够满足

居民多方面的需求，对幸福感具有明显的促进作用。以上表明休闲参与广度、时长和结构对居民幸福感的提高具有显著促进作用，研究假设 H1a、H1b、H1c 成立。

从其他控制变量对幸福感的估计结果来看，性别对居民幸福感的影响为负，但这一结果并不显著；居民的年龄与幸福感呈显著的正向相关关系；居民的受教育程度、是否党员、户籍和个人收入没有显著影响；婚姻状况、社会等级和社会公平分别显著提高了居民幸福感，有伴侣群体更容易感到幸福，正如学者们普遍认为通过婚姻建立的亲密关系会提高个人幸福值；个人自评社会地位也会对幸福感产生积极作用，主要表现为通过与同类群体进行比较中获得幸福感体验；社会公平反映的是人对周围大环境的一种感受，反映了个人对社会风气的评估，感觉社会公平的人通常也会更加幸福。

表 3-1 休闲参与对居民幸福感的影响：基准回归结果
Table 3-1. The Impact of Leisure Participation on Residents' Happiness: Baseline Regression Results

VARIABLES	(1)	(2)	(3)	(4)
	happiness	happiness	happiness	happiness
leisure	0.081*** (5.14)			
leisure_breadth		0.034** (2.08)		
leisure_time			0.040*** (5.87)	
leisure_structure				0.363*** (5.05)
age	0.013*** (4.54)	0.011*** (3.88)	0.013*** (4.61)	0.011*** (3.97)
male	-0.055 (-0.74)	-0.081 (-1.10)	-0.053 (-0.73)	-0.043 (-0.58)
edu	-0.002 (-0.04)	0.032 (0.63)	-0.008 (-0.17)	0.017 (0.33)
marriage	0.391*** (4.54)	0.392*** (4.53)	0.394*** (4.58)	0.395*** (4.58)
party	0.063 (0.56)	0.090 (0.80)	0.057 (0.51)	0.071 (0.64)
hukou	-0.087 (-0.97)	-0.041 (-0.46)	-0.094 (-1.05)	-0.073 (-0.83)
lnincome	0.021 (0.52)	0.039 (1.00)	0.019 (0.47)	0.031 (0.80)
socifair	0.618*** (14.46)	0.611*** (14.36)	0.620*** (14.50)	0.616*** (14.43)
socilevel	0.260*** (10.19)	0.269*** (10.51)	0.259*** (10.18)	0.259*** (10.12)
provinces	控制	控制	控制	控制
Observations	3,390	3,390	3,390	3,390

3.2 中介效应分析

本文采用有序逻辑回归的方式验证了社会网络和身心健康在休闲参与促进居民幸福感中的中介作用，结果如表 3-5 所示，模型（1）是休闲参与加个体特征因素、社会环境与比较因素与地区虚拟变量等控制变量对幸福感的影响，结果显示，休闲参与在 1% 水平上显著提高居民幸福感，即休闲参与综合水平越高，居民的幸福感受越强，对社会网络进行中介效应分析的第一步骤成立。模型（2）为休闲参与在个体特征因素、社会环

境与比较因素和地区虚拟变量等控制变量基础上对社会网络这一中介变量影响的估计结果，结果表明，休闲参与能够显著扩大居民的社会网络，中介效应的第二步骤成立。模型（3）表示在控制变量基础上休闲参与和社会网络对幸福感的影响，结果显示，社会网络在 5%水平上对幸福感具有显著的正向作用，这说明自身的社会网络的改善和加强，有利于提升居民的幸福感。在加入社会网络变量之后，休闲参与对居民幸福感的影响依然在 1%的统计水平下显著，估计系数略有降低。可见，社会网络存在部分中介作用，从而验证了“休闲参与扩大社交网络，进而影响居民幸福感”的机理分析。假设 H2 得以成立。

同理本文继续探讨身心健康在二者之间的中介作用。根据模型（1），对身心健康进行中介效应分析的第一步骤成立。模型（4）为休闲参与在个体特征因素、社会环境与比较因素和地区虚拟变量等控制变量基础上对身心健康这一中介变量影响的估计结果，休闲参与对居民的身心健康在 1%的统计水平下显著，休闲活动能够有效提高个体身心健康水平，中介效应分析的第二步骤成立。模型（5）是在基准回归基础上加上身心健康这一中介变量考察其对居民幸福感的影响，结果表明，身心健康在 1%水平上对幸福感具有显著的正向作用，身心健康居民幸福感水平相应也会更高，休闲参与对居民幸福感的影响依然显著。实证研究表明，身心健康存在部分中介作用。假设 H3 得到验证。

表 3-2 社会网络和身心健康的中介效应检验结果
Table 3-2. Mediation Effect Test Results of Social Networks on Physical and Mental Health

	(1)	(2)	(3)	(4)	(5)
VARIABLES	happiness	social_network	happiness	health	happiness
leisure	0.081*** (5.14)	0.087*** (5.90)	0.079*** (4.97)	0.075*** (5.24)	0.060*** (3.85)
social_network			0.054** (2.07)		
health					0.369*** (13.39)
age	0.013*** (4.54)	-0.021*** (-8.15)	0.014*** (4.76)	-0.022*** (-8.94)	0.020*** (6.95)
male	-0.055 (-0.74)	0.062 (0.94)	-0.056 (-0.76)	0.323*** (4.93)	-0.162** (-2.15)
edu	-0.002 (-0.04)	0.035 (0.76)	-0.003 (-0.05)	0.061 (1.35)	-0.019 (-0.37)
marriage	0.391*** (4.54)	0.161** (2.11)	0.386*** (4.48)	0.104 (1.32)	0.348*** (4.03)
party	0.063 (0.56)	0.195* (1.85)	0.057 (0.51)	0.060 (0.57)	0.075 (0.65)
hukou	-0.087 (-0.97)	-0.073 (-0.88)	-0.083 (-0.93)	-0.197** (-2.52)	-0.047 (-0.52)
lnincome	0.021 (0.52)	0.156*** (4.71)	0.013 (0.33)	0.173*** (4.93)	-0.032 (-0.82)
socifair	0.618*** (14.46)	0.015 (0.45)	0.617*** (14.43)	0.194*** (5.42)	0.579*** (13.42)
socilevel	0.260*** (10.19)	0.009 (0.40)	0.261*** (10.21)	0.158*** (6.96)	0.225*** (8.79)
provinces	控制	控制	控制	控制	控制
Observations	3,390	3,390	3,390	3,390	3,390

3.3 稳健性检验

3.3.1 替换实证模型检验

Ferrer-i-Carbonell 等对 OLS 模型、有序 Logit 模型进行研究比较，发现各模型的回归系数和显著性基本是一致的。为了加强上述回归结果的稳健性，本文在有序 Logit 模型的基础上再进行 OLS 回归模型分析。

OLS 回归结果表明，休闲参与对居民幸福感的影响仍然保持在 1% 的统计水平下正向显著，其中休闲参与广度从基准回归估计系数 5% 水平的正向显著提高到 1%，休闲参

与时间和休闲参与结构均在 1% 的统计下水平下正向显著，其他控制变量也与基准模型的结果大致保持一致。从而得出结论，休闲参与及其不同维度均能提升居民幸福感，且该结果具备稳健性。

3.3.2 替换被解释变量检验

通过构造二值变量来替换被解释变量。将回答结果为“非常不幸福”“比较不幸福”“说不上幸福不幸福”的答案归为“不幸福”，并赋值为 0，将回答结果为“比较幸福”与“非常幸福”的答案归为“幸福”，赋值为 1，采用适应于因变量是二值的 Logit 模型来进行回归。稳健性检验的结果在符号方向与显著性方面与基准回归结果基本一致。由此表明，本文的实证结果是稳健可靠的。

3.4 内生性检验

为了解决内生性问题，本文采用工具变量法来进一步厘清二者因果关系，一方面个体休闲参与会受到其所在环境的影响，同一个地区的居民休闲参与的平均水平对个体参加休闲活动可能存在正向效应，另一方面，同地区居民休闲参与平均水平几乎不会通过其他渠道影响个体的主观幸福感。基于此，本文选取个体所在地区的居民休闲平均水平作为个人的休闲参与水平的工具变量。基于两阶段最小二乘法（2SLS）对休闲参与对居民幸福感进行回归，第一阶段实证结果显示，个体所在地区其他居民休闲参与平均水平与个体休闲参与状况具有显著的正向相关关系，第二阶段结果显示，一阶段拟合后的值对居民幸福感在 0.1 水平上显著，同时检验的 F 值超过了经验阈值 10，说明不存在弱工具变量问题，进一步说明了本文结论的稳健性。

3.5 异质性分析

3.5.1 休闲参与对不同个体特征居民幸福感的影响分析

（1）基于不同性别居民幸福感的异质性分析

按照性别将样本划分为男性群体和女性群体，分别进行有序逻辑回归，模型估计结果如表 3-6 所示，可以发现不论是男性群体还是女性群体，均能以参与休闲活动的方式获取幸福感，从回归系数来看，女性群体为 0.117，男性群体为 0.063，说明休闲参与对女性居民的幸福感提升效应更为明显。在进行影响机理分析时，本文认为休闲参与会影响个体的社交网络，进而影响到居民幸福感。传统观念认为的“男主外、女主内”在大部分地区依然存在，女性角色通常以家庭为中心，面临更强的社会空间隔离；即使随着社会发展的进步，越来越多的女性也进入就业市场，但传统性别范式下的限制仍未完全打破，性别歧视现象依然存在，不少女性受到工作和家庭的双重压力，休闲活动机会有限。休闲参与提供了社会交往的途径，相比较男性来说女性更加能够通过参加休闲活动获得物质或情感帮助等社会支持，增加人们的喜悦感，提高自尊心、自信心，具有良好的社会支持的个体通常会拥有比较高的生活满意度和积极情感，正如休闲行为的性别差异研究认为女性也更乐意将时间用在社交活动，因此休闲参与对女性幸福感的影响更为显著。

表 3-3 休闲参与对不同性别居民幸福感影响的差异
Table 3-3. Differences in the Impact of Leisure Participation on Happiness Across Genders

VARIABLES	(1)	(2)
	Happiness 女	Happiness 男
leisure	0.117*** (4.91)	0.063*** (2.91)
age	0.005 (1.13)	0.019*** (4.90)
edu	-0.206*** (-2.63)	0.130* (1.83)
marriage	0.394*** (3.19)	0.364*** (2.93)
party	0.544*** (2.75)	-0.176 (-1.27)
hukou	0.119 (0.87)	-0.250** (-2.06)
lnincome	-0.037 (-0.65)	0.077 (1.39)
socifair	0.779*** (12.11)	0.513*** (8.94)
socilevel	0.264*** (7.17)	0.252*** (7.04)
provinces	控制	控制
Observations	1,627	1,763

(2) 基于不同年龄居民幸福感的异质性分析

本文根据国际标准将年龄进行分层。从结果来看，休闲参与能够显著提高青年群体和老年群体的幸福感水平，估计系数分别为 0.104、0.098，而对中年群体来说，休闲参与对其幸福感的影响是不显著的。这可以解释为：中年人的社会责任和压力较大，负担相比其他年龄段要重很多，长期要面对工作的压力以及家庭的重担，与此同时，收入不平等、不客观的就业形式等因素也会降低他们对幸福的感受力。我国现阶段的老年人中的大部分已经退休，或工作不再繁忙，生活负担已经大幅度减轻。因此他们具有较强的支付能力、较多的休闲时间以及更加强烈的休闲意愿，日益成为休闲消费的重要参与力量，因此研究老年群体的休闲模式变得更为重要。作为新型文娱消费的主力军，青年更加注重满足自身精神文化需求，日趋多样化休闲娱乐便成为其追求生活幸福的重要手段，对幸福感的提高具有显著影响。

表 3-4 休闲参与对不同年龄居民幸福感影响的差异

VARIABLES	(1)	(2)	(3)
	Happiness	Happiness	Happiness
	青年群体	中年群体	老年群体
leisure	0.104*** (3.25)	0.025 (0.80)	0.098*** (4.27)
male	-0.121 (-0.91)	-0.147 (-1.03)	0.117 (0.93)
edu	0.091 (0.98)	0.025 (0.25)	-0.110 (-1.22)
marriage	0.727*** (4.16)	0.894*** (4.59)	0.205 (1.46)
party	0.101 (0.55)	0.344 (1.49)	-0.191 (-1.04)
hukou	-0.136 (-0.91)	-0.075 (-0.44)	-0.052 (-0.30)
lnincome	-0.064 (-0.80)	0.188** (2.28)	0.052 (0.84)
socifair	0.528*** (6.54)	0.605*** (7.71)	0.703*** (9.95)
socilevel	0.253*** (5.02)	0.154*** (3.21)	0.329*** (7.92)
provinces	控制	控制	控制
Observations	1,111	1,035	1,244

(3) 基于不同户籍地居民幸福感的异质性分析

本文依据户籍地将样本划分为农村群体和城镇群体来讨论休闲参与对不同户籍人口影响的差异，依次进行有序逻辑回归，回归结果如表 3-8 所示，(1) 表示农村群体的估计结果，(2) 表示城镇群体的估计结果，农村居民和城镇居民都通过了 1% 的显著性检验，休闲参与对幸福感的影响系数分别为 0.064 和 0.093，休闲参与对城镇居民幸福感影响的系数更大，说明相对而言，休闲参与对城镇居民的幸福感知提升效应更为明显。

我国城乡间存在发展不均衡现象，二元社会结构使得影响城乡居民幸福感的状况和程度存在差异性，主要原因集中在城乡居民的生活水平、生活环境和生活节奏等方面，生活水平方面，由于城市公共服务存在集聚效应和规模效益，城市各类公共休闲服务的可达性往往高于农村，城镇地区基本公共休闲服务供给能力优于农村地区，城镇居民普遍能够体验更加多元化和优质化的休闲服务，从而收获幸福体验。生活环境方面，相对于农村而言，城市生活中“陌生人社会”现象普遍存在，导致城市居民的社会交往频率与社会信任度往往低于农村居民，并造成了城市居民心理距离和社交距离双重的疏离感，因此通过参加休闲活动扩大社会交往范围从而更有益于提高城镇居民幸福感。生活节奏方面，相比较农村居民，城镇居民往往工作强度较高，而充足的休闲时间及休闲活动有

助于释放压力获取精神愉悦，更有利于提升城镇居民的幸福感。

表 3-5 休闲参与对不同户籍居民幸福感影响的差异
Table 3-5. Differences in the Impact of Leisure Participation on Happiness Across Residents with Different Household Registrations

VARIABLES	(1)	(2)
	Happiness 农村	Happiness 城镇
leisure	0.064*** (3.17)	0.093*** (3.49)
age	0.014*** (3.56)	0.013*** (2.79)
male	0.047 (0.48)	-0.227* (-1.88)
edu	0.171** (2.35)	-0.151** (-1.96)
marriage	0.381*** (3.36)	0.431*** (3.11)
party	-0.110 (-0.59)	0.188 (1.26)
lnincome	0.018 (0.38)	-0.022 (-0.25)
socifair	0.605*** (10.94)	0.646*** (9.32)
socilevel	0.242*** (7.32)	0.292*** (7.06)
provinces	控制	控制
Observations	2,038	1,352

3.5.2 休闲参与对不同收入水平居民幸福感的影响分析

本文依据居民收入情况进行群体划分，首先对收入进行排序，将整体收入水平的 1/4 分位数和 3/4 分位数设为临界值，低于 1/4 分位数的居民归为低等收入水平群体，高于 4/3 分位数的居民归为高等收入水平群体，处于中间部分的居民归为中等收入水平群体。采用有序逻辑模型依次进行回归，结果如表 3-9 所示，（1）为低收入群体的估计结果，（2）为中等收入群体的估计结果，（3）为高收入群体的估计结果。从估计结果可知，休闲参与对低中收入人群幸福感影响的估计系数分别为 0.086 和 0.092，均正向显著，说明对于中低收入人群来说，休闲参与均可以显著提升其幸福感，且休闲参与对中等收入居民幸福感的影响程度更大。

表 3-6 休闲参与对不同收入群体居民幸福感影响的差异
Table 3-6. Differences in the Impact of Leisure Participation on Happiness Across Residents of Different Income Groups

	(1)	(2)	(3)

VARIABLES	Happiness	Happiness	Happiness
	低收入	中收入	高收入
leisure	0.086*** (2.81)	0.092*** (4.01)	0.003 (0.08)
age	0.014** (2.38)	0.015*** (3.61)	0.007 (1.06)
male	0.021 (0.15)	-0.173 (-1.60)	-0.025 (-0.15)
edu	0.111 (0.84)	-0.058 (-0.77)	0.051 (0.49)
marriage	0.339** (2.25)	0.520*** (3.99)	0.282 (1.42)
party	-0.468 (-1.36)	-0.006 (-0.03)	0.372** (1.98)
hukou	-0.153 (-0.55)	-0.067 (-0.55)	-0.072 (-0.40)
socifair	0.670*** (8.48)	0.618*** (9.68)	0.626*** (6.76)
socilevel	0.283*** (5.73)	0.260*** (7.07)	0.262*** (4.49)
provinces	控制	控制	控制
Observations	908	1,670	812

3.5.3 休闲参与对不同地区差异居民幸福感的影响分析

本文按照国家统计局官网的规定，将北京、天津等省份划分为东部地区，将山西、安徽等省份划分为中部地区，将广西、重庆等省份划分为西部地区，其余地区划分为东北地区。采用有序逻辑模型依次进行回归，结果如表 3-10 所示，由估计结果可知，休闲参与对东部、中部地区人群幸福感的影响通过 1%的显著性检验，估计系数分别为 0.078 和 0.101；对西部地区人群通过 5%的显著性检验，估计系数为 0.064；对东北地区居民幸福感的影响通过 10%的显著性检验，估计系数为 0.078。这说明休闲参与对幸福感的影响程度存在一定的地域差异。

表 3-7 休闲参与对不同区域群体居民幸福感影响的差异
Table 3-7. Differences in the Impact of Leisure Participation on Happiness Across Residents of Different Regions

VARIABLES	(1)	(2)	(3)	(4)
	Happiness	Happiness	Happiness	Happiness
	东部	中部	西部	东北
leisure	0.078*** (3.36)	0.101*** (2.60)	0.064** (1.98)	0.078* (1.70)
age	0.011*** (2.71)	0.007 (0.99)	0.021*** (3.67)	0.012 (1.40)
male	-0.140 (-1.29)	-0.230 (-1.33)	-0.013 (-0.08)	0.439** (2.01)
edu	-0.085 (-1.17)	0.053 (0.45)	0.284** (2.31)	-0.213 (-1.35)
marriage	0.422*** (3.31)	0.367* (1.80)	0.431** (2.46)	0.417 (1.58)
party	0.117 (0.81)	-0.175 (-0.63)	-0.009 (-0.03)	0.396 (1.06)
hukou	-0.113 (-0.90)	-0.147 (-0.65)	0.008 (0.04)	0.072 (0.30)
income	0.013 (0.20)	0.013 (0.15)	0.014 (0.19)	0.016 (0.13)
socifair	0.595*** (9.68)	0.791*** (7.84)	0.530*** (6.06)	0.625*** (4.46)
socilevel	0.274*** (7.38)	0.279*** (4.10)	0.258*** (4.84)	0.218*** (3.20)
Observations	1,600	637	737	416

4. 研究结果

幸福一直以来都是人们永恒追求的目标，幸福感的建设在我国社会经济发展中居于重要地位，休闲参与让人放松身心，产生积极的情感，有效地影响人们对幸福的感知。休闲参与日益成为人们热议的话题，本文综合学者们对休闲参与的定义，结合新时代休闲发展的特点，构建休闲参与概念框架，并从广度、时长和结构三个维度对其进行解释，丰富了休闲参与的概念。本文利用 CGSS2018 的数据，构建“休闲参与—幸福感”理论模型，并从实证角度研究了休闲参与对居民幸福感的影响及作用机制，深入探讨了群体差异性。本文基本结论如下：

第一，休闲参与水平可从休闲参与广度、时长和结构三个维度进行测度，休闲参与广度根据居民参加休闲活动的数量来衡量，所占权重为 0.279，休闲参与时长根据居民参加休闲活动的频率来衡量，所占权重为 0.299，休闲参与结构根据休闲活动的动静态

及对居民需求的满足程度分为静态发展型、动态发展型、静态基础型和动态基础型四种类型，所占权重为 0.422。休闲参与结构中，动态发展型权重最高，为 0.431，说明动态发展型休闲活动对居民休闲参与结构影响最大，是一种高层次、高质量的休闲活动，有利于个人自我价值的实现；其次是动态基础型和静态发展型休闲活动，权重分别为 0.282、0.181，对居民休闲参与结构也具有重要的影响；最后是静态基础型休闲活动，权重为 0.106，相较而言是一种低层次的休闲活动，一般表现为打发无聊的娱乐活动。以往国内外学者对休闲参与类型的研究主要从活动时间、活动空间、地理位置和活动内容等视角进行切入，从参与时间看，可划分成工作日休闲和周末休闲、白天和夜间休闲；从空间看可分为室内休闲和户外休闲；从地理位置看分为本地休闲和异地休闲；从活动内容角度大致分为消遣娱乐类、社会活动类、体育健身类与户外游憩类、知识文化类等。休闲活动内容背后不仅表现为休息放松，同时潜藏着自我实现的价值追求，“休闲层次论”认为，随着个体参与程度的提高，人们通过休闲活动体验到的自我实现和发展的满足感以及人们对自身的开拓程度也同时提高。此外，休闲参与还暗含了时间的概念，刘志林等指出当闲暇时间不足且呈现碎片化状态时，居民更多的是参加娱乐消遣类休闲活动，当居民拥有充足连续的闲暇时间时，他们会选择室外休闲或深度休闲活动。本研究结合了以往学者的相关成果，对休闲参与的研究视角更为丰富，同时发现休闲参与结构与数量和时间相比代表了更高水平的休闲参与，其中动态发展型休闲发挥了主要作用。

第二，休闲参与对居民幸福感的提升有正向预测作用，即积极参与休闲活动的居民往往会更加幸福。其中，休闲参与广度、时长和结构均能显著提高居民幸福感，优化休闲参与结构提升作用最为明显，动态发展型等高质量休闲活动发挥了重要的影响作用，能够带来更为深刻和可持续的幸福感。采用替换被解释变量和替换计量模型两种方法进行稳健性检验，利用两阶段最小二乘法以尽可能纠正内生性问题造成的偏误后，该结论依然成立。学者们普遍认为休闲是引致幸福感的重要因素，休闲时间是衡量居民幸福感和获得感的重要指标，闲暇时间的合理分配有利于获得更高的幸福感，休闲多样性有助于丰富休闲活动的内涵，与休闲活动满意度呈现出相对较强的一致性，本文从实证角度对此进行了补充论证。此外，学者们探究了不同类型的休闲活动在幸福感中的作用，如陈艳艳等发现运动时尚型和自我休闲型休闲模式对老年人主观幸福感具有显著的正向影响，而家庭友好型和一般休闲型并未对主观幸福感产生显著影响。休闲活动的吸引力通常取决于是否具有广度和深度以及实际意义，否则，由于获得的积极反馈相对较少，人们容易产生无聊情绪，因此不利于提高闲暇的满意度和幸福感。与以往研究不同的是，本文不针对某种具体类型休闲活动，而是着眼于休闲活动共性，探究动态静态发展基础等四种类型各自的影响作用，发现动态发展性休闲对幸福感的提升作用最为明显。

第三，休闲参与可以通过社会网络效应和身心健康效应促进居民幸福感的提升。休闲活动提供了可供居民社交的机会，在社交中获得物质或情感帮扶等社会支持，提高居民社交能力，加强社交网络的连接，为居民带来幸福感体验；休闲参与通过释放精神压力，获得精神愉悦，提高身体素质，缓解来自于工作和生活的多方面压力，促进身心健康，从而提高居民幸福感。学者们通常将休闲满意度作为休闲与幸福感之间的中介变量进行研究，休闲需求、休闲动机和休闲满意度等交织综合在一起影响着人们的幸福感，一般地说，休闲满意度越高，幸福感也就越强；或者将休闲满意度作为生活满意度的一个重要的前因变量，休闲的满意度越高，生活满意度进而也越理想。本研究验证了休闲满意度的具体来源，即通过拓宽社交网络和提升身心健康分别获得关系需要、自主需要和胜任需要的满足，是对休闲满意度的具体细化。正如邱亚君等发现女性参与到深度休闲体育活动会获得休闲利益，比如在身体方面明显感觉到身体健康水平的提高，表现为

睡眠改善、疾病减少等，在心理方面感到心情舒畅、愉悦，在不断挖掘自己运动潜能的过程中也会产生成就感和满足感；在社会利益方面与同伴之间形成积极的亲密联系，继而获得一系列的益处。

第四，对不同居民群体而言，休闲参与对其幸福感影响也不尽相同。从个体层面来看，男性和女性均能通过参加休闲活动获取幸福，但对女性影响程度更大；休闲参与对青年及老年群体幸福感都有显著影响而对中年群体影响不显著；相比农村地区而言，休闲参与对城市户籍居民幸福感提升作用更明显；对于不同收入水平的居民来说，休闲参与可以提高中低收入群体的幸福感而这一提高作用在高收入群体中不显著；从地区分层来看，与西部和东北部地区相比休闲参与对中部和东部地区居民幸福感的影响程度更大。

5. 讨论

5.1 对策建议

本研究证实，休闲参与有利于人们获得良好的幸福体验，休闲成为通往新时代幸福生活的必由之路。因此政府应进一步制定相应政策来保障居民休闲权利，提高居民休闲质量，建设发展休闲型社会。本文根据研究结论，提出如下建议：

第一，大力发展休闲产业，强化差异化休闲供给，促进休闲产业多元化发展。通过前文对休闲参与现状及存在问题的梳理发现，当下居民总体休闲需求仍需进一步释放，目前中国休闲供给仍以大众化基本休闲娱乐为主，无法有效满足逐渐演进的高层次休闲消费结构，因此应当鼓励市场提供量多质优的休闲产品和服务供给，满足国民多元化休闲需求，丰富居民休闲体验。在女性休闲方面，前文研究发现基于个体社交网络，女性更加能够通过参与休闲活动获得幸福感，因此在大力发展休闲产业时应当关注女性休闲需求，保障女性休闲品质，关注女性健康美容需求，打造集美容保养与休闲养生等功能于一体的休闲服务综合体，给予社交空间；在休闲旅游方面，开发满足女性需求的旅游专项线路，设计女性取向的酒店或民宿等。休闲供给还应当满足不同收入群体差异化的休闲需求，面向高收入群体，满足个性化休闲需求，推出房车露营、微度假等个性休闲产品，做好高端休闲度假，在开发导向和产品提供上向国家水平看齐，进一步完善休闲街区、商圈等商业性休闲设施，打造互动体验类休闲项目，文化休闲供给方面，推出广受喜爱的明星演唱会、音乐节等文化休闲娱乐活动；针对中低收入群体应增加更多公共休闲产品的供给，进一步完善休闲基础设施如推动体育场馆等面向社会公众免费和低成本开放，为居民提供更多休闲健身场所，在旅游休闲供给方面，推出门票减免、打折优惠活动，打造专项旅游休闲路线，完善惠民举措，让广大居民都能满足旅游休闲需求。

第二，保障居民闲暇时间，落实带薪休假政策。虽然近年来劳动生产率大幅提高，但囿于通勤距离、加班文化等因素，社会压力较大，休闲时间增长受限，居民闲暇时间增幅较小。闲暇时间是休闲活动的基本前提，是人民美好生活的重要组成部分。目前中国城市居民大多面临着工作与生活双重压力，休闲时间数量和质量都需进一步优化。因此应当切实保障居民休假的权利，优化法定节假日时间分布格局，鼓励错峰休假、弹性作息，稳步增加法定节假日和带薪休假天数，推动居民休息与休闲权利的实现，使得居民能够拥有较多的休闲时间从事高质量的休闲活动。另一方面，可以推行弹性工作制，尽力破除“996”“007”等加班文化的不良影响，实施“上四休三”或居家办公制度，实施错峰上下班、儿童照顾福利等友好型政策，如借鉴发达国家在婴幼儿照料方面的成

功经验,将其纳入至政府基本公共服务体系中,帮助父母从繁琐的育儿活动中得以解放,有效缓解父母的休闲时间压力。

第三,加强国民休闲教育,提高国民休闲素养。经研究发现,当前国民休闲参与结构相对单一,休闲方式比较单调,对休闲观念缺乏正确的理解,存在盲目从众心理,文化类、运动类等自我提升型的休闲活动需求比较低迷,国民休闲意识和能力有待进一步提高。本文研究发现休闲参与结构在幸福感提升方面发挥了更加显著的作用,因此应当将重心放在提高居民休闲参与质量、优化休闲参与结构上。一方面,统筹规划构建与我国国情相符的国民休闲教育体系,加强终生休闲教育,在不同教育阶段开设与年龄相适应的休闲技能课程,培养健康良好的休闲生活方式,树立正确休闲消费观、休闲健康观,鼓励人们积极主动的参加动态发展型这类高质量的休闲活动,例如,举办公益性质培养休闲技能的如文化阅读、绘画、厨艺等讲座,定期开展丰富多彩的休闲文化建设活动;另一方面,在社会层面通过潜移默化的影响,将休闲理念融入到人们的日常生活,促使他们从工作伦理向休闲伦理转变,有意义地享受休闲,逐步提升国民休闲品味与内涵。

第四做好政策统筹安排,加强对相关群体的政策扶持,保障其休闲权益。当前休闲参与状况存在发展不均衡的问题,具体表现为不同年龄群体之间、区域间以及城乡之间的休闲发展存在较大差距。前文的研究结论得出,休闲参与对老年人幸福感的影响十分显著,这启示我们要充分挖掘老年人尤其是退休居民的休闲潜力,重视银发休闲市场。政府部门要提供便利的休闲场所,为老年人创造更好的休闲参与环境;同时,企业应深入调研老年人休闲消费市场,了解老年人休闲需求和心理特征,推出一系列适合老年人的休闲康养产品,满足老年人个性化休闲需求。实证研究发现农村地区居民休闲参与对幸福感提高作用不如城镇居民,农村地区休闲的基础设施和消费条件相对薄弱,经济条件相对落后,因此要加大对农村公共基础设施建设的投入,提高基础休闲设施的覆盖率,并且在这个基础不断升级、不断完善,统筹东中西地区差异化协调发展,立足地区优势,完善区域发展政策。一方面依托西部地区优越的生态环境,独特的文化底蕴,吸引东部地区企业主体进行投资建设,发展休闲度假产品,提升休闲产品品质;另一方面政府仍需完善休闲基础设施建设,通过一定的政策资助和公益旅游等活动,帮助西部居民参与休闲活动,能在一定程度上提高其幸福感。

5.2 研究局限与展望

本研究在文献梳理与相关理论基础上,构建了休闲参与和居民幸福感的理论框架模型,实证研究中使用到的数据为中国社会调查2018年(CGSS2018)的截面数据,随着经济发展和社会进步,如今人们的生活方式与休闲观念在一定程度上发生了变化,尽管本文选取了当前休闲领域的部分数据做出了对比分析,但数据范围和数据量仍有欠缺,未来随着休闲大数据的建设与更新,可以通过时间上的纵向研究进行对比分析,从而设计出更迎合当下人们需求的休闲活动。

受传统文化的影响国内休闲方式的特点表现为宁静平和,偏好于打太极、散步、社交聊天等动中有静的休闲活动,追求修身养性和自我满足,而西方休闲方式中透着激情与动感,追求的是更加刺激的休闲活动。随着东西方休闲文化的深入融合,我国未来休闲活动也日益改变,逐渐朝着动态化的方向发展,冰雪运动、攀岩以及挑战自我极限的休闲活动越来越多的出现在人们视野。因此在后续的研究中可根据居民休闲方式和休闲偏好的变化进一步优化休闲参与指标,同时可以将休闲城市建设、公共休闲服务与供给、社会保障等可能影响居民幸福感的因素纳入框架中,完善休闲参与和居民幸福感研究的框架体系。

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How Does Leisure Participation Influence Residents' Happiness? — An Empirical Study Based on the China General Social Survey (CGSS)

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Abstract: As residents' demand for diverse and high-quality leisure activities continues to grow, the potential of leisure participation in enhancing happiness has garnered widespread attention. However, the mechanisms through which leisure participation specifically influences residents' happiness remain underexplored. Based on Self-Determination Theory, this study constructs a theoretical model of "Leisure Participation–Happiness" and utilizes CGSS 2018 data to measure leisure participation levels through the entropy method, providing an in-depth analysis of its mechanisms of influence. The results show that leisure participation significantly enhances residents' happiness, with notable effects in optimizing leisure structures and engaging in high-quality activities. Furthermore, it indirectly improves happiness by expanding social networks and promoting physical and mental health, with particularly significant effects observed among women, youth, the elderly, low- and middle-income groups, and urban residents. This study provides theoretical support for enhancing residents' happiness and suggests placing greater emphasis on high-quality leisure activities and the leisure needs of specific groups.

Key words: leisure participation; resident happiness; CGSS

数字化时代背景下游戏产业对区域旅游品牌影响研究

--以《黑神话：悟空》游戏为例

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[摘要] 本文聚焦国产 3A 游戏《黑神话：悟空》，通过数据可视化对比取景的 36 个国内旅游景点的数据，探索游戏中的真实区域旅游元素，并运用情感分析和文本挖掘方法，结合国内外游戏社交平台的 90 多万条数据评价，探寻数字化游戏与区域旅游融合的发展方向。

在数字技术的推动下，游戏产业能将优秀的传统文化与丰富的自然、人文景观融入西游世界的游戏规划，有助于提升游戏的临场感和体验感，增强玩家的参与度和沉浸感，随着游戏的出圈，影响海外玩家对中华文化的认知，有效提升国家文化软实力的输出。探讨数字化游戏与区域旅游品牌推广的新模式，以期为促进数字游戏产业的跨界合作、区域旅游品牌的模式创新和可持续发展提供思路。

[关键词] 黑神话：悟空；游戏产业；区域旅游品牌；数字化传播；社交媒体

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1 引言

数字化时代的到来加速了文化创意产业的崛起，使其成为推动经济发展和文化传播的强大动力。游戏产业逐渐成为区域旅游品牌推广的重要推动力。高质量的游戏内容不仅能通过虚拟场景增强真实旅游地的吸引力，还通过引人入胜的叙事和视觉元素为旅游目的地赋予文化和情感上的共鸣。2024 年 8 月 20 日中国独立游戏开发公司游戏科学 (Game Science) 推出的《黑神话：悟空》正式发售，据数据分析公司 vginsights 的数据显示，发售三天内其仅在 Steam 平台的销量就已突破 840 万，截至 24 年 10 月 16 日，全球总销量已突破 2130 万份，总收入超过 10 亿美元。该游戏位列 Steam 全球周销量冠军，并在多个国家霸榜。根据 steamdb 统计，游戏在 Steam 平台上的最高同时在线人数突破 224 万，这一数字在 steam 所有游戏在线人数历史峰值中排名第二，仅次于《绝地求生》，超越了《幻兽帕鲁》，这样的成绩在中国国产游戏历史上尚属首次。

《黑神话：悟空》代表了中国游戏产业在技术领域新质生产力的新突破，其运用了先进的图形渲染技术，打造出美轮美奂的游戏画面，完美呈现出中国古代神话世界的奇幻美景，这种高水准的作品呈现，为旅游文化的展示提供了全新的平台，游戏中的古建筑取景地受到了玩家关注，许多取景地的旅游热度随之攀升。在游戏的带动下，今年三季度，山西国家级旅游度假区住宿预订量和预订收入的增长率均居全国首位。这种依靠虚拟游戏激发玩家对线下旅游景点的探索方式，赋予了游戏产业在区域旅游品牌推广中的独特价值，开拓了数字文化产品与区域旅游融合的新路径。

2 相关研究

在游戏与旅游文化输出方面，周淑萍（2024）等从“第三空间”分析《原神》的文化输出策略研究，包括文化元素与游戏情境浸润式的融合、跨时空的文化元素融合及中西文化元素的融合^[1]；郭玮等（2023）提出以文娱产业带动文化输出、锚定普通大众为

主要受众、从“乐趣需求”和“游戏范式”的新视角理解国际传播^[2]。裴永刚（2022）提出游戏产业是数字出版业的重要组成部分，既承担着发展数字经济、建设数字中国的任务，也承担着文化走出去的重任^[3]；张妍（2021）等基于《原神》提出文旅融合背景下国产游戏创新与推广的模式探索^[4]。

新质生产力是指在数字化、信息化等新技术推动下，形成的新型生产力。与传统生产力不同，数字技术、新媒体平台、AI、大数据等技术的应用使生产效率、生产方式和生产关系发生了质的变化。冯学钢等（2024）提出新质生产力成为旅游业高质量发展的新动力^[5]；叶紫青等（2024）提出应提升技术创新能力，提高文化旅游业的效率与质量，持续实现结构创新^[6]；李舒娅、赵俊舟（2024）主张用旅游短视频打造文旅融合新 IP^[7]。

本研究的创新性在于将游戏产业与区域旅游品牌推广相结合，探索数字化娱乐内容如何影响实际旅游品牌的塑造和传播路径。通过分析国产游戏《黑神话：悟空》在国内外市场的传播效果和用户反馈，进一步揭示了游戏的跨文化传播潜力及其对区域旅游品牌的积极影响，扩展了旅游品牌在数字化场景中的应用范围，还为未来跨媒介品牌推广提供了创新思路，为文化创意产业如何助力区域旅游品牌发展提供了新的理论依据与实践参考。

3 案例分析：《黑神话：悟空》

3.1 游戏背景与文化传播特性

《黑神话：悟空》是一款以中国经典文学《西游记》为基础的 3A 游戏，融入了丰富的中国传统文化元素。游戏通过美术设计和叙事方式，重现了传统神话中的角色与故事，使玩家在探索虚拟世界的同时，感受到中国传统的文化氛围。游戏中的场景、服饰、武器和技能等设计均体现了中国古代文化的元素，当玩家在游戏中与经典角色互动时，能够体验到文化的魅力，产生情感共鸣。通过这种文化传递与体验，《黑神话：悟空》不仅在全球范围内吸引了大量玩家，也为中国文化的传播和认知提供了新的渠道。这种将传统文化与现代游戏结合的方式，成功拓宽了文化传播的边界，使更多人能够在娱乐中领略中国文化的魅力。通过爬虫技术，本文抓取了 8 月 20 日-10 月 20 日 Steam、哔哩哔哩游戏区论坛、游民星空论坛、IGN、Twitch 上对于《黑神话：悟空》的 950300 条评论，并剔除 1426 条无效评论，对数据进行情感分析后发现，91% 的用户在游戏平台上表示了对该游戏的喜爱如图 1，并且关于游戏的画面、战斗场景、音乐、结构、齐天大圣的设计等有一定的讨论度，并且在各类用户生成内容（UGC）平台，如小红书、抖音、YouTube 上对于游戏的取景地也有较高的话题讨论度和作品二创，这种传播加强了游戏、旅游景点的曝光。

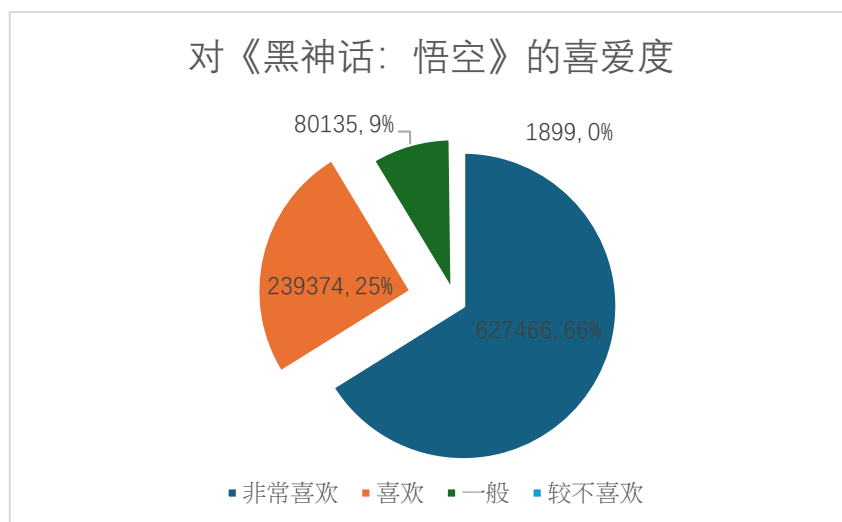


图 1 国内外游戏论坛上对《黑神话：悟空》的喜爱度

Fig.1 The popularity of "Black Myth: Wukong"

3.2 关联景点旅游热度变化分析

《黑神话：悟空》的发布对其取景地（如山西等）的旅游热度产生了显著影响。分析显示，游戏上线后，山西的游客访问量在短时间内显著提升，社交媒体上的讨论和提及次数也有了明显增加，根据《2024 年第三季度旅游度假区消费报告》显示，山西省的国家级旅游度假区住宿设施预订量同比增长近 2 倍，预订量和预订收入增长率位居首位。在第三季度及国庆假期期间，全国各地的旅游度假区紧跟热点，纷纷推出了丰富多彩的西游主题活动，如黑悟空主题巡游、奇幻西游嘉年华、墙绘涂鸦快闪、西游文化游园会等，这些活动以场景打卡、快闪互动、主题巡游、角色扮演等多种形式呈现，极大地丰富了度假游客的体验。许多玩家在社交媒体上分享他们的游戏体验与对取景地的期待，形成了良好的口碑效应，这进一步推动了区域旅游品牌的传播和知名度提升。通过抓取与《黑神话：悟空》相关 36 个取景地(如表 1)中的百度搜索指数和夸克搜索指数，可以看出对比 2023 年同期，旅游景点在游戏 8 月 20 日发布后，搜索趋势都有明显的上升，尤其是三清观、云冈石窟、灵隐寺、梵人悬棺、华严寺拥有较高搜索热度。其中灵隐寺的 2023 年 9 月由于亚运会期间外国领导人到访，所以数据出现了搜索特殊值。根据图 2、图 3 显示，由于游戏的上市，玩家对山西及其他取景地的认同感和兴趣明显增强。

表 1:《黑神话：悟空》游戏取景点

Tab.1 The scenic spots for the game "*Black Myth: Wukong*"

省份	景点名称
山西	云冈石窟、悬空寺、崇福寺、应县木塔、五台山佛光寺、五台山南山寺、五台山石门玄关、五台山惠济寺、晋城青莲寺、晋城玉皇庙、晋城铁佛寺、临汾隰县小西天、临汾洪洞广胜寺、平遥双林寺、平遥镇国寺
浙江	杭州灵隐寺、丽水时思寺
重庆	大足石刻
四川	资阳茗山寺、绵阳平武报恩寺、绵阳平阳府君阙
山东	济南灵岩寺、
天津	蓟县独乐寺
河南	安阳修定寺塔、安阳灵泉寺
安徽	安庆白崖寨、安庆天柱峰
福建	泉州开元寺

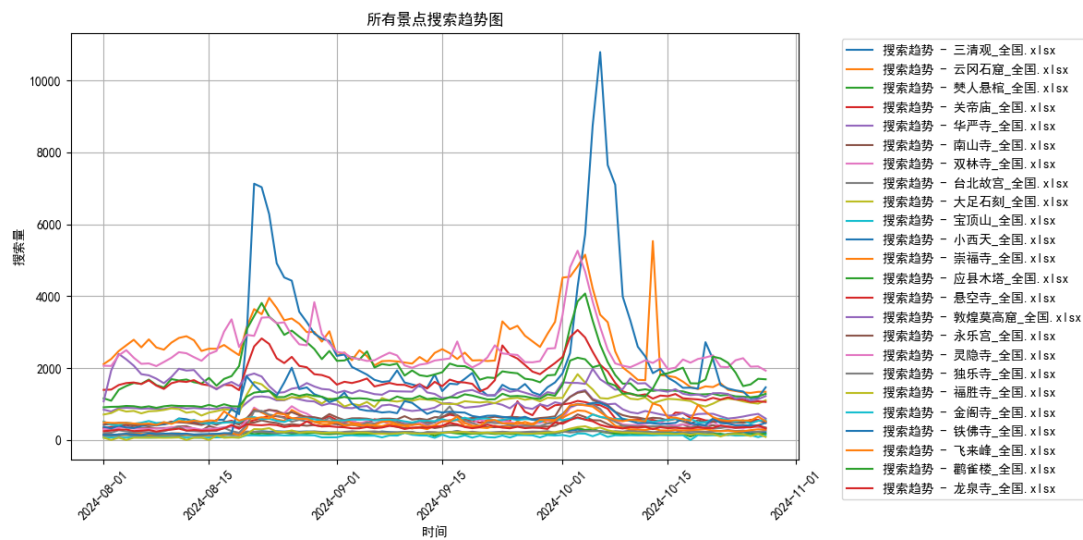


图 2 2024 年《黑神话：悟空》游戏取景地搜索指数

Fig.2 The search index for the 2024 game *Black Myth: Wukong* locations

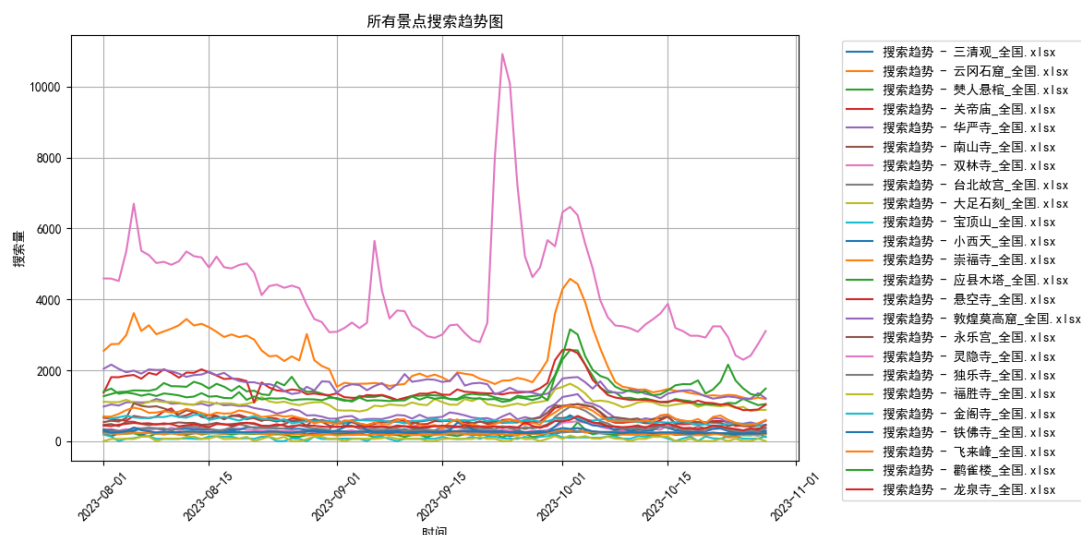


图3 2023年《黑神话：悟空》游戏取景地搜索指数

Fig.2 The search index for the 2023 game *Black Myth: Wukong* locations

3.3 区域热度分析结论

3.3.1 区域热度对比

(1)《黑神话：悟空》选择的取景地，如山西的云冈石窟、五台山、三清观等，都是以文化和宗教特色著称的旅游目的地。通过对比游戏发布前后的旅游数据，可以看出，这些景点在2024年第三季度的游客量显著增长。对比其他非取景景区，如同样位于山西但未在游戏中出镜的景区，数据可以展示出取景地因《黑神话：悟空》获得了更高的关注度。

(2)比较山西省的主要取景地如三清观和浙江的灵隐寺、四川的樊人悬棺等，也可以看出这些景点在游戏发布后游客访问量的显著差异。例如，游戏取景地的搜索指数在8月20日后均出现了快速上升，尤其是三清观在游戏后出现两次大规模上升，是因为10月初社交媒体上大肆传播“孙悟空拜师求道”的事件，表明游戏与其他事件叠加的效应有助于区域旅游的知名度提升。

3.3.2 选择的文化与地理逻辑

游戏选取这些景点并非随机，而是基于其深厚的文化、历史和地理价值。这些特质赋予游戏浓厚的中国文化气息，同时吸引了对东方文化充满好奇的国际玩家。云冈石窟作为佛教石窟艺术的杰出代表，云冈石窟不仅提供了视觉上的震撼，也增强了游戏的宗教文化深度。在游戏中还原的佛像雕刻和洞窟结构，提升了玩家对佛教文化的兴趣，从而引导更多人走访这些石窟遗址，探索真实场景。灵隐寺：灵隐寺以其深厚的佛教历史和美丽的自然景观著称，在游戏中其恢宏的建筑和独特的宗教氛围让玩家对中国的宗教文化产生了浓厚的兴趣。游戏中的灵隐寺还通过艺术设计与叙事手法，使全球玩家能够虚拟体验中国佛教寺庙的静谧氛围，从而增加他们对实际灵隐寺的访问意愿。三清观：山西的三清观也是一个与道教文化紧密相连的景点，在游戏中通过精心设计的建筑和山水景观展示了道教的哲学和艺术之美。

3.3.3 小结

整体而言,《黑神话:悟空》不仅为玩家提供了沉浸式的文化体验,还通过虚拟与现实的有机结合,促进了相关旅游目的地的热度上升。这一现象彰显了数字文化产品在区域旅游发展中的积极作用,为未来文化创意产业与旅游品牌的深度融合提供了新的视角与启示。但是随着时间推移,搜索热度、关注度、媒体话题度都在降低,这个过程中如何保持区域旅游的热度和品牌也是需要考量的重要因素。

4 “数字游戏+区域旅游品牌”双轨融通启示

4.1 区域旅游赋能游戏创新与高质量发展

4.1.1 丰富玩家体验

《黑神话:悟空》通过深度挖掘中国传统文化与地域性旅游资源,为玩家提供了高度沉浸的文化体验,丰富了游戏的叙事层次和玩家的互动感受。其音乐设计中引入了古琴、笛子等传统乐器的旋律,这些音乐元素不仅符合场景氛围,还传递出深厚的文化底蕴。例如,在道教胜地三清观,悠扬的古琴声与道家氛围和谐交融,增添了神秘感和超然的意境;而佛教场景如灵隐寺,钟声与木鱼声相互呼应,营造出宁静庄严的宗教氛围,传达出佛教慈悲与智慧的核心思想。此外,游戏在视觉设计上再现了中国各地标志性的古建筑与自然景观,譬如三清观和灵隐寺的庙宇构造,以及云南梯田的壮丽山水景观。这些真实场景的虚拟再现让玩家不仅感受到历史文化的厚重,还触发了玩家对这些地区的好奇心和探访意愿,从而间接提升了相关区域旅游的吸引力。通过将传统文化中的建筑、音乐和自然景观与游戏叙事深度融合,成功地将玩家体验扩展至文化理解与地理认知层面(如图4)。这种独特的多层次文化体验丰富了玩家的娱乐活动,激发了他们对真实世界中区域旅游景点的探索兴趣,并通过数字化形式有效地促进了文化旅游的跨地域传播。



图4 游戏场景和实际景点的对比图

Fig.4 The comparison image between game scenes and real-world attractions

4.1.2 提升国产游戏平台的商业价值和文化价值

随着游戏文化内容的全球传播，国产游戏平台的商业价值和文化价值也有所提升。伽马数据显示，2023 年中国自主研发游戏的海外市场实际销售收入已达到 163.66 亿美元。而今年《黑神话：悟空》两个月的销售额已超 10 亿美元，不包含各类周边的销售。该游戏通过结合中国传统文化元素，如古代神话、宗教、历史遗址等，不仅为全球玩家提供了丰富的文化体验，还推动了中国游戏产业在全球市场的扩展。游戏中的中国传统文化通过虚拟场景与玩家互动，增强了游戏的深度和文化价值，同时提升了游戏的全球吸引力。这种跨文化的设计不仅为玩家提供了沉浸式体验，也助力国产游戏逐步打破国际市场的文化壁垒，为增强文化软实力提供了新路径。

4.2 数字游戏赋能区域旅游品牌推广

4.2.1 数字游戏提升区域旅游品牌的国际知名度

《黑神话：悟空》在全球化传播的过程中，除了游戏本身的叙事和视觉设计外，其他传统文化元素也得到了广泛的关注与讨论。早在 2023 年，在德国科隆举办的 2023 年 Gamescom 展会上，《黑神话：悟空》赢得了“最佳视觉效果奖”，这一奖项吸引了来自全球的关注。而在 2024 年 8 月 20 日游戏上市后，众多玩家熬夜通关。许多海外玩家在体验游戏后，通过 Twitter、Reddit 等社交平台积极参与讨论，将他们的感受和见解分享为用户生成内容（UGC），从而推动了中国传统文化的全球性传播。并有海外玩家在社交平台表示对中国经典文学作品《西游记》产生了浓厚兴趣，兴起了阅读原著的活动，这种文化回响在社交媒体上得到了广泛的传播，许多玩家分享他们对《西游记》原著的阅读感悟，86 版《西游记》《天宫迅音》的配乐纷纷出圈，并通过社交平台大量二创，这些文化关联和情感反应进一步增强了全球玩家对中国传统文化的认同感。

通过社交平台，玩家们分享了他们的游戏体验和对文化元素的感受，这些用户生成内容（UGC）成为了跨文化传播的重要组成部分。游戏的传播不仅提升了玩家对中国传统文化的认知，也带动了对游戏所呈现景点的关注，推动了区域旅游品牌的国际化。

4.2.2 数字游戏拉动区域旅游发展

以《黑神话：悟空》游戏中的场景设计灵感来源于实际旅游地，如山西的古建筑和自然风光。这种设计不仅使玩家在游戏中感受到文化的魅力，也激发了他们对实际景点的探索欲望。同时，游戏的社交媒体传播能力显著增强了这一拉动效应。玩家在游戏体验后，倾向于在社交平台上分享他们的感受和与景点的相关联想，这种用户生成内容（UGC）为景点带来了广泛的曝光，形成了良好的口碑效应。例如，许多玩家在社交媒体上发布他们的游戏截图、视频或旅游计划，鼓励其他玩家和朋友前往游戏中的取景地，进一步提升了这些地区的旅游热度。此外，游戏的营销活动与实际旅游景点的联动也能有效促进旅游流量。如山西旅游局早在游戏发布前就与游戏开发商合作，推出特定的推广活动(如图 5)，这种跨界合作不仅提升了景点的吸引力，也增强了游戏的市场影响力。总体而言，游戏产业与实际旅游景点之间的互动关系，不仅推动了文化传播和旅游发展的双向提升，也为区域品牌推广开辟了新的路径。



图 5 山西文旅的“山西圣地巡礼活动”

Fig.5 The "Shanxi Sacred Land Pilgrimage Activity" of Shanxi Cultural Tourism.

4.3 深度融合的品牌营销策略

《黑神话：悟空》通过精心设计的多环节品牌营销策略，实现营销链路“一环引爆一环”的效果，成功将数字游戏与区域旅游品牌深度融合。首先，游戏公司在上线前期通过投入 1.2 亿元的宣传预算，邀请专业玩家测评，这不仅为游戏的品质背书，更在核心玩家社区引发了广泛讨论，创造了第一波热度。其次，游戏宣发选择 B 站首发，精准触及核心用户，吸引了大量游戏玩家和文化爱好者参与讨论，形成了第二波裂变传播。随后的第三波传播重点在社交平台的破圈扩散，得益于瑞幸咖啡与山西文旅的合作预热，提早一年便与山西文旅设计了宣发物料，在游戏上市前一天 8 月 19 日率先与瑞幸咖啡推出联名款 IP，通过破圈，进一步扩大了其在社交平台上的影响力，推动了从游戏玩家到泛人群的广泛传播。在微博等社交平台的推广下，游戏的影响力跨越了游戏玩家群体，逐步渗透至更大范围的泛人群。通过不断更新的测评内容和玩家预约数据的发布，游戏的话题在各大平台持续发酵，形成了多次冲击热搜榜的浪潮。同时，随着传统媒体和官方媒体的介入，游戏的文化输出成为了新的社会热点话题，进一步提升了其在国内外的品牌曝光。此外，品牌方还与多个高标准 IP 进行了联名合作，通过长时间的传播物料准备与精心策划，各大品牌共同营造了助力《黑神话：悟空》的“集体造势”，有效增强了品牌的整体传播效果。这种多层次的营销策略，不仅显著提升了《黑神话：悟空》的品牌曝光率，也为中国传统文化与区域旅游品牌的国际化传播奠定了坚实基础。

5 结论与展望

5.1 总结

《黑神话：悟空》在推广区域旅游品牌中的成功经验主要体现在多个方面。首先，游戏将中国传统文化和神话故事巧妙融入剧情和角色设计，增强了玩家的代入感，激发了对相关文化景点的兴趣。其次，精准的市场定位使得游戏能够在国际市场上获得良好反响，提升了区域旅游品牌的知名度。此外，游戏有效利用社交媒体和用户生成内容

(UGC)，鼓励玩家分享体验，形成良好的口碑效应。跨界合作与联动营销也是关键因素，通过与山西旅游局及瑞幸等企业的合作，提前预热，促进了文化与旅游的深度融合。同时，游戏团队通过数据分析与反馈机制，不断优化内容和策略，确保品牌推广的灵活性。最后，创意营销和独特的故事叙述提升了品牌关注度，为区域旅游品牌创造了更多曝光机会。这些成功经验为其他数字文化产品与旅游品牌的整合提供了宝贵借鉴，展示了文化传播与旅游发展的双赢局面。

5.2 未来研究方向

在游戏产业与旅游品牌融合方面，未来可拓展的研究路径主要包括多个方向。首先，探讨跨文化传播的影响，研究不同文化背景下游戏如何影响区域旅游品牌的传播效果，以及文化差异对游戏内容本地化的影响。其次，结合数字化技术，如虚拟现实（VR）和增强现实（AR），分析这些技术在提升玩家沉浸感方面的作用，进而影响他们对旅游目的地的认知和兴趣。此外，深入研究用户生成内容（UGC）在品牌传播中的角色，关注玩家通过社交媒体分享体验如何影响潜在游客的决策和品牌形象。同时，利用大数据分析玩家行为和市场趋势，研究如何通过数据驱动的决策支持品牌营销策略的制定，提升旅游品牌的国际化竞争力。最后，探讨游戏产业在推动区域旅游品牌时如何兼顾可持续发展与社会责任，研究通过游戏传播环保理念和文化保护意识的方式。通过这些研究路径，可以深化对游戏产业与旅游品牌融合的理解，为相关领域的实践和理论发展提供新的视角和思路。

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Research on the Influence of Game Industry on Regional Tourism Brands in the Context of Digital Era --Taking Black Myth: Wukong Game as an Example

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Abstract: This paper focuses on the domestic 3A game "Black Myth: Wukong", explores the real regional tourism elements in the game by comparing the data of 36 domestic tourist attractions taken from the scene through data visualization, and

explores the development direction of the integration of digital games and regional tourism by applying the methods of sentiment analysis and text mining, and by combining the more than 900,000 data evaluations on the social platforms of the game at home and abroad.

Driven by digital technology, the game industry can integrate excellent traditional culture and rich natural and humanistic landscapes into the game planning of the world of Western tourism, which helps to enhance the sense of presence and experience of the game, increase the participation and immersion of players, and with the game going out of the circle, influence the cognition of overseas players on Chinese culture, and effectively enhance the output of the country's cultural soft power. We explore the new mode of digital games and regional tourism brand promotion, with a view to providing ideas for promoting cross-border cooperation in the digital game industry, model innovation and sustainable development of regional tourism brands.

Key words: Black Myth: Wukong; game industry; regional tourism brand; digital communication; social media

赣州、吉安红色旅游产品合作开发策略研究

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[摘要] 赣州与吉安，两座历史底蕴深厚、红色文化丰富的城市，地理位置相邻，资源相互补充，共同的目标与愿景，加之时代的推动，为双方在红色旅游领域的合作奠定了坚实的基础，并展现了广阔的发展前景。然而，由于传统思维的束缚、创新动力的不足、市场壁垒的限制以及合作机制的不完善，两地红色旅游产品合作开发的潜力尚未得到充分挖掘。为此，本文提出了协同开发赣吉红色研学精品线路的策略，旨在充分利用双方资源，共同打造独具特色的“红色金融探秘之旅”和“中央苏区反围剿战争体验游”等旅游产品，以推动两地红色研学旅游在全国范围占据领先地位。此外，还提出了优化赣吉红色旅游产品体系、共同塑造赣吉红色旅游整体形象、合力开拓大湾区客源市场、完善赣吉自驾车旅游服务体系以及构建利益共享与补偿机制等一系列合作开发的对策建议。

[关键词] 红色旅游；合作开发；赣州；吉安

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赣州位于江西省南部，是原中央苏区的主体和核心区域，也是江西对接融入粤港澳大湾区的最前沿。吉安位于江西省中部，紧邻赣州，是举世闻名的中国革命摇篮所在地。这两座江西红色文化的重镇，凭借深厚的革命历史背景和丰富的红色旅游资源，成为探寻中国革命历程、传承红色文化的重要窗口。在新时代背景下，红色旅游作为传承红色基因、弘扬革命精神的关键途径，正引领文旅产业迈向高质量发展新阶段。面对新机遇与挑战，赣州与吉安如何携手合作，共同探索红色旅游产品的创新开发策略，这不仅关乎两地红色文化的传承与创新，更是推动区域旅游一体化、实现经济高质量发展的关键所在。

1 赣州、吉安两地红色旅游合作的优势

1.1 战略引领：江西红色旅游高质量发展的时代要求

党的十八大以来，习近平总书记三次考察江西，为革命老区高质量发展指明方向。江西省委积极响应，明确“三大高地”与“五大战略”，并提出打造赣州为省域副中心，联动吉安等区域，共筑江西南部增长极。最新发布的《江西省红色旅游高质量发展规划纲要》（2024-2028）更是确立了江西作为全国红色旅游首选目的地、全国红色基因传承示范区、长征国家文化公园建设标杆省及全国红色旅游融合发展示范区的战略定位。这一系列战略部署，为赣吉红色旅游合作注入了强劲动力，预示着它将成为推动江西南部乃至全省红色旅游产业升级的关键力量，进一步促进区域经济的协调发展与江西红色旅游的高质量跨越。

1.2 资源互补：红色旅游资源的特色融合

赣州与吉安，作为红色文化的璀璨双璧，不仅各自蕴藏着丰富的红色资源，更在历史的长河中展现出一种跨越时空的互补与延续，共同绘就了中国革命史上最为壮丽的画卷。吉安，以井冈山为象征，作为中国革命的摇篮，其斗争历程深刻影响了中国革命的道路选择，为中国共产党和其领导的人民军队的成长奠定了坚实基础。而赣州，以瑞金为中心，承载着中华苏维埃共和国的辉煌历史，是中国共产党早期治国理政实践的重要见证地。

两地红色资源的互补为游客提供了更加丰富多元的文化体验。在吉安，游客可以深切感受到革命初期的艰苦卓绝与革命道路的艰辛探索；而步入赣州，则能近距离触摸到革命政权建设的实践成果与治国理政的初步尝试。这种从革命斗争的烽火岁月到政权建设的实践探索，从理论构想到具体实施的全方位体验，不仅让游客对中国革命的历史有了更加全面深刻的理解，也极大地提升了红色旅游的文化内涵与体验层次，使赣吉红色之旅成为一次心灵的洗礼和精神的升华。

1.3 地域优势：赣吉紧密相连的地理基础

赣州与吉安，地理位置紧密相连，互为毗邻。它们共同坐落于江西省腹地，北接长江经济带，南临华南经济圈，东西则分别与闽江三角洲及内陆腹地紧密相连。这一得天独厚的区位，构筑了赣吉经济互动与文化交融的桥梁，两地资源共享、产业互补，为区域协同发展注入强劲动力，更为文化、旅游等多领域的深度融合提供了便捷条件。

1.4 共同发展：赣吉携手并进的目标与愿景

当前，赣州聚焦“新时代赣南苏区振兴发展”、“对接融入粤港澳大湾区桥头堡构建”及“省域副中心城市打造”，吉安则锚定“三区”建设（奋力建设革命老区高质量发展先行区、全省共富共享美好生活实践区、全国红色基因传承示范区），强化“十大攻坚战”，深化与赣州、东莞合作，打造赣江中游生态经济带，力促江西南部增长极崛起。

赣吉两地同享发展机遇，共迎挑战，如融入粤港澳大湾区建设，联动打造江西南部重要增长极，矢志成为全国革命老区高质量发展的标杆。在红色文化传承上，两地肩负共同使命，致力于建设全国红色基因传承示范区。红色旅游领域，都旨在成为国内顶尖的红色旅游目的地。

2 赣州、吉安红色旅游产品合作开发现状

2.1 合作现状

自江西省委十五届四次全会上提出赣州、吉安联动建设江西南部重要增长极的战略构想以来，两地政府紧抓机遇，携手推动红色旅游产业联动发展合作机制的完善。双方不仅签署了《赣吉两市联动发展机制的意见建议》，还通过了《吉赣客源互送合作协议》，就推出两地旅游优惠政策和大型旅游团队奖励政策达成合作。为加强客源共享与市场联动，两地政府以旅游惠民卡为抓手，开通了便捷的交通线路，扩大了免票合作景区的范围。例如安福武功山至赣州的旅游大巴线路正式运营，吉安文旅惠民卡纳入赣州共和国摇篮（红井、叶坪景区）、大余丫山景区等6个景区为免票合作景区，赣州文旅一卡通也向吉安安福武功山、羊狮慕等9家景区开放免票特权，进一步促进了两地游客的互访与流动。

在资源保护与产品开发方面，两地加强了红色资源保护利用的联动机制，整合资源共同谋划了红色旅游产品的开发。构建了两地革命文物保护利用合作共商机制，定期召开工作交流会议，共享专业人才资源，共护旧居旧址。两地文旅协会与旅行社协会达成了战略合作协议，整合两地优质文旅资源，打造多条跨境旅游线路。在旅游宣传推广方面，两地联合举办旅游推介会、官方网站互推、共同策划宣传活动。遂川县与万安县相继在赣州组织举办 2023 年年度旅游推介会，展示吉安红色文化魅力与旅游发展成果；大余县、于都县等地方政府利用官方网站平台，积极推介吉安的红色文化资源与旅游亮点；此外，万安县创新性地举办了“万安—赣县”第三届村“BA”暨啤酒龙虾狂欢节（2024 年）。通过活动搭台、旅游唱戏的方式，进一步提升了赣州与吉安红色旅游产品的知名度和影响力。

2.2 两地合作开发的障碍因素

（1）思维桎梏，限制协同合作深化

一是缺乏协同配合意识。在推动红色文化旅游产品合作开发时，各区县间协同配合意识薄弱，缺乏有效联动，凸显了区域合作中的思维封闭障碍，未能充分挖掘区域互补潜力。二是民间参与动力不足。旅游企业及行业协会在合作中的参与度有限，缺乏主动创新与合作精神，制约了旅游合作向纵深发展，民间力量的激活成为亟待解决的问题。

（2）创新乏力，产品整合力度欠缺

一是产品同质化显著。两地均聚焦发展红色研学、红色培训、红色教育，产品内容相似，缺乏深度与广度，削弱了各自品牌的独特竞争力。二是产品缺乏创新。两地红色旅游产品融合创新开发不足，利用红色文化资源与当地特色文化、优秀传统文化融合不够，导致产品创新不足，缺乏新颖性和差异化。三是资源整合效率低下。尽管两地红色文化渊源深厚，但在实际开发中，未能有效整合赣州与吉安的红色旅游资源，合作开发红色旅游重大项目、打造有影响力的跨区域红色旅游线路上还存在不足。

（3）市场壁垒，产品营销协同滞后

一是联合宣传推广力度不足。两地红色旅游市场推介活动主要局限于各自区域内的单向宣传，缺乏跨区域的联合推广策略。对赣吉区域外，特别是潜力广阔的客源市场，宣传攻势显得零散而缺乏冲击力，难以凝聚成强大的市场吸引力。二是粤港澳大湾区市场的协同开发滞后。尽管融入大湾区建设已成为两地共同追求的发展蓝图，但在面对这一蕴含巨大潜力的旅游市场时，双方尚未构建起高效协同的开发策略与机制，共拓旅游大市场，共促旅游产业升级发展。

（4）机制缺失，亟待全面完善与优化

一是合作机制缺乏长效动力，尽管双方已经签订了多项合作协议，但在实际执行中，因动力不足导致项目推进迟缓，合作效果远未达到预期目标。二是利益补偿机制缺乏。瑞金与于都对“中央红军长征出发地”这一红色品牌资源的争夺已进入白热化和拉锯战，这种对红色文化资源的无序竞争，无形中削弱了区域整体红色旅游品牌的塑造与提升，并很有可能因内部纷争而错失协同发展的良机。

3. 赣州、吉安红色研学精品线路协同开发

旅游线路作为旅游产品，其质量与特色对区域旅游发展至关重要。赣吉两地合作开

发红色研学精品线路，可充分利用双方资源，打造具有独特魅力和吸引力的旅游产品。这不仅有助于促进区域内旅游资源的优化配置和有效利用，还能显著提升旅游产品的整体品质和内涵，进而增强区域旅游产业的竞争力和影响力，共同推动两地红色教育培训事业在全国占据领先地位。

3.1 红色金融探秘之旅

① 文化背景

在革命战争年代和大规模阶级斗争时期，中国共产党为夺取革命战争胜利和发展红色政权，建立了一种特殊金融形态，即红色金融^[1]。在土地革命时期的苏区金融阶段，赣吉两地广泛开展了丰富的红色金融活动，并因此留下了宝贵的红色金融资源。

吉安革命根据地时期的金融工作，对中国新民主主义革命全面胜利做出了不可磨灭的贡献，并初步塑造了我国现代金融的雏形^[2]。在这一时期，井冈山上井造币厂作为中国共产党在革命根据地创办的第一个金属铸币厂，铸造了“工”字银元，这是中国红色政权发行的第一枚贵金属货币^[3]。东古平民银行作为我党创建的最早的银行之一，发行了苏区最早的纸币。江西工农银行在中央苏区第一个省级苏维埃政府领导下成立，成为瑞金中华苏维埃共和国国家银行的先驱。吉安拥有红色金融旧址 10 余处，其中 3 处被授予省级以上“红色金融传统教育基地”称号，此外还建成了井冈山革命金融博物馆，这些旧址和博物馆成为弘扬红色金融精神、进行爱国主义教育的重要阵地。

在赣州中央苏区时期，党和苏维埃政府从零开始，在极其艰苦环境下逐步建立和完善了银行体系及金融制度，对支援革命战争、发展苏区经济和巩固苏维埃政权发挥了至关重要的作用。其中，中华苏维埃国家银行，作为当时第一个具备中央银行职能的金融机构，它的成立标志着红色政权在金融领域的积极探索和自主发展^[4]。苏维埃共和国国家银行总金库，为红军的顺利长征提供了坚实的经济支撑。中华苏维埃共和国中央造币厂的建立，解决了根据地内货币的流通问题，促进了根据地内的物质交流，为打破敌人的经济封锁发挥了重要作用。赣州全市共有红色金融旧址 11 处，并建成了“中华苏维埃共和国国家银行史陈列馆”“刘启耀纪念馆”等一系列红色金融教育基地，为后人提供了宝贵的学习资源。

表 1 赣州、吉安红色金融旧址一览表

Tab. 1 List of Red Financial Sites in Ganzhou and Ji'an

城市 属性	赣州	吉安
旧址名称	中华苏维埃共和国国家银行、苏维埃共和国国家银行总金库、中央造币厂、中华钨矿公司、石城国家银行秘密金库、赣县江口贸易分局、兴国江西工农银行、财政人民委员部、中央税务局等	东古平民银行、上井红军造币厂、富田匡家村江西省苏维埃财政总局暨江西省工农银行、红军重伤病员山洞及红军造币厂遗址、东固银行纯化办事处、急公好义祠（湘赣省造币厂）、白口龙氏宗祠（湘赣省造币厂）、东固红军造币厂等
分布	瑞金、于都、石城、兴国、赣县	井冈山、青原、永新

注：根据吉安赣州政府网站资料整理而成

② 开发意义

赣吉红色金融之旅精品线路的开发，不仅是对红色金融宝贵财富的传承与展示，更是激发游客爱国情怀和民族自豪感的重要途径。通过探访革命时期的金融遗址和机构，游客能够深入了解红色金融在革命斗争中的重要作用，以及其为新中国金融事业提供的宝贵历史经验。此线路的开发，有助于提升红色旅游的品质和内涵，丰富红色旅游产品的种类和形式，提高游客的参与度和满意度。同时，它还能推动红色旅游与金融、文化等产业的融合发展，形成多元化的旅游产业链，促进地方经济的繁荣与发展。红色金融探秘之旅，见证了革命时期的经济斗争，也展示了中国共产党在金融领域的创新与实践，不仅是对革命历史的回顾，更是对红色金融文化的深入挖掘与传承，具有深远的历史意义和重大的现实价值。

③ 线路设计

红色金融探秘之旅的线路设计与打造，需充分兼顾游客的参观体验与红色金融文化的展示需求。在线路设计时，应着重突出红色金融的主题特色，巧妙地将两地具有代表性的红色金融遗址与博物馆串联起来。同时，需考虑时间的延续性、旧址的重要性、红色金融资源的区域分布，并整合相关红色资源进行科学合理的路线规划。此外，还应穿插设计红色金融知识讲座、研讨会等丰富多彩的活动，旨在为游客打造一场既富有教育启迪意义，又充满文化韵味的独特体验。主要红色金融景点的串联设计可参考：

井冈山景区（井冈山造币厂、井冈山革命金融博物馆）—东固平民银行旧址—红色金融文化体验区（新建，利用 VR、AR 等现代科技手段模拟红色金融交易场景、发行红色货币等方式，打造沉浸式体验场景，地点可选在东固或瑞金）—瑞金（中华苏维埃共和国国家银行旧址、苏维埃共和国总金库旧址、瑞金中央革命根据地历史博物馆红色货币展览馆、中央造币厂）—赣州章江新区（中央苏区历史博物馆）。

3.2 中央苏区反围剿战争体验游

① 文化背景

在第二次国内革命战争期间，国民党反动派为了消灭红军并彻底摧毁中央革命根据地，从 1930 年至 1934 年，先后纠集重兵对中央苏区发动了五次军事“围剿”。面对敌我力量异常悬殊的严峻形势，毛泽东、周恩来、朱德等同志领导下的红军，灵活运用战略战术，成功取得了前四次反“围剿”的胜利，这一成就在中国革命战争史上留下了光辉的一页^[5]。然而，后来由于“左”倾错误在中央占据统治地位，加之敌强我弱的客观

条件，中央苏区在第五次反“围剿”中遭受挫败，迫使中央红军主力开始实施战略转移，踏上长征之路^[6]。

赣州与吉安是土地革命战争时期中央苏区的重要组成部分，两地在反“围剿”战争中扮演了关键角色，既是主要战场也是红军兵站的重要分布区，为红军提供了必要支持和保障。在永丰龙冈，红军取得了反第一次大“围剿”的重大胜利，活捉了国民革命军师长张辉瓒；吉安白云山战斗则是第二次反“围剿”的首胜，为粉碎国民党第二次“围剿”奠定了基础。吉安东固熬上村是第二、三次反“围剿”的主战场之一。宁都作为中央苏区前期的政治军事中心，与历次反“围剿”都有密切关系^[7]，是五次反“围剿”的指挥中心、主要战场及巩固后方，也是红军作战原则和毛泽东军事思想的形成地。兴国县在第三次反“围剿”中扮演了至关重要的角色^[8]。第五次反“围剿”中的石城阻击战为中央机关和主力红军完全集结出发长征赢得宝贵时间。同时，瑞金、宁都、永丰、兴国等地建立的红军兵站，为前线提供了坚实的物资保障和兵力、医疗支持，确保了红军的持续战斗力，为胜利奠定了坚实基础^[9]。

表 2 中央苏区五次反围剿情况一览表

Tab. 2 List of Five Anti Encirclement and Suppression Campaigns in the Central Soviet Area

次序	时间	重要战斗发生地	战略战术
第一次	1930.11-1931.1	永丰龙冈（吉安），宁都东韶（赣州）等地	诱敌深入
第二次	1931.4-5	东固、富田、吉水白沙、永丰（吉安），广昌（抚州），建宁（福建）等	敌进我退、敌驻我扰、敌退我追、敌疲我战
第三次	1931.7-9	兴国莲塘、良村、高兴圩，宁都方石岭（赣州），泰和老营盘（吉安），宜黄黄陂（抚州）等地	中间突破、声东击西
第四次	1933.2-3	乐安、宜黄、黎川、金溪、宜黄黄陂、东陂（抚州），建宁、泰宁（福建）等	大兵团伏击
第五次	1933.9-1934.10	黎川、硝石和资溪桥、广昌（抚州），建宁（福建），兴国、宁都、石城（赣州）等地	失败，红军被迫实行战略大转移，开始长征

资料来源：根据[6][10]整理而成

② 构建意义

中央苏区反围剿战争体验游线路开发，其深远意义在于多维度地传承与弘扬革命精神及历史文化。此线路不仅是苏区精神教育的生动课堂，还深刻展现了中国人民在革命历史中英勇抗争、不屈不挠的精神风貌。作为中国革命史上的重要篇章，中央苏区反围剿战争彰显了革命先辈们攻坚克难、不怕牺牲、压倒敌人的坚定意志^[5]。游客通过实地游览这条线路，能够深切地感受到这份珍贵的历史记忆，这对于加强爱国主义教育、弘扬革命精神具有不可估量的价值。

同时，该旅游线路也是军事理论与战略学习的宝贵资源。它展示了毛泽东等革命领袖在反“围剿”作战中制定的卓越战略方针，这些方针不仅成功解决了红军以劣势兵力和落后装备战胜强大敌人的难题，更为马克思列宁主义军事学说作出了杰出贡献^[6]。作为毛泽东军事思想的重要组成部分，这些战略方针已成为中国革命的宝贵财富，对当今的军事建设仍具有重要的指导意义^[11]。游客在游览过程中，可以深入了解这些战略方针的形成过程及其深远影响，从而增进对军事理论的认识和理解。

③ 线路设计

中央苏区反围剿战争体验游线路的设计，应当紧密围绕反围剿这一核心主题，精心挑选那些具有代表性的历史事件发生地作为关键节点。在规划过程中，需着重强化线路

的可行性与连贯性，确保游客能够顺畅地游览整个线路。同时，还应高度重视线路的教育意义与游客体验，力求让每一位游客都能从中获得深刻的历史感悟与心灵触动。

为丰富线路的内涵与外延，应积极整合周边的红色资源，将苏区反围剿战争中的历史事件、英雄人物与重要地点等巧妙串联起来，形成一个完整而生动的故事体系。在此基础上，推动青原永丰、东固、兴国、宁都等地的紧密合作，共同打造一条具有强大资源品牌效应的苏区反围剿战争精品研学线路。通过生动讲述与互动体验，全面展现苏区反围剿战争的历史背景、战斗过程及英雄事迹，成为传承红色基因、了解革命历史的重要平台。线路设计可参考：

吉安—永丰（恩江古城、中央苏区第一次反“围剿”陈列馆、龙冈第一次反围剿旧址）—东固（熬上村）—兴国（兴国将军园、将军纪念馆、革命烈士纪念馆、中央苏区反“围剿”纪念馆）—宁都（中央苏区反“围剿”战争纪念馆、小布镇、宁都起义纪念馆）—于都（梓山镇潭头村、中央红军长征出发地纪念园）。

4 赣州吉安红色旅游产品合作开发对策建议

4.1 优化赣吉红色旅游产品体系

一是差异化开发旅游产品。基于两地资源禀赋，赣州可聚焦于人民共和国治国理政试验田的深度挖掘，吉安则强化井冈山道路是马克思主义中国化的经典之作，并分别整合两地的客家文化、庐陵文化，及山水文化资源，差异化设计红色旅游产品，构建多元化、互补性的红色旅游产品体系，打造独具特色的区域红色旅游产品群，实现两地红色旅游资源的优化配置和高效利用。

二是丰富红色旅游要素。加强红色文化与旅游产业链条各要素融合，使红色文化融入红色文创产品研发、民宿设计、本土餐饮品牌打造等文化产业价值链高端环节，彰显红色文化当代审美，培育红色旅游消费新场景，使游客获得深层次的红色文化体验。

4.2 共塑赣吉红色旅游整体形象

一是设计区域旅游品牌整体形象。在延续各自既有形象定位基础上，打造“中央苏区·双摇篮璀璨地”的整体旅游品牌形象。此定位既强调了“中央苏区”这一共同的历史与文化背景，又通过“双摇篮”巧妙地融合了赣州作为“客家摇篮”和吉安作为“红色摇篮”的形象定位。既突出了两地的共同价值，又保留了各自的旅游特色，便于游客记忆与传播，进而有效提升赣吉两地在国内外旅游市场的品牌影响力与吸引力。

二是强化旅游整体形象的推广。设计统一的红色旅游徽标与宣传口号，通过共建品牌节会、宣传平台及旅游解说系统，实施整合营销策略。利用线上线下多渠道，协同开展宣传推广活动，将“中央苏区·双摇篮璀璨地”这一整体品牌推向全国乃至全球市场，增强品牌识别度和市场认知度。

4.3 合力开拓大湾区客源市场

一是构建营销联盟，强化联合推广。设立赣吉红色旅游营销联盟，形成统一的宣传推广体系。通过创新营销策略，整合两地资源，实现宣传效果的最大化。

二是充分利用新媒体与直播营销。把握新媒体与直播营销的风口，利用短视频、直播平台等现代传播工具，打造沉浸式红色旅游体验。通过数字化手段，生动展现赣吉两

地丰富的红色文旅资源和特色旅游线路,吸引更多年轻游客群体。同时,借助国际平台,提升两地文旅资源在全球范围内的知名度和吸引力,为开拓国际市场奠定坚实基础。

三是高校论坛助力品牌推广。举办“赣吉”红色旅游品牌推广高校论坛,邀请大湾区及国内外知名高校共同参与,搭建高端学术交流与品牌展示平台。论坛围绕“中央苏区·双摇篮璀璨地”主题,深入挖掘和展示赣吉红色旅游的独特魅力,重点推介“红色金融”、“中央苏区反围剿”等特色旅游线路。通过政府、学界、媒体等多方力量的汇聚,提升赣吉红色旅游品牌的学术价值和社会影响力,进一步拓展大湾区乃至更广泛市场的受众基础。

4.4 完善赣吉自驾车旅游服务体系

一是精心规划赣吉两地自驾游精品线路,高标准建设自驾游营地,统一设置清晰明确的旅游交通标识系统,并探索智能化旅游标识建设,为自驾游客提供完善的基础设施与服务。

二是联合建立旅游汽车租赁服务平台,简化租赁流程,制定统一监管政策,确保汽车租赁市场的规范与安全,促进游客在两地间的自由流动。

三是推出“赣吉自驾车旅游护照”,创新旅游服务产品,为自驾游客提供专属优惠与便利,增强旅游体验的深度与广度。

四是借“实施国家旅游风景道工程”的契机,两地携手打造一条集优质配套服务、绝美道路风光与文化底蕴深厚于一体的特色国家旅游风景道,为自驾游客提供一段难忘的旅程体验。

4.5 构建利益共享与补偿机制

一是两地共同设立红色旅游发展基金,专项用于旅游公共服务升级、精品线路打造、人才培养等合作项目,并对在区域旅游合作过程中让渡自己权利、资源和利益的政府及企业进行经济补偿,增强合作积极性。

二是实施生态补偿机制,依托国家生态补偿政策,建立赣吉生态补偿机制,作为红色旅游协同发展的重要利益协调手段,促进可持续发展。

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Research on the Cooperative Development Strategy of Red Tourism Products in Ganzhou and Ji'an

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Abstract: Ganzhou and Ji'an, two cities with profound historical heritage and rich red culture, are geographically adjacent and complement each other's resources. Their common goals and visions, coupled with the promotion of the times, have laid a solid foundation for cooperation between the two sides in the field of red tourism and demonstrated broad development prospects. However, due to the constraints of traditional thinking, insufficient innovation drive, market barriers, and imperfect cooperation mechanisms, the potential for collaborative development of red tourism products between the two regions has not been fully explored. To this end, this article proposes a strategy for the collaborative development of high-quality red study tours in Jiangxi and Jilin provinces, aiming to fully utilize the resources of both sides and jointly create unique tourism products such as "Red Financial Exploration Tour" and "Central Soviet Area Anti Encirclement and Suppression War Experience Tour", in order to promote the leading position of red study tourism in the two regions nationwide. In addition, a series of cooperative development suggestions were put forward, including optimizing the product system of Ganji red tourism, jointly shaping the overall image of Ganji red tourism, jointly exploring the source market of the Greater Bay Area, improving the service system of Ganji self driving tourism, and building a mechanism for benefit sharing and compensation.

Key words: red tourism; collaborative development; Ganzhou; Ji'an

乐在山水：乡村旅游恢复性环境感知对游客行为意向的影响机制研究

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[摘要] 本研究聚焦于现代社会快节奏生活背景下，乡村旅游作为缓解压力、亲近自然的理想途径，其恢复性环境如何影响游客幸福感及行为意向。通过整合注意力恢复理论与 ABC 态度模型，本研究采用问卷调查法收集数据，并利用 SPSS27.0 和 SmartPLS3.0 进行定量分析。研究结果表明：①乡村旅游恢复性环境感知 5 个维度迷恋、程度、兼容、心理逃离、物理远离对游客享乐幸福感存在显著正向影响；迷恋、程度、兼容、心理逃离 4 个维度对游客实现幸福感存在显著正向影响；②乡村旅游恢复性环境感知中的兼容和物理远离两个维度显著正向影响游客行为意向；③游客享乐幸福感和实现幸福感显著正向影响游客行为意向；④游客享乐幸福感在恢复性环境感知程度、心理逃离、物理远离 3 个维度与游客行为意向的关系中发挥了中介作用；实现幸福感在迷恋、程度、兼容和心理逃离 4 个维度与游客行为意向的关系中发挥了中介作用。

[关键词] 乡村旅游；恢复性环境感知；游客幸福感；行为意向

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0 引言

党的二十届三中全会审议通过的《中共中央关于进一步全面深化改革、推进中国式现代化的决定》将“聚焦建设美丽中国”作为“七个聚焦”之一，中国正以前所未有的决心和力度推进生态文明建设，强调人与自然和谐共生的现代化发展模式，为全面推进美丽中国建设指明前进方向^[1]。在此背景下，乡村旅游以其独特的地理位置、清新的自然环境、丰富的文化资源和慢节奏的生活方式，成为了现代人追求心灵慰藉、恢复身心健康的理想选择^[2]。同时，乡村旅游作为连接城市与乡村的桥梁，承载着乡村振兴的重要使命，通过促进农村经济发展、提升农民生活水平、保护生态环境和传承乡土文化，为乡村的全面振兴注入了新的活力^[3]。

中国旅游研究院调查显示，乡村旅游已成为居民日渐常态化的消遣方式，约有 65.4% 的居民最近一次乡村旅行是在周末，周边游客是乡村旅游目的地的主要客源。而游客的游后行为意向是影响乡村旅游目的地实现稳定客源的重要因素之一^[4]。因此，辨别游客的心理需求，寻找影响其行为意向的因素，有利于乡村旅游目的地有效开发和资源利用，提升游客体验感，从而增强目的地竞争力。然而，哪些因素能够激发游客的积极情绪体验，进而提升其幸福感，并最终影响其行为意向，如重游意愿、推荐意愿及消费意愿等，则需要根据具体研究进一步探讨。尽管已有研究考察了恢复性环境感知在不同旅游情境中的作用，但针对恢复性环境感知如何通过幸福感（享乐幸福感与实现幸福感）在乡村旅游情境中影响游客行为意向的研究仍然较少。本研究旨在填补这一空白，探索双重幸福感效应作为中介变量的影响机制，从而深化对乡村旅游行为意向的理解。

因此，本研究以遵化市山里各庄旅游景区为研究对象，结合现代社会发展趋势和游客需求变化，基于注意力恢复理论和 ABC 态度模型，探究乡村旅游恢复性环境感知对游客行为意向的影响机制，旨在深入探究乡村旅游视角下，恢复性环境感知、游客幸福感（享乐幸福感、实现幸福感）和行为意向的影响机制，并引入游客幸福感作为中介变量进行更深入的验证与分析。同时，本研究为乡村旅游的可持续发展提供借鉴，为促进乡村旅游的可持续发展和乡村振兴战略的深入实施提供有力的理论支持和实践指导。

1 理论框架构建与研究假设

1.1 理论基础

ABC 态度模型是消费者行为学研究中关于消费者态度和行为的理论模型。Rosenberg 认为认知（Cognition）、情感（Affect）、行为（Behavior）三个元素构成了消费者的态度，即 ABC 态度模型又称三元态度模型^[5]，其标准学习层级为研究游客行为提供了理论框架，已经被学者广泛应用于旅游学术研究。李曼基于 ABC 态度模型中的认知—情感—行为理论，综合分析了游客对遗产地属性的认知、情感与旅游难忘体验之间的关系，证实了游客对遗产地属性认知和评价会影响游客情感的产生，而积极情绪有利于形成难忘的旅游体验^[6]。陈志军以 ABC 态度模型中认知—情感—行为理论为指导，对乡村民宿旅游地游客忠诚度的影响因素和作用机制进行了研究，表明认知层面的旅游涉入、品牌个性、感知价值、品牌体验能够对游客满意度产生积极影响，从而进一步激发游客的忠诚度^[7]。方淑苗以乡村旅游地为案例地，基于“认知—情感—行为”理论和自我调节态度理论，揭示了乡村旅游者感知价值对地方依恋和游客满意度产生积极影响，从而提高乡村旅游者的重游意愿^[8]。本研究在认知—情感—行为理论模型的框架下，来检验乡村旅游背景下游客恢复性环境感知是否会影响游客的幸福感，进而影响其行为意向。

1.2 恢复性环境感知

20 世纪 80 年代，美国学者 Kaplan 和 Talbot 最早提出恢复性环境（restorative environment）的概念，他们认为长期的野外活动为多数个体提供了可观而持久的好处，而这种具有多样的有益环境即为恢复性环境^[9]。同时，Kaplan 等人从荒野中发挥恢复性作用并从中受益的方式分析表明，恢复性环境至少包括以下四个特质：“远离（being away）”意指远离日常环境；“迷恋（fascination）”意指环境的吸引力；一致性（coherence）意指环境与个人的匹配程度；“兼容性（compatibility）”意指环境符合个体的喜好。此后，Hartig 等人在前人的基础上对“恢复性环境”做了进一步概括，即可以使个体重新获得生理、心理和社会能力的环境^[10]。国内学者将恢复性环境定义为一种客观环境，这种环境所提供的各种条件可以帮助人们身心得以恢复^[11, 12]。虽然不同学者对恢复性环境的定义尚未达成一致，但可以观察到他们普遍认为恢复性环境能够为个体带来益处。

通过对恢复性环境感知相关文献的搜集和整理发现，主要研究成果包括以下三方面。首先，众多学者探讨了各种环境的恢复性感知，如购物中心、动物园等城市景观^[13, 14]以及草地、海滩、公园和花园等自然景观^[15-18]都可以使人从中得以恢复、心情愉悦，但相较于城市景观，风景迷人的自然环境具有更加明显的恢复性效果^[19-20]。其次是关于恢复性环境感知的影响前因，空气质量、地方依恋等对恢复性环境感知具有正向影响作用^[21, 22]。最后是从影响后果出发，研究表明恢复性环境感知会对幸福感、体验愉悦和偏好等有显著影响^[23]。

目前，在旅游领域游客恢复性环境感知还未形成系统研究，成果较为零散。其相关研究成果主要集中在量表开发和验证以及恢复性环境感知的影响机制和作用结果两个部分。首先在量表开发方面，Lehto 以注意恢复理论为基础，从游客的角度出发，构建了一个包含 6 个维度的旅游目的地恢复性环境感知量表；郭永锐^[12]、Chen^[24]以及奚望^[11]等人基于国内旅游目的地的实际情况，对恢复性环境感知量表进行了跨文化验证。其次，关于游客恢复性环境感知的影响机制主要集中在恢复性环境感知与游客满意度以及重游意愿等。周海燕证实乡村旅游地游客恢复性环境感知显著正向影响游客满意度和重游意愿^[25]；陈钢华等以森林山地旅游度假区为例，探究了恢复性环境感知不同维度对游客满意度和游后行为意向的关系^[26]；陈红玲等以康养旅游目的地为案例地，分析得出游客的恢复性环境感知对地方依赖、地方认同和忠诚度会产生显著的正向影响^[27]。可以发现，随着研究不断深入，越来越多的旅游学者开始关注恢复性环境对游客游后行为意向的影响机理。尽管已有许多研究探讨了环境感知与游客满意度之间的关系，但很少有研究在恢复性乡村旅游背景下结合 ABC 态度模型，聚焦幸福感对行为意向的中介作用。本研究试图填补这一空白，提供一个同时涵盖享乐幸福感与实现幸福感的模型，拓展对恢复性环境在乡村旅游中可持续推动游客行为的理解。基于此，提出以下假设：

H1：游客恢复性环境感知对享乐幸福感具有显著正向影响。

H1a：游客迷恋感知对享乐幸福感具有显著正向影响

H1b：游客程度感知对享乐幸福感具有显著正向影响

H1c：游客兼容感知对享乐幸福感具有显著正向影响

H1d：游客心理逃离感知对享乐幸福感具有显著正向影响

H1e：游客物理远离感知对享乐幸福感具有显著正向影响

1.3 游客幸福感

幸福是芸芸众生追求的目标，旅游业作为五大幸福产业之首，对提升民众的幸福感受至关重要。旅游通过修复身心消耗、满足多种诉求、丰富生命意义来增强旅游者的获得感和幸福感^[28]。积极心理学最早开始对幸福感进行研究，认为幸福感有益于普通人的心理健康，同时可以改善生活质量^[29]。根据伊壁鸠鲁为代表的快乐论和亚里士多德的实现论两个哲学依据，幸福感研究主要分为“享乐幸福感／主观幸福感（快乐论）”与“心理幸福感／实现幸福感（实现论）”两个方面。

20 世纪 80 年代，旅游领域普遍借鉴心理学领域的幸福感概念对游客幸福感进行研究。国内外学者大多将游客幸福感归为假期对生活满意度或工作满意度的影响。国外学者 Lounsbury 最早对游客幸福感进行了界定，他认为游客幸福感是生活满意度的体现，同时发现度假会明显提升游客的生活满意度^[30]；Neal、Dolnicar 同样将生活满意度看作旅游幸福感^[31]；Gilbert 等认为游客幸福感是旅游者的生活质量、生活满意度，并提出假期确实改变或影响了度假者的主观幸福感^[32]；McCabe 在研究社会旅游中，也将生活质量和主观幸福感视作旅游中的幸福感要素^[33]；国内学者亢雄认为旅游者在旅游活动过程中因体验发生的积极情感（满足感、沉浸感、旅游的价值和意义）即为游客主观幸福感^[34]。妥艳娟认为游客幸福感是游客在旅游过程中所体验到的美好感觉^[35]。但是随着关于游客幸福感的深入研究，有学者发现此前的主观幸福感更多的是强调即时、当下的感受，不能充分反应红色旅游、黑色旅游等特定旅游形式中所产生的深层次、有意义的感受^[36]。

因此，学者开始对游客实现幸福感进行研究，试图解释有意义的旅游活动如何影响自我实现等深层次价值。国内外学者 Ryff、Huta、Voigt、陈瑞霞和妥艳娟^[37-41]等人基于亚里士多德的实现论，认为游客在旅游活动中获得的不仅是快乐的享乐幸福感，还应包括游客投入旅游活动时，充分发挥个人潜能从而达到自我实现的愉悦。

因此，基于 Huta 和陈瑞霞的观点，本研究认为游客幸福感应该包括旅游过程中所体验到的快乐、愉悦等享乐幸福感，也包括由旅游活动延伸出来的个体成长或实现自我价值的实现幸福感，即当下的快乐和持久的意义并存。

通过搜集和整理文献发现，游客幸福感的相关研究除了上述概念和测量维度等方面，还包括以下三个方面：第一，旅游对游客幸福感的影响研究。游客从惯常居住地前往旅游目的地进行深度旅游体验，随着所处环境和身心感受的变化，游客幸福感也会发生变化，因此旅游如何影响游客幸福感引起学者的广泛关注。已有学者证实游客参与旅游活动后会显著改善其情绪从而提高其幸福感^[42,43]。乡村旅游因其独特的自然风光，受到广大游客的青睐，张圆刚等就以乡村旅游地作为案例地进行研究，表明游客在乡村旅游中的休闲参与会正向显著影响其幸福感^[44]。第二，游客幸福感的影响因素研究。游客在旅游过程会有许多因素影响游客的幸福感，通过分析相关文献，了解到学历、年龄、职业等人口学特征会影响到游客幸福感^[45,46]；有研究表明游客在旅游过程中的旅游感知，例如游客恢复性环境感知、时间感知会对游客幸福感产生正向影响^[47,48]，同时，心流体验、认知体验等旅游体验是影响游客幸福感的重要个体心理因素^[45,49]；游客幸福感还受到旅游目的地的形象、服务质量、服务公平等因素影响^[50]。第三，特定人群的游客幸福感研究。老年游客、女性游客等特定人群是研究游客幸福感研究的重要组成部分，例如汪群龙等人从老年人旅游体验、代际互动、旅游幸福感三者的关系出发构建了老年人旅游体验对幸福感的影响机制概念模型，研究结果表明老年游客的积极情绪体验、情感社交体验、认知体验和社会关联体验对其旅游幸福感均有显著的正向影响^[51]；Laing 将女性游客作为研究对象，通过对代非小说书籍等文本的挖掘发现旅游可以使女性游客获得积极情绪，并且通过旅游活动可以发掘自己的价值、增强自我认同^[52]。通过文献梳理可以发现，旅游对提升游客幸福感具有积极影响。同时，游客的恢复性环境感知也是影响游客幸福感的因素之一，但在乡村旅游情景下的探讨还相对有限。基于此，提出以下假设：

H2：恢复性环境感知对实现幸福感具有显著正向影响

H2a：游客迷恋感知对实现幸福感具有显著正向影响

H2b：游客程度感知对实现幸福感具有显著正向影响

H2c：游客兼容感知对实现幸福感具有显著正向影响

H2d：游客心理逃离感知对实现幸福感具有显著正向影响

H2e：游客物理远离感知对实现幸福感具有显著正向影响

1.4 行为意向

行为意向也可称为行为倾向、行为意图、行为意愿等，最初源于社会心理学关于态度的研究，即消费前后顾客的心理变化以及外界刺激会在一定程度上影响其后续行为和选择^[53]。有学者认为行为意向是一种主观判断，是顾客通过消费后对产品、服务或企业可能产生的行为或活动倾向^[54]。行为意向具有正负倾向性，顾客对服务表示满意并产生向他人推荐的想法则为正面行为意向，但是如果顾客感受到服务没有达到预期效果甚至

不满意,那么就会降低其再次购买意愿甚至影响到其他潜在顾客的选择则为负面行为意向^[55]。在旅游领域,行为意向主要是指游客基于过去的旅游经验对未来行为的预测。Engel认为游客行为意向是一种主观意愿,游客完成旅游活动后的个体感知会影响游客的后续行为选择与决策^[53]。Chen认为游客行为意向是游客重游目的地再次体验旅游产品或服务以及向他人推荐的可能性^[56]。黄杰认为游客行为意向是指游客完成旅游活动后,由对旅游地和旅游产品的满意度而在未来可能产生的重游、推荐及首选意向^[57]。同时,连漪、王群、白凯等学者从游客抱怨、游客后悔等角度来描述负面的行为意向^[58,60]。

行为意向可以有效解释和预测游客在完成旅游活动后可能采取的行为倾向,这种行为倾向和未来意愿直接关系到旅游目的地的可持续发展,因此引起了学者们广泛的关注和讨论。通过梳理相关文献可以发现国内外学者大多将游客行为意向作为结果变量来展开研究,主要聚焦于游客行为意向的影响因素以及与其他变量的作用机制。经过研究发现,游客满意度^[61]、服务质量^[62]、感知价值^[63]、地方依恋^[64]等直接或间接的对游客行为意向产生正向影响。刘锐以合肥大圩镇为案例地,证实乡村环境、乡村产品服务以及乡村景观等乡村旅游地游客形象感知与游客行为意向存在显著直接正向影响^[65];张圆刚发现地方情感对乡村旅游地游客的游憩行为意向产生正向显著效果^[66]。另外,游客幸福感作为中介变量影响着其他变量与游客行为意向之间的关系^[67]。近年来,部分学者对恢复性环境感知与游客行为意向的关系展开研究,陈钢华以森林山地旅游度假区为例,发现环境恢复性感知的迷恋和兼容两个维度对游客游后行为意向产生显著正向影响^[68];黄杰发现恢复性环境感知对游后行为意向具有正向影响^[57]。行为意向是衡量游客重游意愿、推荐意愿等重要指标。现有研究表明以乡村旅游为背景的游客行为意向得到广泛研究,同时部分学者证实恢复性环境感知和游客幸福感是影响游客行为意向的重要前因变量。基于此,提出以下假设:

H3: 游客恢复性环境感知对行为意向有显著的正向影响。

H3a: 游客迷恋感知对行为意向具有显著正向影响

H3b: 游客程度感知对行为意向具有显著正向影响

H3c: 游客兼容感知对行为意向具有显著正向影响

H3d: 游客心理逃离感知对行为意向具有显著正向影响

H3e: 游客物理远离感知对行为意向具有显著正向影响

H4: 游客享乐幸福感感知对行为意向具有显著正向影响

H5: 游客实现幸福感感知对行为意向具有显著正向影响

游客在旅游过程中获得的恢复性感知会激发起积极的情绪,这种情绪会进一步促进游客的重游意愿和推荐意愿。通过查阅相关文献可以发现,恢复性环境感知、游客幸福感与行为意向的影响机制还未得到充分研究。Qiu研究表明恢复性环境感知可以通过实现幸福感间接影响游客环境责任行为,而享乐幸福感在恢复性环境感知与环境责任行为之间不存在中介作用^[69]。王屏研究城市居民乡村度假环境认知对忠诚度的影响关系时,将游客幸福感作为中介变量引入模型中,结果表明游客幸福感具有中介调节作用^[70]。陈瑞霞将游客幸福感分为享乐幸福感和实现幸福感,认为真实性感知对旅游者忠诚的影响受到享乐幸福感和实现幸福感的中介效应^[40]。因此,结合前人研究,并根据ABC态度模型,游客在乡村旅游中获得恢复性感知后,会激发游客的幸福感,游客幸福感会进一步

驱动游客形成积极的行为意向。本研究从代表快乐的享乐角度和自我成长的实现角度探讨游客幸福感的中介作用，并提出以下假设：

H6：游客享乐幸福感在恢复性环境感知与行为意向路径中起到中介作用

H6a：游客享乐幸福感在迷恋感知与行为意向路径中起到中介作用

H6b：游客享乐幸福感在程度感知与行为意向路径中起到中介作用

H6c：游客享乐幸福感在兼容感知与行为意向路径中起到中介作用

H6d：游客享乐幸福感在心理逃离感知与行为意向路径中起到中介作用

H6e：游客享乐幸福感在物理远离感知与行为意向路径中起到中介作用

H7：游客实现幸福感在恢复性环境感知与行为意向路径中起到中介作用

H7a：游客实现幸福感在迷恋感知与行为意向路径中起到中介作用

H7b：游客实现幸福感在程度感知与行为意向路径中起到中介作用

H7c：游客实现幸福感在兼容感知与行为意向路径中起到中介作用

H7d：游客实现幸福感在心理逃离感知与行为意向路径中起到中介作用

H7e：游客实现幸福感在物理远离感知与行为意向路径中起到中介作用

基于上述分析，本研究在注意力恢复理论和 ABC 态度模型的内涵基础上，构建了恢复性环境感知、游客幸福感和行为意向的概念模型图。（图 1）

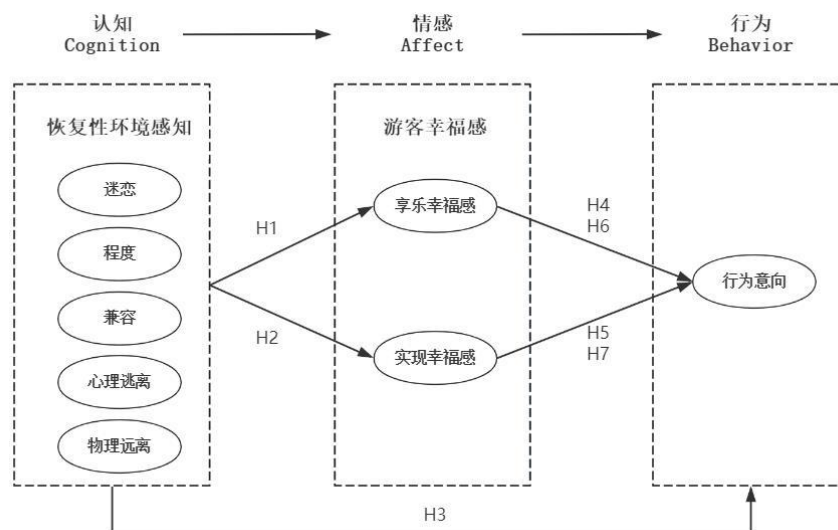


图 1 研究模型

Fig.1 Research model

2 研究方法与数据来源

2.1 研究方法

本研究采用问卷调查法获取数据。为确保问卷的可靠性，选择了在以往研究中被广泛认同的成熟量表来衡量每个关键变量。先通过预调研对问卷进行修改和完善，正式调研采取前往山里各庄旅游景区进行线下问卷发放，同时通过数据收集平台“见数(Credamo)”样本池进行线上问卷发放。最后，对于正式调研中收集到的问卷进行清洗从而获得本次调研的有效数据。借助 SPSS27.0 软件对数据进行描述性统计并检验信效度，确保数据的一致性和稳定性；然后运用 SmartPLS3.0 软件进行结构方程模型分析，包括模型拟合度检验、直接效应检验和中介效应检验。

2.2 问卷设计

研究数据用问卷调查的形式进行获取，因此本研究的变量均参考现已发表论文中具有良好信效度的量表，问卷衡量方式采用 Likert 7 点量表，对应的量值为 1~7（从非常不同意到非常同意）。问卷设计分为四大部分：第一部分是恢复性环境感知的量表，主要参考 Chen 等人编制的游客恢复性环境感知量表（PDRQs）进行改编^[24]；第二部分是游客幸福感的量表，主要参考 Huta 和陈瑞霞等的成熟量表进行改编^[38,40]；第三部分是游客行为意向的量表，主要参考张圆刚、吴娜等的成熟量表进行改编^[44,71]；第四部分为人口统计特征。

2.3 数据来源

本研究选取遵化市山里各庄旅游景区为案例地。山里各庄位于河北省遵化市团瓢庄乡，毗邻遵宝线，是集田园景观、休闲露营、乡愁民宿、乡土美食、文化体验、休闲娱乐等于一体的沉浸式乡村旅游目的地。景区运营以来，已累计接待游客超 120 万人次，人民日报、新华网、学习强国等中央、省市级媒体争相报道，网络点击量突破 1.5 亿次。依托丰富的农业资源，山里各庄坚持乡村与田园融合、自然与艺术贯通、康养与旅游结合，打造了以“赏千亩稻田、享休闲露营、乐冰雪奇缘、感浓厚乡愁、住原乡民宿”为主题的全国微度假旅游目的地。

本研究于 2024 年 1 月开展问卷调查与数据收集相关工作，问卷采取线上与线下发放的方式，线上利用专业数据收集平台(Credamo)进行发放与回收，线下主要在遵化市山里各庄旅游景区采取现场发放的方式进行。正式调研共收集到问卷 520 份，对于未规范作答的问卷进行删除后，共获得有效问卷 419 份，有效率 80.58%。

在样本结构上，女性受访者占样本总量 59.2%，高于男性受访者；受访者的年龄主要集中在 26-35 岁，共计 228 人，总占比达到 54.4%；受教育程度方面，大学本科学历人数最多共 293 人，占样本总量 69.9%；职业分布方面，样本中企业职员和学生占比较高，分别为 71.4%和 14.3%；月收入水平方面，月收入在 5001-8000 元比例最高，共 103 人，占样本总量 24.6%，其次是 8001-10000 元，共 92 人，占样本总量 22.0%。

3 结果分析

3.1 信效度检验

本研究运用 SPSS27.0 对量表进行信度检验，检验结果如表 5-3 所示。恢复性环境感知 5 个维度迷恋、程度、兼容、心理逃离、物理远离的 Cronbach' s α 系数分别为 0.900、0.869、0.913、0.844、0.803；游客幸福感两个维度享乐幸福感和实现幸福感的 Cronbach' s α 系数分别为 0.890 和 0.818；游客行为意向的 Cronbach' s α 系数为 0.819。各变量的

Cronbach' s α 系数均大于 0.8，表明量表具有较高的稳定性和一致性，信度水平良好。

本研究采用 SmartPLS3.0 软件对量表进行验证性因子分析(CFA)，主要包括信度、收敛效度和区分效度检验，以明晰测量结果和所考察内容是否一致。信度检验结果显示，所有题项的因子载荷均大于 0.7，且迷恋组合信度 CR 为 0.927、程度组合信度 CR 为 0.906、兼容组合信度 CR 为 0.929、心理逃离组合信度 CR 为 0.896、物理远离组合信度 CR 为 0.884、享乐幸福感组合信度 CR 为 0.920、实现幸福感组合信度 CR 为 0.881、行为意向组合信度 CR 为 0.882，均大于 0.7，都符合理想要求范围内，信度水平较高。

收敛效度检验主要依据量表的平均萃取方差 (AVE)。Hair 认为当 AVE 值大于 0.5 时，量表通过收敛效度检验^[72]。本研究收敛效度检验结果显示，恢复性环境感知、游客幸福感及游客行为意向各测量维度的 AVE 均大于 0.5，说明本研究的量表通过收敛效度检验。

区别效度检验主要依据 AVE 平方根与交叉变量相关系数的比较进行判断。根据 Fornell-Lacker 准则，当各个变量的 AVE 的平方根大于交叉变量的相关系数时，说明量表通过区别效度检验^[73]。本研究 AVE 的平方根均大于交叉变量的相关系数，因此本研究中各变量之间具有较好的区别效度。

表 1 各变量的信度及效度检验

Tab.1 Tests of reliability and validity of various variables

变量	题项	修正后的项与 总计相关性 (CITC)	删除项后 Cronbach's α 系数	Cronbach's α 系数	平均方差抽取量 AVE	组合信度 CR	AVE 平方根
迷恋	FA1	0.743	0.881	0.900	0.717	0.927	0.847
	FA2	0.778	0.874				
	FA3	0.729	0.884				
	FA4	0.720	0.885				
	FA5	0.800	0.868				
程度	EX1	0.689	0.844	0.869	0.659	0.906	0.812
	EX2	0.701	0.840				
	EX3	0.674	0.846				
	EX4	0.686	0.844				
	EX5	0.727	0.833				
兼容	CO1	0.635	0.908	0.913	0.592	0.929	0.770
	CO2	0.718	0.903				
	CO3	0.702	0.903				
	CO4	0.723	0.902				
	CO5	0.665	0.906				

续表 1 各变量的信度及效度检验

Tab.1 Tests of reliability and validity of various variables

变量	题项	修正后的项与 总计相关性 (CITC)	删除项后 Cronbach's α 系数	Cronbach's α 系数	平均方差抽取量 AVE	组合信度 CR	AVE 平方根
心理逃离	CO6	0.730	0.901	0.844	0.682	0.896	0.826
	CO7	0.697	0.904				
	CO8	0.692	0.904				
	CO9	0.728	0.902				
	MA1	0.665	0.81				
	MA2	0.690	0.799				
	MA3	0.685	0.800				
	MA4	0.683	0.801				
物理逃离	PA1	0.614	0.768	0.803	0.718	0.884	0.847
	PA2	0.632	0.749				
	PA3	0.705	0.672				
	HW1	0.706	0.872				
享乐幸福感	HW2	0.734	0.866	0.890	0.697	0.920	0.835
	HW3	0.715	0.871				
	HW4	0.714	0.871				
	HW5	0.803	0.849				
	EW1	0.625	0.779				
实现幸福感	EW2	0.684	0.750	0.818	0.649	0.881	0.805
	EW3	0.587	0.795				
	EW4	0.675	0.756				
	XW1	0.640	0.773				
行为意向	XW2	0.617	0.783	0.819	0.651	0.882	0.806
	XW3	0.624	0.783				
	XW4	0.689	0.752				

3.2 模型拟合度检验

对于模型拟合度的检验，本研究通过 SmartPLS 软件中的 PLS 算法、Bootstrapping 和 Blindfolding 计算出的结构模型判定系数 (R^2)、预测系数 (Q^2)、模型的拟合优度 (GoF)、标准化均方根残差值 (SRMR)、规范拟合指数 (NIF) 来判定模型的拟合效果。模型决定系数 (R^2) 是观察变量多元相关系数的平方值，表示观测潜变量对潜变量的解释能力^[74]。本研究结果显示，享乐幸福感、实现幸福感和行为意向的 R^2 分别为 0.625、0.593 和 0.709，说明结构模型的解释能力较好。另外，当 Q^2 大于 0 时说明该模型的内生变量与外生变量间存在相关性^[72]。本研究中， Q^2 均大于 0，表明模型预测相关性较高，进一步

验证了模型的稳定。当 SRMR 小于 0.08 时，模型拟合度较好，本研究 SRMR 为 0.045，符合标准。NIF 取值为 0-1，越接近 1 模型拟合度越好，本研究 NIF 为 0.849，同样符合标准。整体拟合优度(GOF)表示模型的整体预测能力，它是平均抽取变异量(AVE)均值和判定系数(R²)均值的几何平均数^{[75][128]}。本研究中 GOF 为 0.656，大于 0.36，则表明模型拟合度水平较好^[76]。根据以上检验结果可以发现，本研究模型拟合指数较好，和数据之间的适配度较高。

3.3 直接效应检验

本研究运用 SmartPLS3.0 结构方程模型分析法来验证研究所提出的变量间的相关关系。采用 5000 个子样本的 Bootstrapping 抽样方法，得到每条路径的路径系数、T 值以及 P 值，检验了路径成立。其中本研究结构方程路径图如图 2 所示，详细数值如表 2 所示。

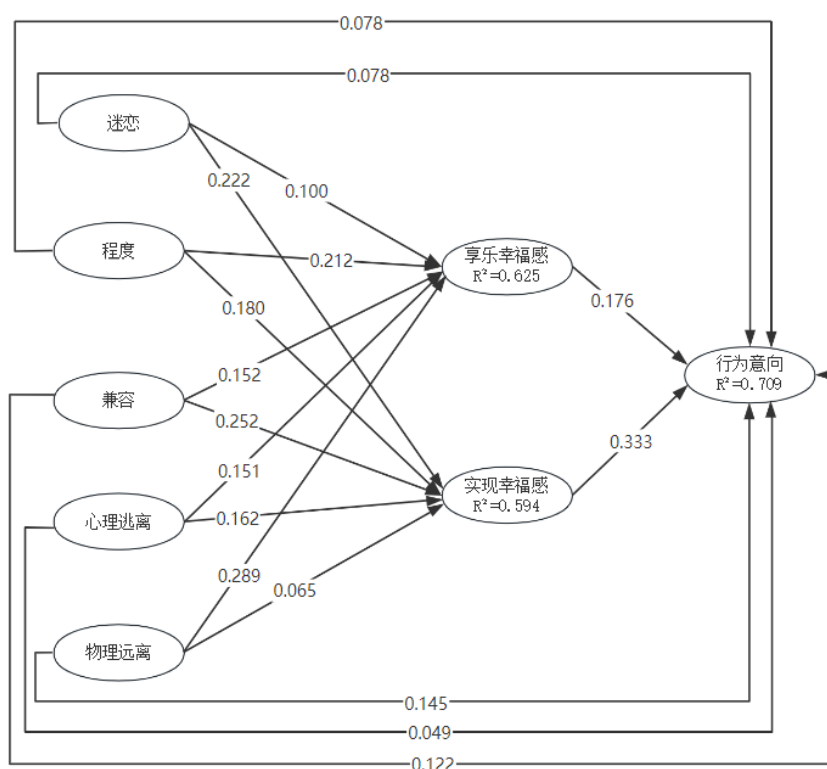


图 2 结构方程模型检验结果图

Fig.2 Results of Structural Equation Model Testing Graph

表 2 直接效应检验结果

Tab.2 Results of direct effect test

假设	路径	路径系数	T 值	P 值	检验结果
H1a	迷恋→享乐幸福感	0.100	1.997	0.046	成立
H1b	程度→享乐幸福感	0.212	3.402	0.001	成立
H1c	兼容→享乐幸福感	0.152	2.790	0.005	成立
H1d	心理逃离→享乐幸福感	0.151	2.697	0.007	成立
H1e	物理远离→享乐幸福感	0.289	5.061	0.000	成立
H2a	迷恋→实现幸福感	0.222	3.473	0.001	成立
H2b	程度→实现幸福感	0.180	3.011	0.003	成立
H2c	兼容→实现幸福感	0.252	4.183	0.000	成立
H2d	心理逃离→实现幸福感	0.162	2.542	0.011	成立
H2e	物理远离→实现幸福感	0.065	0.954	0.340	不成立
H3a	迷恋→行为意向	0.078	1.366	0.172	不成立
H3b	程度→行为意向	0.078	1.457	0.145	不成立
H3c	兼容→行为意向	0.122	2.119	0.034	成立
H3d	心理逃离→行为意向	0.049	0.948	0.343	不成立
H3e	物理远离→行为意向	0.145	2.833	0.005	成立
H4	享乐幸福感→行为意向	0.176	3.801	0.000	成立
H5	实现幸福感→行为意向	0.333	6.573	0.000	成立

一般情况下，检验结果中 T 值大于 1.96 或 P 值小于 0.05，表明模型路径通过显著性检验。从表 2 可知，本研究结果如下：（1）假设 H1 恢复性环境感知对游客享乐幸福感具有显著正向影响成立。具体来看，迷恋、程度、兼容、心理逃离、物理远离显著正向影响游客享乐幸福感，即假设 H1a、H1b、H1c、H1d 和 H1e 成立；（2）假设 H2 恢复性环境感知对游客实现幸福感具有显著正向影响部分成立。具体来看，迷恋、程度、兼容和心理逃离显著正向影响游客实现幸福感，而物理远离对实现幸福感的影响不显著，也即 H2a、H2b、H2c 和 H2d 成立，H2e 不成立；（3）假设 H3 游客的恢复性环境感知对游客行为意向具有显著正向影响部分成立。具体来看，兼容和物理远离显著正向影响游客行为意向，而心理逃离和物理远离迷恋、程度对实现幸福感的影响不显著，即 H3e 和 H3c 成立，H3a、H3b 和 H3d 不成立；（4）假设 4 游客享乐幸福感对行为意向具有显著正向影响成立。具体来看，享乐幸福感显著正向影响游客行为意向，即假设 H4 成立。（5）假设 5 游客实现幸福感对行为意向具有显著正向影响成立。具体来看，实现幸福感显著正向影响游客行为意向，即假设 H5 成立。

3.4 中介效应检验

为了进一步检验享乐幸福感和实现幸福感在模型中是否存在中介效应，本研究借助 SmartPLS 软件采用 Bootstrapping 对中介效应进行检验，结果如表 3 所示。

表 3 中介效应检验结果

Tab.3 Results of mediating effect test

假设	路径	间接效应值	总效应值	VAF	检验结果
H6a	迷恋→享乐幸福感→行为意向	0.018	0.170	10.59%	无中介效应
H6b	程度→享乐幸福感→行为意向	0.037	0.175	21.14%	部分中介效应
H6c	兼容→享乐幸福感→行为意向	0.028	0.234	11.97%	无中介效应
H6d	心理逃离→享乐幸福感→行为意向	0.027	0.130	20.77%	部分中介效应
H6e	物理远离→享乐幸福感→行为意向	0.051	0.217	23.50%	部分中介效应
H7a	迷恋→实现幸福感→行为意向	0.074	0.170	43.53%	部分中介效应
H7b	程度→实现幸福感→行为意向	0.060	0.175	34.29%	部分中介效应
H7c	兼容→实现幸福感→行为意向	0.084	0.234	35.90%	部分中介效应
H7d	心理逃离→实现幸福感→行为意向	0.054	0.130	41.54%	部分中介效应
H7e	物理远离→实现幸福感→行为意向	0.022	0.217	10.14%	无中介效应

Hair 等人认为，如果 VAF 值小于 20%，则不存在中介效应；VAF 值大于 20%小于 80%，则存在部分中介效应；VAF 值大于 80%，则存在完全中介效应^[72]。由上表可知：

（1）在环境恢复性感知的迷恋维度对于游客行为意向的作用关系中，享乐幸福感中介效应占比 VAF 小于 20%，因此享乐幸福感在迷恋对游客行为意向的影响中未起到显著的中介作用，即 H6a 不成立；实现幸福感的中介效应占比 VAF 为 43.53%，因此实现幸福感在迷恋对游客行为意向的影响起到部分中介作用，即 H7a 成立。（2）在环境恢复性感知的程度维度对于游客行为意向的作用关系中，享乐幸福感中介效应占比 VAF 为 21.14%，因此享乐幸福感在程度对游客行为意向的影响起到部分中介作用，即 H6b 成立；实现幸福感中介效应占比 VAF 为 33%，因此实现幸福感在程度对游客行为意向的影响起到部分中介作用，即 H7b 成立。（3）在环境恢复性感知的兼容维度对于游客行为意向的作用关系中，享乐幸福感中介效应占比 VAF 小于 20%，因此享乐幸福感在兼容对游客行为意向的影响未起到显著的中介作用，即 H6c 不成立；实现幸福感中介效应占比 VAF 为 35.9%，因此实现幸福感在兼容对游客行为意向的影响起到部分中介作用，即 H7c 成立。（4）在环境恢复性感知的心理逃离维度对于游客行为意向的作用关系中，享乐幸福感中介效应占比 VAF 为 20.77%，因此享乐幸福感在心理逃离对游客行为意向的影响起到部分中介作用，即 H6d 成立；实现幸福感中介效应占比 VAF 为 41.54%，因此实现幸福感在心理逃离对游客行为意向的影响起到部分中介作用，即 H7d 成立。（5）在环境恢复性感知的物理远离维度对于游客行为意向的作用关系中，享乐幸福感 VAF 中介效应占比为 23.50%，因此享乐幸福感在物理远离对游客行为意向的影响起到部分中介作用，即 H6e 成立；实现幸福感中介效应占比 VAF 小于 20%，因此实现幸福感在物理远离对游客行为意向的影响中未起到显著的中介作用，即 H7e 不成立。

4 结论与讨论

4.1 结论

乡村旅游地丰富的自然和人文景观让游客沉迷其中，享受短暂的休闲时光，这些景观的独特之处以及与自然互动的体验使游客身心得以放松，为游客带来了愉悦感和心灵上的满足。因此，乡村旅游地的恢复性环境感知有助于游客产生享乐幸福感，这与 Qiu 等人的研究一致^[69]。通过实证分析发现，乡村旅游恢复性环境感知中的兼容和物理远离显著正向影响游客行为意向。本研究得出的兼容对游客行为意向的显著正向影响表明，在乡村旅游过程中，如果游客可以感受到乡村旅游地的景观与各种特色活动，与游客的

需求越契合,越有可能形成更高水平的推荐意愿和重游意愿。这一研究结果回应并拓展了陈钢华的研究结果,陈钢华在调查旅游度假区游客恢复性感知对游后行为意向时发现兼容显著地正向影响游客游后行为意向^[26]。此外,研究表明游客不仅能享受乡村旅游的乐趣,还能在旅行中找到更深层次的成就感和人生价值,游客也会形成高水平的重游意愿和推荐意愿等积极的游后行为意向。这一结果也回应了 Kim^[77]和 Sul^[78]等人的研究,他们认为游客幸福感能够对重游意愿和口碑带来积极影响,从而使游客忠诚度得以提高。

本研究以注意力恢复理论 ABC 态度模型为基础,构建了以游客幸福感为中介变量的“恢复性环境感知—游客幸福感—行为意向”的理论模型。结果表明,游客享乐幸福感在恢复性环境感知程度、心理逃离、物理远离 3 个维度与游客行为意向的关系中发挥了中介作用;实现幸福感在在恢复性环境感知迷恋、程度、兼容和心理逃离 4 个维度与游客行为意向的关系中发挥了中介作用。这表明乡村旅游恢复性环境带给游客认知层面的刺激可以通过激发游客情感反应,从而进一步影响游客的行为意向。

4.2 管理启示

本研究深入探讨了乡村旅游恢复性环境感知、游客幸福感与行为意愿的内在联系,揭示了它们对游客行为意向的积极影响,为未来研究提供了启示,即在旅游和环境心理学研究中,进一步结合 ABC 态度模型与注意力恢复理论可能会揭示出更多关于游客行为的内在机制。这种结合方式不仅能够丰富旅游研究的理论工具箱,还为探索其他类型的旅游情境(如生态旅游、文化旅游)中的恢复性环境感知提供了理论基础。

首先,乡村旅游应以高恢复性为标准,科学规划目的地。通过增强目的地的独特性和自然环境保护,以及丰富多样的活动开发,提升游客的兼容性和迷恋感,促进深度探索,从而增强游客的积极行为意向。其次,以高幸福感为导向,提升旅游体验质量。通过优化服务设施、提供丰富体验活动、提升住宿餐饮水平,打造高质量的旅游体验,让游客在乡村旅游中感受愉悦与满足,增强幸福感与重游意愿。最后,以积极行为意向为目标,推动乡村旅游持续发展。广泛调研游客需求,创新旅游产品与活动,保持目的地新鲜感,提升游客满意度与忠诚度,进而激发重游与推荐行为,为乡村旅游的长期发展注入动力。这些启示不仅适用于本研究案例地,也为我国其他乡村旅游目的地提供了可借鉴的经验与方向。

4.3 研究局限

未来的研究可从以下三个方面继续探索:第一,结合问卷调查与半结构化访谈等多种方法,以获取更全面、深入的游客看法与行为数据,提升研究的客观性和详实性;第二,探讨恢复性环境感知各维度与游客幸福感的相互作用关系,并纳入结构方程模型中进行系统分析,为创建更具恢复性的乡村旅游环境提供指导;第三,在设计量表时考虑不同类型的乡村旅游(如自然景观和人文景观)的差异,从而进行更深层次的研究。

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Finding Happiness Amid Mountains and Rivers: A Study on the Mechanism of Rural Tourism's Restorative Environment Perception Influencing Tourists' Behavioral Intentions

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Abstract: This study focuses on how the restorative environment of rural tourism, as an ideal way to relieve stress and get close to nature under the background of the fast-paced modern life, affects tourists' happiness and behavioral intentions. By integrating the Attention Restoration Theory and the ABC Attitude Model, this research collects data through questionnaire surveys and conducts quantitative analysis using SPSS 27.0 and SmartPLS 3.0. The research results show that: ①The five dimensions of rural tourism restorative environment perception, namely, fascination, extent, compatibility, psychological escape, and physical distance, have a significant positive impact on tourists' hedonic happiness; fascination, extent, compatibility, and psychological escape have a significant positive impact on tourists' eudaimonic happiness; ②The compatibility and physical distance dimensions in rural tourism restorative environment perception significantly and positively influence tourists' behavioral intentions; ③Tourists' hedonic happiness and eudaimonic happiness significantly and positively influence tourists' behavioral intentions; ④Tourists' hedonic happiness plays a mediating role in the relationship between the dimensions of extent, psychological escape, and physical distance of restorative environment perception and tourists' behavioral intentions; eudaimonic happiness plays a mediating role in the relationship between the dimensions of fascination, extent, compatibility, and psychological escape and tourists' behavioral intentions.

Keywords: rural tourism; restorative environment perception; tourist well-being; behavioral intention

跨文化视域下的游客凝视—从图像到主体认同的构建

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[摘要] 作为凝视的表征, 图像暗含着视觉权力之下的主客关系。在跨文化旅游中, 不同文化背景中的“游客凝视”围绕着主客关系, 主体认同得到再建构。新冠疫情以前, 国际旅游处于一个相对稳定的发展水平, 因此本研究依托文化圈理论和凝视理论, 基于 2011 年 6 月至 2019 年 11 月之间在 TripAdvisor 旅游点评网站上分享的图像评论, 利用混合研究方法比较不同文化圈的凝视, 从而探寻从图像到主体建构的过程。研究表明: 五大文化圈的旅游者带着追求异质文化的奇观去进行凝视体验, 在真实体验中却寻觅与底色文化相似的景区类型。该研究进一步表明地方文化符号通过图像的再现和想象, 唤醒或强化地方记忆, 确认自我主体性, 从而实现心中的集合文化图像, 因此我们试图建立从图像到主体认同的凝视框架, 为跨文化旅游凝视中主体认同的构建进行了有益探索。

[关键词] 游客凝视; 文化圈; 形象感知; 主体认同; 旅游大数据

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0 引言

全球化推动着国际旅游, 催生了跨文化的迁移和互动行为, 从而形成对地方的感知、归属和认同, 最终在自省中再构基于地方意义的文化身份与社会认同。随着全球化的逐渐深入, 跨文化旅游与传播活动越来越频繁。2019 年新冠疫情爆发, 国际旅游陷入停滞, 这一迁移虽然暂时被搁置, 但其中折射的游客凝视和认同再建构问题始终需要被厘清, 从而为疫后跨文化旅游做出进一步的思考。在时空压缩的跨文化旅游中, 东道主与旅游者认识彼此和重新建构彼此。跨文化差异在目的地营销中起着关键作用。了解入境旅游者的文化相异性和相似性可以为东道国目的地的旅游营销和计划工作提供重要参考。不同文化圈层的游客在旅游目的地选择、旅游行为方式和旅游目的地评价上都有着很大的不同。目前, 在跨文化旅游者感知研究方面, 一个美国国际学生对宾州乡村感知形象的研究发现, 来自不同地区的留学生对于基础设施、乡村氛围和自然环境的评价存在差异, 所以国籍会影响旅游行为。Kim 发现东西方地区对济州岛的情感差异, 进一步验证了地区文化背景对目的地感知的影响。那么这种不同性有什么深层次的内涵, 不同性是否在建构自身, 有待我们进一步的挖掘。

Urry 用“游客凝视”解释游客的视觉体验和行为, 在这场跨文化旅游中, 游客凝视是体验中最根本的视觉特性, 旅游评论图片是旅游凝视主体行为的具体化和有形化表现, 更是通过对目的地的视觉书写, 从而构建自我认同和群体认同。目前研究关注的是图像折射的目的地形象, 对游客作为主体的关怀较少。有一些研究从微观层面研究游客照片的视觉元素, 根据不同国家或地区的游客, 并解释了游客凝视直观呈现的重要一步, 然而, 我们对来自伊斯兰文化、基督教等更大文化圈层的游客“凝视”差异知之甚少。

因此本文将文化圈理论和凝视理论作为基础, 以大数据为研究手段, 探索不同文化圈旅游者目的地形象感知的心理机制是否存在差异, 并发现自我认同在旅游凝视中的建构过程。旨在解决三个研究问题, 不同文化圈的游客凝视什么; 如何凝视; 产生了什么意义, 即个人感知中的图像如何与社会的文化肌理发生内在关联?

1 研究综述

1.1 旅游中的文化背景研究

文化被认为是在决策过程中理解和解释主体行为的关键因素。霍夫斯塔德将文化定义为“将一个群体的成员与另一个群体的成员区分开来的头脑的集体规划”，更具体地说，文化是指其成员与其他社会群体有明显区别的共同特征系统，它通常表现为属性、价值观、习俗和信仰的形式，构成和定义了一套独特的群体行为。以往研究广泛分析了文化对消费者偏好、服务质量在内的一系列行为领域的重要影响。研究得出文化对个人具有导向作用，且决定着体验外部环境的方式，也决定着人们对目的地的态度。目的地形象的形成虽然受到个人因素影响，但向更深处剖析，文化是其决定因素。不同文化背景的群体感知到的目的地形象也有所差异，并有可能进一步影响游客的行为、旅游目的地、消费模式、活动、食物选择，最终影响他们的满意度和重复访问。

在旅游学众多的文化背景研究中，文化圈（Culture Circles）作为文化研究领域的重要内容之一，形成于 19 世纪末 20 世纪初。文化圈概念最早是由德国民族学家莱奥·弗罗贝纽斯提出的。随后，弗里兹·格雷布内尔在 1911 年出版的《民族学方法论》一书中使用文化圈概念作为研究民族学的方法论。他认为，文化圈是在空间范围上分布着一些彼此相关的文化丛，这种文化丛就是文化圈。文化圈的划定可大可小，是一个具有层次属性的概念。学术界主要把世界划分为五大文化圈：伊斯兰文化圈、汉文化圈、基督文化圈、印度文化圈和东正文化圈。文化圈与地理区域划分不同，将文化圈分类纳入旅游研究中可以更好地识别旅游者共同的文化特质，丰富游客文化背景的理解。但是目前大部分的跨文化研究都是根据国家来划分研究群体之间的差异，通过文化圈来分析群体差异的研究很少。

1.2 旅游凝视

Urry 最早将凝视话语运用到旅游领域，用于解释和阐述游客在目的地的视觉体验，主要基于游客围绕主客相遇产生的心理图像。在旅途中，游客作为符号收集家，对旅游目的地独特标志及符号尤为感兴趣。图像作为传播旅游信息的重要媒介，是旅游目的地符号的集中表达，是一种感知、建构、表征、想象地方的载体。游客凝视到的符号与个人经历密切相关。熟悉的环境，风景，气味和记忆同样有助于构建游客凝视。此外，Crawshaw 和 Urry 更是强调不同的凝视是由不同的话语授权的，并且是由凝视者的文化背景塑造的。所以旅游是带着不同的凝视框架，跨文化旅游更是体现着凝视的差异。

因为我们从文化心理角度出发对旅游凝视进行深度剖析，能够为旅游凝视研究起到很好的补充作用。从心理学角度来看，求同(seeking common ground)心理是指人们对于和自身具有某些方面共同性的事物感兴趣，人们通常在对不同文化体验中寻求归属感。求异(novelty seeking)心理是指人们通常所说的好奇心理，心理学中把这种心理称为“直接兴趣”，即人们不用任何启发，自然关注和感兴趣的一种心理指向。Mason 和 Eliot 认为人们一定会在“求同”和“求异”两种动机中权衡，并且只有一种动机会在单独的一次选择中占上风。在求异研究方面，已有学者证实寻求新奇事物是旅游者进行旅游活动的重要动机，并且会对游客满意度与忠诚度产生显著影响作用。而与求异动机相比，求同心理则更倾向于旅游者在旅行过程中寻求与自身相关的事物。目前，求异心理已经在旅游研究领域得到了充分的验证，但是对于求同心理，尤其是在跨文化旅游中的文化认同研究，尚有所欠缺。

1.3 旅游大数据研究

随着互联网的蓬勃发展，人类交往的时空界限被突破，也面临着地方文化的冲击和再构。我们被大数据包围，进入逐步媒介化的社会。从亲身体验感知到借助媒介的文本阐释，地方文化在多通道中得到了全方位呈现和建构。

大数据技术为旅游研究做出了巨大贡献，旅游研究已经进入了基于大数据分析的时代。旅游业研究便是大数据应用的重要领域。大数据的规模和体量能够很好地弥补以往旅游研究中的样本量限制问题，为深入分析游客行为提供了新的选择，也为旅游凝视提供了多维度分析视角。与文本分析研究相比，大数据图片分析探究旅游地形象感知的研究维度更为综合，目前已有研究结合图像大数据进行分析。如通过使用 Flickr 照片数据，研究得出受游客欢迎的旅游目的地和游客旅游持续时间，为旅游者行为与旅游感知研究做出了有效的补充。另一方面，旅游地感知形象关于空间分析的相关研究也逐渐受到研究者重视，通过多种旅行路线推荐系统，可以从旅游照片中提取出游客的旅行路线，以便进一步对游客行为进行分析。这些研究通过大数据在一定程度上反映了游客在旅游目的地的感知偏好和行为特征，为旅游目的地感知研究的大数据应用奠定了基础。

2 数据来源与研究方法

2.1 数据来源

COVID-19 之前，北京作为国际大都市，每年吸引数百万国际游客。为尽可能挖掘入境游客对北京的凝视要素，本研究的数据选取于 TripAdvisor 网站，包括自 2011 年 6 月至 2019 年 11 月之间北京旅游景区所有入境游客点评图片、景区名称以及入境游客人口学特征信息。共采集了 13797 条游客有关北京旅游景区的评论文本和 7774 张评论图片，其他信息包括游客国别地区、出游类型、评论发布日期等。由于部分入境游客在网络上未公开个人信息，因此对所有数据进行清洗、除噪和删除重复观测值，剔除了部分缺失国别信息的入境游客数据。另由于收集到的评论信息包括多国语言文字，为提高翻译处理效率和准确性，本研究采用谷歌在线翻译软件和百度在线翻译软件进行语言翻译比对，经过整理得到汉化评论内容。

2.2 研究方法

本文提出的文化圈指的是一个基于某些共同的文化因素特定的空间区域，这些文化因素既包括物质文化和精神文化，也包括制度行为层面的文化因素，同一个文化圈内，人们的思想观念、语言文字、信仰以及生活习惯常常具有相似性或相近性。基于文献综述，本文选取五大文化圈的划分方式，并采用大数据研究方法了解不同游客群体的凝视要素，深入研究文化圈背景在旅游凝视过程的作用。本研究从数据中出现的国家中抽取评论数大于 10 的 51 个国家，将其按照五大文化圈划分如下：

表 1 五大文化圈国家划分表

Tab.1 The national division of the five cultural circles

序号	文化圈	国家
1	基督文化圈	美国、英国、澳大利亚、意大利、法国、加拿大、德国、巴西、西班牙、荷兰、新西兰、以色列、阿根廷、瑞士、瑞典、比利时、南非、葡萄牙、爱尔兰、波兰、丹麦、希腊、墨西哥、芬兰、秘鲁、捷克共和国、挪威、奥地利、土耳其、智利、乌拉圭、匈牙利、卢森堡、厄瓜多尔、多米尼加共和国、肯尼亚、立陶宛、波多黎各、黎巴嫩、巴拿马、哥斯达黎加、斯洛文尼亚、危地马拉、马耳他、斯洛伐克、克罗地亚、巴拉圭、玻利维亚、拉脱维亚、委内瑞拉、加纳、津巴布韦、安提瓜和巴布达、百慕大、格林纳达、古巴、洪都拉斯、马亚那群岛、尼加拉瓜、萨尔瓦多、萨摩亚、汤加、特立尼达和多巴哥共和国、乌干达、爱沙尼亚、巴哈马、斐济、牙买加
2	伊斯兰文化圈	马来西亚、印度尼西亚、菲律宾、阿联酋、伊朗、沙特阿拉伯、巴基斯坦、埃及、卡塔尔、阿曼、约旦、科威特、巴林、尼日利亚、苏丹、摩洛哥、阿尔及利亚、文莱、伊拉克
3	东正文化圈	俄罗斯、罗马尼亚、白俄罗斯、乌克兰、刻赤、塞尔维亚、哈萨克斯坦、保加利亚、黑山共和国、摩尔多瓦、塞浦路斯、格鲁吉亚、马其顿共和国
4	印度文化圈	印度、泰国、斯里兰卡、孟加拉国、尼泊尔、柬埔寨
5	汉文化圈	日本、新加坡、韩国、越南、蒙古

为了确定游客凝视的面与线，我们对游客的行程进行空间分析，确定每个文化圈的线路分散和景区类型；为了确定旅游照片中的景观类型，我们进行景观元素识别。具体研究方法步骤如下：

(1) 针对旅游线路。第一步，本研究使用 Ucinet 软件对国外旅游者的旅游线路进行社会网络分析，计算其中介中心性和特征向量中心性。中介中心性指的是一个结点担任其它两个结点之间最短路的桥梁的次数，代表该景点在旅游线路中担任其他两个景点桥梁的次数。特征向量中心性则指的是一个节点的重要性既取决于其邻居节点的数量（即该节点的度），也取决于其邻居节点的重要性，代表该景点在网络中的重要性和联系紧密程度。通过剔除国家标记为“中国”“亚洲”“世界”的旅游者，最终得到旅游线路 4149 条。第二步，研究使用 Netdraw 软件进行热门路线可视化，得到旅游路线图，图中方块的大小代表了景点的特征向量中心性，方块越大，代表景点的特征向量中心性越大，景点越重要。方块的颜色代表了景点的中介中心性，颜色从红色、橙色、黄色、绿色、青色、蓝色、紫色依次代表景点的中介中心性逐渐增大，中介中心性越大，则该景区的中介作用就越强。

(2) 针对评论涉及的景区。第一步，本文将抓取的 13797 条网络游客评论，提取北京旅游景区相关的评论共计 13736 条，涉及 286 个景区。第二步，根据中国旅游景区协会发布的《旅游景区分类》团体标准（T/CTAA 0001-2019），依据核心旅游吸引物对评论中涉及的北京旅游景区进行分类得出十六类景区，并对每个景区涉及的评论数进行统计。第三步，通过单因素方差分析研究五大文化圈人群的旅游景区类型的选择差异。

(3) 针对图片数据。第一步，本研究利用 Amazon 的 Rekognition Image 服务对采集到的图片内容进行分析，提取图片标签，在分析照片的时候 Rekognition Image 服务会返回识别成功的标签和置信度。标签是基于其内容在图像中找到的对象、场景或概念，例如热带海滩上的人物照片可能包含“人物”、“水”、“沙”、“棕榈树”和“泳装(对象)”、“海滩(场景)”、“户外(概念)”等标签。置信度得分是一个介于 0 与 100 之间的数字，用于指示给定预测正确的概率。第二步，将游客评论中的图片标签输入 ROST CM6 软件进行词频分析，结合文献综述及标签词的属性，将其归为 20 大类别。第三步，通过分析高频词占比和类别占比，了解游客在北京旅游过程中感知最强烈的内容，并利用 SPSS 25.0 软件针对图片标签与评论中的景区类型数据进行方差分析，以检验各文化圈的旅游感知差异显著性。

3 研究结果

3.1 凝视之线-满足异质想象

经剔除联系不紧密的线路，本文得到总体旅游线路和各文化圈游客旅游路线图。如图 1 所示，来京的国外游客旅游线路呈现出以故宫博物院为中心，以颐和园、天坛公园为副中心的总体倾向，满足凝视中追求不同于本土文化的奇观的特质。

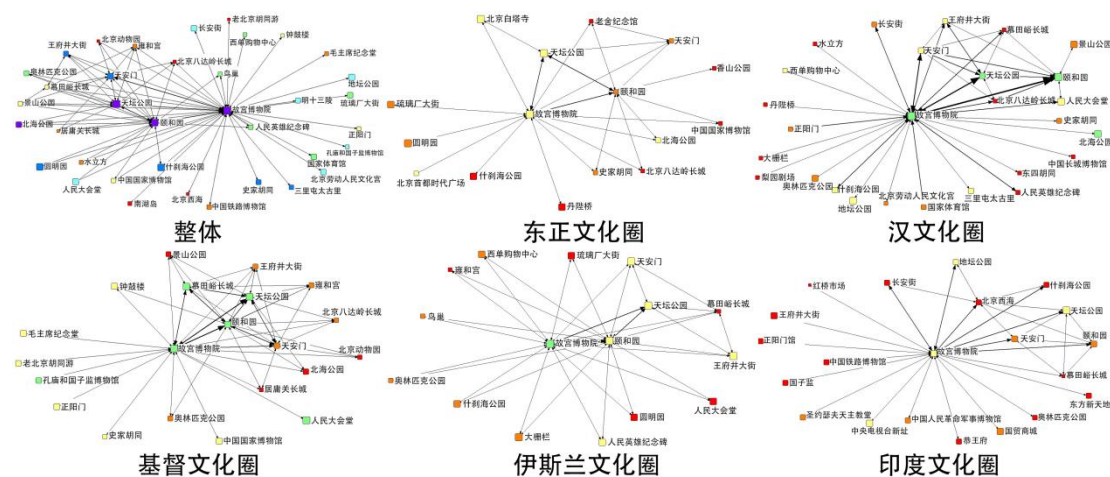


图 1 凝视之线的社会网络分析图

Fig.1 Social network analysis of tourist routes

针对五大文化圈的游客旅游路线，除去故宫博物院、颐和园和天坛公园这三个普遍存在的重要中心景点，着重分析各旅游线路图中出现的其他重要节点。我们发现：

(1) 东正文化圈旅游者在旅游路线上偏好北京特色建筑类的旅游线路，而基督文化圈旅游者则偏好文化遗产和纪念类的旅游线路。东正文化圈和基督文化圈均属于深受基督教文化影响的文化背景，但是在他们的游览路线中，多次凝视类似于圆明园、白塔寺等北京特色皇家园林和佛教景观的文化景点，尤其是在基督文化圈的旅游线路网络图中北京特色景点——慕田峪长城占据了重要节点位。可见东正文化圈和基督文化圈旅游者对北京传统特色文化体现出浓厚的兴趣，他们在旅游路线的选择上并不会更加青睐如基督教堂等与其基督教宗教文化背景相关的景点，而是选择与其文化背景相差较大的新奇旅游路线。

(2) 印度文化圈在旅游路线上偏好观赏游览北京现代都市化的旅游景点和特色文化类的旅游路线，如国贸商城、中央电视台新址等。在印度文化圈的文化背景中，印度的城镇化模式呈现出“过度城市化”的人口高度密集的特点，城市设施的建设与城市服务质量较低，印度文化圈游客对北京现代景点的青睐体现出了他们自身文化圈少见的高度现代化城市景观的格外关注。而伊斯兰文化圈则倾向于选择具有地方特色的购物娱乐类景区，例如王府井大街、西单、大栅栏等，这些景区都属于老北京特色的购物场所，极具中华传统特色，与其文化圈中注重突出伊斯兰宗教特色的特点大相径庭。可见，印度文化圈和伊斯兰文化圈更加倾向于观赏与本文化圈景观不同的北京现代都市建筑、体

验北京时尚与特色购物景点，偏好体验与本文化圈相差较大的北京地方特色文化，表现出对新奇的中国特色文化的好奇心。

综上，入境北京的旅游者在进行旅游景区与线路的选择时，普遍偏好体验具有北京地方文化特色的传统亦或现代的游览路线，追求与自身文化圈文化差距较大的新奇体验，倾向于追求新鲜体验的“求异”动机心理，这符合凝视中的“追求奇观”的特征，为了逃离日常生活并追求寻求新奇的活动，游客更有可能希望凝视异质文化。

3.2 凝视之面-透视本土文化

经过单因素方差分析，五大文化圈人群对于旅游景区类型的选择差异如表 2 所示，不同文化圈的人群会对带着底色文化选择景区类型，更亲近自身文化特质的景区。

表 2 五大文化圈的旅游景区类型选择差异
Tab.3 Differences in the choice of tourist attractions among the five cultural circles

景区类型	均值	东正文化圈	汉文化圈	基督文化圈	伊斯兰文化圈	印度文化圈	F 值	Sig.
古迹遗址型景区	29.00%	18.20% (0.040*)	28.90% (0.052)	35.60% (0.071)	34.20% (0.098)	28.00% (0.12)	3.261	0.023*
购物娱乐型景区	10.60%	7.80% (0.002)	14.40% (0.039*)	8.10% (0.039)	9.40% (0.046)	13.10% (0.029)	2.729	0.045*
宗教型景区	6.40%	13.10% (0.087**)	3.40 (0.005)	4.20 (0.027)	7.90% (0.023)	3.30% (0.015)	5.902	0.001**
文化场馆型景区	6.00%	10.70% (0.066)	4.00% (0.013)	4.10% (0.029)	4.30% (0.014)	6.7% (0.042)	2.655	0.049*
湖泊型景区	2.20%	1.50% (0.021)	4.00% (0.025)	1.10% (0.011)	2.10% (0.017)	2.40% (0.025)	3.133	0.026*

注：*显著性在 0.05 以下的水平，表示各文化圈之间在该类别下有显著差异性。括号中的数据为标准差，*表示与其他文化圈之间具有显著差异性。

东正文化圈比其他文化圈更加关注“宗教型景区”，主要为圣约瑟夫天主教堂(王府井天主堂)、牛街礼拜寺等基督教景区，而对“古迹遗址型景区”的关注度显著低于其他文化圈。回顾东正文化圈的宗教历史可知，俄罗斯基督教在公元 1054 年分裂，东派基督教会便自称为正教，后人称之为“东正教”。基督教完整的理论体系早已融汇到东正教文化圈的各个角落，以东正教为核心的文化模式成为了民族行为的基本准则，东正文化圈人群的思维方式、价值取向、心理和性格等各方面民族特征都可以在东正教中找到根源。另外，其在北京旅游过程中体现出对基督教景区的格外关注，也同样符合其文化特质。

汉文化圈在景区类型的选择偏好上与其他文化圈体现出了显著的差异，其对于“购物娱乐型景区”的关注度显著高于其他文化圈，评论中经常出现王府井大街、三里屯太古里、西单购物中心等景区。汉文化圈中游客主要涉及的国籍为日本、韩国和新加坡等国家，这些国家国内的购物娱乐等第三产业发达的经济特征明显，具有良好的服务业基础。尤其是韩国近些年的娱乐产业发展空前高涨，甚至在全球范围内掀起了“韩流”的娱乐浪潮，对整个汉文化圈甚至是全球造成了影响。这反映了文化和地域差异在旅游偏好中的重要性，北京作为中国的首都和文化中心，不仅有独特的历史遗产和文化景观，还拥有多样化和丰富的购物和娱乐体验。对于来自汉文化圈国家的游客，能够亲身体验和购买中国特有的产品，体验传统和现代融合的娱乐项目，是他们旅行中重要的一部分。其次，韩国近年来娱乐产业的迅猛发展和全球影响力的增强，加深了汉文化圈内国家对北京娱乐景区的兴趣。韩流文化的流行在全球范围内推广了韩国娱乐和购物品牌，这使得来自韩国的游客更加关注北京作为一个全球性购物和娱乐目的地的吸引力。他们希望

体验到中国独特的购物环境和文化活动，同时也能在北京的娱乐场所感受到东西方文化的碰撞和融合。综上所述，这种现象既反映了地域文化在旅游偏好中的重要影响，也与韩国等国家近年来娱乐产业发展及其全球影响力的增强密切相关。这些国家在北京旅游过程中仍然体现出对购物娱乐景区的高度关注，符合其购物娱乐消费需求高涨的国家文化发展倾向。综上，各文化圈关注的旅游景区类型与其他文化圈差异最为显著的是东正文化圈与汉文化圈，这两个文化圈旅游者在旅游景区上的偏好感知也都与其文化圈背景密切相关，体现出了对自身文化圈的文化认同追求心理，即“求同”心理。

3.3 凝视之点-构建主体认同

旅游路线和景区重点关注的是旅游者的空间轨迹，而游客主动写下的评论数据则往往代表了旅游者在旅游过程中内心真正的感知与体验。为了进一步了解不同文化圈游客的内心真实旅游感知，本研究重点关注游客评论图像，深入把握旅游凝视要素。

本文结合文献综述，将图片投射的景观依托不同符号归为 20 大类别，具体如表 3 所示。五大文化圈的游客集中凝视建筑景观、地质景观、人物景观、城市景观等，通过图像捕捉到不同的符号，符号隐喻着不同的景观和文化指向，旅游图像生产者审视共通的景观，工业文明衍生的景观如城市；西方文化下的景观如快餐；消费主义景观如超级市场等。

表 3 图像投射的景观分类
Tab.2 Classification of picture subject words

		符号	东正文化圈 (%)	汉文化圈 (%)	基督教圈 (%)	伊斯兰文化圈 (%)	印度文化圈 (%)	总计 (%)
自然景观	地质景观	户外、自然、山、岩石……	13.95	14.45	13.48	10.36	16.78	13.44
	植物景观	植物、植被、树……	5.16	7.81	5.35	4.33	8.1	5.59
	水域景观	水、河流、滨水区……	3.28	5.1	3.07	3.03	1.67	3.14
	乡村景观	农村、田野、土壤、……	1.62	1.78	1.74	1.09	2.98	1.74
	天文景观	夜晚、天空、雾……	1.83	1.46	0.84	0.54	0.63	0.94
	动物景观	哺乳动物、野生动物……	1.79	0.62	0.68	0.2	0.42	0.71
人文景观	建筑景观	建筑、建筑业、房屋……	24.74	20.08	23.61	20.14	21.41	22.85
	人物景观	人、人类的、人群……	10.77	8.87	11.77	17.07	12.49	12.19
	交通景观	小路、走道、路……	4.66	8.03	8.5	8.9	9.68	8.17
	城市景观	城市、都市、城镇……	11.87	9.12	8.74	10.29	6.96	9.2
	宗教景观	寺庙、神殿、修道院……	6.84	5.11	7.56	4.41	4.82	6.67
	遗址景观	雕像、宝塔、废墟……	3.72	4.11	4.59	4.48	2.51	4.29
	艺术景观	艺术、绘画、文字……	2.33	3.46	2.29	2.32	2.4	2.39
	娱乐景观	演出、冒险、闲暇……	2.11	2.62	2.18	2.4	3.15	2.31
	住宿景观	设备、房间、酒店……	1.12	1.7	1.3	1.72	1.31	1.37
	器具景观	陶器、罐、电子产品……	1.23	1.45	1.26	1.88	0.99	1.34
	室内景观	在室内、屏幕、地板……	0.74	1.62	1.29	1.43	0.92	1.25
	快餐景观	甜点、糖果、蛋糕……	0.44	1.7	0.85	2.54	1.31	1.13
	消费景观	商店、市场、街市……	1.38	0.71	0.74	2.82	0.97	1.1
	军事景观	军事的、鞠躬、军装……	0.44	0.21	0.16	0.04	0.5	0.21

再次通过各文化圈的旅游凝视要素差异的显著性检验，如表 4 所示，不同文化圈在行、动物、军事、乡村、宗教等景观感知上具有显著性差异。

表 4 不同文化圈之间的凝视景观差异

Tab.3 Differences of perceived elements between different cultural circles

类别	均值	东正文化圈	汉文化圈	基督教文化圈	伊斯兰文化圈	印度文化圈	F 值	Sig.
交通	7.96%	4.7% (0.023*)	8.00% (0.023)	8.50% (0.03)	8.90% (0.027)	9.70% (0.03)	2.753	0.039*
动物	0.74%	1.8% (0.023*)	0.6% (0.005)	0.70% (0.007)	0.20% (0.004*)	0.40% (0.006)	2.605	0.047*
军事	0.27%	0.44% (0.007)	0.21% (0.002)	0.16% (0.002)	0.04% (0.001)	0.50% (0.004)	2.699	0.042*
乡村	1.84%	1.6% (0.009)	1.80% (0.005)	1.70% (0.008)	1.10% (0.005)	3.00% (0.020)	2.927	0.03*
宗教	5.74%	6.8% (0.025)	5.10% (0.031)	7.60% (0.029)	4.40% (0.027)	4.80% (0.027)	2.633	0.046*

注：*显著性在 0.05 以下的水平，表示各文化圈之间在该类别下有显著差异性。括号中的数据为标准差，*表示与其他文化圈之间具有显著差异性。

东正文化圈与其他文化圈相比，在“动物景观”和“交通景观”上有着显著的差异，其对于“动物景观”的关注感知程度显著高于其他文化圈，而对“交通景观”的关注

感知程度显著低于其他文化圈。这种偏好上的差异与东正文化圈的文化底蕴有关。以俄罗斯为代表的东正文化圈深受游牧文化的影响，其在精神上表现出对自由的追寻和向往大自然的文化心理结构，而对车水马龙的都市交通则关注度较低。东正文化圈对动物要素的格外关注也具有其精神文化来源。从古罗斯人信仰多神教而传承下来的动物崇拜倾向，在今天仍然深刻影响着整个东正文化圈，如东正文化圈以动物图腾装饰房屋，俄罗斯一年一度举行“熊节”等传统，足以印证其对动物的敬畏感以及动物对其深刻的民族意义。

结合表 2 和表 3 数据可知，在伊斯兰文化圈的图片评论中，动物景观出现的比例显著低于其他文化圈，而对人物景观的关注程度较高。究其原因，伊斯兰教的生态文化观认为，动物和人都是一样的生命存在，但人类是万物之灵长，是真主在大地上的“代治者”，人类应当遵循万事万物的发展规律，应当与万物生灵和谐相处，不提倡观赏、虐待和杀害动物。这种善待生命、生态和谐的伦理思想已经在伊斯兰文化圈人群心中根深蒂固。

印度文化圈则对“军事景观”“乡村景观”的感知程度最高。究其原因，印度在近些年涌现出来的政治上的印度教民族主义使得印度民众对军事的关注度持续上涨，在他国旅行时也分外关注他国的军事实力状况，在本文的研究中得以验证。同时，在农村土地改革难以推行、农村生活条件差的印度乡村现状的影响下，印度文化圈对于乡村的关注体现出了印度人民对于美丽乡村建设的向往，在旅行过程中出现的乡村景观往往会给他们留下深刻的印象。

基督文化圈对宗教景观感知程度较高，体现了基督文化圈在旅游过程中对与本民族相似文化要素的寻求。基督教游客的宗教文化深深根植于其文化心理，将旅行视为宗教自我的延伸，并能够在宗教要素的接触中获得精神上的满足感。尽管面对北京丰富多彩的的特色文化，但给基督教留下最深印象的仍是与其本文化圈文化密切相关的宗教要素。

综上，各文化圈凝视要素的显著差异与各文化圈的文化背景密切相关，而差异性恰好构建了不同文化圈的主体性，各文化圈在旅游凝视中捕捉心中预设的符号，寻找与自身文化相近的景观，带着文化框架感知到自身的母文化，从而强化群体文化的认同感，呈现出“求同”的文化认同心理。

4 结论与讨论

4.1 主要结论

本研究基于文化圈理论，在凝视的框架下对五大文化圈游客在京旅游线路、评论投射景观和评论图像分别进行分析，得出以下结论：

在游客凝视的线维度上，东正文化圈与基督文化圈旅游者对北京传统特色文化表现出浓厚的兴趣，而印度文化圈、汉文化圈和伊斯兰文化圈则更加倾向于观赏北京现代都市建筑、体验北京时尚与特色购物景点。可见各文化圈人群首先会怀着“求异”的心理动机，探索北京地方文化特色的游览路线，追求与自身文化圈差距较大的新奇体验。

但是，从游客凝视的面维度-旅游景区类型来看，东正文化圈比其他文化圈更加关注“宗教型景区”，而对“古迹遗址型景区”的关注度显著较低，可见东正文化圈虽然在旅游路线上会选择体验北京传统文化景区，但是在体验过后，其内心真实感知还是呈现出对于宗教建筑类景区的偏好，而对于北京特色古迹遗址的文化认同度表现一般，体

现出其在旅游过程中的文化“求同”心理；而汉文化圈对于“购物娱乐型景区”的关注度显著高于其他文化圈，则符合其购物娱乐消费需求高涨的消费主义倾向，这些体现了不同文化圈的文化主体性。

最后通过游客凝视的点维度-图像深入分析，我们发现：从图像展现的符号来看，各文化圈的旅游目的地形象感知与底色文化密切相关。东正文化圈对“动物景观”的感知程度显著高于其他文化圈，对“交通景观”的感知程度显著低于其他文化圈，这与东正文化圈的游牧文化和动物崇拜的民族心理密切相关；伊斯兰文化圈对“动物景观”的关注度较低，而更为关注“人物景观”，是出于伊斯兰教的生态伦理思想；而印度文化圈对“军事景观”和“乡村景观”的高度关注则印证了印度民众对军事的关注和对于美丽乡村建设的向往。因此，这项研究的经验证据证实了 Lo 和 McKercher 提出的论点，即游客在捕捉图像中是有选择性的。这些图像是主观的，因游客而异，反映了他们的文化习俗。综上所述，在旅游凝视体验中，拍摄图像暗喻着不同文化圈游客心中的文化图像。各文化圈旅游者虽然在行为上表现出追求新奇文化的倾向，但实际上内心却积极寻求着对于本文化圈的文化认同，各文化圈旅游者真正感兴趣的、给他们留下深刻印象的实际上还是与本文化圈相似的景观符号，这些符号是满足底色文化框架的，其真实的旅游感知均普遍倾向于“求同”心理，即在异质文化的差异中求本土文化的“同”。

4.2 研究贡献

4.2.1 理论贡献

首先，本研究对跨文化的游客凝视进行了探讨，目前研究多从游客凝视分析旅游目的地客体的形象建构，本研究关注到跨文化主体，通过分析不同国别以及五大文化圈人群对北京旅游地形象感知与线路差异，了解不同文化圈背景人群的旅游偏好，丰富了现有的旅游主体研究角度；其次，游客凝视的概念已被以前的研究广泛用于探索游客如何体验旅游目的地，然而游客凝视对建构主体的功能在很大程度上被忽视了。本研究引入“求同”和“求异”的旅游心理动机，研究结论得出虽然各文化圈人群在凝视体验中呈现“求异”心理，但在旅游过程中的真实感知体验均呈现出寻求自身文化认同的“求同”心理倾向，因此在凝视的框架中建构了从图像到主体认同的理解（见图 2），这一动态辩证的实证结论对于主体认同的构建具有借鉴性。



图 2 从图像到主体认同的凝视框架

4.2.2 实践启示

本研究考察了凝视主体的构建，但为客体发展提供建议，为北京旅游目的地形象对外传播提供如下启示：首先，在旅游线路设计与北京对外城市形象宣传上应尽量展现北京的综合特色。由于各文化圈的在旅游线路的选择倾向于追求相异的特色文化，而北京作为综合旅游目的地吸引着各文化圈、各个国家的人群，因此应当尽量综合全面地展示城市特点；其次，在各国进行针对性宣传时应进行精准营销，根据其所处文化圈的文化背景特征，分析其对北京旅游形象的关注倾向，选用不同的形象传播语料并推出差异化的旅游产品；最后，本文结论显示五大文化圈人群呈现“求同”的旅游感知心理，在旅游过程中积极寻求本文化圈文化的心理认同，因此在进行旅游宣传与旅游产品设计时应充分尊重各国的宗教信仰自由与文化倾向。

5 研究局限性与展望

本研究采用了大数据内容与混合研究方法，广泛分析了凝视现象在更大样本空间中的多维度特征。然而，研究面临几个显著的局限性，需要在未来的研究中进行进一步探索和改进。首先，由于不同国家之间的样本数据量差异较大，本研究在分析时不得不排除一些数据量较少的国家，这可能导致结果在全球范围内的适用性受到限制。为了更全面地理解疫情背景下五大文化圈的文化心理变化对凝视行为的影响，未来的研究可以考虑扩展数据收集的时间和地域范围。其次，尽管 Tripadvisor 数据为研究提供了大量游客评价和评分信息，但它们可能仍无法完全捕捉和理解凝视体验的复杂性。为了深入探索游客在不同背景下的凝视行为，未来的研究可以结合采用深入访谈等质性方法，为参与者提供更充分表达其凝视体验和感受的机会。此外，本研究未探究个人特征如性别、年龄、原籍国等对凝视体验的具体影响。这些因素可能在理解和解释凝视行为的多样性和复杂性中具有重要作用。未来的研究可以通过深入分析这些个体特征与凝视行为之间的关系，进一步丰富对凝视现象的认知。最后，本文只选取了 Tripadvisor 作为主要数据来源，这在一定程度上限制了对不同平台数据及其凝视行为表现的比较研究。为了验证不同数据来源在凝视研究中的一致性或差异性，今后的研究可以考虑采用多来源数据进行广泛的横向比较分析。通过解决这些研究中的局限性，并进一步优化研究设计和方法，可以提高对凝视现象深入理解的能力和研究成果的实用性，为未来的旅游和文化研究提供更为丰富和深刻的见解。

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OVERCOMING TECHNOPHOBIA IN SMART TOURISM: THE ROLE OF AI TECHNOLOGY PERCEPTIONS IN SENIORS' TRAVEL INTENTIONS

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ABSTRACT

The rapid development of artificial intelligence (AI) and related technologies has permeated tourism, where technology plays an increasing role in shaping traveler experiences. However, for seniors, the adoption of new technologies often brings about challenges and negative impacts. This study is based on the perspective of technology perception to find the influencing factors and mechanisms that reduce the negative impacts caused by technology in tourism scenarios and increase the attractiveness to the elderly. Specifically, drawing on the technology acceptance model and stereotype threat theory, we propose a series of hypotheses to investigate how perceived ease of use, novelty, and entertainment of AI-based technologies in tourism impact senior tourists' technophobia, self-perceptions of aging, and willingness to travel. Four studies confirmed that perceived ease of use, novelty, and entertainment of AI-based technologies in tourism have significant effect on senior tourists' technophobia, self-perceptions of aging, and willingness to travel. Senior tourists' technophobia, self-perceptions of aging play a mediated role in the relationship between perceived ease of use, novelty, and entertainment of AI-based technologies in tourism and willingness to travel. Our findings provide a theoretical basis and practical recommendations to help provide a deeper understanding of how AI technologies can be adapted to reduce barriers to technology adoption among seniors in the tourism industry.

Keywords: AI technology adoption in tourism, senior tourists, technophobia, self-perception of aging, user perceptions

1 Introduction

The rapid advancement of artificial intelligence (AI) technologies has significantly transformed the tourism industry, offering innovative solutions that enhance traveler experiences and operational efficiencies for service providers. From AI-powered chatbots offering personalized travel recommendations to virtual reality tours that allow immersive previews of destinations, these technologies are reshaping how tourists plan and engage in travel activities. However, the integration of AI in tourism presents unique challenges and opportunities, particularly concerning older adults—a demographic that is increasingly significant due to global aging trends.

Older adults, typically defined in tourism research as individuals aged 55 and above (Kim & Fesenmaier, 2015; Pizam, 2010), constitute a significant and continuously expanding segment of the global tourism market. This age threshold encompasses individuals who are approaching or have entered retirement, a life stage generally associated with increased leisure time and a heightened interest in travel activities (McCrae et al., 1999). Older adults often exhibit reluctance or apprehension toward adopting new technologies, a phenomenon commonly referred to as technophobia. This hesitation can stem from various factors, including perceived complexity, lack of familiarity, and concerns about obsolescence or irrelevance in a rapidly evolving digital landscape. The stereotype threat theory suggests that awareness of negative stereotypes can cause individuals to underperform or disengage in areas where they fear confirming such stereotypes. Societal attitudes and stereotypes about aging can influence seniors' self-perceptions and behaviors, potentially leading to reduced engagement in

activities perceived as youth-oriented or technologically complex. In the context of AI in tourism, these theories imply that older adults may feel alienated or overwhelmed by new technologies, adversely affecting their willingness to travel.

Tourism has always been an inclusive industry, with the fulfillment of diverse groups' travel needs reflecting its commitment to equity. However, in the context of the deep integration of artificial intelligence (AI) technology with the tourism sector, the travel needs and desires of the elderly have been overlooked, particularly regarding their perceptions of the application of AI technologies in tourism scenarios. To fill this gap in the literature, this study aims to investigate the mechanisms through which AI technology perceptions impact older adults' willingness to travel. Drawing on the Technology Acceptance Model (TAM) and Stereotype Threat Theory, we propose that the perceived ease of use, novelty, and entertainment value of AI-based technologies in tourism significantly affect senior tourists' technophobia and self-perceptions of aging. These factors, in turn, influence their willingness to engage in travel activities. To test these propositions, we conducted four studies that collectively examine these relationships and provide empirical evidence for our hypotheses.

This research offers substantial contributions to both theoretical frameworks and practical applications within the field of tourism. Theoretically, it advances the understanding of technology acceptance among older adults by integrating the Technology Acceptance Model (TAM) with Stereotype Threat Theory. This synthesis provides a comprehensive perspective on how technological advancements can be strategically utilized to address the evolving needs of an aging population. Consequently, it ensures that tourists of all age groups can engage with the tourism industry in a manner that is both comfortable and enjoyable. Practically, the insights derived from this study inform the design and implementation of AI technologies in the tourism sector, making these technologies more inclusive and appealing to older demographics. By tailoring AI solutions to accommodate the specific preferences and requirements of older travelers, the tourism industry can enhance their overall travel experiences. This not only increases participation rates among older adults but also fosters a more diverse and engaged tourist population.

2 Literature Review

2.1 Stereotype Threat Theory

Stereotype threat theory posits that when individuals become aware that they may be judged based on a negative stereotype, this awareness adversely affects their performance, emotions, and behavior. Specifically, when individuals are negatively labeled by a particular group, they often experience anxiety and fear that their actions will confirm these stereotypes, leading to reduced self-confidence and performance. This theory is extensively utilized to examine the behavioral performance of various social groups, including those defined by gender, race, and age, across different contexts. In the context of travel, older adults may experience stereotype threat related to age-based stereotypes when interacting with AI technology. They might fear being perceived by others—such as younger tourists or the AI systems themselves—as less capable or outdated due to their unfamiliarity with technology. This perceived threat can result in anxiety, technophobia, or even a refusal to use AI services, thereby negatively impacting their travel experience. For instance, older tourists might view the use of robots or smart devices as a sign of their technological ignorance or lack of proficiency. This negative self-assessment can further heighten their fear of AI, diminishing their engagement and satisfaction with tourism activities.

2.2 Technophobia among older adults

The concept of technophobia originated from computer anxiety or computer phobia, which indicates a negative psychological reaction specifically to computers (Brosnan, 1998; Maricutoiu, 2014; Rosen & Sears, 1987). However, technophobia encompasses anxiety toward a broader range of technologies and is sometimes equated with technology anxiety in research (Gilbert, Lee-Kelley, & Barton, 2003; Venkatesh & Davis, 2000). Many researchers suggest that technophobia should be considered a multi-dimensional concept, with two primary aspects frequently proposed by different scholars (Khasawneh, 2018b; Martínez-Corcoles, Teichmann, & Murdvee, 2017). One key dimension of technophobia is the

fear of personal failure related to technology use, which primarily reflects overall fear and anxiety toward technology. The other dimension is human versus machine ambiguity, which denotes the fear of negative societal impacts from new technologies, such as the belief that machines will take over society (Osiceanu, 2015; Sinkovics, Stöttinger, Schlegelmilch, & Ram, 2002).

Several personal factors are correlated with technophobia, including demographic background (e.g., age, gender, education level, and physical health) (Gilbert, Lee-Kelley, & Barton, 2003; Nimrod, 2018), dispositional traits (e.g., openness, neuroticism, and extraversion), and cognitive processing skills (e.g., math and logic skills) (Korukonda, 2005; Maricutoiu, 2014). Older adults with certain characteristics, such as declining cognitive function or decreasing openness to experience with age, exhibit higher levels of technophobia than younger individuals (McCrae et al., 1999). Another branch of studies has indicated that declining physiological and psychosocial conditions in later life (Gell, Rosenberg, Demir, LaCroix, & Patel, 2015; Jokisch, Schmidt, Doh, Marquard, & Wahl, 2020; Schmader, Johns, & Forbes, 2008) can particularly affect technophobia among older adults through negative perceptions of technology self-efficacy—the belief in one’s own competence to achieve desired goals and cope with a broad range of stresses and challenges in technology use (Bandura, 1977; Czaja et al., 2006; Di Giacomo, Guerra, Perilli, & Ranieri, 2020; Jokisch et al., 2020). Intervention studies specifically targeting older adults have provided additional supporting evidence for these associations.

2.3 Self-perception of aging

Since the seminal research of Steele and Aronson (1995), stereotype threat effects have been studied across various research fields, including race, gender, socioeconomic status, and age. Stereotype embodiment theory suggests that age stereotypes differ from other types of stereotypes (e.g., race, gender) because negative age-based stereotypes may be internalized over time, becoming negative self-stereotypes after prolonged exposure to ageist environments. Consequently, older adults are at risk of experiencing self-as-source stereotype threat, where the threat arises from stereotypes they have internalized themselves rather than from stereotypes merely held by others (Levy, Slade, & Kasl, 2002; Shapiro, 2011). Older adults may worry that they will confirm negative age stereotypes in their own minds, in addition to being perceived negatively by others (Barber, 2017). This experience of age-based stereotype threat among older adults can manifest as negative self-perception of aging (SPA)—a negative view of one’s own aging process (Brothers, Kornadt, Nehrkorn-Bailey, Wahl, & Diehl, 2020; Levy, 2009).

A few studies have examined the direct effect of age-based stereotype threat on SPA (Hausknecht, Low, O’Loughlin, McNab, & Clemson, 2020). Additionally, some experiments have found that priming individuals with negative (versus positive) age-stereotype-related words induces more negative SPA (Cheng, 2020; Levy, 1996). Moreover, longitudinal studies focusing on SPA have discovered that positive age stereotypes held by older adults can positively predict later gain aspects of SPA but negatively predict loss aspects of SPA (Brothers et al., 2020). Meanwhile, negative SPA negatively predicts older adults’ self-efficacy over time (Klusmann, Sproesser, Wolff, & Renner, 2017; Tovel, Carmel, & Raveis, 2017), which is an important factor influencing technophobia and technology adoption intentions (Korukonda, 2005; Maricutoiu, 2014).

2.4 Hypotheses Development

2.4.1 Perceived ease of use

The Technology Acceptance Model (TAM) posits that perceived ease of use is a fundamental determinant of an individual’s attitude toward using technology (Davis, 1989). When technology is easy to use, it reduces the effort required to learn and operate it, leading to a more positive attitude and increased acceptance (Venkatesh & Davis, 2000). For older travelers, technologies perceived as user-friendly can alleviate anxieties associated with learning new systems. Additionally, individuals’ beliefs in their capabilities to execute actions required to manage prospective situations influence their behaviors and emotional responses (Bandura, 1977). Higher perceived ease of use enhances self-efficacy among older adults, reducing their technology-related fears (Gist & Mitchell, 1992). When older travelers feel competent in using AI technologies, their technophobia diminishes. Thus, we

hypothesize:

H1: Perceived ease of use negatively influences senior tourists' technophobia.

Older adults often face stereotypes regarding their inability to adapt to new technologies, which can negatively impact their self-perception of aging (Levy, 2009). When AI technologies are perceived as easy to use, they can counteract these stereotypes, empowering older travelers and improving their self-perception (Chung et al., 2010). If older travelers find technology easy to use, they may attribute their success to their abilities rather than external factors, leading to a more positive self-perception and reduced feelings of aging-related decline. Thus, we hypothesize:

H2: Perceived ease of use positively influences senior tourists' self-perception of aging.

The Unified Theory of Acceptance and Use of Technology (UTAUT) asserts that performance expectancy and effort expectancy (similar to perceived ease of use) are key predictors of technology acceptance and use behavior (Venkatesh et al., 2003). When older travelers perceive AI technologies as easy to use, they are more likely to adopt them, enhancing their overall travel experience and increasing their willingness to travel (Wang & Wang, 2010). Furthermore, ease of use can enhance intrinsic motivation by making interactions with technology enjoyable and less stressful. This increased enjoyment can positively influence older travelers' willingness to engage in travel activities that involve AI technologies (Deci & Ryan, 1985). Thus, we hypothesize:

H3: Perceived ease of use positively influences senior tourists' willingness to travel.

When older travelers perceive AI-based travel technology as easy to use, it enhances their self-efficacy—the belief in their ability to successfully complete tasks (Bandura, 1997). This increased self-efficacy leads to a more positive self-perception of aging because they feel capable and competent despite societal stereotypes portraying older adults as technologically incompetent (Czaja & Lee, 2007). Positive self-perceptions of aging are associated with greater participation in activities and an increased willingness to explore new experiences (Levy, 2009). Thus, when older travelers are more confident in using technology, their enhanced self-perceptions encourage them to travel to more destinations. Thus, we hypothesize:

H4: Self-perception of aging mediates the relationship between perceived ease of use and willingness to travel.

When older travelers perceive AI-based travel technologies as easy to use, this perception can alleviate technophobia by reducing fears related to complexity and usability (van der Heijden, 2004). Individual's belief in their ability to execute specific tasks successfully (Bandura, 1997) directly influences their willingness to engage with those tasks. Enhanced perceived ease of use boosts self-efficacy, which in turn diminishes technophobia (Gist & Mitchell, 1992). As technophobia decreases, older adults are more likely to embrace travel technologies, thereby increasing their overall willingness to travel. This mediating role of technophobia highlights how reducing technological fears through perceived ease of use can facilitate a greater inclination to travel among older tourists. Thus, we hypothesize:

H5: Technophobia mediates the relationship between perceived ease of use and willingness to travel

2.4.2 Perceived novelty

Perceived novelty refers to the extent to which an individual views an experience or product as new and unique (Hirschman, 1980). The adoption of new technologies is influenced by perceived attributes such as relative advantage and complexity (Rogers, 2003). Technologies perceived as advantageous and user-friendly can mitigate resistance and fear associated with technology use among elderly individuals (Chen et al., 2016). Individuals seek an optimal level of stimulation and are motivated to engage with novel stimuli to achieve this balance (Steenkamp & Baumgartner, 1992). Engaging with novel technological experiences can fulfill the desire for new sensations, thereby reducing technophobia by replacing fear with curiosity and excitement (Zuckerman, 2007). Moreover, individuals achieve a state of flow when they are fully immersed in an activity that balances challenge and skill (Csikszentmihalyi, 1990). Novel technologies that provide engaging experiences can facilitate flow states among elderly tourists, reducing anxiety and technophobia by enhancing enjoyment and satisfaction (Finneran &

Zhang, 2005). Therefore, we hypothesize:

H6: Perceived novelty negatively influences senior tourists' technophobia.

Stereotype threat theory suggests that internalized societal stereotypes about aging can influence self-perceptions and behaviors (Levy, 2003). Engaging with novel technologies can challenge these negative stereotypes by demonstrating adaptability and competence, leading to more positive self-perceptions among elderly individuals (Levy & Langer, 1994). Individuals infer their attitudes and emotions by observing their own behavior (Bem, 1972). When elderly tourists successfully interact with novel technologies, they may perceive themselves as capable and open-minded, positively influencing their self-perception of aging (Kotter-Grühn & Hess, 2012). Additionally, successfully coping with new challenges can enhance self-efficacy and reduce stress (Ursin & Eriksen, 2004). Novel technological experiences that are effectively managed can improve elderly tourists' confidence in their abilities, thereby positively affecting their self-perception of aging. Thus, we hypothesize:

H7: Perceived novelty positively affects senior tourists' self-perception of aging.

Willingness to travel is influenced by various motivational factors, including the desire for new experiences. Novelty-seeking is a primary motivator for travel (Crompton, 1979). Elderly tourists who perceive high novelty in tourism technologies are more likely to be motivated to travel to satisfy their curiosity and desire for unique experiences (Pearce & Lee, 2005). If elderly tourists value novel experiences and believe that traveling will provide such opportunities through new technologies, their willingness to travel increases. Consequently, we hypothesize:

H8: Perceived novelty positively influences senior tourists' willingness to travel.

At appropriate levels, exposure to new technology can stimulate cognitive function and provide a sense of rejuvenation (Karahanna et al., 1999). For older adults, successfully navigating new AI-based travel technologies can challenge negative aging stereotypes and enhance their self-perceptions (Stephens et al., 2015). Improved self-perceptions of aging can increase motivation to participate in leisure activities, including tourism (Jang & Wu, 2006). The excitement associated with mastering new technologies can translate into a greater desire to explore new destinations. Thus, we hypothesize:

H9: Self-perception of aging mediates the relationship between perceived novelty and willingness to travel.

Novelty can act as a double-edged sword, attracting early adopters while deterring those who are more risk-averse (Rogers, 2003). In the context of older travelers, perceived novelty can influence technophobia by either mitigating fears through increased engagement or exacerbating anxieties if the technology is perceived as too unfamiliar. When perceived novelty successfully replaces technophobia with positive emotions and engagement, it can significantly boost the willingness to travel. Conversely, if perceived novelty heightens technophobia, it may diminish the positive impact on travel willingness. Therefore, technophobia serves as a mediator that determines whether the novel aspects of technology enhance or inhibit the desire to travel. Thus, we hypothesize:

H10: Technophobia mediates the relationship between perceived novelty and willingness to travel.

2.4.3 Perceived entertainment

Perceived entertainment refers to the extent to which an individual believes that using a particular technology will be enjoyable and fun (Davis et al., 1992). Technophobia is the fear or anxiety associated with the use of new technologies (Brosnan, 1998). The technology acceptance model (TAM) has been extended to include perceived enjoyment as an intrinsic motivator that positively affects technology acceptance (Davis et al., 1992). When elderly tourists perceive technology as entertaining, it enhances their intrinsic motivation to engage with it, thereby reducing technophobia (van der Heijden, 2004). Therefore, we hypothesize:

H11: Perceived entertainment negatively influences senior tourists' technophobia.

Self-perception of aging refers to how individuals view their own aging process, which can impact their well-being and behaviors (Levy, 2009). Negative self-perceptions can lead to decreased engagement in

activities, while positive perceptions can enhance life satisfaction. The stereotype threat theory posits that individuals internalize age-related stereotypes, which can influence their self-concept and behaviors (Levy, 2003). Engaging with entertaining technologies can challenge negative stereotypes about aging and technology use, leading to a more positive self-perception among elderly tourists (Levy & Langer, 1994). When elderly tourists find technology entertaining and engage with it willingly, they may perceive themselves as youthful and adaptable, positively influencing their self-perception of aging (Kotter-Grühn & Hess, 2012). Additionally, positive emotions elicited by entertaining technologies can lead to more favorable self-assessments regarding aging. Thus, we hypothesize:

H12: Perceived entertainment positively influences senior tourists' self-perception of aging.

Willingness to travel is a critical factor in the tourism industry, influenced by various motivational elements. Perceived entertainment in tourism technologies can enhance the desire to travel by making the experience more enjoyable and fulfilling. Engaging in activities for inherent satisfaction leads to sustained participation (Deci & Ryan, 1985). When tourism technologies are perceived as entertaining, they enhance intrinsic motivation, increasing elderly tourists' willingness to travel (Ryan & Deci, 2000). Consequently, we hypothesize:

H13: Perceived entertainment positively influences senior tourists' willingness to travel.

Pleasurable interactions with AI technology can stimulate positive emotions and increase life satisfaction (Diener et al., 1999). For older travelers, this entertainment can enhance well-being and vitality, thereby improving their self-perception of aging (Nimrod, 2011). Positive self-perceptions promote proactive attitudes toward life activities, including travel (Levy, 2009). When older adults feel good about themselves and their aging process, they are more likely to pursue enjoyable experiences such as traveling. Thus, we hypothesize:

H14: Self-perception of aging mediates the relationship between perceived entertainment and willingness to travel.

Perceived entertainment in AI-based travel technologies can make interactions more appealing and less intimidating, thereby reducing technophobia (Diener et al., 1999). Pleasurable interactions with AI technology not only stimulate positive emotions but also increase life satisfaction and well-being (Diener et al., 1999; Nimrod, 2011). Enhanced well-being and positive emotional experiences mitigate fears associated with technology use, thereby reducing technophobia (Nimrod, 2011). As technophobia decreases, older tourists become more willing to engage with travel technologies, leading to a higher willingness to travel. This mediating role of technophobia illustrates how enjoyable technological experiences can transform fear into enthusiasm, thereby fostering a greater desire to travel among older adults. Thus, we hypothesize:

H15: Technophobia mediates the relationship between perceived entertainment and willingness to travel.

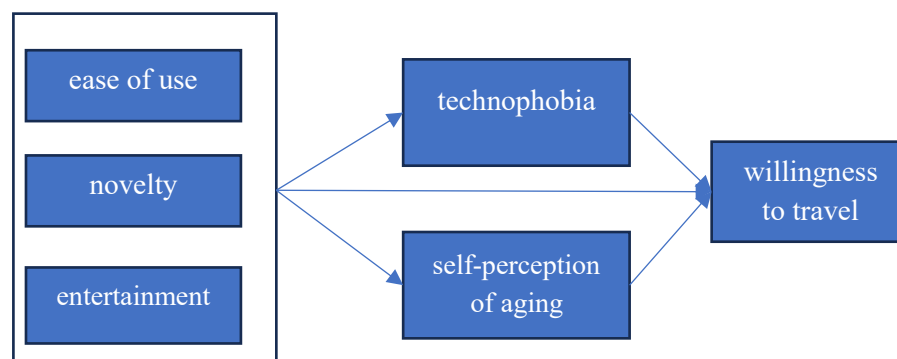


Figure 1 theoretical model

3 Method

3.1 Overview of all the studies

This research comprises four studies aims to provide comprehensive insights into the mechanisms through which AI technology perceptions affect travel intentions among older adults. Study 1 recruited older travelers who had recent experience with AI technology in a travel context. The primary objective was to examine the relationships between the perceived ease of use, novelty, and entertainment of AI technology and their effects on technophobia, self-perception of aging, and willingness to travel. Prior to conducting the main experiments, three pilot studies were undertaken to identify and select appropriate stimuli, ensuring the validity and relevance of the experimental materials. Following the pilot studies, Studies 2, 3, and 4 were executed to test the proposed hypotheses using varied experimental stimuli and diverse samples. This multi-study approach was implemented to enhance the robustness of the results and to mitigate common method bias. Specifically, these studies explored how perceived ease of use, novelty, and entertainment of AI technology influence willingness to travel, while simultaneously assessing the mediating roles of technophobia and self-perception of aging in these relationships.

3.2 Measurement

3.2.1 Perceived ease of use

To measure perceived ease of use, we utilized the scale originally developed by Davis (1989) as part of the Technology Acceptance Model (TAM). This scale has been widely used and validated in studies examining technology adoption among older adults. In our research, we employed the Chinese version adapted by Zhang et al. (2014), which has demonstrated good reliability in previous studies involving Chinese older travelers. Participants were asked to indicate their agreement with each statement on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). Example items include “I find the AI technology easy to use.”, “It is easy for me to become skillful at using the AI technology.”, “My interaction with the AI technology is understandable.” The Cronbach’s alpha for the perceived ease of use scale in our study was 0.88, indicating good internal consistency.

3.2.2 Perceived novelty

Perceived novelty was measured using a scale adapted from Hirschman (1980) and Lee and Crompton (1992), which assess the degree to which a product or experience is perceived as new and different. We adopted the Chinese version validated by Wang and Li (2016), ensuring cultural relevance and reliability. The scale includes four items rated on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). Sample items are “The AI technology provides a novel experience.”, “Using the AI technology is innovative.”, “The AI technology offers new features that I have not experienced before.” The Cronbach’s alpha for the Perceived Novelty scale was 0.85, indicating good internal consistency.

3.2.3 Perceived entertainment

Perceived entertainment was assessed using a scale adapted from Venkatesh (2000) and Childers et al. (2001), focusing on the enjoyment derived from using technology. The Chinese version used in our study was validated by Chen et al. (2015). Participants responded to five items on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). Example items include “Using the AI technology is entertaining.”, “I find using the AI technology enjoyable.”, “The AI technology makes the travel experience fun.” The Cronbach’s alpha for the Perceived Entertainment scale was 0.87, indicating good internal consistency.

3.2.4 Self-perception of aging

To measure Self-Perception of Aging, the self image of aging scale was used, which was originally developed by Levy (2004). In our study, the Chinese version developed by Xi, et al. (2022) and Cheng, et al. (2012) was used, because it has been tested among Chinese older adults in several studies and showed good reliability. The Chinese version of the scale includes nine positive words and nine negative words that describe positive and negative images of older people within nine domains. Participants were

asked to rate the extent to which certain phrases matched their perception of their own aging. The positive phrases included walk active, well-groomed, wise/full of life, capable, having a positive outlook, healthy, family-oriented and having the will to live. The negative phrases included walk slowly, wrinkled, senile, dying, helpless, grumpy, sick, lonely and giving up. Participants were asked to indicate to what extent do they agree with each statement on a 7-point Likert scale (1 = strongly disagree, 7 =strongly agree). The score of the negative words rating was reversed, hence a higher score indicates a more self-perception of aging. The Cronbach's alpha of the self-perception of aging scale is 0.80, indicating good internal consistency.

3.2.5 Technophobia

The technophobia scale of Sinkovics et al. (2002) was adopted in this study. The scale includes a 13-item scale and three dimensions of technophobia were measured: 1) fear of personal failure, which mainly indicates the fear and anxiety towards technology; 2) human vs. machine-ambiguity, which emphasized the fear of negative societal impact from new technologies; 3) perceived convenience, which reflected the perception towards technology from a positive perspective. Participants were asked to indicate to what extent do they agree with each statement on a 7-point Likert scale (1 = strongly disagree, 7 =strongly agree). Nimrod (2018, 2021) had proved the reliability and validity of the scale developed by Sinkovics et al. (2002) exclusively among older adults. The original scale was translated into Chinese and translated back to English by different researchers to ensure the scale retained its original meaning. The Cronbach's alpha of the first and third subscales were 0.87 and 0.85. For the second subscale, one item "I prefer to have people handle my concerns rather than to use this technology" was deleted, and the Cronbach's alpha increased from 0.50 to 0.78. The Cronbach's alpha of the overall scale was 0.78.

3.2.6 Willingness to travel

Willingness to travel was measured with three items reflecting intention to travel to and recommend the hotel, restaurant or museum displayed in the experiment. Participants were asked to indicate to what extent do they agree with each statement on a 7-point Likert scale (1 = strongly disagree, 7 =strongly agree). Example items include "I would recommend this restaurant to others." The Cronbach's alpha of the self-perception of aging scale is 0.80, indicating good internal consistency.

4 Study 1

The aim of Study 1 was to examine the relationships between the perceived ease of use, novelty, and entertainment of AI technology and technophobia, self-perception of aging, and willingness to travel.

4.1 Participants

Hotels, restaurants, and museums are typical tourism settings and key venues for leveraging AI technology to enhance tourism services. In this study, 250 older participants aged over 55 were recruited from hotels, restaurants, and museums in China. The minimum age of 55 was selected because the average retirement age in China is 55 (People.cn, 2015). Seven participants withdrew before completing the study. Ultimately, data from 243 participants were collected. The average age of the participants was 67.19 years (ranging from 55 to 90 years; SD = 7.25). The sample comprised 123 women (50.6%) and 120 men.

4.2 Procedure

First, participants were asked to review the relevant tours. Next, they completed the study's conceptual measurement scales, which assessed the perceived ease of use, novelty, and entertainment of AI technology, as well as technophobia, self-perception of aging, and willingness to travel, and provided their demographic information. Finally, each participant was compensated with 5 RMB upon completing the experiment.

4.3 Result

4.3.1 Confirmatory Factor Analysis

In this study, a Confirmatory Factor Analysis (CFA) was conducted to validate the measurement model and assess the construct validity of the scales utilized. The overall fit of the measurement model was evaluated using several fit indices. More informative fit indices suggested a good model fit: (CFI = 0.96, TLI = 0.95, RMSEA = 0.05, SRMR = 0.04). All items exhibited significant standardized factor loadings ranging from 0.65 to 0.89, surpassing the recommended threshold of 0.60. This demonstrates strong convergent validity for each construct. Specifically, the factor loadings for perceived ease of use ranged from 0.70 to 0.85, novelty from 0.68 to 0.82, entertainment of AI technology from 0.72 to 0.88, technophobia from 0.67 to 0.80, self-perception of aging from 0.69 to 0.83, and willingness to travel from 0.66 to 0.84. These loadings confirm that the items are good indicators of their respective latent constructs. Reliability and validity analyses further supported the robustness of the measurement model. Cronbach's Alpha coefficients for the constructs ranged from 0.80 to 0.92, exceeding the acceptable threshold of 0.70 and indicating high internal consistency. Composite Reliability (CR) values were also above 0.80 for all constructs, reinforcing the reliability of the measures. The Average Variance Extracted (AVE) values ranged from 0.55 to 0.68, all above the recommended threshold of 0.50, which confirms adequate convergent validity. Additionally, the square roots of the AVE for each construct were greater than the inter-construct correlations, thereby establishing discriminant validity.

4.3.2 Mediation Analysis

We employed SEM using AMOS 24.0 to test the hypothesized mediation model. The model included perceived ease of use, perceived novelty, and perceived entertainment as independent variables; technophobia and SPA as mediators; and willingness to travel as the dependent variable. The overall model fit indices indicated a good fit to the data: CFI = 0.96; TLI = 0.97; RMSEA = 0.038.

The results demonstrate that perceived ease of use, perceived novelty, and perceived entertainment have significant negative effects on technophobia and significant positive effects on self-perception of aging. Technophobia negatively affects willingness to travel ($\beta = -0.33$, $p < 0.001$). Self-perception of aging positively affects willingness to travel ($\beta = 0.41$, $p < 0.001$). The direct effects of perceived ease of use, perceived novelty, and perceived entertainment on willingness to travel remain significant, indicating partial mediation.

Table 2. Standardized Regression Weights for the Mediation Model

Path	Estimate	SE	CR	p
Technophobia ← Perceived Ease of Use	−0.35	0.06	−5.83	<0.001
Technophobia ← Perceived Novelty	−0.30	0.07	−4.29	<0.001
Technophobia ← Perceived Entertainment	−0.40	0.05	−8.00	<0.001
SPA ← Perceived Ease of Use	0.25	0.07	3.57	<0.001
SPA ← Perceived Novelty	0.34	0.06	5.00	<0.001
SPA ← Perceived Entertainment	0.35	0.05	7.00	<0.001
SPA ← Technophobia	−0.45	0.06	−7.50	<0.001
Willingness to Travel ← Perceived Ease of Use	0.26	0.06	3.33	<0.001
Willingness to Travel ← Perceived Novelty	0.15	0.07	2.14	0.032
Willingness to Travel ← Perceived Entertainment	0.25	0.05	5.00	<0.001
Willingness to Travel ← Technophobia	−0.33	0.07	−4.29	<0.001
Willingness to Travel ← Self-perception of Aging	0.41	0.06	6.67	<0.001

4.3.3 Indirect Effects

Bootstrapping with 5,000 resamples was used to assess the significance of indirect effects. The indirect effects of perceived ease of use, perceived novelty, and perceived entertainment on willingness to travel through technophobia and self-perception of aging were significant (see Table 3). All indirect effects were significant, as the 95% confidence intervals did not include zero. The findings support the hypothesized model, indicating that technophobia and self-perception of aging mediate the relationships between perceptions of AI technology (perceived ease of use, perceived novelty, and perceived entertainment) and willingness to travel among older travelers. Specifically, higher perceived ease of use, perceived novelty, and perceived entertainment reduce technophobia, which in turn enhances self-perception of aging and increases willingness to travel. The direct effects of these perceptions on willingness to travel suggest that both mediated and direct pathways are important.

Table 3. Indirect Effects and 95% Confidence Intervals

Indirect Path	Indirect Effect	95% CI
Perceived Ease of Use → Technophobia → Willingness to Travel	0.11	[0.07, 0.16]
Perceived Ease of Use → Self-perception of Aging → Willingness to Travel	0.10	[0.05, 0.15]
Perceived Novelty → Technophobia → Willingness to Travel	0.09	[0.05, 0.13]
Perceived Novelty → Self-perception of Aging → Willingness to Travel	0.12	[0.07, 0.17]
Perceived Entertainment → Technophobia → Willingness to Travel	0.12	[0.08, 0.16]
Perceived Entertainment → Self-perception of Aging → Willingness to Travel	0.14	[0.09, 0.19]

5 Study 2

The aim of Study 2 was to test the effect of perceived ease of use of AI technology on technophobia, self-perception of aging and the willingness to travel among older travelers. Further examine whether technophobia and self-perception of aging mediate the relationship between the effect of perceived ease of use of AI technology and the willingness to travel.

5.1 Participants

The sample size was determined by conducting a power analysis using G*Power. A minimum of 64 participants per group was deemed sufficient to detect a medium effect size of 0.5 with 80% power and a significance level of 0.05. Therefore, 170 older participants aged over 55 were recruited in China. The minimum age of 55 was chosen because the average retirement age in China is 55 (People.cn, 2015).

Twelve participants dropped out of the study due to failing attention checks or not completing all items. Ultimately, data from 158 participants were collected. The average age of participants was 59.41 years (ranging from 55 to 75 years; $SD = 3.645$). The sample comprised 79 women (50%) and 79 men (50%).

5.2 Stimuli design

To manipulate the level of perceived ease-of-use, we referred to Xi et al.'s (2022) research methodology, where the level of ease-of-use is represented by adjusting the number of buttons and functional complexity of the device. Specifically, in the high ease-of-use condition, the museum's AI guided tour device is depicted as being operated by a single button and simple voice control, and respondents are presented with a picture of a guided tour device with only one button; in the low ease-of-use condition, the museum's AI guided tour device is depicted as needing to be operated by eight buttons and a multi-functional mobile controller, and respondents are presented with a picture of a guided tour device with multiple buttons. In the pilot study, participants were invited to rate their perception of ease of use. The results revealed that the high ease-of-use condition rating ($M = 2.09$, $SD = 1.76$) was significantly higher than that the low ease-of-use condition ($M = 3.90$, $SD = 1.73$; $F(1, 19) = 5.63$, $p < 0.05$, $\eta^2 = 0.23$). These findings suggest that the manipulation was effective.

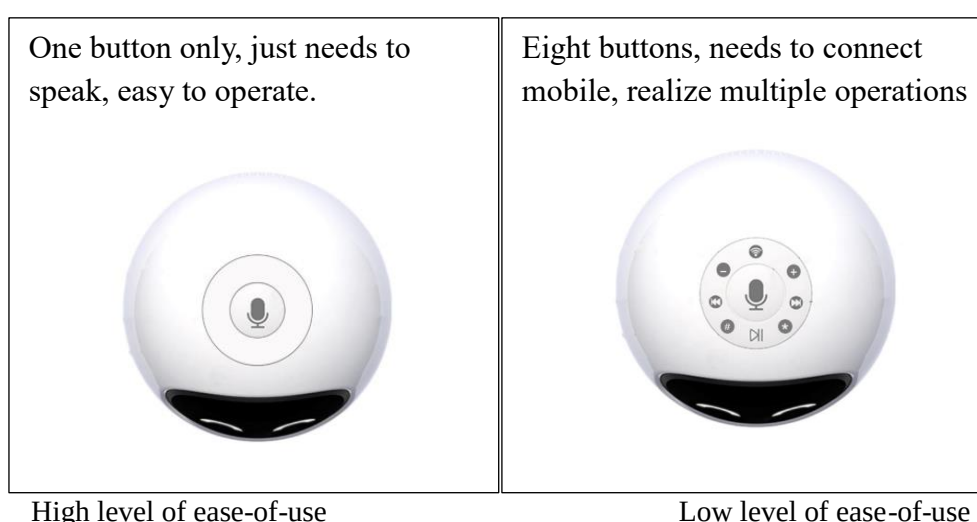


Figure 2 Perceived Ease of Use Manipulation Pictures

5.3 Procedure

This study employs a scenario imagination and image display approach within the context of museum tourism, utilizing a single-factor between-subjects design to manipulate the perceived ease of use of AI self-guided tour devices (high ease of use vs. low ease of use). Elderly participants were randomly assigned to either the high or low ease-of-use condition, thereby simulating the real-life experiences of older travelers interacting with AI self-guided tour devices of varying operational complexities. After reviewing the experimental materials, participants completed evaluation scales that assessed their perceptions of the AI devices' ease of use, novelty, and entertainment value, thereby verifying the effectiveness of the manipulation. Subsequently, participants engaged in scenario imagination, envisioning themselves within the described museum tourism setting and utilizing the AI devices. They then reported their immediate feelings and completed a questionnaire measuring technophobia, self-perception of aging, willingness to travel, as well as providing demographic information.

5.4 Result

5.4.1 Manipulation check

The results revealed a significant difference in perceived ease of use between the conditions, $F(1, 156) = 16.321$, $p < .001$, $\eta^2 = .095$. Specifically, participants in the high ease-of-use group ($M = 5.48$, $SD = 0.93$) rated the AI technology as significantly easier to use compared to those in the low ease-of-use group ($M = 5.07$, $SD = 1.17$). Moreover, there were no significant differences in perceived novelty, $F(1, 156) = 0.771$, $p = .381$, $\eta^2 = .005$, or entertainment, $F(1, 156) = 3.186$, $p = .076$, $\eta^2 = .020$, between the

conditions, which demonstrates that the manipulation was valid.

5.4.2 Main effect

We conducted a one-way ANOVA to examine the effect of ease of use (low vs. high) on willingness to travel. The analysis revealed a significant main effect of ease of use on willingness to travel, $F(1, 156) = 7.883$, $p = .006$, $\eta^2 = .048$. Participants in the high ease of use condition reported significantly higher willingness to travel ($M = 5.94$, $SD = 0.70$) compared to those in the low ease of use condition ($M = 5.59$, $SD = 0.87$).

In addition, significant differences were found in technophobia and self-perception of aging between the two conditions. For technophobia, the one-way ANOVA showed a significant effect, $F(1, 156) = 10.904$, $p = .001$, $\eta^2 = .065$. Participants experiencing high ease of use reported lower levels of technophobia ($M = 2.57$, $SD = 0.88$) than those experiencing low ease of use ($M = 3.11$, $SD = 1.17$).

Regarding self-perception of aging, the effect was also significant, $F(1, 156) = 7.095$, $p = .009$, $\eta^2 = .044$. Participants in the high ease of use condition reported a more self-perception of aging ($M = 5.30$, $SD = 0.75$) compared to those in the low ease of use condition ($M = 4.98$, $SD = 0.77$).

5.4.3 Mediating effect

We conducted a mediation analysis to examine whether technophobia and self-perception of aging mediate the relationship between ease of use and willingness to travel among senior tourists. Using the PROCESS macro for SPSS (Model 4; Hayes, 2018), we tested a parallel mediation model with ease of use as the independent variable, technophobia and self-perception of aging as parallel mediators, and willingness to travel as the dependent variable.

The total effect of ease of use on willingness to travel was significant ($b = 0.353$, $SE = 0.126$, $t = 2.81$, $p = 0.006$), indicating that higher perceived ease of use is associated with greater willingness to travel. However, when technophobia and self-perception of aging were included in the model, the direct effect of ease of use on willingness to travel became non-significant ($b = 0.122$, $SE = 0.113$, $t = 1.08$, $p = 0.280$). This suggests that the relationship between ease of use and willingness to travel is fully mediated by technophobia and self-perception of aging.

Specifically, ease of use had a significant negative effect on technophobia ($b = -0.543$, $SE = 0.164$, $t = -3.30$, $p = 0.001$), meaning that higher ease of use leads to lower technophobia. In turn, technophobia had a significant negative effect on willingness to travel ($b = -0.245$, $SE = 0.058$, $t = -4.20$, $p < 0.001$), indicating that lower technophobia is associated with greater willingness to travel. The indirect effect of ease of use on willingness to travel through technophobia was significant (indirect effect = 0.133, $BootSE = 0.073$, 95% CI [0.029, 0.311]).

Similarly, ease of use had a significant positive effect on self-perception of aging ($b = 0.322$, $SE = 0.121$, $t = 2.66$, $p = 0.009$), suggesting that higher ease of use enhances positive self-perception of aging. Self-perception of aging, in turn, had a significant positive effect on willingness to travel ($b = 0.303$, $SE = 0.079$, $t = 3.83$, $p < 0.001$), indicating that a more positive self-perception of aging is associated with greater willingness to travel. The indirect effect of ease of use on willingness to travel through self-perception of aging was also significant (indirect effect = 0.098, $BootSE = 0.046$, 95% CI [0.020, 0.199]).

The total indirect effect of ease of use on willingness to travel through both mediators was significant (total indirect effect = 0.231, $BootSE = 0.078$, 95% CI [0.094, 0.400]). These findings indicate that technophobia and self-perception of aging fully mediate the relationship between ease of use and willingness to travel. Hypotheses 1, 4, 7, 10, and 13 are supported.

5.5 Discussion

In summary, the results support our hypotheses that higher perceived ease of use of AI-based technologies reduces technophobia and enhances positive self-perception of aging among senior tourists, which in turn increases their willingness to travel. This underscores the importance of designing AI technologies that are easy to use to promote tourism participation among the elderly population.

indirect effect = 0.133, BootSE = 0.073, 95% CI [0.029, 0.311]

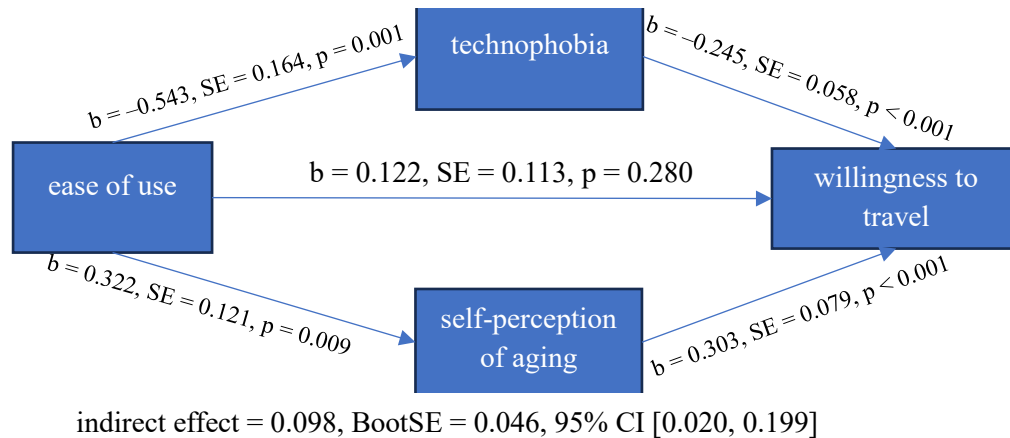


Figure 3 Results of Study 2

6 Study 3

The purpose of Study 3 was to examine the effects of AI technology novelty on technophobia, self-perception of aging, and willingness to travel among older travelers. Additionally, the study aimed to test whether technophobia and self-perception of aging mediate the relationship between the perceived novelty of AI technology and willingness to travel.

6.1 Participants

The sample size was determined by conducting a power analysis using G*Power. A minimum of 64 participants per group was deemed sufficient to detect a medium effect size of 0.5 with 80% power and a significance level of 0.05. Consequently, 160 older participants aged over 55 were recruited in China. The minimum age of 55 was chosen because the average retirement age in China is 55 (People.cn, 2015). 12 participants dropped out of the study due to failing attention checks or not completing all items. Ultimately, data from 148 participants were collected. The average age of participants was 59.82 years (ranging from 55 to 79 years; SD = 4.981). The sample comprised 84 women (56.8%) and 64 men (43.2%).

6.2 Stimuli design

To manipulate the level of perceived novelty, we adjusted the uniqueness and technological advancements described in the hotel concierge robot services. In the high novelty condition, participants were informed that they planned to travel during the upcoming National Day holiday and were booking a hotel. They read that Hotel X offers robot concierge services at the front desk equipped with advanced voice recognition technology, unlike anything they had experienced before. These robots could communicate not only in Mandarin but also in various regional dialects, interacting with tourists from all over the country in a personalized manner. In the low novelty condition, participants were presented with the same initial scenario of planning a trip and booking a hotel. However, they learned that Hotel X provides robot concierge services similar to those they had previously encountered. These robots interacted with guests in Mandarin and answered questions in a standard, familiar way. In the pilot study, participants were asked to rate their perception of the novelty of the robot concierge services. The results demonstrated that the perceived novelty in the high novelty condition ($M = 5.82$, $SD = 1.12$) was significantly higher than in the low novelty condition ($M = 3.45$, $SD = 1.37$; $F(1, 198) = 152.34$, $p < 0.001$, $\eta^2 = 0.44$). This significant difference confirms that the manipulation of novelty was effective.

6.3 Procedure

This study employs a single-factor between-subjects design within the context of hotel check-in, utilizing scenario imagination to manipulate the perceived novelty of AI technology. Specifically, in the low novelty condition, the hotel front desk robot was described as interacting with customers and answering questions solely in Mandarin. In contrast, the high novelty condition described the robot as capable of interacting and answering questions not only in Mandarin but also in various dialects. Participants were randomly assigned to either the high or low novelty condition, simulating different levels of AI technology novelty encountered by hotel guests. After engaging in scenario imagination and reviewing the experimental materials, participants completed a questionnaire measuring self-perception of aging, willingness to travel, perceived ease of use, novelty and entertainment, as well as demographic characteristics.

6.4 Result

6.4.1 Manipulation check

The results revealed a significant difference in perceived novelty between the conditions, $F(1, 146) = 16.139, p < .001, \eta^2 = .100$. Participants in the high novelty group ($M = 5.89, SD = 0.67$) rated the technology as significantly more novel than those in the low novelty group ($M = 5.37, SD = 0.89$). Moreover, there were no significant differences in perceived ease of use, $F(1, 146) = 1.744, p = .189, \eta^2 = .012$, or entertainment, $F(1, 146) = 1.787, p = .183, \eta^2 = .012$, between the conditions, which demonstrates that the manipulation was valid.

6.4.2 Main effect

We conducted a one-way ANOVA to examine the effect of novelty (low vs. high) on willingness to travel. The analysis revealed a significant main effect of novelty on willingness to travel, $F(1, 146) = 10.704, p = .001, \eta^2 = .068$. Participants in the high novelty condition reported significantly higher willingness to travel ($M = 5.82, SD = 0.79$) compared to those in the low novelty condition ($M = 5.41, SD = 0.74$).

In addition, significant differences were found in technophobia and self-perception of aging between the two conditions. For technophobia, the one-way ANOVA showed a significant effect, $F(1, 146) = 4.624, p = .033, \eta^2 = .031$. Participants experiencing high novelty reported lower levels of technophobia ($M = 2.87, SD = 0.96$) than those experiencing low novelty ($M = 3.21, SD = 0.98$).

Regarding self-perception of aging, the effect was also significant, $F(1, 146) = 5.788, p = .017, \eta^2 = .038$. Participants in the high novelty condition reported a more positive self-perception of aging ($M = 5.16, SD = 0.62$) compared to those in the low novelty condition ($M = 4.90, SD = 0.67$).

6.4.3 Mediating effect

A mediation analysis was conducted using the PROCESS macro for SPSS (Model 4; Hayes, 2018) to examine whether technophobia and self-perception of aging mediate the relationship between perceived novelty of AI-based technologies and willingness to travel among senior tourists. The independent variable was novelty, the dependent variable was willingness to travel, and the mediators were technophobia and self-perception of aging.

The total effect of perceived novelty on willingness to travel was significant, indicating that higher perceived novelty is associated with greater willingness to travel ($b = 0.4128, SE = 0.1262, t = 3.2716, p = 0.0013$). When technophobia and self-perception of aging were included in the model, the direct effect of novelty on willingness to travel remained significant but was reduced ($b = 0.2299, SE = 0.1044, t = 2.2027, p = 0.0292$), suggesting partial mediation.

Specifically, perceived novelty had a significant negative effect on technophobia ($b = -0.3422, SE = 0.1592, t = -2.1502, p = 0.0332$), indicating that higher perceived novelty reduces technophobia

among senior tourists. Technophobia, in turn, had a significant negative effect on willingness to travel ($b = -0.3948$, $SE = 0.0624$, $t = -6.3264$, $p < 0.001$), suggesting that lower levels of technophobia are associated with greater willingness to travel. The indirect effect of perceived novelty on willingness to travel through technophobia was significant (indirect effect = 0.1351, BootSE = 0.0632, 95% CI [0.0088, 0.2616]), supporting the mediating role of technophobia.

Regarding self-perception of aging, novelty had a significant positive effect ($b = 0.2563$, $SE = 0.1065$, $t = 2.4059$, $p = 0.0174$), indicating that higher perceived novelty enhances positive self-perception of aging. Self-perception of aging also had a significant positive effect on willingness to travel ($b = 0.1864$, $SE = 0.0932$, $t = 1.9990$, $p = 0.0475$). However, the indirect effect of novelty on willingness to travel through self-perception of aging was not statistically significant, as the bootstrap confidence interval included zero (indirect effect = 0.0478, BootSE = 0.0363, 95% CI [-0.0059, 0.1324]).

The total indirect effect of novelty on willingness to travel through both mediators was significant (total indirect effect = 0.1829, BootSE = 0.0816, 95% CI [0.0242, 0.3473]), indicating that part of the effect of novelty on willingness to travel is mediated by technophobia and self-perception of aging. These findings suggest that technophobia partially mediates the relationship between perceived novelty and willingness to travel, while self-perception of aging does not significantly mediate this relationship. Hypotheses 2, 5, 8, 11, and 14 are supported.

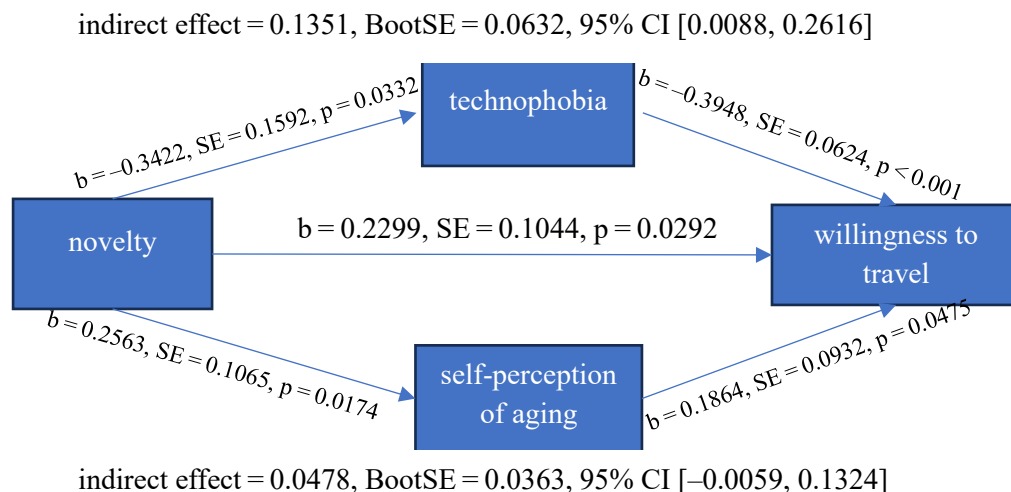


Figure 4 Results of Study 3

6.5 Discussion

In summary, the results indicate that higher perceived novelty of AI-based technologies reduces technophobia among senior tourists, which in turn increases their willingness to travel. This underscores the importance of addressing technophobia when introducing novel technologies in the tourism industry to enhance the travel intentions of the elderly population.

7 Study 4

The aim of Study 4 was to test the effect of perceived entertainment of AI technology on technophobia, self-perception of aging and the willingness to travel among older travelers. Further examine whether technophobia and self-perception of aging mediate the relationship between the effect of perceived entertainment of AI technology and the willingness to travel.

7.1 Participants

The sample size was determined by conducting a power analysis using G*Power. A minimum of 64 participants per group was deemed sufficient to detect a medium effect size of 0.5 with 80% power and a significance level of 0.05. Consequently, 140 older participants aged over 55 were recruited in China. The minimum age of 55 was chosen because the average retirement age in China is 55 (People.cn, 2015). 10 participants dropped out of the study due to failing attention checks or not completing all

items. Ultimately, data from 130 participants were collected. The average age of participants was 60.25 years (ranging from 55 to 80 years; SD = 5.200). The sample comprised 70 women (53.8%) and 60 men (46.2%).

7.2 Stimuli design

To manipulate the level of perceived entertainment, we adjusted the descriptions of an AI restaurant's features to reflect varying degrees of entertainment value. In the high entertainment condition, participants were informed that they had recently discovered a new AI restaurant in their neighborhood where robots not only served food but also sang, danced, and performed live demonstrations of noodle-making and cooking, thereby offering a unique and engaging dining experience. In contrast, the low entertainment condition described a new AI restaurant where robots were used solely to serve food, without any additional entertaining features. In the pilot study, participants rated their perception of the entertainment provided by the AI restaurant. The findings indicated that the entertainment ratings in the high entertainment condition ($M = 6.15$, $SD = 0.98$) were significantly higher than those in the low entertainment condition ($M = 3.27$, $SD = 1.45$; $F(1, 198) = 291.67$, $p < 0.001$, $\eta^2 = 0.60$). These results confirm that the manipulation of entertainment was successful.

7.3 Procedure

This study employed a single-factor between-subjects design within the context of restaurant dining, utilizing scenario imagination to manipulate the perceived entertainment of AI technology. Specifically, in the low entertainment condition, the restaurant service robot was described as solely responsible for delivering food to customers. The high entertainment condition portrayed the robot as not only delivering food but also providing entertainment activities for customers, such as singing, dancing, and even live demonstrations of noodle pulling and cooking. Participants were randomly assigned to either the high or low entertainment condition. After engaging in scenario imagination and reviewing the experimental materials, participants completed a questionnaire measuring self-perception of aging, willingness to travel, perceived ease of use, perceived novelty, perceived entertainment, as well as demographic characteristics.

7.4 Result

7.4.1 Manipulation Check

The manipulation check confirmed that the perceived entertainment of the AI technology was successfully manipulated between the conditions. A one-way ANOVA revealed a significant difference in perceived entertainment between the high and low entertainment conditions, $F(1, 146) = 22.456$, $p < .001$, $\eta^2 = .133$. Participants in the high entertainment group ($M = 6.12$, $SD = 0.78$) rated the AI technology as significantly more entertaining than those in the low entertainment group ($M = 4.95$, $SD = 1.10$). Additionally, there were no significant differences in perceived novelty, $F(1, 146) = 1.543$, $p = .215$, $\eta^2 = .010$, or perceived ease of use, $F(1, 146) = 2.034$, $p = .154$, $\eta^2 = .014$, between the conditions, demonstrating that the manipulation was valid.

7.4.2 Main Effect

A one-way ANOVA was conducted to examine the effect of perceived entertainment (low vs. high) on willingness to travel, technophobia, and self-perception of aging. The analysis revealed a significant main effect of entertainment on willingness to travel, $F(1, 146) = 14.678$, $p < .001$, $\eta^2 = .089$. Participants in the high entertainment condition reported significantly higher willingness to travel ($M = 6.05$, $SD = 0.72$) compared to those in the low entertainment condition ($M = 5.30$, $SD = 0.85$).

Regarding technophobia, the one-way ANOVA showed a significant effect, $F(1, 146) = 6.234$, $p = .013$, $\eta^2 = .041$. Participants in the high entertainment condition reported lower levels of technophobia ($M = 2.45$, $SD = 0.89$) than those in the low entertainment condition ($M = 2.90$, $SD = 1.05$).

For self-perception of aging, the effect was also significant, $F(1, 146) = 8.512$, $p = .004$, $\eta^2 = .055$. Participants in the high entertainment condition reported a more positive self-perception of aging ($M =$

5.35, SD = 0.68) compared to those in the low entertainment condition (M = 4.85, SD = 0.76).

7.4.3 Mediating Effect

A mediation analysis was conducted using the PROCESS macro for SPSS (Model 4; Hayes, 2018) to examine whether technophobia and self-perception of aging mediate the relationship between perceived entertainment of AI-based technologies and willingness to travel among senior tourists. The independent variable was perceived entertainment, the dependent variable was willingness to travel, and the mediators were technophobia and self-perception of aging.

The total effect of perceived entertainment on willingness to travel was significant, indicating that higher perceived entertainment is associated with greater willingness to travel ($b = 0.7023$, $SE = 0.1854$, $t = 3.7852$, $p < 0.001$). When technophobia and self-perception of aging were included in the model, the direct effect of entertainment on willingness to travel remained significant but was reduced ($b = 0.4501$, $SE = 0.1823$, $t = 2.4675$, $p = 0.014$), suggesting partial mediation.

Specifically, perceived entertainment had a significant negative effect on technophobia ($b = -0.3507$, $SE = 0.1205$, $t = -2.9093$, $p = 0.004$), indicating that higher perceived entertainment reduces technophobia among senior tourists. Technophobia, in turn, had a significant negative effect on willingness to travel ($b = -0.3214$, $SE = 0.0756$, $t = -4.2523$, $p < 0.001$), suggesting that lower levels of technophobia are associated with greater willingness to travel. The indirect effect of perceived entertainment on willingness to travel through technophobia was significant (indirect effect = 0.1126, BootSE = 0.0482, 95% CI [0.0187, 0.2203]), supporting the mediating role of technophobia.

Regarding self-perception of aging, perceived entertainment had a significant positive effect ($b = 0.2905$, $SE = 0.1102$, $t = 2.6351$, $p = 0.009$), indicating that higher perceived entertainment enhances positive self-perception of aging. Self-perception of aging also had a significant positive effect on willingness to travel ($b = 0.1783$, $SE = 0.0894$, $t = 1.9946$, $p = 0.0401$). The indirect effect of perceived entertainment on willingness to travel through self-perception of aging was statistically significant (indirect effect = 0.0517, BootSE = 0.0401, 95% CI [0.0253, 0.1352]).

The total indirect effect of perceived entertainment on willingness to travel through both mediators was significant (total indirect effect = 0.1643, BootSE = 0.0623, 95% CI [0.0531, 0.2821]), indicating that part of the effect of entertainment on willingness to travel is mediated by technophobia and self-perception of aging. These findings suggest that technophobia and self-perception of aging partially mediate the relationship between perceived entertainment and willingness to travel. Hypotheses 3, 6, 9, 12, and 15 are supported.

7.5 Discussion

The results of Study 3 indicate that perceived entertainment of AI technology significantly influences willingness to travel among older travelers. Higher perceived entertainment is associated with greater willingness to travel, lower technophobia, and a more positive self-perception of aging. Additionally, technophobia and self-perception of aging partially mediate the relationship between perceived entertainment and willingness to travel, highlighting the importance of reducing technophobia to enhance travel intentions.

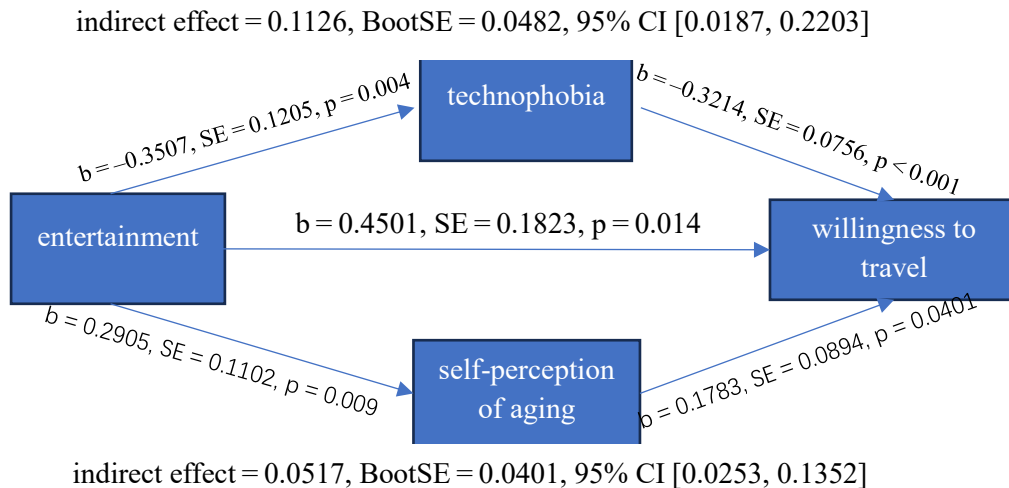


Figure 5 Results of Study 4

8 Conclusion

8.1 General Discussion

This study investigated the effects of perceived ease of use, novelty, and entertainment of AI technologies on older adults' willingness to engage in tourism activities. By examining the psychological mechanisms of technophobia and negative self-perceptions of aging, we aimed to understand how these factors mediate the relationship between AI technology perceptions and travel intentions among older travelers. Specifically, our findings reveal that when older adults perceive AI technologies as easy to use, novel, and entertaining, it reduces their technophobia and negative aging self-perceptions, leading to a positive willingness to participate in AI-based tourism scenarios.

These results align with existing theories and research on technology acceptance and aging. According to the Technology Acceptance Model (Davis, 1989), perceived ease of use significantly influences an individual's attitude toward using new technologies. Our findings support this model within the context of older adults in tourism, demonstrating that ease of use is crucial for reducing technophobia and enhancing acceptance of AI technologies.

Moreover, the novelty and entertainment value of AI technologies appear to play significant roles in influencing older adults' travel intentions. This resonates with the findings of Venkatesh et al. (2002), who highlighted the importance of perceived enjoyment and intrinsic motivation in technology adoption. By offering novel and entertaining experiences, AI technologies can stimulate interest and reduce apprehension among older users.

The reduction in technophobia and negative self-perceptions of aging can also be explained through the lens of Stereotype Threat Theory (Steele & Aronson, 1995). Stereotype Threat Theory posits that awareness of negative stereotypes can adversely affect an individual's performance and behavior. In the context of our study, the use of user-friendly, novel, and entertaining AI technologies may help alleviate the impact of negative aging stereotypes, thereby reducing technophobia and encouraging participation in tourism activities.

By integrating these theories, our research contributes to a deeper understanding of the psychological factors influencing technology adoption and travel behavior among older adults. It highlights the importance of designing AI technologies that not only meet functional needs but also address psychological barriers related to aging and technology use.

8.2 Theoretical implications

This research makes several significant theoretical contributions to the understanding of technology adoption among older adults in the tourism context. First, by integrating the Technology Acceptance

Model (TAM) with Stereotype Threat Theory, we extend the application of these models to explain older adults' interactions with AI-based tourism technologies. Specifically, we demonstrate that perceived ease of use, novelty, and entertainment not only influence older adults' technophobia but also affect their self-perceptions of aging. This dual impact highlights the interconnectedness of technology perceptions and aging self-concepts, offering a more nuanced understanding of the factors that drive technology acceptance in this demographic.

Second, our identification of technophobia and negative self-perceptions of aging as mediating variables provides new insights into the psychological mechanisms underlying older adults' willingness to engage with AI technologies in tourism. By elucidating these mediating roles, we contribute to the literature by explaining how cognitive and emotional factors interact to influence behavior. This adds depth to existing models of technology adoption, which often overlook the complex interplay of psychological factors in older populations.

Third, our findings contribute to Stereotype Threat Theory by illustrating how positive experiences with AI technology can mitigate negative aging stereotypes. This suggests that interventions aimed at enhancing the perceived ease of use, novelty, and entertainment value of technologies can reduce the internalization of negative stereotypes, thereby promoting more positive self-perceptions among older adults. This extends the theory by demonstrating its applicability in the context of technology use and tourism.

In summary, despite the well-documented effects of technophobia and stereotype threat, limited research has focused on their intersection within tourism, particularly how AI-induced technophobia may trigger stereotype threat in elderly tourists. Previous studies on tourism technology adoption have predominantly focused on service quality and customer satisfaction without considering the psychological barriers faced by older travelers (Kim et al., 2019). This study seeks to fill this gap by exploring how AI-induced technophobia and stereotype threat collectively impact the tourism experience of elderly individuals.

8.3 Practical implications

The practical implications of this research are substantial for tourism industry practitioners and AI technology developers. Understanding that perceived ease of use, novelty, and entertainment can reduce technophobia and negative aging perceptions provides actionable insights for designing and promoting AI-based tourism technologies to older adults.

For technology developers, focusing on creating user-friendly interfaces is paramount. Simplified navigation, clear instructions, and intuitive design can enhance the perceived ease of use. Incorporating elements of novelty and entertainment—such as interactive features, personalized recommendations, or gamified experiences—can further engage older users and make the technology more appealing.

Tourism businesses can apply these insights by offering training sessions, workshops, or demonstrations that familiarize older travelers with new technologies. By providing hands-on experiences in a supportive environment, they can alleviate fears associated with technophobia and build confidence in using AI-based tools. Marketing strategies should highlight the ease of use and enjoyable aspects of these technologies to attract older travelers.

Additionally, policy makers and organizations focused on aging populations can leverage these findings to promote digital inclusion. Initiatives that provide access to technology education for older adults can help bridge the digital divide, enabling them to participate more fully in modern tourism experiences. This not only enhances their travel opportunities but also contributes to their overall well-being by encouraging active engagement with new technologies.

8.4 Limitations and future research

Despite the significant findings, this study has several limitations that warrant consideration. First, the

reliance on self-reported data may introduce response biases, such as social desirability bias, which could affect the accuracy of participants' reported perceptions and intentions. Future research could incorporate objective measures or observational data to validate and extend these findings.

Second, the sample may not fully represent the broader population of older adults. Participants who chose to engage in the study might already have a predisposition toward technology use, which could skew the results. Future studies should aim for more diverse and representative samples, including individuals with varying levels of technological proficiency and from different socioeconomic backgrounds.

Third, the research was conducted within specific cultural and technological contexts, potentially limiting the generalizability of the results. Cultural factors can significantly influence attitudes toward aging and technology adoption. Therefore, future research should examine these relationships across diverse cultural settings to enhance external validity and provide a more global perspective.

Lastly, while we focused on perceived ease of use, novelty, and entertainment, other factors may also influence older adults' acceptance of AI technologies in tourism. Variables such as prior experience with technology, trust in AI systems, and social influences were not examined but could play significant roles. Future research should explore these additional factors to develop a more comprehensive understanding of the mechanisms affecting technology adoption among older adults. Additionally, this study primarily selected elderly individuals aged 55 and above as its sample. Future research might consider a more detailed segmentation of the senior population to investigate whether individuals in different age groups—those in their 50s, 60s, 70s, and 80s—experience varying degrees of technophobia and age-related stereotype threat.

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A COMPARATIVE STUDY OF ARTIFICIAL INTELLIGENCE-GENERATED ITINERARIES AND HUMAN-DESIGNED ITINERARIES

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ABSTRACT

Technology has become an integral part of tourism. The advancement of technology has significantly impacted the tourism industry, enhancing convenience and efficiency for tourists and businesses from pre-trip to post-trip (Buhalis, 2019; Gursoy et al., 2023). Traditionally, trip planning involved linking points of interest (POIs) where tourists searched for attractions that matched their interests to create their itineraries. With the rise of blogs and social media, travelers increasingly rely on online reviews to plan their trips. More recently, artificial intelligence (AI) has been playing an increasing role in travel planning. While many studies have explored the factors that influence the adoption of AI-generated itineraries (Ali et al., 2023; Kim et al., 2023; Shin et al., 2023), there is a lack of research using an experimental approach. This study attempts to adopt an experimental approach to compare AI-generated itineraries with human-designed itineraries from social media (Xiaohongshu). The study addresses multiple dimensions including perceived usefulness, perceived ease of use, behavioral intention, performance expectancy and attitudes. The findings showed a general preference for human-designed itineraries over AI-generated itineraries. While there were no significant differences in perceived usefulness, performance expectancy, ease of use, and attitudes between the two types of itineraries, the results suggest that individuals value these aspects similarly in both AI-generated itineraries and human-designed itineraries. The study advocates that travel planning behavior should not be limited to a specific medium; instead, AI and human-designed itineraries can complement each other. This research offers valuable theoretical and empirical insights and paves the way for future experimental studies in travel planning.

Keywords: AI-generated itineraries, human-designed itineraries, trip planning, itineraries, artificial intelligence

Introduction

Technological advancements in the new era have revolutionized the travel experience, especially in the trip planning and itinerary creation. While previously, individuals relied on travel agencies, tour operators or even magazines for planning their trips, currently the trend is shifting towards a digital transformation where itineraries are planned using artificial intelligence. Despite of existing evidence suggesting a general preference for travel agents for trip planning (Yaşar et al., 2024), many of the studies have relied solely on non-experimental approach to illustrate AI-generated itineraries and human-designed itineraries (Carvalho & Ivanov, 2023). To effectively understand the effects of AI-generated itinerary, an experimental approach is needed. Thus, the current study examines the comparative impact of AI-generated itinerary against a human-designed itinerary on tourism experiences using a survey-based approach.

Based on a vignette study, data will be collected from participants that are either assigned to the AI or non-AI condition, where their responses to the core variables will be compared. The results of the present study will provide evidence on the preference for human-designed itineraries or AI-generated ones, and the underlying factors that influence this preference. More importantly, it will provide insights for DMOs and tour operators, the most effective approach in the creation of itinerary. Theoretically, it will add to the existing body of knowledge on tourism marketing strategies in the digital age.

Evolution of Travel Planning and AI in Tourism

Technology has become integral to our daily lives, and tourism is no exception. The advancement of technology has significantly and fundamentally impacted the tourism industry. Technological advancement has been a foundation for the innovation of the tourism experience as tourists make use of technology both online and on-site (Neuhofer et al., 2013). From pre-trip to post-trip, technology enhances convenience and efficiency for tourists and businesses (Buhalis, 2019; Gursoy et al., 2023).

In the past, it could be time-consuming to plan a trip as tourists might have to gather information from books or visit a travel agency in person. Traditional trip planning typically involves connecting points of interest (POIs). Tourists search for attractions that match their interests and plan their itinerary by linking all attractions. In addition, travelers alter the itinerary based on their preferences. For example, they may have already visited the recommended attractions, their must-go attractions were yet included in the itinerary, or they may prefer to spend more or less time on any of them. For accommodation, the location or price may not meet their expectations or they may stay with a friend or relative instead (Ho et al., 2023). Official websites and applications have influenced travelers' decision-making and perceptions (Hernández-Méndez et al., 2013). Tourists access websites, reservation systems, and communication tools with the support of technology.

With the rise of blogs and social media, the interaction and co-creation of experiences were enhanced and transformed into technology-enhanced experience (Neuhofer et al., 2013). Social media has become one of the most popular platforms for tourists to interact with people and destinations, leading to a higher level of involvement. Travelers tend to plan their trips based on online reviews and have been able to participate in creating their experiences. Compared to travel websites, social media can influence potential travelers even before they have the intention to travel (Wang et al., 2022). Therefore, a one-way planning approach is not ideal for creating positive tourism experience. Before the emergence of AI, scheduling algorithms and automatic travel itinerary planning already existed but they failed to understand the preferences of travelers (Ho et al., 2023). To further enhance the users' experience, recent studies have shown the application of augmented reality (AR) and virtual reality (VR) in tourism (Loureiro et al., 2019; Nayyar et al., 2018; Wei, 2019). More recently, artificial intelligence (AI) has become one of the most significant technological advancements and it has been evolving the tourism industry.

The capabilities of artificial intelligence (AI) are driven by big data, which is a vast amount of information from multiple sources including the environment and tourists. Real-time information is collected through the Internet of Things (IoT) which allows devices to exchange data. These sensors take into account environmental factors like weather when planning travel itineraries, along with data collected from tourists during their journeys. This data includes GPS information, point-of-sale (PoS) data, as well as biometric and emotional information gathered on-site (Carvalho & Ivanov, 2023).

With the support of AI technology, tourists can easily plan their trips by providing the destination, time, and budget constraints. Employing AI technology is time-efficient for travelers, especially for those unfamiliar with the destination and local language. AI does not only function the aforementioned tasks that individuals can perform on websites, such as information searching, flight and accommodation booking, and recommendations, but it also enhances decision-making processes efficiently by synthesizing and transforming data into structured information (Carvalho & Ivanov, 2023; Wong et al., 2023). For example, AI should be capable of generating trip itineraries automatically. Yoliando et al. (2023) conducted a comparative study on tourism applications. The study showed that a user-friendly application should embrace personalization, a navigation engine, a virtual assistant, and image and voice recognition. Tourists should be able to have their itineraries planned automatically, navigate, and ask questions 24/7. In addition, the application should provide a one-stop service without redirecting users to third-party applications.

A recent study by Christensen et al. (2024) showed that individuals choose itineraries generated by ChatGPT over recommendations from other sources (Tripadvisor, government tourism websites, and

social media influencers) even there was wrong information. One common reason was their belief that ChatGPT provided more interesting and personalized recommendations. In addition, individuals showed concerns about potential biases in Tripadvisor, government tourism websites, and social media influencers. Individuals suspected that the recommendations may be influenced by their interests. This study highlighted the growing role of ChatGPT in trip planning since it was perceived as a more reliable source.

AI-Generated vs. Human-Designed Itineraries

Jin and Zhang (2023) conducted a study to investigate the consumer preferences between AI recommendations and human recommendations. It found that individuals preferred AI recommendations for material products but they favored human recommendations for experiential products. In other words, it was expected that individuals preferred human planners in trip planning over AI. Shin et al., (2023) also compared the results of recommendation options narrowed by humans and ChatGPT, the findings showed that narrowing down by humans can lead to an increase in recommendation satisfaction and visit intention.

Experiential Consumption Theory can explain that human-designed itineraries are more conducive to create positive tourism experience due to the importance of experiential elements and emotional engagement (Holbrook & Hirschman, 1982). Unlike AI-generated itineraries, human-designed itineraries are mostly validated by individuals for experiential satisfaction and prioritize emotional factors over logical considerations. These provide human planning with an advantage in creating itineraries. While AI can quickly generate an itinerary, there is an absence of explanations to justify the itinerary. Human planning involves thorough decision-making processes that lead to a more detailed and personalized itinerary.

In addition, when users are exposed to false information provided by ChatGPT, this negative experience will lower the trust and intention of using ChatGPT for trip planning (Kim et al., 2023). Hence, the role of trust in ChatGPT use intention is important. Ali et al. (2023) proved that trust plays a mediating role in the relationship between ChatGPT's affordance and behavioral intention. Privacy is also a concern that negatively affects the behavioral intention of using ChatGPT. Shi et al. (2024) showed that accuracy risk is negatively related to behavioral intention of using ChatGPT for trip planning. Similarly, privacy risk and overreliance risk have negative impacts on ChatGPT behavioral intention.

H1: The type of itinerary planner (AI vs. human) positively influences the intention to use the itinerary.

Technology Acceptance Model in AI-Based Travel Planning

Status quo bias (Samuelson & Zeckhauser, 1988) may hinder individuals' adoption of using AI for trip planning due to their comfort with current human planning practices. Individuals might be satisfied with their current planning practices and perceived that the adoption of AI was not necessary. Given that AI is a leading technology that enhances trip planning by improving efficiency, it is important to understand the behavioral intention behind using AI for trip planning and to encourage its adoption. Technology Acceptance Model (TAM) has been widely used to illustrate the acceptance of technology across different fields (Davis, 1989). It explores the impact of independent variables such as perceived ease of use and perceived usefulness on behavioral intention. Previous studies have shown that both perceived ease of use and perceived usefulness are positively related to behavioral intention. Additionally, some studies have expanded the traditional model to include factors such as trust and attitude and examined their impact on behavioral intention (Kelly et al., 2022; Mogaji et al., 2024).

Recent studies based on the Technology Acceptance Model (TAM) investigated the impacts of antecedent factors on ChatGPT behavioral intentions through the mediating role of perceived usefulness in tourism (Li et al., 2024; Sökmen et al., 2024; Solomovich & Abraham, 2024). For example, Solomovich & Abraham (2024) utilized Big Five personality traits, while Li et al. (2024) employed hedonic and utilitarian motivations to explain their impacts on behavioral intentions. Li et al. (2024) showed that perceived usefulness is positively related to behavioral intention to use ChatGPT for tour

route planning. Similarly, Topsakal and Çuhadar (2024) showed performance expectancy is positively related to behavioral intention to use AI-enhanced tour guide applications.

H2a: Perceived usefulness of AI-generated itineraries is higher than that of human-designed itineraries.
H2b: Performance expectancy has a stronger positive influence on behavioral intention for AI-enhanced tour guide applications compared to traditional human-guided tours.

H2c: Perceived ease of use is higher for AI-generated itineraries compared to human-designed itineraries.

H2d: Attitude towards using the itinerary is more positive for AI-generated itineraries compared to human-designed itineraries.

Limitations and Challenges of AI in Travel Planning

While AI's potential in the tourism industry is enormous, it is still in its early stages. One practical example of AI implementation in tourism includes ChatGPT which is one of the signature AI-empowered chatbots. ChatGPT can be used for trip planning but there are some limitations. One of the important elements missing in ChatGPT conversation is visualization. Text-based responses from ChatGPT limited the information presentation. Travelers often determine the attractiveness of an attraction or destination based on pictures, especially when they have no prior experience of the place. Additionally, ChatGPT fails to provide up-to-date information as the latest data was until 2021. This could affect the tourist experience negatively when outdated information is provided. In other words, responses from ChatGPT were not always accurate. False information could detract from the tourist experience and lead to disappointment (Shin et al., 2023).

User-Generated Content and Social Media in Travel Planning

Planning a trip based on user-generated content (UGC) from social media platforms has similar concerns. Si and Leou (2024) found that social media can be helpful for travelers in making well-informed decisions. In addition, users showed a strong desire to interact with others, share travel experiences, and exchange insights. However, relying solely on social media for trip planning is not practical. Interviewees revealed that they still verify information from multiple sources due to concerns about the reliability and potential advertisements. This aligns with the interesting findings from Wang et al. (2022). Although the role of images in trip planning is important, some users may be skeptical of photo manipulation. Hence, trust in user-generated content is equally important. Feng et al. (2024) showed that trust in UGC and UGC's provider mediate the relationship between motivation for receiving UGC and tourists' expectations. On the other hand, AI can be incorporated and utilized to analyze UGC. User actions and user-generated content from the internet are extremely useful in creating personalized recommendations or itineraries for travelers. When these diverse data sources are combined and processed by AI, they offer valuable insights into travel patterns and preferences (Carvalho & Ivanov, 2023).

Methodology

To effectively compare between AI and Human designed itineraries, the present study employed a between-subject experimental design. Recruitment of participants was done through different social media platforms (Wechat and Weibo) that are extremely popular amongst travelers with a substantially large pool of active users. Eligible participants must be over 18 years old and have some travel experience. The online survey was administered through Wenjuanxing, and participants were presented with a brief introduction of the research. Those who agreed to participate were randomly assigned to one of the conditions – the AI itinerary condition or the Human itinerary condition and were asked a series of questions.

Stimuli Development

For the human condition, participants viewed an established travel influencer's blog (with photo) featuring a 3-day Hong Kong itinerary. The itinerary was retrieved from a blog on Xiaohongshu, a popular social media platform among Mainland Chinese users for activities planning. The author searched for "Hong Kong three-day trip" in Chinese and selected the first result that appeared. The blog

presented authentic, first-hand experiences of Hong Kong's attractions, including personal recommendations and images of locations like Victoria Peak, Temple Street Night Market, and Ngong Ping 360.

For the AI condition, participants were presented with an itinerary generated by ChatGPT, containing the same 3-day duration and similar attractions. The author input "3-day itinerary for a trip to Hong Kong" and the response from ChatGPT was presented to the participants. The AI-generated content was presented in text format, providing detailed day-by-day scheduling of activities, dining recommendations, and practical travel tips.

Questionnaire

Participants were subjected to a questionnaire that comprised of 3 different parts. The first part aimed at measuring their travel behavior and the use of AI in planning their trips. The second part, measured core constructs using well established scales that were adapted to the current context of research – AI / Human itineraries. Specifically, Perceived Usefulness (PU) was measured using three items adapted from Davis (1989) and Venkatesh and Davis (2000), Performance Expectancy (PE) was measured using three items from Venkatesh et al. (2003), Attitude (ATT) was assessed using three items adapted from Davis (1989) and Taylor and Todd (1995), measuring overall feelings toward using the itinerary. Behavioral Intention (BI) was measured using three items from Venkatesh et al. (2012) and Davis (1989), assessing the likelihood of using the itinerary for future travel. Perceived Ease of Use (PEOU) was measured using three items adapted from Davis (1989) and Venkatesh and Davis (2000). All items were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Results

Preliminary assessment

Prior to the actual analyses, preliminary assessment of the psychometric qualities of the measures employed was conducted. First, the measures employed in the current study exhibit a strong internal consistency, with Cronbach's Alpha values exceeding the recommended threshold of 0.7. Perceived Usefulness (PU) showed good reliability ($\alpha = 0.880$). Similarly, Behavioral Intention (BI) also exhibit a high reliability ($\alpha = 0.879$). Attitude (ATT) and Performance Expectancy (PE) also demonstrated good reliability with Cronbach's Alpha values of 0.834 and 0.812 respectively. However, Perceived Ease of Use (PEOU) showed relatively weak reliability ($\alpha = 0.575$), below the acceptable threshold. The analysis suggests that removing PEOU1 would improve the scale's reliability to 0.737, indicating potential issues with this specific item. To that end, it was decided that the analyses would be conducted without this particular item.

Hypotheses testing

Independent samples t-tests were conducted to compare perceptions between AI (n=53) and human (n=53) groups across five key constructs. Levene's test indicated equal variances could be assumed for all constructs ($p > .05$). The results presented below provide insights regarding travelers' preference and perception of AI and human-based itineraries. First, it was hypothesized that the type of itinerary planner would influence the intention to use the itinerary. The results revealed that participants showed significantly higher intentions to use human designed itineraries ($M = 3.99$, $SD = 0.80$) rather than AI-generated ones ($M = 3.52$, $SD = 0.98$) ($t(104) = -2.713$, $p = .008$) - Support H1.

However, no significant differences were found between AI and human groups for the other constructs: Perceived Usefulness (AI: $M = 4.11$, $SD = 0.74$; Human: $M = 4.21$, $SD = 0.71$; $t(104) = -0.756$, $p = .451$), Performance Expectancy (AI: $M = 3.96$, $SD = 0.77$; Human: $M = 4.08$, $SD = 0.70$; $t(104) = -0.837$, $p = .404$), Attitude (AI: $M = 3.99$, $SD = 0.73$; Human: $M = 4.11$, $SD = 0.66$; $t(104) = -0.834$, $p = .406$), and Perceived Ease of Use (AI: $M = 3.82$, $SD = 0.79$; Human: $M = 3.90$, $SD = 0.70$; $t(104) = -0.519$, $p = .605$), rejecting the remaining hypotheses (H2a-H2d). It seems that there are differences in intentions to choose and use itinerary based on its planner (whether it is AI or Human), at a perceptual level, there were no significant differences between AI and Human Planners.

Discussion and Conclusion

The present study was set out to examine the perceptions of AI and Human itineraries and their impact on travel decisions. The findings of the present study showed that the type of itinerary does indeed influence its adoption depending on the planner, with a general preference for Human-designed itineraries over AI ones. Yet to what extent this is due to the TAM factors, it remains unclear as the results did not show any significant differences between AI and Human-designed itineraries.

Nonetheless, the general preference for human-designed itineraries is in accordance with the findings from Yasar et al (2024), who suggested higher intentions to use human travel agents than AI generated itineraries. It is reasonable to assert that this preference is due to the fact that AI systems are perceived to be less accurate and reliable than travel agents as highlighted by Shin et al. (2023). Likewise, Kim et al. (2023) also reported similar findings where AI generated itineraries contained false information, resulting in a more negative experience with lower trust and subsequent adoption.

However, the lack of significant findings in perceived usefulness, performance expectancy, ease of use, and attitudes between AI and human-designed itineraries may suggest that participants value these aspects equally in both AI and Human-designed itineraries. That is, there are no significant differences that they perceive in these regards, which appears to contradict what has been reported in Li et al.'s (2024) and Topsakal and Çuhadar's (2024) studies, that reported positive relationships between performance expectancy and behavioral intentions for AI-enhanced tourism applications. These differences in results could be potentially due to the visual limitations of AI-Generated content (Shin et al., 2023; Wang et al., 2022). Prior to the trip travelers rely on information that is both textual and visual to form judgements about a destination, its attractions (Lee & Tussyadiah, 2010; Pang et al., 2010). When incomplete information is presented to them (missing visual aspects), it may be more difficult to visualize the potential attractions and destinations to visit (Khozaei et al., 2023). This appears to be a problem that is yet to be resolved by AI-generated itineraries that are largely text-based, whereas human-designed itineraries often include visual content either through vlogs, social media, or videos that are filled with visual stimuli to entice travelers.

Taken together, the results suggest that travel planning behavior does not have to be limited or constrained to a particular medium. Multiple information sources should be based on, which will enhance significantly the accuracy and reliability of the information presented (Si and Leou's, 2024). Similarly, Volchek and Ivanov (2024) examined the quality of ChatGPT-generated itineraries and human experts-designed itineraries. The findings showed that ChatGPT's ones were less accurate and specific. In other words, ChatGPT-generated itineraries can serve as drafts but not the exclusive reference for trip planning. As denoted by the insignificant differences in perceived usefulness and ease of use between AI and human-designed itineraries, it is reasonable to assert that these approaches are complementary.

Limitations

This study provides valuable insight into AI-generated itineraries and human-generated itineraries but several limitations must be acknowledged. This study adopts an experimental approach in which participants were given itineraries generated by either AI or humans. However, the quality of AI-generated itineraries varies depending on the user input, while the quality of human-designed itineraries also differs based on individual preferences and knowledge. This variability could affect the comparative results accordingly. In addition, this approach does not fully represent the actual usage of AI for itinerary creation, as travelers often generate a preliminary itinerary and modify it through ongoing interactions. By doing so, AI can also learn more details and preferences to personalize the itinerary which enhances the user experience potentially.

One limitation of this study is the limited sample size and the homogeneous geographic area, which may affect the generalizability of the findings. Participants may have varying levels of familiarity with AI technologies while most respondents are from Mainland China. Their access to ChatGPT is restricted,

which could influence their familiarity with AI technology in travel planning. Future studies can compare the behavioral intention of using AI in trip planning in geographic areas.

Lastly, the quality of AI-generated itineraries is still expected to have significant room for improvement due to the rapid development of AI. Ongoing research is necessary to track travelers' perceptions towards AI in travel planning. Future studies should also consider using a qualitative approach to evaluate emotional responses. While previous research has explored the factors influencing the behavioral intention to use AI in trip planning, there is a lack of comparative studies between AI-generated and human-designed itineraries. It is worth investigating what drives individuals to choose either AI-generated or human-designed itineraries. Most importantly, the human-centric nature of tourism highlights that the travel experience is the most critical aspect. While travel planning contributes a significant part in crafting the travel experience, the application and impact of AI during the en-route and post-trip stages also deserve further investigation. For example, how does AI interact with travelers during their trip, and what are the differences in travel experiences between AI-generated and human-designed itineraries? Exploring these aspects in future studies will provide a deeper understanding of the evolving impact of AI in tourism and ultimately enhance the tourism experience.

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FORECASTING MACAO'S TOURISM DEMAND FROM THE GREATER BAY AREA: AN ENHANCED ARIMA MODEL AND BIG DATA APPROACH

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ABSTRACT

Due to the rapid expansion of the tourism industry and the economic development of the Greater Bay Area, it is especially crucial to accurately forecast tourists traveling to Macao. Besides historical tourist arrival data from the Greater Bay Area (Guangdong province), the present study uses a big data approach to forecast tourism demand. A variety of key data sources are used, including weather data, transportation data (incoming vehicles), exchange rates between Macao Pataca (MOP) and Chinese Yuan (RMB), holidays, and seasonality. Additionally, to determine which forecasting model can most effectively predict Macao's tourism demand from the Greater Bay Area, several forecasting models, including ARIMA models (ARIMA, SARIMA, ARIMAX, SARIMAX-E); AI-based models (LSTM); and other baseline models (Linear Regression, Random Forest, XGBoost), were compared. An enhanced version of SARIMAX (SARIMAX-E) has been developed with a new concept of parameter selection grids. Forecasting results showed that the SARIMAX-E model has a MAPE of 8.67% and a SMAPE of 9.26%, which is a significant improvement over the traditional SARIMAX model. Therefore, it is recommended that the proposed SARIMAX-E model should be considered to forecast Macao's tourism demand from the Greater Bay Area.

Keywords: tourism demand forecasting; Macao; Greater Bay Area; big data; SARIMAX; LSTM

1. Introduction

In light of the economic development of the Greater Bay Area and the rapid expansion of the tourism industry, accurate forecasting of tourists travelling to Macao is particularly important, and it is a valuable source of information which will aid in the formulation of appropriate regional tourism policies and improve the distribution of resources in the region (Song et al., 2019). Besides historical data on tourist arrivals from the Greater Bay Area (Guangdong province), it is the aim of this study to follow the big data approach and incorporate a number of key data sources related to Macao's tourism, including weather temperature data, transportation data (incoming vehicles), Macao Pataca (MOP) and Chinese Yuan (RMB) exchange rate, holidays and seasonality.

To ensure accurate forecasting of tourism demand, historical data of Macao's weather conditions should be considered, since it has a significant impact on tourist motivation, destination attractiveness, and destination choices (Bi et al., 2020; Matthews et al., 2021). Generally, favorable weather conditions are related to raise in tourist demand for a particular location, according to Liu et al. (2018). In contrast, adverse weather conditions may decrease tourism demand. It is possible for tourists to refrain from visiting a destination if they anticipate a prolonged period of bad weather (Liu et al., 2018). Therefore, the weather and temperature directly affect tourists' travel experiences. In a study by R.-Toubes et al.

(2020), it is estimated that almost 70% of tourists look at the weather forecast before going to the beach, and about 80% check it before going.

In addition to weather temperature data, transportation data and currency exchange rates can also be used to forecast tourism demand. A crucial component of tourism demand forecasting and tourism strategic planning is the estimation of tourist transportation (Gu, 2021; Hussain, 2023), as there are many factors that may discourage tourism demand, including a lack of transportation services, frequent traffic jams, and high transportation costs (Pellegrini & Scagnolari, 2021). A better forecast of tourism demand requires the incorporation of transportation data (Ghalekhondabi et al., 2019). Similarly, currency exchange rates are also being considered as a determinant of foreign tourism demand (Ghialy Choy Lee Yap). Opstad et al. (2021) reported that Turkey and Iceland saw foreign tourist inflows increase by six and five percent, respectively, as a result of one percent depreciation of the local currency. It should be rational to assume that the currency exchange rate between Macao Pataca (MOP) and Chinese Yuan (RMB) should affect Macao's tourism demand from the Greater Bay Area.

Aside from the challenge of selecting data sources in prediction of tourism demand, researchers have been using a variety of methods to forecast time series data due to the complexity of the task (Madden et al., 2023). Generally, research on tourism forecasting focuses primarily on five methods: time series models, econometric models, artificial intelligence models, judgmental method and hybrid models (Song & Zhang, 2024). It has become increasingly common to use advanced time series models, such as autoregressive integrated moving averages (ARIMA) and seasonal ARIMAs (SARIMAs), as a result of their simplicity in implementation and the ability to calculate past trends (Song et al., 2019). Additionally, econometric models aim to determine how significant the various explanatory variables are in determining future demand. Forecasting models based on econometrics start by stating possible causal relations before finding out the defective variables from the effective ones (Song et al., 2019). Moreover, the use of artificial intelligence (AI) based models seems to be an innovative approach to tourism forecasting in recent years (Wu et al., 2024). Yet it remains a challenge to prove their theoretical and methodological foundations (Song et al., 2019). Some scholars may combine different types of models as a hybrid model such as combining SARIMA, Convolutional Neural Network (CNN) and Long Short-Term Memory (LSTM) to predict travel demand (He et al., 2021). However, by far, it is not feasible to determine which forecasting model performs the best for all forecasting tasks (Law et al., 2019).

Therefore, there are two objectives of this study. First, several key sources of data are combined in this study in order to forecast Macao's tourism demand, including weather temperature data, transportation data (incoming vehicles), Macao Pataca (MOP) exchange rate, holidays, and seasonality. Second, different forecasting models will be compared in order to find out the most effective model for forecasting Macao's tourism demand from the Greater Bay Area, including ARIMA type models (ARIMA, SARIMA, ARIMAX, SARIMAX-E); AI-based model (LSTM); and other baseline models (Linear Regression, Random Forests (Breiman, 2001), XGBoost (Chen & Guestrin, 2016)).

2. Literature review

2.1 Tourism demand forecasting research with ARIMA type models

Research on demand forecasting in the tourism and hospitality fields dates back to 1972, in which Liu et al. (2019) found there has been a first article published on the topic of tourism forecasting. A significant increase has been recorded in the number of tourism forecasting research papers published since 2018, especially when the tourism industry has grown rapidly worldwide, and accurate and reliable forecasts are essential for supporting such rapid growth (Liu et al., 2019). Time series models, econometric models and AI-based models are among the most used models throughout the development of tourism demand forecasting research (Song et al., 2019). Tourism demand can be predicted based on historical trends using a time series model. This type of model identifies trends, slopes, and cycles in time series data (Song et al., 2019). Over the past five decades, it is widely accepted that time series

models can be used to forecast tourism demand, particularly the ARIMA-type models such as ARIMA (Huang et al., 2017; Peng et al., 2021), SARIMA (Abellana et al., 2021; Chu, 2009), and ARIMAX (Song et al., 2019).

The ARIMA model is a statistical model used to analyze and forecast time series data (Box, 1976). ARIMA models are competent at capturing an extensive selection of features in time series data, including long-term dependence, trend and seasonality, and fluctuations. By appropriately choosing the parameters (p , d , q) of the model, ARIMA models are adaptable to a variety of data types and can be used for short time series forecasting. Additionally, SARIMAX model is an extended ARIMA model, which not only contains all the ARIMA model's properties, but also adds the ability to handle seasonal components and external variables (Box, 1976). Based on previous research, Chu (2009) forecasted demand for tourism in nine Asian-Pacific tourist destinations with three univariate ARMA models (ARFIMA, ARAR, and SARIMA), including Hong Kong, Japan, Korea, Taiwan, Singapore, Thailand, the Philippines, Australia, and New Zealand. Similarly, Abellana et al. (2021) suggested the application of a hybrid support vector regression (SVR) model with SARIMA model to predict tourism demand in the Philippines based on its seasonal, linear and nonlinear components. In addition, with the aim of determining if internet search data can predict the actual number of Forbidden City visitors, Huang et al. (2017) developed an ARIMA model using time series data about sightseers to the Forbidden City as the first step. The authors then adjusted the model by inserting Baidu keywords as explanatory variables and matching results with actual visitor numbers. In Pan and Yang (2017) study, a hotel occupancy forecast was built using ARMAX model and travel big data, such as query results from search engines, website traffic, and weather forecasts. Moreover, some scholars may apply ARIMA type models as the benchmark models in their studies in comparison to other models. For instance, Li et al. (2024) applied ARIMAX and SARIMAX as the benchmark models to compare with the proposed transformer-based model. Following a similar methodological approach, the present study will compare different ARIMA type models, as well as an enhanced SARIMAX model named SARIMAX-E.

2.2 Tourism demand forecasting research with AI-based models

In addition, the use of big data and AI-based models to predict tourism demand is becoming increasingly popular in recent years because it enables the prediction of non-linear data (Lim & Zohren, 2021; Song et al., 2019), which means a model based on artificial intelligence does not need to consider input-output relationships or data distribution when predicting the future demand for tourism (Song & Zhang, 2024). AI-based models have appeared to be a novel approach to tourism forecasting due to their exceptional performance over advanced time series models (Liu et al. 2019; Song et al. 2019), although it remains challenging to justify their theoretical and methodological foundations. In general, it is found that AI-based models such as Recurrent Neural Networks (RNN) (Li et al., 2023), Convolutional Neural Networks (CNN) (He et al., 2021; Kim et al., 2021), Artificial Neural Networks (ANN) (Andariesta & Wasesa, 2022; Hewapathirana, 2023) have mostly applied in recent years.

In particular, Long Short-Term Memory (LSTM) model has been one of the most widely adopted AI-based model in forecasting tourism demand (Bi et al., 2020; Binesh et al., 2024; Chang et al., 2021; Law et al., 2019; Zhang et al., 2021). LSTM has historically been introduced as a special type of Recurrent neural networks (RNNs) that addresses problems associated with vanishing and exploding gradients when dealing with long-sequence data (Zhang et al., 2019). The model is excellent at analyzing time-series data and have been widely used to predict tourism numbers (Wu et al., 2022). For instance, based on Macao's monthly tourist arrival volumes from DSEC (<https://www.dsec.gov.mo/>) and search query data, Law et al. (2019) applied LSTM model with attention mechanism to forecast tourism demand in Macao and achieved superior results. Therefore, the current study has also applied LSTM model as one the selected models (AI-based model) to forecast Macao tourism demand from the Greater Bay Area.

3. Methodology

3.1 Data collection

This study focuses on Macao Special Administrative Region (Macao SAR) and the datasets include time-series data from 2010 to 2019 regarding weather temperature, incoming vehicles, the exchange rate between Macao Pataca (MOP) and Chinese Yuan (RMB), and tourist arrivals (See Table 1). The datasets of visitor arrivals and incoming vehicles in Macao are available on the website of Statistics and Census Service (DSEC) at (<https://www.dsec.gov.mo/zh-MO/>), and the dataset of weather temperature in Macao can be found on the website of Macao Meteorological and Geophysical Bureau (<https://www.smg.gov.mo/zh>). In addition, Table 2 provides the results of descriptive statistics for each dataset.

Table 1: Overview of the study datasets

Datasets from 2010 to 2019 (Monthly data)	
Time	Indicates the date of each data point
Macao Temperature	Indicates the temperature in Macau
Incoming Vehicles	Indicates the number of vehicles entering Macau
Visitor Arrivals	Indicates the number of visitors from Guangdong Province
MOP Exchange Rate	Indicates the exchange rate between MOP and RMB

Table 2: Descriptive statistics results for each dataset

Descriptive Statistics				
Datasets	Macau Temperature	Incoming Vehicles	Visitor Arrivals	MOP Exchange Rate
Mean	22.82°C	198925	767656	123.64
Standard deviation	5.00°C	19307	158452	5.07
Minimum	11.50°C	140965	472935	113.40
25% Quartile	18.23°C	187053	654400	119.62
Median	23.95°C	202099	717669	124.55
75% Quartile	27.58°C	212662	833107	128.25
Maximum	28.90°C	232998	1299575	132.4

In addition, Figures 1 to 4 illustrate the trends and details for each dataset, based on the data in the table. Figure 1 shows an overview of the trends in the temperature of Macau over the years, which the seasonal variations in temperature can be observed. In addition, the trend in the exchange rate between MOP and RMB over time is illustrated in Figure 2, with less observable patterns compared with temperature dataset. Lastly, as seen in Figure 3, there has been an upward trend in the number of incoming vehicles over time. This is somewhat similar to Figure 4, which illustrates a time series graph of the number of tourists entering Macau from Guangdong Province.

Figure 1: The dataset of Macao Temperature

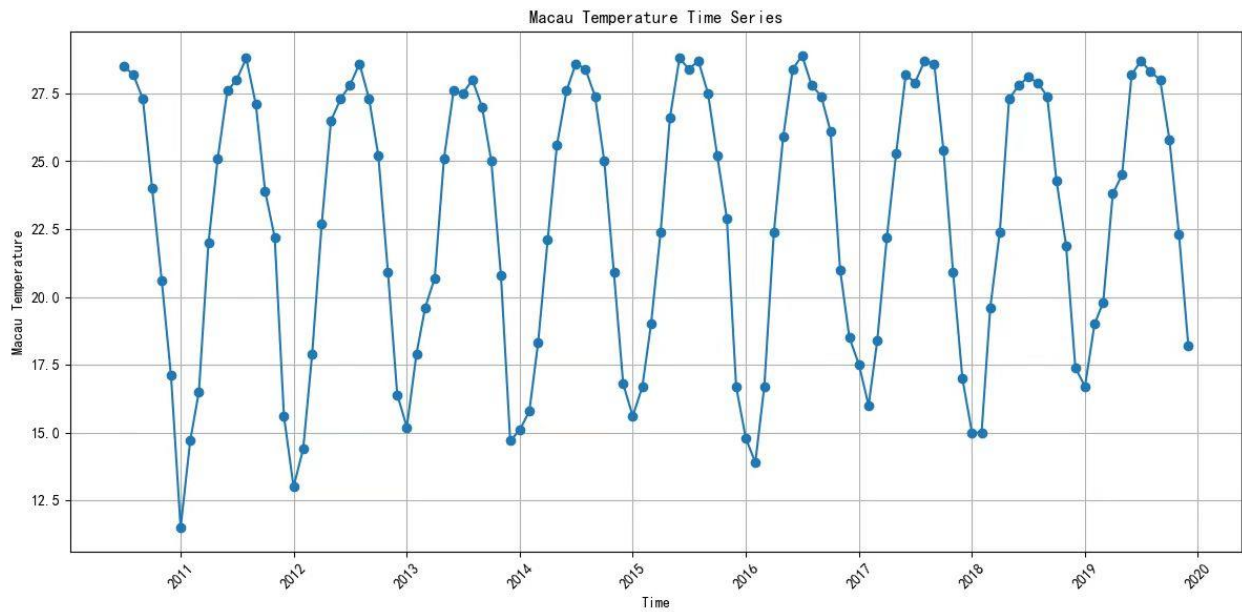


Figure 2: The dataset of MOP Exchange Rate

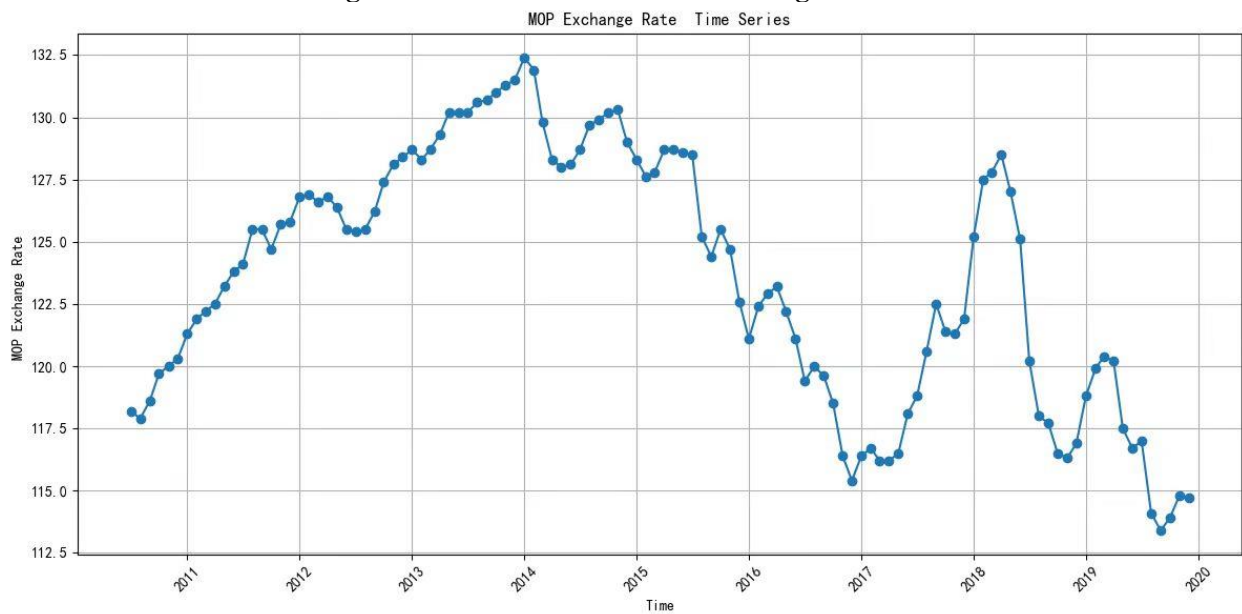


Figure 3: The dataset of Incoming Vehicles

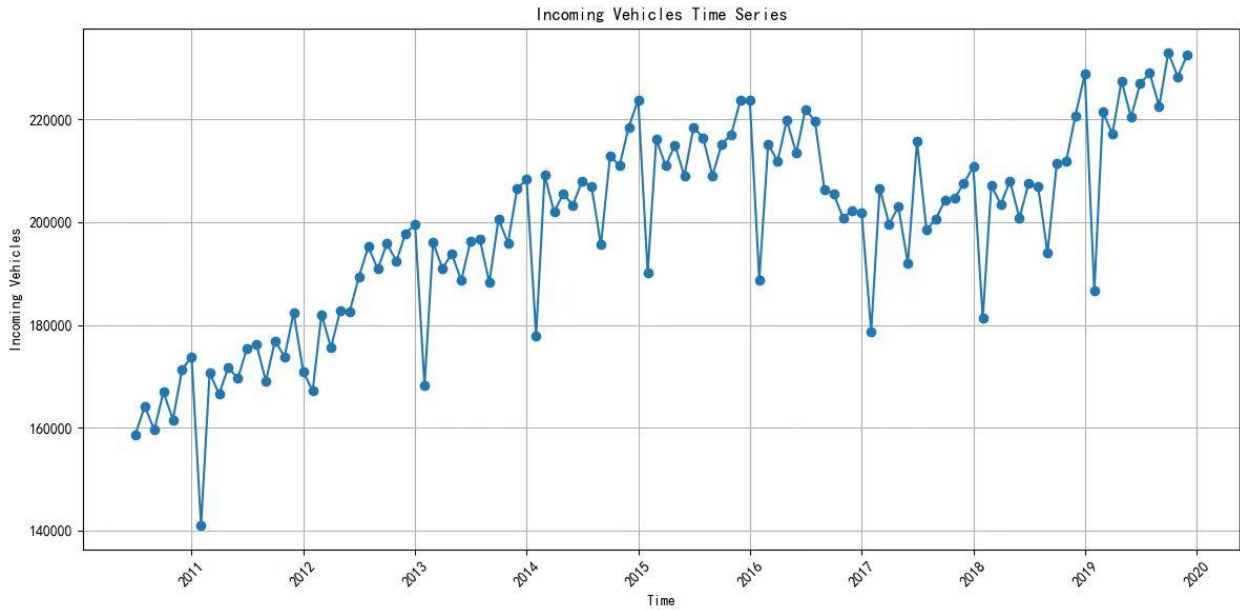
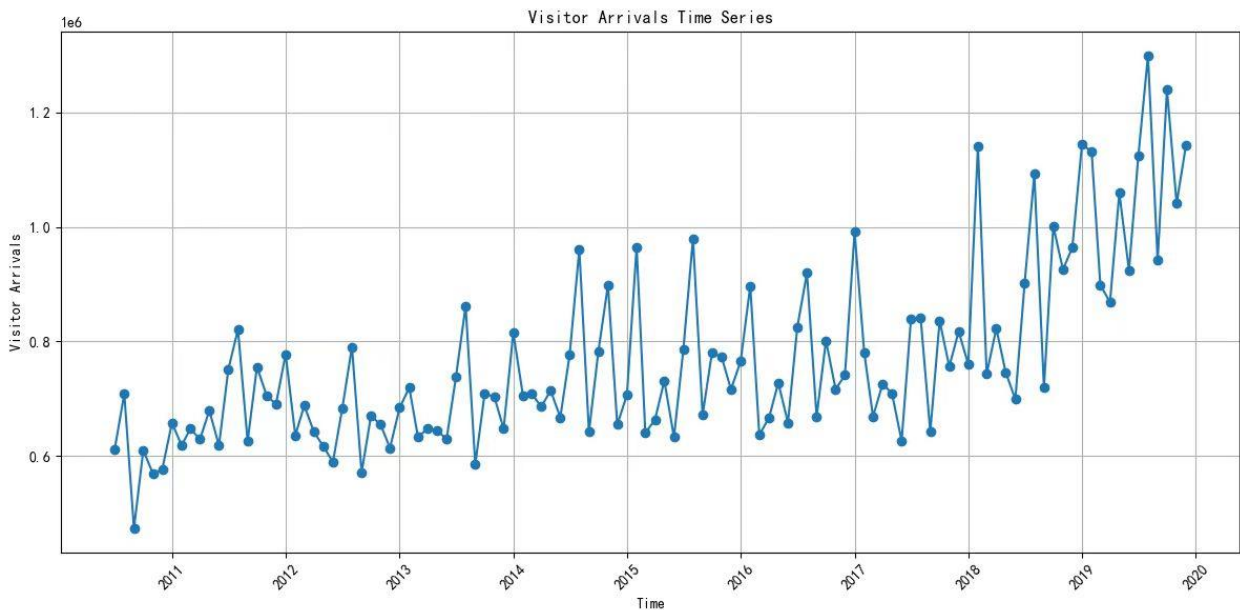


Figure 4: The dataset of Visitor Arrivals



3.2 Forecasting model implementation

Autoregressive Integrated Moving Average Model (ARIMA)

In the field of statistics, ARIMA is a statistical model used to analyze and forecast data for time series (Huang et al., 2017; Peng et al., 2021). The model is composed of three parts: autoregressive (AR), integrated (I), and moving average (MA). The autoregressive component (AR) of the model assumes that data values at a particular point in time are influenced by data values at other points in time. Therefore, it is assumed that the time series data exhibits some autocorrelation. AR models capture autocorrelation by establishing a linear relationship between current data values and their lagged values (past values). Usually, p denotes the model order (how many lagged values will be considered).

Mathematically, a p -order autoregressive model (AR(p)) can be expressed as:

$$X_t = c + \sum_{i=1}^p \phi_i X_{t-i} + \epsilon_t$$

The integrated (I) is the process of converting a non-stationary time series to a stationary one. In non-stationary time series, the mean or variance can vary over time, which can lead to inaccurate model predictions. By differencing the data, we are able to remove the trend and seasonality from it and make it stationary. The number of times the difference is made is determined by the order of the difference (usually denoted by d). The first order difference is expressed as:

$$\Delta X_t = X_t - X_{t-1}$$

If first order differencing is not sufficient to smooth the series, second or higher order differencing can be performed. The d-order differencing can be expressed as:

$$\Delta^d X_t = \Delta^{d-1} X_t - \Delta^{d-1} X_{t-1}$$

The Moving Average (MA) component considers a linear combination of forecast errors. Prediction errors at previous times are assumed to determine the error at the current moment. An MA model's order (usually denoted q) determines how many prediction errors will be considered. According to the moving average process, the value of the time series $\{X_t\}$ at time point t is a linear combination of the current and past q error terms. A q-order sliding average model (MA(q)) can be expressed as:

$$X_t = c + \epsilon_t + \sum_{i=1}^q \theta_i \epsilon_{t-i}$$

Combining these three components together, ARIMA(p, d, q) model can be expressed as follows:

$$\Delta^d X_t = c + \sum_{i=1}^p \phi_i \Delta^d X_{t-i} + \sum_{i=1}^q \theta_i \epsilon_{t-i} + \epsilon_t$$

Seasonally Autoregressive Integrated Moving Average with External Variables (SARIMAX)

SARIMAX model is an extended version of ARIMA (Abellana et al., 2021; Chu, 2009). The model consists of all the properties of the ARIMA model as well as the ability to handle external variables and seasonal components. In comparison with ARIMA model, the seasonal autoregression (SAR) component allows the model to consider seasonal patterns in the time series. This can be done by introducing a seasonal lag term, i.e., the current values in the model depend on the values from previous seasons. For example, for quarterly data, the seasonal autoregressive component may take into account values from the same quarter of the previous year.

In addition, it is crucial to note that the SARIMAX model also permits the inclusion of external variables (X), which can include economic indicators, weather data, etc. By incorporating these external variables into the model, the model can be enhanced in terms of its predictive capabilities. Mathematically, a SARIMAX model can be expressed as:

$$\Delta^D \Delta_s^d X_t = c + \sum_{i=1}^p \phi_i \Delta^D \Delta_s^{d-i} X_{t-i} + \sum_{j=1}^P \Phi_j \Delta^D \Delta_s^{d-j} X_{t-sj} + \sum_{k=1}^q \theta_k \epsilon_{t-k} + \sum_{l=1}^Q \Theta_l \epsilon_{t-sl} + \sum_{m=1}^M \beta_m X_{mt} + \epsilon_t$$

The enhanced SARIMAX (SARIMAX-E) model utilized in the present study introduces the concept of a parameter selection grid. The parameter grid defines a multidimensional space where each dimension represents a parameter of the model. For the SARIMAX model, the seasonal autoregressive order (P), the seasonal difference order (D), the seasonal moving average order (Q), and the seasonal period (s)

are also included. Each parameter is assigned a set of possible values. These values are usually chosen based on prior knowledge and experience. For example, if it is considered that the ARIMA model may have a p-order between 0 and 2, the value of p in the parameter grid may be defined as {0, 1, 2}.

The parameter grid is the Cartesian product of all parameter combinations. This means that each point in the grid represents a unique combination of parameters. For example, if the possible values of p, d, and q are {0, 1, 2}, {0, 1}, and {0, 1, 2}, respectively, the parameter grid will contain $3 \times 2 \times 3 = 18$ parameter combinations. The parameter lattice can be expressed as a Cartesian product:

$$\prod_{i=1}^n v_{i1}, v_{i2}, \dots, v_{ik_i}$$

By defining a parameter grid, the model selection process becomes a systematic method of exploring the parameter space with the aim of finding the parameter combinations that provide the best model performance. This approach can be observed mathematically as an optimization challenge where the purpose is to reduce the model prediction error to the minimum.

3.3 Model evaluation

The model evaluation parameters used in the present research are Mean Absolute Percentage Error (MAPE) and Symmetric Mean Absolute Percentage Error (SMAPE), based on the calculation of absolute percentage error.

MAPE is the mean absolute percentage error between the predicted and actual values (Sun et al., 2019). The value of MAPE is usually expressed as a percentage, ranging from 0% to infinity. 0% indicates a perfect prediction, while higher values indicate a larger prediction error.

$$MAPE = \frac{1}{n} \sum_{t=1}^n \left| \frac{y_t - \hat{y}_t}{y_t} \right| \times 100\%$$

SMAPE is a variant of MAPE created to improve the instability of MAPE when the actual value is relatively small (close to zero) (Li et al., 2023). SMAPE is expressed as a percentage and also has a range of values from 0% to infinity.

$$SMAPE = \frac{2}{n} \sum_{t=1}^n \frac{|y_t - \hat{y}_t|}{|y_t| + |\hat{y}_t|} \times 100\%$$

4. Results

Several time series forecasting models are compared on Macao tourism datasets in this study. For this purpose, a number of forecasting techniques are used, including ARIMA, SARIMA, ARIMAX, linear regression, random forests, LSTM, and XGBoost. More importantly, an improved SARIMAX model (SARIMAX-E) is developed, and its performance is compared with other models. For the purpose of evaluating the models' accuracy, 80% of the data was implemented and 20% of the data was forecasted. Table 3 provided an overview of forecasting results for all the models applied in the study.

Table 3: An overview of forecasting results

Models	MAPE	SMAPE
ARIMA	17.35%	19.34%
SARIMA	20.68%	23.75%
ARIMAX	15.31%	17.30%
Linear Regression	17.34%	17.06%
Random forest	21.31%	24.45%
XGBoost	18.29%	17.86%
LSTM	10.99%	10.94%
SARIMAX-E	8.67%	9.26%

According to the forecasting results, the SARIMAX-E model exhibits a MAPE of 8.67% and a SMAPE of 9.26%, representing a significant enhancement compared to the traditional SARIMAX model. A visual representation of the SARIMAX-E prediction is illustrated in Figure 5. A close second is the LSTM model, with MAPE of 10.99% and SMAPE of 10.94%, which demonstrates the significant advantage LSTM has in capturing the complicated patterns of data from time series. A visual representation of the LSTM prediction is shown in Figure 6.

Figure 5: SARIMAX-E prediction visual representation

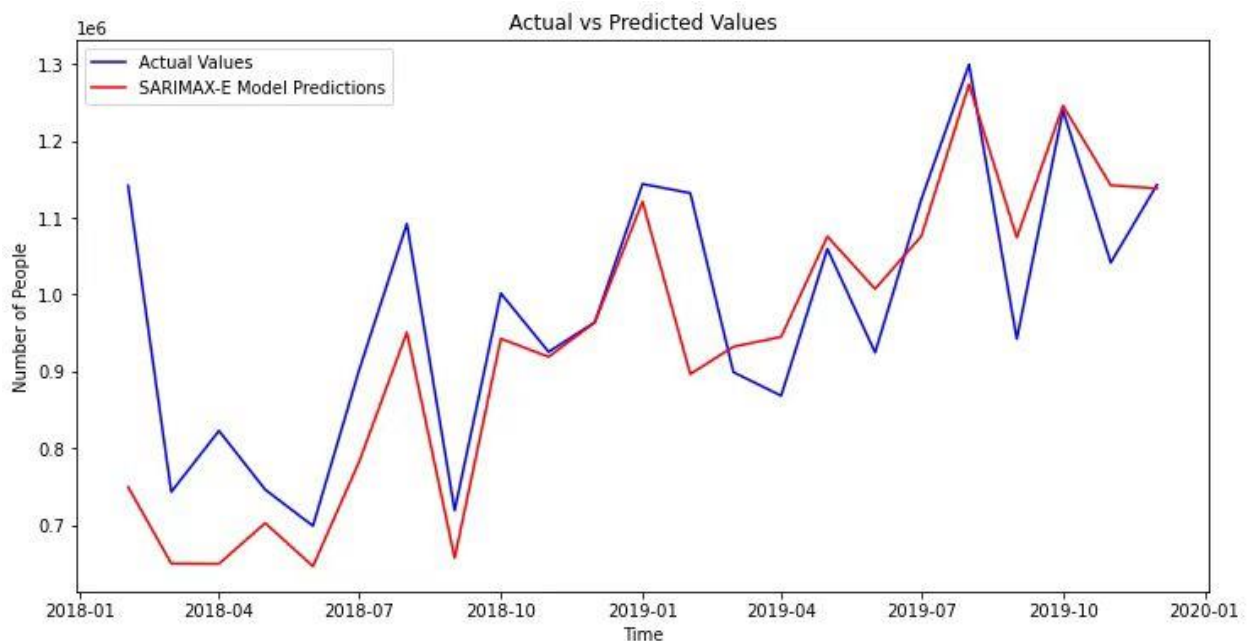
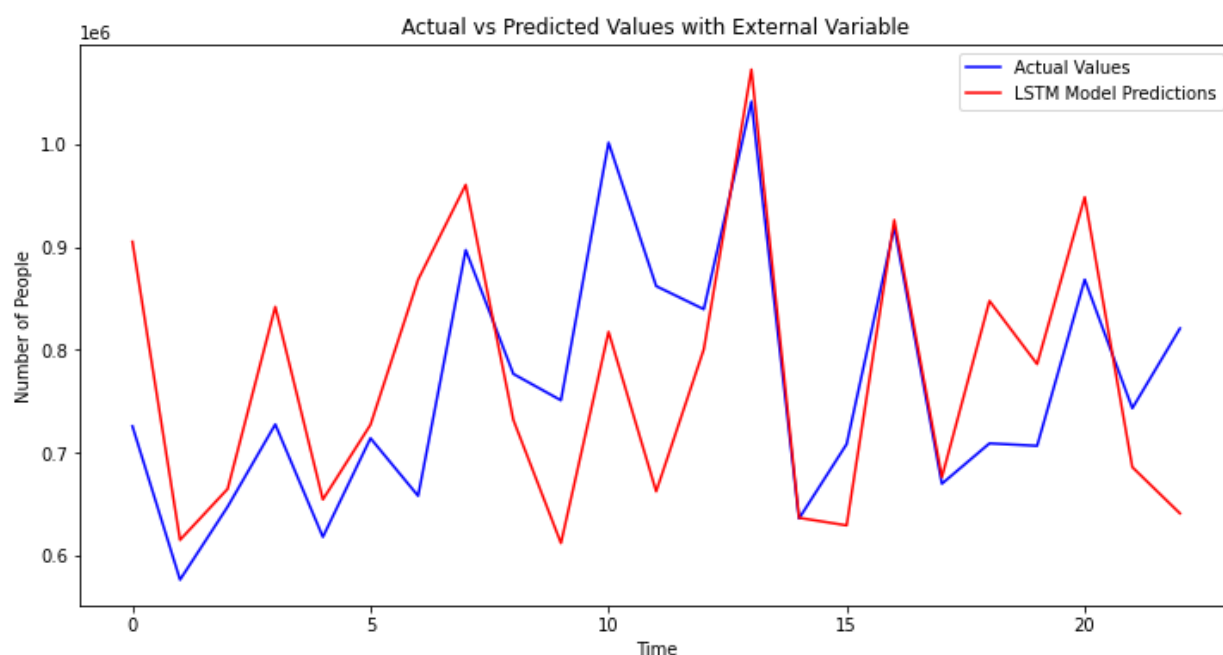


Figure 6: LSTM prediction visual representation



Additionally, the ARIMA model performs reasonably well, with a MAPE of 17.35% and a SMAPE of 19.34%, indicating that it remains relatively accurate despite not accounting for seasonality. The SARIMA model, however, declined in performance upon the introduction of seasonality, with its MAPE and SMAPE increasing to 20.68% and 23.75%, respectively. This may indicate that the introduction of seasonality increased the complexity of the model, which resulted in a decreased ability to forecast accurately.

Compared to ARIMA, ARIMAX performed slightly better on MAPE and SMAPE with 15.31% and 17.30%, respectively, which suggests that the addition of exogenous variables can enhance the model's predictive ability. There are similarities between the results from linear regression and ARIMA, with 17.34% and 17.06% for MAPE and SMAPE, respectively, which may be related to the limitations of linear regression in dealing with nonlinear data from time series.

When applied to time series data, the Random Forest model's MAPE and SMAPE are relatively high, at 21.31% and 24.45%, respectively, possibly because it does not account for time dependencies. The XGBoost model performs slightly better than the Random Forest, with MAPE and SMAPE values of 18.29% and 17.86%, respectively, likely due to its capability to handle high-dimensional data.

Overall, SARIMAX-E and LSTM models performed best in the experiment, while traditional time series models such as ARIMA and SARIMA show decreased forecasting accuracy after incorporating seasonal factors. Additionally, ARIMAX models with exogenous variables and tree-based models such as XGBoost presented some competitive forecasting accuracy.

5. Discussion and conclusion

Considering the rapid expansion of the tourism industry and the economic development of the Greater Bay Area in recent years, it is especially important to forecast the number of tourists traveling to Macao accurately. Besides historical data on tourist arrivals from the Greater Bay Area (Guangdong province), the present study seeks to use a big data approach to forecast tourism demand. A variety of key data sources are included for Macao's tourism industry, including weather data, transportation data

(incoming vehicles), exchange rates between Macao Pataca (MOP) and Chinese Yuan (RMB), holidays, and seasonality. In addition, for the purpose of finding out which forecasting model can be most effective at forecasting Macao's tourism demand from the Greater Bay Area, a variety of forecasting models, including ARIMA models (ARIMA, SARIMA, ARIMAX, SARIMAX-E); AI-based models (LSTM); and other baseline models (Linear Regression, Random Forest, XGBoost), were compared.

A key part of this study focuses on the Macao Special Administrative Region (Macao SAR), where time series data is presented for the temperatures in the region, the number of incoming vehicles, the exchange rate between the Macao Pataca (MOP) and Chinese Yuan (RMB), as well as the number of tourists arriving at the region. The study provides an enhanced version of SARIMAX (SARIMAX-E) and the concept of parameter selection grids. A parameter grid is a multidimensional space in which each dimension represents a parameter of the model. Parameter grids allow for systematic exploration of parameter space to find the parameter combinations that provide the best model performance. Mathematically, this approach can be regarded as an optimization procedure where the goal is to minimize the error in the model prediction.

According to the forecasting results, the proposed SARIMAX-E model has a MAPE of 8.67% and a SMAPE of 9.26%, which is a significant improvement over the traditional SARIMAX model. LSTM comes second with MAPE of 10.99% and SMAPE of 10.94%, which illustrates some of LSTM's significant advantages in capturing time series patterns. Therefore, the SARIMAX-E and LSTM models performed better in the experiment than traditional time series models like ARIMA and SARIMA. It is recommended that the proposed SARIMAX-E models should be considered to forecast Macao's tourism demand from the Greater Bay Area with weather data, transportation data (incoming vehicles), exchange rates between Macao Pataca (MOP) and Chinese Yuan (RMB), holidays, and seasonality.

6. Limitations

Several limitations must be considered in this study. Due to the unavailability of monthly time series data in other aspects, this study was limited to the datasets that are publicly available from the websites of the Statistics and Census Service (DSEC) and the Macao Meteorological and Geophysical Bureau. Therefore, the datasets examined are limited to time-series data from 2010 to 2019 concerning weather temperature, incoming vehicles, the exchange rate between Macao Pataca (MOP) and Chinese Yuan (RMB), and tourist arrivals. Further research could incorporate additional data sources that are considered relevant to Macao's tourism demand from the Greater Bay Area. Moreover, this study mainly compared four ARIMA type models (ARIMA, SARIMA, ARIMAX, SARIMAX-E) with one AI-based model (LSTM) and three other models (Linear Regression, Random Forests, XGBoost). Further research could compare with more AI-based models and explore the possibility of implementing hybrid models.

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CREATIVE TOURISM AND CREATIVE PEOPLE IN CHINA

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ABSTRACT

Although creative spaces, creative spectacles, and the creative class are recognised as three interconnected components of creative tourism, limited attention has been given to understanding why the presence of creative individuals is considered an attractive feature of these spaces and events. This study addresses this research gap by exploring the practical connections between the presence of members of the creative class and the attractiveness of creative destinations for tourists who visited creative spaces and spectacles in 14 UNESCO-designated creative cities in China. Since few studies clearly define who qualifies as a member of the creative class in the context of creative tourism, this research focuses on individuals associated with eight creative fields: architecture, crafts and folk art, design, film, gastronomy, literature, media arts, and music. These fields serve as the framework for our investigation into the role creative individuals play in creative tourism via travel blog analysis using Nvivo software. A search of 456 identified creative spaces and 39 creative spectacles across four major travel experience-sharing platforms yielded 737 travel blogs for analysis. Our findings reveal that the presence of creative individuals not only enhances the creative reputation of places and events but also offers tourists co-creation experiences that allow them to engage with the creative process firsthand, thereby increasing their creative potential. The paper concludes with practical recommendations and suggestions for future research

Keywords: creative tourism; creative class; creative space; creative spectacle; creative cities

Introduction

The idea that the presence of creative peoples (members of the “creative class”) can serve to significantly enhance the attractiveness of tourist destinations has gained traction in discussions on creative tourism development (Cruz, 2014; Florida, 2002, 2014; Nelson, 2015; Slak Valek, 2020). According to the creative class-creative tourism argument, many cities try to become more creative and label themselves as creative destinations to attract creative people (Richards & Marques, 2012). These destinations not only aim to draw in creative visitors but also to inspire many of these individuals to relocate to their jurisdictions. Their presence, in turn, will serve to enhance the creative atmosphere, increase the destination’s appeal, and attract even more members of the creative class (Richards, 2018). Moreover, as members of the creative class have become the primary producers and consumers of creative tourism experiences, they are framed as carriers of “authentic” local culture, which in turn attracts those creative tourists who aim at living like locals (Cruz, 2014; Pappalepore et al., 2014; Slak Valek, 2020). Additionally, many creative tourism-related businesses are typically run by members of the creative class; these individuals can be attractions in their own right to creative tourists (Pappalepore et al., 2014; Tan et al., 2016). Creative entrepreneurship also plays an essential role in supporting the development of creative spaces, places in which co-creation can be encouraged between the creative class, creative tourists, and service providers (Bakas et al., 2019; Ferreira et al., 2019; Wattanacharoensil & Schuckert, 2016).

Although the importance of the creative class’ presence in creative tourism destinations has been acknowledged in some studies, the question of who should count as being a member of this group within the context of this growing niche area of tourism has never been fully addressed. Moreover, explanations as to why the presence of creative individuals should be regarded as an attractive feature of place have likewise been largely ignored. This research aims to address this research gap by investigating the practical connections between the presence of particular members of the creative class

– namely, artists, architects, and musicians, among others – and the attractiveness of creative tourism destinations (e.g., art studios, cultural festivals) for self-identified creative tourists. Through travel blog analysis using Nvivo software, we first identify this sub-group of the creative class (hereafter “creatives”) in the context of creative tourism in China as being tied to eight distinct creative industry categories (architecture, crafts and folk art, design, film, gastronomy, literature, media arts, and music). Our findings subsequently reveal that the creative class’ presence augments the overall creative atmosphere of creative spaces and creative events, thus increasing the attractiveness of tourism destinations for those in search of learning opportunities through travel. Furthermore, our research reveals that co-creation opportunities with members of the creative class enable tourists to not only learn the creative process firsthand but also stimulate their imagination and increase their creative potential. In short, members of the creative class whether they are present at a particular creative space or spectacle enhance the creative atmosphere of the destination, providing the creative tourist with more unique and memorable opportunities for knowledge acquisition and self-improvement (e.g., skills development). Our paper concludes with practical recommendations for tourism destination planners as well as suggested areas for future research.

Literature review

Creative tourism and creative cities

The growth of creative tourism parallels efforts in many cities around the world to integrate tourism development with creative city initiatives meant to make the city more competitive in attracting visitors, investors, and new residents. Such integrated initiatives include the promotion of creative spaces, creative spectacles, and the creative class (OECD, 2014; Richards, 2011, 2014, 2018). Launched in 2004, UNESCO’s Creative Cities Network (UCCN) is an international platform to promote such creativity and to encourage cooperation between cities. UCCN membership is now recognised as a branding tool that can serve to attract investors and tourists alike (Duxbury & Jeannotte, 2013; Marques & Borba, 2017; Rosi, 2014; UNESCO, 2006, 2018, 2021). It is also recognised as a “fundamental vehicle for supporting creative tourism development” (Wattanacharoensil & Schuckert, 2016, p.1063).

While creative city status may stimulate tourism development, tourism in turn can bolster the creative reputation of cities, including those without official UNESCO creative city status. In particular, the presence of tourists may help support the cultural amenities and overall “creative buzz” that creative workers seek (Richards, 2014). Consequently, the connection between tourism and creative cities is gaining increased attention, with creative city plans increasingly being mobilised with the aim of attracting creative consumers, be they temporary visitors or potential new residents. Being heavily influenced by Florida’s (2002) original work on the creative class, these urban initiatives aim to bolster the attractiveness of cities by encouraging a high quality of place through cultural district designation and investments into public art and festival events, among other means. Such features of a city are attractive not only for potential residents, but also for existing residents and tourists (Florida, 2002, 2014). In turn, the presence of creative places, cultural events and other features of a culture-rich urban environment encourages the congregation and consequently potential interaction of people; a cornerstone of what creative tourism is about.

The scope and nature of creative tourism that has been developed in cities ranges from the passive viewing of creative activities and the consumption of creative products to active participation, interaction and co-creation (Richards, 2011). Creative spaces, creative spectacles, and the creative class have been identified as integral components in development models of creative tourism and as distinctive attractions for creative tourists (Booyens & Rogerson, 2019; Brouder, 2012; Cruz, 2014; Marques & Borba, 2017; McCartney & Chen, 2020; Nelson, 2015; Pappalepore, 2016; Pappalepore et al., 2014; Thimm, 2014; Wattanacharoensil & Schuckert, 2016; Wu et al., 2016). Creative spaces, creative spectacles and the creative class are interconnected; when well-integrated, their presence can foster a creative atmosphere that attracts creative producers and tourists, which will ultimately strengthen the creative industries and attract more consumers. Visitors, in turn, may engage in co-creation-related activities with producers and members of the creative class (Campos et al., 2018;

Canavan, 2016; Richards, 2014, 2018). Although previous studies have examined the practical connections between creative spaces, creative spectacles, and creative tourism experiences in creative cities (Li & Kovacs, 2021, 2022), no studies that we are aware of have addressed the means by which creative people can contribute to creative tourism experiences in such cities.

Creative tourism and creative people

Based on an occupational classification, Florida (2014, pp.38-39) broadly defined the creative class as those who are employed in “creating new forms and designs”, being often, though not necessarily, based in “knowledge-intensive industries”. Thus, members of the creative class can include a very broad range of individuals, from artists and designers to engineers and professors. While little has been written on the connections between the creative class and creative tourism, and consequently how the creative class in this regard should be defined, there are some exceptions (Bakas et al., 2019; Morpeth & Long, 2016; Pappalepore et al., 2014). For example, Pappalepore et al. (2014) refer to creative workers in the context of creative spaces and urban tourism development as “cool cultural intermediaries”; examples of such intermediaries include artists, designers, and musicians (p.237). They go on to note that these individuals “attract visitors in search of style models and a certain ‘arty vibe’ (ibid.)” (p.237). Similarly, Morpeth and Long (2016) acknowledge the importance of “arts, design and media practitioners [in] acting as entrepreneurs who are alert to the opportunities that tourism may represent” (pp.17-18), while more recently Bakas et al. (2019) mentions the role of “artisan entrepreneur-mediators in lead[ing] the planning and implementation of...creative tourism workshops” as well as the role artists and artisans play in producing the artistic products and material objects that creative tourists are in search of (p.732). Despite their contribution to the creative class-creative tourism topic, none of the above works explicitly define who should count as a member of the creative class in the context of creative tourism development. Since this research focuses on investigating the practical nexus between creative tourism experiences and creative people tied to UNESCO-defined creative fields, including crafts & folk art, design, film, gastronomy, literature, music, and media arts, the creative class in this paper refers to people who work in these fields, such as architects, craftspeople, designers, actors, chefs, writers, musicians, and artists.

The linkage between the creative class and creative tourism development originated from the notion that “creative people make creative places” (Slak Valek, 2020, p.91). On the one hand, members of the creative class, such as artists, often play a pioneering role in the process of urban revitalisation, which increases quality of place and promotes tourism growth (Cruz, 2014; Slak Valek, 2020; Zhang & Yu, 2018). On the other hand, many cities aim to be creative or label themselves as creative destinations to attract the creative class (Richards, 2018, 2020). Creative destinations attract the creative class as visitors who may eventually determine to live in these places, which will increase the creative atmosphere, tourism attractiveness, and ultimately attract more creative individuals (Richards, 2018; Slak Valek, 2020). In this regard, members of the creative class are identified as primary producers and consumers of creative tourism experiences. As producers, the creative class act as place makers who increase the vitality and liveliness of destinations. They also perform as innovators in offering new creative dimensions like creative products and services for tourists (Nelson, 2015; Zhang & Yu, 2018). Nelson (2015) identified local chefs as members of the creative class and analysed the role of these creative individuals in making Texas a creative culinary destination. Her findings revealed that local chefs based in independent restaurants played an innovative role in characterising Houston’s culinary scene and offering diverse food selections for residents and tourists. Similarly, Zhang and Yu (2018) investigated the connections between the creative class (chefs) and urban tourism development. They found that the creative class is an essential human resource that positively impacts the local society and tourism development. Significantly, local chefs broaden the provisions of creative tourism products by innovating cuisines and contributing to the formation of gourmet streets. In particular, they often purposely open their restaurants in historical areas of the city; in turn, the presence of a stronger culinary culture contributes to the transformation of such areas into popular tourist attractions (Zhang & Yu, 2018).

Previous studies have also documented the role of artisan entrepreneurship in connecting the creative class to creative tourism development (Bakas et al., 2019; Ferreira et al., 2019; Sarantou et al., 2021;

Xiong et al., 2020). For example, Bakas et al. (2019) explored the artisan entrepreneurs' role in promoting creative tourism development in rural Portugal. Their findings pointed out that the creative class acted as service providers by organising and conducting creative tourism workshops. When visiting such workshops, tourists were actively involved in crafts-making activities and learned new knowledge about the local food culture. In this context, creative tourism is profitable for rural artisans and promotes the preservation and spread of local artisanal knowledge, skills, and techniques (Bakas et al., 2019). Xiong et al. (2020) examined the nexus between the in-migration of the creative class and tourism entrepreneurship in rural China. They found that the creative class made a significant contribution to promoting innovation within the tourism industry. In particular, artisans and craftspeople introduced new business practices, which helped locals gain a competitive advantage over other rural areas in the region. Recently, Sarantou et al. (2021) analysed the role of the creative class in designing creative tourism services and found that creative individuals contributed to the service design process through their exchange of knowledge, skills, and traditions. The participation of the creative class in service design connected with art and crafts-making activities can bring commercial benefits to creative individuals and locals, such as sustaining their livelihoods and supporting local creative tourism development.

Aside from investigating the connections between the creative class and creative spaces, the literature has also explored the role of the creative class in creative spectacle-related creative tourism development. Richards and Wilson (2006) pointed out that “festivals often compete directly with each another and therefore have to introduce new and innovative elements into their programmes to hold audience attention” (p.1217). In this regard, the organisers of creative spectacles often invite international artists to participate in festivals and events as a means to expand the scope of the tourism content and as a way of drawing in greater media attention and thus more tourists (Pappalepore, 2016).

In addition to contributing to offering authentic creative tourism experiences, the creative class also act as consumers when visiting creative spaces or creative spectacles. In turn, their presence augments the creative atmosphere, increases tourism attractiveness, and ultimately attracts more creative individuals and creative tourists (Richards, 2011, 2018). Maitland (2007) noted that “improving amenity and gentrifying areas to meet the demand of the middle-class professionals of the cosmopolitan consuming class/creative class might be expected to attract tourists among a range of different city users” (p.77). Since the presence of young talented workers of the creative class in fashionable bars and restaurants helped promote an image of a cool cityscape, this also served to attract tourists and other city users (Maitland, 2007, 2010). Pappalepore et al. (2014) further explained that the presence of creative individuals contributes to the formation of an artistic urban environment, which is a fundamental attraction for tourists. They identified the creative class (e.g., artists, designers, musicians) as “cultural intermediaries” whose presence serves as an attraction for tourists who are in search of different styles, fashion trends, and artistic vibes (Pappalepore et al., 2014, p.237). While some of these and other researchers have investigated the connections between the creative class and creative spaces and spectacles as well as the role artisan entrepreneurs play in creative tourism development, very few studies to date have directly addressed why the presence of the creative class is an attractive feature of places and events for creative tourists and no studies that we are aware of have provided tangible evidence of the nexus between the creative class and such tourists.

Method

According to the application guidelines of UNESCO's Creative Cities Network, “a city may be designated as a UNESCO creative city based on its assets and capacity in culture and creativity” (UNESCO, 2021, p.2). Based on rich cultural assets and creative resources, creative cities usually implement diverse creative initiatives to increase their attractiveness through fostering creative spaces, holding creative spectacles, and drawing in members of the creative class as new residents. As creative spaces, creative spectacles, and the creative class have been identified as the three interconnected components of creative tourism (Li & Kovacs, 2021, 2022), the promotion of creative city initiatives has shown considerable potential for creative tourism development. Thus, we selected UNESCO-

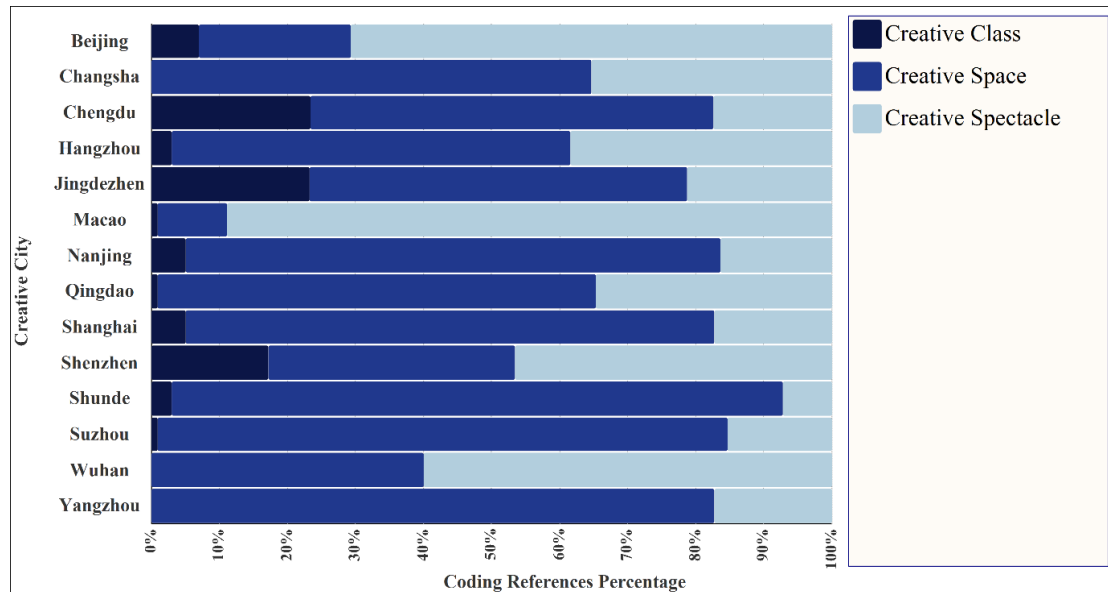
designated creative cities as study areas. These cities represent different creative fields, including crafts and folk art (Hangzhou, Jingdezhen, Suzhou), design (Beijing, Shanghai, Shenzhen, Wuhan), film (Qingdao), gastronomy (Chengdu, Macau, Shunde, Yangzhou), literature (Nanjing), and media arts (Changsha). In order to consider the longer-term branding effect of creative city designation on creative tourism development, we exclude the recently designated cities of Huai'an, Weifang, Chaozhou, and Chongqing from our study.

On the basis of the interconnected nature of creative spaces, creative spectacles, and the creative class in creative tourism development, our data collection starts from a survey of creative spaces and creative spectacles in each city. Specifically, we focused on creative industry clusters and creative festival events that are related to the seven creative fields (crafts/folk art, design, film, gastronomy, literature, media arts, music) UNESCO applies in its designation of creative cities plus one additional category – architecture. Although UCCN considers architecture a subcategory of design, other sources, such as the UK's Department of Culture, Media, and Sport (DCMS), have recognised architecture as a distinct creative resource (Long & Morpeth, 2016). Given that the relationship between architecture and creative tourism remains an under-researched area (Richards, 2014), despite its frequent appeal to tourists, we classify architecture separately from other design elements (such as fashion and furniture) and include it as an independent category in our survey. Information about creative spaces by city was gathered from official websites of city government and industry-specific platforms (e.g., <http://www.shccio.com>). In total, 456 creative spaces across 14 UNESCO creative cities were identified. A subsequent search for tourist blogs mentioning these creative spaces was conducted on four widely-used travel experience-sharing platforms: Mafengwo, Sina Travel, Tuniu Trip, and Jianshu. Of the 456 creative spaces, 135 had relevant blog entries with well-recorded creative tourism experiences, and a total of 552 blog posts from these platforms were gathered for analysis. Additionally, 39 representative creative events and festivals were identified through official tourism websites and related sources (e.g., the homepage of the Macau government tourism office). These events were then searched for within the same travel blog platforms, yielding 185 blog entries. In total, 737 travel blogs were collected for analysis. The computer-assisted qualitative data analysis (CAQDA) is employed to manage and analyse collected travel blogs with the assistance of NVivo 14. Each blog entry was coded according to its thematic relevance, allowing us to examine how members of the creative class are perceived by tourists in creative spaces and spectacles.

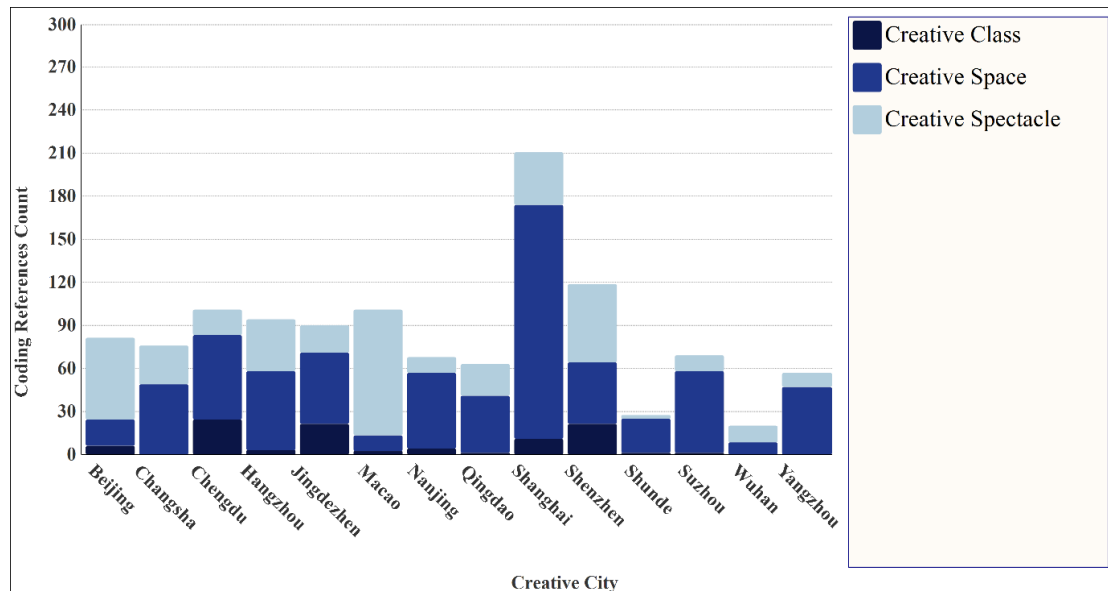
Findings

Statistical analysis

The statistical analysis of word frequency and coding references are presented in Figures 1 to 3. Figure 1 displays a word cloud generated from collected travel blogs, illustrating the most frequently occurring words mentioned by tourists. The keywords "art (艺术)" and "culture (文化)" emerged as the most frequently mentioned terms, ranking first and second in both weighted percentage of coverage (0.62%, 0.51%) and frequency count (1,157 and 954) across all the travel blogs collected. "Architecture (建筑)," "creativity (创意)," and "design (设计)" are additional words that conspicuously appear in the word cloud, accounting for 0.38%, 0.34%, and 0.34% respectively in the weighted percentage coverage from the collected dataset. Moreover, "Shanghai (上海)" (0.25%) and "Macao (澳门)" (0.20%) are the creative cities most frequently mentioned in the analysed travel blogs. Words including "area (区)" (0.25%), "park (园)" (0.24%), "museum (博物馆)" (0.23%), and "rural (村)" (0.21%) were highly related to creative space, "performance (表演)" (0.12%), "show (展示)" (0.12%), and "exhibition (展览)" (0.11%) were connected to creative spectacles, and "artist (艺术家)" (0.11%) and "designer (设计师)" (0.06%) were words that appeared in high frequency and are associated with the creative class. In addition, the word frequency query analysis revealed a group of words related to each of UNESCO's creative resource categories. These words, which represent the tourist's memorised experiences in the travel destination include "history (历史)" (0.24%), "kiln (窑)" (0.20%), "tradition (传统)" (0.12%), and "handcraft (手工)" (0.05%) which are related to crafts and folk art, "fashion (时尚)" (0.11%) which is associated with design, "eat (吃)" (0.24%) and "food (美食)" (0.13%) which are linked to gastronomy, "bookstore (书店)" (0.15%) and "book (书)" (0.15%) which are connected to literature, "light (灯光)"



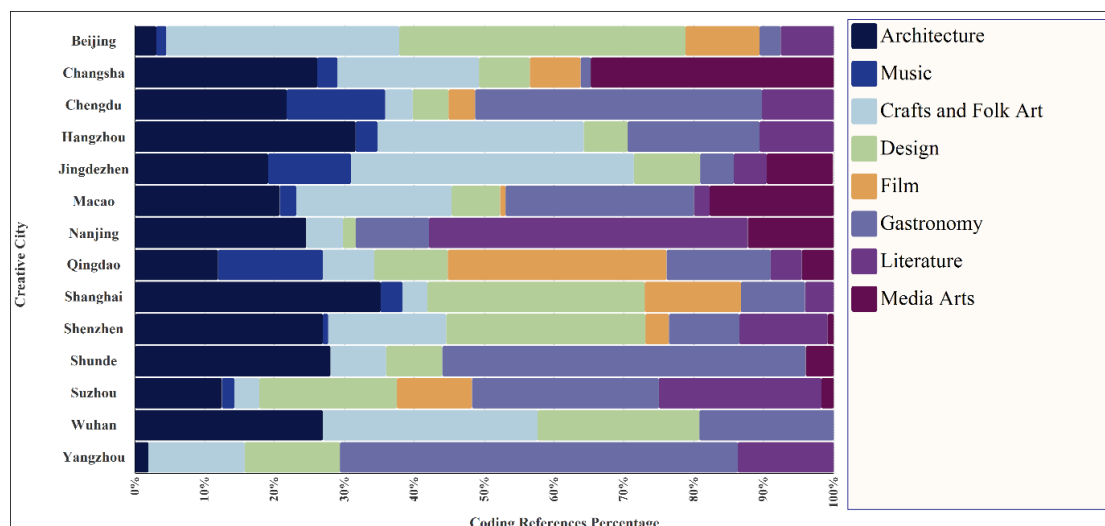
a. Coding references percentage within the city



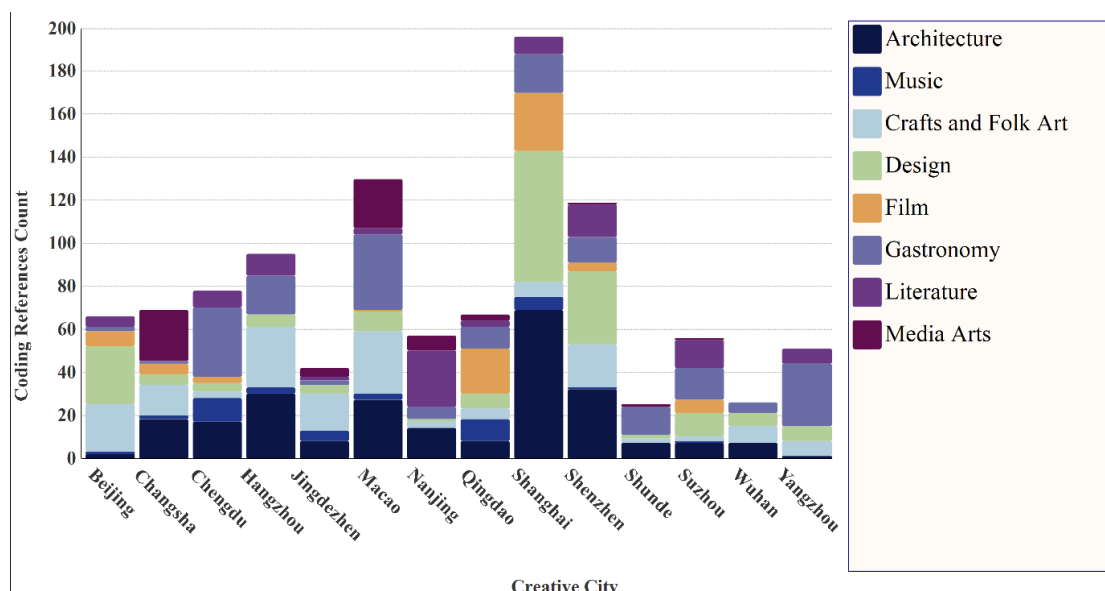
b. Coding references count between the city

Figure 2: Coding references percentage (a) and count (b) of themes including creative class, creative space, and creative spectacle based on crosstab query function in NVivo

The coding reference counts indicate the differences in attractiveness of the three interconnected components of creative tourism between cities. As shown in Figure 2 (b), Shanghai ranks first with 211 coding references. The high number of coding references is indicative of the popularity of that city for its creative resources. Similarly, the creative resources in Shenzhen, Chengdu, and Macau also show high attractiveness for tourists with 119, 101, and 101 coding references, respectively. In contrast, there are only 20 and 27 coding references from the travel blogs recording travel experiences in Wuhan and Shunde; this implies a lower attractiveness of creative resources in these two cities.



a. Coding references percentage within the city



b. Coding references count between the city

Figure 3: Coding references percentage (a) and count (b) of specific creative resources based on matrix query function in NVivo

Figure 3 shows the coding reference percentages (a) and counts (b) of the eight creative resource categories within and between the 14 creative cities in China. Figure 3 (a) compared the coding reference percentages of different creative resources within each creative city. Architecture, crafts and folk art, design, and gastronomy are features of high interest for tourists in all 14 creative cities. For instance, the coding references of architecture in the travel blogs relating to visits to nine cities account for over 20% of the total coding references of each city. In comparison to other creative resources, crafts and folk art are particularly prominent in Jingdezhen (40.48%), Beijing (33.33%), and Wuhan (30.77%). Unsurprisingly, the creative resource of design is highly attractive in the four UNESCO-designated creative cities of design, where it accounts for 40.91% (Beijing), 31.12% (Shanghai), 28.57% (Shenzhen), and 23.08% (Wuhan) of total coded references. Coding references for gastronomy account for over 18% of the total coding references within seven creative cities. Gastronomy represents over 18% of the total coding references across seven creative cities, with particular interest in food among tourists visiting the four creative cities of gastronomy: Yangzhou (56.86%), Shunde (52%), Chengdu (41.03%), and Macau (26.92%). Similarly, media arts (Changsha 34.78%), literature (Nanjing 45.61%)

and film (Qingdao 31.34%) figure as the most prominent tourist interests in the cities designated by those particular creative resources. Interestingly, in Hangzhou, despite its status as a creative city for crafts and folk art, architecture emerges as the most appealing resource, accounting for 31.58% of coding references. Similarly, tourists visiting Wuhan, designated as a city of design, and Suzhou, known for crafts and folk art, show greater interest in none-official creative resources, namely crafts and folk art in Wuhan and gastronomy in Suzhou. Finally, while architecture is often classified as an integral part of design, it shows greater popularity than that specific cultural resource in Shanghai, a creative city of design.

Figure 3 (b) illustrates the variations in coding reference counts across different creative cities. In total, from the travel blogs of the 14 cities, there are 1,077 coding references related to eight kinds of creative resources. It is clear that creative resources are highly appealing to Chinese tourists in Shanghai, Macau, and Shenzhen, with 196, 130, and 119 coding references, respectively, in the travel blogs for these cities. In contrast, Shunde and Wuhan have only 25 and 26 coding references, respectively, suggesting that creative resources are less attractive in those two cities. What is also evident from Figure 3 (b) is that architecture ranks first with 247 coding references. This implies that tourists are highly interested in architecture-related experiences when visiting creative cities. Additionally, gastronomy, design, and crafts and folk art are notable areas of interest, with 198, 184, and 167 coding references, respectively. Conversely, film (74 references), media arts (64), and music (43) appear to be less attractive to creative tourists. Although this section has demonstrated the relative appeal of key features in China's UNESCO creative cities using CAQDA, the following section will examine the practical connections between creative people and eight creative resources linked to creative spaces and spectacles through a more detailed analysis. In so doing, practical evidence of the role creative individuals play in creative tourism experiences will be explored and the nature of such travel experiences will be revealed.

Creative tourism experience

Our findings from the analysed travel blogs revealed that the presence of the creative class augments the creative atmosphere of creative spaces and creative spectacles, thus increasing the attractiveness of the destination. Moreover, the skills and knowledge of members of the creative class convey aspects of an authentic local culture, thus creative tourists often wish to observe and, when possible, interact with such individuals. In short, the creative class whether they are present at a particular creative space or spectacle enhance the creative atmosphere and provide the tourist with more unique and memorable opportunities for knowledge acquisition and self-improvement (e.g., skills development). Two significant themes emerged from our analysis of travel blogs in terms of the creative class and creative tourism: 1) co-creation (between tourists and members of the creative class); and, 2) the “celebrity effect” or role that famous creative individuals play in enhancing the creative reputation of places and events.

Co-creation

A growing number of studies have examined the topic of co-creation between tourism providers and tourists (Buonincontri et al., 2017; Campos et al., 2016; Kamboj & Gupta, 2020; McCartney & Chen, 2020; Xie et al., 2020), tourists and tourists (Assiouras et al., 2019; Grisseemann & Stokburger-Sauer, 2012; Rihova et al., 2018; P. Zhang et al., 2021), and residents and tourists (Chen et al., 2020; Lin et al., 2017). However, few studies have acknowledged let alone examined the importance of co-creation experiences between tourists and members of the creative class within the context of creative tourism. Our investigation of creative tourism in China's UNESCO-designated creative cities revealed practical evidence of co-creation between these two groups. The evidence that emerged from specific creative spaces and events associated with crafts and folk art, design, gastronomy, and music are presented in Table 1.

When visiting creative spaces related to crafts and folk art, such as the Ancient Kiln Museum of Folk Customs (Jingdezhen) and the Copper Art Gallery (Hangzhou), tourists recounted that they not only had a chance to make unique crafts from clay and copper with craftspeople, but also that they were given an opportunity to play music with musicians using instruments made from those specific materials.

In a similar vein, when tourists visited the Mingyue International Pottery Village (Chengdu) they could co-create pottery artworks with the expert pottery makers and make traditional vegetable dye-based clothes with designers. These examples show that a creative space can offer tourists with more than one principal co-creation experience. In addition, by co-creating with craftspeople, designers and other such members of the creative class, tourists can not only directly experience and consequently learn about the process involved in making an artwork, but also produce something that they can then take home as a souvenir to remember their travel experience. Further, co-creation can stimulate the tourist's imagination and increase their creative potential. For example, one tourist who visited the Ming Art Gallery in Suzhou reflected on her experience of co-creating a painting with the artist:

There was a drawing board for each visitor. We needed to listen to the artist's explanation on how to paint using pastels. He carefully explained the methods and steps involved. Although the steps were very simple, when you started painting, you realised that using colour was the combination of inspiration and technique. You needed to use simple colours to outline other complicated colours. First, you needed to sketch the object you wanted to paint with the artist, and then paint it with pastels, and [finally] wiping off [the powdered pigment] with your hand. In order to match colours, a variety of pastels could be used together, but mainly relying on your own creativity. Although it was the first artwork that everyone had tried [there], both boys and girls were making full use of their imagination. This was an interesting art experience and worth recommending to others.

Table 1: Co-creation activities between the creative class and tourists by different creative resource categories

Creative resources	Co-creation
Crafts & folk art	- Making copper crafts with craftsperson: Copper Art Gallery, Hangzhou - Co-creating ceramic artworks with craftspeople: Ceramic Art Street, Jingdezhen; The Ancient Town Of Tongguan Kiln, Changsha; Mingyue International Pottery Village, Chengdu; Ancient Kiln Museum of Folk Customs, Jingdezhen - Co-creating paintings with artists: Ming Art Gallery, Suzhou
Design	- Style matching with fashion designers: Monochrome, Macau - Designing clothes with designers using traditional vegetable dyes: Mingyue International Pottery Village, Chengdu
Gastronomy	- Making Sichuan dishes with well-known chefs: Chengdu Gourmet & Tour Festival - Experiencing Song Dynasty-era tea ceremony with tea artists: Liangzhu Cultural Villiage, Hangzhou
Music	- Participating in the performance of the Kunqu opera with artists: Kunqu Art Festival, Hangzhou - Playing music with musicians using ceramic instruments: Ancient Kiln Museum of Folk Customs, Jingdezhen

In addition to visiting creative spaces, tourists can acquire co-creation experiences by attending creative spectacles. For example, one tourist who visited the Chengdu Gourmet & Tour Festival recorded his experience of making signature Sichuan dishes with famous local chefs:

In the interactive area, you can make Sichuan dishes with famous local chefs. Of course, you need to first watch the cutting techniques, and heat control and cooking process shown by the chefs. I then made three authentic Sichuan dishes with the chefs – Mapo Tofu, Kung Pao Chicken, and Boiled Beef. My cooking skills were greatly enhanced [through this co-creating process]. I [now] appreciate the colour, flavour, shape, and appearance of Sichuan cuisine. I also learned the characteristic methods of Sichuan cooking as well as the rich meaning [behind the saying from Sichuan] “one dish with one style, hundreds of dishes with hundreds of flavours” and “harmonizing five flavours makes hundreds of flavours”.

While previous examples that addressed the role of food as a creative tourism resource had shown that tourists can often learn a great deal about local food cultures and experience local life simply by buying local food products, visiting popular local restaurants, and making local cuisines without direct, hands-on guidance, the above example of co-creation between the tourist and chef enables the tourist to learn the requisite cooking techniques needed to properly prepare specialized dishes.

Celebrity involvement

Celebrity involvement has been identified in a growing body of works as an important factor that draws tourists to destinations. It is recognised that celebrities can positively influence the tourist’s perception of place, which in turn may enhance the location’s popularity as a destination worth visiting (Buchmann et al., 2010; Chen, 2018; Lee et al., 2008; Teng & Chen, 2020; Yen & Croy, 2016). According to our findings, celebrity involvement with creative spaces and creative spectacles positively impacted tourist perceptions and acted as a strong pull factor at such places and events (see Table 2). For example, when visiting the Shanghai Film Park, tourists were interested in wearing the costumes worn in movies by their favourite actors. They also enjoyed having their photos taken in movie sets associated with these celebrities. Similarly, film tourists were also interested in visiting film-related creative spectacles (e.g., Shanghai International Film Festival) for which they might have a chance to see their favourite actors. The opportunity to see and in some cases even briefly interact with such people constituted a unique and very memorable travel experience as captured in numerous travel blogs. Additionally, tourists were also drawn to music festivals where they could appreciate the performances of their favourite singers. For example, one tourist who visited the Spring Wave Music Festival in Shanghai recorded her exciting

experience as follows:

I was so excited to attend this music festival. Although I had to wait several hours to get in, which was extremely tiring, I still felt great joy in seeing my idols. I saw the long-awaited Leon Bridges. He was very cute with a genuine personality. It was obvious that he loved his band mates and enjoyed the stage. The next highlight was the performance of Snoop Dogg. I was so happy that he sang so many classic songs. His skills and stage performance pushed the atmosphere to a climax. The finale was Pu Shu. He suggested we all sing “Those Flowers” together, which left me with tears of joy.

Table 2: Celebrity involvement in creative tourism experiences by different creative resource categories

Creative resources	Celebrity involvement
Architecture	- Visiting iconic landmarks designed by famous architects: Suzhou Museum of Imperial Kiln Brick (Liu Jiakun); Liangzhu Museum, Hangzhou (David Chipperfield); Liangzhu Culture and Art Centre, Hangzhou (Tadao Ando); Meixi Lake International Culture Art Centre, Changsha (Zaha Hadid); 1933 Shanghai (Andrew Balfour); A4 Art Museum, Changsha (Antoine Predock)
Film	- Visiting film sites associated with celebrities: Shanghai Film Park (Zhu Yilong, Zhao Wei); I-Factory, Shenzhen (Wujing, Zhang Ziyi) - Meeting actors and directors at film festivals: Shanghai International Film Festival (Li Yifeng, Zhou Dongyu, Eddie Peng, Yao Chen, Ming Dao, Han Yan, Hanno Olderdissen)
Music	- Appreciating onsite performances of famous musicians: Rice Paddy Art Festival, Hangzhou (Hideaki Masago); Phoenix Music Festival, Qingdao (Hua Chenyu); JZ Festival Shanghai (James Li, Jazzrausch Bigband); Spring Wave Music Festival, Shanghai (Snoop Dogg, Leon Bridges, Pu Shu)
Literature	- Visiting libraries designed by famous architects: Xiaosong Library, Hangzhou (Tadao Ando); Zhongshuge, Hangzhou (Li Xiang); Modern Eye, Shanghai (Kohei Nawa); Shenzhen Library (Arata Isozaki)

Finally, although no practical examples of co-creation between creative tourists and architects emerged from our analysis, the involvement of celebrity architects in the design or re-design of museum buildings, art galleries, and even libraries played an important role in attracting tourists to such cultural institutions. As creative tourists desire to acquire new knowledge and increase their creative potential, many visited such places with the goal of learning more about the design philosophies of famous architects like David Chipperfield and the late Zaha Hadid. Interestingly, many tourists were especially drawn to the design philosophy of simplicity in outline and ecological protection expressed in the works of Japanese architects. However, as evident from the following extract, the opportunity to learn and appreciate design philosophy was often clearly secondary to celebrity involvement:

This was the first time I came to Liangzhu Cultural Village [in Hangzhou]. I mostly wanted to visit Xiaosong Library. I had never been to this library before. I think many people have never visited it, but [the architect's] reputation has spread all over China. Most tourists may come here because it is a non-profit library and freely open to the public as long as they had made an appointment. For me, it was the architecture designed by Tadao Ando. He is a well-known Japanese designer, and I like all of his designs. His design philosophy also really impressed me. Also, this library was established by celebrity Xiaosong Gao. He is a famous musician, writer, and director in China. Liangzhu really needed such a library as a golden business card. Xiaosong Library is the place where I stayed the longest during my tour route.

Conclusion

Discussion

Although the role of the creative class has been acknowledged in some studies on creative tourism, the

question of who should count as being a member in the context of this growing niche area of tourism has never been fully addressed. Moreover, explanations as to why the presence of creative individuals should be regarded as an attractive feature of place in the context of creative tourism has likewise been largely ignored. Our research contributed to investigating the practical connections between the creative individuals who comprise the creative class in the context of creative tourism – artists, architects and musicians among others – to creative tourism development. Specifically, such members of the creative class are tied to the eight specific creative industry categories (architecture, crafts and folk art, design, film, gastronomy, literature, media arts, and music) analysed. Our findings revealed that the presence of the creative class augments the creative atmosphere of creative spaces and creative spectacles, thus increasing the attractiveness of destinations. As the creative class conveys aspects of an authentic local culture, creative tourists are often intent on observing and, when possible, interacting with such individuals. This research also identified celebrity involvement as an important draw in attracting creative tourists to destinations. Previous studies relating to film tourism have acknowledged the role of celebrities in impacting the tourist's perception of place and in increasing the popularity of celebrity-related destinations (Chen, 2018; Teng & Chen, 2020; Yen & Croy, 2016). Such findings are consistent with our own; tourists were often highly motivated to visit movie sets associated with their favourite actors and interested in attending film festivals in the hope of seeing such celebrities. Our analysis further identified, through practical evidence, the role of musicians, writers, and architects in attracting the creative tourist to music festivals, libraries and iconic landmark sites.

In addition, our investigation revealed the role of co-creative activities with creative people in attracting tourists to creative spaces and creative spectacles. Previous studies have examined co-creation activities between tourism providers and tourists, tourists and tourists, and residents and tourists, albeit in the context of traditional tourism. The extant literature on this topic has centred heavily on addressing co-creation activities and idea innovation in terms of online communications of travel experiences via booking websites, reviewing platforms, and smartphone apps (Assiouras et al., 2019; Buonincontri et al., 2017; Kamboj & Gupta, 2020; McCartney & Chen, 2020). As tourists often share their travel experiences and review the tourism services in online social networks, the online platform is recognized as an important co-creation tool for both consumers and companies (Buonincontri et al., 2017; Grisseman & Stokburger-Sauer, 2012). In particular, co-creation between tourists and tourists occurs when tourists utilize the information posted online by former tourists in preparing their itinerary (Rihova et al., 2018). Similarly, co-creative activities between tourists and service providers occurs when tourism providers apply tourists' online opinions and reviews in service innovation (Kamboj & Gupta, 2020). Although a growing number of studies address such co-creative activities before and after travel, little research has examined the co-creation activities between people during travel. Our research addressed this research gap by offering practical evidence of co-creation between tourists and these and other members of the creative class, including craftspeople, designers, chefs, and musicians. This is consistent with the findings of Campos et al. (2018) and McCartney and Chen (2019) who identified co-creation experiences during travel, such as the creation of handicrafts and musical instruments between tourists and artisans. By co-creating with creative people, tourists can directly experience and consequently learn the processes involved in making an artwork. Co-creation may also stimulate the tourist's imagination and increase their creative potential. Thus, when comparing co-creation experiences between traditional tourism and creative tourism, the former occur before and after travel while the latter often arise during travel, often being tied to the co-creation of creative products with members of the creative class. As such, this research has also contributed to clarifying the nuances of co-creation experience between traditional tourism and creative tourism.

Implications

Since the presence of creative people can enhance the appeal of creative spaces and events, tourism practitioners should leverage these individuals' presence and their associated celebrity involvement effect on tourists. In particular, destination managers can actively promote well-known creative figures at such venues to enhance the overall destination appeal and generate anticipation among potential visitors. Given that many creative tourists are drawn to architectural works designed by renowned architects, the involvement of celebrity architects in designing or redesigning cultural institutions—such as museums, art galleries, and libraries—should be utilised as a marketing tool to attract visitors.

Tourism managers can also offer educational tours or workshops that explain the design philosophies behind these works, catering to tourists seeking creative inspiration and knowledge acquisition. Beyond passive knowledge learning, tourism practitioners should create experiential activities that allow tourists to engage with spaces and events connected to their favourite creative figures. For instance, offering opportunities for tourists to dress in costumes worn by famous actors or take photos on film sets associated with iconic movies, as seen at the Shanghai Film Park, can create memorable and immersive experiences.

Moreover, as co-creation activities can significantly enhance visitor satisfaction, drive repeat visits, and generate word-of-mouth recommendations, destination managers should prioritise opportunities that allow for tourists to engage in hands-on experiences with members of the creative class, such as artists, craftspeople, designers, and musicians. For instance, workshops or interactive sessions where tourists actively participate in creating local crafts, artwork, or culinary dishes allow them to learn the creative process firsthand and take home personalised souvenirs, further enriching their experience. Additionally, creative destinations should offer a diverse range of co-creation experiences to cater to varying tourist interests. As seen in Mingyue Village and other locations, providing opportunities to work with various creative materials (e.g., clay, copper, textile dyes) or combining activities like craft-making and music creation can attract a broader audience. Diversifying co-creative activities not only increases the destination's appeal but also encourages longer stays and repeat visits.

Limitations and future research

While this paper offers valuable insights into the role of creative individuals in enhancing creative tourism experiences, several limitations should be acknowledged. First, our research primarily focused on the perspectives of tourists who visited creative spaces and events in UNESCO-designated creative cities in China. This geographical scope may limit the generalisability of the findings to other cultural or regional contexts. Future research could investigate the connections between creative individuals and creative tourism in different cultural settings and examine how the presence of the creative class influences tourist behaviour across various regions. Second, although our analysis identifies co-creation with the creative class and celebrity involvement as significant pull factors, the study did not fully explore the perspectives of the creative individuals themselves. Understanding how these individuals perceive their role in creative tourism could offer a more comprehensive understanding of their contributions to tourism experiences and provide insights into enhancing collaboration between creative practitioners and tourists.

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COLLABORATION IN RURAL TOURISM ENTREPRENEURSHIP: A BIBLIOMETRIC REVIEW AND FUTURE RESEARCH AGENDA

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ABSTRACT

Rural tourism entrepreneurship (RTE) is a dynamic field that plays a crucial role in the economic and social development of rural communities. This bibliometric review examines the current state of research on rural tourism entrepreneurship collaborations and suggests a future research agenda. VOSviewer and CiteSpace metrics tools were used in the visual analysis of the literature.

By analyzing annual publication trends, this study found that research on rural tourism entrepreneurship and cooperation has shown a significant rise since 2014, indicating strong academic interest in this area. The research hotspots are mainly concentrated in countries with political stability, sustained economic growth and emphasis on rural tourism development, such as the United States, China, Indonesia, the United Kingdom and South Africa. Keyword analysis reveals core topics such as rural tourism, tourism, rural development, and regional development, as well as high-frequency terms such as community, rural area, destination, entrepreneurial cooperation, partnership, social capital, stakeholder, and network. These terms suggest that rural tourism entrepreneurship and partnerships are key to promoting sustainable tourism and community development. The research cluster analysis further identified five main research areas: rural tourism stakeholders, community-based tourism, regional development, tourism innovation and sustainable tourism.

Future research directions include deepening the focus on the characterization of rural elements, enhancing research to build strong community interactions, reinforcing the value of innovation in rural tourism entrepreneurship collaborations, and expanding the scope of partnerships. These areas need to be explored in greater depth to advance the theoretical framework and practical application of rural tourism entrepreneurship.

This bibliometric review provides a comprehensive overview of the state of collaboration in RTE and offers a roadmap for future research aimed at enhancing the sustainability and success of rural tourism ventures. By addressing the identified gaps in the literature, future studies will contribute to the development of a more vibrant, resilient and innovative rural tourism landscape.

Keywords: rural tourism entrepreneurship; collaboration; stakeholder engagement; bibliometric review.

Introduction

Recently, a number of scholars have shown keen interest in the issues related to the rural tourism (Gao & Wu, 2017; Marzo-Navarro et al., 2017; Mottiar et al., 2018; Rosalina et al., 2021), primarily for its potential to stimulate local economic growth, create value for rural communities, and enhance sustainable tourism practice (Yachin & Ioannides, 2020; Yang et al., 2021). In the post COVID-19 era, rural destinations have become attractive alternatives to urban tourism due to their natural setting, lower population density, and safer physical distance environments (Utami et al., 2023b). In contrast to urban tourism, usually uses existing fixed infrastructure and easy-to-reach promotion networks, rural tourism

may need new and specific marketing strategies for a destination. The fostering of rural tourism is a complex process that includes more than the involvement of the local population, sustainable practices, acceptance of new business initiatives (mainly endogenous or exogenous), support from the local government, and cooperation of stakeholders (Wilson et al., 2001). In the past decades, the concept of entrepreneurship taken as a development model for the rural economy, particularly where traditional industries for their weakening. Rural areas offer unique opportunities for tourism entrepreneurship due to their rich natural resources, cultural heritage, and untapped markets (Makandwa et al., 2023). Rural entrepreneurship is vital for the long-term success of rural communities, as it fosters economic development by utilizing local resources and directly benefiting the community by creating jobs, preserving cultural heritage, promoting sustainable practices (Kline & Milburn, 2010; Lordkipanidze et al., 2005), and help address the unique challenges and opportunities facing rural areas (Wilson et al., 2001), especially in the context of a growing tourism industry and rural destinations becoming a focal point in the post-pandemic era (J. Wang et al., 2022).

Tourism entrepreneurs play a crucial role in improving the competitiveness of rural tourism destinations, challenging the DMO-dominated approach and highlighting the importance of collaboration among small tourism firms (Komppula, 2014). As rural tourism expands, the role of collaboration becomes crucial in ensuring the success of entrepreneurial initiatives, given the complex interplay of various stakeholders (Mayer & Knox, 2010). According to Yachin (2017), rural tourism entrepreneurs cooperate with multiple stakeholders in practice, including local residents, the government, enterprises, tourists, destination management organizations, and supply chain enterprises, etc. There are different types of cooperation including the sharing of resources, a joint contract manufacturing, and the exchange of knowledge and information. In rural environments a lack of funds, resources, and access to markets may be prevalent, and this is where collaborative action is most important. These strategies help overcome challenges by leveraging the collective strengths of diverse stakeholders, fostering knowledge exchange, and building social capital, which is a key factor for the success and realization of sustainability of rural tourism initiatives (Mottiar et al., 2018).

However, while rural tourism entrepreneurship (RTE) has been widely studied, the collaborative aspect of RTE is a relatively new area of research, with limited practical and theoretical exploration (Solvoll et al., 2015). Although there is a few current literature review on RTE (Thirumalesh Madanaguli et al., 2021; Utami et al., 2023a), the role of collaboration in RTE has not been adequately explored in the literature, and existing research often discusses the topic in a piecemeal or incidental manner, rather than as a central focus. This paper addresses these gaps by conducting a comprehensive bibliometric review of the literature on collaboration in RTE, analyzing key trends, and developing research directions that emphasize the need for a more holistic understanding of the dynamics of collaboration in the field.

To fill this gap, the purpose of this study is to conduct a bibliometric analysis of existing literature on collaboration in RTE from Web of Science (WOS) and Scopus databases. As Zupic and Čater (2015) suggest, bibliometric methods are an important complement to traditional review methods. They enhance the objectivity of studies by providing a more systematic and quantitative approach to literature analysis. In this context, a bibliometric review is crucial as it objectively maps the literature on RTE collaboration, identifies trends and hotspots, reveals concept relationships, and guides future research, thereby enhancing the understanding and development of the field. Consequently, bibliometric studies can assist us in investigating the following objectives:

1. Examine the evolution of collaborative RTE research, including key themes, trends, and influential studies.
2. Explore and discuss the features and relevance of tourism entrepreneurship in rural areas.
3. Identify the primary collaborative mechanisms that facilitate RTE, and explore their impact on tourism village development and sustainable rural tourism practices.
4. Propose a future research agenda for collaborative efforts in RTE, and propose a future research agenda to fill the gaps in the existing literature.

By answering these questions, this paper aims at enriching literature and practice of rural tourism entrepreneurship and as well outlining the direction for further research. At the same time, it emphasizes

multiple approaches as the directions for the future development of the field and the perspectives of rural tourism sustainable development.

Literature Review

Rural tourism entrepreneurship

Entrepreneurship in tourism, particularly in the context of rural area, has garnered significant attention due to its potential for economic development, innovation, and sustainability (Solvoll et al., 2015). Various studies focusing on different aspects such as rural diversification (Komppula, 2014), creative tourism (Bakas et al., 2019), and sustainable practices (Teixeira & Ferreira, 2019). Entrepreneurship is often characterized by risk-taking (Robert H. Brockhaus, 2017), creative thinking (Antonites & Vuuren, 2014), and initiative to create value from perceived opportunities (Bergner et al., 2023). Rural Tourism Entrepreneurship (RTE) is an emerging concept that combines elements of rural entrepreneurship and tourism entrepreneurship (Utami et al., 2023a). This concept has gained importance, especially in the post-pandemic era, as the global tourism industry faced significant declines during the COVID-19 pandemic (Statista Research Department, 2023). Rural entrepreneurship (RE) involves entrepreneurial activities that are deeply connected to their spatial context, utilizing local resources to create value for both the entrepreneur and the community (Korsgaard et al., 2015). Tourism entrepreneurship (TE) is distinct due to its focus on identifying and converting opportunities into consumable tourism products within a specific industrial sector (Matsiliza, 2017). Based on the definitions of RE and TE, rural tourism entrepreneurship (RTE) refers to entrepreneurial activities within the tourism sector that take place in rural areas (Utami et al., 2023a).

Rural tourism utilizes the natural, cultural and historical resources of rural areas to create opportunities for tourists to connect with local communities, traditions and landscapes (Lane & Kastenholtz, 2019). Due to the unique development context of rural tourism, rural tourism entrepreneurship is distinct from other types of entrepreneurship on a number of levels (Oliver & Jenkins, 2003; Saxena et al., 2007). Firstly, rural tourism entrepreneurship is often dependent on local resources and environment, this form of entrepreneurship typically emphasizes sustainability, community participation and the use of local resources (Qu et al., 2022a). Many tourism entrepreneurs in the countryside often creatively utilize and reinterpret existing local resources and unique features of the destination. This approach contributes to sustainable development and long-term planning (Yachin & Ioannides, 2020). Secondly, unlike urban entrepreneurship, which typically aims for scalable growth, many rural tourism entrepreneurs prioritize lifestyle and community well-being over profit maximization (Cunha et al., 2020; Marques & Cunha, 2013). Thirdly, rural tourism enterprises are mostly run by small-scale families, a model that allows family members to take on multiple roles in the enterprise, resulting in the boundaries between personal life and work becoming unclear (Getz & Carlsen, 2005). Lastly, rural tourism entrepreneurship thrives on strong community participation, where local residents are integral to the tourism ecosystem (Idziak et al., 2015).

However, as mentioned earlier, rural tourism enterprises are often small and medium-sized enterprises (SMEs) or even micro-enterprises facing unique challenges and opportunities. These enterprises are influenced by various internal and external factors, including limited resources (Franco & Haase, 2010), financial constraints (Beck & Demircuc-Kunt, 2006), constrained institutional environment and low network competence (Torkkeli et al., 2019). Understanding the enablers and barriers to their inception, operation, and survival is crucial for fostering sustainable rural tourism. Thirumalesh Madanaguli et al., (2021) categorize these into four major classes: institution-level enablers, demand-side barriers, entrepreneur and entrepreneurial climate-related barriers, and miscellaneous. As it has been discussed, rural tourism entrepreneurship is experienced with various challenges and it seems that integrating available can solve these challenges of RTF dilemmas. Academician increased an understanding of the opportunities for using social, cultural, human, physical, policy, natural, financial, and organizational capitals to achieve sustainable tourism and rural development (Calza et al., n.d.; Peng & Lin, 2016; Qu et al., 2022b; Utami et al., 2023a; Zhou et al., 2017). Thus, a large body of literature suggests that the effective development of rural tourism depends on the strategic use of local resources and cooperation between various stakeholders.

Collaboration in rural tourism

Effective rural tourism development requires strong partnerships and cooperation among stakeholders, including local businesses, residents, and government entities. This collaboration enhances the embeddedness and endogeneity of resources, empowering residents and ensuring sustainability (Cawley & Gillmor, 2008; Marzo-Navarro et al., 2017; Rosalina et al., 2021). For instance, studies indicate that successful rural tourism projects involve a community-centric approach that actively involves local stakeholders in the decision-making processes and jointly develop tourism strategies to stimulate regional economies (Wilson et al., 2001). Additionally, collaboration is seen as a means to overcome barriers related to resource limitations and enhance the quality of tourism services through shared expertise (Mottiar, 2016).

Small business owners in rural tourism have been found to be motivated to engage in cooperation for financial, as well as public interests. Studies show that there are numerous collective initiatives of rural tourism managers to contribute to the local development and enhance cultural identity. This community oriented motivation is most noticeable in situations where tourism industry is used to rejuvenate the region and preserve local culture (Soltani Moqadas & Taleshi, 2020). In Ireland, for example, entrepreneurs collaborate to promote local attractions and enhance the economic stability of rural areas, seeing the development of tourism not just as a business opportunity but as a pathway to community enhancement (Mottiar, 2016). Successful collaboration in small tourism businesses in Australia can be overcome by improving communication, formalizing collaborations, and reporting on collaborations (Perkins & Khoo-Lattimore, 2020). Consequently, in Castilla-La Mancha as a case of north-western Spanish region, public-private cooperation, cooperation, marketing management, and integrating local activities are primary necessities in the approaches to organisational management of rural tourism (Tirado Ballesteros & Hernández Hernández, 2021).

Despite the benefits, collaborative efforts in rural tourism entrepreneurship face various challenges. Maintaining strong networks among stakeholders and addressing mismatches between local needs and national policies can be difficult. Factors such as limited financial resources, differing priorities among partners, and inconsistent support from governmental agencies can hinder the sustainability of rural tourism projects (Martín Martín et al., 2020). A literature review on collaboration in rural tourism entrepreneurship is essential for integrating diverse research, proposing future research directions, supporting policy-making, and addressing cooperation challenges to foster sustainable rural development.

Methodology

Research on collaboration in rural tourism entrepreneurship was reviewed to gain a stronger understanding of prior studies. The study adopted a bibliometric analysis that integrates multiple sources of data. Bibliometric techniques are helpful in performing the literature reviews as they assist the researchers to broaden their knowledge within a given line of research by taking the reader through systematic identification and analysis of the field simply from the published articles. In this study, the Web of Science and Scopus were used for literature searching. Recent journal publications suggest that bibliometric analyses should not select only leading journals, but should include a wider range of statistical data (Koseoglu et al., 2016). Likewise, no date filters were applied. The search was finalized on September 29, 2024.

In the first step, a search was conducted using a set of keywords related to the research topic to maximize the coverage of the search results. Keywords related to rural tourism included “rural,” “village,” “farm,” “countryside,” and “agriculture*,” combined with terms like “tourism,” “hospitality,” “homestay,” “hotel,” “leisure,” and “tourist.” For entrepreneurship, keywords such as “entrepreneur*,” “firm,” “venture,” “business,” “startup,” “company,” and “enterprise” were used. Keywords associated with collaboration included “collaborat*,” “partner*,” “cooperat*,” and “alliance”. As a result, 432 documents were identified in Scopus and 341 documents in WOS. After removing duplicates, a total of 541 articles were obtained. The second step was to screen some criteria such as complete reference

details, year, journal name, journal discipline, full text, written in English, and so on. After manual screening, 25 articles with lack of information were eliminated, 105 articles with case studies, book reviews and irrelevant topics were eliminated, and finally 436 articles related to visual analytics were obtained. This process illustrated in PRISMA flowchart for bibliometric review and meta-analysis (see Figure 1).

For a more detailed visual analysis, VOSviewer version 1.6.17 and CiteSpace Software were used to analyze the basic information of the sample literature, such as author name, author cooperation, country, affiliated institution, institutional cooperation, publication year, journal distribution characteristics, keywords, abstracts, etc., to summarize main research fields and directions, thematic clustering characteristics and future research trends. VOSviewer is a software tool used to build a visual bibliographic network. It provides text mining functions and can be used to build a visual knowledge graph that shows the relational co-emergence network of important terms extracted from sample literature (McAllister et al., 2022). Meanwhile, this study used Prof. Chaomei Chen's CiteSpace software for thematic clustering analysis (Chen, 2006).

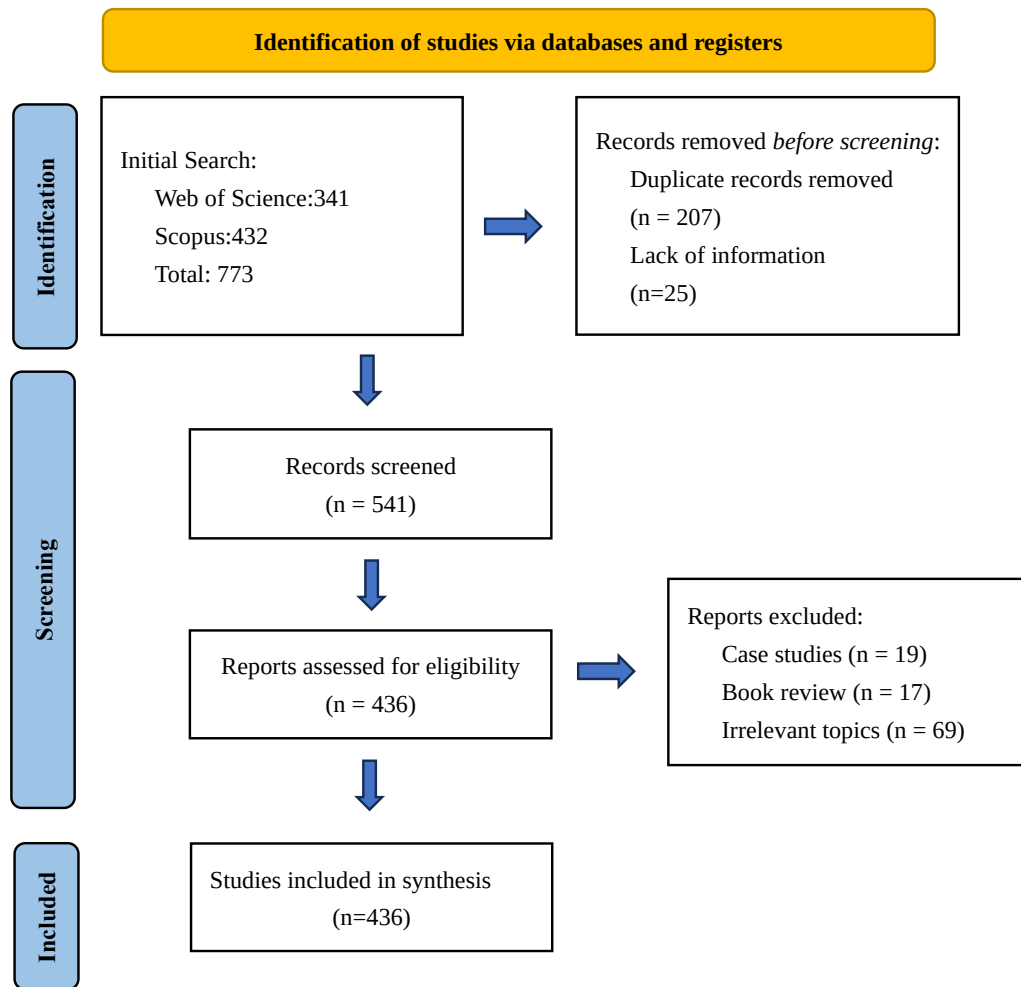


Figure 1: Prisma Flowchart

Results and analysis

Publication trends and descriptive analysis

The statistical analysis of annual publication trends, as illustrated in Figure 2, reveals a steady increase in research on rural tourism entrepreneurship and collaboration, with a notable acceleration observed since 2014. This growth reflects the rising academic interest in the subject, which aligns with the broader evolution of rural tourism research (Karali et al., 2024; Rosalina et al., 2021). Earlier, the field of rural tourism research has laid emphasis on certain factors and stakeholders, as the study of rural tourism has widened gradually it gains more consideration of various factors and people. In particular, the increasing focus on the intricate dynamics among tourists, small and medium-sized enterprises (SMEs), local residents, governments, and community organizations has led scholars to approach rural tourism entrepreneurship from a collaboration perspective (Thirumalesh Madanaguli et al., 2021). This shift underscores the significance of understanding the complex interactions that shape entrepreneurial activities in rural tourism contexts.

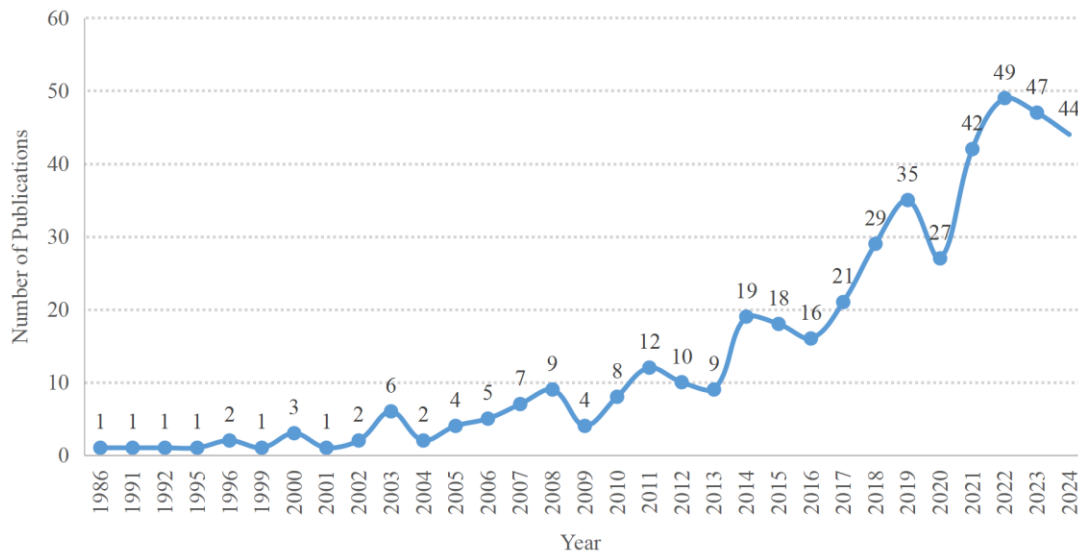


Figure 2: Trend of annual publications

Figure 3 presents the number of publications across different countries from 1986 to the present, indicating that research on rural tourism entrepreneurship collaborations is primarily concentrated in the United States, China, Indonesia, the United Kingdom, and South Africa. This concentration can be attributed to these countries' stable political environments, sustained economic growth, and emphasis on rural tourism development. These factors have not only accelerated rural tourism research but also underscored the growing global influence of rural tourism entrepreneurship.

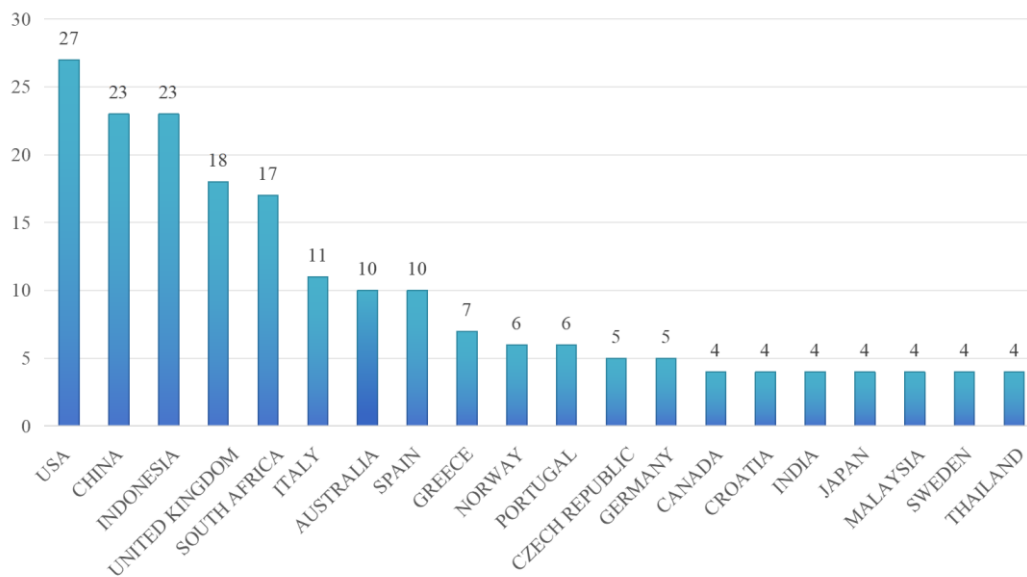


Figure 3: Top 20 most productive countries

Table 1: Top 20 most published journals

No.	Source	Documents	Citations	Total link strength
1	Sustainability	33	204	331
2	Journal of sustainable tourism	13	253	476
3	Tourism management	13	474	628
4	Journal of rural studies	12	172	95
5	Tourism planning & development	12	232	212
6	African journal of hospitality, tourism and leisure	9	45	68
7	Tourism geographies	9	140	286
8	Current issues in tourism	9	233	369
9	Tourism management perspectives	8	172	274
10	Land use policy	8	113	157
11	Scandinavian journal of hospitality and tourism	8	196	233
12	Tourism review	7	257	303
13	Journal of environmental management and tourism	7	76	129
14	Journal of hospitality and tourism management	6	254	372
15	Journal of tourism and cultural change	6	85	110
16	Journal of heritage tourism	6	31	110
17	Tourism recreation research	5	113	96
18	Journal of rural and community development	5	45	35
19	Asia pacific journal of tourism research	5	155	196
20	Journal of Travel Research	5	174	254

A total of 436 publications were published in 267 journals. The top 20 journals in terms of number of publications was listed, which account for 43% of the total number of publications. And 50% of these top 20 journals belong to higher level journals in the field of tourism (A and A* in ABDC list), indicating that these journals play a key role in research on rural tourism entrepreneurship and collaboration. In particular, *Sustainability* leads with the highest number of publications, featuring 33 papers (see Table 1). In terms of citations, *Tourism Management* holds the highest total, indicating its significant impact in the field. In addition, a review of the research topics covered by the top 20 journals in the field indicates that, in focusing on rural tourism entrepreneurship and collaboration, particular emphasis is placed on issues related to tourism management, rural governance and sustainable development.

Keyword analysis

Keywords are words or terms chosen from reports and theses that can reflect the content of the subject for the purpose of literature citation work. They represent the core vocabulary in a thesis that focuses on the thematic ideas of the article. The analysis of the high and low frequency of keywords can accurately determine the research hotspots and development trends in a field (Wu et al., 2012). Following the processing of the data from the sample literature, a total of 1,703 different keywords were derived, of which 206 appeared twice or more. Figure 4 presents the keywords with a word frequency of 15 or above.

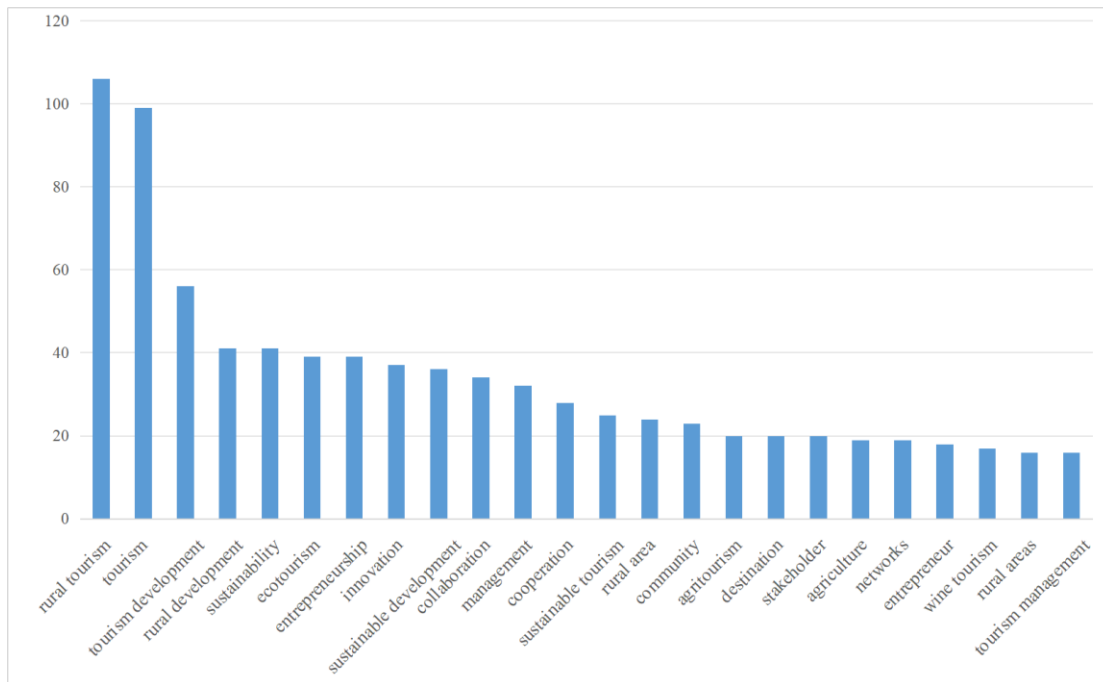


Figure 4: High frequency keywords

Among the high-frequency keywords, in addition to keywords closely related to *rural tourism*, *tourism*, *rural development*, regional developmental keywords such as *community*, *rural area*, *destination*, entrepreneurial collaboration keywords such as *partnership*, *collaboration*, *social capital*, *stakeholder*, *network*, rural tourism types such as *ecotourism*, *wine tourism* and *agritourism*, and rural tourism development models such as *sustainability* and *innovation* have high-frequency reflections. On one hand, this indicates that rural tourism entrepreneurship and collaboration are an exploration of sustainable development within the field of rural tourism, with a core focus on rural areas aimed at promoting the sustainable growth of both tourism and local communities. On the other hand, it reflects the dynamic trends in rural tourism development, with research concentrated on popular forms of rural tourism, emerging industries, and new product types at the forefront of entrepreneurship. This suggests that scholars have shown a strong interest in the drivers of innovation and growth in rural tourism, especially in regions and sectors that are leading the way.

1.0, indicates a high level of internal consistency, reflecting the similarity of content within each cluster (Chen et al., 2010). By importing citation of literature into CiteSpace software, cluster analysis can be conducted to produce Table 2 and Figure 5. The modularity value of cluster is 0.8318, indicating well-divided cluster networks and all silhouette values were greater than 0.7, displaying the acceptable degrees of consistency within clusters (Chen et al., 2010; Rousseeuw, 1987). As a result, five major research clusters were identified, which are rural tourism stakeholder, community-based tourism, regional development, tourism innovation and sustainable tourism. Each cluster was named based on a review of the primary focus of the highly co-cited articles within it.

Table 2: Collaboration on rural tourism entrepreneurship research clusters

Cluster ID	Size	Silhouette score	Label (LSI)	Mean(year)
0# rural tourism	37	0.945	rural tourism; sustainable tourism development; destination marketing; beer tourism; rural tourism development sustainable development; agriculture; rural areas; nature tourism; agriculture; wine tourism	2014
1# stakeholder	33	0.879	stakeholder; collaboration theory; participation; residents perception; network womens entrepreneurship; local partners; self-help groups; rural settings; small enterprises	2011
2# community-based tourism	32	0.83	community-based tourism; social capital; community partnerships; governance; community development; south africa; poverty alleviation	2017
3# regional development	27	0.83	regional development; local development; biosphere reserve; public policy; place marketing destination resilience; cooperative networks; crisis resilience; corporate resilience; southern europe	2015
4# tourism innovation	26	0.814	tourism innovation; open innovation; rural tourism; tourism micro-firms; tourist destination agritourism; rural entrepreneurship; university-industry collaboration; poverty alleviation; china; greece	2016
5# sustainable tourism	22	0.921	sustainable tourism; business model; ecotourism; sharing economy collaborative management; covid-19; risk resilience; livelihood strategy; community empowerment	2017

The first cluster demonstrates the construction of collaboration that focus on the characteristics of rural elements. It includes keywords related to entrepreneurial cooperation, such as "stakeholder," "participation," "local partner," "residents' perception," and "small enterprises," as well as terms linked to rural characteristic, such as "rural areas," "nature tourism", "rural settings," "agriculture," "beer tourism" and "wine tourism". Together, these keywords highlight the rural-centric nature and relationship-based characteristics of collaboration in rural tourism entrepreneurship research (Muñoz & Kimmitt, 2019). The success of rural tourism entrepreneurship is closely tied to the effective use and promotion of rural elements. Leveraging the unique features of rural spaces is essential for creating attractive rural tourism destinations, achieving entrepreneurial goals, and ensuring the sustainable development of the sector. Additionally, the relationships between rural tourism entrepreneurs, destination communities, and their roles as community business leaders not only enable their active participation in community development but also may lead to conflicts with the community and residents (Moscardo, 2014). Therefore, building strong community interactions is key to the success of rural tourism entrepreneurship, with collaboration serving as a vital relational framework.

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 Timespan: 2005-2024 (Slice Length=1)
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 Network: N=363, E=754 (Density=0.0119)
 Largest CC: 302 (83%)
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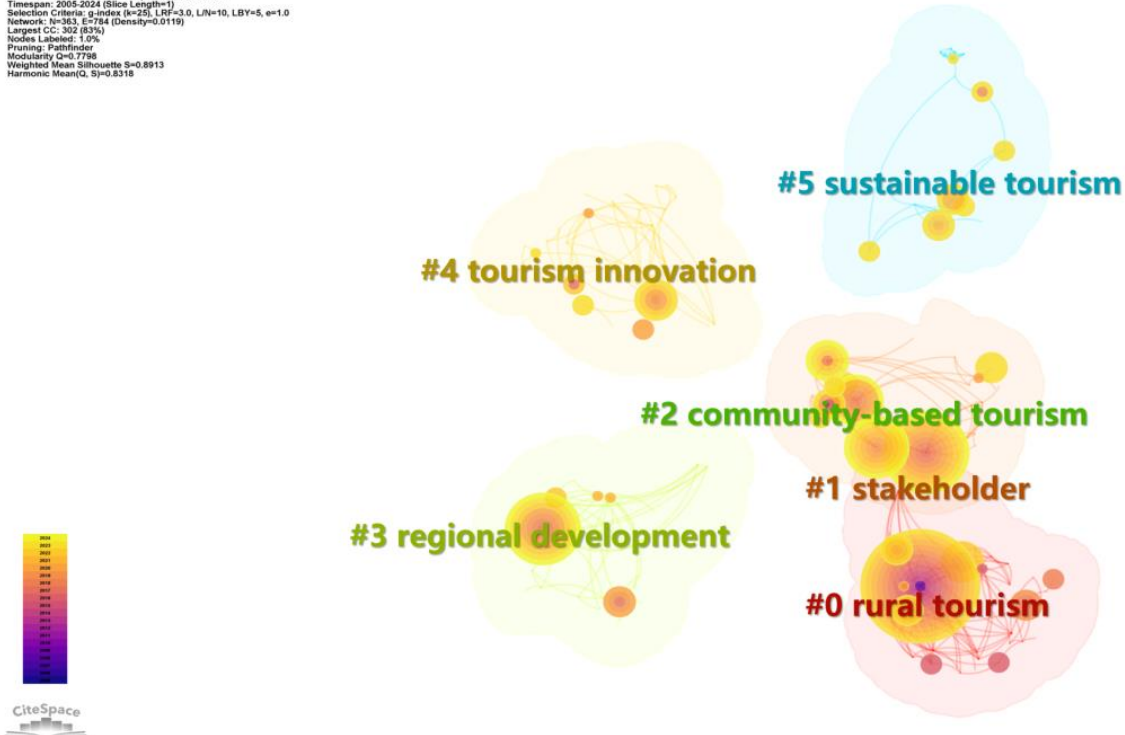


Figure 6: Cluster visualization of literature

The second cluster emphasizes the principle of community centrality in entrepreneurial collaboration. This theme includes keywords related to communities, regions, or destinations, such as "community-based tourism," "social capital," "community partnerships," "community development," "governance," "poverty alleviation" and "South Africa." Tourism entrepreneurship is a complex business activity that combines benefits and costs. Evaluating and understanding the relationship between tourism entrepreneurship, community life, and regional development from the perspective of the host community offers not only an exploration from the entrepreneur's viewpoint but also a reflection on the distinct characteristics of rural communities in terms of attractiveness, entrepreneurial activities, and community and regional growth (Dana et al., 2014). This indicates that rural tourism entrepreneurship collaboration involves not only the efforts of entrepreneurs but also requires the community's active acceptance and participation.

The third cluster focuses on regional and destination development. It includes keywords such as "regional development," "local development," "public policy," "place marketing," "destination resilience," "cooperative networks," "corporate resilience," and "Southern Europe." This theme connects rural tourism entrepreneurship and collaboration with local and regional development, aiming to explore how tourism entrepreneurship can better facilitate regional growth. Rural tourism, as a strategy for revitalizing rural areas, is widely supported by markets, governments, and local residents. In the development of rural tourism enterprises, achieving sustainable regional development through strategic destination business development, management, and collaborative approaches is a key goal for the next generation of rural tourism (Lane & Kastenholtz, 2015). Meanwhile, when confronted with unpredictable changes, the interactions between rural tourism entrepreneurs and various networks can significantly affect the resilience of their enterprises, the community, and the broader rural region (Y. Wang et al., 2024). This focus has led themes related to regional cooperation and development to become significant topics in the study of rural tourism entrepreneurship and collaboration.

The fourth cluster centers on tourism innovative development driven by entrepreneurial activities. This theme includes keywords such as "tourism innovation," "open innovation," "tourism micro-firms," "tourist destination," "rural entrepreneurship," "poverty alleviation," "agritourism," "university-industry collaboration," "Greece," and "China." Innovation plays a critical role in both entrepreneurship

and the sustainable development of the tourism industry (Triantafyllidou & Tsiaras, 2018). Consequently, discussions on rural tourism entrepreneurship and collaboration often involve examining the significance of innovative behaviors within the entrepreneurial process, as well as the relationship between cooperation and innovation. Research has demonstrated that collaborative actions among businesses can enhance the development of product and service innovations, thereby influencing entrepreneurial success and positively impacting business performance (Tu et al., 2014). Another practice observed among micro-firms in rural areas indicates that greater openness to external cooperation is associated with a higher likelihood of introducing innovations and achieving better innovation performance (Biconne et al., 2023). Therefore, it can be concluded that by developing cohesive tourism areas, as well as cooperative networks of rural tourism, it is possible to effectively maintain the innovative capacity of the destination and increase its competitiveness (Romeiro & Costa, 2010).

The fifth cluster highlights research dynamics of sustainable development of rural tourism and the impact of COVID-19 on rural tourism entrepreneurship. This theme includes keywords such as "sustainable tourism," "business model," "sharing economy," "collaborative management," "ecotourism," "community empowerment," "livelihood strategy," "crisis resilience," and "COVID-19." Effective collaboration and transparent communication are crucial for achieving profitable, comprehensive, and sustainable tourism programs (Chamidah et al., 2020). Moreover, empowering local communities can foster innovation and create long-term development opportunities (Back et al., 2021). To promote sustainable development, forming partnerships between rural MSME owners and tourist village managers can establish an effective business model that empowers rural MSMEs and boosts the appeal of tourist villages (Fafurida et al., 2024). With the impact of COVID-19 on the global tourism industry, COVID-19 has a significant impact on both rural tourism (Eslami & Namdar, 2022) and rural tourism entrepreneurship (Chin, 2022). Therefore, rural tourism entrepreneurs must consider the impact of the uncertain environment that changes at any moment on various aspects of the countryside, the tourism industry, and tourists, and construct a collaborative model that is more suitable for the age in order to realize entrepreneurial risk resilience and the sustainable development of rural tourism.

These thematic clustering features have a certain relevance to the characteristics of rural tourism entrepreneurship, which is not only a kind of systematic review of the research on collaboration in rural tourism entrepreneurship, but also a kind of theoretical feedback on the characteristics of rural tourism entrepreneurship in reality. These thematic clusters show the collective characteristics in rural tourism entrepreneurship from the macro-data level, and also demonstrate the distinguishing characteristics of rural tourism entrepreneurship in a more detailed way from the dimension of collaboration. Certainly, these theoretical feedbacks and realistic characteristics are based on the foundation of rural tourism and are constantly updated along with the development of rural tourism. For example, sustainable, community-based characteristics are not only a thematic characteristic expressed in collaborative research on rural tourism entrepreneurship, but also a universal characteristic in rural tourism and rural tourism entrepreneurship (McAreevey & McDonagh, 2011).

Discussions and analysis of further research topics

The analysis of the selected literature reveals the core characteristics that define current research on rural tourism entrepreneurship and collaborative initiatives. Building upon the existing body of knowledge and the current developmental stage of the field, we identify several emerging trends that are likely to shape future research directions (Figure 7). These prospective areas warrant deeper exploration to advance theoretical frameworks and practical applications within rural tourism entrepreneurship.

Deepening the Focus on Rural Element Characteristics

Although keyword frequency and clustering analyses have identified numerous rural elements, more nuanced features of the rural landscape—such as sounds, scents, and colors—remain underexplored. Investigating these diverse landscape characteristics represents a promising direction for future research

in rural tourism and entrepreneurial development (Carneiro et al., 2015). Re-conceptualizing rural resources as countryside capital can enhance the profile of rural tourism and its interdependence with rural resources, promoting sustainable development and enhancing community benefits (Garrod et al., 2006). By uncovering the distinctive qualities of rural environments, it is possible to create more appealing and competitive tourism destinations, thereby enhancing entrepreneurial success and promoting sustainable tourism development. In pursuing this objective, entrepreneurial collaboration should expand its focus to include the significance of these micro-level rural elements. Such collaboration should not only address human relationships but also establish a symbiotic partnership between rural tourism entrepreneurs and the natural environment (Plummer et al., 2006). This approach aims to foster sustainable development that benefits both the human community and the ecological landscape, ensuring a balanced integration of cultural and environmental values. One possible venue is an analysis of the collaboration between tourism business actors and locals to understand how both can get value from the cooperation, and how this can result in sustainable competitive advantages. Research could be conducted on how community stakeholders can contribute to the promotion of experience tourism where the focus is on such tourism products which are culturally sensitive and reflect on the diverse culture, and geography of the area. This includes examination of how the involvement of the community in the production of tourism products can improve tourists' consumption of tourism and bring positive changes in the rural destinations.

Enhancing Research on Building Strong Community Interactions

Social responsibility serves as a critical measure of corporate value, and the assumption of appropriate social responsibilities is a key issue within rural tourism entrepreneurship and collaborative efforts. Despite the competitive dynamics in rural tourism, many small business owners embrace an enlightened self-interest approach to corporate social responsibility, operating under the belief that "doing good" also translates to "doing well" in business terms (Besser & Miller, 2001). Collaboration is a cornerstone of rural tourism, demanding active engagement from both tourism entrepreneurs and local communities. Peng and Lin (2016) emphasize that the reciprocal nature of this collaboration, showing that social entrepreneurs can foster innovation in rural tourism by integrating community involvement with service science principles. Strengthening partnerships with small tourism enterprises can significantly enhance the competitiveness of rural tourism destinations (Komppula, 2014). Therefore, future research should prioritize exploring the mechanisms that facilitate cooperative relationships between rural tourism entrepreneurs and local community members. Additionally, it is crucial to identify the factors that influence these partnerships, as well as the mediating and moderating elements that support community development. More such research endeavors would extend the conversation and enlarge the pool of collaborations research and hence help in improving the understanding of the social aspects of rural tourism entrepreneurship. Another potential stream of research supported by the presented framework of rural tourism networks could be related to the nature and dynamics of social capital, focusing on the trust and mutual cooperation, as well as the norms of cooperation that are vital for the efficiency of cooperation of the participants. Research could explore the relationship social capital has on the 'robustness' of small tourism enterprises especially within crises which include trade cycle dips, acts of climate or market changes. This approach might also encompass studying the institutional frameworks that support or hinder collaboration, looking at how local policies, financial incentives, and governance structures influence the willingness of entrepreneurs and community members to engage in joint initiatives.

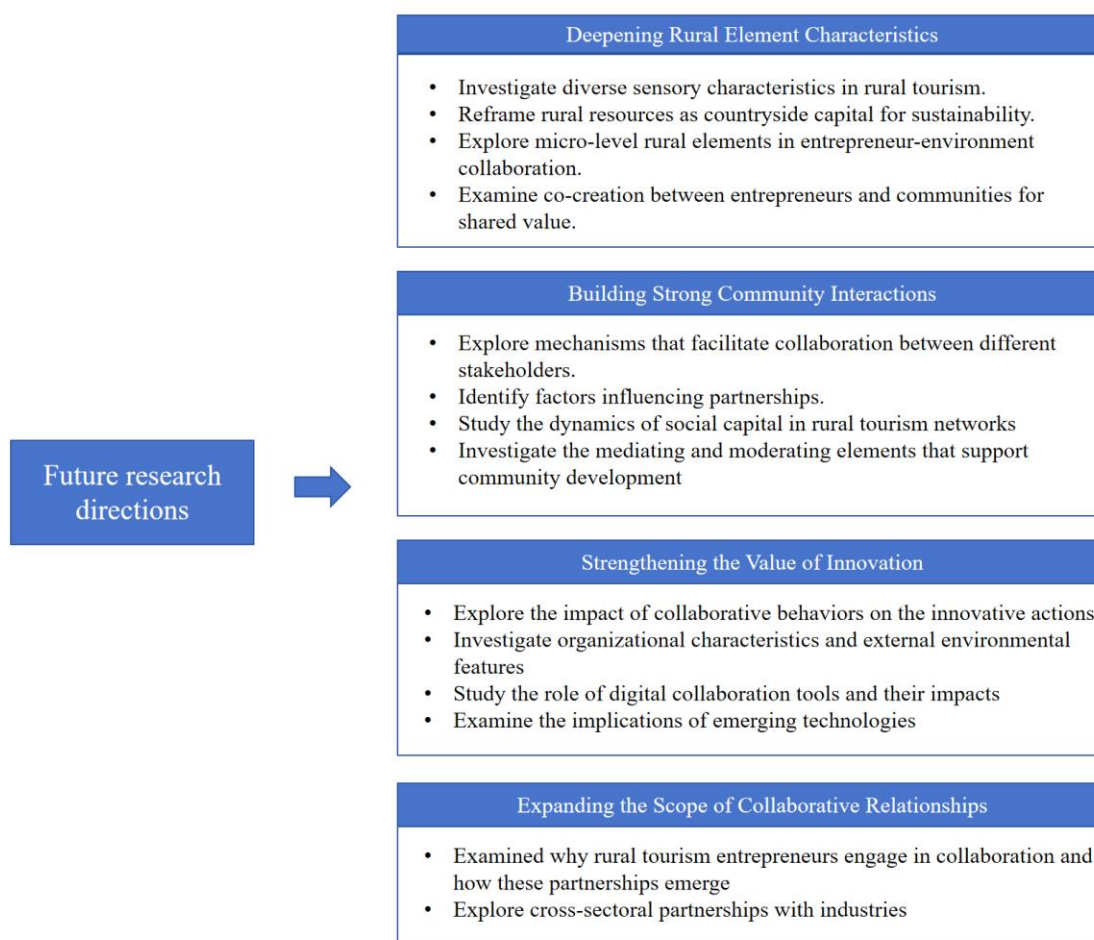


Figure 7: Future research directions

Strengthening the Value of Innovation in Rural Tourism Entrepreneurship Collaboration

Innovation plays a crucial role in entrepreneurship and the sustainable development of the tourism industry (Baiocco et al., 2023). The innovative behaviors within the process of rural tourism entrepreneurship and collaboration can bring about changes in tourism products and services, destination appeal and competitiveness, as well as collaboration models and mechanisms. Researchers need to broaden their perspectives to explore how collaborative behaviors impact the innovative actions of rural tourism enterprises in their business operations. Organizational characteristics, external environmental features, and other factors may influence the innovative behaviors of entrepreneurial firms (Romero & Martínez-Román, 2012). Hence, whether aspects such as the type of cooperation (e.g., social, community, or individual partnerships), the depth of cooperation, and the structure of collaborative relationships affect a firm's innovative behaviors and, consequently, entrepreneurial performance, warrants further investigation. Additionally, there is a need for more studies on digital collaboration tools and their impact on rural tourism entrepreneurship. Research could assess how digital platforms and social media facilitate knowledge sharing, resource mobilization, and community engagement, potentially lowering barriers for small enterprises to participate in broader tourism networks (Alford & Jones, 2020). This line of inquiry might also investigate the implications of emerging technologies, such as artificial intelligence and blockchain, in fostering transparent, efficient, and sustainable collaboration practices (Saber et al., 2019; Samala et al., 2022).

Expanding the Scope of Collaborative Relationships

Current research on rural tourism entrepreneurship collaboration largely focuses on the connections between enterprises and local regional development, aiming to facilitate regional growth through tourism entrepreneurship. While studies have examined why rural tourism entrepreneurs engage in collaboration and how these partnerships emerge, limited attention has been given to the choice of

collaboration partners (Mottiar, 2016). Researchers should recognize that rural tourism enterprises maintain diverse cooperative relationships not only with destination communities and residents but also with suppliers, employees, governments, other local businesses, and similar rural tourism entrepreneurs (Ippolito, 2009). These partnerships significantly impact business operations. With the deepening of globalization and increasing international exchange, rural tourism entrepreneurship will witness more frequent international collaborations in the future (Baggio et al., 2010). Timely attention should be given to the emergence of these new types of partnerships. Future research could explore cross-sectoral partnerships, examining how rural tourism entrepreneurs can collaborate with other industries, such as agriculture, crafts, and wellness, to create integrated tourism products that enhance the overall visitor experience while promoting local economic diversification (Calza et al., 2018). This approach could also address how such partnerships might mitigate seasonality in tourism demand and provide year-round economic benefits to rural communities (Martín Martín et al., 2020; Pham et al., 2018).

Implications

The study provides useful insights for both theoretical and practical implications. Theoretically, the research contributes to the development of related theories by identifying collaboration as a key factor in encouraging rural tourism entrepreneurship. The paper goes further to provide an insightful review of the current literature on the relationships between the actors of entrepreneurs, communities, residents, tourists, and policymakers in the process of rural tourism entrepreneurship, thus addressing a significant gap in the literature currently. The findings highlight the interdependent nature of partnerships and the mobilization of resources at the local level. This research also highlights some of the critical areas of study, including community tourism, regional development, and innovation in tourism. These are supportive of an overall framework through which those presented explain how they are connected and support sustainable rural tourism development through entrepreneurship.

This paper also provides useful guidance to stakeholders involved in rural tourism development, especially rural tourism entrepreneurs. Entrepreneurs can use knowledge related to network mechanisms for the development of high-quality networks, increase resource sharing, and achieve innovation in tourism products and services. Policy makers and destination management agencies may draw on these findings in the design of strategies that promote and control entrepreneurial activities with a view to strengthening the well-being of local communities, the fair distribution of benefits, and conflict reduction. This will practically enable stakeholders, in the post COVID-19 pandemic era, to effectively work together in promoting a vibrant and sustainable rural tourism landscape.

Conclusion

The analysis of publication trends in rural tourism entrepreneurship reveals a significant increase in research interest since 2014, particularly focusing on collaborative dynamics among various stakeholders such as tourists, SMEs, local communities, and governments. The concentration of studies in countries like the United States, China, and the United Kingdom highlights the stable political and economic conditions that facilitate this research. A review of the top journals shows that 43% of the total publications come from 20 key journals, with Sustainability leading in volume and Tourism Management in citations. Keyword analysis indicates a thematic focus on sustainable development, community involvement, and various forms of rural tourism, such as ecotourism and agritourism. The co-occurrence network illustrates the interconnectedness of themes like collaboration and partnership, emphasizing their roles as central frameworks in rural tourism entrepreneurship. Cluster analysis identifies five major research themes: collaborative relationships, community centrality, regional development, entrepreneurial-driven tourism innovation, and sustainable tourism. Each cluster underscores the necessity of effective collaboration and community engagement for the successful growth of rural tourism entrepreneurship.

Therefore, the changing environment of rural tourism entrepreneurship requires co-creation understanding of stakeholders' roles. In this paper, the author has undertaken a comprehensive literature review and mapping of the existing literature concerning rural tourism and entrepreneurship and collaboration and presented idea for future directions in this area. However, the study has certain

limitations. Firstly, the data sources for the sample literature are relatively limited, as the sample includes only journal articles, with insufficient attention to conference papers and academic books. Additionally, the selection of keywords during the literature search process may have affected the analysis, potentially leading to an incomplete representation of research themes. Secondly, due to the limitations of the research themes and methods, this study was unable to provide a more in-depth exploration of the differences in rural tourism entrepreneurship and collaboration research across various disciplinary themes, which is a notable shortcoming.

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THE IMPACT OF SHORT VIDEO CONTENT MARKETING AND CONTENT RICHNESS ON TOURISTS' PURCHASE INTENTION IN THE HOSPITALITY INDUSTRY UNDER THE PERSPECTIVE OF TOURISTS' PERCEPTION

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ABSTRACT

Short online videos are widely recognized for their role in facilitating knowledge acquisition and sharing in the hospitality options space, especially through social media platform channels. Hotel brand marketing managers are actively involved in the production of a variety of short promotional videos that capture the essence of the hotel's style, interior design and compelling storytelling. These videos are a powerful tool for hotels to capture the attention of traveler's, increase willingness to pay, and enhance their competitiveness in the marketplace. However, the specific video attributes and underlying psychological processes that resonate with potential visitors when they watch these videos are not well understood yet. We argue that the narrative content of short videos has the potential to shape tourists' perceptions and significantly influence their purchase intentions.

To reveal the factors of short online videos that more likely to motivate consumers to purchase willing and to what extent these videos enhance their purchase intentions. This study focuses on the use of short videos in the hospitality industry, considering two key qualities of these videos: content marketing and content richness as independent variables. Trust and perceived value are considered as mediating variables, and consumer purchase intention is the dependent variable. Content marketing is categorized as informational, authentic, Affective and emotional content. Content richness is further defined by its sufficiency, timeliness and relevance.

Through 607 valid questionnaires collected and data analyzation, the findings suggest that the marketing dimension of short video content has a more direct effect on purchase intention. Besides, trust and perceived value play a partially mediating role in this relationship. Therefore, it is recommended that short video producers priorities content marketing strategies that emphasize information richness, authenticity and the ability to elicit interest and emotional connection, which is more beneficial to foster consumer trust and enhance value judgement about the content, thereby increasing willingness to purchase. In conclusion, it is highly critical that consumers' trust and the value in short-form video content to arouse their purchase intention.

Keywords: perceived value; content marketing; content richness; purchase intention; short videos in hospitality industry

1. Introduction

The era of integrated media has arrived along with the rapid development of information technology

and the popularization of digital media, online short videos and shopping have been widely recognized and become a new trend (Lu & Fan, 2021). The way people achieve news information has shifted from traditional paper media, radio and television, website to digital media, especially short video platform (Gong, Ren & Zeng, 2022). Along with the advantages of being vivid, clear, concise, and easy to spread (Zhai, 2024), the highly information-based lifestyle, the highly fragmented feature of people's lives as well as the active pursuit of product information, short videos have become the main forms of people's choices in life, entertainment, consumption, shopping, etc. in the new Internet era (Zhao & Ghorbani, 2020).

At present, short videos present to the public eye developing into various new and diverse video contents (Lu & Fan, 2021). Content marketing in short video has gradually become a promotional tool for many enterprises and businesses (Yadav, de Valck & Hennig-Thurau et al, 2013). Hotel brand marketing managers are actively involved in the production of a variety of short promotional videos that capture the essence of the hotel's style, interior design and compelling storytelling. The emergence of short hotel videos provides consumers with more accurate information for purchase decisions. They are a powerful tool for hotels to capture the attention of travelers, increase the buying willingness, and enhance their competitiveness in the marketplace (Tan & Fu, 2018). However, the specific short video attributes and underlying psychological processes that resonate with potential visitors when they watch these videos are not well understood yet.

Nowadays, much research on content marketing have been performed (Tan & Fu, 2018), but there is relatively less research on short videos, especially those involved hotel evaluation. Consequently, the study mainly investigated the relationship between hotel short video informational content, authentic content, interesting content, emotional content, as well as their adequacy, timeliness, relevance and consumer decision-making.

We argue that the narrative content of short videos has the greater potential to shape tourists' perceptions and clearly influence their purchase intentions. Base on which the aim of the study is to reveal the factors of online short videos that more likely to motivate consumers to purchase willing and to what extent these videos enhance their purchase intentions when they are watching short videos. A convenient sampling method with direct interview techniques is used to collect research data. To our knowledge, it is the first study to evaluate the research on hotel short video marketing. The study focused on the use of short videos in the hospitality industry, considering two key qualities of these videos: content marketing and content richness as independent variables. Perceived trust and perceived value are considered as mediating variables, and consumer purchase decisions is the dependent variable. Content marketing is categorized as informational, authentic, affective and emotional content. Content richness is further defined by its sufficiency, timeliness and relevance.

2. Literature Review and Hypotheses Development

2.1. Content Marketing

The 2017 White Paper on Content Marketing for Brands in the International Era states that marketing has undergone a shift from 'channel is king' to 'content is king', achieving a high degree of convergence between content, channels and media. Focusing on content marketing has become the latest stage of marketing. The development of content marketing in China is still in its infancy. Its potential remains to be explored. The content marketing is more emphasized customer participation, spread consumers preferred content to the consumer market through various channels to attract consumers to participate (Zhou & Chen, 2013). Content marketing has encompassed any communication channel that serves to attract the consumer, such as magazines, radio, television, among others (Li, 2017). The concept of "content" in content marketing doesn't involve the fun and interesting advertising creative VCRs, the scenes celebrity endorsements, or cool H5 interactive games. Instead, it is directly related to the core needs of the audience and can provide them with some detailed value information to solve a specific practical problem and stimulate their willingness to purchase (Zhang & Liu, 2017). It is not limited to any form such as blogs, infographics, white papers, H5 pages, WeChat articles, video clips, etc (Li, 2017). Indeed, content marketing refers to informational content, informational, authentic, affective and

emotional content.

2.1.1 Informational content

Informational content involves providing customer with some tangible content so that they can solve a certain problem, and able to timely receive hot topic information on the same category (Lu, Fan & Zhai, 2022). For hotel evaluation short video, informational content represents supplying the target audience with various styles and styles of hotel in this category display of hotel details, completeness information of various combinations, and ability to keep up with the times information. Accordingly, it is hypothesized that:

H1a: The informational content (IC) of hotel short video content marketing has a positive impact on trust.

H2a: The informational content (IC) of hotel short video content marketing has a positive impact on perceived value.

2.1.2 Authentic content

Due to the research background and objectives, a unified understanding of authentic content has not been achieved yet. The authenticity content in short videos related to hotel evaluation involves the content presented in the video and introduced to the audience is authentic reliable and intuitive (Qin & Wang, 2022). Accordingly, it is hypothesized that:

H1b: The authentic content (AUC) of hotel short video content marketing has a positive impact on trust.

H2b: The authentic content (AUC) of hotel short video content marketing has a positive impact on perceived value.

2.1.3 Affective content

Affective content emphasizes the importance of cultural and creative releases. Humorous and interesting content can attract consumers' attention. For hotel evaluation category short, the interesting content in the short video refers to the content provided audience that is easy to be understand, fun and interesting, full of curiosity and rich imagination, while also making it enjoyable to consume consumers become addicted to it, which attracts their attention and generates a willingness to purchase (Qin & Wang, 2022). According to Sun Tianxu (2016), affective content refers to the feelings and emotions felt by consumers in the content of the information posted. In general, close-to-life, touching and distance-free content allows consumers to feel the emotions that the brand is trying to convey, which in turn creates an emotional resonance. Short video content in the living emotion and personal experience effect, easier to establish a friendly relationship with consumers and no distance, but also can produce emotional resonance, this kind of content will be more likely to prompt consumers to produce the intention to buy. Accordingly, it is hypothesized that:

H1c: The Affective content (AFC) content of hotel short video content marketing has a positive impact on trust.

H2c: The Affective content (AFC) of hotel short video content marketing has a positive impact on perceived value.

2.1.4 Emotional content

Emotional content refers to the emotions and feelings felt by customers from the information content released by brands or enterprises (De Wulf, Schillewaert, Muylle & Rangarajan, 2006). The emotion with more relatable to daily life, more touching content, and no sense of distance that makes customer feel comfortable, feel the emotions that the brand wants to convey, and thus form an emotional resonance. The provider of hotel evaluation short video content provides their own feelings and physical experience. Testing the effectiveness makes it easier to establish friendly relationships with consumers without a sense of distance. Meanwhile, it is easier to generate emotional resonance. The content of this type of hotel evaluation short video will be easier to stimulate consumers' willingness to purchase. Accordingly, it is hypothesized that:

H1d: The emotional content (EC) of hotel short video content marketing has a positive impact. on trust.
H2d: The emotional content (EC) of hotel short video content marketing has a positive impact. on perceived value.

2.2 Content richness

Content richness refers to the amount of relevant information conveyed in the video content. If the content is rich, users are more likely to accept the relevant information delivered by the video. Content richness has three main important elements, namely relevance, sufficiency and timeliness. Relevance refers to the degree of usefulness of the shared content, and sufficiency refers to the degree of completeness of the shared content and how it expresses a unifying concept. Timeliness refers to the ability of the technology to provide users with up-to-date information within the scope of the desired content. (Jung, Perez-Mira & Wiley-Patton, 2009). Other studies have addressed the content richness aspect, resulting that the richer the content, the higher the user satisfaction and usefulness (Al-Marooef et al, 2021). Accordingly, it is hypothesized that:

H3a: The sufficiency of the content richness of hotel short videos has a positive impact on perceived value.

H3b: The timeliness of the content richness of hotel short videos has a positive impact on perceived value.

H3c: The relevance of the content richness of hotel short videos has a positive impact on perceived value.

H4a: The sufficiency of the content richness of hotel short videos has a positive impact on trust.

H4b: The timeliness of the richness of hotel-related short video content has a positive impact on trust.

H4c: The relevance of the content richness of hotel short videos has a positive impact on trust.

2.3 Trust

Trust, which refers to a consumer's sense of trust in a company, brand or platform, is one of the key factors influencing consumer behaviour, especially in the online environment. The role of perceived trust in the tourism and hospitality industries has become particularly important in recent years with the rapid development of e-commerce and online services. Perceived trust not only influences consumers' purchasing decisions, but is also directly related to customer satisfaction, loyalty and return intention (Wang, Law, Hung, & Denizci Guillet, 2014). Shao (2010) analyzed the model of factors influencing consumers' shopping attitudes on social networking sites and concluded that trust has a direct impact on consumers' shopping attitudes. It is concluded that reducing or eliminating the risks that consumers worry about and building mutual trust with consumers can enhance the positive influence of consumer behavioral intentions (Li, 2019). Gkouna (2023) and partners showed a highly positive correlation between purchase intention and trust. Accordingly, it is hypothesized that:

H5: Trust plays a mediating role in the impact of hotel short video content marketing on consumer purchase intention.

2.4 Perceived Value

Perceived value, a concept widely studied in consumer behavior and marketing, refers to the consumer's overall assessment of a product or service based on their subjective perceptions of its benefits relative to its costs (Zeithaml, 1988). It is a multidimensional construct, encompassing not only functional value but also emotional and social value (Sweeney & Soutar, 2001). Perceived value plays a critical role in influencing consumer satisfaction, loyalty, and repurchase intentions, particularly in service industries where the intangible nature of offerings makes the evaluation process more complex (Parasuraman, Zeithaml, & Berry, 1985). Furthermore, the growing significance of digital platforms has highlighted the importance of perceived value in e-commerce, where convenience, transparency, and information accessibility are key drivers (Shankar, Smith, & Rangaswamy, 2003). In the hospitality and tourism industry, perceived value is a key determinant of customer choice, satisfaction and loyalty. Sweeney and Soutar (2020) emphasise that perceived value includes not only physical attributes such as service quality and amenities, but also emotional and psychological factors. Chung and Buhalis (2022) further explore the role of perceived value in the tourism industry by emphasised the importance of balancing price and service quality perceptions in consumer decision-making. Their study showed that tourists

tend to make choices based on a combined assessment of these factors. In the hospitality industry, Kim and Kim (2021) found that brand trust and customer loyalty play a crucial role in shaping perceived value, suggesting that personalised and quality services significantly enhance customers' perceived value. Zeithaml (1988) argues that the higher the perceived value of a product or service, the higher the consumer's willingness to purchase that product or service. Based on which, it is hypothesized that:

H6: Perceived value plays a mediating role in the impact of hotel short video content marketing on consumers' purchase intention.

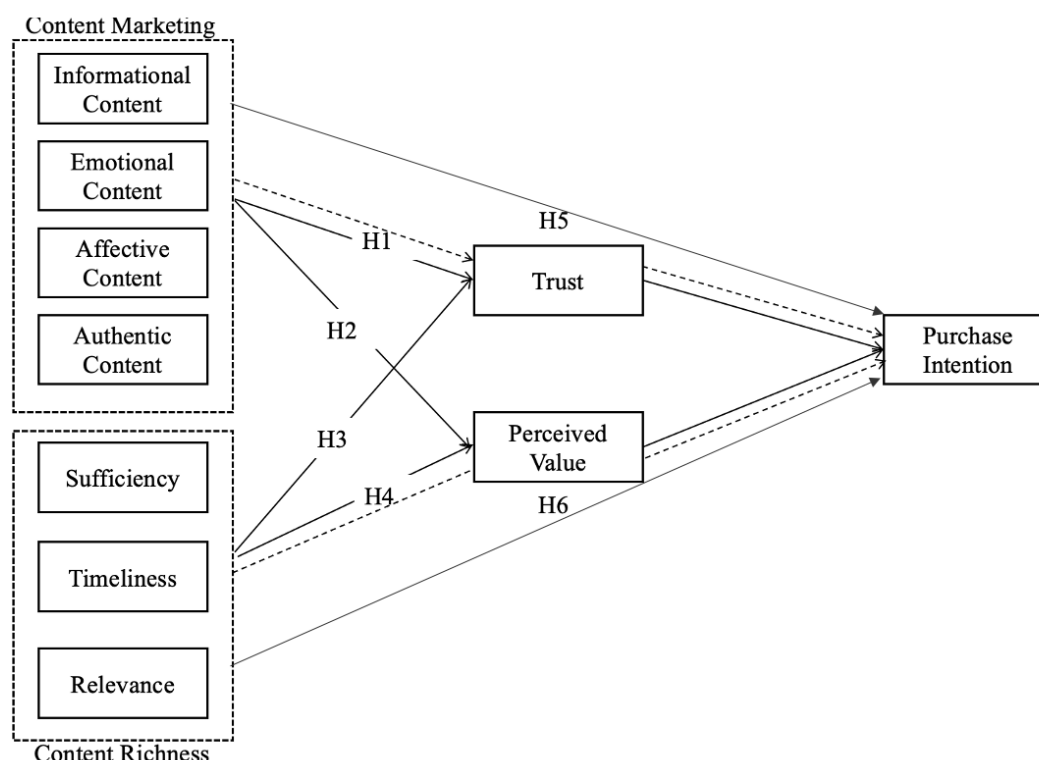


Fig.1 Research model

3. Methodology

3.1. Data collection

The questionnaire was divided into two parts: the first part investigated participants' demographic characteristics, including their gender, age, educational level; the second part of the questionnaire contained 30 questions used to measure content marketing (information content, emotional content, affective content, authentic content), content richness (sufficiency, timeliness, relevance), trust, perceived value and purchase intention. To the end, a 5-point Likert scale (from 1 'strongly disagree' to 5 'strongly agree') was used.

The survey was conducted from 1 October 2024 to 18 October. Through using Questionnaire Star, a professional questionnaire platform, 650 questionnaires were distributed and collected, and 43 invalid questionnaires were excluded, resulting in a total of 607 valid data, with a sample validity rate of 93%. The online questionnaire included filtering questions, which not only ensured that participants matched the target group, but also provided more data on the target group and a truer reflection of the reality.

Among the 607 valid questionnaires, from the gender point of view, there are more women, accounting for 64.1%, which is in line with the market status quo that the main force of contemporary consumption is women; from the age point of view, there are more consumers in the age group of 18-30 years old, accounting for 54.7%, which indicates that the younger generation is in contact with the post-90s generation, which is the main group of the current consumption of short videos; from the education point of view, there are more bachelor's degree holders, accounting for 53.38%; from the occupation point of view, there are more students, which indicates that students have more time and freedom.

53.38%, indicating that students have more time and freedom, compared with other age groups have more free time to spend on choosing hotels.

Table 1 Descriptive Statistics of the Respondents' Profile (N = 607)

Measure	Item	n	Percentage (%)
Gender	Male	218	35.91
	Female	389	64.09
Age	Under 18	10	1.65
	18-30	332	54.69
	31-50	220	36.24
	51 and over	45	7.41
	Junior high school and below	16	2.64
Educational Qualification	High school	32	5.27
	Associate degree	64	10.54
	Undergraduate	324	53.38
	Postgraduate degree and above	171	28.17

3.2. Questionnaire—Measurement Criteria

To test the model and the hypothesis, a survey instrument was announced in this study. The survey consisted of 30 items designed to measure 10 constructs in the questionnaire. Table 2 lists the sources of these constructs. The researcher refined the questions from previous studies to improve their relevance.

Table 2 Measurement Items

Constructs	Items	Instrument	Sources
Content Marketing	Informational Content (IC)	The information in the hotel short video content is practical The hotel short video content helps me solve problems The hotel short video content increases my understanding of the information	(Preece, 2000)
	Authentic Content (AUC)	The information in the hotel video content is true The information in the video content is reliable enough The hotel video content shows the product in detail	(Meng, 2018)
	Affective Content (AFC)	The hotel video content is fun and interesting The content of the hotel video makes me imaginative and curious	(McKnight, 2002)
	Emotional Content (EC)	The hotel video content makes me feel addicted to it The content of hotel videos is very close to daily life The content of hotel videos is very localized, so I don't have a sense of distance	(Sun, 2016)
	Sufficiency (SU)	The content of hotel videos makes me feel emotionally connected Hotel videos provide sufficient information Hotel videos provide a lot of satisfactory information. Hotel videos provide effective information	(De Wulf et al., 2006)
	Timeliness (TI)	Hotel videos are frequently updated Hotel videos contain the latest information about hotels. The hotel videos have the latest information for my reference	
	Relevance (RE)	The information provided in the short videos on hotels is relevant The short videos on hotels contain very useful information. The content of the short video on hotels is interesting	
	Perceived Value (PV)	The information in the hotel video content is valuable to me The hotel video content meets my expectations of the purchase The video content can save me time and effort when I make a purchase	(Carolin, 2007; Zeithaml, 1988)
	Trust (TR)	The provider of the hotel video content has knowledge about the product The hotel video content is presented and displayed in a way that enhances the credibility of the product's quality The hotel video content can contribute professional information	(Mayer, Davis & Schoorman, 1995)
	Purchase Intention (PI)	The content of the hotel video provides effective information for my purchase behavior The content of the video changed my impression of the product Hotel video content has a strong influence on my purchase	(Voyer, 2000; Gilly, 1998)

3.3 Empirical analysis

The data of the variables such as information, authenticity, interest, emotion, adequacy, timeliness, relevance, perceived trust, perceived value, and purchase intention was collected through a electronic questionnaire survey and detailed analyzed. A total of 650 completed questionnaires were collected, of which 607 are considered valid. The response rate was 93.4%. The valid data were analyzed using SPSS and AMOS software. The specific analysis methods include reliability testing, confirmatory factor analysis, structural equation modeling testing, and Bootstrap mediation effect testing to test the proposed model and hypotheses.

4. Statistical Results

4.1 Reliability and Validity Test

4.1.1 Reliability Test

The specific analysis methods used include reliability test, confirmatory factor analysis, structural equation model test, and Bootstrap mediation effect test to test the model and hypothesis proposed in this paper.

In order to ensure that the items of all variables in the questionnaire have internal consistency to test the degree of consistency between the items within each variable, this study conducted a reliability test (reliability test) on variables with two or more items. If the Cronbach's α value within the variable is between 0.7-0.8, it means that the measurement items of the variable have good internal consistency; if the Cronbach's α value is greater than 0.8, it means that the measurement items of the variable have very good internal consistency. As shown in Table 3, the Cronbach's α values of all variables are greater than 0.7, indicating that the measurement items of each variable have good internal consistency and can measure the variables more consistently. At the same time, among all variables, the Cronbach's α value after deleting one of the items is not greater than the Cronbach's α value when the items are not deleted, which indicates that all variables do not need to delete items. In summary, the reliability of the questionnaire in this study is good.

Table 3 Reliability test results

variable	Question	Cronbach's α after deleting items	Cronbach's α
Informational Content	IC 1	.739	0.809
	IC 2	.752	
	IC 3	.723	
Authentic Content	AUC1	.749	0.798
	AUC 2	.695	
	AUC 3	.729	
Affective Content	AFC 1	.744	0.806
	AFC 2	.724	
	AFC 3	.737	
Emotional Content	EC 1	.750	0.816
	EC 2	.731	
	EC 3	.761	
Sufficiency	SC 1	.783	0.808
	SC 2	.810	
	SC 3	.798	
Timeliness	TC 1	.770	0.843
	TC 2	.773	
	TC 3	.802	
Relevance	RE 1	.771	0.826
	RE 2	.763	
	RE 3	.746	
Perceived Trust	TR1	.791	0.833
	TR2	.774	
	TR3	.742	
Perceived Value	PV 1	.805	0.855
	PV 2	.793	
	PV 3	.792	
Purchase Intention	PI 1	.733	0.809
	PI 2	.748	
	PI 3	.732	

4.1.2 Validity Analysis

The reliability test of the questionnaire data has passed. Next, in order to test whether the items of each variable can measure the corresponding variables in a centralized manner and whether all items can be distinguished according to the measured variables, this study conducted a validity test (confirmatory factor analysis) on the questionnaire data.

Table 4 KMO and Bartlett's test of sphericity

Kaiser - Meyer-Olkin statistic		0.908
Bartlett spherical test	Approximate Chi-Square	8989.927
	Df	435
	Sig.	0.000

The validity test was conducted using confirmatory factor analysis. Before factor analysis, it was necessary to pass the KMO (Kaiser-Meyer-Olkin) test and the Bartlett sphericity test. The minimum acceptable value of KMO is 0.5. KMO values between 0.7 and 0.8 are acceptable, and values above 0.9 are excellent. Based on Table 4, KMO is 0.908, which is very close to 1. At the same time, the p value has passed the Bartlett test ($p < 0.05$), indicating that the data is suitable for factor analysis. AMOS was used to conduct confirmatory factor analysis on the items of variables such as informativeness, authenticity, Affectiveness, emotionality, adequacy, timeliness, relevance, perceived trust, perceived value and purchase intention to test the convergent validity and discriminant validity of the variables.

Convergent validity testing refers to determining whether measurement indicators with the same characteristics can be aggregated and classified into the same factor. Usually, we use factor loading to determine the convergent validity of variables, and factor loading directly reflects the efficiency of each item. Generally speaking, when the factor loading is greater than 0.5, it means that the items in the study have good content validity; the average variance extraction (AVE) is used to explain the degree of aggregation of each dimension, that is, whether all items under the same dimension efficiently reflect the dimension they are in, and the AVE value is generally required to be greater than 0.5; the combined reliability (CR) is used to reflect whether all items in each dimension consistently explain the variable, and the combined reliability is generally required to be greater than 0.7. The results of confirmatory factor analysis are shown in Table 4.

Table 5 Convergent validity test of confirmatory factor analysis

Variable	Question	Factor loading	Combined reliability	Average extracted variance AVE
Informational Content	Informational 1	0.775	0.8089	0.5853
	Informational 2	0.762		
	Informational 3	0.758		
Authentic Content	Authenticity 1	0.754	0.7989	0.5702
	Authenticity 2	0.797		
	Authenticity 3	0.712		
Affective Content	Attractivity 1	0.750	0.8168	0.5978
	Attractivity 2	0.789		
	Attractivity 3	0.780		
Emotional Content	Emotional 1	0.816	0.8553	0.6633
	Emotional 2	0.797		
	Emotional 3	0.830		
Sufficiency	Sufficiency 1	0.773	0.8438	0.6431
	Sufficiency 2	0.815		
	Sufficiency 3	0.817		
Timeliness	Timeliness 1	0.802	0.8269	0.6144
	Timeliness 2	0.784		
	Timeliness 3	0.765		
Relevance	Relevance 1	0.776	0.8341	0.6264
	Relevance 2	0.786		
	Relevance 3	0.812		
Perceived Trust	Trust1	0.816	0.8552	0.6631
	Trust2	0.814		
	Trust3	0.813		
Perceived Value	Perceived Value 1	0.753	0.8081	0.5842
	Perceived Value 2	0.743		
	Perceived Value 3	0.796		
Purchase intention	Purchase intention 1	0.752	0.8064	0.5813
	Purchase intention 2	0.780		
	Purchase intention 3	0.755		

The factor loadings of all items are greater than 0.5, the combined reliability values (CR) of each dimension are greater than 0.7, and the average variance extracted (AVE) of these six dimensions are greater than 0.5, indicating that the convergent validity of each dimension meets the requirements, and the convergent validity of the questionnaire is good.

The discriminant validity test refers to judging whether there are significant differences between the various measurement items under the same variable, whether they can be well distinguished from other measurement items under the same variable, and at the same time, they can be distinguished from measurement items of other variables. This paper uses the AVE value for discriminant validity test. If the correlation coefficient between any variable and other variables is less than the square root of the variable AVE, it means that the scale has good discriminant validity. As shown in Table 7, the data on the diagonal are the arithmetic square roots of the AVE values of the variables, which are all greater than the correlation coefficients between the variables and other variables, indicating that there is a good degree of discrimination between the various variables. The model constructed in this paper has good discriminant validity and passes the test.

Table 5 Confirmatory factor analysis discriminant validity

	IC	AUC	AFC	EC	SU	TI	RE	TR	PV	PI
IC	1									
AUC	.232**	1								
AFC	.278**	.303**	1							
ECI	.283**	.220**	.243**	1						
SU	.252**	.275**	.322**	.252**	1					
TI	.282**	.263**	.315**	.235**	.319**	1				
RE	.196**	.204**	.252**	.218**	.248**	.341**	1			
TR	.435**	.398**	.489**	.381**	.446**	.486**	.419**	1		
PV	.448**	.393**	.486**	.402**	.499**	.483**	.422**	.598**	1	
PI	.377**	.392**	.428**	.362**	.475**	.399**	.383**	.555**	.612**	1

4.3 Model Verification

4.3.1 Model Fitting

Model testing is mainly to verify the overall model fitness. The overall model fitness indicators are divided into three categories: absolute fitness indicators, relative fitness indicators and simple fitness indicators. This paper uses AMOS20.0 to test the model. The fitness of each indicator is shown in Table 7.

Table 7 Structural equation fitting index results

	Fit index	Judgment criteria	Index value
Absolute fitness index	X ² / df	<3	1.532
	GFI	>0.9	0.941
	RMSEA	<0.06	0.030
Relative fitness index	CFI	>0.9	0.978
	IFI	>0.9	0.978
	TLI	>0.9	0.973
Simple fit index	PGFI	>0.5	0.745
	PNFI	>0.5	0.794

As shown in Table 5, X²/df is 1.532 and less than 2, PGFI and PNFI values are greater than 0.5, GFI, RMSEA, CFI, IFI, TLI all reach the ideal standard, indicating that the model fitting effect is good.

4.3.2 Path test of structural equation model

Through the testing of the path coefficient of the structural equation model composed of informativeness, authenticity, affectiveness, emotionality, sufficiency, timeliness, relevance, perceived trust, perceived value and purchase intention, as is shown in Table 8. According to the path coefficient table of the structural equation model, the path coefficient and significance of the H1a-H4d hypothesis can be known. If $p < 0.05$, it means that the hypothesis is verified. As shown in Table 8, all hypotheses are verified.

Table 8 Path coefficient test results

Path	Standardized coefficient	path	SE	CR	p
Informational Content → Trust	0.201		0.043	4.855	***

Authentic Content → Trust	0.146	0.043	3.581	***
Emotional Content→ Trust	0.128	0.043	3.229	0.001
Sufficiency → Perceived Value	0.252	0.036	6.466	***
Relevance → Perceived Value	0.183	0.039	4.829	***
Informational Content→ Perceived Value	0.203	0.041	5.183	***
Sufficiency → Trust	0.170	0.037	4.205	***
Timeliness → Trust	0.201	0.044	4.710	***
Relevance → Trust	0.184	0.041	4.588	***
Affective Content →Trust	0.239	0.049	5.406	***
Timeliness → Perceived Value	0.170	0.042	4.241	***
Authentic Content → Perceived Value	0.129	0.041	3.352	***
Affective Content → Perceived Value	0.212	0.047	5.113	***
Emotional Content→ Perceived Value	0.147	0.041	3.907	***
Trust→ purchase intention	0.310	0.056	5.200	***
Perceived value → purchase intention	0.547	0.058	8.756	***

4.3.3 Mediation Effect Test

According to the model fitting and path coefficient test in the previous article, it is determined that informativeness, authenticity, fun, emotionality, adequacy, timeliness, and relevance have a significant positive impact on perceived trust and perceived value. Perceived trust and perceived value also have a significant positive impact on purchase intention. To verify the mediating role of perceived trust and perceived value between informativeness, authenticity, fun, emotionality, adequacy, timeliness, relevance and purchase intention, this paper uses the Bootstrap method to test the mediating effect. According to the mediation effect judgment criteria proposed by Wen, if the mediation effect value does not contain 0 in the 95% confidence interval, it indicates that the mediation effect is significant. The results of the Bootstrap test are shown in Table 9:

Table 9 Bootstrap mediation effect test

Intermediary	Effect	Boot LLCI	Boot ULCI
Information → Trust → Purchase Intention	0.2093	0.1668	0.2526
Authenticity →Trust → Purchase Intention	0.1932	0.1488	0.2309
Emotionality →Trust → Purchase Intention	0.1826	0.1417	0.2285
Timeliness → Perceived Value → Purchase Intention	0.2247	0.1841	0.2668
Relevance → Perceived Value → Purchase Intention	0.2342	0.1884	0.2836
Information → Perceived Value → Purchase Intention	0.2478	0.2001	0.2953
Sufficiency →Trust → Purchase Intention	0.1724	0.1356	0.2128
Timeliness →Trust → Purchase Intention	0.2233	0.1861	0.2784
Relevance →Trust → Purchase Intention	0.2030	0.1598	0.2507
Interest →Trust → Purchase Intention	0.2268	0.1807	0.2735
Timeliness → Perceived Value → Purchase Intention	0.2569	0.2123	0.3080
Authenticity → Perceived Value → Purchase Intention	0.2179	0.1747	0.2637
Interest → Perceived Value → Purchase Intention	0.2624	0.2121	0.3183
Emotional → Perceived Value → Purchase Intention	0.2200	0.1763	0.2662

From the results of the Bootstrap mediation effect test, we can see that all mediation paths are significant. Therefore, hypotheses H5 and H6 are established.

Table 10 Summary of hypothesis test results

H	Hypothesis	Results
H1a	The informational content of hotel short video content marketing has a positive impact on trust.	Pass
H1b	The authentic content of hotel short video content marketing has a positive impact on trust.	Pass
H1c	The Affective content of hotel short video content marketing has a positive impact on trust.	Pass
H1d	The emotional content of hotel short video content marketing has a positive impact on	Pass

	trust.	
H2a	The informational content of hotel short video content marketing has a positive impact on perceived value.	Pass
H2b	The authentic content of hotel short video content marketing has a positive impact on perceived value.	Pass
H2c	The Affective content of hotel short video content marketing has a positive impact on perceived value.	Pass
H2d	The emotional content of hotel short video content marketing has a positive impact on perceived value.	Pass
H3a	The sufficiency of the content richness of hotel short videos has a positive impact on perceived value.	Pass
H3b	The timeliness of the content richness of hotel short videos has a positive impact on perceived value.	Pass
H3c	The relevance of the content richness of hotel short videos has a positive impact on perceived value.	Pass
H4a	The sufficiency of the content richness of hotel short videos has a positive impact on trust.	Pass
H4b	The timeliness of the richness of hotel-related short video content has a positive impact on trust.	Pass
H4c	The relevance of the content richness of hotel short videos has a positive impact on trust.	Pass
H5	Trust plays a mediating role in the impact of hotel short video content marketing on consumer purchase intention.	Pass
H6	Perceived value plays a mediating role in the impact of hotel short video content marketing on consumers' purchase intention.	Pass

The overall conclusion of this paper is shown in Table 10. Hotel short video content marketing and content richness positively affect trust. Informational content, authentic content, Affective content, emotional content; sufficiency, timeliness, and relevance in content richness positively affect trust in hotel short video content marketing. Content richness and content marketing positively affects perceived value in hotel short video. The amount of informative content, authentic content, interesting content, and emotional content in hotel short video content marketing; the sufficiency, timeliness, and relevance of content richness positively affect perceived value. Trust positively affects purchase intention, perceived value positively affects purchase intention, and trust and perceived value play a mediator role in the effect of hotel short video content marketing on purchase intention.

5. Conclusion and discussion

This study explores the effects of hotel short video content marketing and content richness on consumer trust, perceived value, and purchase intention, providing significant insights for the hospitality industry. The findings indicate that hotel short video content marketing and content richness are crucial drivers of consumer behavior, particularly in building trust and enhancing perceived value. This research highlights the importance of incorporating various content types, such as informational, authentic, affective, and emotional content, as well as ensuring that the content is sufficient, timely, and relevant, to effectively engage consumers and build trust. The positive relationship between content marketing and consumer trust is particularly vital in the context of the highly competitive hotel industry, where consumers are often overwhelmed by a vast array of choices. In this context, trust becomes a key differentiator, making it essential for hotels to design video content that not only informs but also emotionally connects with potential guests.

Additionally, the study underscores the significant role that content richness plays in enhancing perceived value. Consumers are increasingly looking for meaningful, well-rounded content that provides them with useful information about the hotel, its services, and its environment. The inclusion of authentic and emotional content resonates well with consumers, who are more likely to perceive value in a hotel when they feel that the content reflects a genuine and personalized experience. The study also shows that both trust and perceived value serve as critical mediators between hotel content marketing and purchase intention. This insight is crucial for hotel marketers, as it emphasizes the need

to build trust and perceived value first, before expecting a corresponding increase in consumer purchase intentions.

In conclusion, this paper provides valuable insights into how hotel short video content marketing and content richness influence consumer trust, perceived value, and purchase intention. Hotels can leverage these insights to create more effective content marketing strategies that resonate with their target audiences, build consumer trust, enhance perceived value, and ultimately increase purchase intention. By incorporating diverse content types and focusing on building an emotional connection with viewers, hotels can differentiate themselves in a competitive market and cultivate long-term customer loyalty. Future research should continue to investigate how these dynamics play out across different consumer segments, helping to refine content strategies and further optimize the hotel marketing landscape. However, the questionnaire data is relatively focused on the college student population, a target group that has less discretionary income compared to the stable working population and has not formed a stable brand loyalty. It will generate the situation of ordering different brands of hotels or B&Bs when they are in different destinations. Businesspeople, on the other hand, have relatively stable bookings for branded hotels, and being a member of certain brand makes this group fuller of brand loyalty. Whether the purchase intention of this group will change with the marketing short videos of different hotels is yet to be studied.

6. Implications and Applications

6.1 Building trust through content marketing

The results of the study emphasize the importance of creating trustworthy content within a hotel's marketing strategy. For the hospitality industry, where consumers often face high levels of risk and uncertainty when booking accommodation, building trust is crucial. Hotels should invest in high-quality video content that not only promotes their facilities and services, but also demonstrates authenticity. The use of real customer testimonials, behind-the-scenes footage and transparent information about security protocols can greatly increase credibility. Building trust should be a central focus of any marketing strategy, especially when dealing with new or uncertain markets, such as travelling after a pandemic, where health and safety are paramount.

6.2 Enhance content richness

The study emphasizes the importance of rich content to enhance perceived value. Hotels should focus on providing comprehensive and varied content that provides detailed information, showcases the uniqueness of the hotel, and creates an emotional connection with viewers. For example, short videos can highlight guests' past stays, hotel ambience, hotel amenities, and the hotel's commitment to customer satisfaction. By ensuring that content is not only informative but also emotionally resonant, hotels can increase perceived value of customers and influence purchasing decisions. Additionally, content should be aligned with consumers' need for timely and relevant information, ensuring that it answers common questions or concerns, including pricing, booking policies, available services and amenities.

6.3 Targeting college students and business travelers

A major limitation of this study is its focus on college students, a unique demographic with lower discretionary income and less brand loyalty. This demographic is typically more price sensitive and less loyal to specific brands, making their purchasing decisions more flexible. In contrast, business travelers tend to be more loyal to certain hotel brands, especially those that offer rewards or memberships. The hospitality industry can cater to these different segments by customizing its video content marketing strategy. For example, content targeting business travelers could focus on the reliability, consistency and luxury of a hotel, highlighting benefits such as loyalty programs, business amenities and elite status. On the other hand, content aimed at budget-conscious young students could emphasize affordability, flexibility and unique, value-driven experiences.

6.4 Future Research Directions

Further research could explore how different demographics, such as business customers and families,

respond to short-form hotel video content. Investigating how established brand loyalty influences the way these consumers engage with content would help to provide a fuller understanding of the relationship between content marketing and purchase intent. In addition, the role of emotion in driving trust and perceived value could be further explored, particularly how emotional content, for instance videos that evoke a sense of relaxation or adventure, influences different types of customers.

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A SCENE-BASED APPROACH TO THE SUSTAINABLE DEVELOPMENT OF INDUSTRIAL HERITAGE TOURISM

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ABSTRACT

Industrial heritage tourism originated during the mid-to-late 20th century's global industrial transformation. In China, with the acceleration of industrialization and the advent of the era of economies of scale, industrial heritage tourism has emerged in abandoned industrial facilities, parks, and towns, becoming a new highlight in the tourism industry. However, issues such as homogenization, over-commercialization, stakeholder conflicts, irrational functional layouts, and insufficient momentum are prominent, affecting long-term development. Therefore, there is an urgent need for a new theoretical framework to guide industrial tourism parks in constructing a more scientific and reasonable sustainable development mode.

This paper innovatively applies the Theory of Scenes to explore a sustainable development mode for industrial tourism parks in developing countries, particularly China, within the framework of existing development modes. At the end of the paper, based on this model, a series of practical suggestions to facilitate the development of industrial tourism parks are proposed, aiming to provide practical reference examples for developing similar industrial heritage tourism projects. The core objective of this study is to construct operable sustainable development modes and strategies for industrial tourism parks, thereby facilitating the scientific planning and creative transformation of industrial parks. The newly constructed mode strives to demonstrate the following characteristics: firstly, strengthening the function of distinctive industrial cultural tourism and achieving differentiated development through the integration of tourist feedback; secondly, optimizing the layout of subjective and objective spaces, promoting the coordinated development of tourism and the creative industries, and deeply tapping the regional economic potential and social value of industrial parks; and finally, constructing an open and transparent operating system that fully reflects the concerns and interests of stakeholders, including park managers, government agencies, staff, creative industry talents, and tourists.

Keywords: industrial heritage tourism; industrial tourism parks; sustainable development mode; the Theory of Scenes

Introduction

Earth space consists of several systems, including natural systems, ecosystems, social systems, and political systems, and is a relatively complete general system (Maksin-Mićić et al., 2009). The resources in Earth space are minimal, and the development of tourism can promote the reorganization of resources in Earth space while promoting the development of the utilization of the Earth's various spatial systems in a sustainable direction. As necessary geographic and historical resources, industrial heritage resources need to activate their value through sustainable redevelopment, and industrial heritage tourism is a typical practice of sustainable development of old industrial site resources.

Industrial heritage belongs to urban space and is a product of global industrialization. The development of contemporary industrial society needs the support of tertiary industry more, and all developed countries have presented the scene of developed tertiary sector, and the traditional industrial model has been replaced by the contemporary emerging industrial model (Ravbar et al., 2005). In recent years, many traditional factories have been eliminated, and the lack of rational and integrated management and utilization of industrial sites can cause unemployment, social problems, and economic problems (Ifko, 2016). At the same time, abandoned industrial sites occupy a large volume of urban space, resulting in a waste of resources and environmental problems (Elliott & Frickel, 2011; Lorber, 2014), and abandoned ruins make landscapes intimidating and reduce the level of security for local communities living nearby (Szromek et al., 2021). It has been suggested that developing tourism is an excellent way to “save” the situation and promote the sustainable development of industrial sites. Abandoned industrial heritage has lost its industrial production function, and tourism can inject new vitality into industrial heritage, stimulate its sightseeing value, cultural value, and economic value (Szromek et al., 2021; Wells et al., 2015; Edwards & i Coit, 1996). Therefore, tourism has a significant potential in the development of industrial heritage. In recent years, the historical heritage of modern industry and old industrial buildings in different countries have attracted more and more tourists and become important directions for tourism development.

Industrial heritage tourism was born in the industrial transformation period in the middle and late last century, emerging from the developed industrial countries in Western Europe, gradually expanding to all parts of the world, especially developing countries, and showing a global trend (Petrović, 2013). In China, with the rapid development of industrial society and the arrival of the era of the economy of scale, various types of industrial heritage tourism have quietly emerged in abandoned industrial buildings, industrial parks, and industrial towns. However, China's industrial heritage tourism still has various problems with sustainable development, and its development model is immature and imperfect compared to developed countries in the West. The reason may be that the Chinese government has a late start in protecting historical industrial sites, the transformation and reuse of tourism, the lack of experience in transformation, and so on.

Industrial park tourism originated in Europe in the last century, and Germany, the Czech Republic, and other industrial countries represent it. China's industrial park tourism originated at the beginning of the century and has entered a period of transformation and development. Some of the more famous parks are the 798 Art Zone in Chaoyang District, Beijing, Tianzi Fang Cultural and Industrial Park in Shanghai, Textile Valley in Qingdao, and so on. These parks have developed industrial heritage tourism based on old factories, preserving the cultural value of industrial heritage. However, they face different types of problems in the development process. Therefore, based on the specific reality, the innovative development path and mode of industrial park tourism is crucial for the sustainable development of industrial heritage parks.

As an essential type of industrial heritage tourism, the development mode of industrial park tourism has received the attention of many scholars (Ćopić et al., 2014; Prentice et al., 1998; Li & Hunter, 2015). In the process of development and growth, industrial tourism parks face several problems, such as homogenization, over-commercialization, stakeholder conflicts (Xie, 2006), irrational planning of each functional space, and insufficient endogenous dynamics, which are not conducive to sustainable development. Therefore, to alleviate the above problems, new theories must be applied to develop a sustainable mode of industrial tourism parks.

The Theory of Scenes approves that scenes are composed of both subjective and objective spaces and emphasizes the special meaning and value that scenes represent, which is presented through a combination of cultural amenities and the cultural activities of the crowd (Silver et al., 2007; Silver & Clark, 2015). As a specific scene of cultural tourism, industrial parks can carry out tourism planning and development within the framework of the scene. The Theory of Scenes can provide three perspectives of holism, multi-dimensionality (inclusiveness and openness), and differentiation (Silver & Clark, 2015) for planning the park's dual subjective and objective spaces, ultimately forming a sustainable mode.

This article firstly uses the elemental analysis method of the Theory of Scenes to explore the specific application of the theory in industrial tourism parks, analyzes the sustainable development of industrial tourism parks from three perspectives. Subsequently, it summarizes the current development modes of industrial tourism parks that necessitate sustainable innovations. Ultimately, it aims to explore a novel mode of spatial element integration. The following is the development process of this Spatial Fusion mode (Figure 1). In the end, the article puts forward feasible suggestions for developing industrial tourism parks in combination with the mode to provide a referenceable experience for the future development of the same type of industrial heritage tourism.

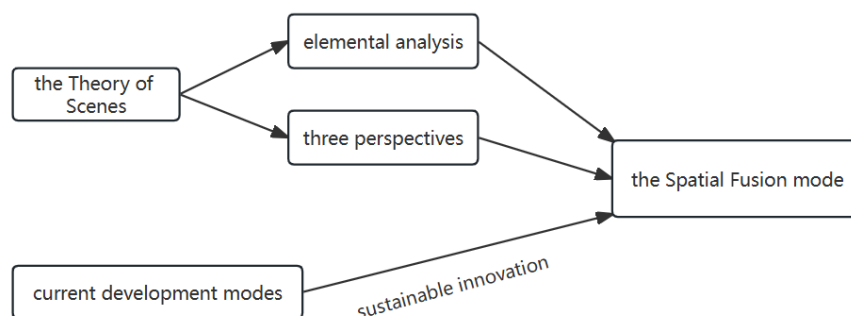


Figure 1: The development process of the Spatial Fusion mode

The article aims to provide an executable sustainable development mode and program for industrial tourism parks, which is conducive to rational planning and innovative transformation of industrial parks. The new mode is dedicated to having the following characteristics: 1) highlighting the function of special industrial cultural tourism, combining with tourists' evaluation to achieve heterogeneity, 2) rational planning of subjective and objective space, developing tourism and creative industries at the same time, and better exploring the economic and social value of industrial parks, 3) establishing a transparent operational structure that represents the interests and concerns of stakeholders (park managers, government, entrepreneurs, tourists, and innovative industry talents).

Industrial heritage

Industrial heritage is a product of the progress of industrialized societies, a more specific type of heritage provided by the production of human societies, the discarded materials of production, and the by-products produced during the transition to post-industrial societies (Cho & Shin, 2014). Thus, industrial heritage is a mark left by recent or traditional industrial societies, and “landscapes of nostalgia” is often used to describe this landscape (Halewood & Hannam, 2001). The scope of industrial heritage is flexible; it can be an industrial production building, a large-scale complex, such as an industrial park, or even a larger industrial area or industrial town, which can be planned for several longer tourism routes (Trettin, Neumann, & Zakrzewski, 2011).

In the development of human society, production technologies have evolved and been modernized. From the first fine tools to large industrial parks and clusters of industrial production, today's society has come to the brink of the post-industrial age. The historical process of updating production technologies has left behind several relatively well-preserved buildings and machines, which have often been abandoned and have not experienced redevelopment and reuse (Klempa et al., 2015).

Industrial heritage is a souvenir of history, representing unique technological relics from different historical periods and often representing, to some extent, a region's economic and social development. Industrial heritage is also regarded as the existence of a “monument”, which is a work of great value and contains the living memory of industrial production activities preserved by the predecessors for future generations (Januszewski, 2004; Orsillo, 2007; Tomášková & Šimková, 2008). In Britain, the

cradle of the Industrial Revolution, a new branch of science, industrial archaeology, was established as early as the middle of the last century. This discipline focuses on the tangible as well as intangible evidence left behind in the process of updating and replacing industrial production technologies through an interdisciplinary approach, giving more profound meaning and value to the industrial heritage and emphasizing the importance of the commemorative significance of the industrial heritage in promoting the progress of human history (Ferris, 2010).

Abandoned industrial sites interest professionals in preserving monuments and research and attract the public's attention because of their uniqueness. A new tourism branch based on industrial sites is emerging: industrial heritage tourism. This type of tourism allows tourists to experience specific industrial environments from different periods while reusing resources. Although industrial production has ceased, the facilities and sites remain valuable witnesses of historical progress. Saving industrial heritage from destruction is the first step; the second is to repair and preserve it; the third is to activate its tourism value and open it to the public (Januszewski, 2004). Therefore, the general public must recognize industrial heritage's historical value and importance and focus on its preservation and protection.

Industrial heritage tourism

Tourism operators and environmentalists are the implementers and promoters of industrial heritage tourism. For tourism operators, tourism is an essential means of preserving such landscapes of nostalgia and revitalizing the tertiary sector of the economy. For environmentalists, the development of tourism for industrial heritage can give new functions to abandoned factories, re-invigorate the use of abandoned buildings and production equipment, and effectively promote the regeneration of resources, the sustainable use of resources, and the reorganization of the region, thus becoming an effective tool to promote sustainable economic development. Industrial heritage tourism refers to tourism activities that take the sites of human production activities related to early industrial production processes as destinations (Edwards & i Coit, 1996). Industrial heritage tourism can bring the following four aspects of significance: 1) improve people's understanding of the historical process of industrial society and promote the economic development of tourism, 2) strengthen the sense of local identity and protect the local industrial history and civilization, 3) enhance the overall image of the region, improve the visibility of the region, and attract new investors, 4) achieve the reuse of resources through the transformation of the historic industrial buildings, and develop their commercial and cultural values (Trettin, Neumann, & Zakrzewski, 2011; Szromek et al., 2021; Wells et al., 2015).

Industrial heritage tourism is not only one of the trends in the development of modern tourism but also one of the historical trends in industrial transformation in developed countries. Developed countries such as the UK, France, and Germany started their industrial transformation as early as the middle and late last century, with the main task of making significant structural changes to heavy industry. The main task was to carry out significant structural changes in heavy industry, mainly by applying new technologies to heavy industry, and the abandoned buildings were used to develop industrial tourism or as venues for conventions, exhibitions, and large-scale events (Klempa et al., 2015).

In addition to this, industrial heritage tourism highlights its unique importance for socio-economic development. At the social level, it becomes a symbol of the old local industry, emphasizing its unique local identity in today's world where the globalization process is obvious (Kuzior et al., 2021; Montenegro et al., 2022; Mitchneck, 1998). Therefore, industrial heritage tourism has also become a means for the governments of various countries and regions to improve the sense of regional identity and enhance the cultural self-confidence of residents; at the same time, it can also effectively eliminate the prejudice of residents against the abandoned industrial zones, and the development of industrial heritage tourism plays a vital role in winning two birds with one stone in terms of the regional cultural identity of residents, which is conducive to social stability. At the economic development level, industrial heritage tourism development can promote transforming and upgrading old industries to tertiary industries and recreate new commercial economic value for the region. Therefore, it is often used as a medium to strengthen the effectiveness of regional economic restructuring and highlight the importance of regional specialty tourism. Industrial heritage tourism can also be used as a means to

develop a new type of urban tourism, which is to promote the social and ecological transformation of the old industrial areas and develop a new type of urban cultural tourism based on the characteristic cultural activities in the context of the transformation of industrial cities (Berkenboschet al., 2022; Montenegro et al., 2023; Hospers, 2002).

According to CIRN (2023) report, the size of the global industrial tourism market has reached billions of dollars and is showing a year-on-year growth trend. The industrial tourism market is expected to exceed the size of USD 18,739.3 million by the year 2033 in the future, with a high Compound Annual Growth Rate (CAGR) of 27.4%. For every RMB 1 increase in revenue from industrial tourism projects, RMB 2.5 of employment opportunities can be created for the society, and the contribution rate to economic growth can reach over 40%. In recent years, China's industrial tourism market has continued to expand and is expected to maintain its growth trend in the future. However, compared with the global industrial tourism accounting for 10%~15% of the total tourism output value, China's industrial tourism market share is less than 5%, and there is much room for improvement.

The exact number of industrial tourism parks in the world and in China is difficult to give due to statistical differences. However, when discussing the proportion of Chinese industrial tourism parks among all industrial tourism types, official data on demonstration bases can be taken into account. The Ministry of Culture and Tourism of the PRC (2022; 2023) has identified and announced two batches of a total of 122 national industrial tourism demonstration bases, of which 119 bases are considered as industrial tourism parks, accounting for 97%. Among them, different parks focus on different functions of industrial heritage development, such as economic functions (industrial aggregation, cultural and creative integration), sightseeing functions (enterprise sightseeing and experience, museum display, site sightseeing), etc. Therefore, it can be said that the type of industrial park tourism dominates the whole industrial tourism. In 2017, the number of tourists received in China's industrial parks reached 140 million. In the same year, the revenue of industrial tourism parks amounted to USD 3 billion (CIRN, 2023).

The redevelopment and utilization of industrial heritage for tourism have shown great potential for development. With time, the development of industrial heritage tourism is expected to become a global trend as it gradually expands from some regions of developed countries to all regions of the world. The development experience of developed countries in the West can provide a valuable reference for developing countries that are developing similar tourism to solve problems (Jahić et al., 2014; Đukićin et al., 2011; Đukićin, 2014).

Scene thinking

The concept of scenes dates back to the ancient period, appeared earlier in urban areas, and is closely related to people's cultural orientations, hobbies, and values. Blum (2003) suggests that Socrates' circle of amateurs was the original urban scene.

At the beginning of the last century, the composition of scenes was studied in sociology. In addition to the physical and objective constituent parts, the scene still contains metaphysical immaterial parts such as culture and human nature. Chicago sociologists emphasized the metaphysical immaterial part, and Park argued that the urban scene is a physical structure and a product of human nature (Park, 1916).

At the end of the last century, scene thinking gradually shifted from the research field of the music scene (Straw, 1991) to the bund scene (Hetherington, 1998), club scene (Redhead, 1997), and so on. This shows that scene thinking can be applied to any specific space with a roughly complete subjective and objective system and emphasizes the role of its culture, values, politics, and other elements in the subjective system.

The Theory of Scenes and Applications

The Theory of Scenes, proposed by sociologists Daniel Silver, Terry Nichols Clark, and their research team, suggests that different combinations of leisure and recreational facilities will form cultural scenes

that represent different cultural values and that these specific cultural values are the critical factors in people's choice of cultural practices. The Theory of Scenes takes over the sociology, urbanism, ecology, and anthropology of the former Chicago School, forming the “Post-Chicago School”, and the research scope of the Theory of Scenes extends from the field of music and theater to the field of culture and social life (Silver et al., 2007). The highest value of the Theory of Scenes lies in the construction of a “cultural value” model based on a specific scene, which determines the cultural value orientation of a specific cultural scene through three main dimensions (Authenticity, Theatricality, and Legitimacy) and fifteen sub-dimensions. At the same time, the Theory of Scenes can provide three perspectives: holism, multi-dimensionality (inclusiveness and openness), and differentiation (Silver & Clark, 2015). Combined with the specific application of industrial tourism park development, these three perspectives can be concretized as holism, openness, and differentiation.

At present, scholars devoted to the research of the Theory of Scenes mainly apply the theory to the “urban cultural consumption scene”, “community cultural space scene” or “micro cultural scene”. Regarding the “urban cultural consumption scene”, Navarro and others proposed that culture is the driving force of urban development, and culture promotes urban consumption and economic development with the help of multiple cultural scenes (Navarro & Clark, 2012). At the same time, the Theory of Scenes is proposed to play an essential role in promoting the development of the urban creative class (Navarro, 2014). In applying “community cultural scene”, Silver proposes that the scene shapes the cultural background of community life (Silver et al., 2010). Based on the Theory of Scenes, Chen constructed a framework for analyzing the dimensions of public cultural spaces in urban neighborhoods (Chen, 2019). In addition to applying the Theory of Scenes to urban public cultural spaces, the theoretical framework of the Theory of Scenes is also indispensable to the specific research on rural public cultural spaces (Chen & Liu, 2016). To further refine the scope of application, the Theory of Scenes is also used in “miniature cultural scene”, such as the design of characteristic neighborhoods (Wei & Chen, 2023), the measurement of the cultural value of cafes, and the layout of the differentiation of cultural elements (Clark, 2013), as well as the re-creation of the cultural landscape of religious architecture (Mao et al., 2022).

Similarly, the industrial tourism park as a “miniature cultural scene”, with the elements of the objective and subjective systems that constitute the scene, can be further analyzed by applying the Theory of Scenes to its sustainable development mode.

Current Development Modes

Along with informatization and urbanization, many old industrial buildings have been abandoned or left idle due to outdated technology and urban planning. Summarizing the research on the existing modes of industrial tourism parks, they are roughly divided into Sightseeing Attraction mode, Industrial Museum mode, and Commercial Bazaar mode.

Sightseeing Attraction mode

During industrialization, most factories were constructed in open areas on the edge of cities due to their large footprints and high pollution from heavy chemical plants. As urbanization progresses, many old factory building sites have been abandoned. Renovating and reusing old industrial sites and developing industrial tourism attractions protect industrial heritage and culture and provide the public with attractions for visiting, entertainment, and leisure. At the same time, it improves the land utilization rate, can save many construction costs, and enables the industrial heritage, such as old factory buildings, machinery, and equipment, to regain the value of utilization, such as the Vítkovice ironworking tourism park in the Czech Republic (Bujok et al., 2015).

This mode has advantages and disadvantages; purely developing the sightseeing function may lead to weak attractiveness, poor operation, and other problems. Especially in China, the central bodies of the development of such modes are relatively single, led mainly by the government or state-owned enterprises with unified management, which lacks endogenous vitality. Secondly, scenic areas are primarily for sightseeing and recreation, and the economic functions of business and creative industries

have not been revealed. For example, the Antaibao Coal Mine Tourism Zone in Pingshuo, Shanxi Province (Shi, 2009), faced the above problems in its development, resulting in a weak park attractiveness.

Industrial Museum mode

Among the conservation modes of many industrial sites, adopting the site museum mode can completely protect the industrial historical information and scientific and technological value. The Industrial Museum mode is widely used in Western developed countries, such as the Westphalian Industrial Museum (Kift, 2011), Germany's first industrial history museum. The main exhibits include industrial buildings and historical monuments; the monument remains in the museum's original location, which shows that the museum focuses on social and historical culture and the site's authenticity. The industrial heritage museum also has certain advantages: firstly, it can break through the limitations of exhibition space and collections to a certain extent; secondly, it is based on industrial technologies and techniques such as processing and manufacturing, arts and crafts, etc., and integrates modern technological means such as VR and AR to display and interact with the original scenes of the industrial heritage in a more natural way and full of a sense of the times. It is also possible to build an industrial tourism park with the museum as the core, expanding the single-function place of the museum, displaying and storing historical information, and transforming it into a multi-function park integrating exhibition, education, entertainment, and sightseeing. For example, the Ironbridge Gorge Museum in Britain (Blockley, 2013) has been transformed into a large-scale museum and tourism park with nearly ten industrial museums and over 200 old industrial buildings.

However, under this mode, Chinese industrial tourism parks still face different development problems. Taking the Anshan Steel Industrial Tourism Park (Zhao & Lu, 2021) in Liaoning, China, as an example, this industrial park transforms the steel mill into a museum. It develops industrial tourism with the production process of steel as the main line, the processing flow as the content, and the history of the steel mill development as the clue. A sightseeing tour is mainly conducted in this museum, with displays on the history of steelmaking in the steel mill, artistic slag sculptures, reprocessing used steam locomotives, and discarded iron and steel. However, the operational effectiveness of this tourism park and the experience of tourists are not satisfactory. This reflects the problems of the development model: 1) the development of a single host, dominated by Anshan Iron and Steel Group, with insufficient endogenous power; 2) a single business format of the park to be limited to a simple visit function; 3) the concept of the development is relatively closed, and the attractiveness of the young tourists is relatively low due to the lack of technology and creativity.

Commercial Bazaar mode

The Sightseeing Attraction Development mode and Industrial Museum mode mentioned above both require corresponding policy support and a large amount of financial sponsorship, and the direction of development is relatively single, especially the museum mode belonging to the government's public cultural service system, which is even more lacking in internal vitality and innovative power. Commercial Bazaar mode is through attracting investment, based on the original industrial park to attract several cultural and creative enterprises and art enterprises stationed in the park through the sharing of information resources and benign cooperation and competition to provide the park with sufficient innovative vitality and economic sources, to achieve the commercial development.

For example, Beijing's 798 Art Zone (Currier, 2008; McCarthy & Wang, 2016) is an art industrial park transformed from the old factory building of the former North China Radio Factory, which gathers a variety of new art forms, such as art studios, art design and creative enterprises, and characteristic cultural and creative stores, etc., and holds painting exhibitions and cultural and art festivals regularly. Beijing's 798 Art Zone builds a comprehensive industrial tourism park integrating culture and art creativity, commerce, leisure, and traveling by adopting the Commercial Bazaar mode. However, this development mode also has certain defects, mainly manifested in the overly heavy color of commercialization. Profit-seeking commerce has gradually diluted the artistic atmosphere of the art district, making the park face the crisis of "hollowing out" and homogenization.

An Introduction of the Spatial Fusion Mode

According to the previous section, the three existing industrial tourism park development modes have certain drawbacks: Sightseeing Attraction mode and Industrial Museum mode focus on the protection of industrial heritage, but the endogenous development power is insufficient; Commercial Bazaar mode is prone to homogenization of the park development due to the overload of commercial atmosphere. The following is an exploration of the Spatial Fusion mode (Figure 2) based on the Theory of Scenes to provide a feasible theoretical model for the sustainable development of industrial tourism parks.

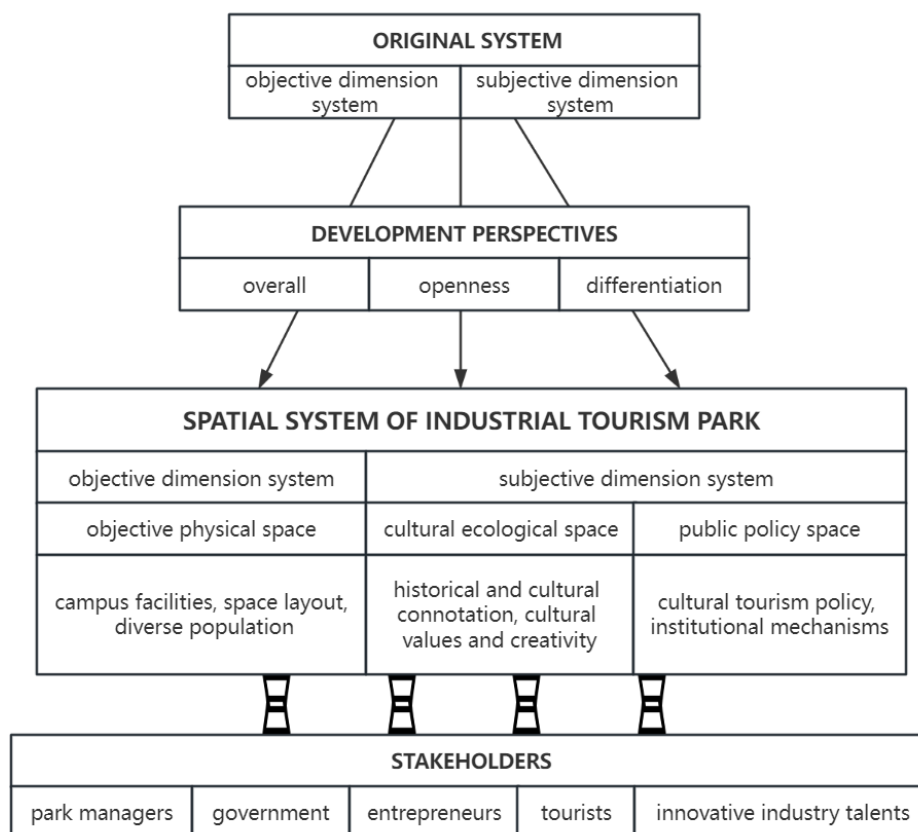


Figure 2: the Spatial Fusion mode of industrial tourism parks

Elemental analysis

The Theory of Scenes identifies several elements that constitute a scene, such as neighborhoods, architectural foundations, people involved in cultural life and practices, cultural activities and policies, etc. It forms the structural framework of the Theory of Scenes by studying the various constituent elements (Clark et al., 2014). The structural system of the Theory of Scenes is based on the dual system of objective system and subjective system; the objective system includes urban neighborhoods, architectural facilities, diversified people, and so on, while the subjective system includes subjective factors such as cultural symbols, cultural values, policies and so on. The Theory of Scenes focuses on studying the subjective system, emphasizes the metaphysical component detached from the mechanical and material, and stresses the joint role of the subjective and objective dual systems.

As mentioned, the primary and secondary dimensions in the Theory of Scenes' subjective system can analyze a cultural scene's cultural value orientation. "Scene" is a composite concept transformed from a purely geographical concept in a spatial area to sociology, urbanism, and policy, inseparable from the industrial economy's development in the post-industrial era. As a cultural scene composed of certain hardware facilities, cultural space, historical and cultural heritage, industrial combinations, and innovative and creative activities, industrial tourism parks can utilize the Theory of Scenes to highlight the role of subjective systems, such as their cultural connotation. For a sustainable industrial tourism park, historical sites such as industrial sites and factories, related hardware facilities, cultural and

creative industries and activities, policies, and services become the necessary elements of this cultural scene. Then, trying to diversify the characterization of these elements, the industrial history and culture in this cultural scene hold public educational and historical nature, the facilities for cultural and recreational activities have recreational and leisure functions, the creative industries have cooperative and economic capacities, and the Theory of Scenes can study the specific functions of each element of the park scene, as well as the roles of the combination of each function on the comprehensive operation of the park.

In the cultural scene of the industrial tourism park, cultural tourists are cultural consumers. The scene of the industrial tourism park not only provides the physical basis of the material level for tourists to carry out tourism practice and brings a sense of participation and experience in cultural practice activities such as cultural creation but also provides the value and emotional experience that meets the subject's cultural value orientation and strikes the heart, and satisfies people's sense of cultural acquisition and cultural happiness from the spiritual and emotional level. Secondly, the two major systems that make up the Theory of Scenes - the objective system and the subjective system - can provide a theoretical basis for the exploration of the park's development mode from the point of view of the melting of the physical space with the social space and the spiritual space.

The Theory of Scenes, as a judgmental tool for evaluating the effects of facility combinations within culturally relevant scenes, has also become the theoretical basis for studying factors driving urban development in Western countries. Similarly, the scientific theoretical analysis in the theory also applies to exploring and constructing the development mode of industrial tourism parks.

As an essential part of the subjective system of the Theory of Scenes, cultural values can become a new driving force for developing industrial tourism parks. The “cultural connotation, values, symbols, and meanings” in the cultural scene provide the park spaces with profound cultural meanings. The unique feature of an industrial tourism park is that it contains both old and new cultures, that is, the former industrial history and culture and the new creative industry culture. How can we correctly deal with the relationship between the two cultures so that the tourists can feel the industrial culture and stimulate creative thinking simultaneously to achieve the “fusion of the old and the new, and nurture the new with the old”? Which is the kernel and the key to the park's well-operation.

Three perspectives

Holism perspective

As a unique cultural scene composed of multiple spatial elements, the industrial tourism park can explore the layout of each spatial element from the holism perspective of the Theory of Scenes. First, the layout of traditional and modern buildings and facilities, which are the material carriers of spiritual culture in the park, should be considered. Industrial parks contain industrial sites, emerging factories, and service facilities, which collectively form the physical system of the park's operation. In the park, the old industrial sites or industrial museums, new cultural and creative industry areas, cafes, public playgrounds, and other recreational facilities play different roles. These facilities have different functions on the material level and embody diverse cultural meanings on the spiritual level. For example, industrial sites contain a lot of industrial history and culture, cultural industry clusters nurture emerging creative culture, and various entertainment facilities represent leisure and entertainment culture. The charm of “scene” is not only to play the function of individual facilities but also to combine various cultural facilities in different composite ways so that the park produces unique cultural values, thus attracting tourists and other groups to visit, work, study, and have leisure and recreation, and improving the utilization rate, overall strength and competitiveness of the park.

Indeed, an industrial tourism park is a systematic and holistic space composed of multiple spatial elements, reflecting the high degree of complexity of functions and cultural diversity in the park. Therefore, when combining the spatial layout and functional facilities of the park, it is necessary to examine the integration and relevance of each spatial element of the park from a holistic and systematic perspective and to consider the future development mode and development direction of the park from the perspective of connection. On the contrary, if the functions of individual facilities in the park are

examined only from an isolated perspective, it will not be possible to promote the park's transformation, upgrading, and sustainable development.

Openness perspective

At present, most of China's industrial tourism parks have adopted a closed and isolated management mode, and the development mode is relatively single, lacking in talent, creativity, and stable economic sources, which is not conducive to the sustainable development of the park. Research on tourism parks points out the need to ensure that the park has a reliable economic source, expands openness, and integrates with urban development (Eagles, 2014). Therefore, it is necessary to break the traditional and closed factory-type thinking of industrial tourism parks in the past and break the physical boundaries and information boundaries between the park and the outside world from the perspective of openness to allow various cultural subjects to fully participate in cultural tourism practices such as cultural education, cultural consumption, and cultural innovation, and at the same time, revitalize the park's operating factors such as tourists, industrial tourism resources, creative talents, and income.

The significant difference between industrial tourism parks under the openness perspective and ordinary industrial sites and attractions is that industrial tourism parks have transcended the scope of the traditional public cultural service system and incorporated profitable creative industries. Establishing cultural tourism and creative industries in line with the trend of the times based on old industrial sites is also a mode of developing creative tourism (Richards, 2011). The openness of the creative industry is to bring considerable sources of income from the creative economy. In this way, not only the protection and inheritance of industrial history and culture but also the development of a creative economy to inject fresh blood into the park, fully tapping the cultural value and economic value of the park. As mentioned in the relevant studies, the trend of cultural and economic integration has expanded in recent years (Sayer, 2014); the establishment of an open cultural scene is a necessary way to bring this feature into effect, which can improve the participation and enthusiasm of the main body of the tourism, and at the same time, make the creative economic income activate the tourism economy, and promote the sustainable development of the park.

Differentiation perspective

“Scene” itself is a spatial term with differentiated characteristics. As a specific cultural scene, the industrial tourism park should have its cultural characteristics to overcome the homogenization with similar parks by differentiation. To realize the differentiated development of the park, first of all, we should grasp its cultural roots. For the industrial tourism park, the industrial history and culture with local characteristics are the “roots” of its culture. It is also the starting point and landing point of its differentiation from the construction of other parks. Therefore, it is essential to set up a special protection zone for old industrial sites in the park, which can be used in different forms, such as a site sightseeing area or industrial museum according to the reality of the old industrial sites, with the common purpose of protecting the industrial culture with local characteristics. Protected areas of old industrial sites and cultural and creative industry zones have their focuses and bring into effect different functions: the former is the root, the latter is the branch; the former represents the traditional industrial history and culture, and the latter represents the emerging economy of creative industries; the two supplement each other, and jointly constitute an industrial tourism park with good development prospects.

In addition, the combination of the Theory of Scenes dimensional calculation and big data can also technically realize the differentiation of the park's development mode and overcome the homogenization problem. Currently, most industrial tourism parks in China are planned and managed by the government, and the same park development policy and “tree-fruit” management mode are implemented, which is the deep-seated reason for the severe homogenization problem. As mentioned above, the dimensional analysis method depicted in the Theory of Scenes can construct a cultural database of each facility in the park by measuring, assigning values, and calculating, realizing a reverse transmission of public information from “bottom to top”, which enables park managers and decision makers to fully understand the real cultural needs and preferences of tourists, to make more targeted decisions and plans and provide more effective management. It can be said that using big data can break

the original management mode of the park and then cultivate a unique cultural atmosphere within the park. Through the establishment of a cultural database to achieve the differentiation of the park construction, the cultural information database can also improve the autonomy of the tourists' participation, which is conducive to stimulating the inner vitality of the park's culture and the power of independent innovation and focusing on the tourists' cultural needs.

Layout of the Spatial Fusion mode

The structure of the Theory of Scenes is based on the dual system of objective and subjective systems; the objective system includes the urban community, architectural facilities, diversified people, etc., while the subjective system includes subjective factors such as cultural symbols, cultural values, and policies. The scene of the industrial tourism park also has a double spatial dimension system of subjective and objective, and the subjective dimension system can be further subdivided into cultural ecological space and public policy space according to the differences in the implementation subject. The industrial tourism park is a multidimensional spatial scene composed of objective physical space, cultural ecological space, and public policy space.

Objective physical space is the material basis for park construction. First, old industrial sites can be protected through renovation and reconstruction, as well as public museums, sightseeing spots, etc. Old buildings with local industrial characteristics can best reflect the dimension of the “cultural locality” of the park. Secondly, the economy and creativity of creative industries are also the primary material basis for the park's operation, and the type of creative industries can inherit the original industrial culture. For example, Qingdao Textile Valley (Wang et al., 2022) relies on the old factory buildings of Qingdao No. 5 State Cotton Factory to develop the emerging apparel design industry, which has attracted several apparel design companies and apparel retailers to move in. Furthermore, the spatial layout of the park facilities should be carried out according to the optimal combination of the spatial dimensions of the cultural scenes of each facility and the planning and construction of each functional area, such as the old site protection area, the creative industry area, the recreation area, the exhibition area, etc. should be carried out reasonably, to attract tourists with different values for cultural practice.

Cultural ecological space and public policy space complement each other, forming a unique cultural atmosphere of the park on the material basis of physical space. The cultural ecological space comprises two layers: the historical industrial cultural space and the modern creative cultural space, formed by the specific cultural practices of diversified groups of people. Industrial history and culture are the “soul” and “root” of the park's development, which is the foundation for the park to overcome homogenization and reflect local characteristics and cultural diversity. The cultural and creative atmosphere is the endogenous driving force for the sustainable development of the park and reflects the degree of openness of the park. Moreover, the participation of visitors is one of the critical indicators of the openness of the park space. By establishing a cultural database and a feedback mechanism for the public, we can obtain authentic suggestions for improving the park's construction, create a direct communication platform for tourists and decision-makers, and increase the enthusiasm for public participation. The composition of public policy space mainly comes from the government providing specific tourism industry policy support and other external forces to promote the park's development through active policy support to promote the protection of the park's industrial heritage and the investment and construction of creative industries.

Suppose the objective physical space is the material and economic foundation the park relies on for survival. In that case, the cultural and ecological space and the public policy space are the superstructure for the sustainable development of the park. The Spatial Fusion mode of industrial tourism parks aims to form a development mode in which the three types of spaces integrate and promote each other. In general, it can promote the sustainable development of the park through internal and external synergies based on a rational layout.

Characteristics of the Spatial Fusion mode for sustainable development

Examples of industrial tourism construction and experience show that a series of cultural and creative

production and dissemination activities based on a particular cultural lineage or creativity is the foundation for the sustainable development of industrial tourism parks of various types. In the UN's 2030 Agenda for Sustainable Development, SDG target 12. b also emphasizes the importance of sustainable tourism. The goal aims to “develop and utilize tools to promote the impact of sustainable tourism on sustainable development that creates jobs and promotes local culture and products” (Stojanovska-Stefanova & Atanasoski, 2018). The Spatial Fusion mode can identify the key cultural attractions within the park and incorporate elements such as modern culture and creativity so that it is in tune with the times and the trends of young people and can develop distinctive creative industries, such as art exhibitions, crafts bazaars, creative design studios, and so on, which will also create local employment opportunities, and provide economic resources for its self-management.

Sustainable heritage tourism has two essential criteria (Li & Hunter, 2015). Firstly, the operation must be economically viable, meaning the total long-term revenue should exceed the cost of conservation and operational activities. Secondly, it must be ecologically and culturally sustainable, and the attractiveness created through the business model must be compatible with preserving the culture and ecology (Du Cros, 2001). The internal condition for realizing the above criteria is consolidating governance structures. To properly recognize and represent the interests and concerns of all stakeholders in tourism operations, a transparent structure characterized by shared governance should be established (Li & Hunter, 2015; Rozemeijer, 2001). The industrial tourism park under the Spatial Fusion mode can meet the above criteria for sustainable development: 1) in the objective space, the integration of creative industries and industrial sites can provide the park with a new source of economy; 2) through the zoning planning of cultural and ecological space to coordinate the relationship between the cultural protection of industrial sites and the commerciality of cultural and creative industries; 3) The joint participation and construction of multiple stakeholders (park managers, government, entrepreneurs, tourists and innovative industry talents).

Implications

This mode can promote the formulation of particular tourism policies related to industrial parks, the development and implementation of which requires the use of the combined efforts of the government, park managers, and tourists. At the same time, it is crucial to provide a broad policy space for the rational use of the Spatial Fusion mode. Objective physical space and cultural ecological space need the support of public policy space on the one hand. On the other hand, they also feed back to the public policy space. In this regard, the author puts forward the following suggestions for supporting the policy development of industrial tourism parks.

Firstly, the objective physical space should be improved by absorbing social funds and providing material and economic guarantees for the park's development. The infrastructure of industrial tourism parks includes old industrial buildings, emerging creative industry, and related supporting facilities such as stores, recreational facilities, catering, etc. Each facility is a cultural scene with a specific cultural value orientation, which generates unique cultural attraction through reasonable combination. Through the synergistic development of industrial historical landscape development and creative industries, the economic value of industrial history and culture can be explored while being protected to improve the “conversion rate” of cultural value to economic value and the “realization rate” of industrial culture.

Secondly, to cultivate a unique cultural ecological space, it is necessary to not only strengthen the protection of industrial history and culture but also pay attention to the sustainable development of new creative industries, to “grasp the past and the present with both hands”. The cultural ecological space of industrial tourism parks is mainly composed of industrial historical cultural space and emerging creative cultural space, and different ways should be adopted to cultivate both. The industrial heritage should be mainly protected, and the industrial history, culture, and production techniques with local characteristics are the “root” of the park's development. At the same time, they are establishing special development funds for cultural and creative industries in the park, lowering the entry threshold, providing tax benefits and policy incentives for creative enterprises to enter the park, and broadening investment and financing channels to weaken the government's administrative intervention

appropriately. Therefore, it is necessary to absorb social capital, introduce a market competition mechanism, and revitalize the overall strength and competitiveness of the park from the inside.

Finally, by applying modern digital information technology such as “Internet+” and big data, we should establish an information-sharing network and a feedback mechanism for tourists' opinions to create a cultural database of the park to overcome the homogenization and “hollowing out” phenomenon. Establishing an information-sharing network through digital information technology realizes “bottom-up” information transfer between tourists and park managers, increasing the enthusiasm of tourists for cultural participation while absorbing creativity and improved views, providing a source of information for constructing a differentiated cultural database of the park.

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CULTURAL COMMODIFICATION AND PERCEPTIONS OF AUTHENTICITY: A COMPARATIVE STUDY OF KRETA AYER AND BLAIR PLAIN IN SINGAPORE'S HERITAGE TOURISM

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ABSTRACT

This paper examines the interplay between urban imagery, adaptive reuse, and authenticity perceptions in two contrasting Singapore heritage districts: Kreta Ayer and Blair Plain. While Kreta Ayer has undergone significant tourism-driven development, transforming its cultural heritage into consumable experiences, Blair Plain has preserved its residential character with minimal commercialisation. To analyse these dynamics, the study introduces the City Image Perception and Authenticity Metrics, integrating Kevin Lynch's city image theory with the dimensions of experiential authenticity—objective, interactive, and emotional. This framework provides a systematic method to evaluate how district image aligns with visitors' authenticity perceptions. Findings reveal that Kreta Ayer, shaped by cultural commodification, often achieves “staged authenticity,” appealing to tourists but failing to resonate with locals who perceive it as overly commercialised. Blair Plain, in contrast, maintains a stronger alignment with both groups, offering an organic cultural experience rooted in community identity and historical preservation. The metrics highlight Blair Plain's ability to balance cultural heritage with evolving social needs, while Kreta Ayer reflects the tension between economic goals and cultural sustainability. By combining city image analysis with authenticity metrics, this study advances the understanding of heritage tourism and adaptive reuse. It underscores the need for context-sensitive strategies to balance economic benefits with the preservation of cultural integrity. These insights offer valuable guidance for policymakers and heritage managers in designing tourism practices that foster meaningful cultural experiences while safeguarding the spirit of place.

Keywords: cultural commodification; authenticity perception; heritage tourism; city image; adaptive reuse

1. Introduction

The conservation of built heritage in historic urban areas is increasingly driven by the need to address decay and foster community engagement. Traditionally, this process centred around musealisation, transforming buildings into museums or cultural spaces aimed at preserving social memories and enhancing cultural cohesion (Ardakani & Oloonabadi, 2011; Hosagrahar et al., 2016). However, a growing number of preservation initiatives have shifted towards non-musealisation adaptive reuse, where historic buildings are repurposed for commercial or leisure activities (Harrison, 2013). Non-musealisation adaptive reuse and related practices intersect the professional discourse framework with community values. These values, based on community experiences and social practices related to collective memories and cultural identity (Schofield, 2016), are presented in the nostalgic aesthetics of buildings and places, primarily manifesting in multicultural regions. Moreover, ‘non-musealisation’ approach generally applies to community and privately owned heritage buildings, which expresses a sense of regeneration and ‘progress’ facing the redundancy of historic adaptive reuse of musealisation. This approach not only integrates community values and social practices but also raises critical questions about its implications for community identity and authenticity (Schofield, 2016).

In Singapore, non-musealisation has been extensively applied to revitalise shophouse clusters, particularly in districts such as Kreta Ayer and Blair Plain. Despite their similar architectural heritage, these districts have undergone significantly different adaptive reuse trajectories, prompting inquiries into the preservation of their original authenticity. While existing research has predominantly focused on Kreta Ayer's role in cultural tourism, there is a notable lack of studies examining how changes in urban imagery—understood through Kevin Lynch's city image theory—affect perceptions of authenticity and cultural identity. Conversely, the Blair Plain Conservation Area remains underexplored in the academic literature, particularly regarding its non-musealisation adaptive reuse and its impact on community identity and authenticity.

This paper builds on the intersection of Kevin Lynch's city image theory and dimensions of experiential authenticity—objective, interactive, and emotional—to investigate how the image and adaptive reuse of heritage districts influence perceptions of authenticity. By introducing the City Image Perception and Authenticity Metrics as a framework for analysis, the study provides a structured approach to evaluating the alignment between urban imagery and authenticity perceptions. Through a comparative case study of Kreta Ayer and Blair Plain, the paper addresses two key research questions:

1. How does the image of heritage districts influence perceptions of authenticity among local residents and tourists?
2. In what ways do the adaptive reuse practices in Kreta Ayer and Blair Plain shape community identity and the socio-cultural landscape of these historic districts?

While the metrics serve as a tool for systematic evaluation, the paper situates their development within broader discussions of heritage tourism, visitor perspectives, and the interplay between city image and cultural identity. By integrating these perspectives, this study contributes to understanding how historic districts can navigate the balance between cultural preservation and economic viability, offering insights for heritage managers and urban planners.

2. Literature review

2.1 *Image of historic district*

Appadurai emphasises the mediascape in his explanation of modern cultural flow which encompasses the physical network of media technologies and the symbolic narratives and images they produce (Appadurai, 1990); in other words, the world's image is constructed by expressing and replicating monumental images based on the media narrative and distinctions between fictional and real (Goldhagen, 2005). The idea of categorising a heritage district involves focusing on its monumental features. These features are constructed from a cluster of identifiable abstract images (Goldhagen, 2005) which range from visual clarity to a concentrated sense of cultural heritage, thus setting them apart from other elements (Lynch, 1964, p. 6). Urban space serves as a potent symbol of complex societies, offering emotional refuge to its inhabitants. When the development of a region overlooks its unique characteristics, it can lead to a diminishment of the area's historical essence. In this regard, Lynch (1964: 9) highlights “legibility” and “imageability” as essential components in the development and design of urban spaces, as well as crucial in preserving the images of historic districts. A critical criterion for assessing the success of incremental urban development is whether the growth of cities can promote a sense of “healing” or foster a sense of “cohesion” throughout the entire city (Nurgandarum & Anjani, 2020). Building legibility relies on environmental accessibility and acquiring information from elements such as colour, material, and motion, combined with multi-sensory responses from observers (Nurgandarum & Anjani, 2020). Lynch defines the overlapping areas of these memory images as the “public image,” which illustrates identity within a historic community. Identity implies differentiation from other groups, structured by representative cultural features that project onto physical district elements like building style, materials, application method and boundary. Each structure contributes to separate images in a cluster of buildings while evoking a coherent impression of the entire environment, providing memorable cues to residents. In addition, imageability is described as the degree to which a

physical environment or setting can elicit vivid mental images in the minds of observers (Fakhrulddin et al., 2023). The physical attributes of a historic district often consist of living elements like historic residential buildings, shop houses, and street layouts that contribute to the unique architectural and landscape features of a heritage setting.

Lynch identifies five key elements that shape the mental images of urban areas: paths, edges, districts, nodes, and landmarks. These elements, through their physical forms, spatial relationships, and meanings, create memorable environments (Lynch, 1964; Silva, 2013). Paths are linear features, like streets and walkways, that connect elements within a city. Edges serve as boundaries between districts, such as shores or walls, helping to organise and highlight features. Districts are cohesive areas with shared characteristics that distinguish them from others, while nodes are points of convergence, such as intersections or plazas, where movement and transportation often break (Damayanti, 2015; Fakhrulddin et al., 2023). Finally, landmarks are distinctive, recognisable elements that serve as reference points from a distance, contributing to the unique identity or “spirit” of a region. When considering the historic district, it becomes difficult to establish and navigate explicit boundaries without severing social connections both within and outside the region. These districts are characterised by a rich tapestry of elements, ranging from solid, tangible urban structures to dynamic narratives and historical events shaped by individuals.

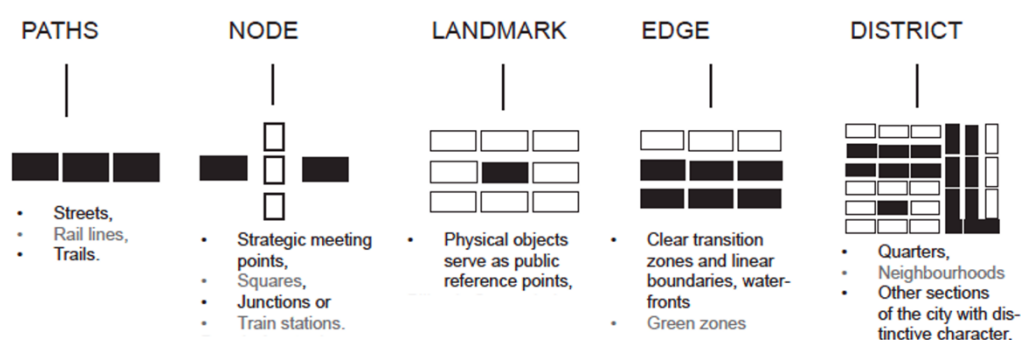


Figure 1 Kevin Lynch diagram of the "Five Physical Elements". Source: Sonia Jojic

2.2. Heritage tourism and authenticity

Heritage tourism has been a long-lasting subject of interest for several decades, capturing a number of scholarly and practical attention. (Hargrove, 2002) refers to heritage tourism as the act of visiting authentic place and artifacts to experience the past and present. This concept critically bridges the gap between heritage studies and tourism practices in an interdisciplinary context (Chang 1999, as cited in (Zhu, 2021) and has spawned large amount of research on cultural and educational dimensions (Fyall & Garrod, 1998). The heating trend of personal travel, for instance the ‘Grand Tour’, frames heritage resources under the ‘tourist gaze’, a way of detaching from the ‘real world’ and perceiving the exotic tourism experience (Harrison, 2010). This gaze is characterised by the replication of symbols and signs associated with pleasure and leisure. Fundamentally, heritage tourism represents a demand-drive production, which relies on the adaptive reused economic and social-cultural assets to attract tourist (Millar, 1991, as cited in Fyall & Garrod, 1998). Stakeholders have reached a general consensus on investigating heritage for the development of mass tourism, once recognising its importance to the economy (Li, 2003). As such, heritage tourism fosters economic and social outcomes, but also raises concerns about authenticity.

Traditionally, heritage buildings were conserved through musealisation, a process that transforms these spaces into museums or cultural institutions, focusing on preserving their historical significance (Harrison, 2013). This approach reflects an elitist ideology of heritage conservation, where preservation

is often limited to high-cultural uses (Chen et al., 2018). However, recent trends have shifted towards non-musealisation adaptive reuse, which focuses on integrating heritage buildings into everyday community life, emphasising social practices and local values rather than strictly cultural preservation (Schofield, 2016; Harrison, 2013). This shift reflects a broader move toward the experience economy, where heritage sites are no longer just static monuments but are repurposed to offer unique, interactive experiences for visitors (Pine & Gilmore, 1998). In cities like Singapore, adaptive reuse has transformed historic buildings into commercial spaces such as boutique hotels, restaurants, and co-working spaces, combining economic viability with cultural preservation (W.-H. Wang, 2011). This approach not only maintains the physical fabric of the buildings but also reinvents their function to reflect contemporary social and economic needs (Schofield, 2016). As such, non-musealisation supports both the sustainability of heritage sites and their integration into the dynamic urban fabric (Harrison, 2013).

In Singapore, non-musealisation adaptive reuse has played a critical role in revitalising shophouse clusters, particularly in areas like Kreta Ayer and Blair Plain. These projects seek to balance the demands of heritage preservation with the growing need for economic sustainability. However, in the process, they often lead to the staging of authenticity (MacCannell, 1973). As these sites become popular destinations for heritage tourism, they are frequently curated to meet the expectations of tourists, prioritising aesthetic appeal and consumable cultural experiences over their original, lived significance (Chang, 2016). However, while staged authenticity reshapes the physical and symbolic aspects of these districts, tourists' personal engagement with these spaces often generates various forms of experiential authenticity. Rather than focusing solely on the object-related authenticity of historical buildings, tourists engage with the interactive aspects of the site, including their interactions with locals and participation in cultural practices. These experiences, whether contrived or organic, contribute to a sense of emotional authenticity, where the personal feelings of connection or nostalgia play a more critical role in shaping the visitor's experience (Tiberghien et al., 2017). Although staged authenticity can dilute the original significance of heritage sites, experiential authenticity allows tourists to derive personal meaning from their encounters. For instance, emotional authenticity has been identified as one of the most influential components of visitors' experiences in heritage tourism, as it provides a unique perspective on consuming heritage (Jin et al., 2020). The co-creation of interactive authenticity further enhances this, as it encourages cross-cultural interactions between hosts and guests (Tiberghien et al., 2017), creating opportunities for deeper engagement with the local community.

2.3 Visitor's perspective and experiential authenticity

The concept of experiential authenticity is integral to understanding visitor experiences at cultural heritage sites and museums. As outlined by Jin et. al (2020), experiential authenticity encompasses three key dimensions: original authenticity (objective authenticity), emotional authenticity, and interactive authenticity. This framework illustrates how these branches interconnect to shape visitors' overall perceptions and experiences, emphasising that experiential authenticity is a multifaceted construct influenced by both objective and subjective elements.

Objective authenticity refers to the tangible and historical attributes of cultural artifacts, focusing on their original context and significance. (N. Wang, 1999) categorises it as one of three authenticity types, emphasising the inherent qualities of heritage objects. MacCannell (1973) contrasts objective authenticity with staged authenticity, highlighting curated experiences designed for tourism. This distinction reinforces the notion that authenticity is not solely about subjective feelings; it is also grounded in the historical reality of cultural products.

Interactive authenticity, although noted as the least significant dimension by Jin et al. (2020), underscores the role of visitor engagement with the site. This dimension highlights how technology and participatory experiences can enhance the overall visit. Jin et al. (2020) identify six subthemes under interactive authenticity, including technology interaction, souvenir commerce, and on-site face-to-face interaction. Given the visitor features of Kreta Ayer and Blair Plain Conservation Area, this paper limits the discussion of interactive authenticity to face-to-face interactions. However, the concept raises questions about the balance between preserving authenticity and providing interactive experiences.

Tiberghien et al. (2017) caution that the commercialisation of tourism may lead to staged performances that prioritise visitor satisfaction over genuine cultural expression, potentially undermining the authentic connections sought by visitors.

Research indicates that visitors do not always seek an absolute sense of objective reality; rather, they often pursue the spiritual enjoyment derived from the objects they encounter (Goulding, 2000; Jensen & Lindberg, 2001, as cited in Jin, et al., 2020). This challenges the notion that objective authenticity alone can encapsulate the depth of visitors' experiential authenticity in a musealised image. (Salmela, 2005) defines emotional authenticity as the degree to which an individual's emotional expressions align with their true feelings and beliefs. Emotional authenticity can be influenced by social environments and expectations, as well as by an individual's self-awareness and interpersonal communication. It emerges as a primary factor that shapes how visitors connect with cultural heritage. (Rickly-Boyd, 2012) supports this by suggesting that emotional involvement is crucial for authenticating places, as visitors often engage in affective relationships that deepen their experiences. This perspective aligns with Tiberghien et al., (2017) assertion that authenticity is not merely about objective measures but is also deeply embedded in visitors' emotional responses.

The interplay between visitor perception and authenticity is crucial for understanding overall visitor experiences. While objective authenticity remains an important factor in visitor satisfaction, it does not fully encapsulate the complexities of experiential authenticity (Tiberghien et al., 2017), as objective authenticity mainly focuses on physical elements rather than interactions among people. Di Domenico and Miller (2012) argue that experiential authenticity is shaped by the interactions between tourists and hosts, where tourists seek meaningful, engaging experiences that connect them to local culture. They specify experiential authenticity through four key dimensions. First, contextual relevance highlights the importance of the setting and its significance to local culture. Second, interaction refers to the exchanges between tourists and local hosts, which contribute to a deeper understanding of the culture and enhance the authenticity of the experience. Third, subjective perception relies on individual tourists' perceptions and emotional responses. Fourth, engagement involves active participation in and interaction with local practices. The exploration of experiential authenticity is particularly relevant to research on city image and heritage tourism. Understanding how tourists perceive authenticity through contextual relevance and interaction can inform how cities curate their heritage experiences to enhance their image.

However, as tourists engage with the performative aspects of local cultures—often constructed for consumption—they may encounter what MacCannell (1976) termed "performed authenticity." This dynamic raises concerns about the potential commodification of cultural experiences and the risk of losing spontaneous, reciprocal relationships between hosts and guests in favor of packaged tourism activities. Moreover, the availability of information reflecting the unique history of a destination significantly impacts tourists' perception of authenticity, reinforcing positive imagery (Lu et al., 2015). Previous research demonstrates that perceived authenticity is fundamental in shaping tourists' intentions to visit heritage sites, with favorable images derived from authentic experiences leading to increased visitor satisfaction. This reinforces the idea presented by (Chhabra et al., 2003) that authenticity is a critical factor in influencing tourists' decisions, highlighting the importance of managing perceptions to enhance visitor engagement.

In conclusion, understanding experiential authenticity requires a nuanced exploration of its dimensions—original, emotional, and interactive authenticity. Each plays a distinct role in shaping visitor experiences, underscoring the need for heritage sites to balance objective realities with the subjective emotional journeys of their visitors. As heritage tourism continues to evolve, recognising these complexities will be essential for creating authentic and engaging experiences that resonate with diverse audiences.

2.4 Integrating city image and dimensions of authenticity in heritage districts

Building on the insights from the literature, this model provides a conceptual framework for understanding how city image in heritage districts like Kreta Ayer and Blair Plain is constructed through multiple dimensions of authenticity—objective authenticity, interactive authenticity, and emotional

authenticity. The model aims to clarify how each of these dimensions contributes to experiential authenticity, offering a comprehensive perspective on how visitors perceive and connect with heritage sites.

The first dimension, objective authenticity, forms the foundation of a heritage district's city image. Objective authenticity refers to the historically accurate, tangible aspects of a site, such as its architecture, materials, and spatial organisation (Wang, 1999; MacCannell, 1973). These physical attributes give each district a unique identity that visitors can visually recognise and associate with cultural heritage. In this model, objective authenticity is essential for establishing a perceived authenticity that underpins the visitor's experience. For example, in Kreta Ayer, Chinese-themed architecture, signage, and decor collectively create a coherent "Chinatown" aesthetic that visitors can readily identify with. However, as the literature on heritage commodification suggests (MacCannell, 1973), commercial influences can sometimes shift this perceived authenticity towards staged authenticity, where cultural symbols are curated to meet tourist expectations. This dynamic highlights the need for a balance, where objective authenticity remains grounded in genuine historical and cultural elements.

Second is interactive authenticity, which refers to the level of visitor engagement with local communities and cultural practices, which brings a participatory dimension to the heritage experience. While objective authenticity provides the physical setting, interactive authenticity facilitates community interaction that enriches the visitor's perception of the site's cultural depth (Jin et al., 2020). In Kreta Ayer, interactions with vendors in food stalls or shopkeepers offer visitors a glimpse into the everyday cultural practices, while in Blair Plain, community-based activities and art studios provide an environment for genuine social exchanges. As Tiberghien et al. (2017) suggest, interactive authenticity fosters a deeper understanding of a location's cultural depth; however, the model also recognises the risk of over-commercialisation, which may shift interactions from genuine community engagement to tourist-focused performances.

Third is Emotional authenticity refers to the affective connections that visitors form with a place, providing a sense of place that goes beyond the visual or interactive elements. Emotional authenticity is rooted in personal, subjective responses, often shaped by nostalgia, cultural resonance, or a sense of familiarity (Rickly-Boyd, 2013). This dimension plays a critical role in the model, as it enhances the visitor's overall experience by transforming the heritage district into a personally meaningful location. In Kreta Ayer, for instance, visitors of Chinese descent may experience emotional authenticity through sensory cues—such as the architecture or street layout—that evoke connections to their cultural heritage. In Blair Plain, the preserved residential spaces and Peranakan architectural elements create an atmosphere of continuity, appealing to both residents and visitors. By fostering these affective bonds, emotional authenticity contributes to a lasting city image that resonates with visitors on a deeper level.

Last is experiential authenticity, which synthesises objective, interactive, and emotional authenticity to create a holistic visitor experience. Experiential authenticity embodies the overall impression that visitors form as they engage with the physical environment, social interactions, and emotional responses within a heritage district. This authenticity emerges from the dynamic interplay between its components, with each type of authenticity contributing a unique dimension to the visitor experience. Objective authenticity provides a stable, recognisable foundation, offering visitors a tangible connection to the historical and cultural elements of the site. Interactive authenticity, in turn, introduces a participatory element, inviting visitors to engage with local communities and activities, thus adding a dynamic aspect to the experience. Emotional authenticity fosters a deeper, affective connection, allowing visitors to establish a personal bond with the place, often rooted in nostalgia, cultural resonance, or a sense of belonging. When these elements align harmoniously, they create a cohesive city image that is both culturally rich and emotionally engaging. In Kreta Ayer and Blair Plain, experiential authenticity is achieved through this alignment, where the physical setting, community interaction, and affective connections together shape a meaningful and immersive experience for visitors. This layered approach to authenticity ensures that the heritage districts not only provide visually recognisable and historically

grounded spaces but also foster genuine interactions and emotional engagement, enhancing the overall depth of the visitor experience.

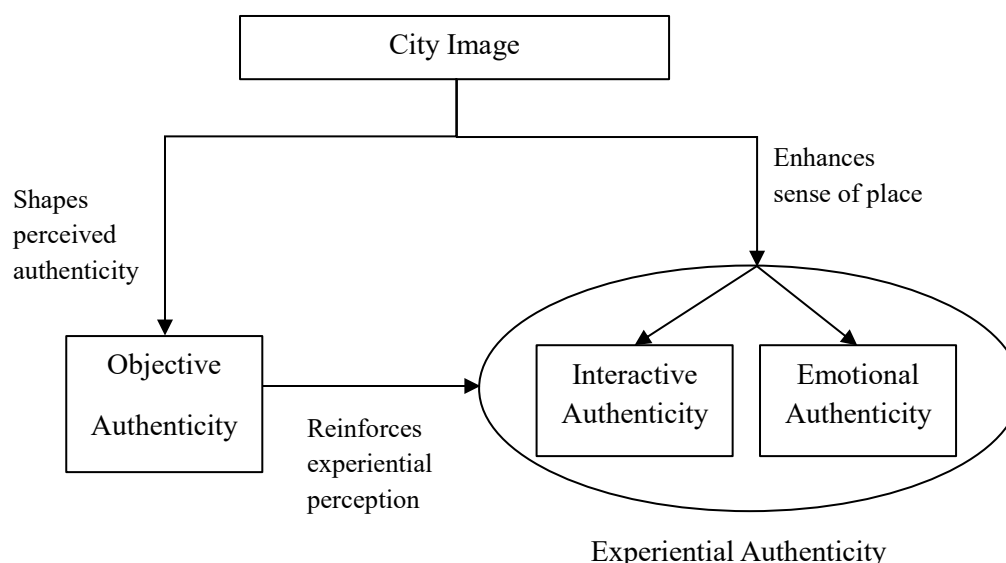


Chart 1 The relationship among city image, objective authenticity and experiential authenticity

3. Methodology

This study investigates the formation of distinct district imageability within the context of non-musealisation adaptive reuse, grounded in Lynch’s theory of city image. The research framework aims to critically examine the imageability of historical communities while incorporating social and cultural dimensions into this analysis. This inquiry scrutinises the elements of district imagery and the interactions between individuals and spaces, discerning how community images are shaped and preserved amidst iconic, monumental structures. The methodology employs a qualitative approach, encompassing a comprehensive review of secondary resources, including historical documents, reports, maps, and documentaries, to develop a nuanced understanding of the topic. Case studies on two shophouse clusters in Singapore—Kreta Ayer and Blair Plain Conservation Area—serve as the primary focus of this research. Data collection involves visual data representation, including figures and tables, to effectively illustrate the construction of images in these historic conservation areas. A key component of the research includes conducting semi-structured interviews with local residents, business owners, and community stakeholders in both districts. These interviews will provide rich, qualitative data on personal experiences, perceptions of authenticity, and the social implications of adaptive reuse practices. The semi-structured format allows for flexibility in exploring emerging themes while ensuring that specific research questions are addressed.

3.1 Interviewees’ bibliography

To deepen the analysis, a field study will be conducted to gather first-hand experiences and observations of the districts. This study will primarily focus on the physical aspects of the heritage districts, including facade designs, the built environment, street layouts, and the adaptive reuse of shophouses. Additionally, the conservation narratives surrounding these districts will be examined to illuminate the social implications of architectural conservation and their impact on district imageability. By analysing both the tangible and intangible aspects of heritage conservation, this research aims to provide a comprehensive understanding of how adaptive reuse practices influence the authenticity and identity of historic districts in contemporary urban contexts. Through the combination of secondary resource analysis, visual data representation, and semi-structured interviews, this study seeks to capture a holistic view of the evolving images of Kreta Ayer and Blair Plain, ultimately revealing the complexities of community identity and the multifaceted nature of authenticity in heritage tourism.

Table 1 Demographic Profile of Interviewee

NO.	GENDER	AGE	NATIONALITY	ATTRIBUTE
1	M	21-25	China	Tourist
2	F	26-30	China	Tourist
3	M	26-30	Brazil	Tourist
4	M	31-35	US	Tourist
5	F	21-25	China	Tourist
6	F	56-60	Singapore	Local visitor
7	M	16-20	Singapore	Local visitor
8	M	21-25	China	Local visitor
9	F	26-30	Indonesia	Local visitor
10	M	26-30	Singapore	Local visitor

4. Findings and Discussions

4.1 Visitor's reflection in districts' authenticity

Physical elements and image

According to Lynch (1964), the image of a city is constructed through paths, nodes, edges, landmarks, and districts; in other words, a historic area is formed by various physical elements that contribute to its identity. This concept of objective authenticity is particularly relevant in understanding how tourist destinations create strong first impressions through these defining characteristics. Based on interviewee responses, it is clear that the landscape settings in Kreta Ayer and Blair Plain are distinctly different from other areas in the city, reinforcing the notion that objective authenticity encompasses the tangible attributes that shape visitors' perceptions.

Interviewees unanimously identified a shophouse cluster by its unique paths and edges, such as the commercial shophouses lining the main road. One interviewee even noted the difference in paving materials used in Kreta Ayer compared to its surroundings. Specifically, Kreta Ayer's image is defined by its landmarks and district character, with Chinese cultural symbols dominating the visual landscape. The abundance of Chinese-language signage, architectural details, and business offerings creates a strong sense of place, positioning Kreta Ayer as an identifiable and culturally immersive district within Singapore. In Lynchian terms, these elements contribute to Kreta Ayer's imageability—its ability to evoke vivid mental images in visitors' minds.

The paths in Kreta Ayer, such as the five-foot ways, are often blocked by tables and chairs from restaurants, transforming these alleys into vibrant extensions of food stalls and bars that guide tourists through a bustling environment. This atmosphere feels both familiar and lively, particularly for visitors of Chinese descent, as it evokes memories of home. As one interviewee depicted, "the environment of shophouses and lanes makes me feel like I'm in my hometown Chaozhou." This observation supports and extends the assertion by Tiberghien et al. (2017) that authenticity is embedded in visitors' emotional responses and experiences with physical elements. The edges of Kreta Ayer—boundaries that clearly distinguish it from surrounding districts—are also essential to its identity. The visual transition from nearby areas to the concentrated Chinese cultural symbols of Kreta Ayer enhances the sense of entering a unique, enclosed cultural space. Two tourist interviewees and one local visitor expressed that the vivid displays of Chinese signage, architecture, and commerce create a memorable, tourist-friendly environment, with nodes like the Sri Layan Sithi Vinayagar Temple serving as focal points for both tourists and local visitors alike. This concentration of cultural symbols aligns with Lynch's concept of a district as a space that is easily recognisable through its dominant visual and cultural elements.

In contrast, Blair Plain offers a different image characterised by residential stability and a peaceful, community-oriented atmosphere. Its district character is shaped by Peranakan architecture mixed with British colonial details, creating a sense of continuity with Singapore's past. Interviewees noted that the edges of Blair Plain are marked by old commercialised shophouses on the periphery, establishing a soft

boundary that distinguishes it from the newly developed city while preserving a primarily residential character at its core. This boundary helps Blair Plain maintain a coherent and distinct identity as a quiet, historically rooted district. The paths within Blair Plain are lined with traditional shophouses, which, as local visitors pointed out, have often been adapted by owners who enclose the five-foot ways to create semi-private spaces. This architectural choice enhances Blair Plain's legibility, offering clear visual cues that signal its residential nature. Nodes within Blair Plain, such as small crossroads and heritage hostels, provide gathering points that reinforce the area's community focus. Collectively, these physical elements contribute to Blair Plain's imageability as a serene and authentic representation of Singaporean lifestyle and heritage.



Figure 2 Semi-private “five-foot way” in Blair Plain Conservation Area

Emotional and Experiential Reflection

According to Jin et al. (2020), emotional authenticity is a crucial component of experiential authenticity, acting as a source of renewal that strengthens visitors' sense of identity and belonging. This type of authenticity deepens the psychological connection between visitors and place, evoking personal memories and emotions that transcend mere physical surroundings. In Kreta Ayer, the vibrant, commerce-oriented setting attracts visitors who seek a lively, sensory-rich experience, where the blend of traditional shops, bustling street life, and iconic decorations creates a unique atmosphere. Yet, despite the colourful displays and dynamic environment, this bustling district often limits the potential for deeper, personal engagement. The emphasis on commerce shapes an experience that is stimulating but transactional, appealing primarily to visitors seeking the energy of a marketplace rather than an immersive community connection.

The emotional responses of tourists and local visitors in Kreta Ayer and Blair Plain underscore contrasting experiences, shaped by each district's distinctive atmosphere and cultural essence. Respondents describe Kreta Ayer as an energetic, highly commercialised space where the rhythm of daily life revolves around tourism. The abundance of shops, eateries, and cultural landmarks clustered around the nearby MRT station draws visitors into a microcosm of Singapore's Chinese heritage. For many, Kreta Ayer embodies the excitement of a “stereotypical Chinatown,” where traditional decorations and bustling activity create an immersive yet familiar cultural showcase. Visitors who frequent historic districts worldwide describe Kreta Ayer as a lively destination that reflects the spirit of Chinese heritage, albeit in a way that feels curated. The interactions here are brief, focused on transactions with shopkeepers or vendors rather than meaningful exchanges. As (Goulding, 2000) and (Jensen & Lindberg, 2000) suggest, tourists in such environments are often in search of a sense of place that brings spiritual enjoyment or escape, rather than an intense connection to local community life. This makes Kreta Ayer feel more like a stage set for visitors rather than an authentic neighbourhood, leaving some respondents with the feeling of being “outsiders,” spectators in a cultural performance.

In contrast, Blair Plain offers an atmosphere imbued with calm and nostalgia, resonating emotionally with visitors who cherish intimacy and a residential setting. For local visitors, Blair Plain feels “personal and relatable,” with its preserved shophouses, slower pace, and quiet communal spaces evoking a deep sense of home and heritage. This quieter environment encourages reflection, where visitors can appreciate the understated charm of the neighbourhood, often described as “home-like” or genuinely reflective of Singapore’s heritage. The shophouses, blending Asian and Western architectural influences, and the gradual shift from Chinese to English and Malay in everyday language, especially in local kopitiams (traditional Singaporean cafés), heighten the sense of a place rooted in multiculturalism. This linguistic variation enhances each district’s distinct cultural atmosphere, with Blair Plain capturing a harmonious coexistence of old and new.

Interestingly, the interactions in Blair Plain appear polarised. For local visitors, especially former residents, encounters with familiar faces—ex-neighbours, long-standing shop owners, or café regulars—rekindle connections and reinforce a sense of continuity in the neighbourhood. These interactions foster a comforting sense of belonging and familiarity that enriches the experience of heritage beyond mere aesthetics. On the other hand, tourists describe a more distant engagement, often observing the neighbourhood from the outside. One tourist noted, “In Blair Plain, you always see closed front doors and empty streets,” reflecting the subtle boundaries that maintain privacy. Five-foot ways are frequently fenced or semi-enclosed by plants, gently deterring non-residents from intruding. This quiet separation helps preserve Blair Plain’s identity as a lived-in neighbourhood, where heritage seamlessly integrates with everyday life and remains largely untouched by overt tourism. For some tourists, this absence of open access and public display in Blair Plain may create a sense of exclusivity or inaccessibility, adding to its authenticity but perhaps also its elusiveness as a genuine residential enclave.

The findings reveal that visitors’ emotional responses and preferences for each district are significantly shaped by personal disposition, echoing the concept of emotional authenticity discussed in the literature review. As highlighted by Salmela (2005), emotional authenticity involves aligning one’s emotional expressions with true feelings and beliefs, which appears to be reflected in the visitors’ preferences for Kreta Ayer and Blair Plain. Interviewees indicated that those who appreciate energetic and diverse spaces are drawn to Kreta Ayer, valuing its vibrant atmosphere and extensive amenities. This aligns with the idea that interactive and emotional elements can enhance visitor experiences, as noted by Jin et al. (2020). Conversely, individuals seeking tranquil, community-centric environments resonate with Blair Plain’s calm, historical charm, which appeals to their introspective and nostalgia-driven preferences. Some respondents even characterised Kreta Ayer as feeling “staged” or curated for tourists, contrasting sharply with Blair Plain’s more genuine representation of Singaporean heritage. This sentiment reinforces the argument from Tiberghien et al. (2017) that visitors often seek authentic emotional connections, rather than solely objective authenticity, highlighting the importance of personal narratives in shaping their experiences. Thus, the emotional responses of visitors in these districts illustrate the interplay between experiential authenticity and personal disposition, demonstrating how different images evoke varying degrees of emotional engagement and connection to cultural heritage.

4.2. The development on city image and authenticity perception metrics

This study explores visitor perceptions of authenticity in heritage tourism through the lens of Lynch’s city image model and the dimensions of experiential authenticity: objective, interactive, and emotional. Based on qualitative analysis of interviewee responses, these three dimensions were found to intersect within the spatial and experiential features of heritage districts, shaping how visitors perceive authenticity. To synthesise these findings and provide a structured approach to analyzing authenticity, this study proposes the City Image Perception and Authenticity Metrics. This framework aligns Lynch’s city image elements—paths, edges, nodes, and landmarks—with the dimensions of experiential authenticity, offering a conceptual model for understanding visitor perceptions. Each city image element is analysed through three variables that correspond to the authenticity dimensions: physical preservation (objective authenticity), cultural interactions (interactive authenticity), and emotional connections (emotional authenticity). While this study employs a qualitative methodology, the proposed matrix highlights the potential for a systematic evaluation of authenticity in future research. By bridging

spatial analysis and visitor perceptions, this framework offers a way to balance authenticity with commercialisation in heritage tourism, ensuring that cultural heritage sites remain both economically viable and experientially meaningful.

Based on the interviewees' responses, a city image perception and authenticity metrics framework has been developed by immersing Lynch's city image elements within the concept of experiential authenticity. Each city image element includes three variables aligned with objective authenticity, interactive authenticity, and emotional authenticity. Since the first four elements already measure authenticity effects at a micro level, the element of 'districts' is excluded from this matrix to avoid redundancy.

Table 2 City Image and Authenticity Perception Metrics

City Image Element	Variable	Description
Paths	Physical Integrity	Focuses on the authentic atmosphere created by physical objects.
	Cultural Activity	Measures the authenticity of activities along the paths.
	Navigation Feel	Reflects interviewees' experiences while walking through the paths.
Edges	Continuity	Reflects interviewees' first impressions of the district's boundary.
	Integration with Space	Assesses how seamlessly the edge connects to its surroundings.
	Social Use	Evaluates whether the edge serves a functional role in community life.
Nodes	Frequency of Use	Measures how often the node is actively used for culturally significant purposes.
	Type of Interaction	Explores the quality and nature of engagement at the node.
	Cultural Significance	How people feel be connected with the district.
Landmarks	Preservation Impact	Considers level of physical changes affect authenticity and usage.
	Accessibility	Measures the level of engagement opportunities the landmark provides.
	Symbolic Value	Evaluates how well the landmark embodies its cultural significance.

The conceptual framework of the matrix in this study is designed to be adaptable for systematic scoring. A three-point scale evaluates each variable, where 1 represents low authenticity (e.g., staged or modernised), 2 reflects moderate authenticity (e.g., mixed features), and 3 indicates high authenticity (e.g., preserved, interactive, or meaningful). This scoring system enables a quantitative assessment of authenticity and facilitates evaluating the alignment between the current city image and visitors' perceptions of authenticity. To provide a nuanced analysis, the matching levels between city (district) image and authenticity perceptions are divided into four categories.

- High Matching ($\geq 75\%$ of the total possible score): Indicates a strong alignment between the district's image and visitors' perceptions of authenticity.
- Upper Moderate Matching (66.6%–74.9%): Reflects a moderately strong alignment, nearing high matching.
- Lower Moderate Matching (50%–66.5%): Suggests a weaker alignment, closer to low matching.
- Low Matching ($< 50\%$): Signifies significant gaps between the district's image and visitors' perceptions of authenticity.

Based on responses from interviewees, the metrics for Kreta Ayer and Blair Plain are categorised as shown in the following tables. The metrics are divided into three dimensions of authenticity:

1. **Objective Authenticity:** Evaluates physical elements, including Physical Integrity (Paths), Continuity (Edges), Frequency of Use (Nodes), and Preservation Impact (Landmarks).
2. **Interactive Authenticity:** Focuses on engagement, incorporating Cultural Activity (Paths), Integration with Outer Space (Edges), Type of Interaction (Nodes), and Accessibility (Landmarks).
3. **Emotional Authenticity:** Addresses experiential aspects, such as Navigation Feel (Paths), Social Use (Edges), Cultural Significance (Nodes), and Symbolic Value (Landmarks).

The following tables reveal the metrics result for Kreta Ayer and Blair Plain. These findings demonstrate the depth and versatility of the City Image Perception and Authenticity Metrics in assessing the alignment between district image and authenticity perceptions. Beyond evaluating the existing dynamics, the metrics reveal critical areas where districts can better balance authenticity with commercialisation, catering to both tourists and locals.

Kreta Ayer emerges as a dynamic, tourism-driven district, with its image aligning more strongly with tourists' expectations. The district's upper moderate matching in physical preservation and cultural interactions highlights its appeal to tourists, who are drawn to its vibrant, nostalgic, and visually engaging atmosphere. However, the lower matching levels reported by locals reflect concerns about modern elements, such as pop-up shops and glass awnings, which disrupt the district's historical charm and community-oriented character. Emotional authenticity further underscores this divide: tourists experience high matching driven by their desire for spectacular and curated experiences, while locals view Kreta Ayer as overly commercialised, eroding deeper connections to its heritage. In contrast, Blair Plain presents a tranquil, community-focused image, achieving upper moderate and high matching levels across authenticity dimensions for both groups. Its success in maintaining historical integrity and integrating seamlessly into locals' daily lives resonates strongly with residents, who value its nostalgic and personal connections. For tourists, the district offers reflective charm and a slower-paced alternative to urban busyness, though the lack of immersive cultural interactions results in a lower moderate matching for interactive authenticity. Blair Plain's ability to balance its heritage identity with modern residential functionality makes it a compelling example of how a district can foster meaningful engagement while retaining its authenticity.

Table 3 Metrics result for Kreta Ayer

Authenticity Category	Tourists Score	Tourists Match Level	Locals Score	Locals Match Level
Objective Authenticity	8.50	Upper Moderate	7.50	Lower Moderate
Interactive Authenticity	8.18	Upper Moderate	8.84	Upper Moderate
Emotional Authenticity	9.00	High	7.16	Lower Moderate

Table 4 Metrics result for Blair Plain

Authenticity Category	Tourists Score	Tourists Match Level	Locals Score	Locals Match Level
Objective Authenticity	9.83	Upper Moderate	9.66	Upper Moderate
Interactive Authenticity	6.33	Lower Moderate	9.67	High
Emotional Authenticity	9.50	High	9.83	High

The findings validate the City Image Perception and Authenticity Metrics as a robust framework for evaluating and addressing mismatches between the current city image and visitors' authenticity perceptions in heritage districts. By systematically integrating physical and experiential elements, the metrics reveal how different stakeholder groups—such as tourists and locals—place varying emphasis on the objective, interactive, and emotional dimensions of authenticity. The results underscore the value of a systematic scoring approach in identifying these mismatches. For instance, while Kreta Ayer's tourism-centric approach aligns with tourists' needs for vibrant and curated experiences, locals highlight the erosion of historical charm and community inclusion, emphasizing the need for greater balance. Conversely, Blair Plain offers a compelling model for sustaining heritage authenticity while accommodating residential and social needs, achieving stronger alignment across authenticity dimensions for both groups. These insights offer a roadmap for adaptive heritage management strategies that balance local traditions with economic viability, ensuring both cultural preservation and the evolving demands of diverse visitor populations. By enabling quantitative comparisons, the metrics provide a foundation for informed decision-making, helping heritage districts address mismatches and preserve their economic vitality and experiential richness.

Image, authenticity and identity

Within the context of Kreta Ayer and Blair Plain Conservation Area, two distinct images emerge despite being subjected to non-musealisation conservation approaches. The former is a heritage tourism destination, while the latter is a historic commercial-residential area. This section will investigate analyse the impact of these diverse images towards authenticities. Heritage commodification refers to the process whereby cultural expressions, traditional knowledge, and sites of historical significance are transformed into commodities to generate economic value, often in the context of tourism and urban redevelopment (Alonso González, 2014). Inevitably, the process can create tension between conserving the authenticity of heritage sites and utilising them as economic resources. The transformation of Kreta Ayer into a 'heritage' attraction, serving a consumer-centric and tourist-orientated market, illustrates the dynamic tensions in heritage conservation, commodification, urban image, and community identity. Once a vibrant and multicultural residential neighbourhood, the entire area has been renovated to function primarily as a cultural attraction, thereby significantly altering its original socio-cultural fabric. the physical elements—such as the distinct shophouse architecture, Chinese-language signage, and densely packed souvenir shops—establish a visually recognisable identity that aligns with the notion of objective authenticity. These tangible features give Kreta Ayer an aesthetic continuity that reflects its historical role as a central hub for Singapore's Chinese community. Moreover, the architecture and signage contribute to a cohesive city image that tourists readily associate with an authentic "Chinatown" experience.

According to previous studies, however, the commodification of Kreta Ayer's heritage poses challenges to its objective authenticity. The transformation of shophouses into tourist-centric establishments, with a significant percentage converted into Chinese restaurants and souvenir shops, has shifted Kreta Ayer's character from a residential area to a consumer-oriented district. While these spaces retain the physical elements that create an authentic "Chinatown" atmosphere, the conversion into commercial entities—such as souvenir shops selling Chinese-themed products—creates a contrived sense of place that decline

the authenticity of the lived experience for the local community. Therefore, this commodified image limits visitors' understanding of Kreta Ayer as a historically rich, multicultural neighbourhood and instead reinforces a simplified, performative version of Chinese culture. The interplay between objective and experiential authenticity is critical here. While objective authenticity focuses on preserving the physical characteristics of Kreta Ayer, experiential authenticity is shaped by the visitors' engagement with the space. Linking this to Lynch's (1964) concept of city image, Kreta Ayer's imageability—its ability to evoke vivid mental images in the minds of visitors—is primarily shaped by highly recognisable landmarks, paths, and commercial setups. As commodification intensifies, the area's image risks becoming static, dominated by commercialised symbols rather than a true reflection of its heritage. This shift towards commodification raises concerns about experiential authenticity, as the dynamic, community-based interactions that once characterised Kreta Ayer are replaced by staged performances that prioritise visitor satisfaction over genuine cultural engagement. Thus, while the area still reflects objective authenticity in its physical form, its experiential depth is eroded, impacting the integrity of its city image.

Beyond the physical elements, identity of Kreta Ayer has also been significantly affected by shifts in population demographics. Singapore's top-down conservation drive to dismantle ethnically segregated areas since 1965 resulted in a large proportion of the Chinese population relocating from Kreta Ayer to new residential precincts such as the People's Park Centre (Ho & Seow, 2013). This relocation undermined the social cohesion of Kreta Ayer's community, reducing it to a day-time economy where workers vacate the area at the end of the day, further exacerbating the erosion of the community's identity. In response to concerns about the potential loss of cultural identity and heritage, the Singaporean government established a Committee on Heritage in the late 1980s to oversee the preservation of historically significant districts. Paradoxically, the Committee's efforts to conserve Kreta Ayer's heritage led to a post-conservation rent hike, pricing out many small traditional businesses (Ho & Seow, 2013). Consequently, Kreta Ayer's retail scene is now dominated by upmarket shops catering to tourists, a transformation that, while economically lucrative, risks compromising the authenticity of Kreta Ayer's cultural heritage. In conclusion, while the transformation of Kreta Ayer into a 'heritage' attraction has bolstered its appeal as a tourist destination, this process raises critical questions about the impact of commodification on community identity, cultural authenticity, and the socio-economic sustainability of heritage conservation. Considering the escalating creation of 'stage heritage', Kreta Ayer is progressively losing its cultural and traditional layers beyond mere architectural structure and cultural elements. These layers encompass physical structures, people, and their social interactions, collectively constituting the 'genius loci' or the spirit of the place. This unique spirit is a product of vernacular social practices and cannot be replicated through touristic activities. The ongoing process of "Disneyfication" in Kreta Ayer threatens the district's rich tapestry of community identity. Therefore, the objective authenticity and lived experiences of the local community are at risk of being side-lined and erased. The increasing prevalence of 'stage heritage' not only alters the visual and spatial character of Kreta Ayer but also disrupts the deeply ingrained socio-cultural dynamics inherent in its community identity.

In contrast, Blair Plain's objective authenticity is preserved through a conservation approach that prioritises its residential identity and maintains its historical fabric without catering exclusively to tourism. The conserved shophouses in Blair Plain, featuring Peranakan architectural details and British colonial influences, contribute to a city image that emphasises stability and continuity with Singapore's past. Blair Plain achieves a balance between objective and interactive authenticity, as the adaptive reuse of its shophouses encourages community interactions without undermining the area's identity. For example, repurposing some shophouses into heritage co-living spaces or artistic studios, creates an environment where both residents and visitors can engage in meaningful interactions, integrating both tradition and modernity. These participatory experiences provide visitors with authentic insights into Singapore's cultural and artistic heritage, enhancing the experiential depth of Blair Plain's city image. Additionally, the shift towards artistic uses of space, combined with comparatively lower rents, has attracted a new group of entrepreneurs investing in the leisure industry within the historic district (TJ, 2023). This commitment to preserving Blair Plain's residential function also enhances its experiential authenticity by fostering a sense of rootedness for residents and a genuine connection to local culture for visitors.

Through adaptive reuse, Blair Plain retains the architectural authenticity of the area, allowing it to serve as a “living heritage” site where physical elements and neighbourhood layout are conserved while accommodating contemporary uses. The conservation strategy for Blair Plain supports the integration of tradition and modernity, bridging the gap between built heritage and cultural landscape. This approach avoids a binary opposition between modern and historical landscapes, instead positioning Blair Plain as a component of modern Singapore that connects historical and contemporary urban environments. However, this landscape urbanism approach also brings to light significant socio-economic issues, particularly the potential erosion of the area’s heritage identity due to elite influence. Residents of Blair Plain have expressed concerns over the increasing cultural consumption driven by the elite’s development orientation. Rising property values have led to a trend where shophouses are increasingly purchased and occupied by affluent individuals, drawn to the area’s heritage appeal and the unique opportunity to “own a piece of Singapore history.” Meanwhile, original residents, who are integral to the area’s cultural fabric, are gradually relocating due to the inconveniences associated with older living utilities. This trend highlights the tension between preserving authenticity and accessibility, as the area’s rising exclusivity could eventually lead to a shift in its identity. Without measures to control gentrification, Blair Plain risks becoming a “historic hotel”—an aestheticised space stripped of its original community fabric. Thus, the ongoing conservation of Blair Plain reveals the delicate balance required to protect city image, authenticity, and identity in heritage sites amidst socio-economic pressures.

5. Conclusion

This comparative study of Kreta Ayer and Blair Plain in Singapore’s heritage tourism landscape employs the City Image Perception and Authenticity Metrics to reveal the complex interplay between commodification, adaptive reuse, and authenticity in urban heritage districts. The metrics provide a structured framework for evaluating the alignment between city image and visitors’ perceptions of authenticity, highlighting critical areas where heritage districts can balance economic goals with cultural significance. The findings underscore how commodification shapes authenticity perceptions, often leading to staged experiences that prioritise aesthetic appeal over lived cultural depth. In Kreta Ayer, high levels of commercialisation create a vibrant, visually captivating environment that achieves upper moderate to high matching levels for tourists, aligning with their expectations of a “Chinatown.” However, this same approach results in lower matching levels for locals, who perceive the district as overly commercialised and disconnected from its historical roots. Conversely, Blair Plain achieves stronger alignment across authenticity dimensions for both tourists and locals, preserving its residential and community-focused identity. Adaptive reuse practices here are subtly integrated into daily life, reinforcing a sense of place and historical continuity.

The study also highlights the multidimensional nature of experiential authenticity. The metrics reveal how commodified settings like Kreta Ayer foster emotional and interactive authenticity for tourists through sensory engagement and curated cultural experiences, despite being perceived as less authentic by locals. Blair Plain offers a contrasting form of experiential authenticity, rooted in community identity, nostalgia, and continuity with historical architecture. These findings demonstrate that authenticity is not a static concept but rather a dynamic interplay of visitor perceptions, community values, and adaptive reuse practices. By integrating city image analysis with experiential authenticity, this study contributes a novel framework for evaluating the alignment between heritage preservation and economic viability. The metrics offer urban planners and cultural heritage managers a practical tool for identifying mismatches and fostering more balanced strategies. Kreta Ayer and Blair Plain illustrate two distinct approaches to adaptive reuse, with one leaning toward commercialisation and the other maintaining residential character. Future research could further refine the metrics and explore their application in different contexts, enhancing our understanding of how heritage districts can sustain both cultural and economic relevance in a rapidly changing urban landscape.

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THE ROLE OF LEADERSHIP IN DECISION - MAKING BEHAVIOUR AND RESULTS OF COOPERATION IN REGIONAL (NATIONAL) TOURISM PARTNERSHIPS

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ABSTRACT

This study examines the role of leadership in decision-making and cooperation outcomes within regional tourism partnerships. It specially highlights the transformational leadership's impact on sustainable tourism collaboration and decision-making processes. Although leadership is widely recognized as crucial in shaping the success of such partnerships, previous research has primarily focused on specific leadership styles without adequately addressing their influence during crises or in multisectoral contexts. Therefore, the study is based on qualitative research methodology since it only involves secondary research. Simultaneously, the study seeks to fill this gap by conducting a systematic literature review of peer-reviewed works published between 2012 and 2024, focusing on leadership behaviours and their impact on decision-making and stakeholder cooperation in regional tourism. The findings emphasise that collaborative, transformational, and adaptive leadership styles significantly enhance decision-making processes and stakeholder cooperation. Leaders who facilitate open communication, trust-building, and participatory decision-making contribute to more sustainable and effective tourism partnerships. The study offers both theoretical and practical contributions: it advances leadership models in tourism by integrating leadership's role in crisis management and long-term cooperation, and it provides insights for practitioners on leadership development strategies that can improve tourism partnerships. Future research should explore primary data collection in diverse cultural contexts and assess the long-term impact of leadership on tourism partnerships, particularly in response to crises like the COVID-19 pandemic. This work underscores the need for strategic leadership development to ensure the sustainability of regional tourism collaborations.

Keywords: leadership; regional tourism partnerships; transformational leadership; adaptive leadership; collaborative leadership

1. Introduction

1.1. Background

Leadership within tourism regions refers to individuals or groups guiding and managing tourism initiatives in specific geographical areas. This encompasses a range of roles, including regional tourism boards coordinating promotions (Valente, Dredge, & Lohmann, 2015), local government officials influencing policy and infrastructure (Ruhanen, 2013), business leaders forming strategic partnerships (Farmaki, 2015), and community leaders advocating for sustainability (Simpson, 2001; McGehee, Knollenberg, & Komorowski, 2015). Additionally, collaborative networks of diverse stakeholders often share or rotate leadership roles to enhance cooperation (Haven-Tang & Jones, 2012; Farmaki, 2020). These leaders collectively drive decision-making processes, balancing competing interests and optimizing resource use to achieve sustainable tourism growth (Wang & Fesenmaier, 2007; Getz & Timur, 2012). Their ability to integrate varied stakeholder objectives and mediate conflicts is crucial

for the success of regional tourism partnerships. Decision-makers control the focus and direction of tourism activities, the engagement of various players, and the efficiency of distributing the impacts (Hawkins & Mann, 2007; Buhalis et al., 2023). It is their challenge to accommodate competing and, at times, overtly conflicting interests and goals while having to navigate power structures and limited resources. Therefore, leadership behaviour affects regional tourism partnership choices and cooperation among partners as noted by Bramwell and Lane (2011). The study therefore seeks to establish the nature of leadership and how it impacts the decisions made and the outcomes of cooperation in regional tourism partnership. It is therefore important for strategists and policymakers to have a proper understanding of such a relationship to formulate reasonable policies that shall culminate in the improvement of collaborative efforts towards regional tourism improvement and sustainability. While leadership behaviour and its influence on decision-making and cooperation have been well-established topics in organizational studies and management research, this study offers a fresh perspective by focusing specifically on regional tourism partnerships. Previous research has largely examined leadership in broad contexts, but this work advances our understanding by exploring the unique impact of all kinds leadership styles, particularly transformational leadership, on decision-making processes within these partnerships. By narrowing the focus to different leadership styles, this research highlights how this leadership style enhances cooperation, fosters innovation, and contributes to the sustainability of regional tourism initiatives, offering a novel contribution to the field.

1.2. Problem Statement

Despite the importance of regional tourism partnerships in attaining overall common objectives in the tourism sector, leadership in the partnerships is rarely discussed. Namely, how leadership behaviour influences decision-making, concerning regional tourism partnerships is a topic that has not received enough research attention, nonetheless. Lack of leadership may lead to disjointed decision-making, wastage of resources, lack of harmonious flow of operations and cold wars among stakeholders which leads to substandard performance in tourism projects (Hodari et al., 2017). Among various leadership styles, transformational leadership stands out for its ability to inspire innovation, align diverse stakeholder objectives, and foster trust within complex organizational networks (Mittal & Dhar, 2016). Building on recent theoretical advancements, this research explores the critical role of transformational leadership in fostering participatory decision-making, resolving conflicts, and driving sustainability, particularly during crises such as the COVID-19 pandemic (Farrell, 2022), (Wan et al., 2023). By emphasizing the unique contributions of transformational leadership, this paper aims to provide actionable insights for governance models in regional tourism. Hence, knowledge of the role of leadership in decision-making and cooperation in regional tourism partnerships is paramount considering the need to optimize the results of these integrations.

1.3. Research Aim and Objectives

The purpose of this research is to identify the leadership behaviours impacting the decision-making and cooperation in regional tourism partnerships. This has been done by conducting a systematic literature review of the available research on leadership and tourism cooperation. The objective of the study is:

1. To explore the role of leadership behaviours in decision-making processes in regional tourism partnerships.
2. To investigate the role of leadership in influencing the results of cooperation between stakeholders in regional tourism partnerships.

1.4. Significance of the Study

This research offers knowledge concerning the continually evolving leadership processes in regional tourism partnerships. The findings of the current study contributed to the understanding of the effects of leadership on decision-making and cooperation that may be useful to policymakers, leaders, and practitioners in the tourism industry. In addition, the study results could be useful in defining the leadership approaches, especially transformational leadership which would enable increasing the cooperation of stakeholders, improving the quality of decision-making, and ultimately, boosting the effectiveness of tourism results (Prideaux & Cooper, 2003; Dangi, & Petrick, 2021). The findings have

been especially helpful for the regions that are interested in enhancing the competitiveness of their tourism industries through cooperation.

2. Literature Review

2.1. Leadership Behaviours in Regional Tourism Partnerships

Management of regional tourism partnerships focuses on the administration of various stakeholders who have dissimilar responsibilities, objectives, and demands (Bramwell & Lane, 2000; Bramwell et al., 2017). Supervision of such networks and the creation of an environment that supports cooperation requires effective leadership so that decisions can be made jointly. Yukl (2006) stressed that leadership behaviours, which entail the facilitation of communication, intervention in the conflict, and support of a common vision would foster efficient decision-making in partnerships (McGehee et al., 2018). When it comes to regional tourism, leaders emerge as intermediaries who have to balance the expectations and the resources of various stakeholders as well as the political and economic conditions (Dredge & Jenkins, 2007).

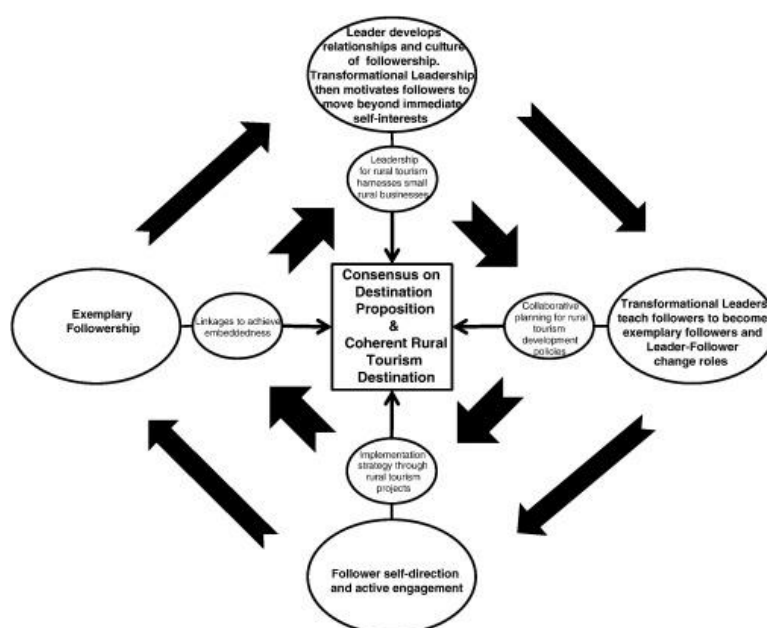


Figure 1: A Model of Leadership for Rural Tourism Development
Source 1: Haven and Jones (2012)

Haven and Jones (2012) discussed more about leadership, followership and rural tourism destination development. At its core, the figure emphasizes achieving a "Consensus on Destination Proposition & Coherent Rural Tourism Destination," which is influenced by multiple factors. Self-organising work is important because it enables subordinates to deal with complexity and uncertainty, transforms organisational culture through relationships, and mobilises followers via values beyond self-interests while encouraging collaboration in tourism planning (Farmaki, 2020). There is evidence that self-directed, engaged, and embedded followership underpins such development. It also points to how leadership in rural tourism mobilises small businesses, and how role reversals between leaders and followers further help in the making of a consistent and sustainable strategic plan for rural tourism.

2.2. Leadership's Influence on Decision-Making Processes

The decision-making in regional tourism partnerships is always difficult because it involves different organizations each with their agendas. Leadership can foster coordination efforts, enhance information exchange and increase the quality of the decisions made. Beritelli (2011) reported that there are potential conflicts in the process of collaborative decision-making, and therefore the leaders should be capable of handling conflicts, facilitating the participation of members and integrating their views (Valente, 2016). Leaders also need to be effective short-term/long-term thinkers, which means that they should

also be able to implement short-term goals and long-term strategies as well (Stoddart et al., 2020). Research has found that a process-oriented approach which integrates participative leadership behaviours results in better tourism prospects (Karl, 2018). Take for example the leadership team, which was able to mediate conflicts and have a continuous negotiation amongst the stakeholders to resolve conflicts over resource allocation and consequently developed a more unified strategy in supporting tourism promotion in different regions nationally.

2.3. Leadership and the Results of Stakeholder Cooperation

Leadership skills can be seen in most cooperation in regional tourism partnerships and hence become a direct influence. Leaders need to ensure that trust, respect and accountability of organizational shareholders is promoted (Wang & Fesenmaier, 2007; Getz & Timur, 2012). Engaging decision-making approaches enhances cooperation and organizational performance by offering the uniformity of interest of the stakeholders and promoting the sharing of resources as indicated in Fyall et al. (2007). Another aspect that leaders need to be aware of is to be able to cultivate good inter-organizational dynamics and the organization should get its fair share of the agreed propositions (Vogt et al., 2016; Le Pennec & Raufflet, 2018).

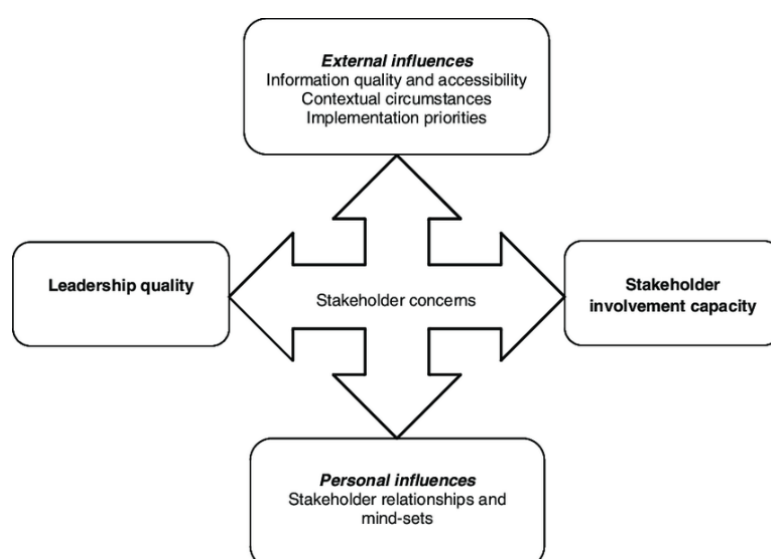


Figure 2: The Leadership-Stakeholder Involvement Capacity (LSIC) Nexus

Source 2: Waligo et al. (2014)

The authors Waligo et al. (2014) describe the conditions related to the stakeholders' engagement in decision-making. At the centre are "Stakeholder concerns," which are affected by four main elements: Leadership quality, stakeholder involvement capacity, external influences, and personal influences are the response models in corporate social responsibility. Leadership quality influences how stakeholder concerns are managed while stakeholder involvement capability defines the degree of activity that is possible (Fang et al., 2022). In the macro-environment, there are information accessibility, contextual factors, and relative priorities, while in the micro-working environment, there are stakeholder relationships, organisational culture, mindset, etc (Graci, 2020). These integrated issues demonstrate that stakeholders' issues are not easily addressed in decision-making processes.

2.4. Impact of Leadership on Long-Term Cooperation in Regional Tourism Partnerships

Business organizations must maintain long-term cooperation to support regional tourism cooperation, and leadership is a significant component in achieving this objective (Dangi & Petrick, 2021). Managers who are proactively trying to establish warm interpersonal interactions, work towards creating a collaborative organizational environment, and keep the lines of communication open are more likely to guarantee continued cooperation of the stakeholders in the longer term (Hawkins & Mann, 2007; Buhalis et al., 2023). Moreover, dynamic leaders who are closely attuned to the ever-shifting market environment and who possess anticipation of stakeholders' expectations have been able to steer framed partnerships through problematic areas and sustain them over time (Bramwell & Lane, 2011). This is

particularly crucial in the field of tourism because it is an industry that experiences shocks from outside forces like global economic fluctuations and shifts in the market (Stoddart et al., 2020).

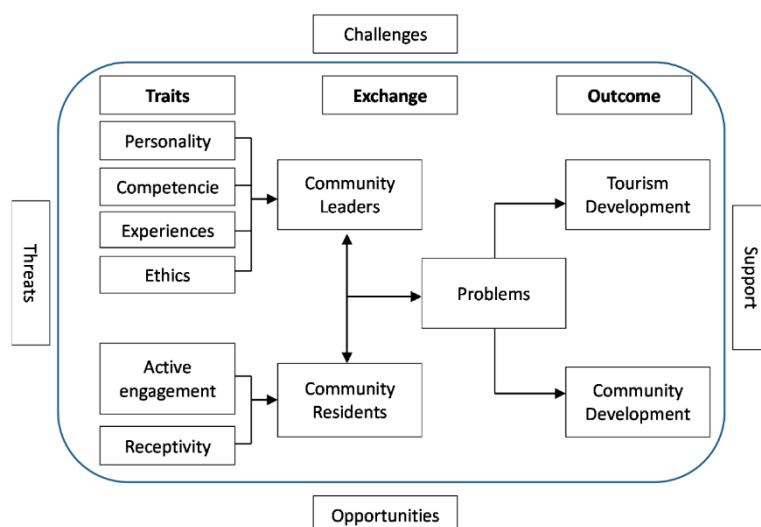


Figure 3: A Framework for Community Leadership in Rural Tourism Development
Source 3: Xu et al. (2017)

Xu et al. (2017) show how community leaders are adapting to the social processes as well as residents with tourism and community advancement. Likewise, community leaders modify their actions and strategies as they had to in tourism and community development to suit the local population's needs and values. It promotes community support and increases the chances that projects will be sustainable, and beneficial to residents (Luongo et al., 2023). Personal characteristics refer to the personality and competency, experience and ethical standards of the communities' leaders; and the responses of the community residents, where active participation and openness to the exchange of information are significant determinants of successful exchange and communality (Yi et al., 2022). This exchange deals with the mutual challenges, which in turn determines the success of both, tourism development and community development. Pervading the outlined reframing process are external forces that include risks, dangers, opportunities and encouragement of development outcomes of CB-Tourism denoting the dynamics of community-based tourism initiatives.

2.5. Literature Gap

It is established that prior research has attempted the identification of leadership behaviours, decision-making, and cooperation in regional tourism partnerships; however, the following research gaps exist. First, there is a lack of theoretical research on the change leadership process in conflict management and building lasting cooperative relations among multiple stakeholders (Haven & Jones, 2012; McGehee et al., 2018). Further qualitative research is required to explain how leaders can attain and maintain the duality of short-term and long-term perspectives regarding stakeholder interests when engaging in tourism development (Stoddart et al., 2020). Second, while the literature points to the concept of leadership-stakeholder involvement capacity as having a direct positive impact on regional tourism decision-making (Waligo et al., 2014), there is a significant research gap on how and to what extent external factors, including market fluctuations, affect decision making in regional and rural tourism. Third of which is, the inability of earlier literature to identify how socioeconomic changes in tourism affect community leaders and how their characteristics, including their ethical modes and competency levels, and the level of residents' involvement might influence the outcomes in sustainability. The last, existing research on leadership in tourism partnerships often overlooks the unique role of transformational leadership in fostering innovation, trust, and multi-stakeholder alignment. Specifically, there is a lack of focus on how transformational leadership enhances decision-making efficiency, resolves conflicting goals, and drives green innovation for sustainability. Addressing this gap will provide critical insights into the mechanisms through which transformational leadership

contributes to adaptive and collaborative governance in tourism partnerships (Bavik, 2023 ; Suwandana, 2019 ; Mittal & Dhar, 2016 ; Yulianeu et al., 2021). Closing these gaps would help improve the current understanding of leadership's part in building antifragile regional tourism partnerships.

By addressing these gaps, and particularly by investigating leadership's role in conflict resolution and longer-term cooperation, this research will further advance the field with evidence-based strategies to foster resilient partnerships within tourism and will inform the governance of more sustainable tourism models.

3. Research Methodology

3.1. Research Method and Design

The present research incorporated a secondary qualitative research approach, known as the systematic literature review (SLR) into the analysis to explore leadership's contribution to decision-making and cooperation in regional tourism partnerships. Systematic literature review (SLR) is an acknowledged method that allows identification, classification, evaluation, and subsequent integration of the results of previous research on a specific topic (Kitchenham & Brereton, 2013). This methodology was chosen for several reasons: it facilitates a systematic and coherent approach in the search for relevant literature; it deprioritizes the process of finding materials in favour of finding out what had been found; and it provides clear and fixed sets of how to include and exclude certain studies; it serves to minimise bias. One of the chief benefits of choosing an SLR is the structured and organised method of reviewing prior literature that enables the detection of the emergent themes, patterns and knowledge deficits regarding leadership in regional tourism partnerships. Looking at the above methodology, the review follows a structured protocol to ensure that only the best quality and relevant studies can be included which makes it easy and perfect to conclude the data. The features provided by the SLR framework increase the reliability of findings because of the transparency and replicability of the study.

3.2. Searching Techniques

The systematic literature review involved a comprehensive search of peer-reviewed journal articles, books, and conference papers from two major academic databases. The sources include Google Scholar and Scopus. These platforms were chosen because they offered a large amount of literature within the areas of leadership, tourism and management. The following keywords and Boolean operators were identified based on the research questions to ensure that the articles were selected based on relevance to the question(s). The Boolean operators "AND" and "OR" were applied to combine and filter search terms, respectively, maximizing the retrieval of relevant articles while minimizing irrelevant ones. The following is the list of keywords that were used in the search process captured in the table below.

Table 1: Keywords Used for Literature Search

Search Terms
Leadership in tourism partnerships
Regional tourism cooperation
Decision-making in tourism
Collaborative tourism leadership
Leadership AND decision-making
Leadership OR cooperation in tourism

The search process was performed in iterations to include as many studies focusing on the leadership behaviours affecting decision-making and cooperation in regional tourism as possible.

3.3. PRISMA Framework

This systematic review utilised the PRISMA checklist as the guideline for identifying, selecting as well as including relevant studies. The flowchart used at PRISMA helped to select the inclusion and exclusion of studies by identifying the number of articles screened in each step of the process. The present framework improves the methodological quality, objectivity, and comprehensiveness of the identified studies, thus eliminating subjects that may distort the findings of systematic reviews. The selection of articles followed a four-phase process:

- **Identification:** From the preliminary search, a wide array of work across the selected platforms was identified. Papers were first selected based on the titles and abstracts of the identified studies.
- **Screening:** During the screening stage, 9 articles were excluded due to being duplicates (2 articles) or not in line with the research focus on leadership in regional tourism partnerships or lacking relevant discussions on decision-making and cooperation (7 articles).
- **Eligibility:** Appropriateness of articles was checked by reading the full text and those articles which failed to meet inclusion criteria were screened out. During the eligibility stage, 10 full-text articles were excluded after detailed reading for the following reasons: (1) Lack of relevant content related to leadership in decision-making or cooperation (5 articles), (2) Insufficient academic rigor, such as non-peer-reviewed articles or those with unclear methodology (3 articles), and (3) Focus on topics outside the scope of regional tourism partnerships (2 articles).
- **Inclusion:** Finally, after a critical appraisal process, 12 studies were chosen for further analysis.

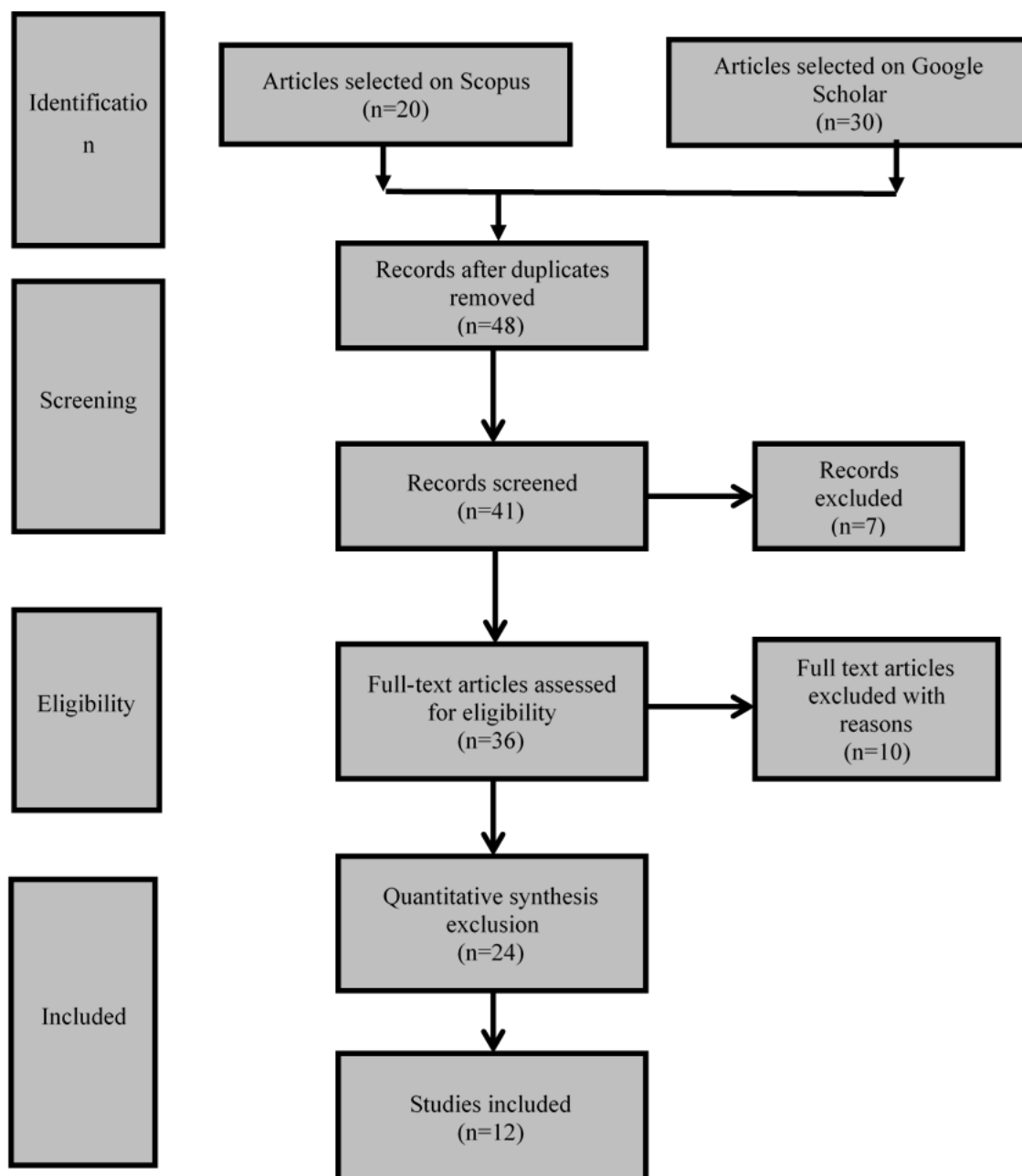


Figure 4. PRISMA flow chart for SLR

Table 5: Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Qualitative studies	Quantitative studies
Studies published between 2012 and 2024	Studies published before 2012
Focus on leadership and tourism partnerships.	Studies focused on leadership outside the tourism sector.
Peer-reviewed journal articles, books, and conference papers	Non-peer-reviewed studies
Studies discussing decision-making and cooperation outcomes	Studies lacking a clear focus on decision-making or cooperation in tourism
Regional or multisectoral tourism contexts	Contexts outside regional tourism partnerships

The selection of 2012 as the starting point for the literature review is grounded in its significance as a crucial year in the evolution of research on leadership and cooperation in regional tourism partnerships. This period marked a shift towards more focused studies on leadership behaviors within multi-sectoral

collaborations, driven by the increasing complexity of globalized tourism networks and the need for resilient governance frameworks post-global financial crisis. Moreover, 2012 onwards witnessed the integration of contemporary theoretical frameworks addressing adaptive, transformational, and collaborative leadership, particularly in the context of crisis management and sustainable development. By focusing on works published after 2012, the study aims to capture the advancements in leadership strategies that address modern challenges and align with evolving socio-economic dynamics in tourism partnerships. The literature before 2012 might not reflect the latest advancements and trends in the field of leadership and tourism governance.

The review focuses exclusively on qualitative studies to provide deeper, context-specific insights into leadership, tourism, and management. This approach encompasses a broad spectrum of sources, including journal articles, doctoral dissertations, and book chapters, to capture diverse perspectives. However, the quality of these sources varies, which presents potential inconsistencies. To address this, the review aimed for a comprehensive understanding of the topic, ultimately highlighting the most relevant articles that detail leadership behaviors, decision-making processes, and cooperation within regional tourism partnerships, thereby enhancing the review's credibility.

Building on a deep contextual understanding, this paper employs qualitative methods paper to better explore the complexity of social interactions, behavioral patterns, and leadership dynamics. This method is particularly effective for examining the "how" and "why" of leadership's impact on decision-making and collaboration, in contrast to quantitative approaches that often prioritize numerical data and statistical patterns. Given the significant variation in leadership behaviors across different cultural and organizational settings, qualitative research offers a nuanced examination of these differences and their influence on multisectoral tourism partnerships. By moving away from the constraints of quantitative analysis, the focus shifts to narrative and experiential insights gathered from interviews, case studies, and observational data, providing rich context around leadership styles, trust-building, and conflict resolution. Furthermore, as previous studies have frequently emphasized broad quantitative trends while neglecting contextual and interpersonal dynamics, this work seeks to bridge that gap by emphasizing leadership's direct impact on regional tourism cooperation and decision-making processes.

3.4. Data Analysis Technique

The data from the selected studies were analysed using thematic analysis, a well-established technique for organising, analysing and interpreting qualitative data (Braun & Clarke, 2006). This method is helpful as it lets the researchers categorise the data systematically, and since SLRs aim at providing an integrated report of the findings, the themes derived contribute significantly towards the achievement of this objective. The thematic analysis followed a six-step process:

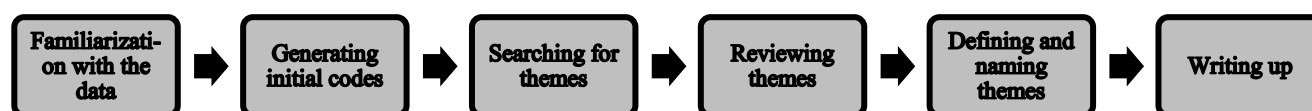


Figure 5. Thematic Analysis Six-steps

- **Familiarization with the data:** In this process, the study reviewed each of the articles to understand their contents, and also to get a primary glimpse of the kinds of patterns and trends in leadership behaviour, decision-making, and cooperation results.
- **Generating initial codes:** The data were analysed by coding them systematically depending on the content of the information regarding the research questions. Codes such as "collaborative leadership," "adaptive decision-making," and "trust-building" were assigned to relevant sections of the text.
- **Searching for themes:** The codes were classified into themes because they captured patterns observed in the research data. Key themes included "collaborative leadership," "transformational leadership," "adaptive leadership in crisis," and "stakeholder trust and communication."

- **Reviewing themes:** The themes themselves were developed through multiple cycles, which helped in presenting the bulk of the data and meeting the research objectives.
- **Defining and naming themes:** All the themes were nicely specified as were the interactions between the various themes. For example, "collaborative leadership" was closely linked to "decision-making" and "stakeholder cooperation."
- **Writing up:** The last measure was to categorise the themes into a cohesive storey where the themes were connected to the research questions and conclusions were made based on the discovered pattern.

Thematic analysis was appropriate in enabling a detailed and flexible analysis of the qualitative data collected. Finally, it provided a method of importing patterns from several studies and making sure that they made sense by using the data extracted from them. The main themes of the research included regional collaborative leadership, the transformation of leadership, and the impact of cooperation and trust variables on the outcome of various partnerships within the tourism industry. Through thematic analysis, this research effectively provided meaningful insights to compare and contrast the impact that various leadership approaches have on decision-making as well as cooperation in the tourism partnerships especially in evolving, multiple stakeholder systems. Thus, these findings offer recommendations for the formulation of leadership approaches to enhance collaboration in tourism partnerships as well as the overall sustainability of these relations.

4. Data Analysis

According to the Research Objectives section of the study, two themes for each of the objectives have been developed. These themes embraced aspects of the topic that researchers discuss as they relate to the literature and the objectives of this study.

4.1. Collaborative Leadership and Consensus-Building in Decision-Making in Regional tourism partnerships.

In-text citation	Aims and Objectives of Papers	Research Methods Used	Data Analysis Results	Conclusion
Almeida et al. (2018)	To explore how collaborative approaches can be used to manage conflicts in tourism development, with a specific focus on land-use conflicts in Portugal.	Case study method focusing on a tourism development project in Portugal. Qualitative data was collected through interviews and document analysis.	Data analysis identified that collaboration among stakeholders (local governments, businesses, and residents) is essential in resolving land-use conflicts. The use of participatory frameworks improved stakeholder engagement and helped mediate disputes.	Collaborative conflict management approaches can effectively mitigate tourism development-related conflicts. Involving all stakeholders in decision-making leads to better outcomes and more sustainable tourism development.
Graci (2020)	To investigate how collaboration and partnership development contribute to sustainable tourism, particularly in the context of achieving the Sustainable Development Goals (SDGs).	A conceptual review of various case studies of tourism collaborations focused on sustainability. The paper draws on multiple global examples of successful partnerships.	Findings suggest that partnerships involving local communities, governments, and private entities are most successful when there is trust, open communication, and shared objectives. Partnerships also need a long-term vision to contribute effectively to sustainability goals.	Strong collaboration is critical for achieving sustainable tourism development. Collaborative partnerships need to be inclusive and well-managed to support SDGs, especially in developing countries.
Valente et al. (2015)	To analyze the role of leadership and governance in the development of regional tourism and how these factors influence decision-making and cooperation between stakeholders.	Qualitative research through interviews with regional tourism leaders and document analysis of tourism governance frameworks in Australia and Brazil.	Data revealed that leadership styles (both transactional and transformational) play a crucial role in managing stakeholder cooperation. Effective leadership was linked to better governance structures and improved decision-making processes in regional tourism partnerships.	Leadership is a central component in regional tourism governance. Transformational leadership, in particular, enhances collaboration and leads to more sustainable outcomes in regional tourism development. Effective governance frameworks are necessary to support leadership efforts.

This theme deals with ways and reasons employed by leaders in regional tourism partnerships to foster cooperation through the engagement of stakeholders that embrace participative leadership. This leadership also makes it easy to have input from all the stakeholders hence making better decisions since there is strength in unity (Stoddart et al., 2020). Managers who embrace participation assist in arbitrating the competing interests of the stakeholders and ensuring that the decisions made while developing regional tourism meet the long-term strategies (Getz & Timur, 2012). The behaviours related to this theme include encouraging the process of disclosure where employees are encouraged to share with others while respecting each other's opinion once a disagreement occurs, the process of dispute resolution to ensure that whoever is involved is allowed to express his opinion on the matter (Vogt et al., 2016). Dialogue produces more beneficial results for tourism since the decisions made are in accord with the general good of the involvement (Dredge & Jenkins, 2007).

4.2. Strategic Leadership and Decision-Making Efficiency in Regional tourism partnerships.

In-text citation	Aims and Objectives of Papers	Research Methods Used	Data Analysis Results	Conclusion
Banevicius & Narkiene (2023)	To examine the role and effectiveness of regional organizational partnerships in promoting health tourism, with a focus on stakeholder cooperation.	Qualitative case study of health tourism partnerships in Lithuania. Data was collected through interviews with tourism professionals and stakeholders.	Results showed that partnerships between regional health tourism stakeholders (public and private entities) enhanced the overall appeal and competitiveness of health tourism offerings. Effective communication and shared goals were identified as key success factors.	Regional partnerships in health tourism are essential for growth. Collaborative efforts improve service offerings and regional competitiveness. Success depends on trust, shared objectives, and transparent communication among partners.
Khasawneh (2020)	To investigate how strategic leadership can stimulate tourism development in Jordan by addressing key challenges and leveraging tourism potential.	Qualitative analysis through interviews with tourism sector leaders and policymakers in Jordan. The paper also reviews government policies and strategic plans.	Strategic leadership was found to be critical in overcoming tourism barriers, including political instability and underdeveloped infrastructure. Leaders who effectively engage stakeholders and communicate a clear vision contribute to tourism growth.	Strategic leadership is vital in driving tourism growth in Jordan. Effective leaders can navigate challenges, create a vision, and stimulate collaboration among stakeholders, leading to improved tourism outcomes.
Zapata & Hall (2012)	To explore public-private collaborations in local tourism partnerships in Spain, focusing on how legitimacy and effectiveness are balanced within these alliances.	Qualitative research involving case studies of public-private partnerships (PPPs) in several Spanish tourism destinations. Interviews with local government officials and tourism operators.	Findings indicated that while public-private collaborations improved the effectiveness of local tourism initiatives, legitimacy issues often arose due to imbalances in power between public and private stakeholders. Collaboration was more successful when transparency and accountability were prioritized.	Public-private collaborations can enhance local tourism effectiveness, but they require careful management to balance power dynamics. Legitimacy and transparency are crucial for maintaining stakeholder trust and successful outcomes.

This theme looks at the effect of strategic leadership behaviours on the efficiency and effectiveness of the decisions made by regional tourism partnerships. Strategic leadership refers to the process of defining objectives, allocating organizational resources and making decisions for tackling a problem and exploiting opportunities in the tourism industry (Yukl, 2006). Decision-makers with a focus on strategy guarantee that the decision-making process is not only participative but also consistent with the overall aspirations of regional tourism, whilst meeting operational requirements in the short run as well as achieving sustainable development goals in the long run (Prideaux & Cooper, 2003; Dangi, & Petrick, 2021). These skills are knowledgeable to help coordinate the speed and efficiency of decision-making regarding strategic business partnerships particularly regional tourism where the stakeholders require frequent engagements in decision-making processes. Such leadership often includes the capacity to estimate future trends of relations between different entities and adapt strategies to get the greatest value of cooperation (Bramwell & Lane, 2011).

4.3. Adaptive Leadership and Managing Stakeholder Conflicts in Regional tourism partnerships.

In-text citation	Aims and Objectives of Papers	Research Methods Used	Data Analysis Results	Conclusion
Almeida et al. (2018)	To explore how a collaborative approach can be used for managing conflicts in tourism development, focusing on land use policy in Portugal.	Case study method focusing on a tourism development project in Portugal. Data was collected through interviews and document analysis.	Findings show that collaborative conflict management, involving all relevant stakeholders (local governments, businesses, residents), can effectively resolve conflicts related to tourism land use. Participation frameworks improve stakeholder engagement and help mediate disputes.	Collaborative approaches are essential in managing tourism conflicts. Involving all stakeholders in decision-making leads to better outcomes in land use policies and long-term tourism sustainability.
Islam et al. (2018)	To examine how adaptive co-management (ACM) can be used as an effective governance model for tourism destinations, particularly in managing dynamic and complex environments.	A qualitative study based on a literature review and conceptual analysis of adaptive co-management in tourism governance frameworks.	ACM was found to be a flexible and dynamic governance model that allows for stakeholder collaboration and adaptive decision-making. Results indicated that ACM is particularly useful in contexts where tourism destinations face uncertain and changing environmental, economic, and social conditions.	Adaptive co-management (ACM) is a promising governance model for tourism, enabling flexible and collaborative decision-making that can adapt to changing circumstances. ACM enhances stakeholder participation and destination resilience.
Wan et al. (2023)	To investigate how adaptive co-management (ACM) was applied to regional tourism governance in the Greater Bay Area, China, during the COVID-19 pandemic.	Qualitative case study of regional tourism governance during the COVID-19 pandemic. Data was collected from interviews with tourism officials and stakeholders in the Greater Bay Area.	Findings reveal that ACM allowed tourism stakeholders to respond quickly and adaptively to the challenges of the COVID-19 pandemic. Cross-sector collaboration and real-time feedback loops enabled more effective crisis management, though challenges in stakeholder coordination persisted due to the scope of the pandemic.	Adaptive co-management played a critical role in navigating the challenges of COVID-19 in regional tourism governance. The flexibility and adaptability of the model helped stakeholders respond efficiently, but coordination remains key.

This theme explores the issue of how adaptive leadership in conflict management and the interests of the stakeholders in regional tourism partnerships. Adaptive leaders are aware and reactive to changing dynamics in partnerships, which may involve shifts in strategies to handle conflicts that may exist between partners (Bramwell & Lane, 2011). This leadership style is very relevant in regional tourism because the interests of various stakeholders can collide, or some stakeholders may be more powerful than others. Adaptive leadership reconciling involves giving and taking and mediating conflicts, making compromises as well as searching for constructive means to have stakeholders continue working together (Vogt et al., 2016). , the ability of the leaders to consider the outcomes of the partnerships and respond accordingly if necessary as a significant determinant of the success of collaborative efforts for regional tourism development (Hodari et al., 2017).

4.4. Transformational Leadership and Trust-Building Among Stakeholders in Regional tourism partnerships.

In-text citation	Aims and Objectives of Papers	Research Methods Used	Data Analysis Results	Conclusion
Farrell (2022)	To analyse how transformational leadership can be applied in the hospitality and tourism industry to foster excellence and professionalism.	Conceptual analysis based on existing literature in leadership theory and its application in hospitality and tourism.	Transformational leadership fosters employee engagement, improves service quality, and enhances organizational commitment. The study emphasizes the importance of emotional intelligence, vision, and motivation in leadership within hospitality settings.	Transformational leadership is critical for driving professionalism and care in the hospitality and tourism industry. Leaders who inspire, motivate, and support staff can significantly improve organizational performance.
Pilving et al. (2019)	To investigate the development and sustainability of multisectoral rural tourism collaborations in Estonia through the lens of a partnership life cycle.	Qualitative case study of rural tourism partnerships in Estonia. Interviews with stakeholders from different sectors involved in tourism collaboration.	The study identified four distinct stages in the partnership life cycle: initiation, development, maturity, and decline/renewal. Successful partnerships were marked by strong leadership, trust-building, and clear communication, especially during the early stages.	Strong leadership and open communication are vital at every stage of the partnership life cycle. Sustainable collaboration in rural tourism depends on maintaining trust and addressing power imbalances across sectors.
Widyastuti et al. (2021)	To examine the leadership abilities required to maintain stakeholder collaboration in the management of tourism villages in Indonesia.	Mixed-method research using surveys and interviews with tourism village leaders and stakeholders in Indonesia.	Effective leadership is characterized by the ability to manage conflicts, collaboration, and maintain trust among stakeholders. Leaders who employed participatory decision-making and conflict-resolution strategies were most successful in sustaining collaboration.	Leaders who engage stakeholders in decision-making and effectively manage conflicts are crucial for sustaining collaboration in tourism villages. Leadership skills in communication and conflict management are key to success.

Based on the identified patterns of communication and interaction between the leaders of regional tourism organisations, this theme is concerned with how the application of transformational leadership enhances the relationships between the partners and encourages mutual trust and cooperation. Transformational leaders ensure they engage the stakeholders and motivate them by helping them to embrace a vision and work towards the vision (Getz & Timur, 2012). This type of relationship fosters the trust and confidence of all the stakeholders involved in the partnership whereby they are willing to share resources, information, and expertise hence improving the outcome of the partnership as postulated by Fyall et al. (2007). Of these, the following are some of the key behavioural characteristics that have earned the organisation significant recognition; ethical behaviours like not compromising company integrity; communication management and providing extensive information during decision-making. When leaders pay attention to the aspect of trust enhancement, it is very probable for them to achieve the stakeholders' commitment to long-term cooperation and the success of regional approaches

to tourism (Hawkins & Mann, 2007; Buhalis et al., 2023). This leadership style is particularly effective in fostering collaboration and addressing conflicts inherent in multi-sectoral tourism networks (Bavik, 2023).

—*Promoting Innovation and Collaboration*

Transformational leaders inspire innovation by encouraging participatory decision-making and empowering stakeholders. Studies highlight their role in resolving organizational inertia and driving collective action (Mittal & Dhar, 2016).

—*Enhancing Decision-Making Efficiency*

By leveraging emotional intelligence and fostering open communication, transformational leaders enhance the quality and efficiency of decision-making processes (Suwandana, 2019).

—*Building Adaptive Capacity*

In eco-tourism contexts, transformational leadership strengthens organizational learning and adaptability, ensuring resilience in rapidly changing environments (Yulianeu et al., 2021).

In fact, transformational leadership has emerged as a cornerstone for fostering innovation and sustainable collaboration in regional tourism partnerships. Unlike strategic leadership, which focuses on task completion, or adaptive leadership, which primarily addresses short-term challenges, transformational leadership integrates a long-term vision with inclusive decision-making (Mittal & Dhar, 2016). Key components of transformational leadership include trust-building, emotional intelligence, and the ability to align diverse stakeholder interests toward shared objectives (Farrell, 2022).

Recent studies emphasize its effectiveness in promoting participatory governance and resolving stakeholder conflicts. For instance, Pilving et al. (2019) observed that transformational leaders in rural tourism settings successfully navigated power imbalances and fostered multisectoral alignment through continuous engagement and transparent communication. Furthermore, transformational leadership is particularly effective during crises, where its emphasis on adaptability and stakeholder motivation enables swift and coordinated responses (Wan et al., 2023). These qualities make transformational leadership a critical style for advancing sustainability in tourism governance.

5. Findings and Discussion

5.1. Leadership Behaviours and Decision-Making in Regional Tourism Partnerships

The discussion of the literature presents the fact that leadership behaviours play a crucial role in determining the decision-making in regional tourism partnerships. Works of Almeida et al., (2018) and Islam et al., (2018) show that shared leadership, the processes of active engagement and involvement of all stakeholders, contributes positively to the unity of decision. This is because integration efforts consider the various stakeholders' concerns hence minimizing conflicts while at the same time increasing the popularity of decisions made. Authentic systems of management and governance that entail openness and participation of stakeholders are more beneficial in producing more sustainable results, especially in handling some problems such as land-use disputes. In addition, Farrell (2022) affirms that human resource leadership incorporates measures which encourage and energize stakeholders into making sound decisions in line with organizational strategic plans. Chief executives who make use of decision involvement and conflict resolution processes, as mentioned in Widyastuti et al. (2021), are befitting to deliver better and more constructive decision results that would in turn help enhance the performance of tourism partnerships. In addition, shared leadership and stakeholder engagement in decision-making result in a positive influence when leadership behaviors, e.g., what is the consensus one will build, are present; however, there are challenges, resulting in less consensus which includes cultural differences, resistance to change, and power imbalances. For instance, in the context of largely entrenched cultural or historical perspectives, leaders may often find it hard to persuade all diverse stakeholders to align priorities (Farrell, 2022). Adaptive leadership strategies that recognize local contexts and build inclusive decision-making processes are needed to address these challenges.

5.2. Leadership's Impact on Cooperation in Regional Tourism Partnerships

Cooperation as a theme, the social literature shows that leadership has a strong positive relationship with stakeholder collaboration in regional tourism partnerships. In the article by Pilving et al. (2019), the authors explain how leadership sustains and develops the partnership cycle and primary relationship of initiation, communication, and power. Zapata & Hall (2012) believe that leadership is central to the development of public-private sector goals that will help create awareness of the public sector's responsibilities and increase transparency and stakeholder trust. Zapata and Hall (2012) point out transparency and trust as key components of stakeholder cooperation. Though there is a downside to increasing transparency in areas where trust has already eroded, in those areas with prior sociopolitical divides, it can expose tensions. The sentiment of this underscores the importance for leaders to message in ways that recognize cultural sensitivities and the historical reality that facilitates a generation of suspicion and mistrust, making cooperation efforts appear as equally equitable and inclusive. From the study by Wan et al. (2023) on the COVID-19 pandemic response, people observed the need for flexibility when responding to a crisis that requires constant re-organization and co-ordinational efforts. These studies confirm that leaders possessing an elusive communication style which considers the objective and need of the partnerships are more likely to be effective in sustaining cooperation. Besides, speaking about the role of strategic leadership, Khasawneh (2020) identified that to mobilize the stakeholders and direct them towards the development of tourism activities, especially in socio-political and economic conditions of the territories it is necessary. The socio-political and economic conditions in regional tourism partnerships, particularly as discussed by Khasawneh (2020), are particularly relevant to address. It may have cultural hurdles to overcome, and varying receptiveness to hierarchical and participative leadership styles. Consequently, leaders need to develop cultural intelligence to effectively mobilize stakeholders and align the different tourism development views into one.

5.3. The Critical Role of Transformational Leadership in Tourism Cooperation

Transformational leadership presents a distinct and valuable means of augmenting decision-making processes and bolstering stakeholder cooperation within regional tourism partnerships. In contrast to alternative leadership styles like collaborative or adaptive leadership, transformational leadership zeroes in on long-term innovation and the synchronization of stakeholder goals. This particular leadership approach places a premium on motivation, emotional intelligence, and the cultivation of trust, all of which are indispensable for surmounting the intricate challenges that characterize regional tourism partnerships (Graci, 2020), (Pilving et al., 2019).

To illustrate, transformational leaders frequently institute participatory frameworks. These frameworks not only streamline stakeholder participation but also expedite the formation of consensus. By doing so, they effectively curtail conflicts and heighten the efficiency of decision-making (Farrell, 2022). Moreover, during crises such as the COVID-19 pandemic, transformational leaders exhibited an extraordinary aptitude for adapting strategies while concurrently preserving stakeholder alignment and fostering resilience (Wan et al., 2023). Collectively, these benefits firmly establish transformational leadership as a crucial catalyst for sustainable and innovative governance within tourism partnerships.

Transformational leadership substantially amplifies the efficacy and durability of tourism partnerships. The key revelations are as follows:

—Driving Innovation and Creativity

Transformational leaders actively promote green innovation and steer tourism organizations towards the attainment of sustainability objectives. Their proficiency in cultivating shared visions has, for example, yielded tangible enhancements in green creativity among tourism enterprises (Mittal & Dhar, 2016).

—Building Trust and Stakeholder Alignment

Via trust-establishing mechanisms, transformational leaders fashion a cooperative milieu that harmonizes stakeholder aims. This synchronization is essential for guaranteeing long-term cooperation and accountability (Cave et al., 2022).

—Enhancing Employee Engagement and Motivation

Transformational leadership exerts a direct influence on employee contentment and drive, ensuring the congruence between individual aspirations and organizational targets. Such alignment is pivotal for realizing the strategic achievements of tourism partnerships (Vinh et al., 2022).

5.4. The Role of Culture in Leadership Effectiveness

The effectiveness of leadership within regional tourism partnerships depends on cultural influences. Leaders attempting to operate in cultures with a high power distance index would probably be more effective if their leadership style was hierarchical, whereas participative styles might work best in low power distance settings (Farrell, 2022). Moreover, culturally entrenched communication styles either foster or impede stakeholder cooperation. For leaders to bridge gaps and embed themselves within productive partnerships, this means that culturally adaptive strategies have to become the norm; leaders have to be sensitive to local norms and values (Khasawneh, 2020). This supports future research into how leadership styles and cultural dynamics in regional tourism contexts work together.

6. Conclusion

The current scholarship has attempted to determine the role of leadership behaviours in decision-making and cooperation amongst regional tourism partners. These leadership approaches have been highlighted in the literature as enabling effective decision-making and continued cooperation as well as leadership approaches that are collaborative, transformational and adaptive, especially transformational leadership. By fostering innovation, building trust, and aligning stakeholder objectives, transformational leaders address the unique challenges of tourism governance. Future research should further explore its application in diverse cultural contexts and its potential to enhance sustainability in tourism partnerships. Hiring with employed talent and demanding productive tourism partnerships; leaders who foster mutual inclusion, and trust and who effectively manage change conditions are likely to encourage more successful outcomes. The results indicate that specific leadership competencies aimed at the management of partnership-specific difficulties and focusing on conflict resolution, crisis sensitivity, and strategic outlook can contribute to improvements in the decision-making dynamics and effectiveness of the stakeholders' cooperation in the tourism context. Therefore, it is critical to forge a sustainable approach to leadership development as a key to cooperation's sustainability of regional tourism partnership.

6.1. Limitations

Although the current study responds to the research questions by examining the role of leadership in decision-making and cooperation in regional tourism partnerships, the current study has some limitations that have implications for generalizability and depth of analysis. First, according to adopting SLR as the main for the research, the method, though systematic and systematic in structure, is limited by the lack of access to the range of sources beyond the published ones. This method does therefore not allow for the gathering of primary data and therefore all the conclusions are from secondary sources. Consequently, there may be blind spots for some of the subtleties that could be identified in real-time, targeted ethnography observation of actual practice or interviews with practitioners. However, the papers were selected only based on those published in 2012 and 2024, so potentially helpful works published earlier were filtered out. While this decision made the findings current by capturing recent perspectives and developments, it may have excluded the basic research that can be recommended sources of historical information and the long-term behaviour of leadership in tourism partnerships. Furthermore, a majority of the samples collected are in English reducing the geographical and cultural diversity of the study, important in understanding the effectiveness of tourism practice and leadership styles that may vary across geographical locations.

The method for synthesizing the data, thematic analysis is suitable for use in qualitative research, but it has the disadvantage of having the predisposition of the researcher. Despite the attempts made to be objective, the process of defining themes and patterns is by nature interpretative. There is subjectivity

in coding and theme development which would cause some of the themes to be entirely omitted or, in contrast, become overemphasised. Finally, this paper focuses on leadership in regional tourism partnerships, and it should be noted that while the identified leadership principles may apply to any other sector and type of partnership, the study cannot generalise the results for non-tourism and/or interregional tourism partnerships as well as partnerships at the industry level in other industries. On the positive side, this approach enhances depth but hampers the generalizability of the results in various contexts and kinds of leadership.

6.2. *Future Work*

Based on the shortcomings of this research, several hypotheses to extend this study to get a better understanding of leadership effect on decision-making and cooperation in regional tourism partnerships. First, it is necessary to call a request for methodological research that utilises primary data collection through interviews, questionnaires, or case studies based on tourism stakeholders, composed of public authorities, business entrepreneurs, and community members. Primary research shall offer richer and more contextualised data inçac how leadership affects collaborative processes since it will be done in practice. These empirical works can also contribute to verifying the results of this SLR and provide a broad picture of leadership practices in tourism partnerships. Of note, Future research should explore how transformational leadership can be quantitatively assessed across diverse cultural contexts to measure its impact on stakeholder cooperation and decision-making efficiency. Additionally, studies could investigate its role in addressing crises, such as the COVID-19 pandemic, and fostering green innovation for sustainable tourism. It may be possible to find the leadership and collaboration profiles different in some areas, for example, African, Asian or Latin American ones because of the peculiarities of their culture, economy and society. These diverse contexts will allow future research to offer a more international perspective towards leadership in tourism partnerships acknowledging that both leadership roles and issues related to regional tourism initiatives differ depending on the cultural environment. Cross-sectional research could also be useful; logical extensions could entail exploring partner tourism organisations over time to identify how leadership characteristics change and potentially influence outcomes throughout the life of tourism partnerships. Such an approach would help to understand how existing leadership strategies for adaptation function in the process and how they support cooperation beyond short-term effects, such as environmental depletion, economic crisis, or political turbulence. One promising area for future papers is technology and digital leadership in tourism partnerships. Given that contemporary tourism management involves the extensive use of digital technologies, an assessment of how the leaders mobilise such technologies may provide key insights into current leadership trends. In addition, crisis management and leadership as well as tourism recovery post-COVID-19 pandemic are also research gaps. Future research may want to learn more about the leadership responsibilities in the process of constructing and developing those relationships and promoting organisational resilience in the context of crises such as the COVID-19 pandemic. Last, there is an openness to discuss leadership development relevant to the tourism context, exploring what kinds of competencies and educational paths may be needed for leaders to conduct multisectoral tourism partnerships properly.

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BRIDGING MEMORY AND EXPERIENCE: MEMORY RICHNESS AS A DRIVER OF PERSONAL AND CULTURAL GROWTH IN TOURISM

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ABSTRACT

This paper presents the idea of "memory richness" as a theoretical framework to investigate how cultural exchanges help to deepen life thickness by means of the memory experiences of visitors. Emphasising a Dong ethnic village in China, Chengyang Bazhai, the study uses collective memory theory to examine how interactions between visitors and hosts create enduring, significant memory events. This work presents a strong theoretical basis for memory richness by analysing memory creation mechanisms from a collective viewpoint using the "Tourist Tribe Memory Model." Empirical data, encompassing 30 years of tourism-related artifacts such as stamps, postcards, news articles, poems, travelogues, and interviews, are analyzed through constructivist grounded theory. Findings reveal that memory richness, defined by the depth, breadth, and intensity of cultural experiences, significantly enhances cultural identity and promotes social and personal dimensions of life thickness. This paper presents a new perspective on the sociocultural consequences of travel locations and practical expertise on producing tourist products that support more cultural interaction.

Keywords: memory richness; life thickness; collective memory theory; cultural identity; grounded theory

1. Introduction

1.1 Background of the Study

Particularly in places rich in cultural past and importance, there has been growing interest in recent years on the sociocultural consequences of travel (Cohen, 1979). As tourists strive for meaningful and engaging experiences, cultural tourism places have become increasingly vital locations for researching the confluence of memory, identity, and social interaction (Bell, 2003; Zhou, 2024). Memory is basic in establishing the visitor experience in these settings, thereby influencing not only personal cognitive and emotional responses but also helping to generate a common feeling of cultural belonging. Travel experiences provide a unique opportunity for people to engage in interactions that enhance their identity, cultural awareness, and life satisfaction, so producing what might be conceptualised as "life thickness"—a richer, more multidimensional appreciation of life shaped by major events.

In travel, memory goes beyond basic recall to incorporate a sophisticated interaction among social contacts, cultural narratives, and personal identity (Olick, 1999). Visitors who engage in local rituals, meet local people, or connect with symbolic landscapes generate sensory memories that link them more tightly to the location and their own self-identity. These recollections promote cultural and personal ideals since they not only assist to preserve the past but also offer a foundation for future growth (Rasoolimanesh, 2021). This paper aims to research this relationship further by introducing "memory richness" as a concept spanning the depth, breadth, and intensity of memory generation in tourism contexts and investigates its likely ability to promote identification and life enhancing for visitors.

1.2 Problem Statement

Although a lot of research has been done on memory in tourism (Kim, 2013. 2014. 2018; Tung, 2011; Chandralal, 2015; Lin, 2018), not much is known about how travellers' memory forming processes facilitate cultural identification and personal development—that is, life thickness. Recent research has mostly concentrated on personal memory experiences, sometimes ignoring the collective aspects that show up in culturally rich tourism locations, where interactions and shared events enhance the influence of memory on identity. Moreover, little is known about how these memory events—especially those that are emotionally strong, culturally immersing, and socially interactive—may improve visitors' sense of identification and personal fulfilment. This work fills in this void by looking at memory richness as a communal concept and investigating its function in supporting personal development and identity reinforcement.

1.3 Research Objectives

The main goal of this study is to present and define the idea of "memory richness" inside the framework of tourism and investigate how more intense self-reflection and personal development might improve the life thickness of visitors. Specifically, this study aims to:

- **Develop and define the concept of memory richness** as a multidimensional construct characterized by the depth, breadth, and intensity of tourism-related memory experiences.
- **Examine the mechanisms of memory formation** in tourism through the lens of collective memory theory.
- **Introduce the Tourist Tribe Memory Model**, which aims to clarify how tourists create and reinforce communal memories as well as how these shared memories support cultural identity and way of life improvement.

1.4 Significance of the Study

This paper provides theoretical as well as pragmatic contributions to the discipline of tourism studies. By adding memory richness as a new construct, theoretically it increases the body of knowledge already in use and closes a significant void in the research of memory's collective dimensions in tourism settings. The study offers a framework for comprehending the social and cultural dynamics that mould travel experiences by using collective memory theory to examine how visitors co-create and preserve common memories. This group method emphasises the wider socio-cultural effects of travel on identity and life happiness, therefore transcending personal recollection.

Actually, the research offers insightful analysis for cultural product creation and destination management. Designing tourism experiences that include guests on a deeper, more personal level might be informed by knowledge of how memory richness influences their identity and life thickness. Destination managers and cultural tourism operators may produce offers that not only draw visitors but also improve their sense of belonging, purpose, and fulfilment by including aspects that stimulate depth, breadth, and intensity in memory creation.

1.5 Structure of the Paper

The idea of memory richness in tourism is developed in this work gradually. It begins with a literature review that situates memory richness within collective memory theory, identifying gaps in understanding memory's role in tourism. The methodology section outlines the research design used to explore memory richness, providing a basis for the findings. These findings, presented in the subsequent section, reveal how memory richness influences both cultural identity and personal growth, or "life thickness." The discussion then interprets these results, emphasizing theoretical advancements and practical implications for destination management and cultural engagement. Finally, the conclusion synthesizes the study's contributions, limitations, and potential for future research, presenting memory richness as a meaningful framework for understanding tourism's socio-cultural impacts.

2. Theoretical Framework

2.1 *Collective Memory Theory*

2.1.1 Background and Development of Collective Memory Theory

The concept of collective memory was first systematically explored by Maurice Halbwachs, who argued that memory is inherently a social phenomenon, rooted in the collective frameworks of the society within which individuals belong. Halbwachs proposed that individual memories are situated within the shared narratives, symbols, and practices of the social groups individuals are part of, such as family, religion, or community. Collective memory is shaped and sustained through social interactions and cultural symbols, not simply through individual cognitive processes. This theory built upon Durkheim's earlier distinction between two time periods: the "profane" or everyday life period and the "sacred" or festive period. Durkheim underlined that rituals help to solidify and communicate collective experiences during these joyful times, hence producing what he called "collective effervescence," a higher communal spirit that strengthens a shared group identity (Durkheim, 1912).

Halbwachs added to this premise highlighting that communal memory is less about preserving an exact historical record than about constantly recreating past events to fit present social frameworks and identities (Halbwachs, 1992). He considered collective memory as a dynamic, changeable construct created by the evolving values and expectations of the society in which it is preserved. Other academics, including Jan and Aleida Assmann, who highlighted a vital difference between "communicative memory," the memory shared through daily social interactions inside a group, and "cultural memory," which is preserved over longer spans of time by symbols, texts, and monuments, have since added to this theory (Assmann, 1995, 2003). Beyond personal life, cultural memory enables a society to maintain a more consistent sense of history and identity. This evolution of concepts highlights how collective memory serves as a social tool, therefore facilitating the stability and distribution of a group's cultural inheritance over numerous generations.

Further extending collective memory theory is Pierre Nora's concept of "lieux de mémoire," sometimes known as "sites of memory." Collective memory, he said, shows itself in physical locations, monuments, rituals, or cultural relics that have evolved into symbolic centres of shared historical or cultural relevance (Nora, 1989). These landmarks provide physical focal points for collective memory, linking the past and present in ways that both unite and revitalise group identity.

2.1.2 Collective Memory in Tourism Studies

Collective memory theory has mostly been used in the tourist industry to studies of host communities, where researchers look at how local cultural narratives and historical identities are presented, preserved, or changed for travel settings. Since tourism is an inherently transient experience for visitors, who typically engage only briefly with the host environment, research in this field has predominantly focused on the collective memory of the host communities rather than that of tourists (Connell & Gibson, 2004; Timothy & Boyd, 2006).

Tourism allows for the physical and symbolic representation of collective memories through historical sites, cultural symbols, and traditional practices, providing a means for tourists to encounter and participate in the collective memory of the host community (Poria, Butler, & Airey, 2003). This creates a setting in which collective memory is both shared and co-constructed by locals and visitors. For example, festivals and other forms of cultural rituals present opportunities for tourists to immerse themselves temporarily in the host community's historical and cultural memory, thus forming a brief but meaningful connection to the local identity (Zerubavel, 1996).

However, studies also recognize that tourism impacts collective memory by sometimes reconfiguring or commodifying cultural symbols to meet tourist expectations. This has led to debates within tourism studies on the authenticity of cultural memory and the potential for "staged authenticity" (MacCannell, 1976). Here, collective memory serves as a framework for understanding both the preservation and adaptation of cultural heritage, as well as the negotiation between cultural authenticity and tourist

expectations. This discourse points to a broader challenge: while host communities may seek to protect and share their cultural memory, tourism dynamics can lead to alterations in the presentation and perception of this memory.

2.1.3 Rituals, Symbols, and Applications of Collective Memory

The application of collective memory within cultural rituals and symbols provides a rich dimension of analysis, as it underscores how societies utilize physical sites and cultural symbols to sustain and express collective identities. Rituals, festivals, and heritage sites act as material anchors for collective memory, reflecting Nora's argument that memory is not merely held in the mind but embodied and enacted in physical and symbolic "sites of memory" (Nora, 1989). Through such symbols, collective memory becomes accessible to both community members and outsiders, as seen in the tourism context where these sites and symbols attract visitors and invite them to partake in cultural traditions.

The interaction between tourists and these "sites of memory" fosters what Halbwachs and later scholars identify as a shared remembrance, where the host community's identity and history are performed and re-experienced collectively (Halbwachs, 1992). As tourists participate in these rituals—whether through visiting a historic monument, attending a festival, or witnessing traditional crafts—they engage with a memory that is not their own yet is temporarily shared, allowing them to gain insights into the host community's heritage.

At last, collective memory theory provides a required viewpoint for understanding the social function of memory as a binding element inside civilisations and as a means of connecting with history and identity in travel. Studying collective memory in travel enables researchers to better grasp how interactions between hosts and guests preserve, change, and occasionally challenge cultural identities. By underlining the twofold purpose of tourism as both a platform for cultural preservation and a prospective vector for the commodification of memory, this theoretical backdrop highlights the complex processes at work in the display and distribution of collective memory across numerous cultural settings.

2.2 Experience Memory and Autobiographical Memory in Tourism

Experience memory and autobiographical memory have become vital components in understanding how guests recollect and assess their travels since they have significant effects on destination marketing, tourist behaviour, and the growth of collective cultural identities. Drawing on accepted theories and recent data pertinent to the goals of the study, this part investigates how these kinds of memory shape tourism experiences.

2.2.1 Experience Memory in Tourism Contexts

Emphasising emotionally strong, sensory-rich events that form what Tung and Ritchie (2011) refer to as "memorable tourism experiences," experience memory in travel is distinct. MTE is really about the cognitive-affective reaction that distinctive, creative, or very interesting travel events produce on the mind of the visitor. Research by Kim, Ritchie, and McCormick (2012) have created particular aspects that capture MTE—all of which are vital in creating memories that endure over time: emotional significance, sensory impressions, and novelty.

Many times, visitors remember these events via vivid, emotionally charged stories, thereby building a reservoir of memories that not only direct next trips but also improve personal well-being and social relationships (Kim & Chen, 2021). Thus, building enduring memories that impact behavioural intents such destination loyalty and desire to suggest to others depends on the depth and vividness of experience memory is endowed with (Agapito, Pinto, & Mendes, 2017). These attributes highlight the need of creating original and affective experiences in places since they are fundamental for the development of enduring impressions and, finally, the long-term attractiveness of a destination.

2.2.2 Autobiographical Memory and Its Role in Tourism

Defined by Conway (2005) and Sutin and Robins (2007), autobiographical memory captures personal

previous experiences arranged in a hierarchy from broad life periods to particular incidents. Often influenced by major travel experiences, this kind of memory helps one to develop a strong feeling of personal continuity and self-identity. In the context of travel, autobiographical memory serves as a prism through which visitors include travel experiences into their larger life narratives, therefore strengthening a feeling of self and place.

Autobiographical memory is under growing investigation in tourism research using models that take both episodic (event-specific) and semantic (generic knowledge) elements into consideration. The Tourism Memory Characteristics Scale (TMCS) enables one to measure factors including vividness, accessibility, and emotional intensity, therefore helping to reflect the complex and sometimes highly personal character of trip experiences (Kim & Chen, 2021). Travel's experience elements—landscapes, local encounters, cultural events—are kept in memory as symbolic markers of one's personal history and identity, therefore influencing not just future travel choices but also more intense introspection on personal beliefs and viewpoints.

Moreover, autobiographical memory is closely connected with the social features of travel. Studies by Bluck and Alea (2011) show that sharing personal travel tales satisfies social bonding needs by enabling visitors to convey emotional connection with others, cultural insights, and shared values. This sharing process enhances collective memories in travel communities, therefore enhancing identity and belonging. This helps autobiographical memory to link personal memories into the larger social fabric of tourism communities, therefore bridging individual experiences with community memory.

2.2.3 Experience Memory and Autobiographical Memory as Foundations for Tourism Research

Understanding the contribution of tourism in forming not just personal behaviour but also communal cultural identities depends on both experience memory and autobiographical memory. The special qualities of tourism memory—such as its vividness, emotional resonance, and multisensory richness—are very helpful in building significant narratives that visitors bring with them, share with others, and revisit over time (Boyacioglu & Akfirat, 2015). These memories affect travel intentions as well as longer-term perceptions of locations, therefore guiding tourist behaviour.

Building on these theoretical underpinnings, the present work investigates how interactions between visitors with local populations and cultural settings support experiential memory and autobiographical memory in the travel environment. This study intends to find the processes by which travel experiences support personal development, cultural awareness, and shared identity among tourists by analysing the layers of memory they create through encounters with famous cultural symbols and community rituals.

2.3 Introducing the Concept of Memory Richness

Examining **memory richness** as an individual concept in tourism studies, with an eye towards personal reflections and autobiographical memory, has long been done (Tung & Ritchie, 2011; Kim & Ritchie, 2014). This paper presents a novel viewpoint by defining memory richness from a communal memory perspective and so presenting it as a shared construct inside the tourist community. This collective perspective emphasises how memory richness results not just from personal experiences but also from shared social and cultural interactions, hence strengthening the unity of identity and cultural belonging inside travel groups. This study fills in a void in the body of knowledge by considering memory richness collectively and seeks to further knowledge of memory's function in the creation of collective identity in travel settings.

2.3.1 Defining Memory Richness: Depth, Breadth, and Intensity

Three main dimensions—depth, breadth, and intensity—each reflecting the complexity and persistence of shared memories generated by group events constitute memory richness:

- **Depth** captures the emotional and cognitive significance of memories. For example, tourists engaging with symbolic or culturally embedded elements (such as traditional Dong architecture or local festivals) often experience profound emotional connections that resonate within the group. These shared, meaningful moments become part of a collective memory, reinforcing the

importance of cultural understanding and self-reflection (Kim & Chen, 2021; Agapito, Pinto, & Mendes, 2017).

- **Breadth** reflects the diversity of sensory and intellectual encounters within a tourism experience, such as collective interactions with varied aspects of a destination's physical and social environment. Through exposure to local customs, rituals, and social landscapes, tourists' shared experiences contribute to a sense of cultural inclusion and broaden their collective understanding of different lifestyles and traditions (Boyacioglu & Akfirat, 2015).
- **Intensity** measures the clarity and vividness with which memories are retained within the tourist group, often shaped by heightened emotional engagement and sensory impressions. Strongly felt events are likely to remain vivid across the group, so supporting a shared emotional link and collective memory that transcends personal recall (Hosany et al., 2022).

By including these aspects, memory richness offers a strong framework to evaluate how tourism experiences create group and personal memories together, therefore fostering a shared cultural consciousness and sense of community.

2.3.2 Antecedents of Memory Richness in the Collective Context

A variety of elements improve the formation of shared memory, therefore affecting the richness of memory inside a communal framework:

- **Symbolic and Cultural Interactions:** Collective engagement with cultural symbols and traditions, such as local festivals or architecture, fosters memory depth by embedding these experiences within a group context. The personal value of these symbols is enhanced by the cultural tales visitors tell, therefore improving both personal and group knowledge (Assmann, 1995; Agapito et al., 2017).
- **Social Sharing and Group Recollection:** Group social events as well as more general sharing on social media help to accentuate the vividness and emotional resonance of memories. By letting guests together consider and validate their shared memories, which may also be shared with other possible guests, such sharing promotes group cohesion (Bluck & Alea, 2011).
- **Emotional and Sensory Engagement:** Strong emotions and multisensory experiences for visitors help to define the depth of the collective memory. This emotional engagement within a group context transforms individual reactions into shared experiences, thereby reinforcing the memory's impact on group identity (Kim & Chen, 2021; Hosany et al., 2022).

These antecedents highlight that memory richness is dynamically shaped not only through individual experiences but also through collective interactions, enriching the group's shared memory landscape.

2.3.3 Outcomes of Memory Richness: Identity, Cultural Belonging, and Life Thickness

The concept of memory richness, viewed from a collective memory perspective, has profound implications for how tourists experience and internalize their travel memories as part of their broader identities:

- **Reinforcing Collective Identity and Cultural Belonging:** Memory richness within a collective setting strengthens group identity by embedding tourists within the symbolic and social fabric of a destination. These shared memories serve as a form of cultural capital, fostering a sense of belonging and continuity that aligns with Assmann's notion of cultural memory as a group identity anchor (Assmann, 1995; Kim & Ritchie, 2014).
- **Enhancing Life Thickness and Personal Growth:** Memory richness also contributes to life thickness, understood as the expanded emotional, intellectual, and experiential layers added to one's life through meaningful shared experiences. By engaging in diverse cultural encounters that resonate collectively, tourists not only enhance their own personal growth but also deepen their collective identity within the tourist community (Boyacioglu & Akfirat, 2015; Kim & Chen, 2021).
- **Strengthening Social Cohesion and Group Continuity:** Rich, shared memories foster stronger group cohesion, as these experiences become part of a collective narrative that tourists identify with over time. This cohesion reinforces social solidarity within the tourist community,

extending beyond the tourism experience itself to influence ongoing group relationships and cultural sharing (Connerton, 1989).

In summary, this study's approach to memory richness broadens the scope of tourism memory research by integrating a collective framework. This perspective underscores the impact of shared tourism experiences on reinforcing group identity and cultural understanding, positioning memory richness as a critical factor in shaping how both individuals and groups derive meaning and connection through travel. Beyond the individual and situates memory richness as a common cultural resource with major consequences for the development of communal identity, this collective conception gives a new dimension to present ideas.

3. Methodology

3.1 Case Study: Chengyang Bazhai

Because of its unique physical and cultural characteristics, Chengyang Bazhai, in the Sanjiang Dong Autonomous County of Guangxi Zhuang Autonomous Region, makes a perfect case study. This is a rather independent travel site with well defined research limits that let for a concentrated investigation of tourist experiences, interactions, and memory creation. This independence guarantees that the site is representative and practical for such an analysis since it guarantees that it may be analysed from a collective memory perspective with least possible external impact.

Historically, Chengyang Bazhai is one of the earliest locations visited by tourists following the establishment of the People's Republic of China and boasts great cultural legacy. Its lengthy history and early travel development have produced a rich collection of decades-spanning tourist recollections. Since they vary in substance, depth, and perspective, these memories provide a whole and normal setting for studying the dynamics of memory richness in a cultural tourist milieu.

Chengyang Bazhai consists of eight Dong ethnic communities, each of which has unique architectural traditions including the well-known "Diaojiaolou" stilted homes, Drum Towers, and Wind-Rain Bridges. These physical structures are not only culturally symbolic but also serve as focal points for community interaction and collective identity, essential for studying how collective memory is formed and maintained. The area's geographical location, at the crossroads of three provinces (Guangxi, Hunan, and Guizhou), enhances its role as a hub for cultural exchange, while its relative isolation maintains the integrity of its unique cultural practices.

From visiting local cultural events to researching traditional Dong architecture, Chengyang Bazhai offers guests rich and varied experiences as a tourism destination. The region's long history of tourism has generated memories full of cultural, social, and personal importance that serve researchers a rich supply of data on memory development, cultural interaction, and identity building. Because of the variety of these memories formed by the village's early tourism appeal, Chengyang Bazhai serves as a representative case study for comprehending how traveler experiences add to the richness of both group and personal recollections.

All things considered, Chengyang Bazhai offers a clear and autonomous framework for researching memory richness from a collective memory standpoint given its unique cultural legacy and long history as a travel destination. This place is a normal and worthwhile instance for investigating the junction of cultural tourism, memory, and human development because of the depth and variety of tourist memories gathered over time.

3.2 Data Collection

3.2.1 Data Collection Process

From 1967 until 2023, the study's data collecting covered a broad spectrum of items including stamps, postcards, news stories, poetry, travelogues, and visitor and local interviews. Data were gathered and examined concurrently using the iterative approach of qualitative research, under which preliminary analysis guided more collecting. This dynamic procedure guaranteed that data collecting kept on until

theoretical saturation was achieved (Wang, 2008).

Apart from gathering and evaluating textual material, first results guided the development of a structured interview guide to enable in-depth interviews. These interviews were meant to confirm theoretical saturation and assess data veracity. Crucially, data collecting, analysis, and interviews took place simultaneously so that each phase could guide and improve the others, hence increasing the general dependability and depth of the study.

3.2.2 Data Sources and Selection Criteria

Data collecting drew on modern as well as historical materials. Using keywords like "Chengyang Bazhai" and "Chengyang Bridge," materials came from websites including Google, Bing, Ctrip, TripAdvisor, and Lvmama. Travelogues, images, brief reviews, and historical resources including stamps, postcards, poetry, and news stories comprised the collection. From this wide collection of sources, rich insights on how visitors' memories of Chengyang Bazhai have evolved over time emerge.

The hunt for resources focused primarily on reflection and sensory substance, transcends pragmatic considerations. For example, searches in July 2020 for "Chengyang Bridge" turned up with roughly 1,700 items from which we selected 128 books, 72 journal articles, 37 newspaper stories, and other media providing relevant narratives of visitor experiences. Additionally obtained were 256 pictures to document the visitors' aesthetic impressions.

Short reviews from 2010 to 2020 were also looked at; these yielded roughly 4,000 entries with 310,518 characters altogether. After content filtering and cleansing, we focused on 1,484 assessments (84,626 characters) containing thorough narratives of tourist experiences relevant to memory and interaction with the cultural landscape.

3.2.3 In-depth Interviews

In-depth interviews were conducted to investigate experiences of visitors' and inhabitants' in Chengyang Bazhai. Inspired by Anderson and Shimizu's (2007) and Tung's (2009, 2011) frameworks, we arranged the interviews to obtain strong personal thoughts and sentiments linked with the site. Eight interviews in all offer first-hand information on how visitors understand and absorb their experiences, therefore clarifying memory richness in connection with Chengyang Bazhai.

Examining the dynamics of collective memory in tourism can benefit from Chengyang Bazhai since the combination of historical data, contemporary evaluations, and personal interviews allowed a comprehensive research of memory evolution.

3.3 Analytical Approach: Constructivist Grounded Theory

Using a grounded theory approach, the data analysis concentrated on how tourist experiences interact with the environment at Chengyang Bazhai to aid to produce Memory Richness. The process included in coding, thematic analysis, and model development in order to look at the connection between visitors' experiences and memory production.

3.3.1 Coding Process

Beginning with free coding, the research aimed to find significant concepts including "cultural interaction," "emotional response," and "landscape symbolism." These ideas were categorised more broadly under axial coding as "interaction patterns" and "behavioural dynamics." Finally, **selective coding** identified **Memory Richness** as the core category, linking related themes like "landscape-driven engagement" and "active tourist behavior" to build a comprehensive framework.

Table 1. Open Coding Example

Text Content	Code	Concept	First-order Category
I leaned close to the window, straining to catch a glimpse of the faintly remembered ancient pathways of the Dong homeland—flower bridges, pavilions, and stone-paved roads.我紧挨车窗，极力寻觅那记忆依稀的昔日侗乡古道——花桥、凉亭、石板路。（TY80N10）	Low-context Landscape	Landscape Context	Landscape Tension
Upon reaching the bridgehead, I saw some taking photos, some resting, some listening to Dong folk songs, while others paid for exquisitely crafted handkerchiefs, headscarves, and belts—each a vibrant piece of Dong brocade.步入桥头，有人在拍照，有人在小憩，有人在听东哥，有人掏钱购买做工精致的手绢，头巾，腰带等侗锦。（TY90N33）	Tourist Behavior	Behavioral Differences	Behavioral Dynamics
Regrettably, although Helong Bridge has retained its original appearance since its construction, the bridge planks bear the worn marks of hurried travelers and villagers over the ages. The covered corridor is now densely lined with various tourist crafts, with the ancient charm struggling helplessly under the weight of modern goods.可惜的是，合龙桥虽然保持着修建以来的原貌，桥板被古往今来匆匆过客和寨民踩踏得印痕斑斑，桥廊依然被满铺着的各类旅游工艺品所侵占，古老的情怀在现代商品压抑下无助地挣扎着。（TY10N58）	Contextual Value Conflict	Tension Between Experience Expectations and Landscape	Reverse Obscuration of Memory
The bond among ethnic groups flows like fine wine; their dance shadows graceful, their friendships harmoniously blended.民族交欢情如酒，舞影婀娜友谊融。（TYXN26）	Interactive Integration	Co-presence of Hosts and Guests	Value Co-creation
With a reverent heart, one might see the entire mountain steeped in wandering spirits and ghosts of the past. Skulls are stacked into ancient formations, and the winds and murmurs weave tales of enduring hardship and patient hope, deeply embedded as though solidified in stone. Today's Dong people are no longer silent by the stream; laughter accompanies those traversing the road. A cement bridge now stands beside the Wind and Rain Bridge.以心祭之，便见满山幽魂野鬼，用头颅叠成累累的古阵，一阵风、一片语，嗡嗡杂杂，道者久远焦黄的艰辛，也道者沉淀如山的殷勤期盼。今天的侗人，已不再于涧中无语，路上往来的，笑已多矣。风雨桥旁，已多一条水泥桥。（TY90N16）	Active Participation Experience	Comparative Association	Value Recognition

Table 2. Axial Coding Example

Axial Code	1st Order Concepts	2nd Order Concepts		
Interactive Landscape	High-Vitality Landscape	Homochromatic Enrichment	Memory	
Low-Context Landscape				
Focal Landscape				
High-Energy Behavior	Active Interaction			
Active Participation				
Proactive Involvement				
Heterogeneous Experience				Background
Deep Experience				

3.3.2 Thematic Analysis

Thematic analysis revealed key insights into how tourist behaviors and landscapes interact. **Memory Richness** emerged as a central theme, representing the depth, breadth, and intensity of memories formed through interaction. High-energy landscapes combined with active tourist behavior led to richer, more vibrant memories, while passive interactions in low-energy settings produced weaker memories.

The analysis differentiated between **landscape-dominated** interactions, where cultural symbols (e.g., Chengyang Bridge) shape memories, and **behavior-dominated** interactions, where tourists' engagement with local customs plays a leading role.

3.3.3 Development of the Dynamic Model

A **Dynamic Model of Experiential Memory Interaction** was constructed, identifying key interaction types:

- High-energy landscapes vs. Low-energy landscapes
- Active tourist behavior vs. Passive tourist behavior
- **Memory richness** as the result of positive, engaged interactions

3.3.4 Validation and Synthesis

Triangulation across various data sources, including travelogues and interviews, validated the findings. The final theoretical framework links **Memory Richness** to the interaction dynamics between tourist behavior and the landscape, showing how active, meaningful experiences lead to deeper, more culturally enriched memories.

This analysis provides insights into the role of cultural landscapes and tourist engagement in shaping memory and identity at Chengyang Bazhai.

4. Fostering Life Thickness and Tribal Identity: The Dynamic Interplay of Memory Richness in Tourism

4.1 The Formation of Tourist Tribes

The formation of tourist tribes at Chengyang Bazhai involves more than the temporary physical gathering of tourists; it is a dynamic and symbolic process facilitated by the deep interaction between visitors and the cultural landscapes. While tourists' physical stay at the site may be brief and dispersed, the symbolic significance of the place enables the emergence of a cohesive "tourist collective" in both physical and virtual spaces. TAs Halbwachs' theory of communal memory suggests, the terrain of Chengyang Bazhai serves as a memory focal point that spans conventional spatial and chronological limits. By means of ongoing communication and interaction on internet platforms, these guests preserve a collective identity, therefore verifying ideas on the dynamics of cultural and social memory from

This tourist collective, which can be conceptualized as a tourist tribe, forms through emotional connections and shared experiences. Though the physical visit is fleeting, a closer emotional and cultural contact forms between visitors connected by a shared recollection of the location. The tribe's identity is based on this emotional and affective component, which also helps them to relate to the cultural symbols and settings of Chengyang Bazhai. Geographic limitations have little bearing on the tribe; rather, the symbolic and experiential links its members constantly foster through memories and shared stories define it.

4.1.1 Emotional Affiliation and Shared Experiences

Mostly shaped by emotional resonance, tourist tribes are generated by tourists' shared love of Chengyang Bazhai's cultural inheritance, hence fostering group harmony. Typical emotional experiences among this group go beyond mere physical presence at the location. Visitors co-create a shared identity that links them to the Dong minority's cultural narratives both during their trip and in the digital world by means of engagement with cultural landmarks like as the wind-rain bridges and drum towers.

The emotional dimension in the founding of these tribes finds resonance in Maffesoli's (1988; 1996) tribalism paradigm, which elevates the communal and emotional aspects of social life over logical or functional systems. From this angle, the tourist tribe becomes an emotional community moulded by common emotional events instead of hierarchy or homogeneity. By means of their interactions with the symbolic surroundings, visitors contribute to build a shared identity that upholds their shared ideals and attitude towards the site.

4.1.2 Collective Memory and Tribal Dynamics

Constant shared memory building generates not just emotional resonance but also helps the tourist tribe to define itself. Travellers interacting with the landscape of Chengyang Bazhai contribute to develop a continuously shifting collective memory transcending personal experiences. The collective recollections of the cultural icons and events carried out at the site create a vibrant social community whose identity is preserved via both physical and online relationships.

Maintaining the tourist tribe long beyond the actual visit depends critically on the virtual space. Online sites allow visitors to actively co-create stories that support the tribe's collective identity, therefore fostering ongoing memory-sharing and connection. Although this process of co-creating memories in virtual communities reflects the conventional methods of preserving group unity, it functions in a modern, technologically mediated environment, hence extending the temporal and spatial range of the tourist tribe.

4.1.3 The Role of Shared Interests and Symbolic Spaces

At Chengyang Bazhai, tourist tribes gather around common interests in cultural legacy that show up in encounters with the symbolic environments and cultural relics. Maffesoli's description of tribalism implies that emotional interactions and common experiences help to build and preserve social ties inside the tribe. In this setting, the architectural, cultural, and local practices of Chengyang Bazhai—along with their architectural features—become the centre of attention around which the tribe arranges its collective identity.

Both physically and symbolically, Chengyang Bazhai's landscapes serve as both constant emblems preserving the tribe's collective memory and the scene for the tribe's first formation. By means of common involvement in cultural events or interaction with the nature, visitors not only create a fleeting link to the site but also help to create a collective memory that keeps developing long after their departure.

4.1.4 Tourist Tribes as Fluid and Evolving Social Groups

The concept of tourist tribes highlights how adaptable and changing these people are. Unlike traditional tribes defined by geographical boundaries or rigid social structures, tourist tribes are fluid and vary depending on similar experience and emotional bonds. While they form momentarily during the actual visit, these groups develop in virtual environments where visitors maintain their emotional connection to the location by means of shared stories and memories.

Tourist tribes thus represent a new kind of social community that spans traditional boundaries of time and space. Constant contacts with Chengyang Bazhai helps the tribe to establish its collective identity on shared emotional and cultural experiences. This strategy fits postmodern ideas of social life, in which shared interests, emotions, and community activities replace officialised institutions or hierarchies.

4.2 Co-Creation of Tribal Memories

Memory co-creation at Chengyang Bazhai involves a complex network of interactions involving people and the landscape, visitors and other tourists, and visitors and local people. Every interaction helps to create new memories or update old ones, therefore augmenting the site's collective memory. Depending on the type of participation between visitors and the environment, these interactions differ in strength and form, so generating distinct routes for memory co-creation.

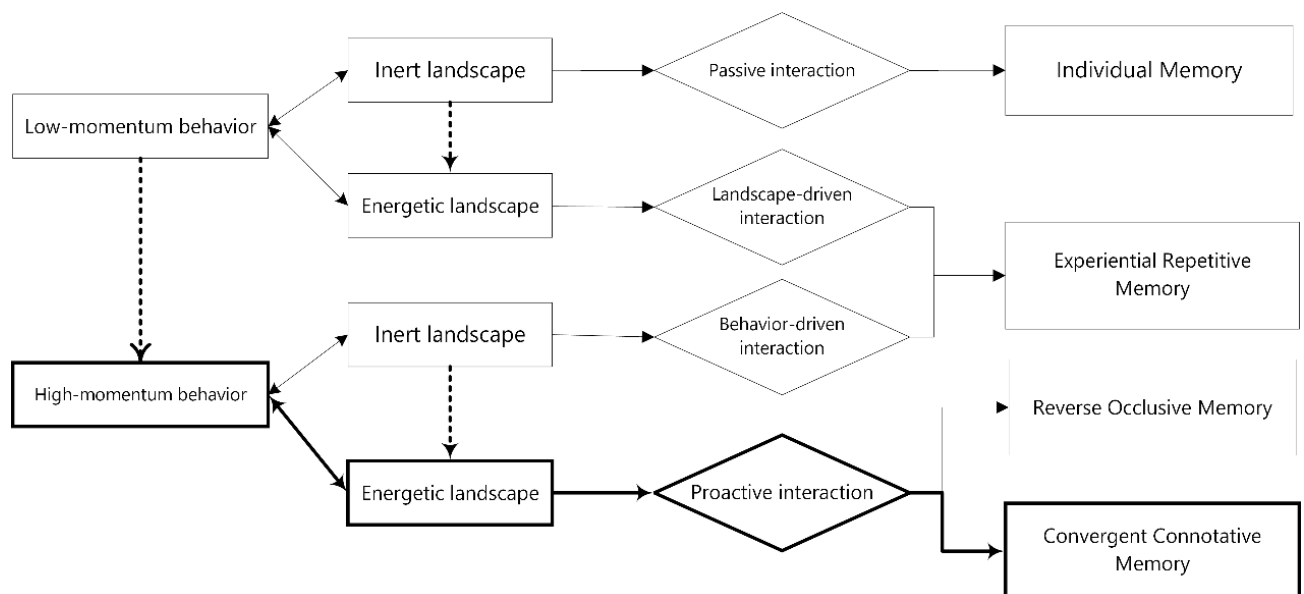


Fig 1. Experience-Memory dynamic co-creation model

4.2.1 Interaction Types in Memory Co-Creation

Four forms of interactions characterise the co-creation of memories: each one corresponds to the degree of involvement between visitors and the surroundings:

1. **Active Interaction:** This happens when there is great landscape vitality and robust tourist-driven actions. In such settings, visitors interact actively in cultural and interactive events rather than to view the scenery. Their actions help them to become makers of memory by means of participation in local rites or cultural events. Active engagement is distinguished by the close relationship between the tourist and the environment, where the active participation of the visitor gives the landscape personal significance, therefore enhancing memory co-creation.
2. **Behavior-Dominated Interaction:** When the vitality of the terrain is less, visitors lead by their own high-energy activities such exploring, shooting pictures, or participating in cultural events. The memory created is mostly based on the actions of the person while the terrain itself plays a more passive part. Simple environments, where visitors' proactive activities predominate the experience and memory creation is intimately linked to their personal engagement and inventiveness, are more likely settings for this kind of interaction.
3. **Landscape-Dominated Interaction:** In this kind of engagement, the tourist's actions are less

dynamic but the scene is more alive. Memories are created by the symbolic depth and cultural relevance of the terrain itself. In this sense, visitors are passive receivers of the natural cultural values of the environment, which helps to create more homogeneous collective memories. This is often seen in places with profound historical or cultural importance, such as the Chengyang Wind-Rain Bridge, where the landscape's significance dominates memory creation.

4. **Inert Interaction:** When both the landscape's vitality and the tourists' behaviors are low, the interaction tends to be superficial and limited in depth. Tourists may engage in simple, surface-level activities, such as taking quick photographs without much deeper engagement. The memories formed in these interactions are shallow and lack longevity, often characterized by mechanical and repetitive patterns. Inert interaction results in simplistic and unremarkable memory formation, as neither the landscape nor the tourists provide the dynamism needed for deeper co-creation.

4.2.2 Interaction as the Core of Memory Co-Creation

Interaction is at the heart of the co-creation process within tourist tribes, encompassing not only physical interactions between tourists and landscapes but also social interactions among tourists and between tourists and local residents. These interactions are fundamental in shaping new memories, which are further disseminated and reinforced through social media, word-of-mouth, and other digital platforms.

The co-creation process is influenced by **institutional and non-institutional veiling** mechanisms. While non-institutional veiling results from visitors reconstructing their recollections based on personal experience, institutional veiling is the deliberate altering of memory by destination management via the design and presentation of the environment. Both kinds of veiling have a major effect on the content of tribal memory, therefore affecting the way memories are shared and built upon generally.

Key dynamics in this process also are veiling and memory enrichment. Rich memory is created when visitors' anticipated recollections match the actual events and community memory of the place, therefore increasing the co-made experience. On the other hand, veiled memory results from a disparity between expectations and reality that induces either selective memory reconstruction or repression.

4.2.3 Co-Creation Pathways in Tribal Memory Formation

The numerous ways in which tourism memories present themselves are revealed by the co-creation routes in the building of tribal memory. The dynamic co-creation model shows that the collective interactions among the tourist tribe influence these memories in addition to personal events. The interactions among visitors, scenery, and local people help to create memory richness—defined by the depth, breadth, and intensity of the memories created via common events.

Active co-creators of memory, visitors engage in local culture, snap pictures, and post their experiences on social media, therefore influencing memory. These encounters give the landscape personal and group significance, therefore extending the range of memory and enriching it. This memory richness improves group identity and cultural transmission, therefore strengthening both the tribal collective and personal sense of belonging.

In the end, homogenised and varied engagement experiences both shape the co-creation process. Homogenised experiences are those in which visitors interact with the same landscape characteristics in like manner, therefore creating a shared recollection. Differentiated interaction experiences, on the other hand, emphasise the uniqueness of tourist actions and the variety of cultural backgrounds, therefore facilitating a more customised memory making process.

Therefore, via varying degrees of participation, tourist tribes develop shared experiences that lead to a dynamic memory co-creation process with several layers. These shared memories not only determine the immediate experiences of guests but also influence the expectations and impressions of potential visitors by means of group discussions and social media sharing. Through these exchanges, the co-creation of memories at last enhances the tribal identity and promotes the cultural relevance of

Chengyang Bazhai as a unique tourist destination.

Combining the concept of memory richness with the dynamic interaction between tourists and landscapes, this refined portion presents a rigorous study of how memories are co-created and shared inside tourist tribes.

4.3 The Role of Memory Richness in Enhancing Life Thickness and Tribal Identity

Memory richness denotes the depth, extent, and intensity of memories formed through encounters with visitors, landscapes, and individuals such as locals or fellow travellers. These rich memories contribute to **life thickness**, defined as the meaningful accumulation of experiences that shape personal and collective identity. In this process, memory richness plays a crucial role in fostering a sense of belonging and tribal identity within the tourist group.

4.3.1 Memory Richness and Life Thickness

Memory richness enhances life thickness by enriching personal narratives through:

- **Depth of Experience:** Tourists accumulate layered memories by deeply engaging with landscapes and local culture, making their life narratives more meaningful. For example, tourists who participate in cultural activities at Chengyang Bazhai form complex, lasting memories that contribute to life richness.
- **Breadth of Experience:** Diverse experiences, such as interactions with architecture, landscapes, and local traditions, expand the range of cultural knowledge and emotional engagement, further enhancing life thickness.
- **Emotional Intensity:** Emotionally charged experiences, such as participating in local festivals or cultural exchanges, strengthen the emotional connection with the destination, adding depth to personal and collective memories.

4.3.2 Memory Richness and Tribal Identity Formation

Memory richness also fosters **tribal identity**, as shared experiences and interactions contribute to collective memory formation:

- **Collective Memory:** Shared experiences, such as visiting cultural landmarks, create bonds among tourists, reinforcing their sense of belonging to a tribe.
- **Cultural Symbolism:** Deep engagement with cultural symbols, like Chengyang's wind-and-rain bridges, strengthens tourists' identification with the destination and the tourist tribe.
- **Recognition Within the Tribe:** Tourists who actively engage in memory co-creation through storytelling or cultural activities gain recognition within the tribe, strengthening their sense of belonging.

4.3.3 Pathways to Tribal Identity Through Memory Co-Creation

Tourists actively participate in memory co-creation, forming tribal identity through:

- **Collective Experiences:** Engaging in shared activities, such as village festivals, creates lasting memories that reinforce tribal bonds.
- **Narrative Sharing:** Sharing memories through social media or personal stories spreads collective memory, further embedding the individual within the tourist tribe.
- **Recognition in Tribal Networks:** Active participants in memory-making activities, such as documenting experiences or engaging in cultural practices, gain recognition, solidifying their place in the tribe.

4.3.4 Sustaining Tribal Identity Through Memory Richness

Memory richness helps sustain tribal identity over time by encouraging tourists to revisit and reflect on shared experiences. This ongoing engagement ensures that the tribe's identity remains dynamic, evolving with each new layer of memory.

In summary, memory richness deepens life experiences and reinforces tribal identity by creating and sharing meaningful, emotionally resonant memories. These shared memories not only enrich individual

lives but also strengthen the bonds within the tourist tribe, creating a lasting collective identity.

5. Findings and Discussion

5.1 *Memory Richness and Cultural Identity*

Memory Richness serves as a dynamic mechanism for reinforcing cultural identity among tourists by fostering shared collective memories that anchor individuals within a broader social and cultural framework. While previous research on memory in tourism has predominantly focused on individual experiences, this study broadens the conceptualization of memory richness by examining it from a collective perspective, aligning with Assmann's notion of cultural memory as a fundamental component of social identity (Assmann, 1995). By engaging deeply with shared symbols, narratives, and rituals within a tourism setting, tourists cultivate a rich, shared cultural memory that resonates with their collective sense of belonging and identity.

5.1.1 **The Role of Memory Richness in Shaping Collective Cultural Identity**

Memory richness, defined by its depth, breadth, and intensity, captures the profound impact of tourism experiences on identity formation. In this context, memory richness functions as a multifaceted construct that enhances both individual and collective identity:

- **Depth:** Through emotionally significant and symbolically rich encounters, tourists experience deep connections with culturally meaningful elements of the destination, such as traditional Dong architecture, local festivals, and community rituals. These interactions help tourists to become emotionally involved, therefore improving their awareness of the historical relevance and cultural values of the place. Reflecting Assmann's focus on the symbolic basis of cultural memory, this degree of participation enhances not only personal memories but also creates a common cultural identity among visitors (Assmann, 1995; Kim & Chen, 2021).
- **Breadth:** Through a variety of cultural events spanning sensory, intellectual, and emotional components, visitors increase their overall awareness of many characteristics of a region. Different cultural experiences including local food, crafts, and customs, for instance, can create a shared narrative that visitors may share and talk about, therefore strengthening their collective identity. This wide range of recollection encourages cultural inclusiveness, therefore strengthening a feeling of community and mutual understanding amongst many tourist origins (Agapito, Pinto, & Mendes, 2017; Boyacioglu & Akfirat, 2015).
- **Intensity:** High-intensity activities that cause strong emotional reactions, such as celebrations or community gatherings, often accentuate the vividness of collective memories. Intensity helps to create very unforgettable events that stay relevant for the tourist group over time, therefore encouraging a shared feeling of nostalgia and cultural respect. These strong events accentuate the emotional link and identity of the community, therefore fostering a close relationship with the cultural features of the destination (Hosany et al., 2022).

Depth, breadth, and intensity taken together help to create a strong collective memory framework that visitors may share and relive. This structure helps to create a group identity that goes beyond personal experiences in line with Connerton's perspective of collective memory as a storehouse of common knowledge and values forming the cornerstone of cultural identity (Connerton, 1989).

5.1.2 **Mechanisms of Memory Richness in Reinforcing Cultural Identity**

Two main processes of memory richness improve cultural identity: social exchange inside the tourist community and symbolic interaction with cultural objects.

- **Symbolic Engagement with Cultural Elements:** Rich in cultural markers, tourism environments give visitors a disciplined approach to emotionally engage with the legacy of the location. Focus points for memory creation are cultural icons including Dong bridges, drum towers, and regional dances. Emotionally speaking, these symbols appeal to visitors and help to strengthen communal cultural identity as well as their connection to the location. This process corresponds with Assmann's theory of cultural memory, according to which rituals and symbols serve as anchors for continuity and group identification (Assmann, 1995).

- **Social Sharing within the Tourist Community:** Interactions between visitors and between visitors and residents help to reveal the social component of memory richness. These exchanges of personal observations, stories, and interpretations let one reinforce a shared sense of identity connected to the destination by means of personal insights. Social sharing transforms the personal experience into a common story that visitors validate together, therefore preserving their cultural memory as one. This is consistent with Halbwachs's theory of collective memory, according to which group interactions shape and preserve common memories (Halbwachs, 1992).

By means of these systems, memory richness acts as a link between visitors and the cultural setting of their destination, therefore allowing them to absorb its cultural connotations as component of their own identity. These exchanges not only enhances visitors' feeling of cultural identification but also provides a basis for ongoing cultural awareness and appreciation, therefore strengthening their collective memory.

5.1.3 Outcomes of Memory Richness: Cultural Belonging and Personal Identity

Beyond the actual travel experience, memory richness promotes a feeling of cultural affiliation and identification. This enhanced communal memory affects visitors in social as well as personal spheres:

- **Cultural Belonging:** Through their shared recollections, visitors come to feel part of the cultural scene of the place. This collective memory supports visitors' emotional connection and sense of belonging to the location by including both overt cultural icons and underlying values. Engaging these shared memories helps visitors to feel a part of a greater cultural story, therefore increasing their emotional connection with the cultural identity of the site (Kim & Ritchie, 2014).
- **Personal Identity and Life Thickness:** Richness of memory adds to "life thickness," or the depth of meaning and introspection people get from their experiences. Through the framework of their trip memories, the shared, emotionally poignant memories generated by group tourism experiences inspire visitors to consider their values, beliefs, and identities. This increased self-awareness and connection to cultural narratives helps visitors to have a more whole sense of self, therefore improving their personal development and cultural awareness (Boyacioglu & Akfirat, 2015).

Ultimately, the idea of memory richness under a social framework highlights how travel experiences affect group as well as personal identity. Memory richness supports a shared identity based in cultural belonging and personal development by means of emotionally relevant, culturally enhanced, and socially shared experiences. This approach advances our knowledge of tourism as a social construct by exposing the essential role it plays in developing visitors' sense of self and their relationship with more general cultural narratives.

5.2 Memory Richness and Tourists' Life Thickness

Memory richness in tourism, characterised by the depth, breadth, and intensity of unforgettable events, greatly influences travellers' "life thickness," improved state of self-awareness, identity, and cultural appreciation acquired from major trip encounters. This section explores how memory richness, as it arises through the intensity of collective experiences and cultural engagement, expands tourists' life thickness by fostering emotional, intellectual, and social growth. Emphasising the depth and multidimensionality of tourists' life experiences, this study addresses a new dimension of communal memory in tourism by tying memory richness to life thickness.

5.2.1 The Role of Memory Depth in Enhancing Life Meaning and Personal Insight

Rising from visitors' intense, emotionally meaningful contacts with the cultural symbols and tales of a location, memory depth is a fundamental component of memory richness. Particularly when seeing high-context cultural items like traditional Dong architecture and heritage sites, visitors learn more about their own identities and beliefs by these exchanges. This component of memory motivates visitors to go back and consider these cultural exchanges, so strengthening their personal understanding and so

changing the meaning of their travel experiences (Hosany et al., 2022).

Memory depth contributes to life thickness by strengthening two core aspects of personal development:

- **Self-Awareness and Identity Reflection:** Experiencing cultural landmarks and symbols fosters self-reflection, prompting tourists to reassess their own cultural perspectives and place in a multicultural world. Such encounters reinforce cultural memory, guiding tourists to examine their identities within a broader, globally connected context (Kim, Chen, & Lang, 2016).
- **Emotional Engagement and Social Connectivity:** The emotional connection to a shared cultural experience strengthens tourists' feelings of belonging to both the destination and their travel community, fostering empathy and solidarity. In turn, these bonds enhance the depth of life experiences, aligning with Kim and Ritchie's (2014) findings on the role of emotionally charged memories in tourism.

5.2.2 Broadening Life Perspectives through Diverse and Inclusive Cultural Interactions

Memory richness, through its breadth dimension, broadens tourists' perspectives by exposing them to diverse cultural, historical, and social experiences that transcend their day-to-day lives. The breadth of memory encompasses the variety of activities and cultural encounters tourists experience, from local festivals to culinary traditions, providing a multidimensional view of the destination. This exposure encourages an openness to new ideas and diverse ways of life, fostering a more inclusive worldview and expanding tourists' cognitive frameworks (Kim & Ritchie, 2014).

Through these broadened experiences, tourists gain an expanded sense of life's possibilities:

- **Cultural Empathy and Tolerance:** By engaging with a variety of cultural contexts and experiences, tourists develop empathy and tolerance, enhancing their capacity to appreciate different cultures. These interactions contribute to a more profound understanding of multicultural perspectives, aligned with Agapito, Pinto, and Mendes's (2017) findings on how diverse encounters in tourism can foster cultural sensitivity and openness.
- **Intellectual Growth and Worldview Expansion:** Exposure to different cultural and social elements within tourism broadens intellectual horizons, inspiring a more flexible and open-minded approach to life. Such experiences support Kim's (2010) emphasis on how diverse tourism experiences enrich tourists' intellectual curiosity and foster lifelong learning.

5.2.3 Intensifying Life Experiences through Deep Emotional and Social Interactions

Memory richness's intensity dimension underscores the power of vivid, emotionally charged experiences to leave lasting imprints on tourists' lives. High-intensity memories are formed through powerful interactions with the culture, community, and landscape of the destination, resulting in experiences that not only stay with tourists but continue to influence their behaviors, attitudes, and values long after their return. Intensity thus supports life thickness by embedding tourism experiences as permanent, meaningful components of tourists' personal narratives (Boyacioglu & Akfirat, 2015).

The intensity of memory richness deepens life experiences by promoting:

- **Emotional Resonance and Reflection:** Vivid memories of intense cultural interactions—such as participating in traditional rituals or ceremonies—enhance tourists' capacity for emotional reflection, promoting a stronger connection between past experiences and present identity. These intense experiences create a lasting sense of attachment and appreciation, reflecting Connerton's (1989) insights on how emotionally potent memories contribute to a sense of shared cultural belonging.
- **Long-Term Behavioral Influence and Value Formation:** High-intensity experiences reinforce cultural values, prompting shifts in tourists' attitudes and behaviors. These memories encourage tourists to integrate aspects of the destination's culture into their own lives, aligning with Tung and Ritchie's (2011) findings on the transformative effects of memorable tourism experiences.

5.2.4 Collective Memory and Social Validation of Life Experiences

Memory richness enhances life thickness by enabling tourists to internalize their experiences through collective memory validation. Tourists' memories become socially validated as they are shared and

reaffirmed within the broader tourism community. Through social sharing—whether through storytelling, social media, or group reflections—tourists collectively construct, reconstruct, and validate their memories, which reinforces their cultural identity and amplifies the significance of their tourism experiences (Hosany et al., 2022).

- **Community and Belonging:** Social sharing fosters a sense of community and shared identity, as tourists collectively engage in the retelling and interpretation of their experiences. This communal memory validation reinforces the collective identity of tourists and enhances the perceived depth and meaning of their experiences, consistent with Halbwachs's (1992) emphasis on the role of collective memory in identity formation.
- **Cultural and Personal Validation:** Through the collective recollection of shared experiences, tourists receive validation that deepens the impact of their travel experiences on their personal growth. Socially shared memories enrich life thickness by encouraging tourists to view their experiences as part of a larger cultural narrative, enhancing both cultural belonging and self-understanding (Assmann, 1995).

In sum, memory richness contributes to life thickness by fostering an enriched sense of self and cultural belonging through the integration of depth, breadth, and intensity in memorable tourism experiences. Anchors for visitors' personal development, these multifarious recollections encourage intellectual and emotional enrichment long beyond their travel experience itself. This study provides fresh perspectives on the interaction between memory and identity by extending the range of memory richness to include collective elements, therefore enhancing knowledge of how tourism generates lifetime effects on personal identity and life satisfaction. Understood by the richness and depth of memories created via significant cultural exchanges, this approach emphasises tourism as a great path for personal development and self-discovery.

6. Conclusion

6.1 Summary of Key Findings

Defined by the depth, breadth, and intensity of memories created through tourism interactions, this study investigated memory richness as a multidimensional assessment of visitors' experiences. Extending memory research from an individual viewpoint to a communal framework helps the study to show how shared travel experiences support both cultural identity and life thickness. Important results show that (1) memory depth enhances self-reflection and personal meaning, therefore enriching (2) memory width promotes inclusivity and widens horizons, thereby strengthening perspectives and (3) memory intensity promotes long-term value creation and deepens emotional resonance. These elements taken together show how much memory richness influences travellers' identity, cultural fit, and personal development.

6.2 Theoretical Implications

By suggesting memory richness as a new, group notion, this study theoretically advances tourism memory research. This study supports Halbwachs' (1992) collective memory theory by transcending conventional individualistic interpretations and so supporting the premise that memories are socially verified and preserved via group interactions. The results further support Assmann's (1995) theory of cultural memory by showing how travel experiences integrate personal memory with shared cultural identity. This paper also combines the life thickness idea to show how memory richness enhances visitors' emotional development and self-identity. By means of this study, a framework for analysing how components of collective memory deepen and maintain the influence of tourism experiences on identity is established.

6.3 Practical Implications

Practically speaking, these results provide destination marketers and tourist officials with useful information. Designing events that support memory richness would help tourist companies improve visitors' connection to the location, so promoting repeat business and good word-of-mouth. Including culturally rich events that include visitors in significant ways—such as local rites, storytelling sessions, or heritage seminars—can improve memory depth and intensity, for instance. Furthermore, establishing venues where visitors may share their memories and experiences could help to build a shared feeling of

identification and belonging, hence strengthening the attraction of the location as a culturally transforming one.

6.4 Limitations and Future Research

Certain limits of this study provide guidance for next investigations. First, even if this study has concentrated on the recollections of visitors of culturally rich locations, more study is required in several tourism environments, such as nature tourism or urban tourism, to confirm the relevance of memory richness. Second, the sample consists of experiences that one can collectively recall; future research could investigate individual memory richness in circumstances of solitary or introspective travel. At last, this study emphasises the importance of longitudinal research to investigate how memory richness changes with time and its long-lasting consequences on identity and personal development. Future studies could also use this approach to investigate cross-cultural variations in memory richness, especially in locations with different cultural relevance, therefore offering more thorough understanding of the universal and contextual elements of tourism memory.

All things considered, this study emphasises memory richness as a fundamental component in comprehending the function of tourism in forming identity and improving life thickness, therefore opening the path for a more complete knowledge of how tourism experiences shape both individual and group memory.

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EXPLORING TOURISTS INTENTIONS TOWARD GREEN HOTELS: INSIGHTS FOR SUSTAINABLE TOURISM PRODUCT DEVELOPMENT

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ABSTRACT

In the context of the evolving tourism sector, sustainable tourism has emerged as a critical area of focus. Green hotels, as a crucial link in the supply chain of the sustainable tourism industry, are a new category that is revolutionizing the tourism industry through sustainable innovation and the development of eco-friendly products.

As of 2024, the urgency surrounding environmental degradation poses significant challenges, particularly regarding its implications for the tourism industry. Understanding how tourism supply chain stakeholders respond to environmental change is critical. This research aims to investigate tourists' intentions towards green hotel consumption within this new market context. Two primary research questions guide this inquiry: first, to analyze the tourists decision-making processes related to green hotel patronage and identify influencing factors; second, to delineate the driving forces behind these behaviors.

Employing a quantitative approach, the research surveyed 465 hotel tourists, utilizing a seven-point scale to assess six constructs linked to green hotel consumption, social norms, collectivism, environmental attitudes, perceived behavioral control, environmental knowledge, and consumption intention. Data were collected from a convenience sample of respondents aged 18 and above who had hotel experience and knowledge of green hotels, with the questionnaire distributed via the WJX platform.

Findings revealed significant effects of social norms, environmental knowledge, environmental attitudes, and collectivism on consumption intention, while perceived behavioral control showed no significant impact. Theoretical contributions enhance the Theory of Planned Behavior and Value-belief-norm theory by integrating these new factors, especially within the context of Chinese tourism behavior. Practically, this research offers actionable recommendations for management, emphasizing the need for tourism supply chain managers to align with environmental policies and enhance awareness of sustainability issues to foster eco-conscious tourist behavior.

Keywords: product development; tourism; product innovation; green hotel; consumption behaviour

1. Introduction

The United Nations Climate Change Conference (COP) states that in 2023, the main cause of the

significant global challenge is environmental degradation (Jiang et al., 2024). The impacts of environmental degradation on industries have been increasing over the last decade (Acosta et al., 2024). Another consequence of environmental degradation affects human society; urban drinking water contamination and air pollution are also attributed to this issue (Mazaheri, 2024). Additionally, the global tourism industry has been severely affected by environmental degradation, leading to behavioral changes among tourists (Thøgersen, 2021). Tourists are increasingly shifting their focus to the carbon footprint of products and services (Ivanova et al., 2020).

Under the influence of environmental degradation, occupancy rates in green hotels lead to higher revenue per available room (RevPAR) compared to conventional hotels. Tourists increasingly prefer products and services that benefit the environment, a trend that has been studied and validated across different regions and industries (Hwang et al., 2024). In today's world of escalating environmental degradation, tourist preference for green products may also extend to a preference for green hotels, as both choices reflect a shared environmental attitude. This suggests that, in the current market environment, tourists are more reluctant to spend their money on non-green hotels compared to green ones. Shimul et al. (2024) argues that changes in hotel preferences driven by environmental degradation scenarios, such as warming, are influenced by shifting tourist sentiments. These changes in sentiment subsequently affect tourists' perceptions of green hotels and their accommodation choices. Such shifts are triggered by environmental changes.

Comprehending tourists' decision-making processes about green hotels is increasingly vital in the context of the global environment. Green hotels align with the increasing demand for sustainable options among tourists (Han et al., 2010). This research analyzes tourists' decision-making about green hotels, offering insights to enhance the alignment of the hospitality sector with overarching sustainability objectives. Comprehending these options is essential for fostering environmentally conscious behaviors that can advance the tourist sector towards a more sustainable future (Thøgersen, 2021). As a key part of the tourism supply chain, hotels must take practical action to achieve the environmental goals set forth in the Paris Agreement. According to stakeholder theory (Parmar et al., 2010), hotel guests, as important stakeholders, must also adapt their behaviors.

A large body of tourism literature highlights new tourist perceptions arising from the current external environment (Anzani et al., 2022; Susanti et al., 2023). Tourists are increasingly seeking various new directions in travel, including family-oriented and leisure tourism that emphasizes enjoyment. However, the high-end experiences sought by tourists often contradict the principles of sustainable tourism (Williams & Ponsford, 2009). Therefore, it is crucial to explore the balance between leisure tourism and sustainable tourism. Another issue lies in the uncertainty regarding the impact of different climate change projections on the hospitality industry (Taheri et al., 2024). Given the hospitality and tourism industry's high vulnerability to environmental degradation, understanding how key players and stakeholder groups (e.g., customers and hotels) will react to climate change is essential (Taheri et al., 2024).

The objective of this research is to explore the determinants of tourists' consumption intention towards green hotels in the current market environment. To accomplish this objective, two research questions are proposed: (1) What are the key factors influencing tourists' decision-making process in choosing green hotels? (2) How do these factors influence the decision-making process? In the first research question, the factors influencing tourists' consumption decision-making in green hotels are multifaceted, as indicated by Jiang and Gao (2019). In the second research question, the focus is on assessing the direction and magnitude of influence of the identified factors, specifically seeking to determine the size of influence each factor has on tourists' consumption intentions towards green hotels.

2. Literature Review

Green hotel consumption intention (IC)

Initially, green hotels were characterized as establishments embracing environmentally sustainable practices (Watkins, 1994), and subsequently as enterprises actively executing such measures (Laroche et al., 2001). Intention, as defined by Ajzen (1991), pertains to an individual's disposition regarding a particular activity. Studies on tourists' propensity to select green hotels have shown inconclusive findings, affected by variables such as regional disparities. For instance, an American study found perceived behavioral control (PBC), attitudes, and social norms positively impact eco-friendly hotel choices (Han et al., 2010), while Malaysian studies found attitude had no significant effect.

Theoretical basis

TPB theory was widely used in the research of consumer green hotel consumption behavior. Fauzi et al. (2022) discovered that in Malaysia, attitude, subjective norms, and PBC affect the likelihood of visiting green hotels. Their study combines the TPB and the VBN framework, extending the TPB theory to green hotels.

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), introduced by Ajzen in 1985, serves as a foundational framework for predicting behaviors, including consumer actions related to sustainability. Over the years, TPB has been notably applied in the context of green hotels, demonstrating superior predictive capabilities compared to traditional theories (Han et al., 2010; Jokonya, 2017). Key influences within TPB include collectivism and environmental knowledge. Despite its strengths, TPB faces criticism for not encompassing all factors influencing consumer environmental behavior, such as personal values, emotions, and environmental knowledge (Stern et al., 1999; Kollmuss & Agyeman, 2002). This research aims to enhance TPB by integrating these dimensions, thereby potentially improving its explanatory power.

Collectivism differs from social norms in that collectivism reflects the shared values of a group, leading individuals within the group to prioritize collective interests (Singelis et al., 1995). In contrast, social norms refer to the constraints and expectations that individuals feel from those around them (Han & Yoon, 2015). The Value-Belief-Norm (VBN) theory posits that collectivistic values influence the belief components of individuals, which in turn shape their personal norms, ultimately leading to green behaviors among tourists (Özekici, 2022). In that study, collectivism and personal norms were also analyzed as two separate dimensions. Additionally, an article exploring green hotels through the lens of both TPB and VBN theories indicates that social norms influence personal norms, which subsequently affect intentions, while collectivism shapes attitudes that influence intentions (Wang et al., 2023a).

Moreover, environmental knowledge has been identified as a crucial factor influencing behaviors in green hotels. A solid understanding of environmental issues enhances employees' perceived behavioral control and motivates sustainable practices (Galván-Mendoza et al., 2022). Studies also show that individuals with greater environmental knowledge are more aware of their responsibilities toward environmental protection (Wu et al., 2022b).

Value-belief-norm (VBN) theory

Stern et al. introduced the Value-Belief-Norm (VBN) theory in 1999. The Theory of Planned Behavior (TPB) incorporates not only its core aspects but also additional elements such as personal values (Stern et al., 1999). VBN theory has been applied in research focused on pro-environmental behaviors, including energy conservation, sustainable consumption, and support for environmental legislation (Mat et al., 2023; Steg et al., 2005). Only using the three basic constructs in TPB theory to analyze the tourist decision-making process cannot be explained more completely. As illustrated in Figure 1, result of combining the two theories can be a more complete explanation of the decision-making process. The various components of these two theories form the constructs of this research. The integration of the Theory of Planned Behavior and the Values-Beliefs-Norms Theory creates a comprehensive framework

for understanding the decision-making processes of tourists in a changing external environment. Furthermore, the applicability of the model to sustainable tourism is enhanced through the inclusion of collectivism and environmental knowledge. Specifically, integrating collectivist values highlights the collective influence on individual behavior, while environmental knowledge reflects an awareness of ecological issues that can promote more sustainable choices.

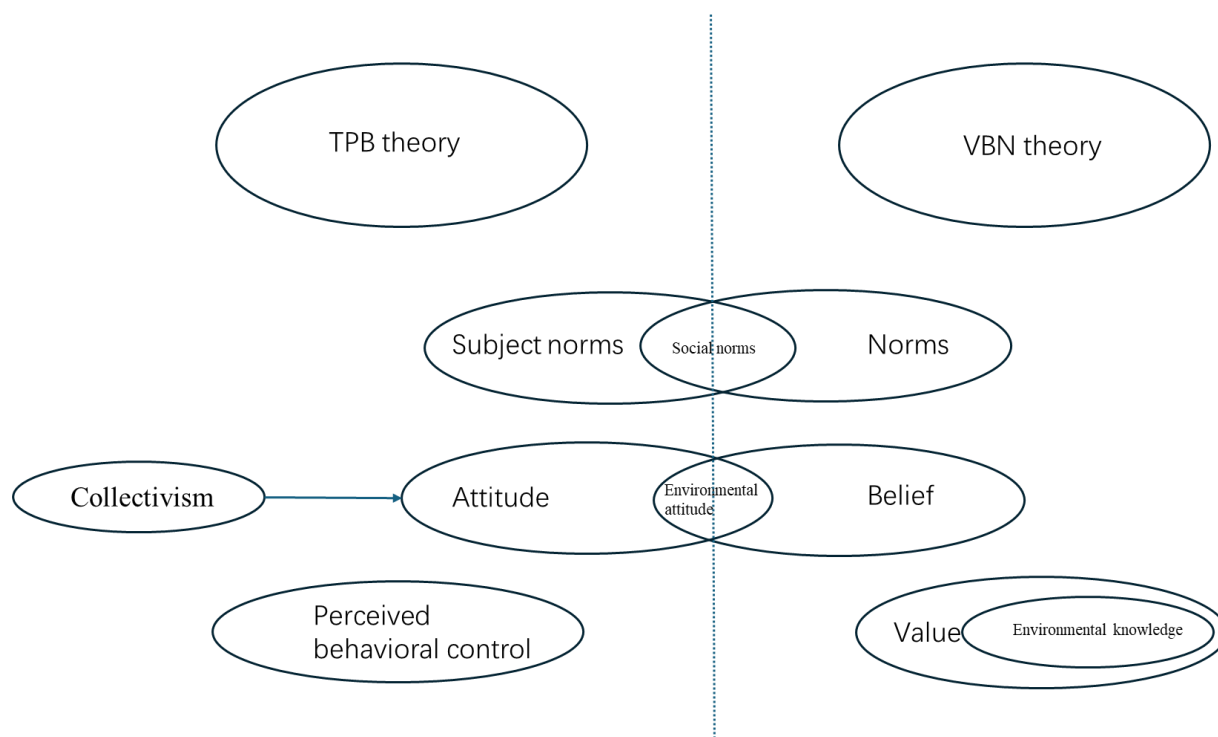


Figure 1: Hybrid theoretical framework based on VBN and TPB theory

Social norms (SN)

Social norms are the standards of behavior shaped by the support or opposition of those around an individual (Ajzen, 1991). The Theory of Planned Behavior (TPB) includes social norms as a crucial factor in measuring tourists' choices of green hotels, while the Value-Belief-Norm (VCN) theory elucidates their influence on the intention to visit such accommodations (Kiatkawsin & Han, 2017). Choosing eco-friendly hotels benefits both society and the planet, as it integrates personal ethics with social responsibility (Chen & Tung, 2014). Surveys indicate that tourists who have not previously stayed in eco-friendly hotels are more influenced by social norms when assessing hotel credibility (Balaji et al., 2019). The Theory of Green Purchase Behavior (TGPB) posits that social norms significantly impact the decision to consumption eco-friendly hotel products (Han, 2020); however, insufficient norms may diminish the effects of social pressure on consumption choices (Yeh et al., 2021). Cultural background and generational differences also play roles in the impact of social norms on green hotel tourists (Raza & Farrukh, 2023; Haq et al., 2023). A strong environmental orientation within social norms encourages more positive decisions regarding green hotel consumption, while a low orientation tends to have minimal effect.

Thus, hypothesis one of this research is as follows.

H1 There is a positive relationship between social norms and green hotel consumption intentions.

Environmental knowledge (EK)

Environmental knowledge, defined as an individual's understanding of environmental issues (Mostafa, 2007), significantly influences green behavior by enhancing control over actions (Wu et al., 2022b) and increasing the likelihood of choosing eco-friendly hotels (Adetola et al., 2021; Jiang & Gao, 2019; Nimri, 2018). The growing importance of environmental education is also impacting students' green actions (Jannah, 2023; Karimi et al., 2021). Consumers' knowledge of environmental issues affects their

decisions regarding green hotels (Patwary et al., 2022), with research indicating a correlation between environmental literacy and consumption levels (Wang et al., 2018). Environmental knowledge not only positively influences consumer behavior but also enhances perceived behavioral control (Wu et al., 2022b). Moreover, it strongly shapes tourists' environmental attitudes (Nelson et al., 2021). Additionally, environmental knowledge positively impacts perceived behavioral control and intentions to engage in green behaviors (Wang et al., 2021c). Thus, environmental knowledge is a crucial factor in tourists' decisions to consume green hotel offerings. As an essential competency, it plays a significant role in the decision-making framework for consumption behavior.

From this, this research makes three hypotheses.

H2 There is a positive correlation between environmental knowledge and perceived behavioral control.

H3 There is a positive correlation between environmental knowledge and green hotel consumption intention.

H4 There is a positive correlation between environmental knowledge and environmental attitude.

Perceived behavior control (PBC)

Perceived behavioral control (PBC) denotes an individual's conviction regarding their capacity to execute a particular behavior (Ajzen, 1991). PBC is affected by factors including skills, abilities, circumstances, and resources (Ajzen, 1991). It influences behavior both directly and indirectly by shaping intentions (Armitage & Conner, 2001). It changes intentions, which changes behavior both directly and indirectly (Armitage & Conner, 2001). PBC is important for social and interest-based behaviors and can tell person how likely to do something, even if person is not planning to (Ajzen, 1991). PBC is used in many areas, such as schoolwork (Richardson et al., 2012), recycling (Cheung et al., 1999), and shopping online (Limayem et al., 2000). It has a big effect on what people buy, especially when it comes to picking green hotels (Kim & Han, 2010; Han et al., 2010). Based on tourists' environmental values and preferences, PBC can either encourage or discourage their plans to consume green hotels.

Finally, this research proposes the following hypotheses.

H5 There is a positive relationship between perceived behavioral control and green hotel consumption intention.

Collectivism (CO)

Collectivism, which prioritizes collective benefit over individual value (Singelis et al., 1995), significantly influences tourists' choices of green hotels by shaping their environmental attitudes and intentions (Wang et al., 2020). Environmental degradation over the past two decades has heightened tourists' collectivism, altering their views and behaviors toward green hotel consumption (Anwar et al., 2023). Research shows that individuals who exhibit stronger collectivist tendencies tend to care more about the environment and feel a sense of responsibility toward others (Oyserman et al., 2002), which fosters a positive relationship with environmental behaviors. Regional differences also play a role, with Chinese collectivist tourists exhibiting stronger green attitudes and consumption intentions compared to Korean tourists (Lee, 2017). Collectivism directly impacts intentions to choose green hotels, as evidenced by studies on Malaysian tourists (Nezakati et al., 2015). Collectivists prefer green hotels for their prestige, social desirability, and alignment with group norms, valuing harmony with nature and tradition. A meta-analysis confirms that collectivism positively influences green consumption intentions (Zhuang et al., 2021). However, while the collectivist factor was not directly included in the research of tourists' intentions regarding green hotel consumption, its influence on these intentions is well-established in existing literature. This suggests that collectivism may still play an indirect role in shaping tourists' environmental behaviors and attitudes. The following hypothesis is proposed in this research.

H6 There is a positive relationship between collectivism and tourists' green hotel consumption intention.

H7 There is a relationship between collectivism and tourists' green hotel consumption intention by influencing environmental attitude.

Environmental Attitude (EA)

Attitude denotes an individual's thoughts and feelings regarding objects or individuals (Ajzen, 1991). It is influenced by personal experiences and knowledge (Fazio & Zanna, 1981). The Theory of Planned Behavior (TPB) asserts that attitude is a crucial determinant of behavioral intentions. Attitude is relevant across multiple domains, including health, environmental issues, consumer behavior, and education (Abamecha et al., 2019; Gansser & Reich, 2023). In the context of green hotels, environmental attitude directly contributes to positive consumption intentions (Wang et al., 2023b; Rahman & Reynolds, 2019). Environmental attitudes influence tourists' choices of green hotels (Mohd Noor et al., 2014) and impact both leisure and business tourists (Millar et al., 2012). These attitudes predict environmentally conscious consumption behavior (Tsai & Tsai, 2008) and are essential in consumption decisions (Filimonau et al., 2022). Tourists' environmental attitudes mediate their perceptions of environmental knowledge, ultimately affecting their intention to consumption green hotels (Olya et al., 2019). Thus, environmental attitudes play a crucial role in motivating green hotel consumption behavior. They can be considered a mediating factor that enhances or limits tourists' judgments regarding their intention to consumpt green hotels, dependent on the degree of their environmental knowledge. In summary, this research proposes the following hypothesis.

H8 There is a positive correlation between environmental attitudes and tourists' intention to consumpt green hotels.

Below is a diagram of the model formulated for this research (Figure 2).

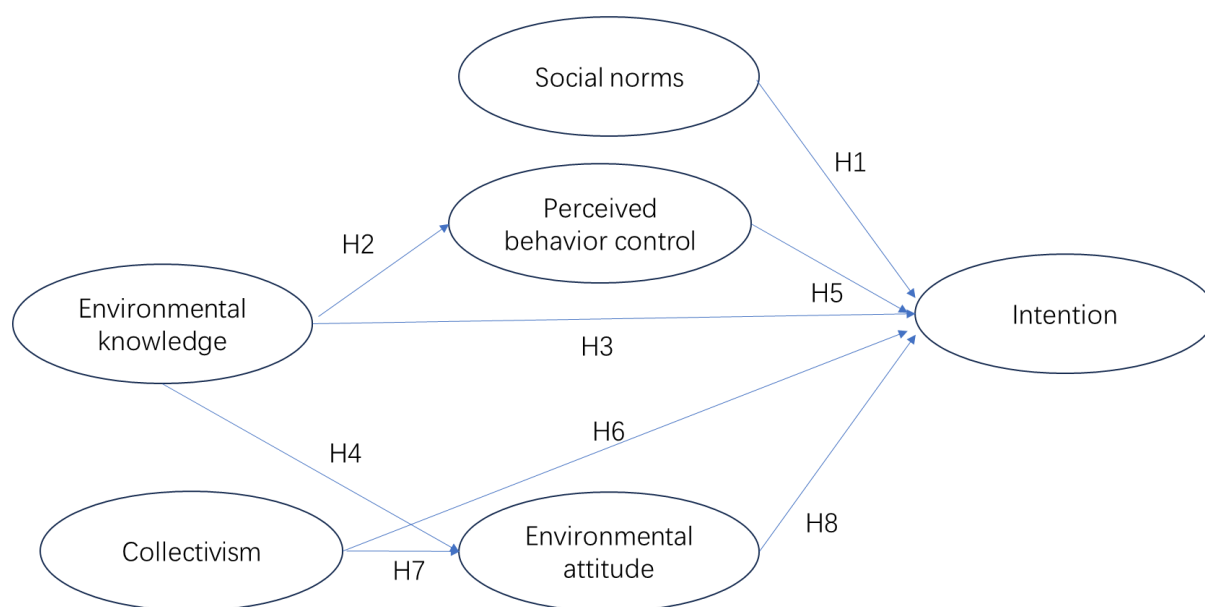


Figure 2: Hypothetical model

3. Methodology

This research employed quantitative methods, deemed effective for social sciences (Stockemer et al., 2019), to explore tourists' consumption intentions towards green hotels. An online questionnaire was used for its ability to quickly gather extensive feedback from diverse areas and save costs (Lefever, 2007). The methodology incorporated TPB and VBN theories to hypothesize and set the theoretical framework.

The questionnaire comprised six constructs, each measured on a seven-point scale ranging from strongly disagree to strongly agree (Altuna & Müge Arslan, 2016). Social norms were assessed using five items adapted from Balaji et al. (2019) and Han (2015), such as, "Most people who are important to me think I should stay at an environmentally responsible hotel." Collectivism was evaluated with five questions from Wang et al. (2023a). Environmental attitudes, PBC, and environmental knowledge were assessed

using validated scales from Dwivedi et al. (2022), Olya et al. (2019), and Chen & Peng (2012) respectively. Finally, consumption intention was measured through items adapted from Han et al. (2010) and Wang et al. (2023a).

Sampling Method

The respondents of this research were above 18 years of age and had experience of staying in a hotel. The respondents were required to have a conceptual understanding of green hotels. The two screening questions in the questionnaire were "Have you ever stayed in a hotel" and "Do you know about green hotels". The sampling method for this research was convenience sampling.

This research conducted 60 pilot tests of the questionnaire and modified the questionnaire format and the formulation of the four questions based on the feedback. Finally, the data collection platform for this research is the WJX platform. WJX has accumulated 254 million questionnaires and 20,029 million responses and can be embedded in social media to distribute the questionnaires via QR codes (WJX, 2024).

The questionnaire was built in Chinese. The questionnaire was started with the definition of a green hotel and explain the difference between green hotels and other types of hotels to help respondents better understand the questions.

Data Analysis

In analyzing the data section, this research started with data screening. The WJX platform showed when the respondents filled the questionnaire. Questionnaires completed in less than 200 seconds were removed from the sample and marked as invalid. Questionnaires with all the same options were also marked as invalid. Additionally, questionnaires with unreliable answers were removed. For example, the presence of many identical values in the same dimension.

Table 1: EFA

Variables	Measurement items	Factor loading	α
SN	KMO= 0.886, X ² =1630.937, p<0.001		0.920
Most people who are important to me think I should stay at an environmentally responsible hotel when traveling.	SN1	0.882	
Most people who are important to me would want me to stay at an environmentally responsible hotel when traveling.	SN2	0.879	
People whose opinions I value would prefer me stay at an environmentally responsible hotel when traveling.	SN3	0.862	
Most of the people who are important to me would agree if I stayed in a green hotel while traveling.	SN4	0.859	
Most of the people I follow would agree if I stayed in a green hotel while traveling.	SN5	0.869	
CO	KMO= 0.906, X ² =1720.660, p<0.001		0.926
I like to help others in the time of need.	CO1	0.905	
I like to maintain ward relationships with others.	CO2	0.880	
To do well in life, the help of friends is crucial.	CO3	0.873	
One of the pleasures in life is to be interdependently related to others.	CO4	0.856	
One of the pleasures is to feel part of a large group of people.	CO5	0.880	
PB	KMO= 0.750, X ² =807.642, p<0.001		0.892

	I have resources, time, and opportunities to stay at a green hotel when travelling.	PB1	0.906	
	I am confident that if I want, I can stay at a green hotel when travelling.	PB2	0.907	
	Whether or not I stay at a green hotel when travelling is completely up to me.	PB3	0.908	
EK		KMO= 0.902, X ² =1685.722, p<0.001		0.925
	I know more about recycling than the average person.	EK1	0.875	
	I understand the environmental phrases and symbols on product package.	EK2	0.886	
	I am very knowledgeable about environmental issues.	EK3	0.870	
	Compared to my friends, I am familiar with hotels' green programs.	EK4	0.879	
	Compared to people who travel a lot, I am familiar with hotels' green labels.	EK5	0.875	
EA		KMO= 0.899, X ² =1647.350, p<0.001		0.922
	For me staying at a green hotel while traveling is (differential scale)			
	Extremely bad/extremely good	EA1	0.872	
	Extremely undesirable/extremely desirable	EA2	0.879	
	Extremely unpleasant/extremely pleasant	EA3	0.868	
	Extremely foolish/extremely wise	EA4	0.867	
	Extremely unfavorable/extremely favorable	EA5	0.883	
IC		KMO= 0.903, X ² =1799.012, p<0.001		0.931

I am willing to choose a green hotel when traveling.	IC1	0.894
I plan to choose a green hotel when traveling.	IC2	0.887
I will make an effort to stay at a green hotel when traveling.	IC3	0.886
I am likely to stay in a hotel implementing environmental strategic.	IC4	0.880
I am more likely to stay in a green hotel over a non-green hotel.	IC5	0.878

This research used SPSS and Amos software as research instruments. Initially, this research has been done a reliability assessment. The test verified that the Cronbach's alpha value exceeded 0.7 (Table 1). Subsequently, EFA and CFA analyses were performed. The implementation of EFA was using for investigating the constituent elements of the construct. Confirmatory factor analysis was used to evaluate the convergent validity and discriminant as well as the composite reliability, of the concept. SEM was used in the last stage to assess the theoretical model of the hypotheses and ascertain their acceptance.

4. Result

Profile of participants

After the process of online distribution of questionnaires, number of 465 valid questionnaires were collected for this research. The number of valid questionnaires was 207 (44.5%) for males and 258 (55.5%) for females. The number of respondents with bachelor's degree or above was 302 (64.9%). 350 responders (68.8%) were both under 40 years old and adults.

The results of descriptive statistics of human information after SPSS indicated that the percentage of people younger than 40 years old is 68.8%, which represents that young people of generation Z and Y prefer green products and green hotels as compared to older people of generation X. Generation Z tourists were more influential in influencing the green brand loyalty of hotels as compared to older people of generation X for green hotels (Rasheed & Balakrishnan, 2023). The results of this descriptive statistics were similar with the outcome of previous literature.

Exploratory factor analysis

The results of 465 valid questionnaires were tested by EFA (Exploratory factor analysis) to get Bartlett's χ^2 test, the Kaiser-Meyer-Olkin test, and Cronbach's alpha results is present on table 1. It indicated that the research model of this research is reliable.

The factor loadings of every scale were greater than 0.5. All constructs have Cronbach's alpha values over 0.8. This result can be considered that the reliability of the scales and extracted factors used in this research can be statistically recognized and usable.

Measurement model

After EFA test, this research was tested by CFA (Confirmatory Factor Analysis) using Amos software. The results were as follows (Table 2). CFA results (goodness-of-fit index: $\chi^2 = 637.993$, $df = 335$, $\chi^2/df = 1.904$, CFI = 0.972, TLI = 0.968, IFI = 0.972, RMSEA = 0.044). This result indicated that the econometric modelling formulation data in this research is usable.

Both values of CR (Composite Reliability) and Cronbach's alpha could test the intrinsic coherence for the factors in the scale in each dimension (Hajjar, 2018). The CR in this research ranges from 0.89-0.93 and Cronbach's alpha ranges from 0.89-0.931. The result can be determined as the indicators are internally consistent and usable.

Convergent validity refers to the extent to which items within a factor are closely related to that factor (Carlson & Herdman, 2012). AVE (average variance extracted) and factor loadings may be used to assess convergent validity. The factor loadings and AVE values were both over 0.85 and 0.69, respectively. This finding confirmed the convergent validity of the research (Cheung et al., 2023).

Distinctive validity meant that when different methods in the same dimension were conducted to test the dimension, the observed data should be distinguishable (Bertea & Zait, 2011). According to Table 4, the open squares of AVEs in each dimension were greater than construct inter-correlations. So, the research's discriminant validity was feasible.

Table 2: CFA

Variables	α	β	p	CR	AVE
Social norms	0.92			0.92	0.697
SN1		0.851	-		
SN2		0.852	0.001		
SN3		0.822	0.001		
SN4		0.819	0.001		
SN5		0.83	0.001		
Collectivism	0.926			0.926	0.717
CO1		0.883	0.001		
CO2		0.851	0.001		
CO3		0.839	0.001		
CO4		0.814	0.001		
CO5		0.846	-		
Perceived behavior control	0.892			0.892	0.734
PB1		0.854	-		
PB2		0.854	0.001		
PB3		0.863	0.001		
Environmental knowledge	0.925			0.924	0.711
EK1		0.841	0.001		
EK2		0.86	0.001		
EK3		0.833	0.001		
EK4		0.847	0.001		
EK5		0.836	-		
Environmental attitude	0.922			0.922	0.704
EA1		0.842	0.001		
EA2		0.848	0.001		
EA3		0.83	0.001		
EA4		0.825	0.001		
EA5		0.851	-		
Intention	0.931			0.93	0.729
IC1		0.864	-		
IC2		0.858	0.001		
IC3		0.854	0.001		
IC4		0.853	0.001		
IC5		0.841	0.001		

Table 3: Construct inter- correlation

	SN	CO	PB	EK	EA	IC
SN	0.835					
CO	0.704**	0.847				
PB	0.350**	0.330**	0.857			
EK	0.738**	0.716**	0.284**	0.845		
EA	0.532**	0.541**	0.276**	0.593**	0.839	
IC	0.678**	0.685**	0.296**	0.723**	0.556**	0.854

**P<0.01, *P<0.05

Structural equation model and hypothesis testing

After the EFA and CFA tests, this research conducted SEM (structural equation model) test in this section thereby exploring the feasibility of the original hypothesis. The software used in this section was Amos software. The results were as follows: $\chi^2 = 663.840$, $df = 339$, $\chi^2/df = 1.958$, CFI = 0.970, TLI = 0.966, IFI = 0.970, RMSEA = 0.045).

Table 4 summarizes the results of the eight hypotheses formulated in this research. Social norms have a direct significant effect ($\beta=0.194$, $P<0.01$) on intention (H1 accepted). Environmental knowledge has a direct significant effect on perceived behavioral control ($\beta=0.342$, $P<0.01$) (H2 accepted). Environmental knowledge has a direct significant effect on intention ($\beta=0.359$, $P<0.01$) (H3 accepted). Environmental knowledge has a direct significant effect on environmental attitudes ($\beta=0.436$, $P<0.01$) (H4 is accepted). Perceived behavioral control has no significant effect on intention so hypothesis 3 is rejected ($\beta=0.02$, ns) (H5 is rejected). Collectivism has direct significant effect on intention ($\beta=0.243$, $P<0.01$) (H6 accepted). Collectivism has a direct significant effect on environmental attitude ($\beta=0.222$, $P<0.01$) (H7 accepted). Environmental attitude has direct significant effect on intention ($\beta=0.129$, $P<0.01$) (H8 accepted). A total of eight hypotheses were formulated in this research, of which seven were accepted and one was rejected.

Table 4: SEM

Hypothesizes path	Estimate	S.E.	C.R.	P	Result
SN→IC(H1)	0.194	0.06	3.208	0.001	Accepted
EK→PB(H2)	0.342	0.056	6.101	0.001	Accepted
EK→IC(H3)	0.359	0.072	4.968	0.001	Accepted
EK→EA(H4)	0.436	0.066	6.586	0.001	Accepted
PB→IC(H5)	0.020	0.035	0.564	0.573	Rejected
CO→IC(H6)	0.243	0.058	4.162	0.001	Accepted
CO→EA(H7)	0.222	0.061	3.663	0.001	Accepted
EA→IC(H8)	0.129	0.048	2.7	0.007	Accepted

5. Discussion

This research applies a hybrid theoretical framework based on the VBN and TPB theories, incorporating factors of collectivism and environmental knowledge. The results show that social norms significantly influence people's decisions to stay in green hotels. The more someone is exposed to social norms, the more likely they are to choose green hotels. This finding aligns with previous literature (Han & Kim, 2010; Jiang & Gao, 2019). However, some studies have observed a negative effect due to variations in social norms. For example, in Pakistan, unique cultural and social attributes lead tourists to distance themselves from green hotels (Raza & Farrukh, 2023). In this research, respondents from mainland China, where social norms are pro-environmental (Bai & Bai, 2020), support the positive effect of social norms on intention. Including social norms in the TPB theory strengthens its applicability to green hotels. Thus, Hypothesis 1 is accepted.

For Hypotheses 2, 3, and 5, environmental knowledge positively affects perceived behavioral control (PBC) and intention; however, PBC does not significantly affect intention. As tourists gain more environmental knowledge, they perceive their competence more favourably, but this does not necessarily translate into the intention to consume green hotels. Nevertheless, intention can be influenced by environmental knowledge. The positive effect of environmental knowledge on PBC has been demonstrated in previous literature (Ali et al., 2022; Pals & Singer, 2015). Therefore, Hypothesis 2 is accepted.

The research finds that while PBC positively affects green consumption behavior intentions, it does not significantly impact intentions related to green hotels. This discrepancy arises from several factors. Firstly, economic downturns negatively affect tourists' financial status, making the higher cost of green hotels less appealing (Kuminoff et al., 2010). PBC is influenced by both environmental knowledge and spending power, with economic factors playing a crucial role. The non-significant effect of PBC on intention can be attributed to the positive impact of environmental knowledge and the negative impact of economic factors. Additionally, environmental degradation makes tourists hesitant to try new options, leading them to prefer traditional hotels and second-hand products, further weakening PBC's influence on intention. Moreover, the increasing availability of green hotels and the spread of environmental awareness have made it easier for tourists to find and choose green accommodations. This diminishes the impact of PBC on their decision-making process. Social media and streaming services have also improved the reach of green hotels' advertising, making information about their eco-friendly initiatives more accessible (Wu & Long, 2024). Consequently, Hypothesis 5 is rejected.

Conversely, Hypothesis 3 is accepted, as environmental knowledge significantly and directly impacts the intention to choose green hotels. This finding aligns with previous studies (Amoako et al., 2020; Mahatani, 2020). Increased environmental awareness leads tourists to prefer green hotels. From a theoretical perspective, environmental knowledge extends the TPB theory, while PBC's limited effect in new market environments contrasts with TPB predictions. Practically, managers can influence tourists' choices by raising environmental awareness and educating them about environmental issues.

Hypothesis 6 posits that collectivism positively influences intention. Studies confirm the positive effect of collectivism on green products (Rasheed & Balakrishnan, 2023; Wang et al., 2021b). Collectivist cultures emphasize accountability toward the collective, which is interpreted as a responsibility toward environmental issues, thereby strengthening the intention to choose green hotels. Interdependence in collectivist cultures extends to a collective environmental awareness that promotes sustainability. Thus, Hypothesis 6 is accepted.

Hypotheses 4, 7, and 8 suggest that environmental knowledge and collectivism influence intention by shaping environmental attitudes. Numerous studies confirm that environmental knowledge influences environmental attitudes (Pauw & Van Petegem, 2011; Kennedy et al., 2002; Noor et al., 2012). Therefore, Hypothesis 4 is accepted. Similarly, collectivism affects environmental attitudes. Collective cultures influence individuals to emulate communal behavior, significantly impacting environmental attitudes (Kim, 2011). The research's sample of mainland Chinese tourists aligns with collectivist values,

supporting pro-environmental attitudes. This finding echoes previous research on collectivism's positive influence on environmental attitudes among mainland Chinese tourists (Lee, 2017). Thus, Hypothesis 7 is accepted.

Hypothesis 8 asserts that environmental attitudes positively and significantly influence intention. Positive environmental attitudes drive tourists to choose green hotels. Attitudes influence both intention and behavior (Albrecht & Carpenter, 1976; Bagozzi & Yi, 1989). The attitude-behavior theory underpins this process (Zint, 2002). The research's findings align with existing literature (Chia-Jung & Pei-Chun, 2014; Wang et al., 2021a). Therefore, Hypothesis 8 is accepted.

Theoretically, Hypotheses 4, 6, 7, and 8 extend the Theory of Planned Behavior (TPB) by incorporating collectivism and emphasizing attitudes as foundational dimensions. Practically, green hotel managers can cater to collectivism by aligning their offerings with collective values to increase occupancy. Focusing on groups with pro-environmental attributes can enhance promotional efforts. Incorporating collectivism into the research's framework elucidates current tourist intentions and enhances the understanding of TPB in the context of green hotel choices.

6. Conclusion and implications

This research contributes to the Theory of Planned Behavior (TPB) by integrating environmental knowledge and collectivism, specifically within the context of the green hospitality sector. It challenges previous literature by revealing that perceived behavioral control (PBC) does not significantly influence tourists' intentions to choose green hotels, particularly among Chinese tourists, suggesting a unique dynamic where confidence does not equate to control over consumption decisions. Furthermore, it highlights that while environmental knowledge enhances tourist confidence, it directly influences intentions without affecting PBC. Practically, the findings emphasize the importance of collectivism in motivating green hotel choices and suggest that hotel managers should educate tourists about environmental actions and promote sustainable practices. Limitations include reliance on online questionnaires, potential biases in responses, and the exclusion of other factors like psychological and religious beliefs, indicating a need for future research to explore these areas further.

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EXPLORING THE PATHWAYS OF HOST-GUEST INTERACTION IN THE CONTEXT OF COSTUMED TOURISM FROM AN ACTOR- NETWORK PERSPECTIVE

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ABSTRACT

Costumed tourism, a form of tourism wherein tourists engage in travel while wearing themed costumes, has gained widespread popularity. However, the roles and functions of costumed tourists and destinations within this niche remain largely unexplored. Therefore, this study aims to explore the pathway mechanisms of host-guest interaction within the context of costumed tourism. Utilizing Actor-Network Theory (ANT) as the analytical framework, this research examines findings from an in-depth analysis of 22 interviewees, resulting in the following conclusions: Diverse human and non-human actors, such as costumed tourists, governments, scenic areas, costume shops, photographers, locals, and commercial entities, occupy pivotal positions in host-guest interactions, shaping the various stages of costumed tourism. This study addresses gaps in knowledge about costumed tourism and enhancing comprehension of actors in host-guest interactions. Furthermore, the study underscores the value of costumed tourism in fostering destination development and cultural exchanges, while also emphasizing the crucial role of governments in these processes.

Keywords: costumed tourism; host-guest interaction; Actor-Network Theory (ANT); costumed tourists

1. Introduction

Costumed tourism, a form of tourism wherein tourists engage in travel while wearing themed costumes, has emerged as a prominent modality characterized by its unique cultural charm and profound experiential characteristics, facilitated by the proliferation of the Internet and cultural awakening (Kuhn, 2020; Wang & Guo, 2024). Picture this: visitors at ethnic attractions, immersed in local traditions, donning vibrant ethnic costumes that transport them to another era. This form of tourism not only elevates tourists' self-expression and enhances their satisfaction and happiness with the tourist experience (Li et al., 2025), but also contributes to cultural preservation and dissemination at destinations (Buhalis, 2000; Lee et al., 2009; Zhong et al., 2024), while simultaneously creating marketing opportunities and economic value for local communities (Cui, 2023; Lewis et al., 2019).

However, the successful realization of a costumed tourism experience necessitates not only the participation of tourists but also the unique scenery and landscapes provided by the destination, coupled with costume rental and makeup services offered by local businesses. Additionally, it encompasses intangible factors such as atmosphere, policies, and culture. Without the interaction between the host and the guest, costumed tourism would be impossible, and the costumes would merely retain their ordinary significance in daily life, failing to assume a special meaning within the tourism context (Crane & Bovone, 2006). Despite the significance of the host's and guest's roles, it is often the costumed tourists who capture the spotlight in social media (Chaney & Gouldin, 2016; Cui, 2023) and academic discussions (Lewis et al., 2019; Spraclen & Spracklen, 2014). Consequently, this leads to the marginalization of hosts' contributions, as well as the division of roles and responsibilities between the two parties, a neglected issue within society at large.

To bridge this gap, our study delves into the nuanced dynamics of host-guest interactions within the realm of costumed tourism. By examining the roles and values of various stakeholders, including tourists, local businesses, and even governmental entities, we aim to provide a comprehensive analysis. Neglecting this crucial aspect risks perpetuating a state where vital knowledge remains concealed, potentially threatening the sustainability and cultural vibrancy of this economically and culturally significant tourism form (Aarstad et al., 2018; Lewis et al., 2019; Zong et al., 2023).

Employing the Actor-Network Theory (ANT) as our theoretical lens, we dissect the actions of a wide array of actors in the case study of Xijiang Qianhu Miao Village. Through field interviews, we aim to augment the urgently required knowledge on host-guest interactions within the burgeoning sector of costumed tourism. Our study elucidates the broader and often overlooked roles played by various actors, including the crucial role of the government in cultivating a conducive environmental ambience. Furthermore, we validate the positive effects of costumed tourism on both destination development and cultural integration, fostering its growth and ensuring its enduring appeal.

The reason why Actor-Network Theory (ANT) can serve as the research perspective of this paper primarily lies in its revelation of action paths, which aligns with the objectives of this study. Furthermore, ANT emphasizes key actors, assemblages, and relational networks, which correspond to the complex interactive backdrop of costumed tourism. Lastly, the roles of human and non-human actors are consistent with the perspectives of travelers, stakeholders, and items such as costumes.

Xijiang Qianhu Miao Village provides an excellent case for this paper. Located in the Miao ethnic region of Guizhou Province, China, this village serves as an exemplary case for the research. This scenic locale, renowned for its ethnic tourism and particularly its costumed experiences (see Figure 1), encompasses a diverse array of stakeholders, including scenic administrators, locally engaged business residents, and numerous costume shops offering services along with traditional ethnic costumes for tourists (see Figure 2). As a prominent destination ethnic tourism place, the village's experiences are highly informative and thus offer valuable insights.



Figure 1. A costumed tourist in the Xijiang Qianhu Miao Village. (Left)
Figure 2. Costume shops in the Xijiang Qianhu Miao Village. (Right)

2. Literature review and theoretical foundation

2.1. Host-guest interactions in tourism

Since its inception in 1963 (Nunez, 1963), the concept of host-guest interactions has garnered significant attention in academic circles. In the context of tourism studies, host-guest interactions refer to the interpersonal engagements and their subsequent impacts between hosts and tourists within specific tourist destinations (Nash, 1996). Recognized as crucial facilitators of sustainable tourism development (Joo et al., 2018), these interactions stem from their profound influences on hosts, tourists, and related stakeholders.

For tourists, host-guest interactions enrich their perceptions of tourist destinations, elevate their tourist experiences (Stylidis et al., 2022), satisfaction levels (Choo & Petrick, 2014), and loyalty (Aleshinloye et al., 2020). They also foster tourists' cultural identification (Zhang et al., 2023) and contribute to the construction of authenticity (Walter, 2016). From the hosts' perspective, host-guest interactions enhance their cognitive understanding (Luo et al., 2015) and facilitate shifts in their attitudes towards tourism (Lai et al., 2021). In their engagement with tourism, hosts experience economic benefits (Uysal et al., 2016), emotional values (Lin et al., 2017), as well as issues pertaining to the augmentation or diminution of their rights. Ultimately, these interactions have been attributed to shifts in hosts' well-being or happiness (Chen et al., 2020).

In delving into the intricacies of host-guest interactions, scholars have consistently focused on the relationship between tourists and the hosts they encounter directly. Within this research realm, significant attention has been devoted to understanding the attitudes of tourists towards the frontline service providers, intermediary platforms facilitating services, and the local residents of destination cities towards tourism development (Stors & Kagermeier, 2015; Woosnam et al., 2009). For instance, Xiang et al. (2022) explored conflicts between guests and hotel staff within the hotel setting, portraying a sequential structure in their interactions. Similarly, due to the limited number of stakeholders involved, host-guest interactions often exhibit a discernible pathway of benefit sharing and value co-creation (Rihova et al., 2015; MacCannell, 1973). This framework posits that tourists gain enriched travel experiences, positive destination imagery, and strengthened social ties, whereas residents derive benefits such as pride, a sense of participation, happiness, and support for tourism (Zhang et al., 2023). This process fosters a mutually advantageous relationship, characterized by emotional congruence experienced by both parties (Chua et al., 2022; Woosnam et al., 2009). However, the traditional conception of 'hosts' tends to narrowly focus on a select group, neglecting the broader spectrum of stakeholders who can assume this role.

2.2. Costumed tourism and host-guest interactions

Costume is a significant aspect of material culture, carrying complex symbolic meanings and cultural connotations (Crane & Bovone, 2006; Li et al., 2025). Research on costuming has primarily focused on the formal element of ritual costumes and its cultural significance in passing on cultural traditions (Hansen, 2004). This understanding helps to gain insight into the ritual norms and aesthetic concepts of different cultural backgrounds (Khare, 2014; Wang & Guo, 2024).

Costumed tourism scenarios differs from that in folkloric rituals and role-playing, such as cosplay, which involves changing everyday clothes into thematic clothes, including costumes and accessories. Obviously, costumed tourism has not been extensively researched. Scholars typically concentrate on the role and significance of themed costuming in the development of tourism products. They argue that costuming facilitates the marketing and communication of tourism destinations, attracts tourists, and boosts the economy (Buhalis, 2000; Lee et al., 2009; Lewis et al., 2019; Shukla et al., 2024; Zhong et al., 2024).

Current scholarly endeavors in the realm of costumed tourism predominantly revolve around the tourists' perspective, with a conspicuous gap in exploring the intricate dynamics of host-guest interactions. Urry (2011) underscores the phenomenon where individuals adopt period-specific costumes during designated festivals, a practice rooted in the aspiration to perpetuate local traditions; the eagerness to assume fleeting identities (Hottola, 2015); and the escapist yearnings (Chaney & Gouldin, 2016). Consequently, the act of costume adoption by tourists aims to forge a profound connection with the destination. When immersed in an alien environment, tourists often grapple with feelings of displacement and insecurity; however, by donning local costumes, they facilitate their sense of belonging, thereby reshaping their self-identity (Liu et al., 2024). At the heart of this emotional and psychological transformation lies identity construction, a process that imbues tourists with a sense of belonging akin to that of the locals (Spraclen & Spracklen, 2014), evoking sentiments distinct from their mundane existence (Chaney & Gouldin, 2016). Furthermore, scholarly discourse also examines the destination's response towards tourists engaging in costumed tourism, considering it as a form of cultural encroachment and a critique of one's own nation's nationalism (Miles & Neath, 2016).

It is evident, therefore, that while previous studies have, to some extent, explored the economic and cultural values of costumed tourism, their emphasis on these aspects remains insufficient, particularly when it comes to the facet of host-guest interactions. Crucially, most of these research endeavors have been conducted solely from the perspective of tourists, consequently limiting the ability to systematically delve into the interaction pathways within a multi-stakeholder perspective that encompasses both hosts and guests.

2.3. Actor-network theory (ANT)

The Actor-Network Theory (ANT), introduced by Latour, Callon, Law, and others, is a sociological framework pertaining to science and technology (Paget et al., 2010). This theory underscores the pivotal role of the process of translation in the functioning of heterogeneous networks (Van der Duim, 2007), wherein the connections, communication, and mutual influence among actors are facilitated through translation. The translation process comprises six fundamental stages: problematization (the identification of problems and actors), obligatory points of passage (OPP) (the non-negotiable aspects of the idea/vision/approach that actors hope to embrace in resolving the problem), interestment (negotiating the actors' mutual benefit), enrollment (the setting of roles, partnerships and alliances), mobilisation (the creation of a larger network) and blackboxing (the eventual institutionalisation of practices). This theoretical framework has also been widely applied in the study of host-guest interactions within the context of tourism (Dedeke, 2017; Gad & Jensen, 2010; Tomazos & Murdy, 2023).

The six steps of ANT (Actor-Network Theory) demonstrate a comprehensive translation process, emphasizing a focused approach where participants transform heterogeneous entities into a unified network (Van der Duim, 2007). Throughout this process, it evolves from problem identification to solution proposal, broadening its scope and ultimately forming a network that integrates individuals, organizations, machines, animals, and other entities. This pathway aligns with the host-guest interaction pathway in the context of costumed tourism, as the vast network of costumed tourism also stems from the integration of relevant actors, undergoing a process of expansion. Its inception is similarly rooted in the challenges and solutions related to the preservation of cultural heritage such as costumes. Secondly, ANT's capability to represent key actors, assemblages, and relational networks (Jørgensen, 2017) offers a distinct opportunity for this research to articulate the underlying mechanisms of pathways with clarity. Lastly, ANT's emphasis on the inclusivity and consideration of both human and non-human factors (Valkonen, 2009) is particularly apt for the subject matter of this study, as the study anticipates a holistic perspective in examining the functional mechanisms of host-guest interactions within the context of costumed tourism.

3. Research design

3.1. Data collection

This study adopts a qualitative research methodology to gain a deeper understanding of the authentic and complex behaviors and psychologies of multiple stakeholders in the realm of costumed tourism. To achieve this, in-depth interviews were employed as the primary data collection method. Specifically, field interviews were conducted from August 1st to August 15th, 2024, at the Xijiang Qianhu Miao Village in Guizhou Province. Based on prior literature review (Dedeke, 2017; Tomazos & Murdy, 2023) and on-site verification, we identified the types of interviewees, including government administrative departments, scenic area management, costumed tourists, costumed tourism service providers (such as stylists, makeup artist and photographers in costume shops), staff in commercial entities (for instance, staff members in cafes, restaurants, and other establishments), and local residents.

Through on-site visits to the scenic area, we conducted face-to-face interviews. These interviews were primarily scheduled during mornings when they were less occupied. Interviews with tourists were conducted at the Visitor Service Center, while interviews with other stakeholders were held within the scenic area. Subsequently, through introductions from personnel at the Visitor Service Center, we secured the opportunity to conduct telephone interviews with two officials from the local county

government.

In total, we interviewed 22 participants, each for over 30 minutes, with audio recordings made upon their informed consent. To enhance the efficiency of the interviews, we prepared an interview outline in advance, which centered on their perceptions of host-guest relationships, feelings about interactions with locals (or tourists), their ideal state of interaction, reasons for not achieving this ideal state, the roles they played in these interactions, specific actions taken, outcomes achieved, problems encountered, and solutions adopted. The final list of interviewees is presented in Table 1. We set their code names as CT01-CT05, LR06-LR08, SA09-10, CTS11-CTS16, CN17-CN20, and LG21-LG22.

Table 1. Basic Information of Selected Informants.

Code	Types	Gender	Age	Profession
CT01	Costumed tourists	Female	24	Internet operator
CT02		Male	29	Doctor
CT03		Male	32	Teacher
CT04		Female	16	Student
CT05		Female	33	None
LR06	Local residents	Male	54	Company manager
LR07		Male	47	Driver
LR08		Female	25	Student
SA09	Scenic area management	Female	21	Operator
SA10		Male	44	Manager
CTS11	Costumed tourism service providers	Male	34	Stylist
CTS12		Female	39	Stylist
CTS13		Male	21	Photographer
CTS14		Male	25	Photographer
CTS15		Female	18	Makeup artist
CTS16		Female	24	Makeup artist
CN17	Commercial entities	Male	52	Hotel cleaner
CN18		Female	55	Café waitress
CN19		Female	20	Shop seller
CN20		Male	31	Hotel receptionist
LG21	Local government	Male	36	Civil servant
LG22		Male	29	Civil servant

3.2. Data analysis

In data analysis, we have employed thematic analysis, a qualitative approach that encompasses the sequential steps of data familiarization, code generation, theme formation, theme review, and theme interpretation. Specifically, we have centered our thematic framework around the six fundamental stages outlined by ANT. To elaborate, we initially transcribed the audio recordings into written texts, which underwent rigorous verification and multiple checks to ensure fidelity to the original speech content. Subsequently, we engaged in multiple readings of these textual data to foster a profound understanding of their nuances. Thirdly, leveraging thematic analysis, we delved into each textual source to meticulously establish distinct themes. This process involved identifying recurring patterns, ideas, and sentiments that could be categorized under coherent themes. Fourthly, researchers convened for intensive discussions and reflections, exploring the interconnectivity among these themes and assessing their rightful positioning within the broader context. Through this collaborative effort, we synthesized an actor-network model that encapsulates the dynamics of host-guest interactions within the realm of costumed tourism.

4. Actor-network in the host-guest interaction of costumed tourism

4.1. Problematization

While costumed tourism has surged as a popular travel mode in recent years, its cultural roots extend deeply into the past (Hansen, 2004). In its unfolding narrative, various stakeholders have undertaken a translational process. At the Problematization stage, when Qianhu Miao Village was still an impoverished ethnic region, the study highlights three pivotal non-human actors: the government,

cultural heritage protection policies, and the iconic stilted houses (Diaojiolou), which played decisive roles in shaping the subsequent trajectory of the village. With limited transportation and poor infrastructure, Qianhu Miao Village preserved its inhabitants' traditional way of life, residing in traditional stilted houses and rarely donning the traditional Miao costumes.

In 2005, the Chinese government embarked on a cultural heritage protection program, which culminated in the inclusion of Qianhu Miao Village's stilted houses, renowned for their exceptional craftsmanship, on the inaugural national intangible cultural heritage list. Since then, Qianhu Miao Village has emerged as the center of public discourse, attracting attention that has subsequently led to the improvement of infrastructure and the transformation of villagers' handicrafts and daily necessities, such as silverware and Miao costumes, into highly sought-after commodities. In 2006, the local government organized the inaugural 'Costume Competition Festival', which aimed not only to collect neglected traditional Miao costumes but also to raise public awareness about their cultural significance and the need for preservation.

This phase underscores that the driving force behind the development of Qianhu Miao Village lies in the protection and promotion of its cultural heritage. Nevertheless, during this phase, the preservation of costumes did not elicit broader engagement, with the focus instead shifting towards architecture and silverware, reflecting a nuanced interplay between cultural heritage conservation and commercialization dynamics. Due to the escalated silver production, which could be easily transformed into higher-priced products that fetched premiums, costumes remained overshadowed by the more commercially viable silver ornaments.

4.2. Obligatory points of passage (OPP)

During this phase, the study identifies non-human actors, including the government, scenic area companies, and emerging commercial entities, alongside human actors: local residents and tourists. As the concept of conservation amidst development matured (Münster & Münster, 2012), the government shifted its focus to protecting cultural heritage, orchestrating resource development, and mitigating the burden of financial subsidies. Consequently, corporatization emerged as the dominant policy paradigm (OPP).

In 2008, the local government established Guizhou Xijiang Qianhu Miao Village Operation and Management Co., Ltd., a state-owned enterprise whose holding company is Guizhou Xijiang Qianhu Miao Village Cultural Tourism Investment (Group) Co., Ltd., marking the official commencement of scenic area operations. Simultaneously, the government intensified efforts to enhance infrastructure and public service facilities, constructing public cultural institutions such as an ethnic museum, which also facilitated job opportunities for community residents.

We continuously optimize the scenic area's infrastructure, including transportation, accommodation, and dining, ensuring that visitors enjoy convenient and comfortable services throughout their journey. Additionally, we prioritize environmental sanitation and safety management, regularly organizing clean-ups and inspections to provide a pristine and secure environment for visitors. (LG21)

With the influx of tourists, some community residents, formerly engaged in farming and handicrafts, began to form formal or informal commercial entities. The emerging commercial entities formed by local residents began offering tourists silver jewelry, newly crafted ethnic costumes, and other merchandise. Additionally, some community residents and external investors provided lodging and catering services. Certain establishments, such as the café featured in the interview (LR17), despite its initially unfavourable geographical location (situated halfway up a hill), transformed a former pigsty into a café, imbuing it with a distinctive ethnic artistic ambience. These upgrades of residential spaces have transformed the environment, endowing it with new mediums and evolving from a space of practical value into one that provides spiritual fulfillment.

The retention of the original wooden beams and stone walls of the pigsty is immediately

complemented by the incorporation of modern decor and design elements, such as artistic lighting and cozy sofas. (CT18)

While costume was also displayed in museums, it primarily served as an informal commercial activity, allowing tourists to try on and photograph. However, due to issues such as limited quantity, poor quality, and limited styles, costumes remained marginalized in the commercial competition.

4.3. Interestment

The study identifies human actors such as costumed tourists, costume shop entrepreneurs, and photographers, along with non-human factors including costumes and photography. Given the ongoing advancements in technology and the internet, the quality of photography has escalated, and social media has progressively emerged as a pivotal aspect of Chinese life (Lee et al., 2009). Consequently, tourists have grown disinterested in traditional tourist souvenirs (Liu et al., 2024). In this scenario, tourists have enthusiastically embraced engaging in activities like photography and participating in ceremonies while attired in local costumes at tourist destinations.

In response to this market transformation, local businesses and community residents have recognized the opportunity. They have subsequently increased their investments in informal costumed business, with some residents even transforming into photographers within the scenic areas, assisting costumed tourists with capturing memorable moments.

We set up service points in prominent locations within the scenic area, such as the entrance and near popular attractions, displaying our promotional posters and showcase photographs. Furthermore, we collaborate with travel agencies and hotels to offer our travel photography services to their guests. (CTS13)

Furthermore, some silver jewelry stores with underperforming sales have transitioned into costume shops. In these shops, the owners often serve as stylists personally, hiring their family members or villagers as makeup artists. Collaborating with other photographers, they have developed a comprehensive product line that encompasses costume rental, makeup styling, and photography. However, issues including price competition, subpar costume quality, and low photography standards, along with the monotony of photography locations, have collectively contributed to the decline in the reputation of costumed tourism. This, in turn, has had a detrimental impact on the initial objectives of preserving and promoting the Miao ethnic costumes.

To mitigate these risks, tourists adopt multifaceted strategies. Firstly, they meticulously research and consult travel guides, meticulously prepare necessary items, and mentally rehearse their post-costumed transformation states, investing time and effort to ensure an optimal tourist experience. Secondly, before encountering any unpleasant incidents, tourists proactively manage their expectations. As one costumed tourist (CT02) remarked, "Based on online reviews, we know photographers tend to stick to a few standard poses, not offering much freedom in posing. Thus, we've tempered our expectations accordingly." When unfavorable situations arise or conflicts surface, tourists further adjust their expectations downwards to maintain an overall sense of satisfaction. For instance, "While the price wasn't exorbitant, the costume quality was mediocre. Yet, given the price point and our inability to bring our own, we've made peace with it." (CT04)

4.4. Enrollment

At this phase, the study identifies human actors such as entrepreneurs of costume shops, photographers and costumed tourists, alongside the non-human actor of costumes. Amidst the erosion of reputation, which has inevitably led to a decline in profits, entrepreneurs of costume shops and photographers have been compelled to contemplate strategies to address the situation and reverse the downward trend.

For costume stops, upgrading the quality of costumes has become a paramount concern. Rather than merely purchasing costumes, they engage in collaborative efforts with designers for customized pieces or personally travel to various villages to collect traditional costumes.

Additionally, they continuously accumulate service expertise, noting, "We must flexibly adjust our service plans according to seasonal and weather changes to ensure an unimpeded costumed experience for our guests." (CTS12)

Photographers acknowledge the existence of potential issues within their photo tour services, stating, "For instance, some tourists might perceive lengthy waiting times or dissatisfaction with certain photographic outcomes." (CTS13)

They have recognized that these issues stem from inadequacies in service processes and insufficient communication between photographers and tourists. Consequently, they have embarked on mitigating and upgrading measures, including intensifying team training and prioritizing tourist feedback and suggestions.

Apart from visiting designated photo spots such as Wind and Rain Bridges and Stilted Buildings, we now incorporate interactive sessions imbued with Miao ethnicity characteristics, like learning Miao dances and participating in Miao festivals. (CTS14)

Despite the revitalization of its reputation through these endeavors, the costumed tourism in Xijiang Qianhu Miao Village faces a new challenge: standardized photographs now fail to meet the escalating personalization demands of tourists, leading to heightened expectations placed upon the proprietors

4.5. Mobilisation

This study identifies the human actors in this phase as costumed tourists and local community residents, alongside non-human actors comprising commercial entities and experiential projects. The ascendancy of costumed tourism has garnered recognition from community residents and other commercial entities, including those in catering and accommodation. Recognizing that costumed tourists seek heightened aesthetic enjoyment and a more diverse, profound tourist experience, these stakeholders have subsequently engaged in endeavors to cater to this practice.

A number of commercial entities have transformed from passively responding to tourists' inquiries to proactively offering services.

For tourists who may struggle with posing, we proactively step forward to guide them, helping them find the most flattering angles and expressions. Occasionally, we even join tourists in photographs, capturing these cherished moments. (CN20)

These services transcend mere profit-driven endeavors, embodying a passion for promoting local culture.

We tailor our recommendations for the café's specialty beverages to tourists' preferences. For instance, if they prefer rich coffee, we showcase our signature blend; if they favor refreshing tea, we introduce our unique Miao ethnic teas. (CN18)

Local residents offer tourists a myriad of experiences, such as guided tours, folk performances, and handicraft making, and anticipate that costumed tourism will further facilitate their employment, thereby augmenting personal and household incomes.

We are encouraged within the scenic area to join various cultural activities, such as Hmong singing and dancing performances, handicraft demonstrations, and more. I also provide costume assistance and cultural explanations, ensuring that tourists gain a profound understanding and appreciation of the cultural significance of Hmong costumes. (LR08)

4.6. Blackboxing

This study identifies the non-human actors in this stage as the government, scenic areas, and service providers who have direct interactions with costumed tourists. Through the evolution spanning from

2008 to the present, these actors have consistently interacted with a significant number of costumed tourists, accruing both experiences and lessons. This accumulated knowledge has ultimately led to the establishment of relatively standardized service processes and institutionalized service requirements, encompassing both individual-level knowledge and group-level policies.

At the individual level, we can exemplify this with photographers. They refine their operational models by forming working groups, "each comprising a photographer, a makeup artist, and occasionally an assistant." (CTS14) These groups develop a comprehensive skill set encompassing posing, communication, environmental awareness, outfit coordination, and image retouching.

Governments and scenic area administrators are continually enhancing the guest-host atmosphere surrounding costumed tourism experiences. They have collaboratively established service standards and regulations targeting costume shops. These standards clarify requirements pertaining to service content, price transparency, service quality, safety, and hygiene, providing tourists with definitive rights protections. An example of this is the Decision of the Standing Committee of the Leishan County People's Congress on 'Comprehensively Improving the Tourism Service Quality of Xijiang Qianhu Miao Village Scenic Area and Building a World-Class Tourist Destination' issued in July 2024. Furthermore, the government has progressively innovated and implemented various practices within. These include the 1314 Beautiful Mediation Method and other unique dispute resolution and management strategies.

5. Discussion and conclusion

This study adopts a qualitative research approach and employs the Actor-Network Theory (ANT) framework to thoroughly analyze the interactive pathways between hosts and guests in the context of costumed tourism within the Xijiang Qianhu Miao Village. Through a comprehensive literature review, it initially explores the various stages of host-guest interactions in costumed tourism, specifically focusing on the processes of problematization, OPP, interessement, enrollment, mobilization, and blackboxing.

The findings reveal that both human and non-human actors play pivotal roles sequentially in the construction process of host-guest interactions within costumed tourism. Specifically, during the stages of problematization and OPP, the non-human actor, the government, assumes a dominant position, pursuing the objectives of cultural heritage preservation and facilitating corporate-led scenic area development, as well as enhancing the recognition of cultural elements, such as costumes. This, in turn, lays the groundwork for the subsequent emergence of costumed tourism. In the subsequent phases of interessement, enrollment, and mobilization, tourists emerge as a cohort with a strong inclination towards participating in costumed tourism. Driven by market forces, costume shop entrepreneurs and photographers continually adapt to market shifts, enhancing the quality of non-human actors, namely, costumes and photography services. Subsequently, local community residents and commercial entities integrate seamlessly, further enriching the costumed tourism experience with greater depth and variety. Ultimately, in the stage of blackboxing, the government, scenic areas, and service providers who engage in direct interactions with costumed tourists refine their knowledge through practice, evolving into standardized thinkers and builders.

Compared with previous studies, these conclusions have made the following findings. Firstly, these conclusions reinforce the notion that both human and non-human actors play pivotal roles throughout various stages, aligning with previous research in this field (Rihova et al., 2015; MacCannell, 1973). Secondly, our analysis underscores the pivotal and enduring role of the government, an actor that has been underemphasized in some studies (Dedeke, 2017; Tomazos & Murdy, 2023), particularly during the initial stages. Lastly, the emergence of costumed tourism as an interactive form is not inherent but rather a consequence of market development reaching a critical juncture. This previously unrevealed origin underscores the fact that costumed tourism has not only broadened the scope of host actors but also significantly enhanced their capabilities, a phenomenon that has not been thoroughly explored in prior research. In other words, previous related research has failed to notice the driving effect of costumed tourism on the industry itself, which is an important discovery of this paper (Buhalis, 2000; Lee et al., 2009; Lewis et al., 2019).

6. Research implications

Firstly, this paper affirms for the first time the value of costumed tourism to industrial development. The economic, cultural, and marketing merits of costumed tourism have long been recognized (Buhalis, 2000; Lee et al., 2009; Lewis et al., 2019; Liu et al., 2024; Shukla et al., 2024), serving as catalysts for its promotion by both markets and local governments. However, this study uncovers a reciprocal effect of costumed tourism on the industry, whereby it fosters the transformation of underperforming business formats (such as silver jewelry stores) and enhances the service quality and standards of related service sectors (such as costume shops). Consequently, the endogenous nature of costume tourism is confirmed.

Secondly, this study expands the knowledge base of costumed tourism. As a relatively novel academic focus, the knowledge structure of costumed tourism remains incomplete. To a certain extent, the costume services, environmental settings, and cultural ambiance offered by tourist destinations have been under-recognized. Therefore, the revelation of these aspects in this study supplements our understanding of costumed tourism.

Lastly, this paper expands the research domain of host-guest interaction by incorporating the tourism context of costumed tourism into consideration. By elucidating the pathways of costumed tourism, it further underscores the significance of the host-guest interaction perspective. Notably, this paper takes into account a multitude of stakeholders, providing a novel empirical case for host-guest interaction.

This study further underscores its practical significance in several dimensions. Firstly, it verifies that costumed tourism is an economic event with substantial externalities, not only fostering extensive tourism-related employment opportunities for scenic spots and local communities but also stimulating local economies through increased spending and tax revenue. Secondly, the paper sheds light on the profound significance of costumed tourism in host-guest interactions, affirming its economic impact on cultural exchange in ethnic minority and cross-cultural regions. This form of tourism holds immense potential in mitigating cultural biases between diverse ethnic groups and regions, while fostering deeper mutual cultural understanding. Lastly, in addition to acknowledging the value of commercial entities that engage intimately with tourists, this study also recognizes the pivotal role played by governments, the unsung heroes behind the scenes. As mentioned, their endeavors in constructing a favorable atmosphere generate effects, thereby serving as a commendation and affirmation of governments' proactive endeavors in the tourism sector.

7. Limitations and future research

Firstly, by focusing solely on the typical ethnic costumed tourism scenario in Xijiang Qianhu Miao Village, it limits the generalizability of the findings to different regions and types of costumed tourism. A multi-case approach would have enriched the analysis. Secondly, despite the comprehensive data collection and analysis conducted, the qualitative research methodology inherently constrains the scope of generalization. Future research efforts should consider validating and refining the results through large-scale quantitative methods. Lastly, we anticipate that researchers will further examine the intricacies of costumed tourism by exploring the multi-dimensional relationships among multiple hosts and guests within more complex interactional contexts, thereby deepening our understanding of this phenomenon.

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BLACK MYTH WUKONG: MEDIATIZED SPACES OF VIRTUAL GAMES AND PHYSICAL LANDSCAPE

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ABSTRACT

Recently, China launched its first Chinese 3A game, Black Myth Wukong, which integrates cultural elements into the video game experience and has attracted widespread attention from both Chinese and foreign players. The game has also led to the development of cultural tourism in the areas, grottoes, temples, where the game is set. Rooted in the Chinese classic 'Journey to the West', Black Myth Wukong is a live-action technical presentation of China's historical buildings and cultural heritage, which is worth exploring in terms of characterization, emotional experience, and cultural dissemination. This research draws on a performance perspective (Edensor, 2001) to understand video games as mediatized spaces. According to Edensor, the intertwining of everyday television drama and tourism reinforces a network that constitutes a thoroughly dramatized landscape. This research broadens the mediatized spaces into encompass the domain of online games. In this paper, I investigate mode of tourist performance on mediatized stage, how the stage produces, regulated, represented, and discuss how to maintain the popularity. Specifically, I will employ semi-structured individual interviews, to argue the question with the players' online discussion materials. In doing so, this research seeks to understand the virtual in mediatized spaces, how to staging physical tourism, and how actors, tourists, and destinations wish to experience and transmit their culture. Then, this paper will examine the more intense, contested, and reflexive search for the contemporary political and cultural significance that the game and the ensuing expansion of tourism have brought to tourist destinations.

Keywords: tourism performance; mediatized space; Black Myth Wukong; cultural performance

Introduction

Black Myth Wukong is an action-adventure game inspired by the classic Chinese novel *Journey to the West*. The game is set in a fantastical version of ancient China, featuring mythical creatures and legendary figures. The narrative draws from Chinese mythology, providing a rich backstory and character development. Players control Sun Wukong, who possesses various magical abilities and combat skills. This is the first Chinese 3A game that integrates cultural elements into the virtual game experience. For physical landscape, the game's designers employed live scanning technology to present a variety of Chinese historical buildings and cultural heritage sites, including grottoes, temples, murals, Dazu stone carvings in Chongqing, and statues of gods. The game's popularity also contributed to the growth of visitors of these places where these games were set. Furthermore, the game's background music is scored using Chinese folk instruments, which serves to enhance the immersive quality of the game's Chinese cultural atmosphere. Additionally, the game's visual elements, including costumes and props, are also drawn from Chinese cultural sources. These include the scriptures of the Xixia (an ancient Chinese tribe), the storytelling traditions of Shanbei area of China, and the calligraphy of Wang Xi Zhi (a renowned ancient Chinese calligrapher). Black Myth Wukong has to a certain extent achieved cultural transmission beyond the game in terms of characterisation, presentation of real-life scenes, and emotional experience from game plot and culture identity. Experiential games that take the real scenery as the background of the game have the advantages of high participation, freedom and spatial and temporal accessibility that ordinary physical and virtual venues do not have. The virtual game Assassin's Creed recreates significant urban centers across various historical eras in Europe and the United States,

including numerous historical buildings and museums. This affords players the opportunity to immerse themselves within the ancient cityscape and perceive the transformations of the historical process. Similar to Assassin's Creed (Carvalho et al., 2019), Black Myth Wukong has contributed to the increased popularity and visibility of numerous cultural heritages in China. From the perspective of operational entertainment to characterization, emotional experience to cultural dissemination, these elements warrant further investigation.

Edensor (2001) defined mediatized spaces as environments constructed from media narratives, images, and symbols that influence how people perceive, experience, and interact with specific spaces, and media narratives shape tourists' expectations and experiences of destinations. In his research, he explored how media, television series, and Hollywood films affect the meanings of spaces in modern society, particularly in tourism, urban life, and everyday activities. In the digital age, where virtual games and social media are having an increasingly significant impact on spatial experiences. Scholars (Liuke et al., 2007; Lu, 2009; Shuhua et al., 2024) have provided syntheses of the impact of online games on the marketing of tourist attractions, product design, the development of online gamers and tourist experiences, and the management of tourist attractions in China. Månsson (2011) posit that tourists create media products which circulate online through various channels like social media, and these products are then available for consumption by other tourists, which in turn influences new media products. Hammelburg (2020) suggested that media technologies play an important part in the production of space. Mediatized spaces highlight how media can construct meanings, narratives, and expectations about a place, how media representation influences tourists' experiences and performance. Iconic films or television series can transform ordinary locations into must-visit destinations by creating a narrative or aesthetic allure (Beeton, 2006; Buchmann et al., 2010; Oshriyeh & Capriello, 2022). As Edensor (1997) mentioned, this explicit dramatic representation of Stirling was responsible for a massive increase in tourist numbers in the years following the film *Braveheart* when local government combined Stirling with the very heart of Scotland in the advertisement. Li (2008) found the cartoon tourism industry spreads its industrial activities to the tourism industry by taking advantage of the cultural content of cartoon products and the market advantage gained from wide dissemination, as exemplified by Disneyland. In the context of virtual video games, Black Myth Wukong not only immerses players in its physical landscape but has also initiated promotional activities that link the game to real-world locations. For instance, Huaguo Mountain in Lianyungang of Jiangsu Province has integrated features from the game, offering visitors free access to the scenic area through the passed interactive interface. This paper will explore how Black Myth Wukong as mediatized spaces produce, regulated, represent tourism stages, and discuss how tourist destinations can maintain their popularity due to the explosion of mediatized spaces.

Cultural performance in Black Myth Wukong

Wu and Wang (2004) believed that online games are a typical experiential product, self-serving and accompanied by a sense of tension, enjoyment and a realization that it is 'different from everyday life' (Moltenbrey, 2002). The virtual nature of online games allows people to detach themselves from the real world to act as a role in the unreal space and realize themselves. There are three basic characteristics that allow players to enter a virtual game and have a sense of reality: Immersion, Interaction, and Imagination (Wang et al., 1994). Black Myth Wukong, in addition to real immersion, places more emphasis on deep interaction with players' emotional and psychological needs, as well as emotional experience and cultural imagination based on Chinese culture and game conception.

I collected the top 60 most popular comments from YouTube under the trailer *Black Myth: Wukong - Final Trailer* | Available August 20, 2024 released on August 8, 2024 from the official Black Myth Wukong account, coded them, and applied thematic analysis to find that these game comments reflect players' expectations, approval, and recognition of the game in terms of character immersion, emotional experience, and cultural awareness.

Character immersion

Many commenters mentioned that they have been familiar with *Journey to the West*, a classic Chinese cultural work, since they were young and have a deep affection for Sun Wukong, a heroic character.

Being able to transform into the Wukong in the game fulfills their childhood dream and gives them a strong sense of immersion and identity. *“Every Chinese child has watched the Journey to the West on TV since childhood, and Sun Wukong is our big hero. (Comment 2)”* For the Chinese culture admirers of this game, *“I want the whole world to know about China, this is our own hero, our own culture (Comment 34)”*, emphasizing the game’s ability to allow players to truly immerse themselves in traditional Chinese culture. *“I’m Chinese born overseas and it makes me so happy that a high quality game based on Chinese culture is actually made by Chinese! (Comment 11)”*

Emotional experience

A considerable number of commentators conveyed their enthusiasm and positive sentiments upon observing that the game’s default language is Simplified Chinese.

“As a Chinese, I can’t express the feeling when I look at the language selection, that the first one is simplified Chinese. (Comment 29)”

“When I saw that the default language of this game was Chinese, I really cried! (Comment 60)”

They expressed pride in the fact that a Chinese 3A masterpiece had finally been released. *“Finally, a 3A game that’s completely Chinese! (Comment 34)”* Some commentators also noted that the game’s graphics, music, and stunts were so impressive. This game in question has the capacity to evoke a profound emotional experience from the player.

“The graphics are so incredibly beautiful that I’m at a loss for words... (Comment 12)”

“It’s incredible to think about the effort the developers put into incorporating such cultural content into a cyber-rap track, and it sounds so seamless and even pleasant to the ear! (Comment 21)”

Cultural awareness

A multitude of commentators have expressed their anticipation in learning about and experiencing traditional Chinese culture through the game, including its myths and stories, religious beliefs, and artistic accomplishments. They view the game as not only an excellent game, but also a cultural export that can demonstrate the depth of Chinese civilization to the world. Some non-Chinese players have also expressed their desire to learn Chinese and experience the allure of Chinese culture through the game, which reflects the value of cross-cultural exchange.

“The game beautifully captures the myths, storylines, culture, beliefs, traditions, values, ancient poets, arts, and even the emotions, conveying them with remarkable authenticity. (Comment 4)”

“Those are actual lyrics, not nonsense. This is the WangShengZhou (Amitabha Sutra), a Buddhist chant used for guiding the deceased to liberation and the Western Pure Land. (Comment 41)”

As a mediatized space, Black Myth Wukong has the potential to be a showcase for China’s cultural heritage. Its immersive narrative can bring the story of *Journey to the West* and elements of Chinese mythology to life for a global audience. This could generate interest and attention to related historical sites, temples and other destinations, boosting cultural tourism. The popularity of the game could also inspire more cultural exchanges and cross-border cooperation, helping to sustain these cultural heritage narratives and their appeal.

Staging tourism through mediatized spaces

Tourism takes place within meaningful spatial contexts (Edensor, 2000). According to Edensor (2001), he focused on the diverse ways in which tourism is staged through the nexus between tourism and film, in the commodification of cultures. The virtual game was selected as the case study, as it incorporates numerous identifiable physical landscapes and settings. In the next section, I will look at how tourist

stages are produced, how they are regulated, represented and maintained through mediatized spaces.

In order to explore how Black Myth Wukong as mediatized spaces, a landscape and scene mapped in this game, is produced, regulated, and represented, I interviewed twelve gamers who had experienced Black Myth Wukong in its entirety, and obtained a copy of the interview texts through face-to-face and telephone interviews. The data were subjected to intuitive analysis using thematic analysis.

Producing tourist stages

In Edensor (2001)'s analysis of performance theory, the mediated media of television series and movies will map out a set landscape in people's minds, producing a theatrical signature through scenery, characters, props, and episodes familiar to people off-screen. Nowadays, with the advancement of technology, virtual games can also be used as an emerging and highly influential mediatized spaces. Such as the ancient architectural cultural heritage and intangible cultural heritage such as Qinqiang Opera (one of the oldest dramas in China) and Storytelling (an ancient form of traditional Chinese verbal speaking and performing arts) presented in Black Myth Wukong, players can feel the unique charm and profound heritage of these theatrical signatures up close and personal while enjoying the fun of the game.

"There are many Buddhist elements in this game, such as the Xiaoxitian in Linfen, Shanxi, the Hanging Temple in Datong, Shanxi, and the Dazu stone carvings in Chongqing. (No.2 Tianlun Chang)"

"I feel that the real-life images in the game are of high quality and realistic, and there are some Chinese buildings, so I can feel the Chinese culture in the game. (No.8 Wenbo Liao)"

The game's intangible cultural heritage of Shanbei storytelling, the stage and scope of inheritance is relatively limited. The game this innovative carrier for a wider audience, younger people, overseas gamers immersed in the experience of the charm of intangible cultural heritage, but also be attracted to Shaanxi Yulin, Gansu Xiaoxitian and other places to go in depth to participate in the experience of cultural heritage tourism.

"When the game first launched, I saw the activities: Follow the Wukong tour of Shanxi, and aroused my desire to travel to Shanxi. (No.10 Shuangtao Li)"

"Before playing the game, I may have had only some vague impression or understanding of these actual scenes. Through the game, I have a more in-depth and concrete understanding of these actual scenes. The scenes in the game are beautifully designed and realistic, making me feel like I am in a real world of Journey to the West. This not only increased the immersion of the game, but also made me more interested and curious about these physical landscapes. (No.11 Ying Qin)"

Regulating tourist imagination

The game's social and live broadcast ecosystem serves as a crucial instrument for regulating the game's social dynamics. The official platform constructs a comprehensive publicity strategy encompassing international mainstream social platforms, including Facebook, Instagram, TikTok, and YouTube, as well as domestic social platforms, such as Huya, Bilibili, and Douyin which achieve a high level of exposure. Concurrently, the dissemination of players' independently produced game strategies and sentiments will also facilitate the proliferation of the game. Since the launch of Black Myth Wukong, a much larger group of people have been on social media platforms, watching live passes, reading in-depth explanations, and watching the surrounding derivatives. People share emotions of happiness, frustration, pride, and excitement, even those do not know much about the video game crowd can also frequently through the WeChat circle of friends to touch it. The mediatized space allows people outside the screen to perceive, and allows the huge culture to reach everyone in an individual, microscopic, warm and open way, and everyone can find the role they play in this stage.

"This is the only large-scale game that belongs to Chinese own so far, worth showing off, just like flaunting your school, your life and sharing it on social media. (No.1 Rikai Qiu)"

"This game even made me to a game self-publisher for a while, I posted a lot of friend circles,

sharing these completely unable to hold back my own sense of joy. After all, this is a domestic 3A game in the true sense of the word. (No.7 Mingdi He)”

Landscapes mapped and familiarized in virtual gaming scenarios; those theatrical signatures bring more opportunities to tourist destinations. Jade Emperor Temple in Jincheng, Shanxi Province, because of the game’s highly popular boss ‘Hyper Golden Dragon’ real body, the day the game was launched, the attraction sold tickets increased a lot. *“Many scenic spots are trying to find ways to do linkage, constantly using the game scene grafted to the physical scenery made into a promotional video. (No.10 Shuangtao Li)”* The technology of live scanning, which replicates cultural heritage in virtual space, is a new way of reconnecting people with culture and drawing meaning from it.

Representing cultural performance

Players’ demands are no longer confined to the functional benefits of the cultural product itself, but are more focused on emotional benefits and internal psychological needs. Black Myth Wukong is a story-based game with a complete worldview, character setting, and plot narrative. The game designers deeply explored the characters in the work and the relationship between people, and each monster in the game has its own character biography, and the ancient buildings appearing in the game also have a close connection with the game’s story progression, and link the game to the physical landscape through the virtual images in the game.

“I haven’t get a chance to visit these places yet, in fact I’ve never been a big fan of ancient temples, and I don’t really like places that are too religious. But when the game progresses to a certain place, or cannot help but be shocked by the landscape. For example, when you get to the Dazhu stone carving in the level at Little Leiyin Temple, there is no road to go on, but Maitreya Buddha nudges the little monkey and says, ‘Look, isn’t the road always there?’ The moment I looked up at the Buddha, it gave me a very deep feeling. (No.2 Tianlun Chang)”

In addition to focusing on Chinese discourse and narrative, the game uses direct translations, such as ‘Wukong’ and his prop ‘Jin Gu Bang’. In the opinion of the game’s creative team, the original Chinese pronunciation is the most attractive, which is also reflected in the Chinese style of the game’s soundtrack, using the 1986 version of the television series *Journey to the West* theme song, which also fascinates players.

“When I passed the final level and heard the final soundtrack YunGongXunyin, sweat hairs stand up, respect, you do not know how long Chinese players wait for this moment. (No.2 Tianlun Chang)”

Black Myth Wukong, as a mediatized space that gives people the most common emotional experience, fits the emotional needs of the group in this temporal and spatial dimension. This game has values based on collective consciousness, such as the long-standing traditional culture and the pride of the great rejuvenation of the Chinese nation.

“The story is based on a famous Chinese novel, so it’s a ‘true to its roots’ game made by us Chinese people. (No.2 Tianlun Chang)”

“Like someone said, I, my bro, have played as assassins in Europe and knights in the Middle Ages, and I used to miss a lot of references in foreign games. But now I can be the Monkey King Wukong in a Chinese setting! (No.7 Mingdi He)”

“I think when foreigners see these ancient Chinese buildings in the game, they’ll definitely be blown away. That’s pretty cool! (No. 10 Shuangtao Li)”

Not everyone plays video games, but the cultural performance impact of Black Myth Wukong extends beyond the gaming community, affecting those outside of it as well. For individuals within the gaming community, the connection between the game and the players is often profound. Conversely, for those outside the community, the exhilarating messages associated with the game can also evoke joy and excitement.

Maintain popularity

With the official release of Black Myth Wukong, Chinese cultural and tourism departments have seized the opportunity for marketing by showcasing comparisons between in-game locations and real-world attractions, thereby promoting the development of related tourism industries. The integration of virtual gaming and physical landscapes can be manifested in several ways. Theme Park Style, for example, Songcheng Scenic Area, operated by the Songcheng Group in Hangzhou, has been transformed to resemble the Central Capital of the game Legend of Mir by Shanda Network, authentically recreating in-game features such as blacksmith shops, pharmacies, and general stores. Attraction Integration Style, for example, Tianchang Technology Network Company has virtualized a tourist attraction in the Lishui region of Zhejiang during the development of its game Dynasty of Tang, integrating this virtual site into the gameplay experience. Event and Exhibition Style, attractions leverage events or exhibitions to create various interactive gaming experiences or activities. For instance, the Journey to the West Theme Park in Huai'an, Jiangsu, hosts unique cosplay events where visitors can take photos or interact with performers dressed as mythological characters. And more, Cultural and Tourism Resource Preservation Reconstruction, similar to how the game Assassin's Creed provided 3D data for the reconstruction of the damaged Notre-Dame Cathedral, Black Myth Wukong development team has created high-precision 3D models of real Buddhist statues, temples, and rock formations across the country through 3D scanning. This initiative preserves rich cultural connotations and historical details, opening new avenues for cultural heritage conservation. This has led to a derivative approach driven by the game—awakening dormant cultural heritage.

Virtual games can convey the information that tourists crave and inspire a desire for on-site visits. As tourists engage with the game, they virtually explore travel destinations, bringing their emotions and interests into the experience. Virtual games effectively create opportunities for dialogue between players and the game, as well as between tourists and travel destinations. *“No.6 Zhijie interviewee mentioned that the popularity has faded after two months, and I've already forgotten about it. After a while, who even remembers those attractions? They were just trying to ride the wave of popularity to promote their events.”* Attractions need to continuously monitor the fluctuations in game popularity, fully leverage the influence of the game, and innovate their marketing strategies. This will enable a deeper integration of the game with real-world resources, thereby maintaining long-term appeal and attraction.

There are several ways to promote the continuation and maintenance of the popularity generated by the game for attractions. Direct Engagement Activities, attractions can leverage the beautiful visuals and character designs from the game to create promotional videos and themed exhibitions, allowing visitors to experience the integration of the real world with the virtual. By setting up interactive game experience points within the attraction, visitors can enjoy the charm of the real environment through gameplay, enhancing their positive perception of the site. Event Activities, some attractions have introduced activities like free admission for completing challenges and on-site raffles. Attractions can continue to launch these types of collaborative events to maintain interaction with the game and provide visitors with more opportunities to engage. Festival and Event Activities, attractions can further collaborate with game development teams to design themed activities and displays based on the game's storyline, hosting related offline events. Merchandising Related to Game Attractions, attractions might consider offering game-themed merchandise and live performances adapted from the game's script, continuously creating immersive experiences for visitors. Finally, integrating game elements into attraction marketing and utilizing social media to promote these efforts can significantly enhance engagement and visibility.

Conclusions and Discussion

To faithfully recreate the architectural style of ancient structures from the original *Journey to the West*, the game's creative team traveled across China, collecting and documenting a wealth of cultural heritage, including statues, murals, and stone carvings. They innovatively established China's first virtual asset database for ancient architecture, achieving a high-fidelity digital representation of traditional cultural heritage. The immense popularity of Black Myth Wukong both domestically and internationally is not only a successful case of game product globalization but also an effective practice for China to use

gaming as a medium to tell its stories, disseminate its culture, and shape its national image. This contributes Chinese wisdom and strength to global cultural exchange and mutual learning.

As a mediatized space, Black Myth Wukong constructs its game environment not solely based on fantastical imagination but through extensive on-site filming of numerous ancient buildings and artifacts with a history spanning thousands of years. This game offers a stunning presentation of China's exquisite ancient architecture and breathtaking natural landscapes while providing an immersive gaming experience. It not only activates the personal emotions and collective memories of Chinese players but also opens a gamified digital pathway for global players to understand Chinese mythology and historical culture. The novel *Journey to the West* and its related film and television adaptations have become an integral part of Chinese cultural memory. The elements and musical themes from *Journey to the West* in Black Myth Wukong resonate strongly with the growth experiences of Chinese players. However, due to a lack of in-depth cultural understanding, foreign players may evaluate certain plots and characters differently than their Chinese counterparts. “*The deeper meanings within the game might be difficult for foreigners to grasp, and even younger Chinese players may not fully understand them. (No.2 Tianlun Chang)*”

Pei-hua (2022) argued that the widespread adoption of immersive and virtual cultural tourism products may also introduce risks such as monopolistic practices, institutional risks, ethical concerns, rights-related issues, and the potential for addiction. Social-constructivist traditions of mediatized space research emphasize the interrelation between changes in media and communication on one hand, and changes in culture and society on the other. It becomes possible to reflect on the role of certain media as ‘molding forces’, representing specific institutionalizations and reifications of communication (Hepp, 2013). The cultural narratives constructed by mediatized spaces can significantly influence how individuals experience and understand tourist destinations. This may lead to oversimplified or stereotypical viewpoints. Additionally, a sudden surge in popularity can result in overtourism, where an influx of visitors places considerable strain on local resources and infrastructure. This phenomenon raises important questions regarding the ethical responsibilities of media representations and the need for sustainable tourism practices. Understanding the interplay between mediatized space and tourist destinations is crucial for both travelers and destination. It highlights the power of media in shaping tourism trends and the importance of authentic representations that consider local culture and sustainability. Lastly, a limitation of this study is its lack of integration of research on tourists and tourist attractions with that on game players. Subsequent research will focus on physical landscape and investigate tourists who traveled to the tour because of the game, as well as those gamers who did not travel. It is hoped that this research will serve as a transformative force for subsequent policies, gaming companies, and attractions.

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RESEARCH ON THE CROSS-REGIONAL INTEGRATION OF TRADITIONAL CHINESE MEDICINE (TCM) HEALTH TOURISM RESOURCES IN GUANGDONG, HONG KONG, AND MACAO

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ABSTRACT

The traditional Chinese medicine (TCM) cultures of Guangdong, Hong Kong, and Macao share a common root and origin, forming a distinctive system within the broader context of China's TCM culture. This provides the feasibility for integrating TCM health tourism resources from a regional perspective. By employing a combination of text analysis and Geographic Information System (GIS) spatial analysis methods, this study systematically organizes the concept and classification of TCM health tourism resources and measures their spatial agglomeration and diffusion characteristics in the Guangdong-Hong Kong-Macao Greater Bay Area. The conclusions are as follows: 1. TCM health tourism is based on TCM resources and aims to provide diversified products and services around the goal of achieving overall health, while also carrying the responsibility of spreading the culture of traditional Chinese medicine. It is divided into three main categories and six subcategories of resources. 2. The TCM health tourism resources in the Guangdong-Hong Kong-Macao region form a high-density agglomeration core area at the junction of Guangzhou's southwest direction and Foshan, with secondary high-density agglomeration areas in other parts of Guangzhou, as well as in Hong Kong and Macao. 3. The TCM health tourism resources in the Guangdong-Hong Kong-Macao region are primarily clustered in a "southwest to northeast" direction, showing a strong tendency for agglomeration. Based on these findings, the following cross-regional integration strategies are proposed: prioritize the integration and development of areas with high spatial aggregation of resources, construct five TCM health tourism spatial routes in the Guangdong-Hong Kong-Macao region, and innovate the integration of high-quality products around seven themed trails, such as Hot Spring immersion, Forest Health Preservation, and Linnan Medicine Root-Seeking.

Keywords: Guangdong-Hong Kong-Macao; TCM health tourism; cross-regional integration

1. Introduction

With the in-depth implementation of the "Healthy China" strategy, the continuous impact of the post-COVID-19 era, the extensive promotion of traditional Chinese culture, and the increasing pursuit of quality life by people, traditional Chinese medicine (TCM) health tourism has gradually become a hot

trend product in the mass tourism market with its unique health attributes and cultural heritage, while also following national policy orientations and people's needs. National documents such as the "14th Five-Year Plan for Traditional Chinese Medicine Development" (State Council of the People's Republic of China, 2022), the "Traditional Chinese Medicine Revitalization Development Major Engineering Implementation Plan" (2023) and the "14th Five-Year Plan for Culture and Tourism Development" (Ministry of Culture and Tourism of the People's Republic of China, 2021) all mention the guidance for integrating TCM culture into people's production and life, developing health tourism, and expanding the TCM health tourism market. Guangdong, Hong Kong, and Macao belong to the Lingnan region, which has its own unique system in TCM culture due to its hot and humid climate, unique geographical environment, homologous cultural customs, and long history. The "Guangdong Province Traditional Chinese Medicine Development '14th Five-Year Plan'" (Guangdong Provincial Administration of Traditional Chinese Medicine, 2021) proposes to "vigorously develop TCM health tourism, build national and provincial TCM health tourism demonstration zones and demonstration bases, and promote the high-quality development of TCM health tourism." The "Guangdong-Hong Kong-Macao Greater Bay Area Culture and Tourism Development Plan" also proposes to "(Ministry of Culture and Tourism of the People's Republic of China, 2020) create TCM, traditional martial arts health tourism brands, support Guangdong-Hong Kong cooperation in building Guangzhou Nansha, Shenzhen Guangming New District, Zhuhai Hengqin Guangdong-Macao cooperation TCM Science and Technology Industrial Park and other medical tourism health service demonstration zones." The "Macao Special Administrative Region Economic Moderately Diversified Development Plan (2024-2028)" (Government of the Macao Special Administrative Region, 2023) proposes "tourism + big health, to promote the complementary development of Macao and Hengqin in health tourism resources. Accelerate the development of the TCM big health industry, and basically form a full chain development of TCM industry, education, and research" etc., all clearly define the tasks and directions for the development of TCM health tourism in Guangdong, Hong Kong, and Macao from the policy level. Due to the structural differences in natural resources, convalescent resources, historical relics, and socio-economic development of TCM health tourism in Guangdong, Hong Kong, and Macao, different development methods and effects have been formed in the practical development process. Therefore, systematically analyzing the TCM health tourism resources in Guangdong, Hong Kong, and Macao from the perspective of regional resource integration has become an urgent practical issue to be solved in the practice of cultural and tourism integration in Guangdong, Hong Kong, and Macao.

2. Literature Review

2.1 Health Tourism

According to the definition by the World Tourism Organization (UNWTO), health tourism refers to activities where tourists stay in a destination for more than 24 hours to improve or enhance their physical and mental health through the use of local services and facilities (Sarabi et al., 2022). Health tourism encompasses medical tourism, therapeutic tourism, preventive tourism, and wellness tourism, primarily focusing on travel activities oriented towards medical and health improvements to enhance physical, psychological, or spiritual health levels (Khazae-Pool, Pashaei, Rastegar, & Ponnet, 2024). International research on health tourism has yielded substantial outcomes, mainly focusing on: 1. Studies on the development experience of international medical tourism, particularly summarizing current status of international health tourism development in developing countries, such as South Korea, which has

established a medical tourism system dominated by plastic surgery, with traditional Korean medicine like natural drug treatment and acupuncture as its characteristics, supplemented by cultural tourism including historical sites, natural scenery, and gourmet shopping(Liang & Pan, 2019); Turkey offers lower medical tourism costs, shorter waiting periods, and better quality of care(Uçak, 2016); 2. Research on legal and ethical issues in health tourism, including differences in medical standards, legal systems, and issues of medical accidents and liability(Radovicic & Nola, 2020); 3. Studies on the economic impact of health tourism on countries, especially the economic benefits for developing countries (India, Indonesia, Thailand, etc.), creating new markets to promote local economic growth(Gerzmava, Lomtadze, Kitovani, & Kadjrishvili, 2011) ; 4. Research on the impact on local health systems, where medical resources used by international patients lead to a reduction in medical resources for local residents(Pocock & Phua, 2011); 5. Studies on patient decision-making factors in medical tourism. Reasons for patients' participation in medical tourism include cost savings, limited opportunities for specific treatments domestically, and interest in obtaining folk prescription(Khan, Chelliah, Haron, & Ahmed, 2017). 6. Research on the integration of the medical health industry and the tourism industry. Health tourism is a hybrid market operation system, mixing the medical and hospitality industries, including medical facilities, medical tourism agencies, medical tourism experts, and tourism facilities (Groshev & Krasnoslobodtsev, 2017), requiring coordination among government agencies, healthcare providers, and tourism enterprises(Chen & Deng, 2023). The integration of health tourism with the entire health system can allow patients to enter the healthcare system earlier and provide additional career options for healthcare professionals(Cassens, Hörmann, Tarnai, Stosiek, & Meyer, 2021). Additionally, integrating medical tourism programs into hotel services can create unique travel experiences(Hume & DeMicco, 2007). The above findings provide reference significance for research.

2.2 Traditional Chinese Medicine (TCM) Health Tourism

The Research Institute of China's report "2023-2028 China Health Tourism Industry Investment Potential and Development Prospects Analysis" points out that the global health tourism market growth rate will be more than double the growth rate of the tourism industry in the next five years, with the fastest growth in the number of health tourists in the Asia-Pacific region, and the Asia-Pacific market places greater emphasis on the unique advantages of TCM health preservation(Research Institute of China, 2024). With the continuous deepening of health tourism research, conducting special tourism such as Chinese ethnic medicine health tourism will be a key direction for future research(Yao, 2023). Reviewing the literature reveals that China's research on TCM health tourism mainly focuses on the following aspects: 1. Current strategy research, including the development of TCM health tourism industry(Kong, 2024), professional talent (Guo & Lu, 2024), and resource endowment(Yang, 2022)status analysis. 2. Industrial integration research, including the integration of the TCM industry and the tourism industry (Zhang, 2024) , "Internet + TCM + Tourism" research (Wang, Cheng, & Wang, 2022), and product development integration research(Li, 2024). 3. Consumer behavior research, including the use of the Theory of Planned Behavior to explore the behavioral intentions of Yunnan TCM health tourists(Si & Wang, 2020) and research on the demand for TCM health tourism among the elderly from Northeast China in Sanya City (Lan, Li, Wei, & Zhou, 2022) . Compared with foreign health tourism research findings, China's TCM health tourism research is still in a relatively preliminary stage, and most are macro-level strategy research or experience summary research for a certain region, with broad analytical suggestions and limited reference value.

In recent years, empirical research results using geographical spatial analysis methods on the spatial distribution and integration of specific tourism resources have been increasingly enriched, involving spatial distribution integration research within cities (Shi et al., 2024) , within provinces(Chen & Chen, 2022) , and even across provinces(Geng et al., 2024), and have achieved certain results. Therefore, this study uses GIS technology to conduct a cross-regional integration study of Guangdong-Hong Kong-Macao TCM health tourism resources. The value of this study lies in: 1. Sorting out the quantity and types of Guangdong-Hong Kong-Macao TCM health tourism resources to provide a data foundation for research; 2. Using text analysis methods to refine the concepts, types, and characteristic construction standards of TCM health tourism, providing normative guidance for the cross-regional integration of Guangdong-Hong Kong-Macao TCM health tourism resources; 3. Combining geographical spatial data to analyze the spatial distribution of Guangdong-Hong Kong-Macao TCM health tourism resources, obtaining the relationship characteristics of Guangdong-Hong Kong-Macao TCM health tourism resources in space; 4. Innovating the integration of Guangdong-Hong Kong-Macao TCM health tourism resources from a cross-regional perspective, and proposing reasonable suggestions for the optimization of resource integration.

3 Research Methods

3.1 Text Analysis

Since the issuance of the "Guiding Opinions on Promoting the Development of Traditional Chinese Medicine (TCM) Health Tourism" by the National Administration of Traditional Chinese Medicine and the Former National Tourism Administration in 2015, and the "Notice on Carrying Out the Creation of National TCM Health Tourism Demonstration Zones (Bases, Projects)" by the Former National Tourism Administration and the National Administration of Traditional Chinese Medicine in 2016, various provinces and cities have successively issued relevant policy guidance documents, initiating the evaluation practice work of TCM health tourism demonstration zones (bases, projects). Policy texts play a guiding, normative, and controlling role in the practice of TCM health tourism in various provinces and cities, and they also truly reflect the current state of TCM health tourism practice in each region. The study employs text analysis methods to summarize and extract key information from policy texts, specifically extracting and organizing textual content related to the concepts, classifications, and basic conditions of TCM health tourism to obtain key information.

3.2 Kernel Density Analysis

Kernel density analysis is used to calculate the unit density of point and line feature measurements within a specified neighborhood range, which can intuitively reflect the distribution of discrete measurements within a continuous area. The study uses the kernel density method to analyze the spatial density aggregation of TCM health tourism resources in Guangdong, Hong Kong, and Macao. The calculation formula is as follows:

$$f_h(x) = \frac{1}{nh} \sum_{i=1}^n \left(\frac{x - x_i}{h} \right) (x - x_i)$$

In the formula, $f(x)$ represents the density estimate at point x , n is the number of observed values, h is the bandwidth (or smoothing parameter), K is the kernel function, and Σ denotes the sum over all observed values X_i .

3.3 Standard Deviation Ellipse

The Standard Deviation Ellipse (SDE) is an important method for exploring the spatial distribution direction and trend characteristics of point features, and is used to measure the direction and distribution of a set of data. The result generated will output a circle, and the calculation formula is as follows:

$$M(\bar{X}, \bar{Y}) = \left| \sum_{i=1}^n x_i / n, \sum_{i=1}^n y_i / n \right|$$
$$\tan \theta = \left[\left(\sum_{i=1}^n x_i^2 - \sum_{i=1}^n y_i^2 \right) \right] + \sqrt{\left(\sum_{i=1}^n x_i^2 - \sum_{i=1}^n y_i^2 \right)^2 + 4 \left(\sum_{i=1}^n x_i^2 - \sum_{i=1}^n y_i^2 \right)} / 2 \sum_{i=1}^n x_i y_i$$

In the formula, $M(\bar{X}, \bar{Y})$ represents the coordinates of the mean center, θ is the orientation angle of the ellipse, and $x_i y_i$ are the spatial coordinates of the point features.

4. Traditional Chinese Medicine (TCM) Health Tourism Resource Data

Analysis Results

4.1 Text Analysis Results

Through the collection of government documents related to "TCM Tourism Bases" and "TCM Health Tourism Demonstration Areas" from official websites of provincial and municipal departments of culture and tourism, TCM administration bureaus, and health committees, a total of 16 documents from 16 provinces, autonomous regions, and municipalities were obtained. Details are shown in Table 1 below:

Table 1: Provincial Documents Related to TCM Tourism

No.	Province	Policy document name
1	Guangdong	Guangdong TCM Cultural Health Tourism Demonstration Base Evaluation Standards (Trial)
2	Beijing	Beijing TCM Cultural Tourism Demonstration Base Evaluation Plan
3	Hunan	Hunan Province TCM Health Tourism Provincial Demonstration Experience Base Construction Guidelines (Trial)
4	Hebei	Hebei Province TCM Health Tourism Base Construction Plan
5	Liaoning	Notice on Carrying Out Liaoning Province TCM Health Tourism Base Construction Work
6	Jilin	Issuance of Implementation Opinions to Promote the High-Quality Development of Jilin Province TCM Health Tourism
7	Heilongjiang	Heilongjiang Province TCM Health Tourism Base Construction Guidelines (Trial)
8	Jiangsu	Jiangsu Province TCM Health Tourism Demonstration Area Construction Guidelines (Trial)
9	Zhejiang	Zhejiang Province TCM Cultural Health Tourism Demonstration Base Evaluation Method
10	Anhui	Anhui Province TCM Health Tourism Base Application Requirements
11	Shandong	Shandong Province TCM Health Tourism Demonstration Base Evaluation Standards
12	Henan	Henan Province TCM Health Tourism Demonstration Area (Base) Evaluation Plan
13	Hainan	Notice on Carrying Out Hainan Province TCM Health Tourism Base Selection Work

No.	Province	Policy document name
14	Sichuan	Sichuan Province TCM Health Tourism Demonstration Base Standards and Evaluation
15	Guizhou	Guizhou Province TCM Health Tourism Area (Base, Project)
16	Guangxi Zhuang Autonomous Region	Notice from the Autonomous Region TCM Bureau and Four Other Departments on Carrying Out the Selection Work of TCM Health Tourism Demonstration Base Construction in 2020

4.1.1 Concept of TCM Health Tourism

Table 2: Concepts of TCM Health Tourism in Various Provinces and Municipalities

Province/Municipality	Concept of TCM Health Tourism /TCM Health Tourism Base
Guangdong	A tourist venue within Guangdong Province that relies on TCM cultural health resources to provide visitors with sightseeing, vacationing, resting, convalescing, scientific research, popular science, cultural entertainment services. It has a scientific TCM cultural health construction plan, rich scenic resources, supporting tourism service facilities, good ecological environment protection, and a strong demonstration and radiation effect.
Beijing	Rich in TCM cultural connotations such as TCM cultural sites, museums, parks, medicinal herb plantations, traditional Chinese medicine factories, medical institutions, and health preservation institutions.
Sichuan	Relying on TCM resources, aiming at promoting health, carrying out viewing, sightseeing, resting, convalescing, health preservation, vacationing, cultural experience, etc., and also inheriting and promoting TCM culture tourism activities.
Shandong	Relying on TCM culture and human, natural landscape resources, integrating sightseeing tourism with health services, integrating sightseeing, vacationing, health leisure and health preservation services, and other distinctive tourism services.
Anhui	A type of tourism activity that revolves around TCM planting and production, TCM humanities, and health preservation and health care resources, with health as the theme.
Guangxi Zhuang Autonomous Region	Highlighting the unique advantages of our region's TCM Zhuang and Yao medicine health tourism, focusing on the development of leisure sightseeing, medical and health care, health and tourism, Chinese medicinal material planting, Zhuang and Yao medicine cultural relics display, intangible cultural heritage performances, medicinal diet research and processing, and other comprehensive cultural experience features, with a certain market brand effect tourism industry.
Zhejiang	A tourist venue within Zhejiang Province that relies on TCM culture, TCM production, and health preservation and health care resources,

Province/Municipality	Concept of TCM Health Tourism /TCM Health Tourism Base
	providing sightseeing, vacationing, resting, health preservation, scientific research, popular science, entertainment services, and other services, with rich cultural connotations, complete tourism service facilities, good ecological, social, and economic benefits, and a strong demonstration and radiation effect.

By summarizing and organizing the concepts of TCM health tourism in the policy documents from various provinces and municipalities as shown in Table 2, the connotation of TCM health tourism can be concentrated in the following aspects: First, closely surrounding the local TCM resources, including natural resources produced by nature that have health effects, such as hot springs, forests, countryside, etc.; cultural resources, such as historical sites, historical stories, celebrity classics, medical knowledge, etc.; and health preservation resources, such as health preservation institutions, medical institutions, etc. Second, undertake the task of spreading TCM culture, and achieve the task of spreading and promoting Chinese TCM cultural concepts and knowledge, and inheriting local characteristic medical culture through the development of TCM health tourism. Third, provide a variety of health service functions, "big health" needs to be realized by carrying out a variety of activities, involving viewing, sightseeing, resting, convalescing, health preservation, vacationing, cultural experience, etc., with multiple comprehensiveness.

Therefore, it can be concluded that TCM health tourism is a tourism activity that is based on TCM resources, provides diversified products and services around the goal of achieving big health, and shoulders the task of spreading Chinese medicine culture.

4.1.2 Classification of Traditional Chinese Medicine (TCM) Health Tourism Resources

The classification of TCM health tourism resources by various provinces and cities is primarily based on the major characteristics of the resources, focusing on: first, TCM natural resources, including natural environmental resources and medicinal plant cultivation resources. Natural environmental resources are mainly concentrated in forest and hot spring resources, providing visitors with health and wellness tourism functions that integrate natural environments; medicinal plant cultivation resources offer visitors experiences in pastoral health, agricultural activities, and medicinal herb picking; second, TCM cultural resources, including historical and cultural resources and modern TCM scientific research achievements, are based on TCM cultural landscapes and knowledge, enabling visitors to gain knowledge, improve aesthetics, and enhance cultural identity; third, TCM diagnostic and therapeutic resources, including TCM health care institutions, TCM health services, TCM diagnostic and treatment enterprises, and other health care and treatment institution-related resources, providing visitors with integrated medical and health services in TCM health tourism destinations; some regions have also designed TCM research and science popularization resource bases in line with the current market's enthusiasm for study tours for primary and secondary school students. The following major categories and subcategories can be sorted out, as seen in Table 3:

Table 3: Classification of TCM Health Tourism Resources

Main Category	Subcategory	Specific Types
TCM Natural Resources	Natural Environmental Resources	Forests, Hot Springs
	Medicinal Plant Cultivation Resources	Medicinal Plant Manors, Medicinal Plant Farmlands
TCM Cultural Resources	TCM Historical and Cultural Resources	TCM Historical Figures, Historical Stories, Historical Buildings, Classical Literature, Intangible Cultural Heritage Crafts, Traditional Health Prescriptions
	TCM Modern Cultural Resources	TCM Research Bases, TCM Manufacturing Industrial Parks
TCM Diagnostic and Therapeutic Resources	TCM Health Preservation Resources	TCM Health and Wellness Institutions, TCM Rehabilitation Institutions, Wellness Resorts
	TCM Treatment Resources	TCM Medical Institutions

4.1.3 Special Supporting Conditions for TCM Health Tourism Resources

Compared to other types of tourism resources, TCM health tourism has the special threshold of the medical industry and requires infrastructure related to medicine, including the following aspects:

First, personnel. Tour guides need to have received training in TCM culture, health care, and health tourism, and should be able to explain knowledge of TCM health tourism; TCM professional technical personnel, including health care adjusters, health managers, beauty and beauty therapists, etc., are required to be certified for the job; TCM professional service personnel, the tourist destination has a certain number of service personnel familiar with the local TCM knowledge. Second, emergency rescue equipment. In addition to having the necessary safety precautions and emergency measures, it is necessary to equip medical first aid points and provide commonly used visitor medicines, equip professional medical personnel, and open green rescue channels, etc. Third, sanitary conditions. Medical-related facilities, equipment, medical supplies, and environmental venues should meet the requirements of the "Hospital Disinfection and Sanitation Standards", and medical waste should be handled in accordance with relevant regulations. Fourth, accommodation conditions. The accommodation facilities must provide certain TCM health care, health vacation service functions; the architectural style of the accommodation facilities should be coordinated with the surrounding

environment and reflect the connotation of TCM culture. Fifth, catering conditions. It can provide dietary products such as TCM meals, TCM beverages, TCM health products, etc., that are in line with the concept of TCM health and wellness; The decoration and decoration style should be combined with TCM characteristic culture. Sixth, information platform. The tourism destination information platform should have knowledge of TCM health tourism and related activities of TCM health, and there should be health care service projects, medical institutions, etc., that can make appointments and inquire about information. Seventh, TCM-related additional products. This includes the development of TCM-related characteristic tourist products, and cooperation with professional TCM hospitals and research institutions to regularly hold brand festivals or special treatment activities.

4.2 Spatial Distribution Analysis of Traditional Chinese Medicine (TCM) Health Tourism Resources in Guangdong, Hong Kong, and Macao

4.2.1 Data Sources

Data sources for Guangdong Province's TCM health tourism resources: The data for Guangdong Province's TCM health tourism resources involved in the study mainly come from the collection of "National TCM Health Tourism Demonstration Base Creation Units," "Guangdong Province TCM Cultural Wellness Tourism Demonstration Bases," "Guangdong Province TCM Cultural Education and Propaganda Bases," "National TCM Cultural Propaganda Bases," "Guangdong Province Forest Wellness Base (Pilot) List," and "Guangdong Province Hot Spring Wellness Tourism Demonstration Base List," after removing overlapping names, a total of 141 resource points were obtained, as shown in Table 4:

Table 4: List of TCM Health Tourism Resources in Guangdong Province

Guangdong Province TCM Health Tourism Resource List	Number (items)
National TCM Health Tourism Demonstration Base Creation Units	2
Guangdong Province TCM Cultural Health and Wellness Tourism Demonstration Bases	39
Guangdong Province TCM Cultural Publicity and Education Bases	15
National TCM Cultural Publicity Bases	11
Guangdong Province Forest Health and Wellness Tourism Pilot Base List	74
Guangdong Province Hot Spring Health and Wellness Tourism Demonstration Base List	8
Total (after removing overlapping lists)	141

Hong Kong TCM Health Tourism Data Sources: The data for Hong Kong's TCM tourism resources involved in the study mainly come from the "Hong Kong TCM Tourism Resources" mentioned by the Democratic Alliance for the Betterment and Progress of Hong Kong at the "Hong Kong TCM Cultural Tourism Initiative Launch Conference" on June 11, 2024, and by searching for "TCM," "Traditional Chinese Medicine" tourism location recommendations on the official website of the Hong Kong Tourism Board, a total of 13 resource points were obtained, as shown in Table 5:

Table 5: List of Hong Kong TCM Health Tourism

Hong Kong TCM Health Tourism List
Hong Kong Baptist University TCM Museum
Hong Kong Medical Museum Herb Garden
Lui Seng Chun Hall
Tung Chung North Park Chinese Medicine Garden
Tung Wah Eastern Hospital
Blue House (Former Hua Tuo Hospital)
Hong Kong Qiangse Garden TCM Bureau
Sheung Wan century-old shops, including Ma Bai Liang, Bai Chang Tang, Zeng Fu Ji Pharmacy, etc.
Sheung Wan Gao Sheng Street
Hong Kong Botanical Garden Bai Cao Garden
Hong Fuk Tong Cool Tea Cultural Museum
Kai Tak Island
Tsing Yi Village Story House Chinese Herbal Medicine Path

Macao TCM Health Tourism Data Sources: The data for Macao's TCM tourism resources involved in the study mainly come from the collection of "Macao Special Administrative Region Economic Moderately Diversified Development Plan (2024-2028)," Macao Special Administrative Region Government Tourism Bureau TCM tourism location recommendations, "TCM Cultural Popularization

in Macao" program, etc., a total of 8 resource points were obtained, as shown in Table 6:

Table 6: List of Macao TCM Health Tourism

Macao TCM Health Tourism List
Xiangjing Medicinal Valley Ecological Park
Nan Yao Garden
Stone Bay Wetland
Macao Sino-Australian Cooperative TCM Science and Technology Industrial Park
Tong Shan Tang Middle School
Chuan Zheng Hall
Wang De Tang

4.2.2 Agglomeration Pattern Features

The study utilized the Gaode Map API coordinate picking tool to search and calibrate each of the 162 TCM health tourism resources established in the Guangdong-Hong Kong-Macao Greater Bay Area, constructing the basic geographic information database for this research. The study used the Arcgis10.8 software to classify the kernel density values of TCM health tourism resource points into 5 levels, from low to high, with the results shown in Figure 1.

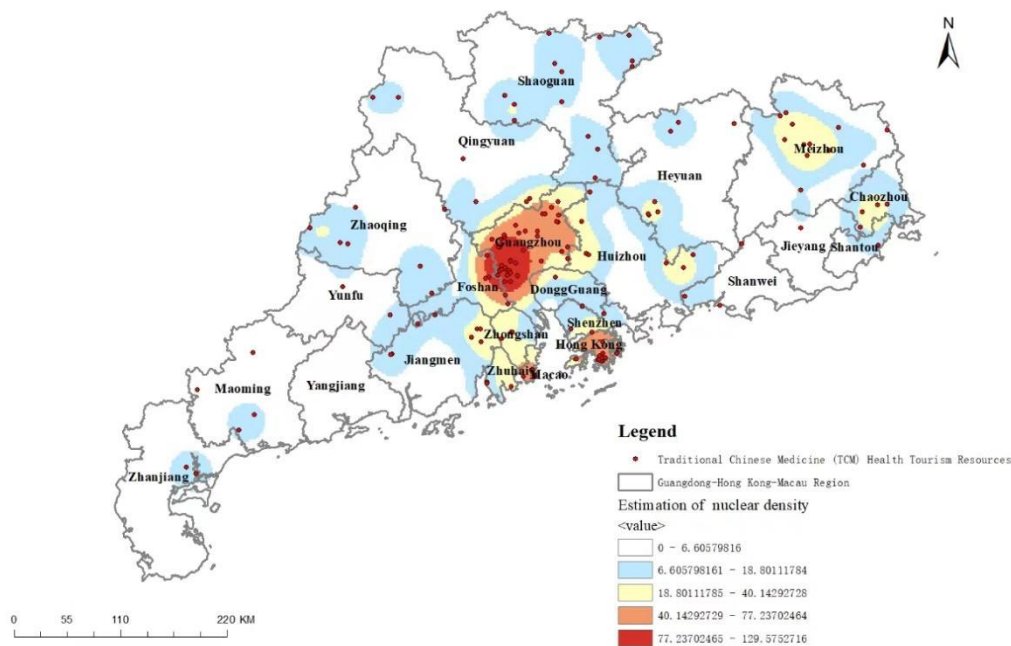


Figure 1: Kernel Density of TCM Health Tourism Resources in Guangdong-Hong Kong-Macao

From the above figure, it can be seen that TCM health tourism resources form a high-density agglomeration core area at the junction of Guangzhou's southwest direction and Foshan, with secondary high-density agglomeration areas in other areas of Guangzhou, Hong Kong, and Macao. The overall spatial distribution presents an unbalanced situation with a single core hot spot city (Guangzhou). The Greater Bay Area has a higher kernel density level and a broader coverage area, which is the main agglomeration area for TCM health tourism resources in Guangdong-Hong Kong-Macao, mainly concentrated at the intersections of various places, including the junction of Zhongshan, Jiangmen, and Zhuhai, and the junction of Huizhou and Guangzhou; the non-Greater Bay Area lacks a high-density agglomeration core area.

4.2.3 Spatial Diffusion Characteristics

The study used the standard deviational ellipse tool in the Arcgis10.8 software to calculate the spatial data of TCM health tourism resources in the Guangdong-Hong Kong-Macao Greater Bay Area, further analyzing the spatial distribution patterns of TCM health tourism resources. The long semi-axis of the ellipse represents the direction of data distribution, and the short semi-axis represents the range of data distribution. The shorter the short semi-axis, the more pronounced the centripetal force of the data.

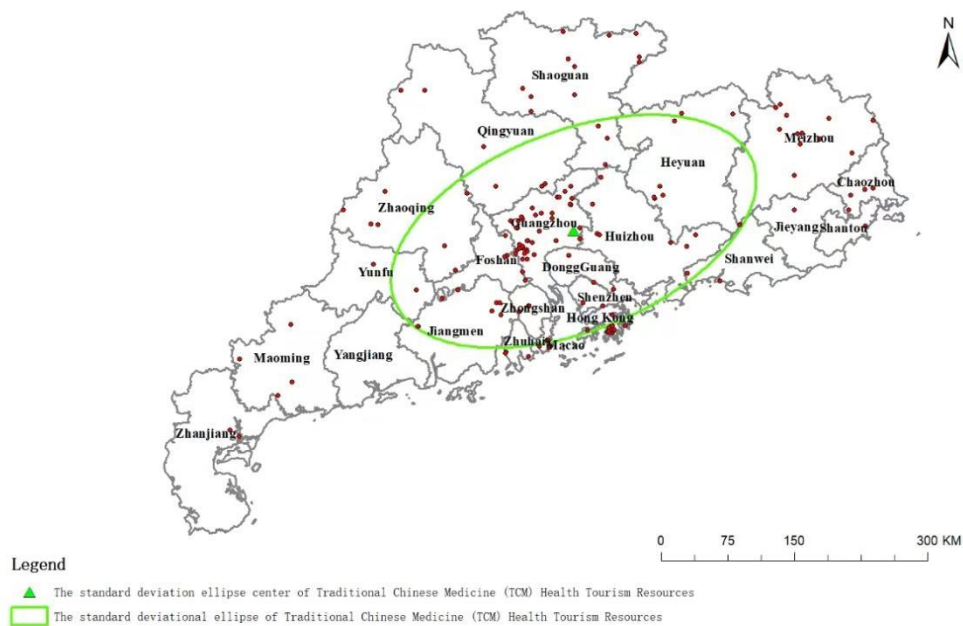


Figure 2: Standard Deviational Ellipse Distribution of TCM Health Tourism Resources in Guangdong-Hong Kong-Macao

As can be seen from Figure2, TCM health tourism resources in the Guangdong-Hong Kong-Macao Greater Bay Area are agglomerated in the "southwest-northeast" direction, where the long axis of the ellipse represents the spatial development direction of TCM health tourism resources, and the short axis reflects the degree of agglomeration of TCM health tourism resources. The long axis of the ellipse is relatively long, indicating that the distribution of TCM health tourism resources has a clear directionality. The short axis is relatively short, indicating that the distribution of TCM health tourism resources in the Guangdong-Hong Kong-Macao Greater Bay Area has a strong centripetal force, that is, the distribution has a strong agglomeration, and no obvious diffusion has occurred.

5. Cross-Regional Integration of Traditional Chinese Medicine (TCM)

Health Tourism Resources in Guangdong, Hong Kong, and Macao

5.1 Priority Integration and Development of Resources in Spatially Highly Concentrated Areas

With the implementation of the "Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area" over the past six years, the region has seen increasing convenience in transportation infrastructure and customs policies. Exchanges in economy, society, culture, and education have become more in-depth, and the spatial network connections between regions have become increasingly tight. Based on the characteristics of aggregation and spatial diffusion of TCM health tourism resources in Guangdong, Hong Kong, and Macao, priority should be given to leveraging the comprehensive effects of the concentration areas within the Greater Bay Area. Establish a cross-regional development axis for TCM health tourism to promote the comprehensive integration and development of TCM health tourism resources.

In the process of opening up the spatial network from Guangzhou to Macao and from Guangzhou to Hong Kong, important nodes of connection should be emphasized. Building on the already established spatial network connections of "Zhuhai—Macao" and "Shenzhen—Hong Kong," construct five TCM health tourism spatial routes: "Guangzhou-Foshan-Macao," "Guangzhou-Macao," "Guangzhou-Hong Kong," "Guangzhou—Foshan—Zhongshan-Jiangmen—Zhuhai—Macao," and "Guangzhou-Huizhou-Shenzhen-Hong Kong," as well as "Shenzhen-Hong Kong-Macao-Zhuhai-Zhongshan-Jiangmen-Foshan-Guangzhou."

Priority measures for centralized utilization between cities along the above routes include: breaking down the various barriers to tourism development, priority facilitating diverse and fast transportation between cities along the above routes, establishing a cross-regional TCM health tourism information sharing platform for the above routes, coordinating the co-creation of cross-regional TCM tourism products along the above routes, implementing measures for mutual sharing of tourist sources among regions, and forming a cross-regional brand for TCM health tourism products, ultimately achieving integrated development of TCM health tourism in the Guangdong-Hong Kong-Macao region.

5.2 Themed Tourist Path Integration and Development

In accordance with the "Several Measures on Unleashing the Potential of Tourism Consumption and Promoting the High-Quality Development of the Tourism Industry," which mentions the construction of "themed tourist paths," and the Guangdong Provincial Cultural Relics Bureau's proposal in 2023 to "create a Guangdong-Hong Kong-Macao Greater Bay Area cultural heritage tourist path to inherit and promote the culture with the same roots and origins," the study uses themed tourist paths as a resource integration approach, linking pearls into chains and connecting mountains and seas. At the same time, based on the classification standards of TCM health tourism resources in various provinces and cities, the connotation of TCM health tourism resources is deeply explored, and the following themes are extracted, as shown in Table 7:

Table 7: Guangdong-Hong Kong-Macao TCM Health Tourism Themed Tourist Paths

Themed Tourist Path	Theme Connotation	Representative Resource Points	Main Cities
Hot Spring immersion	Mineral spring water rich in trace elements beneficial to human health	Guangzhou Conghua Bishuiwan Hot Spring Resort, Huizhou Longmen Yunding Hot Spring Resort, Heping Hot Spring Capital Forest Health Base, Jiangmen Enping Shanquanwan Hot Spring City	Guangzhou, Jiangmen, Heyuan, Huizhou
Forest Health Preservation	Forests rich in negative oxygen ions, plant	Meijiang Meihua Peak Forest Health Base,	Meizhou, Shaoguan,

Themed Tourist Path	Theme Connotation	Representative Resource Points	Main Cities
	essence, bactericidal substances, and noise reduction	Dinghu Mountain Shengu Forest Health Base, Xingfeng Lingnan Red Leaf World Forest Health Base	Zhaoqing
Rural Self-Cultivation	Peaceful and beautiful rural environment, simple and authentic rural lifestyle, relaxed and enjoyable agricultural activities	Guangdong Changlu Environmental Protection Resort Farm, Hong Kong Botanical Garden Herbal Garden, Xiangjing Medicinal Valley Ecological Park, Shipaiwan Wetland	Guangzhou, Foshan, Macao, Hong Kong
Museum Enlightenment	Understanding the essence of TCM cultural knowledge and enriching cultural life	Guangdong TCM Museum, Hong Kong Baptist University TCM Museum	Guangzhou, Hong Kong
Linnan Medicine Root-Seeking	Understanding the development history and process of southern medicine, comprehending the unique value of southern medicine	Lingnan Acupuncture and Moxibustion Cultural Digital Experience Center, Chen Li Ji Museum, Tai An Tang TCM Museum, Hong Fuk Tong Cool Tea Cultural Museum	Guangzhou, Hong Kong
Herbal Medicine Shopping	Purchasing Chinese herbal medicines for health preservation, energy supplementation, and disease treatment at time-honored pharmacies	Guangzhou Baiyun Mountain Hutchison Whampoa Chinese Medicine Co., Ltd., Central Century-Old Shops, Central Gao Sheng Street	Guangzhou, Hong Kong, Macao
TCM Treatment	Using TCM to prevent and treat diseases	Guangdong Provincial Hospital of TCM, First Affiliated Hospital of	Guangzhou, Hong Kong, Macao

Themed Tourist Path	Theme Connotation	Representative Resource Points	Main Cities
		Guangzhou University of Chinese Medicine, Lei Sheng Chun, Macao Concord Hospital, Tung Tin Wai	

Thus, focusing on the main cities in the above refined themed tourist paths, high-quality products are precisely and finely created, representative resource points are selected, and a cross-regional TCM health tourism resource integration system combining points, lines, and surfaces is formed. At the same time, under the background of big health, people pursue not only individual physiological health but also comprehensive psychological and spiritual health. The demand for health has shifted from "treatment" to an integrated demand of "prevention—treatment—nurturing." The integration of cross-regional TCM health tourism resources can also explore combinations between different path themes, building a three-dimensional framework for the integration of TCM health tourism resources, such as "Hot Spring Soaking + Museum Enlightenment," "Rural Self-Cultivation + Linnan Medicine Root-Seeking + TCM Treatment," "Forest Health Preservation + Linnan Medicine Root-Seeking," etc., to meet people's needs for big health in all aspects.

6. Conclusion

In summary, this study takes the TCM health tourism resources of Guangdong, Hong Kong, and Macao as its research object. Based on the refinement and organization of TCM health tourism policy texts from various provinces and cities, it measures the spatial agglomeration and diffusion characteristics of TCM health tourism resources in Guangdong, Hong Kong, and Macao, and proposes a cross-regional integration and development approach. The main conclusions are as follows:

TCM health tourism is a tourism activity based on TCM resources, providing diversified products and services around the goal of achieving overall health, and bearing the dissemination of TCM culture. It can be divided into three main categories: TCM natural resources, TCM cultural resources, and TCM diagnostic and therapeutic resources, and six subcategories: natural environmental resources, medicinal plant cultivation, historical and cultural resources, modern TCM scientific research resources, TCM health preservation resources, and TCM treatment resources.

TCM health tourism resources must meet the medical-specific needs of tourists in terms of personnel, emergency rescue equipment, sanitary conditions, accommodation conditions, catering conditions, and information platforms.

The overall spatial distribution of TCM health tourism resources is uneven, with a central focus in Guangzhou and secondary core density areas spreading towards the Greater Bay Area. The kernel density level in the Greater Bay Area is higher and covers a broader range than outside the area, making

it the main agglomeration area for TCM health tourism resources in Guangdong, Hong Kong, and Macao, mainly concentrated at the intersections of various locations.

TCM health tourism resources in Guangdong, Hong Kong, and Macao are agglomerated in a "southwest to northeast" direction, with strong clustering and no significant diffusion observed.

Promote the priority integration and development of spatially highly concentrated areas of TCM health resources in Guangdong, Hong Kong, and Macao. At the same time, using thematic trails as the idea for resource integration, seven thematic trails have been refined: Hot Spring Soaking, Forest Health Preservation, Rural Self-Cultivation, museum enlightenment, Linnan Medicine Root-Seeking, Herbal Medicine Shopping, and TCM treatment. Under the backdrop of overall health, explore combinations of tourism products between different thematic trails to construct a three-dimensional integration framework for TCM health tourism resources.

Limitations of the Study: The types of TCM health tourism resources are rich, but to ensure the credibility and authority of the samples, only lists certified by relevant government departments were selected. Additionally, the selection channels for TCM health tourism resources in Hong Kong and Macao are limited, which means the data analysis results of the study cannot fully reflect the spatial distribution characteristics of TCM health tourism resources in the overall Guangdong, Hong Kong, and Macao region. Future research can include more TCM health tourism resource data from Guangdong, Hong Kong, and Macao as samples to conduct large-scale studies and further explore the implementation measures for cross-regional resource integration.

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NAVIGATING THE PREPARED FOODS LANDSCAPE: INNOVATIONS, TRENDS, AND CHALLENGES IN CATERING AND GASTRONOMY TOURISM

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ABSTRACT

In the context of the evolving prepared foods sector, this study examines the rapidly expanding prepared foods market in China, with a focus on its role in catering and gastronomy tourism. In the complex subject of prepared foods, current research areas are scattered, and a single disciplinary perspective rarely provides a full understanding of the phenomenon. Therefore, this paper uses systems theory to provide a more comprehensive perspective combined with multidisciplinary approaches. By conducting a systematic literature review, this paper analyzes over 300 research articles using data visualization tools CiteSpace. The review identifies key themes in prepared foods research, including consumption, convenience food, health and attitudes. Food souvenirs, innovation and health are the research trends that have burst onto the field in recent years. From the tourism perspective, prepared foods help enhance the visitor experience and support the sustainable development of destinations. As food souvenirs, prepared foods have been proven to effectively convey the culture of a destination and reconnect visitors with it. This not only enhances attachment to the destination and emotional connection, but can also be shared with friends and family as an extension of gastronomic tourism. Future research trends were proposed, including deepening empirical approaches, exploring consumer needs and expectations in emerging use scenarios, and focusing on innovation from the consumer perspective. This systematic review extends the understanding of systems theory by exploring the systems of prepared foods and applying systems theory to the study of prepared foods. It also identifies key themes and trends to inform future research directions, thereby contributing to the prepared foods studies.

Keywords: prepared foods; food souvenir; catering; gastronomy tourism; literature review

Introduction

Background

The proliferation of high-quality prepared foods in various restaurants has emerged as a recent phenomenon in China, attracting a broad market demand and achieving success in international exports. iiMedia Research (2023) reports that the prepared foods market in China is expected to reach a substantial size of over 3 trillion RMB by 2030. With substantial industrial foundations in food processing, the Guangdong, Hong Kong and Macao Greater Bay Area (GBA) plays a crucial role in the innovative development of prepared foods in China, which propels the creation of novel goods for sustainable consumption. Gastronomy tourism is crucial to the regional tourism development of the Greater Bay Area. The extensive influx of gastronomy tourists significantly impacts the operational efficiency of the catering sector, since failure to uphold efficiency and quality will exacerbate the

tourists' experience. The high standardization of prepared foods enhances the efficiency of food delivery. Meanwhile, innovating prepared food products alleviates the financial strain on restaurants caused by high rent, ingredients, and labour expenses. In addition, prepared foods can be sold directly in restaurants and other outlets as food souvenirs to take back to the tourists' residences. Food souvenirs therefore allow tourists to continue their gastronomic experience beyond the destination, while also enhancing the destination's attraction by sharing the products. Industry and academia have various terminologies for prepared foods, such as convenience foods, canned foods, frozen foods, etc. Their terminologies may be derived from different emphases brought about by different usage and sales scenarios. The existence of these similar terms can cause researchers to lose their research direction due to confusing definitions in approaching the topic.

Research objectives

This research begins by identifying academic terms related or similar to prepared foods. Then, the definitions of prepared foods are explored in conjunction with these academic studies and national industry standards. Lastly, sketching the current state and boundaries of existing research on prepared foods in the field of hospitality and tourism studies. Synthesize a sizeable and heterogeneous collection of interdisciplinary research, conducted in different fields, including catering, tourism, marketing, food and nutrition, using various research designs. By adopting a systematic literature review, this paper maps out the landscape and boundary of prepared foods research by counting and charting what is known and thus, sheds light on what is yet to be known. A holistic view of the progress, limitations, and future directions of prepared foods was presented in this study.

Theoretical background

Overall literature review

With the development of the industry, the variety of prepared foods has become increasingly diverse. Previous research on the concept of prepared foods is no longer accurate and cannot cover all categories. This research will explore the definition of prepared foods by combining academic research with industry standards in various countries. The term 'prepared foods' first appeared in academic circles in 1992 (Dewit, 1992). The term used in previous studies was convenience foods (Darden & Lumpkin, 1984; Darian & Klein, 1989; Kim, 1989; McDaniel & Baker, 1977). In 1998, prepared foods were defined for the first time as food products that are bought at supermarkets or grocery stores that require little preparation time (Nayga, 1998). The Chinese Cuisine Associations published the T/CCA 024-2022 Standard for prepared dishes in 2022. It is defined as finished or semi-finished dishes that are made from one or more agricultural products as the main ingredient, using a standardized assembly line, and undergo pre-processing (e.g., cutting, mixing, marinating, tumbling, forming, seasoning, etc.) and/or precooked (e.g., stir-fried, fried, baked, boiled, steamed, etc.) and prepackaged finished or semi-finished dishes (CCAS, 2022). However, the translation used in the standard is prepared dishes, it refers more to a dish or a plate of food in a meal, which is in conflict with its definition in the standard. The terms used in current research to cover prepared foods are not clearly defined, so that a definition that is appropriate to the current industry definition of the properties of prepared foods has not been proposed, and there is an urgent need to define it through summarisation and comparison.

Due to the overall limited number of studies on prepared foods, the research initially focused on the production end and then radiated out to the entire supply chain. The historical development of research on prepared foods has resulted in a situation where a large proportion of the research comes from the field of food science, and the relevance of academic achievements in this field to this research is very low. Therefore, in subsequent research, articles from this field are strictly reviewed. For example, articles that only relate to technology and microbial control (Bingol et al., 2008) in the food production process will be excluded.

In hospitality and tourism research, the current research topics on prepared foods focus on food souvenirs and local food. Authenticity (Altintzoglou et al., 2016; Suhartanto et al., 2018), destination attachment (Sthapit, 2017) and distribution channels (Lee et al., 2008; Yuan et al., 2022) are the mainstays of this research. Surprisingly, the widespread use of prepared foods in restaurants has not

received any attention. This proves that the current research on prepared foods in the field of hospitality and tourism is very limited, leaving much room for improvement, which has aroused the author's keen research interest.

Systems theory

Preliminary review of the research topics found that research in different fields has shaped the current research field of prepared foods. Research in different fields is interrelated and promotes research directions. As research deepens, many new perspectives and theories emerge, but there are also areas that have not been fully explored. In the complex scientific topic like prepared foods, a single disciplinary perspective often fails to fully understand phenomena. Therefore, this article provides a more comprehensive perspective by utilizing Systems Theory.

Systems Theory provides a framework for understanding complex systems by emphasizing the interdependence and interactions between various components (Von Bertalanffy, 1972). In the context of a systematic review of prepared foods, this theory can be used to present the prepared foods industry as a multifaceted system. This system includes various interconnected subsystems such as supply chains, consumer behavior, technological innovations, regulatory frameworks, and market dynamics. A systematic review is necessary to synthesize and analyze the literature from different disciplines in order to understand how these components interact and influence one another. By applying Systems Theory, this systematic review will provide a comprehensive analysis of the prepared foods landscape, identifying gaps in current research and offering a holistic perspective on how the various elements of the system are interrelated. This approach helps identify challenges, innovations, and areas requiring further research.

Research questions

In order to achieve the objectives of the study, specific research questions were raised:

1. Explore the current status and boundaries of existing research on prepared foods.
2. What are the components of the prepared foods system and how are they interconnected?
3. What are the key drivers and barriers for the development of research on prepared foods?
4. What is the role of prepared foods in catering and gastronomy tourism?

Method

Data collection

A systematic literature review was conducted in this study, strives collecting scholarly data via a meticulously constructed, transparent, and verifiable technique, subsequently assessing that sample against established criteria (Jiang, Ritchie, & Benckendorff, 2019).

This study utilized the PRISMA approach to gather research papers on prepared foods, ensuring transparency and reproducibility. A mixed-method approach combining descriptive statistics, keyword analysis, and thematic analysis was utilized. A five-step approach was utilized, closely replicating the fifteen-stage framework of systematic quantitative literature review established by Pickering et al. (2015). (1) Establishing the research purpose and objectives; (2) Identifying search keywords, databases, and formulating selection criteria; (3) Implementing database searches, screening results against selection criteria, and perfecting inclusion and exclusion standards; (4) Extracting relevant data from eligible results and organizing an overview chart; and (5) Synthesizing and presenting findings.

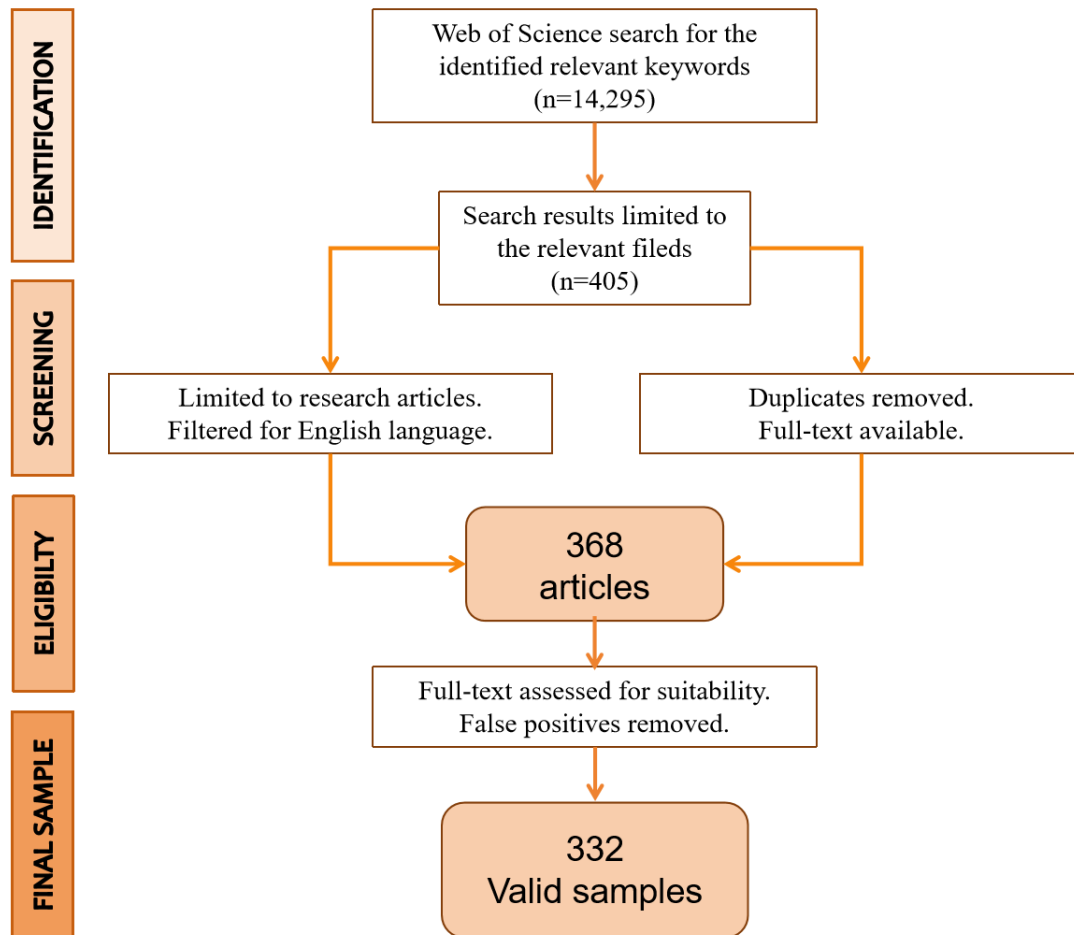


Figure 1: Adapted PRISMA sampling process.

Initially, an exploration was set up for high-quality literature relevant to prepared foods. Representative literature served to identify keywords related to prepared foods. Relevant, valid and representative keywords were identified, including food souvenir, ready-to-eat food, convenience food, prepackaged food, in-flight meal, etc. Subsequently, we individually searched for the identified keywords in the Web of Science on the 1st of October 2024. The publication deadline for the sample was the 1st of October 2024.

To limit the scope, the inclusion criteria include the following related fields: Hospitality, Management, Finance, Economics, Sociology, Business, Social Sciences, Interdisciplinary, Geography, International Relations, Food Science & Technology. To enhance the transparency and rigor, this study has set the following exclusion criteria. Articles in the field of Food Science & Technology that only focus on the production process are removed. To ensure the integrity of the review and for effective synthesis, only original research articles published in English-language peer-reviewed journals were selected. Thus, all research papers published in English-language academic journals that included the specified search phrases in the title, abstract, or keywords were deemed relevant, with no temporal restrictions imposed on the search. After that, non-journal publications, such as book reviews, commentaries, editorial notes, conference papers, and book chapters, were removed. Ultimately, publications identified as false positives were eliminated after it was determined, upon reviewing the abstract and initial paragraph, that prepared foods were not the primary focus or key setting of the study.

Data analysis

This study involved a thorough systematic literature review of 332 journal articles obtained from Web of Science. Citespace is the method used in this study to present and synthesize the results, visualizing and analyzing the data. The primary focus of this study was to examine the contents of the chosen articles

through categorization and analysis of the literature. This comprised the publishing year, author, journal field, and the country or region of the scholar's origin. Additionally, a key goal of this study was to identify connections. Content analysis involved recording the title and complete text of each piece, along with conducting word counts. The most prevalent keywords were extracted to represent the primary themes of the gathered articles and analyse them.

Results
Overview of articles published

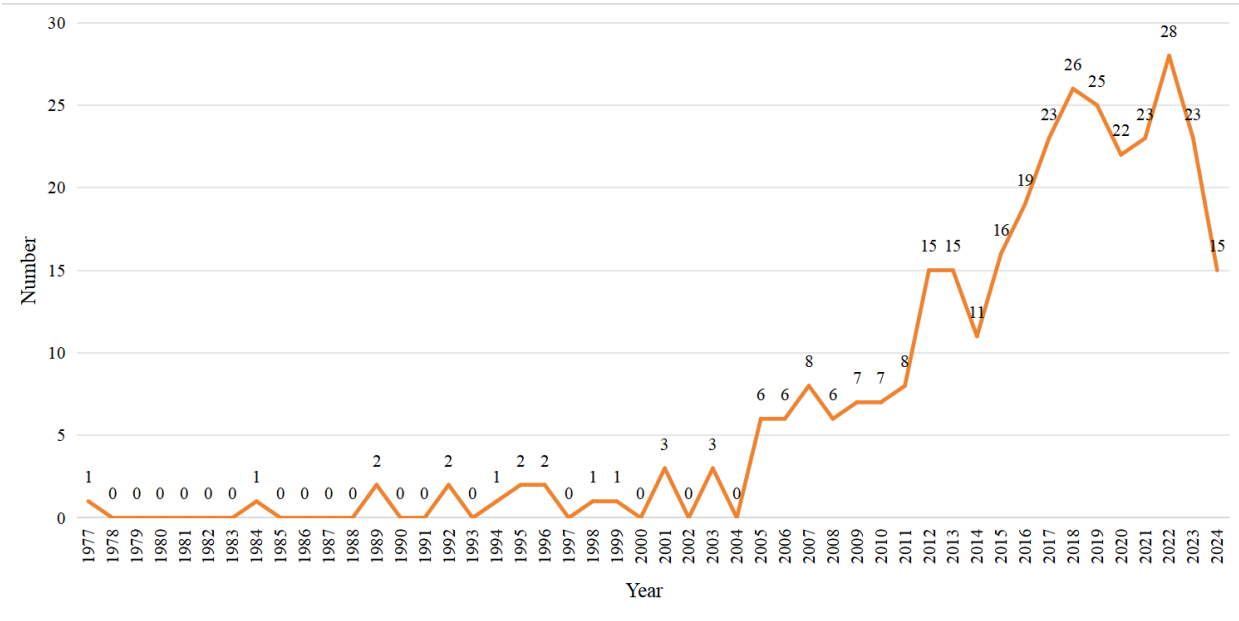


Figure 2: Timeline of Published Articles.

The selected 332 articles, reveal a steady growth in research on prepared foods, as illustrated in Figure 2. The earliest publication dates back to 1977, with the initial three decades reflecting a slow growth rate compared to recent years. Prior to 2005, only 19 articles emerged, indicating minimal academic interest. This slow progression correlates with external influences; notably, the introduction of pre-made rice ball products by Japan's 7-Eleven in the early 2000s (Haddock-Fraser et al., 2009). Technological advancements have enhanced the appeal of frozen foods, prompting a surge in "convenience foods" within European and American supermarkets (Beck, 2007; DeDonder et al., 2009; Newman et al., 2003). Concurrently, China's cold chain logistics experienced significant investment and rapid development by 2005.

A notable increase in scholarly activity occurred post-2010, with 78.6% of the articles published between 2012 and 2024. The rise of e-commerce and food delivery platforms, particularly in China and the U.S., has provided new distribution channels for prepared foods (Filipová et al., 2017; Singh & Bathla, 2015). The growing urban population and expanding middle class have heightened consumer demand for prepared foods, which align with the trend towards healthy eating through nutritionally designed ingredients and convenience (Kellershohn et al., 2018; Medeiros et al., 2023; Samoggia et al., 2019). The 2012 "horse meat scandal" in Europe sparked discussions on food safety, further driving academic interest (Agnoli et al., 2016; Murillo et al., 2015).

Significantly, 55.7% of the sample comes from the 2017–2024 period (n = 185). The emergence of smart cooking devices has simplified meal preparation, and the COVID-19 pandemic accelerated the transformation of F&B companies, shaping consumer habits. Post-pandemic, capital investments have boosted innovation in product development and supply chain management (Nanayakkara et al., 2023; Sharma et al., 2020; Vasko et al., 2023). Although the concept of prepared foods in food tourism was introduced in 2008 (Lee et al., 2008), research into food souvenirs gained traction only after 2017,

maintaining a high level of attention despite pandemic limitations (Ho et al., 2021; Lin, 2017). Current research in prepared foods is thriving, indicating a positive trajectory for future exploration.

Author's countries

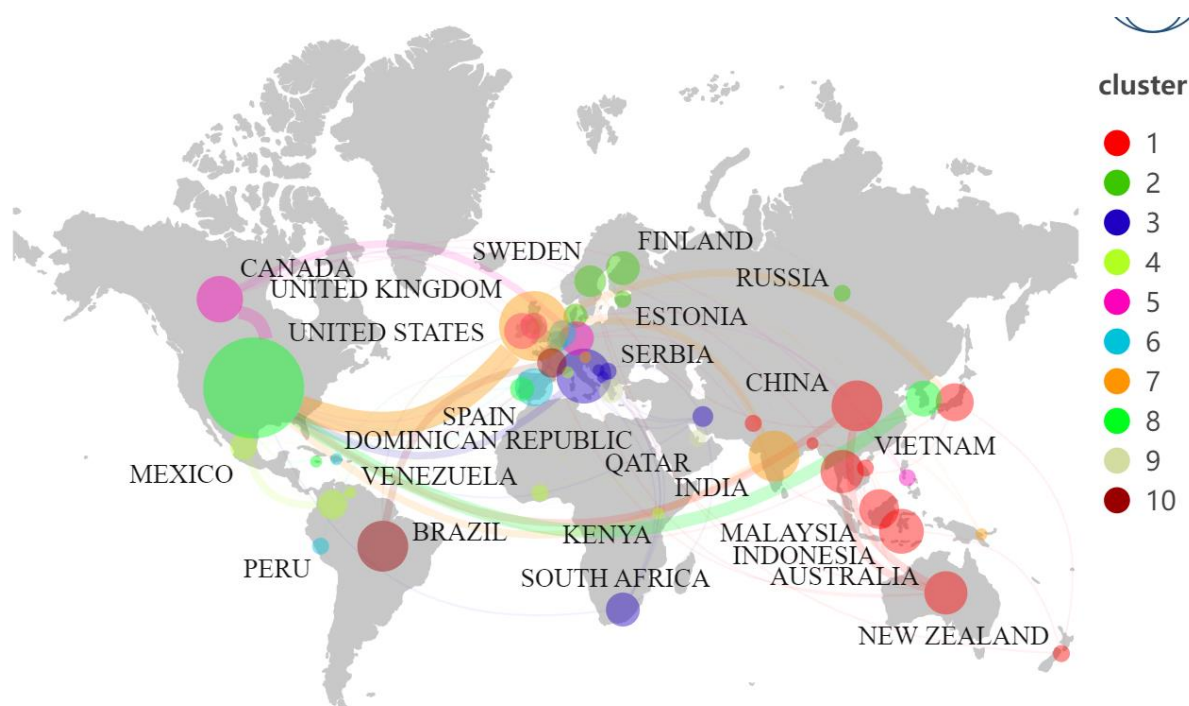


Figure 3: Geographical Distribution.

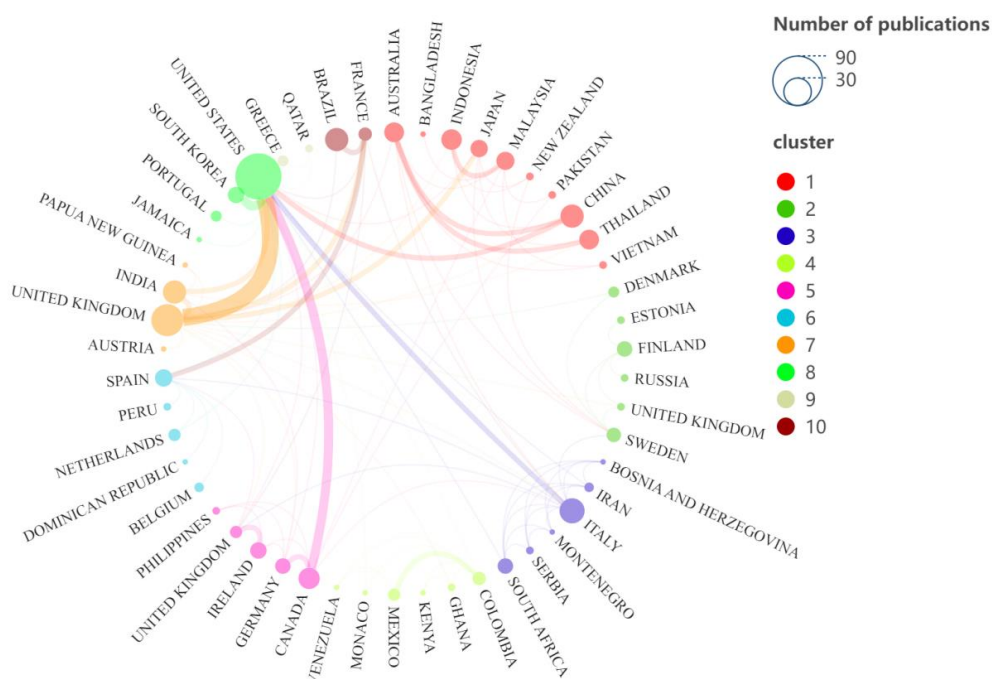


Figure 4: Diagram of National Cooperation Chord.

Table 1: Top 20 Countries with the Most Published Papers.

No.	Country	Documents	Citations	AVE Citations
1	United States	71	1792	25.23
2	United Kingdom	40	632	15.8
3	Italy	21	412	19.62
4	Brazil	18	104	5.78
5	India	18	388	21.56
6	China	17	483	28.41
7	Canada	15	343	22.87
8	Indonesia	14	45	3.21
9	Australia	13	261	20.08
10	Thailand	13	136	10.46
11	Malaysia	11	122	11.09
12	Japan	10	194	19.4
13	Spain	10	200	20
14	Ireland	9	199	22.11
15	South Korea	9	170	18.89
16	Finland	8	296	37
17	Germany	8	126	15.75
18	South Africa	8	72	9
19	Turkey	8	77	9.63
20	Sweden	7	46	6.57

A total of 64 countries/regions contributed over 300 studies on prepared foods, with the top 20 countries listed in Table 1. The United States leads with 71 publications (21.4%), followed by the United Kingdom with 40 (12%). The U.S. also has the highest citation frequency, highlighting the influence of English-language articles in the field. Strong cooperation links exist among English-speaking countries, particularly between the U.S., the U.K., and Canada. China ranks sixth with 17 publications but is cited third overall, averaging 28.4 citations per article, indicating high-quality research from Chinese scholars.

Despite China's substantial prepared foods market, the number of published articles remains low, likely due to several factors: 1) Many Chinese scholars publish in Chinese; 2) The pandemic has shifted consumer perceptions, necessitating academic attention to rapid market changes; 3) Relevant food standards were only introduced in 2013, potentially limiting research terminology. China exhibits strong collaboration with neighboring Asian countries such as Malaysia and Indonesia, while Japan and India have notable ties with the U.K., and South Korea collaborates with the U.S. Overall, Asian countries contribute significantly to prepared foods research, accounting for 31.9% of the global total, with a rising trend.



Figure 5: Articles Published Research Fields.

Table 2: Top 10 Research Fields with the Most Published Papers.

Fields	Centrality	Citation Counts
MANAGEMENT	1.13	36
BUSINESS, FINANCE	0.66	8
HOSPITALITY	0.61	31
ECONOMICS	0.53	112
SOCIOLOGY	0.51	3
BUSINESS	0.42	107
SOCIAL SCIENCES, INTERDISCIPLINARY	0.19	21
GEOGRAPHY	0.19	2
INTERNATIONAL RELATIONS	0.09	4
FOOD SCIENCE & TECHNOLOGY	0	76

The analysis conducted using CiteSpace evaluates the significance of various nodes through citation-based metrics (such as citation counts and bursts) and network-based metrics like degree and betweenness centrality. Centrality indicates a node's connectivity and its role in linking different sub-fields (Freeman, 1978). Nodes with centrality greater than 0.1 are considered crucial, as they connect disparate knowledge domains (Chen et al., 2014).

Current academic research on prepared foods is dispersed across various hospitality-related disciplines, necessitating an understanding of the fields involved and their interconnections. As illustrated in Figure 4, Management exhibits the highest centrality, underscoring its role in connecting multiple disciplines and its substantial citation count highlights its relevance. The Hospitality node also demonstrates notable centrality, bridging aspects of tourism management and indicating moderate recognition within the literature. Research topics and publications in prepared foods have significantly increased in recent years (Ho et al., 2021; Liu & Lee, 2018; Stone, 2024).

Business and Finance, similar to Hospitality, is significant but shows lower citation counts, suggesting its emerging niche influence. Economics holds the highest citation count, indicating considerable influence. Food Science & Technology, despite 76 citations, lacks centrality, although it maintains strong ties to economics. Other interdisciplinary fields, such as Psychology and Social Sciences, reveal rich connections, broadening research perspectives. This analysis highlights the critical interconnections among disciplines in tourism management, emphasizing Management's central role in advancing research and fostering interdisciplinary collaboration in the prepared foods domain.

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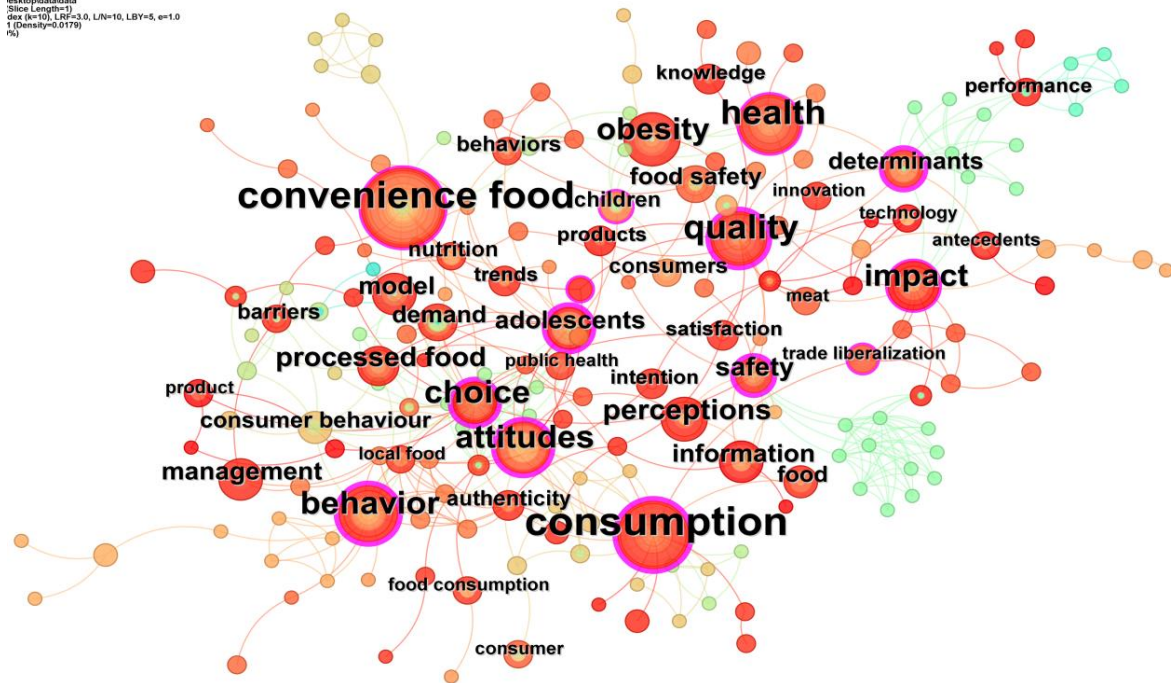


Figure 6: Frequencies of research keywords.

Keywords are visible signs that reveal the key content of research. Keywords can be used to indicate a certain research field, and hot topics and research interests in a research field can be indicated by keywords that represent the trends that have emerged over a certain period of time. In order to better understand, present and construct research, this study visualizes and clarifies the patterns, trends and processes of research in the field of prepared foods by creating graphs and charts of keywords (Wheel-don & Ahlberg, 2011). Due to their important role in revealing specific fields, this study considers the keywords of previous studies as components of the prepared foods system. Figure 6 visualizes the cutting-edge terms of the main research collected from the articles. The top 20 keywords are listed in Table 3 in terms of frequency and centrality. Keywords with a centrality greater than 0.1 are considered to be nodes that connect different knowledge domains and occupy a central position in the network (Chen et al., 2014).

The keyword "consumption" (n=44) is not only the most frequently used term but also plays a pivotal role in understanding consumer demand, preferences, and consumption patterns related to prepared foods. Its moderate centrality indicates that it establishes significant connections between various research themes, offering a broad perspective for in-depth exploration. The most cited articles in this keyword. The main dimensions of food souvenirs identifies through the content analysis research method are sensory, practical and symbolic, providing useful information for evaluating and improving existing food specialties (Lin & Mao, 2015). Research on consumption also includes households' decisions to purchase prepared meals (Newman et al., 2003); patterns and attitudes of consumers towards convenient food consumption (Curtis et al., 2007; Liu & Chen, 2021); influence on cooking motivation (Namin et al., 2020); selecting preferences for cross-cultural prepared foods (Thienhirun & Chung, 2018) and so on.

Convenience food emphasizes the practicality and convenience of prepared foods in today's fast-paced lifestyle. It is the food category that has received the most attention among prepared foods, but it does not fully represent prepared foods. Its centrality is significant, but not as high as that of other keywords. Luomala et al. (2015) examines consumers' healthiness and tastiness perceptions. Consumers' dieting status, health motives and food values determine their perceptions of the healthiness and taste of

convenience foods.

Olsen and Larsen (2009) reveal three consumer segments based on evaluation of quality, value, ambivalence and perceived morals towards convenience food: the "Convenient", the "Ambivalent", and the "Dissatisfied" consumer. Research on convenience food also focused on: overweight and obesity (Dixon et al., 2006; Harrison, 2006; Sprake et al., 2017); elderly people (Peura-Kapanen et al., 2017; Saba et al., 2008; Trees & Dean, 2018); advertising (Harrison, 2006); norms (Costa, 2013) and so on.

The keyword "attitudes" holds a significant position in convenience food, influencing their acceptance and preferences for prepared foods. Its highest centrality reveals a close connection between this theme and consumer psychology (Crofton et al., 2013; Gupta et al., 2018; Korzen et al., 2011), as well as social (Kahma et al., 2016; Olsen et al., 2009) and cultural contexts (Laroche et al., 2005).

Health demonstrates an increasingly significant presence in the current literature, emphasizing the potential impact of prepared foods on nutrition (Kanematsu et al., 2020; Karamanos et al., 2019) and overall well-being (Pocol et al., 2021). Obesity is closely linked to health risks. Although its centrality in the literature is low, it remains a critical topic for exploring the relationship between food consumption and health outcomes.

Table 3: Top 20 Keywords with the Frequencies.

Keywords	frequency	Centrality
consumption	44	0.35
convenience food	26	0.1
health	24	0.11
quality	23	0.26
behavior	20	0.23
attitudes	19	0.4
choice	18	0.32
impact	17	0.2
obesity	16	0.02
perceptions	13	0.01
safety	10	0.24
adolescents	9	0.26
information	9	0.02
model	9	0
management	9	0.01
determinants	8	0.21
demand	8	0.1
food safety	8	0.08
consumer behaviour	7	0.08
food	7	0.01

Keyword clusters

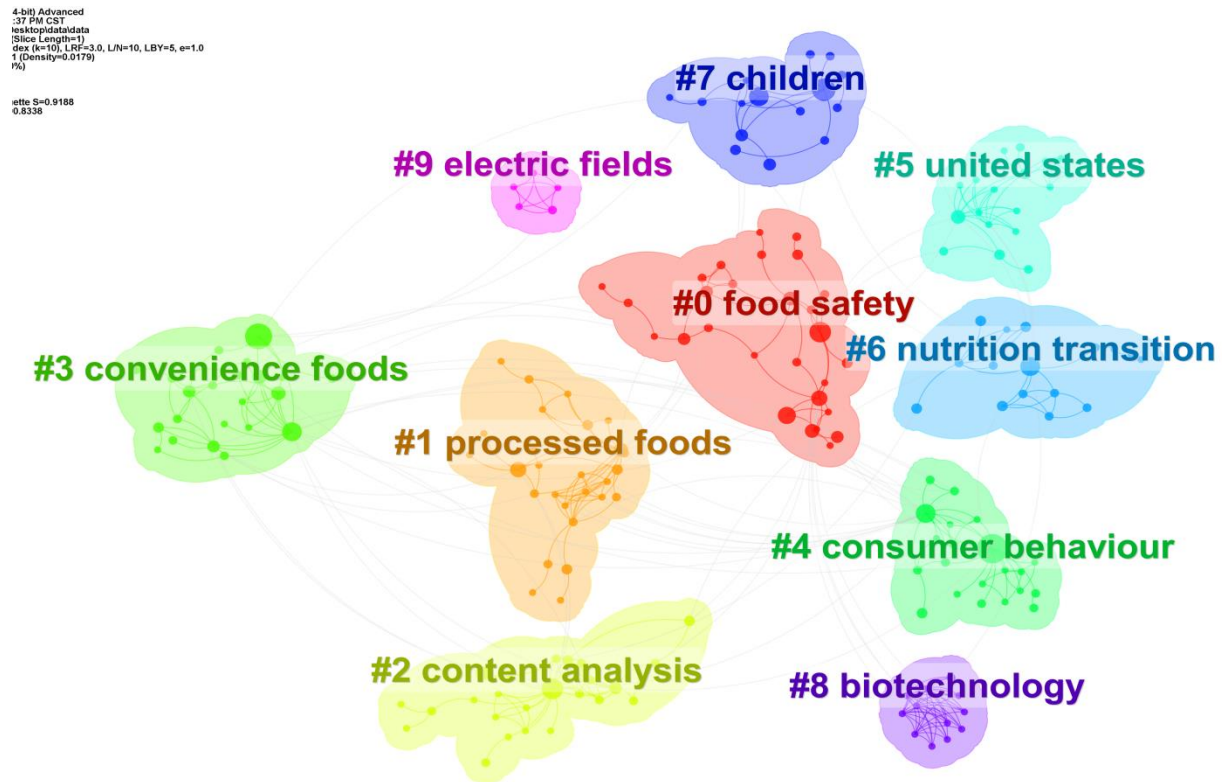


Figure 7: Keyword clusters (LSI).

After exploring the role of keywords in the network, attention is now turned to the analysis of keyword clustering. Figure 7 shows a reference clustering map constructed using CiteSpace. In keyword clustering analysis, this study selected Latent Semantic Indexing (LSI) as the analytical method. LSI serves as a powerful keyword clustering analysis method that can provide deeper insights in prepared food research, assisting researchers in comprehensively understanding the themes and trends within the relevant field. Especially, LSI can effectively identifies and extracts latent semantic relationships between keywords and helps to clarify these relationships.

#0 cluster named food safety is the biggest cluster (size=28), encompasses various themes related to food safety, including "food safety," "food handlers," and "food safety risks." The high silhouette score (0.819) indicates good similarity and coherence among these themes, reflecting public concern regarding the safety of prepared foods. #1processed foods cluster originating around 2012, focuses on keywords such as "food environment" and "healthy evaluation," highlighting consumer attention to food environments and purchasing behavior. In #3 convenience foods cluster, highlighting contemporary consumer behavior patterns. It mainly describes the role of convenience foods in replacing home cooking. The high silhouette score (0.91) indicates that these themes are interconnected in consumer decision-making, emphasizing the importance of convenience in food choices. Convenience foods and processed foods are both sub-branches of prepared foods. They have received strong attention from academia, and it is foreseeable that the field of prepared foods will flourish in the future.

Although #2 cluster is called content analysis, 22 articles in it actually revolves around themes such as "tourism souvenir" and "food tourism," reflecting the interaction between tourism and food consumption. Since research on food and tourism is still largely exploratory, it is more common to use qualitative methods to study its cultural attributes (Chang et al., 2022; Lin, 2017; Lin & Mao, 2015), Online sales (Seaman & Schroeder, 2022; Yuan et al., 2022), purchase intention (Altintzoglou et al., 2016)and

connection to the destination (Sthapit et al., 2017). Content analysis is an influential research method. The high silhouette score (0.93) demonstrates the intrinsic connections among these themes, warranting further exploration in future research.

Among other clusters that deserve attention, the #5 United States cluster originated from the United States' outstanding contributions in this field. #7 children cluster addresses childhood obesity and its social background, reflecting key issues in public health research.

Timezone view

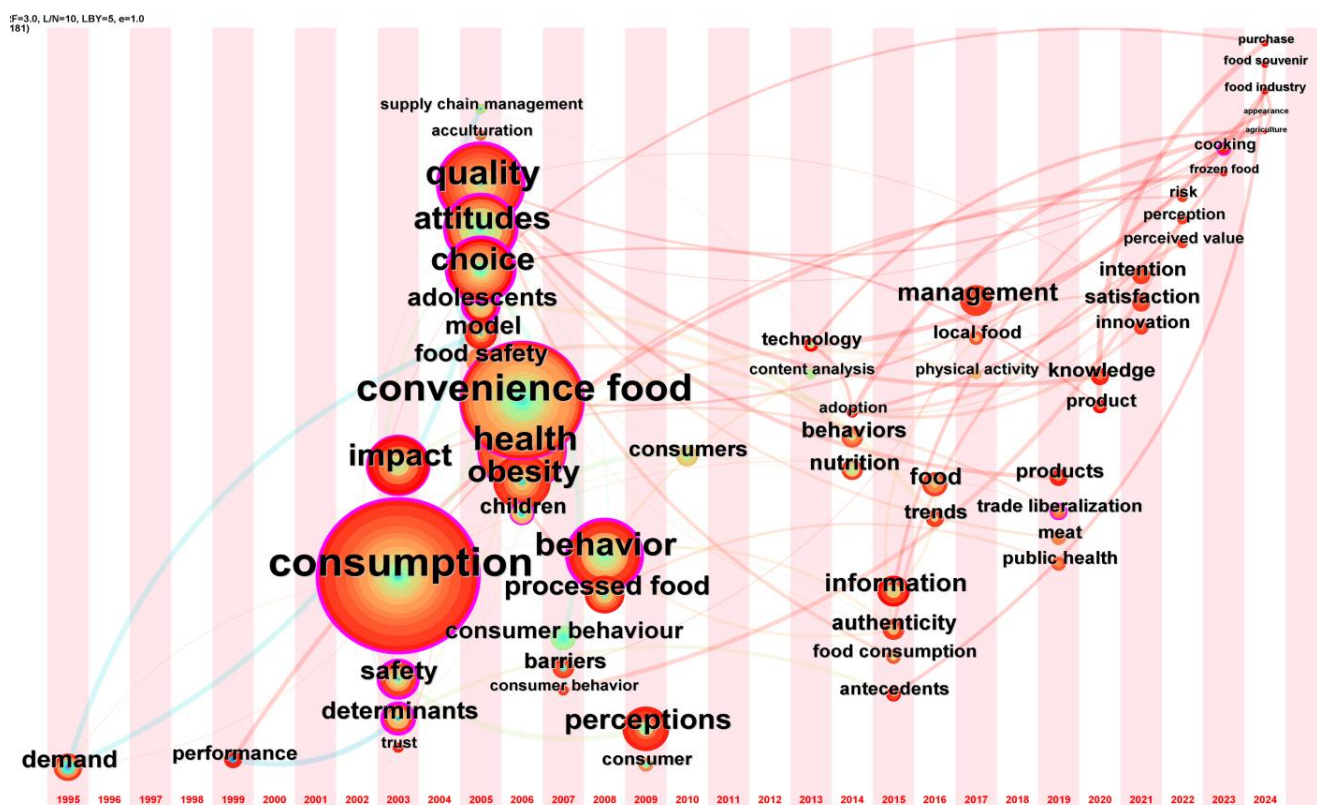


Figure 8: Timezone view.

The Timezone Review graph (Figure 8) enables researchers to identify trends and trajectories within a specific field by examining the distribution of keywords and literature over time. This analysis reveals the evolution of research hotspots and helps speculate on future developments, thereby guiding research directions.

To illustrate the evolution of this topic, the study categorizes the literature into three stages:

The start-up stage (1995-2003). There were only seven keywords of note in the first phase, research are originated from demand. As the market for prepared foods expanded, keywords evolved to include concepts such as impact, safety, determinants, and trust. The term "consumption," represented by the largest circle in the figure, received the most attention, suggesting a focus on supply-side issues, while also focusing more on people's concerns about choosing new food product types.

Development stage (2004-2016). The successful promotion of convenience foods and advancements in cold chain logistics sparked interest in the prepared foods market around 2005. The number of keywords grew significantly, incorporating attributes like convenience, quality, safety, and nutrition. Research increasingly addressed consumer choice, barriers, and perceptions, with a focus on different age groups, particularly adolescents and children. This stage highlighted health concerns related to prepared foods, often linked to excessive sodium, sugar, and fat intake. Compared to the first stage, academic articles

focus on consumer purchase decisions and the attributes of prepared foods as food products.

Divergence stage (2017-2024). Research keywords became more specialized, reflecting a greater diversity of topics as scholars focused on specific issues. The study of consumer purchase intentions became more refined, while management concepts emerged, leading to interdisciplinary approaches. Scholars began exploring the cultural aspects of prepared foods, particularly in the contexts of hospitality and tourism, emphasizing their role in local cuisine and gastronomic tourism. This shift indicates a growing academic interest in the integration of prepared foods into various culinary settings. Meanwhile, it has received a lot of attention in recent years as an extension of local cuisine and gastronomic tourism.

Keyword citation bursts

Citation bursts can be used to detect the most active research areas. Figure 9 shows the 20 keywords that have significantly emerged during the period from 1977 to 2024. Keyword bursts indicate an emerging trend (Chen et al., 2014), so in this analysis attention is paid to keywords that have received sustained attention and have recently emerged.

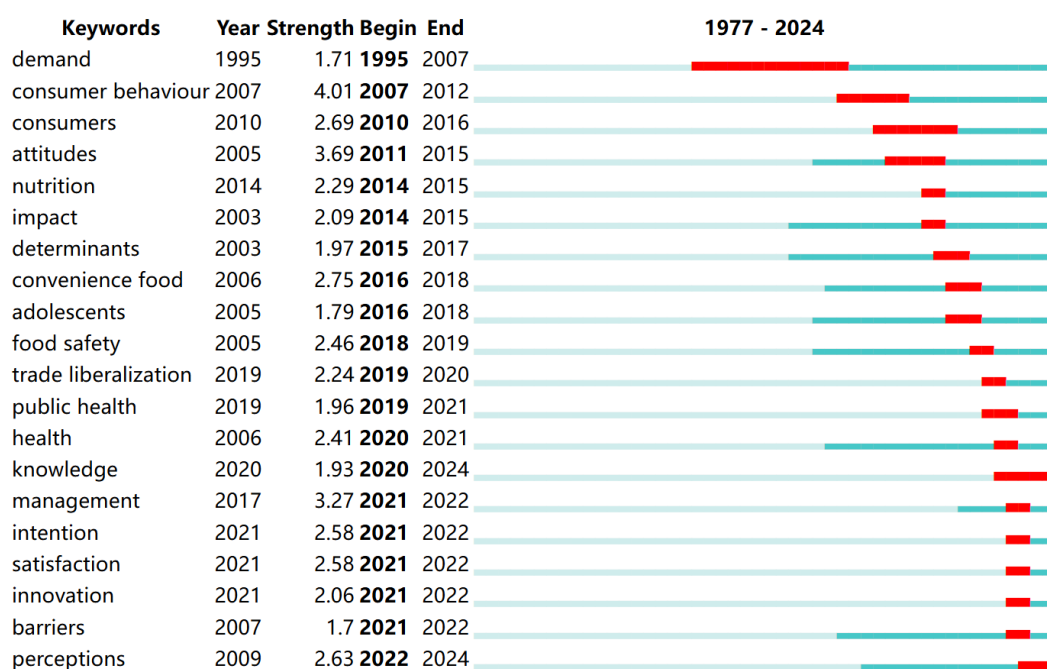


Figure 9: Top 20 Keywords with the Strongest Citation bursts.

Health is a widely researched topic which has received sustained global attention since 2006 and reach a peak in 2020–2021. Apart from the negative impact on health due to excessive intake (Kanematsu et al., 2020; Karamanos et al., 2019), prepared healthy foods are now becoming the choice of consumers with strong health beliefs (Medeiros et al., 2023). Knowledge associated with Health has been bursting since it first appeared in 2020. It reflects consumers' subjective perception of the information provided on labels, such as the difficulties encountered when using the instructions provided on the packaging (Lavelle et al., 2023) and the impact of the presence or absence of a halal label in Muslim-majority countries (Omar et al., 2023).

Product innovations in frozen food technology, the rise of e-commerce and takeaway platform, and the smartification of cooking equipment have continuously achieved the current attention in this field. Product innovation accounting is proved as a key source of competitive advantage and a crucial strategic tool for competing markets. More aspects of innovative outcome have been noted in recent research, such as innovation performance (Sudiyarto et al., 2020) , the speed of innovation (Taneo et al., 2020) , hyper-personalized products (Rosenbaum et al., 2021). Innovation is worthy of continued refinement

and research by scholars in the future.

Keywords, keyword clusters and keyword citation bursts play a crucial role in highlighting specific research topics. Therefore, this study regards the keywords from previous studies as prepared food system. The following components of the prepared foods system were identified: demand, consumption, quality, attitudes, food safety, convenience food, behavior, processed foods, health, innovations.

The timezone diagram and citation burst map can reveal the mutual influence between these system components. Demand is the original component of the prepared foods system and originates from the insight that the supply side is trying to market products to consumers. It promotes prepared foods into the public eye and brings about the most important component of the system – consumption. Research related to consumption covers a wide range of fields. It denotes the shift in the market for prepared foods from a focus on the supply side to a greater focus on the consumer. Consumption has led to the development of a number of customer-related components, including quality, attitudes, food safety, convenience food, behaviour and processed foods. These components comprehensively complement the customer perception of the prepared foods system. Convenience food and processed foods are the two most popular types of prepared foods. The former focuses more on ready meals, while the latter refers to processed foods that need to be further cooked before eating. Health has been researched extensively and has become an indispensable component in the face of negative images of prepared foods such as obesity and food safety. Innovations have enabled the emergence of the prepared foods industry and have long been the most important driving force for development in the system. Currently, not only advances in food technology are included in this component, but innovations in marketing channels and business structures are also given attention.

Thematic analysis of research

This part discusses the topics that are currently worthy of attention in the research on prepared foods, which are extracted from this study based on keyword co-occurrence, clustering, time zone review, and outbreak situation.

Food souvenirs

In the field of food souvenirs, various studies have explored themes ranging from consumer behavior and cultural identity to marketing strategies and the role of food in tourism experiences.

Purchase motivation and marketing strategies. Several studies focus on understanding the motivations behind tourists purchasing food souvenirs. Lin (2017) investigates the purchasing behaviors of Chinese tourists in Taiwan and identifies three key motivations: purchasing as gifts, preserving memories, and as evidence of travel. The symbolic aspects of food are found to be the most important attributes influencing purchases, emphasizing cultural significance and gift-giving traditions in Chinese culture. Similarly, Altintzoglou et al. (2016) examine tourists' behavior in Norway, revealing that authenticity, quality, and local origin are pivotal factors influencing purchases. The study further highlights that tourists with different levels of innovativeness approach food souvenir purchases differently, suggesting a nuanced market segmentation strategy. Suhartanto et al. (2018) explore the relationship between food souvenirs and tourist satisfaction, identifying five critical dimensions—brand, uniqueness, authenticity, taste/value, and quality—that influence satisfaction and post-purchase behavior. Pizzichini et al. (2020) investigate how ethical attributes associated with national park brands influence perceived quality and purchase motivations. Their findings suggest that national parks' brands can enhance perceived value, serving as effective marketing tools that promote both local food and tourism.

E-commerce and distribution channels is proved important in the food souvenir industry. Lee et al. (2008) discuss the significance of distribution channels in Taiwan, demonstrating that successful firms use diverse strategies, including retail shops, online shopping, and home delivery, to build brand equity and maintain market presence. Huang et al. (2009) focus on innovative e-commerce models, suggesting that the development of platforms offers traditional industries new ways to reach broader markets. Yuan et al. (2022) explore the influence of online sales platforms, finding that brand awareness significantly impacts sales. The study suggests that while local relevance is important, consumers prioritize brand

recognition when purchasing online, highlighting the importance of branding in the digital marketplace. It can be concluded that prepared foods possess attributes for success as food souvenirs, with high levels of standardization and strict food safety regulations making well-known branded products highly competitive.

Cultural identity and emotional connections. As an extension of gastronomic tourism, the connection between food souvenirs and cultural identity is another dominant theme. Lin and Mao (2015) contribute to how to make food souvenirs effective in conveying a destination's culture and heritage. Stone (2024) highlights the unique attributes of food souvenirs, such as their ability to provide a future moment of consumption that reconnects tourists with the destination. The memorability of food souvenirs and their connection to sensory experiences are also explored. Sthapit (2017) extends this discussion by exploring the role of memorable food experiences in tourists' attachment to destinations, identifying authenticity and social interaction as key factors. It was demonstrated that emotions elicited by local food consumption significantly influence place attachment and tourists' behavioral intentions, suggesting that food souvenirs can deepen a tourist's emotional ties to a destination by evoking sensory memories (Sthapit et al., 2017). This shows that prepared foods can effectively convey the culture of a destination, allowing tourists to recall sensory experiences of their travels. This enhances destination attachment and emotional connections, which can also be shared with friends and family.

Innovations

Continuous innovation has driven the popularity of the prepared foods industry, covering themes such as technological advancements, sectoral innovations, food innovations, and the role of creativity in fostering innovation.

Technological advancements and innovation processes. Technological innovations are essential for industry change. Intarakumnerd and Chaoroenporn (2013) highlight the role of intermediaries in Thailand's frozen food sector. Bernal-Torres et al. (2023) examine how dynamic capabilities influence innovation in medium and large companies during the COVID-19 pandemic. Barros and Ferreira (2017) discuss Time-Driven Activity-Based Costing (TDABC) in frozen food enterprises, noting its impact on cost management and efficiency. Varese and Cane (2017) explore innovations in space food and their benefits for terrestrial consumption.

Creativity and innovation in SMEs. The role of creativity in fostering innovation, particularly in small and medium-sized enterprises, is another area of focus. Sudiyarto et al. (2020) concluded that creativity is essential for improving innovation performance, either directly or indirectly through Quality of Work Life (QWL), and innovation performance in traditional processed food SMEs. Taneo et al. (2020) further investigate how creative destruction fosters innovation, showing that maintaining innovation through competence enhancement can improve market competitiveness.

Food innovations and consumer behavior. Innovation in food products its impact on consumer behaviour is another repetitive trend. Elobeid et al. (2019) explore the impact of food safety training on the knowledge and attitudes of food handlers in fast food restaurants. They find that while most workers believe they have good food safety knowledge, there are significant gaps. Rosenbaum et al. (2021) investigate hyper-personalized wellness products as unconventional luxury items, finding that consumers are willing to pay premium prices for personalized food products.

Other related studies include: crises drive innovation (Adamides, 2020); product innovation accounting leads market success (Sukanthasirikul & Phornlaphatrachakorn, 2021); and halal food knowledge (Rahman et al., 2021).

Health

Health and wellness is a topic that has been widely researched and continues to receive attention in the prepared foods sector. While prepared foods can negatively impact health due to flavoring and preservation techniques, excessive intake of sodium, sugar, and fat can also affect health. However, healthy prepared foods are gradually becoming the choice of consumers with strong health beliefs.

Additionally, the high standards of prepared foods have achieved reliability, and food safety incidents push the industry to develop.

Negative health effects. Dixon et al. (2006) provide a historical account of convenience foods and their correlation with obesity rates, highlighting how their availability contributes to unhealthy dietary patterns. Various populations influenced by prepared foods have been studied, including immigrants (Phan & Stodolska, 2020), children (Elliott, 2020), and rural and urban citizens (Aiyar et al., 2021).

Healthy prepared foods. Research on healthy foods encompasses themes like branding effects on children's perceptions and consumer behavior related to body image dissatisfaction. Kellershohn et al. (2018) investigate how branding impacts children's perceptions of healthy fast food items, finding that branding did not enhance appeal. Medeiros et al. (2023) explore how adults dissatisfied with their body image perceive items in the "healthy foods" section, indicating a contradiction between health motivations and actual choices.

Health labels and knowledge. Labels convey product information and nutritional content for prepared foods. Helguero et al. (2023) find that different types of front-of-package labels influence health evaluations among Peruvian consumers but are insufficient for encouraging healthy assessments. A study in Malaysia shows older and less educated consumers are less likely to use nutritional information (Vijayakumar & Fernandez, 2018).

Research highlights a significant information gap between producers and consumers, revealing that many struggle to interpret food labels accurately. Despite regulations aimed at improving clarity, a lack of consumer knowledge regarding environmental labeling and product certification persists (Simeone et al., 2016). Additionally, knowledge is vital in other contexts; Ghoochani et al. (2018) reveal that "health consciousness" and "trust" significantly influence Iranian consumers' attitudes toward fast food, suggesting government support could help outlets provide healthier options.

Sustainable Development Goals

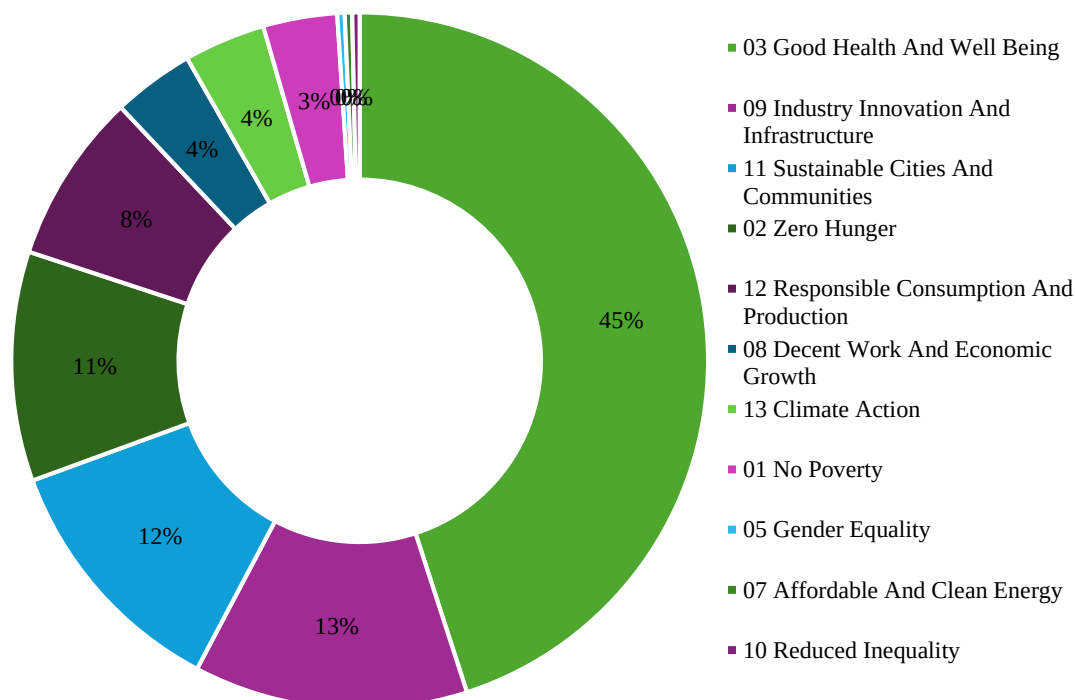


Figure 10: Achieved Sustainable Development Goals.

Table 3: Frequencies of achieved Sustainable Development Goals.

Sustainable Development Goals	Record Count
03 Good Health And Well Being	131
09 Industry Innovation And Infrastructure	37
11 Sustainable Cities And Communities	34
02 Zero Hunger	31
12 Responsible Consumption And Production	23
08 Decent Work And Economic Growth	11
13 Climate Action	11
01 No Poverty	10
05 Gender Equality	1
07 Affordable And Clean Energy	1
10 Reduced Inequality	1

By exploring the SDGs achieved in the sample, this study can summarise the social issues currently focused on in the research on prepared foods. As with the keyword analysis, 03 Good Health And Well Being is a research hotspot in this field, with nearly half of the studies achieving this goal. The high level of attention paid to health and well-being in the field of prepared foods reflects the high priority that the public and researchers attach to the healthy properties, nutritional value and safety of food. 09 Industry Innovation And Infrastructure is the second most important SDG in the field of prepared foods. Technological and product innovation has played a crucial role in promoting the rapid development of prepared foods and has always led to rapid academic activity. Research related to food security and improved nutrition occupies an important position in the field of prepared foods. The articles focusing on 02 Zero Hunger concentrate on how to improve malnutrition through prepared foods, expand the sustainability of the food supply chain, and reduce food waste. Regarding 08 Decent Work And Economic Growth, although the number of studies is relatively small, it is still an area of concern. The rapid growth of the prepared foods industry has created a large number of employment opportunities, especially in the food manufacturing, distribution and retail sectors, achieving economic growth. In future research, studies on how to ensure decent work and promote inclusive economic growth need to be further strengthened.

Conclusions and Implications

The number of studies on prepared foods is constantly increasing along with technological advancements, and Asian countries are increasing their share of research. By conducting this systematic review, it is clear that business, hospitality, economics and management are the main fields of research on prepared foods. Identify consumption, convenience food, health and attitudes are the keywords that were mentioned most frequently in the sample, while food souvenirs, Innovations and Health are research trends in recent years. Turning to the SDGs that have been achieved, “good health and well-being” is the most popular research hotspot in this field, followed by “industrial innovation and infrastructure”. The descriptive analysis of the keywords, keyword clusters, timezone, and keyword citation bursts in the article answers RQ1, explore the current situation and scope of previous research on prepared foods. As the keywords, keyword clusters and keyword citation bursts play an crucial role in disclosing specific domains, the keywords from previous studies are considered as part of the prepared food system in this study. Combining this with the evolution of keywords revealed by the timezone map and connecting the studies with keywords with a high centrality, this study explains the interconnections of the prepared foods system to answer RQ2.

Clearly, the temporal distribution of articles reflects the rapid development of research on prepared foods, and the thematic analysis also reflects current research trends. The development of prepared foods is currently influenced by three key drivers: food souvenirs, innovation, and health and wellness. First, food souvenirs play a pivotal role in connecting gastronomy with cultural identity and tourism,

highlighting their potential to extend tourists' experiences beyond destinations while fostering emotional and cultural connections. Second, innovation drives the industry's evolution through technological advancements, creative practices, and product development. Finally, health and wellness are central to addressing consumer concerns over food safety and nutrition. Together, these themes illustrate a dynamic interplay of consumer behavior, technological progress, and societal demands, shaping the prepared foods sector into a multifaceted and evolving field of study. The imbalance in research reflects the current barriers facing research and indicates several directions that deserve the attention of academia in the future. First, deepening research through empirical approaches. At present, most studies in the field of prepared foods are exploratory researches. Content analysis is a common research method used by scholars with reference to cluster analysis. However, qualitative research has problems with a non-representative sample, subjectivity affecting the results and limited generalisability of the results. Given that quantitative research (n=85) currently accounts for only 25.6% of prepared foods studies, there is a significant opportunity to enhance this field through more empirical approaches. Second, exploring consumer needs and expectations in emerging use scenarios. Along with changes in lifestyle and the influence of the external environment, research should focus on emerging usage scenarios, such as food souvenirs, family gatherings, single life, and office meals. These scenarios may change consumer demand and expectations for prepared foods. Research should assess market opportunities in these scenarios and how to optimise product design and marketing strategies for prepared foods. In recent years, there has been a phenomenon in China of restaurants using a large number of prepared foods. Research is needed on how customers perceive and respond to this phenomenon, especially as an experience in gastronomic tourism. Last but not the least, focusing on innovation from the consumer perspective. Innovations research spans various themes, including technological advancements, sectoral innovations, food innovations. These studies focus on enterprises and supply chains, while the consumer perspective is not given much attention. Innovation in prepared foods not only exists in the launch of new products, but also in the updating of similar products. A longitudinal study of consumer innovation in a particular food category can be conducted.

On the RQ4, prepared foods were studied in some scenarios in the catering industry, such as restaurants, canteens, and in-flight meals. Most of the current research in the restaurant setting deals with the nutritional, safety, and quality issues arising from the process of handling prepared foods, while the impact of the healthiness of prepared foods on consumer attitudes has received some attention. However, the impact of food enjoyment attributes such as taste and authenticity on consumers has not attracted the attention of scholars. Food souvenirs significantly contribute to the development of gastronomy tourism by connecting local culture, consumer behavior, and marketing strategies. Tourists are motivated to purchase food souvenirs for gift-giving, preserving travel memories, and cultural symbolism. Factors like authenticity, quality, and local origin influence purchasing decisions, highlighting the cultural and emotional value of food souvenirs. The integration of e-commerce and diverse distribution channels enhances market reach and brand awareness, making prepared foods ideal food souvenirs due to their standardization and safety. Prepared foods, when marketed as souvenirs, allow tourists to revisit sensory experiences and deepen emotional connections with destinations. These products also serve as effective tools to promote local gastronomy and strengthen destination branding. By offering tourists a tangible and consumable memory, prepared foods not only extend the gastronomic experience but also create opportunities for sharing cultural identity with others, further enhancing tourism development.

This systematic review contribute to theory through synthesis various studies on prepared foods and uses a visual approach to understand the research focus of prepared foods, outlining the fields and boundaries. Existing literature shows that prepared foods is a complex concept that is in a stage of rapid development and combines research from multiple fields. The concept of prepared foods encompasses many related concepts from previous research, including convenience food, RTE foods, frozen foods, and so on. Integrating the results of different studies to construct a more complete body of knowledge and identify key themes and trends in research. Highlighting these research trends will provide a feasible research direction and a solid theoretical basis for subsequent scholars to undertake research.

Inevitably, there are some limitations to this study, including the sampling framework for this study was

determined based on the WoS database. Although this database is an important source of global academic information, some valuable research that is only found in other databases may be overlooked. Considering the diversity of academic databases, future research may need to integrate information from multiple sources to fully reveal and understand the knowledge map. Due to the operational limitations of the CiteSpace software, this research only selected results published in peer-reviewed journals, excluding other published works such as books and conference papers. The work was then limited to works published in English-language journals, as other established tourism research groups working in this field may also publish journal articles in Chinese, Portuguese, Spanish, Japanese and Italian.

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A 30-YEAR REVIEW AND NEW CONCEPTUAL INSIGHTS INTO FOOD TOURISM MOTIVATION

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ABSTRACT

Culinary attractions have significantly influenced traveler preferences, underscoring the role of food tourism in the travel industry. This study systematically reviewed food tourism motivation literature from 1993 to 2023 to identify trends, methods, and the progression of motivational factors. Analyzing 53 peer-reviewed articles, the study distilled 85 motivational factors into 18 domains within four dimensions, forming the basis of a new food tourism motivation model. This model illuminates well-studied areas and identifies gaps in the literature. The insights derived from the model provide strategic direction for marketing, policy formulation, and future research, catering to the growing field of food tourism.

Keywords: local food; food tourism; tourism motivation; conceptual framework

Introduction

Food consumption is a rigid demand of tourists during the travel process. Local food is not only the main motivational factor that affects tourists' travel decisions (Birch & Memery, 2020; Smith & Xiao, 2008; Soltani et al., 2021; Sthapit et al., 2023), but also an element for tourists to obtain a supporting tourism food experience (Quan & Wang, 2004). Food tourism, culinary tourism, gastronomic tourism, cuisine tourism, gourmet tourism and tasting tourism, as important components and market segments of special interest tourism, continue to receive attention from academia and industry (Ellis et al., 2018; Rousta & Jamshidi, 2020). The expected revenue from the gastronomy tourism segment will impact the catering and hospitality industries, with food tourists soon becoming the most significant market segment in the catering, tourism, and hospitality industries[®]. Scholars believe that tourists' food consumption at the destination accounts for 1/3 of their tourism consumption expenditure (Apak & Gürbüz, 2023; Choe & Kim, 2018; Mynttinen et al., 2015; Rousta & Jamshidi, 2020; Telfer & Wall, 2000).

Motivation is a critical step in exploring the food tourism segment among tourists (J. Chen et al., 2023; Sun et al., 2024; Ullah et al., 2022). Continued investigation into the motivations behind tourists' interest in food tourism can uncover diverse factors driving this niche of travel. Uysal et al. (1993) first used food festivals as a research context to explore the motivations of food festival participants to participate in food festivals. Tourist motivations with destination food as the main purpose are usually developed

[®] <https://www.worldfoodtravel.org/what-is-food-tourism>

from two perspectives: the tourist subject and the tourism research context. The former such as foodstagrammers (Z. Chen et al., 2023), food enthusiasts (Ignatov & Smith, 2006), foodies (Su et al., 2020b), the latter such as food festivals (Yang et al., 2020), cooking courses (Agyeiwaah et al., 2019), food museums (Park et al., 2022), and food market tours (Dimitrovski & Crespi-Vallbona, 2017). Moreover, food tourism motivations mainly include specific food tourism contexts and motivations for consuming local food during travel. Specific food tourism contexts studies include food festivals (Choo & Park, 2020), cooking classes (Agyeiwaah et al., 2019; Azavedo, 2019), food market tours (Dimitrovski & Crespi-Vallbona, 2017), and food museums (Park et al., 2022). The other category studies focus on the specific motivating factors influencing local food consumption and preferences (Chang et al., 2010; Gurbaskan Akyuz, 2019; A.H.N. Mak et al., 2012; Seongseop et al., 2021; Sthapit et al., 2023; Wu et al., 2016). Therefore, the motivation for food tourism represents a heterogeneous and diverse area of study.

The existing systematic literature reviews address a range of topics, including the motivations of senior tourists (Otoo & Kim, 2020), factors influencing tourism route development (Anuar & Marzuki, 2022), the impact of travel bloggers on followers' decision-making (Maggiore et al., 2022), destination-specific food offerings (Jørstad et al., 2020), the integration of information and communication technology in food services (Gonzalez et al., 2022), and the key success factors for gastronomic tourism destinations (Long et al., 2023). Additionally, research has explored the determinants of the tourism food experience (Mensah et al., 2023), the role of the sharing economy in the food sector (Puram & Gurumurthy, 2023), and thematic elements of food tourism (Ali et al., 2024). While narrative reviews have shed light on motivational factors affecting food consumption by tourists (A.H.N. Mak et al., 2012; Nistor & Dezsi, 2022), and systematic reviews have integrated literature on food tourism (Ellis et al., 2018; Okumus et al., 2021), a significant gap in the research is the absence of a systematic literature review that specifically targets the motivations behind food tourism.

Current research acknowledges the heterogeneity among tourism market segments, the diversity of tourists' travel motivations, and the variability across different research contexts. This suggests an opportunity for the development of a more holistic model that encompasses the complexity of food tourism motivations. This study seeks to address this gap, offering a systematic examination of food tourism motivation to enhance the understanding of this significant aspect of travel motivation and contribute to the field.

In order to fill the gap, this research question set for the study are the following: What are the key trends, methodologies, and dimensions of tourists' food tourism motivations, and how have they evolved over time? And how can the diverse motivations for food tourism identified in the literature be integrated into a comprehensive conceptual model that reflects the evolution and current state of food tourism? This study is a valuable complement to the study of food tourism (Ellis et al., 2018) and the methods used in tourists' food tourism motivations (Ali et al., 2024). The purpose of this study is to: (1) identify relevant literature on tourists' motivations for food travel; (2) clarify the methods for researching tourists' motivations for food travel; (3) identify variables that are important in food travel motivation schemes; (4) compare the differences and similarities between tourists' motivations for food tourism under different research context and generations; (5) build a conceptual framework of tourists' motivations for food tourism.

Gaining a deep understanding of tourists' emerging motivations for engaging in various food-related tourism activities is crucial for developing effective strategies in tourism development and destination marketing within the food tourism sector (Dixit & Prayag, 2022; Park & Widayanta, 2022). This study provides key insights for industry stakeholders and destination managers to improve marketing efforts. It also offers a foundation for future research into food tourism motivations, which can inform innovative tourism strategies and enhance tourist satisfaction. The identified motivations can guide further empirical studies in this area.

The study will proceed as follows: an overview of existing research will be provided, research methods will be explained, and then the research results will be presented. These results will discuss the classification of food tourism motivations, the development of a conceptual framework, and a comparison of motivations across different situations and tourist cohorts. Finally, the study will summarize the conclusions, limitations, and suggest directions for future research.

Methodology

Research scope

For the purposes of this study, the concept of tourists' food tourism motivations is primarily associated with participation in food festivals, visits to local food markets, engagement in cooking courses, and exploration of food museums, as well as instances where local cuisine is a principal travel motivator. The rationale for this delineation is twofold: Firstly, the definition of food tourism is explicitly framed within research contexts such as food festivals, food market tours, cooking classes, and food museums, as articulated by Y. H. Kim et al. (2009) and Smith and Costello (2009). Secondly, there is a subjective challenge in discerning whether tourists consider local food as the central reason for their travel or merely as a casual aspect of the experience, complicating the objective measurement of food tourism motivation as discussed by Correia et al. (2009) and Ignatov and Smith (2006).

Selection and screening of relevant literature

The literature screening mainly adopts the systematic literature review methodology (Khoo-Lattimore et al., 2019; Tranfield et al., 2003). The literature review started by picking out specific academic journals and carefully going through the collected articles. This study concentrates on understanding why tourists are motivated by food experiences during their travels. To do this, an in-depth review of articles from peer-reviewed journals published from 1993 to 2023 was carried out. There are two main reasons for organizing the research in this way: first, reviews of earlier studies show that researchers started to pay attention to why tourists are interested in food-related activities in the 1990s (A.H.N. Mak et al., 2012; Smith et al., 2010; Uysal et al., 1993); Second, the time frame from 1993 to 2023 covers 30 years, which provides a broad period for a more effective comparison of the reasons why tourists are drawn to food experiences across various contexts, generations, and types of tourist groups. This study carried out a systematic review of articles retrieved from academic search engines such as Web of Science, Google Scholar, and Scopus. The selection of these search engines was based on several advantages: Firstly, they aggregate a wide array of databases from academic journals that span the fields of tourism, food, leisure, festivals, and the hospitality industry. Secondly, as Becken (2013), Law and van der Veen (2008), Park and Kim (2021) (2021) and Cunil et al. (2023) asserts, research related to tourism within these databases is frequently cited. Thirdly, the use of multiple search engines allows for data triangulation, increasing the likelihood that the study includes as comprehensive a collection of relevant publications as possible.

This study utilized the 'Article Title/Abstract/Keywords/Author' search fields in Scopus and the 'Author/Title/Source/Abstract' search terms in Web of Science, employing Boolean operators to execute a thorough and systematic investigation into tourists' food tourism motivations covering the years from 1993 to 2023. This study refined the focus of the research topic and narrowed the search scope by integrating search terms such as 'food tourism', 'culinary tourism', 'gastronomy tourism', 'motivation', and 'travel motivation'. To ensure a comprehensive literature search, the study employed a two-pronged approach: first, Google Scholar was used to identify any relevant articles that might have been missed initially; then, reference tracing from the identified studies provided additional sources on tourists' motivations for food tourism. The search concluded on December 31, 2023. This study established specific paper screening criteria to ensure relevance and focus: (1) the selection was confined to journals specializing in tourism, which encompass hospitality, food, and festivals; (2) only papers that at least partially address tourists' food travel motivations were considered; (3) any duplicate documents were removed. The choice of journals was restricted to those related to tourism, food, hospitality, and events as recognized in previous research (B. Okumus et al., 2018; Okumus et al., 2021; F. Okumus et al., 2018).

This study's research team, after an initial examination of the literature, employed a snowballing technique to trace and select references from previous research articles. Recent review articles on food tourism served as a foundation for the current study (Ali et al., 2024; Ellis et al., 2018; Jørstad et al., 2020), with the research team analyzing these papers for topic relevance. Furthermore, the references within these review articles were systematically followed. The inclusion criteria were set to select only full-text papers that are empirical studies. As a result, the research team deliberately excluded theoretical, conceptual, and review articles, as well as conference papers and theses. The selection was also limited to papers published in English. Following the initial filtering process, the research team identified 89 papers. However, further screening was deemed necessary to refine the selection.

Ultimately, the research scope was confined to articles that delve into the motivations behind tourists' food-related activities within specific contexts, such as food festivals, cooking classes, food market tours, and food museums, referencing works like González Santa Cruz et al. (2020) and Park et al. (2022). The literature screening process employed by the study is depicted in Figure 1. After excluding 36 individual articles that did not meet the requirements of this study, a total of 53 studies were finally included in the analysis.

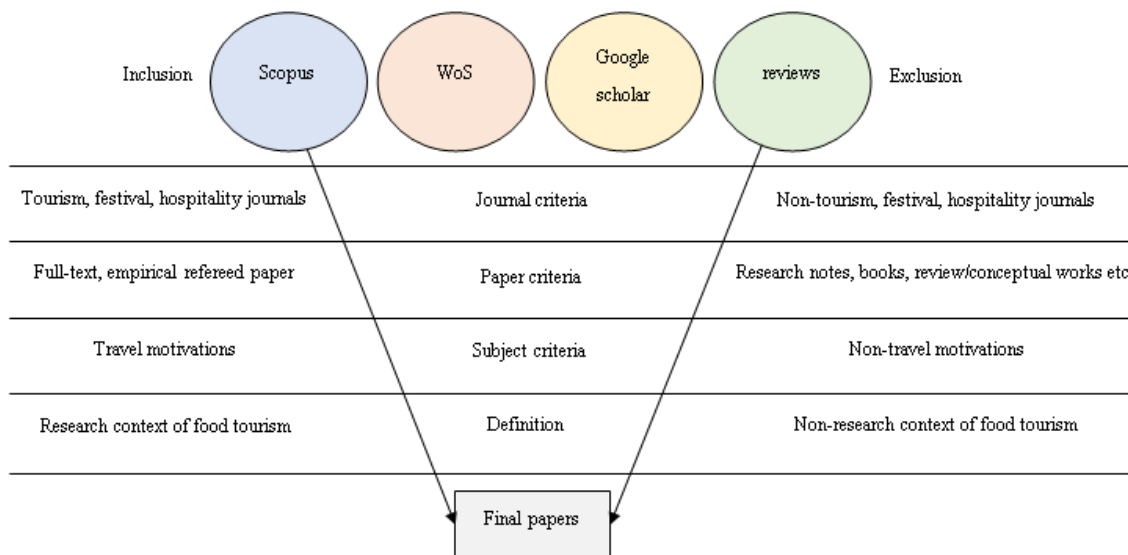


Figure 1: Processes involved in paper selection

In the initial phase, this study performed a descriptive statistical analysis on various aspects of the 53 selected articles, including context of those studies, location, research method, sampling approach, data collection method, measurement scale, item presentation, sample sizes. Subsequently, from these articles, a total of 1,013 items related to tourists' motivations for food tourism were extracted. These items were then consolidated, with a focus on aligning them by the similarity and consistency of their underlying connotations. Through this process, 85 sub-domains of motivational items were identified. Building on this, the study refined these sub-domains by further analyzing the connotations and meanings, ultimately grouping them into 18 broader domains. These domains were then synthesized into four distinct dimensions, laying the groundwork for a conceptual framework that maps out the motivations for tourists' food tourism. Each of the four dimensions was described in detail, providing a comprehensive understanding of the factors that drive tourists' interest in food-related experiences. Lastly, the study compared these motivations across different situations and generational cohorts, highlighting the nuances and variations in food tourism motivations.

Findings and model development

This study retrieved a total of 53 studies related to tourists' food travel motivations. These studies were mainly from tourism, food, leisure, festival, and hospitality journals. Table 1 offers a consolidated view of the various methodologies utilized in the current body of research. It organizes the literature by author names, publication journals, location, research methods, sampling techniques, data collection method, measurement scales, methods of item presentation, numbers of participants, as well as journal quality ranking. According to the Australian Business Dean Council (ABDC) journal quality list, the study found that the number of papers varies at different levels. For example, A * journals have 8 papers, A journals have 21 papers, B journals have 10 papers, C journals have 3 papers, and journals without rankings have 11 papers (as shown in Table 1). Within the research landscape, quantitative research is the most prevalent, with 40 instances identified, compared to 8 in qualitative and 5 in descriptive studies. This underscores the dominance of quantitative methods.

Table 1: Publications on tourists' food tourism motivations (realignment: authors' publication year)

#	Author(s)	Journal	Location	Method	Sampling	Data collection	Measurement scale	Item presentation	N=	ABDC
1	Uysal et al (1993)	FMET	U.S.	Quant.	Sys Rnd	QSTN	5-pt	FA	174	NA
2	Crompton et al (1997)	ATR	U.S.	Quant.	N. Rept.	QSTN	5-pt	FA	1496	A*
3	Nicholson et al (2001)	JTR	NZ	Quant.	Sys Rnd	QSTN	5-pt	FA	636	A*
4	Park et al (2008)	JTTM	U.S.	Quant.	Rnd.	QSTN	5-pt	PCA	475	A
5	Smith et al (2009)	JHMM	U.S.	Quant.	Conv. Rnd	QSTN	5-pt	FA	1326	A
6	Kim et al (2009)	IJHM	UK	Qual.	Snowb.	INTV	Desc.	Desc.	20	A*
7	Kim et al (2010)	JQAHT	U.S.	Quant.	N. Rept.	QSTN	7-pt	FA	305	B
8	Smith et al (2010)	JQAHT	U.S.	Quant.	Conv.	QSTN	5-pt	FA	1326	B
9	Chang (2011)	EM	U.S.	Quant.	Rnd.	QSTN	7-pt	FA	129	A
10	Chang et al (2011)	EM	U.S.	Quant.	Rnd.	QSTN	7-pt	FA	129	A
11	Savinovic et al (2012)	JTTM	AUS	Quant.	Rnd.	QSTN	5-pt	FA	183	A

12	Kim et al (2012)	TM	ES, UK	Quant.	Conv.	QSTN	7-pt	FA	482	A*
13	Kim et al (2013)	IJHM	SK, ES, UK	Quant.	Conv.	QSTN	7-pt	FA	751	A*
14	Mak et al (2013)	IJHM	HK	Qual.	Purp.	INTV	Elmt Sel.	CA	29	A*
15	Gagic et al (2013)	JFAE	SRB	Quant.	Rnd.	QSTN	5-pt	FA	153	NA
16	Kim et al (2013)	EM	AUS	Quant.	Rnd.	QSTN	5-pt	FA	183	A
17	Hu et al (2013)	JCTR	CHN	Quant.	Conv.	QSTN	5-pt	Desc.	691	B
18	Hattingh et al (2016)	AJHTL	SA	Desc.	Sys. Purp.	QSTN	Ord.	Desc.	300	NA
19	Mak et al (2017)	APJTR	HK	Quant.	Purp.	QSTN	7-pt	FA	456	A
20	López-Guzmán et al (2017)	BFJ	EC	Quant.	Conv.	QSTN	5-pt	Desc.	478	B
21	Kim et al (2019)	TMP	JPN	Qual.	N. Rept.	INTV	Desc.	Thm. Anlys.	26	A
22	Suntikul et al (2020)	JCTR	HK	Quant.	Conv. & Snowb.	QSTN	5-pt	Desc.	308	B
23	Choo et al (2020)	APJTR	SK	Quant.	Sys.	QSTN	5-pt	CFA	431	A
24	Su et al (2020a)	CIT	Global	Quant.	N. Rept.	QSTN	7-pt	FA	335	A
25	Chang et al (2021)	BFJ	TW	Quant.	Purp.	QSTN	5-pt	CFA	480	B

26	Vila et al (2021)	JST	ES	Qual.	N. Rept.	INTV, PT Obs.	Desc.	Desc.	48	A*
27	Li et al (2021)	IJTR	CHN	Qual.	Theo.	INTV, PT Obs.	Desc.	Desc.	20	A
28	Galati et al (2023)	JFBR	ITA	Quant.	Conv.	QSTN	7-pt	PCA	417	C
29	Su et al. (2020b)	APJTR	None	Quant.	Non-prob. Conv.	QSTN	7-pt	FA	335	A
30	Chang et al (2010)	ATR	AUS	Qual.	Purp.	Fo. Grp, INTV, PT Obs.	Desc.	NA	25	A*
31	Ignatov et al (2006)	CIT	CA, U.S.	Desc.	N. Rept.	QSTN	Desc.	Desc.	1553	A
32	Dimitrovski et al (2017)	JTTM	ES	Quant.	Conv.	QSTN	7-pt	CFA	200	A
33	López-Guzmán et al (2017)	JIFAM	EC	Desc.	Conv.	QSTN	5-pt	Desc.	414	B
34	Azavedo (2019)	AJES	TH	Qual.	Rnd.	PT Obs., INTV	4-pt	Desc.	43	NA
35	Agyeiwaah et al (2019)	JTTM	TH	Quant.	Conv.	QSTN	5-pt	CFA	300	A
36	McKercher et al (2008)	JTTM	HK	Desc.	Sys.	QSTN	3-pt	Desc.	769	A
37	Çela et al (2007)	ML	U.S.	Quant.	Rnd.	QSTN	5-pt	FA	180	NA
38	López-Guzmán et al (2018)	GTG	EC	Desc.	Non.prob.	QSTN	5-pt	Desc.	516	NA

39	Berbel-Pineda et al (2019)	IJGFS	ES	Quant.	N. Rept.	QSTN	5-pt	Desc.	325	NA
40	Lee et al (2021)	SUS	U.S.	Quant.	N. Rept.	QSTN	7-pt	CFA	450	NA
41	Zhang et al (2019)	TA	U.S.	Quant.	N. Rept.	QSTN	7-pt	PCA	450	A
42	Yang et al (2020)	TMP	MO	Quant.	Conv.	QSTN	11-pt	CFA	52	A
43	Pérez-Priego et al (2019)	SUS	ES	Quant.	Conv.	QSTN	5-pt	Desc.	581	NA
44	Levitt et al (2019)	IJHTA	U.S.	Quant.	N. Rept.	QSTN	7-pt	PCA	725	B
45	Levitt et al (2019)	THR	U.S.	Quant.	N. Rept.	QSTN	7-pt	PCA	430	B
46	Testa et al (2019)	SUS	ITA	Quant.	Snowb.	QSTN	7-pt	FA	383	NA
47	Viljoen et al (2017)	IJCHM	SA	Quant.	Rnd.	QSTN	5-pt	FA	519	A
48	Kim et al (2016)	JHTR	SK	Quant.	Conv.	QSTN	7-pt	CFA	421	A
49	Mason et al (2009)	JFBR	ITA	Quant.	N. Rept.	QSTN	7-pt	FA	279	C
50	Correia et al (2009)	IJTP	PT	Quant.	Strast.	QSTN	5-pt	FA	377	C
51	Almeida et al (2017)	JGT	PT	Quant.	N. Rept.	QSTN	7-pt	FA	392	NA
52	Li et al (2023)	JCTR	MO	Quant.	Conv.	QSTN	7-pt	CFA	292	B

53	Park et al (2022)	TRR	CHN	Qual.	N. Rept.	INTV	Desc.	Thm. Anlys.	20	A

Note: *foodstagrammers usually refer to foodies and food tourists who frequently use Instagram.

Location row: NZ = New Zealand; ES = Spain; AUS = Australia; SK = South Korea; SRB = Serbia; CHN = Mainland China; SA = South Africa; ITA = Italy; EC = Ecuador;

JPN = Japan; CA = Canada; TH = Thailand; TW = Taiwan; MO = Macau; PT = Portugal.

Method row: Quant. = quantitative; Qual. = qualitative; Desc. = Descriptive.

Sampling row: Sys Rnd = systematic random sample; Conv. = convenience sample; N. Rept. = Not reported; Rnd. = random sample; Snowb. = Snowball sampling; Purp. = purposive sample; Stratt. = stratified random sample; Conv. Rnd = convenient random sample; Sys. Purp. = systematic purposive sampling; Sys. = systematic sample; Non.prob. = non-probabilistic sampling; Theo. = Theoretical sample; Non-prob. Conv. = nonprobability convenience sampling.

Data collection row: QSTN= Questionnaire; INTV = Interview; PT Obs. = participant observation; Fo. Grp = focus group.

Measurement scale row: 3-pt = 3-point Likert scale; 4-pt = 4-point Likert scale; 5-pt = 5-point Likert scale; 7-pt = 7-point Likert scale; 11-pt = 11-point Likert scale; Desc. = Descriptive; Ord. = Ordinal scale; Elmt Sel. = Element selection.

Item presentation row: FA = factor analysis; PCA = Principal component analysis; CA = content analysis; Thm. Anlys. = thematic analysis; CFA = confirmatory factor analysis; NA = narrative analysis; Desc. = Descriptive.

ABDC row: NA = Not Available

Academic Journal of Economic Studies (AJES, 1), African Journal of Hospitality, Annals of Tourism Research (ATR, 2); Asia Pacific Journal of Tourism Research (APJTR, 3); British Food Journal (BFJ, 2); Current Issues in Tourism (CIT, 2); Event Management (EM, 3); Festival Management & Event Tourism (FMET, 1), GeoJournal of Tourism and Geosites (GTG, 1), International journal of contemporary hospitality management (IJCHM,1), International Journal of Gastronomy and Food Science (IJGFS, 1), International Journal of Hospitality & Tourism Administration (IJHTA,1), International Journal of Hospitality Management (IJHM, 3); International Journal of Tourism Policy (IJTP,1), International Journal of Tourism Research (IJTR,1), Journal of China Tourism Research (JCTR, 3); Journal of Food, Agriculture and Environment (JFAE, 1), Journal of Foodservice Business Research (JFBR, 2); Journal of Gastronomy and Tourism (JGT,1), Journal of Hospitality & Tourism Research (JHTR,1), Journal of Hospitality Marketing & Management (JHMM, 1), Journal of International Food & Agribusiness Marketing (JIFAM, 1), Journal of Quality Assurance in Hospitality & Tourism (JQAHT, 2); Journal of Sustainable Tourism (JST, 1), Journal of Travel & Tourism Marketing (JTTM, 5); Journal of Travel Research (JTR, 1), Managing Leisure (ML, 1), Sustainability (SUS, 3); Tourism Analysis (TA,1), Tourism and Hospitality research (THR,1), Tourism and Leisure (AJHTL, 1), Tourism Management (TM, 1), Tourism Management Perspectives (TMP, 2); Tourism Recreation Research (TRR, 1).

Among the 53 papers analyzed, the pursuit of local culinary experiences stands out as the primary driver of food tourism, highlighted in 28 studies. Food festivals, featured in 21 papers, represent the most prevalent specific setting for such research. Studies on cooking classes (2), food market tours (1), and food museums (1) are less common, but they contribute to the diversity of contexts explored. In line with Smith and Costello (2009), food festivals are often framed as events that encapsulate the essence of food tourism, while Kim, Eves, and Scarles (2009) have noted their pivotal role in displaying the varied motivations of food tourists. The literature's focus on food festivals underscores their importance in understanding food tourism motivations, reinforcing the need for standardized research criteria in this field.

Regarding the measurement of items, the Likert scale was employed in 44 studies, with 7 studies predominantly utilizing descriptive analysis. Element selection and the ordinal scale were each applied in one study. These trends point to the relative scarcity of qualitative research on tourists' motivations for food tourism. Of the 8 qualitative studies, only two employed specific analytical methods: grounded theory as used by Y. G. Kim et al. (2009), and the Repertory grid method (RGM) as applied by Mak et al. (2013). This suggests there is a gap in the in-depth exploration of tourists' motivations for engaging in food tourism. In terms of sampling methods, 14 studies failed to report their methods. Convenience sampling was the predominant method, employed in 13 studies, while random sampling was employed in 9 studies, making them the leading sampling strategies in the research reviewed. Purposive sampling was used in 4 studies, with snowball sampling, systematic sampling, and systematic random sampling each represented in 2 studies. Other sampling methods, such as convenient random sampling, non-probabilistic sampling, stratified random sampling, theoretical sampling, nonprobability convenience sampling, a combination of convenience and snowball sampling, and systematic purposive sampling, were each applied in a single study. In terms of data collection, from the perspective of using a single method to collect data, questionnaires (45) are the most commonly used, followed by interviews (4); from the perspective of using mixed methods to collect data, interviews and participant observation (3) are used the most, followed by focus group interviews and participant observation (1).

In examining the publication growth, Figure 2 illustrates the yearly distribution of articles on food tourism motivation. There is a noticeable uptrend in research within this area over the years. Between 2013 and 2023, a total of 35 articles on the topic were published. The peak years for publication were 2019 with 9 articles, followed by 2017 with 6, and both 2013 and 2020 with 5 articles each. The years 2021 and 2009 saw 4 publications each.

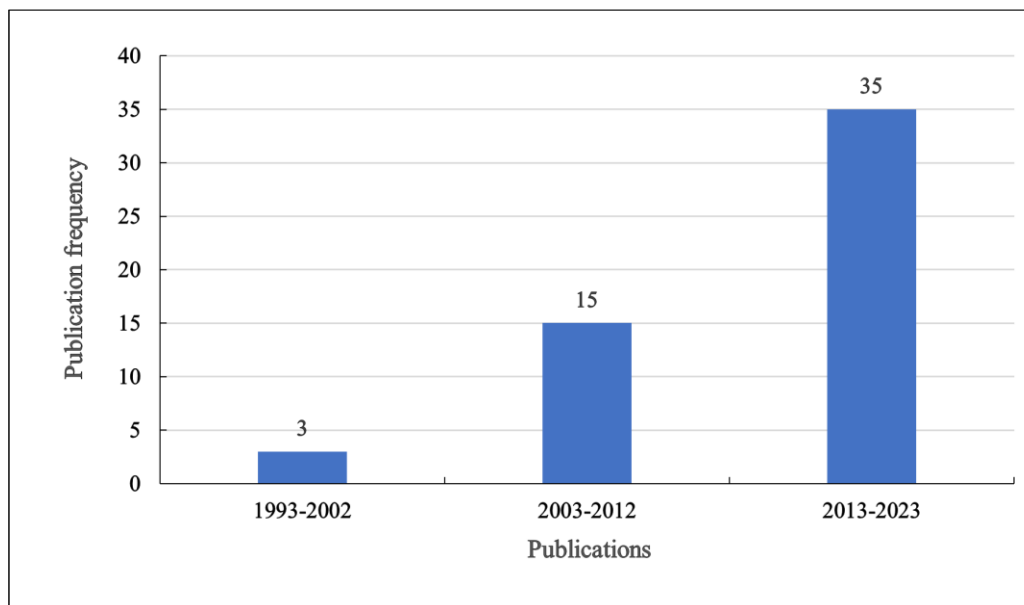


Figure 2: Yearly publication trends

Food tourism motivations

Tourists who travel primarily to enjoy the local cuisine at a destination are considered as food tourists. They represent a special interest tourism market segment that has historically been considered non-competitive and overlooked (Correia et al., 2009; Trauer, 2006). The focus on food tourism as a market segment has gained traction among researchers in recent years, leading to a diverse array of findings on the motivations driving tourists to engage in food tourism activities.

This study aims to clarify motivational factors in food tourism by conducting a content analysis of existing literature, coding motivation items into primary and secondary categories. By grouping motivations with similar meanings, new categories naturally emerged, addressing potential classification discrepancies noted by Leung et al. (2017). A two-step validation ensured alignment with established motivational categories like relaxation, exploration, and social interaction, affirming the theoretical soundness of the research (Pearce & Lee, 2005; Ryan, 1998). This alignment with recognized frameworks ensuring the theoretical robustness and practical relevance of the findings (Beard & Ragheb, 1983; Crompton, 1979; Dann, 1977; Dann, 1981; Iso-Ahola & Allen, 1982). In this study, four tourism scholars meticulously reviewed the motivations, refining them over two rounds and utilizing methods like focus groups as suggested by Kim et al. (2018), to reach a consensus on the final list, ensuring both theoretical coherence and practical relevance.

In this study, after an in-depth analysis of the collected studies, 1,013 motivation items were extracted from the 53 studies extracted in the systematic review. Upon analysis, 85 unique motivational sub-domains emerged. A comprehensive table has been constructed to categorize the studies included in the literature review (detailed in the supplementary file). It assigns a numerical label ranging from 1 to 53 to each study, compiles the sum of motivational items found within individual papers (section a), aggregates the frequency of these motivational items across all papers (section b), totals the number of motivational items within a specific study (section c), and delineates the identified dimensions of food

tourism motivation in section 'd'. For example, the study by Uysal et al. (1993), designated as number 1, mostly presents motivations as unique single items derived from the 85 identified in the analysis. Notably, 'Family together/togetherness' appears twice, 'being with relatives/family/people' is represented by 4 items, and 'enjoy activities/event' is also depicted with 4 items, demonstrating that these particular motivations have multiple corresponding entries.

Table 2 offers a detailed synopsis, derived from an extensive literature review, that showcases the frequency and hierarchical ranking of 85 unique motivations for food tourism. Furthermore, it tabulates the prevalence and respective rankings of these motivations within the 18 principal domains identified through content analysis. The rankings are assigned based on the frequency with which each motivation is mentioned in the literature. To quantify the average significance of each domain, mathematical formulas have been employed to calculate their means. This involved dividing the frequency of occurrence for each motivational sub-domain (i) by the total sum (Σ) of the number (n) of subcategories (SD) within each main domain. The analysis included an assessment of both the occurrence of papers and the frequency of motivational items, with the respective counts designated by the letter "a" and "b" (detailed in the supplementary file), allowing for a calculated comparison. The rankings are ordered from high to low based on the average frequencies of the main 18 domains and their respective 85 sub-domains. When the average of the overall rankings is the same, such as 'cultural exploration' and 'variety & novelty', their ranking is treated at the same level, in this case, the rankings for these two domains are ranked at 3. Accordingly, the overall ranking of the following domain 'escape' is recorded as 5 instead of 4 because there were two domains ranked as 3. This is the way the rest of the ranking takes place and are ordered.

$$SD = \Sigma (SD1 + SD2 + SD3 + \dots + SDi) / n$$

Taking item frequency as an example, the calculation formula of the sustainability domain (coded as SU) is as follows:

$$\Sigma (3 + 4 + 2 + 2 + 3) / 5 = 2.80$$

The ranking is calculated based on the average (Chan & Owusu, 2017). In order to ensure the overall ranking of motivations, the paper frequency ranking (ranking 1) and the item frequency ranking (ranking 2) were added and then divided by 2. The calculation formula is as follows:

$$\text{Overall rank position} = \Sigma (\text{Rank1} + \text{Rank2}) / 2$$

In conclusion, the analysis of food tourism motivation literature as depicted in Table 2 reveals that the five most prevalent motivation domains are 'enjoyment' (ENJ), 'socialization' (SO), 'cultural immersion' (CI), 'variety & novelty' (VN), and 'escape' (ES). Among the 85 unique motivational factors identified (or sub-domains) are 'learning local culture' (CI3), 'experiencing novel things' (VN1), 'being with friends/family/people' (SO4), 'family togetherness' (SO2), and 'rest and relaxation' (ENJ1). These findings underscore the complex interplay of personal, social, and cultural factors that drive food tourism. It is evident that the motivations for participating in food tourism activities are distinct not only from the motivations behind other forms of tourism but also vary within the food tourism sector itself, including motivations for attending food festivals, visiting food markets, participating in cooking classes, and engaging with food museums (Agyeiwaah et al., 2019; Dimitrovski & Crespi-Vallbona, 2017; S. Kim et al., 2013; Park et al., 2022).

Table 2: Domain ranking of tourists' food tourism motivations

No.	Main domains	Sub-domains	Code	Paper frequency		Item frequency		Total rank
				Mean	Rank	Mean	Rank	
1.0	Enjoyment		ENJ	30.20	1	16.60	1	1
1.1		Rest & Relaxation	ENJ1	–	6	–	4	5
1.2		Excitement	ENJ2	–	8	–	9	9
1.3		Enjoy food & wine	ENJ3	–	8	–	10	9
1.4		Enjoy activities/event	ENJ4	–	7	–	10	9
1.5		Sounded fun	ENJ5	–	31	–	30	31
2.0	Socialization		SO	26.00	2	15.50	2	2
2.1		Being with friends/family/people	SO1	–	2	–	3	3
2.2		Family together/togetherness	SO2	–	4	–	5	5
2.3		Seeing/meeting new people	SO3	–	12	–	12	12
2.4		Increases family/friendship bonds	SO4	–	15	–	15	15

2.5		Exchange ideas	SO5	–	39	–	30	35
2.6		Contact with experts & producers	SO6	–	35	–	36	36
3.0	Cultural immersion		CI	18.20	4	13.60	3	3
3.1		Learning local culture	CI1	–	2	–	1	2
3.2		Different lifestyles	CI2	–	15	–	12	14
3.3		Discover different tastes	CI3	–	27	–	23	25
3.4		Foodways & customs	CI4	–	49	–	39	44
3.5		Learn about food traditions	CI5	–	67	–	67	67
4.0	Variety & novelty		VN	19.17	3	13.50	4	3
4.1		Experience novel things	VN1	–	1	–	2	2
4.2		Variety of food/things	VN2	–	11	–	8	10
4.3		Special experience	VN3	–	27	–	23	25
4.4		Satisfy curiosity	VN4	–	31	–	26	29
4.5		Adventurous	VN5	–	54	–	39	47

4.6		Sense of discovery	VN6	–	67	–	57	62
5.0	Escape		ES	16.00	6	9.67	5	5
5.1		Change routine	ES1	–	10	–	7	9
5.2		Improve mental wellbeing	ES2	–	27	–	36	32
5.3		Reveal my other self	ES3	–	43	–	57	50
6.0	Status		ST	16.33	5	9.33	6	5
6.1		Share experience with others	ST1	–	5	–	5	5
6.2		Prestige	ST2	–	61	–	44	53
6.3		Ego	ST3	–	75	–	67	71
7.0	Value		VA	11.50	7	7.50	9	8
7.1		Good value of money	VA1	–	20	–	30	25
7.2		Quality	VA2	–	35	–	34	35
8.0	Health concern		HC	9.17	8	7.67	8	8
8.1		Ingredients/materials	HC1	–	14	–	12	13

8.2	Nutritious/nutritional equilibrium	HC2	–	20	–	15	18
8.3	Maintain good health	HC3	–	31	–	26	29
8.4	Healthy food	HC4	–	35	–	44	40
8.5	Safe/low risk	HC5	–	75	–	67	71
8.6	Hygiene	HC6	–	75	–	79	77
9.0	Food-related sensory appeal	FSA	9.00	9	8.50	7	8
9.1	Food aesthetic	FSA1	–	15	–	18	17
9.2	Tastes good/delicious	FSA2	–	20	–	18	19
9.3	Smells nice/delicious	FSA3	–	27	–	23	25
9.4	Taste different	FSA 4	–	39	–	30	35
9.5	Pleasant texture	FSA 5	–	61	–	44	53
9.6	Multisensorial engagement	FSA 6	–	75	–	67	71
10.0	Learning knowledge	LK	8.25	10	7.00	10	10
10.1	Increase knowledge (wine and food)	LK1	–	15	–	22	19

10.2		Develop cooking skills	LK2	–	35	–	29	32
10.3		Intellectual enrichment	LK3	–	61	–	44	53
10.4		Cooking/cooking equipment demonstrations	LK4	–	54	–	57	56
11.0	Authentic experience		AE	7.50	12	6.00	11	11
11.1		Authentic food experience	AE1	–	20	–	15	18
11.2		Authentic local foods	AE2	–	43	–	44	44
11.3		Famous/special/must-try food	AE3	–	49	–	57	53
11.4		Authentic activities	AE4	–	67	–	57	62
12.0	Business services		BS	7.67	11	3.00	16	13
12.1		Friendly service	BS1	–	25	–	44	35
12.2		Convenient	BS2	–	43	–	44	44
12.3		Product information	BS3	–	67	–	79	73
13.0	Environment		ENV	7.17	14	5.67	12	13
13.1		Atmosphere/ambience	ENV1	–	25	–	26	26

13.2		Decoration/environment	ENV2	–	31	–	34	33
13.3		Music/entertainment	ENV3	–	49	–	44	47
13.4		Original place	ENV4	–	54	–	39	47
13.5		Traditional setting	ENV5	–	54	–	44	49
13.6		Area cleanliness	ENV6	–	61	–	44	53
14.0	Food tourism appeals		FTA	5.71	15	4.57	13	14
14.1		Shops & food markets	FTA1	–	13	–	18	16
14.2		Food festivals, events & activities	FTA2	–	15	–	18	17
14.3		Restaurants	FTA3	–	75	–	67	71
14.4		Food tours	FTA4	–	82	–	79	81
14.5		Cooking classes	FTA5	–	82	–	79	81
14.6		Food stalls	FTA6	–	82	–	79	81
14.7		Food villages	FTA7	–	82	–	79	81
15.0	Familiarity & preferences		FP	7.50	13	3.25	15	14

15.1		Familiar food/place	FP 1	–	20	–	36	28
15.2		Personal preference	FP2	–	43	–	57	50
15.3		Preferred flavor/cooking method	FP3	–	54	–	67	61
15.4		Eating habit	FP4	–	61	–	67	64
16.0	External social influences		ESI	5.00	17	3.33	14	15
16.1		Restaurants recommended by media	ESI1	–	43	–	39	41
16.2		Marketing & media exposure	ESI2	–	49	–	44	47
16.3		Popularity/recognized	ESI3	–	75	–	79	77
17.0	Sustainability		SU	5.60	16	2.80	18	17
17.1		Social sustainability	SU1	–	39	–	44	42
17.2		Community support	SU2	–	43	–	57	50
17.3		Environmentally sustainable	SU3	–	39	–	67	53
17.4		Organic certified	SU4	–	67	–	57	62
17.5		Local economy	SU5	–	75	–	67	71

18.0	Local destination appeals	LDA	4.14	18	3.00	17	17
18.1	Arts, crafts & souvenirs	LDA1	–	54	–	39	47
18.2	Natural appeals	LDA2	–	49	–	57	53
18.3	Cultural historic appeals	LDA3	–	61	–	44	53
18.4	Landmark & sightseeing	LDA4	–	54	–	57	56
18.5	Nightlife/city life	LDA5	–	67	–	67	67
18.6	Trendy place	LDA6	–	67	–	67	67
18.7	Availability & location (shopping/event)	LDA7	–	67	–	67	67

Classification of motivations for food tourism

Table 2 reveals the diverse motivations driving tourists towards food tourism. To gain a deeper insight into these motivations, the present study has conducted a reclassification by analyzing their meanings and interrelationships, as illustrated in Figure 3. Through a systematic review, the study has identified a total of 18 distinct domains that encompass the 85 unique motivations for food tourism, underscoring the complexity and multidimensional nature of these incentives. Each domain is ranked from 1 to 18 to reflect its relative significance, with further delineation into 85 subdomains to provide a comprehensive overview of the motivational landscape in food tourism. Recognizing the lack of consensus in motivation classification, this study proposes four key motivation dimensions: response, stimulus, physiological, and psychological. This conceptual model offers a comprehensive view of the factors influencing food tourism, enhancing our understanding of this behavior, which is discussed below.

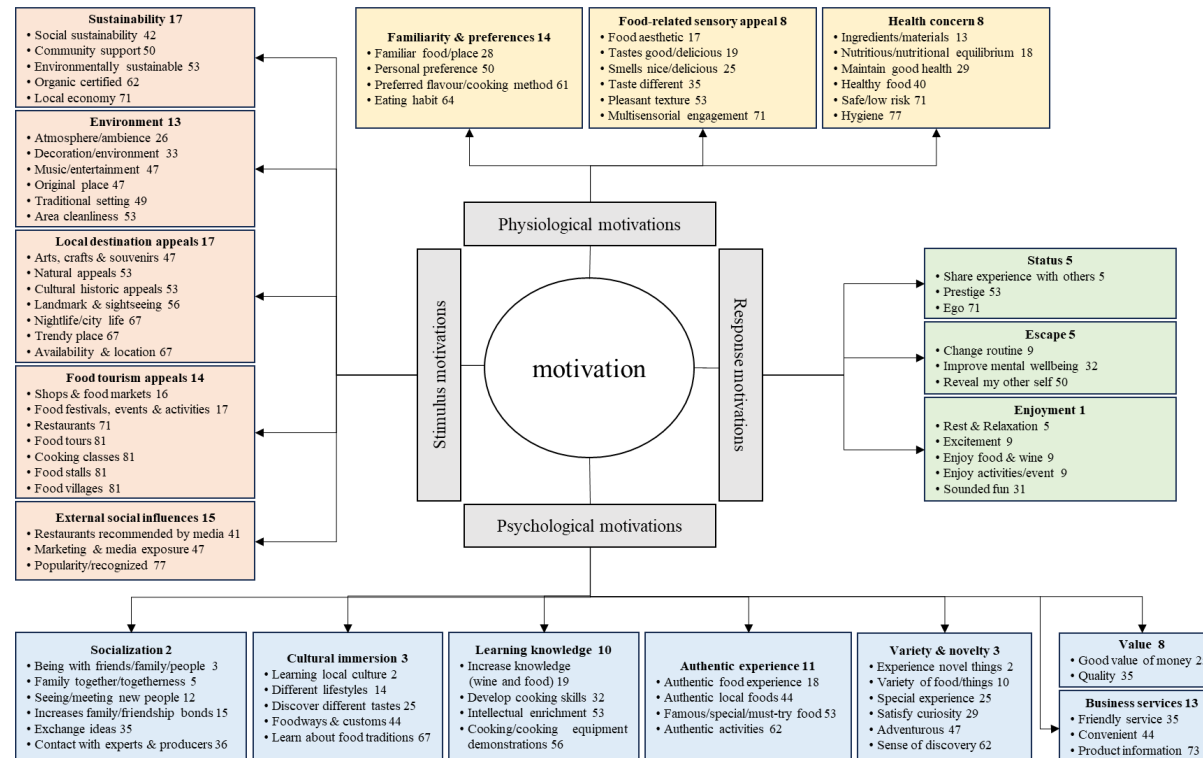


Figure 3: Conceptual framework for tourists' food tourism motivation

Response motivation

The response motivation encompasses the tourists' intrinsic psychological needs, which include the desire to enhance their mental well-being. Upon analysis, three distinct domains emerge within response motivation: escape, enjoyment and status. The escape domain in food tourism motivation captures the desire to break free from the monotony of daily life. Tourists seeking escape aim to disrupt their routine, enhance mental well-being, and express aspects of their identity that are less visible in their usual environment. Breaking daily routines can include escaping from the mundane (Chang et al., 2021; McKercher et al., 2008; Nicholson & Pearce, 2001), introducing a new pattern to daily life (Chang, 2011; Chang & Yuan, 2011; Uysal et al., 1993), and seeking a different tempo from everyday existence (Choo & Park, 2020; Nicholson & Pearce, 2001; Uysal et al., 1993). This can also mean avoiding noise and crowds (Dimitrovski & Crespi-Vallbona, 2017; Y. G. Kim et al., 2009; Y. G. Kim et al., 2013) and engaging in behavior that brings comfort and meaning (Park et al., 2022; Suntikul et al., 2020). Improving mental well-being is another key aspect, which may involve alleviating boredom (Crompton & McKay, 1997; Gagic et al., 2013; López-Guzmán, Uribe-Lotero, et al., 2017), reducing daily stress (Gagic et al., 2013; S. Kim et al., 2013; Savinovic et al., 2012), enjoying a day out (Choo & Park, 2020; Mason & Paggiaro, 2009; Park et al., 2008), and mitigating feelings of stagnation and tension (Crompton & McKay, 1997). Lastly, revealing one's other self pertains to the opportunity for tourists to be more genuine and express their inner selves openly (Crompton & McKay, 1997; Kim et al., 2019), which can be an intrinsic part of the food tourism experience.

Enjoyment in food tourism is driven by the intrinsic need for pleasure from novel culinary experiences, often linked with the desire to escape daily life. This pursuit of enjoyment leads to both relaxation and excitement, allowing tourists to experience a sense of physical and mental liberation. Indulging in local cuisine or participating in food festivals can provide psychological and physical pleasure, contributing to excitement within a relaxed state. The motivation for enjoyment includes not worrying about daily routines (Almeida & Garrod, 2017; Kim & Eves, 2016; Li & Qiu, 2023), having a good time (Çela et al., 2007; Gagic et al., 2013; Uysal et al., 1993), and enjoying leisure days or weekends away (Choo & Park, 2020; Park et al., 2008). Excitement is sought through stimulating and thrilling experiences (Kim & Eves, 2012; Lee & Kwon, 2021; Smith & Costello, 2009), feeling exhilarated (Almeida & Garrod, 2017; Kim & Eves, 2016; Li & Qiu, 2023), and seeking out thrilling activities (Lee & Kwon, 2021; Nicholson & Pearce, 2001; Park et al., 2008). The motivation for enjoyment can be found in appreciating festival crowds (Lee & Kwon, 2021; Nicholson & Pearce, 2001; Park et al., 2008), experiencing entertainment (Choo & Park, 2020; Lee & Kwon, 2021; Savinovic et al., 2012), and enjoying special events or festivals (Lee & Kwon, 2021; Nicholson & Pearce, 2001; Yang et al., 2020). This form of motivation is also fulfilled by the enjoyment of food and wine tasting experiences (Çela et al., 2007; Choo & Park, 2020; Park et al., 2008). Lastly, the simple appeal of something that 'sounded fun' is also a significant factor in tourist enjoyment (Chang & Yuan, 2011; Smith & Costello, 2009; Yang et al., 2020).

Status-seeking motivation in food tourism is associated with the desire for self-esteem and recognition that tourists may gain from unique food-related travel experiences. This drive is centered around pride—tourists seek to elevate their prestige and social standing through their culinary journeys. The pursuit of status in food tourism primarily manifests in the achievement of prestige (Chang et al., 2010; Correia et al., 2009; Hu et al., 2013) and the enhancement of ego (Kim et al., 2019; Vila et al., 2021; Viljoen et al.,

2017). Additionally, there is a significant social element, as tourists often seek to share their experiences with others (Almeida & Garrod, 2017; Dimitrovski & Crespi-Vallbona, 2017; Galati et al., 2023; Y. G. Kim et al., 2009; Mak et al., 2017; Park et al., 2008; Suntikul et al., 2020). These aspects highlight how food tourism experiences contribute to a tourist's sense of importance and place within their social circle. This motivation is closely connected to the concept of response motivation, as tourists not only enhance their status through these experiences but also leverage them to influence their peers. By sharing their culinary adventures, they can shape the perceptions and choices of others, thereby reinforcing their own status and role as trendsetters within their social networks.

Stimulus motivation

Stimulus motivation refers to the factors that lead tourists to make travel decisions due to stimulation by external factors. Stimulus motivations include sustainability, local destination appeals, environment, food tourism appeals, and external social influences. Within this framework, the motivation for sustainability reflects tourists' desire to consume local food in a manner that is both ethical and conscientious, underscoring a commitment to socially and environmentally responsible behaviors. Such motivation finds equilibrium among altruistic values that prioritize the welfare of others, egoistic values that serve self-interest, and ecological values that emphasize the importance of environmental protection and sustainability. This encompasses a range of considerations such as community support, which involves choosing food experiences that benefit local communities (Çela et al., 2007; S. Kim et al., 2013; Savinovic et al., 2012), and social sustainability, which seeks to preserve and foster local cultures (Galati et al., 2023; Testa et al., 2019; Viljoen et al., 2017). It also includes supporting the local economy (Galati et al., 2023; Testa et al., 2019), engaging in environmentally sustainable practices (Galati et al., 2023), and opting for locally sourced organic food (Galati et al., 2023; Testa et al., 2019; Viljoen et al., 2017). These elements underscore a growing trend where tourists are increasingly mindful of their travel experiences, ensuring that these align with their values of sustainability and ethical engagement.

Unique culinary experiences at a destination are a key factor influencing tourists' travel decisions. The expressions of food tourism appeals manifest in diverse and distinctive ways. Food tourism appeals include restaurants (Smith et al., 2010; Su et al., 2020a), food tours, cooking classes, food festivals, events and activities (Kim et al., 2010; Levitt, Meng, et al., 2019; Levitt, Zhang, et al., 2019; Su et al., 2020a; Viljoen et al., 2017; Zhang et al., 2019), food stalls (McKercher et al., 2008), food shops and food markets (Dimitrovski & Crespi-Vallbona, 2017; Park et al., 2008; Su et al., 2020a), and food villages (Su et al., 2020a).

The appeal of a local destination often hinges on its food tourism attractions. The broader geographical area and external attractions exert a magnetic pull on tourists. As a result, tourists may be more inclined to spend additional money to savor local cuisine. This can be related to nightlife and city life appeals (Ignatov & Smith, 2006; Smith et al., 2010), unspoiled natural wonders or sites (Çela et al., 2007; Ignatov & Smith, 2006; Kim et al., 2010), cultural historic attractions (Crompton & McKay, 1997; Ignatov & Smith, 2006; Mason & Paggiaro, 2009), landmark and sightseeing at a destination (Levitt, Meng, et al., 2019; Levitt, Zhang, et al., 2019; Zhang et al., 2019), being a popular or trendy place (Ignatov & Smith, 2006; Li et al., 2021), arts and crafts (Chang & Yuan, 2011; Su et al., 2020a; Uysal et al., 1993), availability and location for shopping and event connected to the food tourism destination (Kim et al., 2010; Smith et al., 2010).

The restaurant environment is a tapestry woven from both internal and external factors that collectively craft the dining experience, pivotal to the distinctiveness of food tourism at a destination. Internal elements such as the interior decor, mood lighting, and acoustic ambiance intertwine with the external influences of geographical location and architectural style to shape the ambience (Kim et al., 2010; Mak et al., 2013, 2017). Experiencing local food in its native region (Almeida & Garrod, 2017; López-Guzmán et al., 2018; López-Guzmán, Uribe-Lotero, et al., 2017), savoring regional dishes in a traditional setting (Y. G. Kim et al., 2009; Mason & Paggiaro, 2009; Su et al., 2020a), the cleanliness of local eateries (Correia et al., 2009; Smith et al., 2010; Suntikul et al., 2020), the particular aspects of the physical environment or appearance (Correia et al., 2009; Hattingh & Swart, 2016; Smith et al., 2010), and the presence of music (Hu et al., 2013; Viljoen et al., 2017) are all vital components that contribute to a memorable and authentic culinary journey.

The allure of food tourism is also significantly influenced by external social influences, which contribute to the motivational stimuli that attract potential tourists. Marketing efforts and media exposure play pivotal roles in shaping the image and appeal of a destination's culinary offerings (Park et al., 2022; Savinovic et al., 2012). When eateries are highlighted in media outlets, it can significantly boost their profile and desirability among food tourists (Mak et al., 2013; Suntikul et al., 2020). The level of recognition a food destination gains, along with its associated 'cool' factor or trendiness, can greatly enhance its attractiveness to prospective visitors (Park et al., 2008). The perceptions and information that potential tourists gather from these external sources can be powerful motivators in their decision to pursue a destination known for its gastronomic delights.

Physiological motivation

Physiological motivation in the context of food tourism is closely related to the bodily and sensory impulses of tourists, with an inherent demand for local food to meet essential physical needs. Tourists may be drawn to foods that offer a sense of familiarity or align with their pre-existing culinary preferences, providing comfort even as they explore new environments. This is often guided by choices that offer a sense of comfort and familiarity, such as opting for known foods or returning to previously visited eateries (Ignatov & Smith, 2006; Mak et al., 2013, 2017). This inclination towards the familiar also encompasses preferences for specific flavors and cooking techniques that align with a traveler's established palate (Mak et al., 2013). Individual preferences, shaped by one's unique cultural and experiential background, significantly influence these culinary choices (Chang et al., 2010; Li et al., 2021; Mak et al., 2013). Moreover, maintaining eating habits that mirror those at home provides a comforting continuity for many travelers (Mak et al., 2013; Park et al., 2022), highlighting the importance of familiarity and personal preference in the physiological aspects of food-related travel motivations.

The sensory appeal of local food—their visual presentation, enticing aromas, and rich flavors—also significantly contributes to this motivation, as these experiences promise gratification from the act of eating. This appeal includes factors such as olfactory (Chang et al., 2021; Smith et al., 2010; Testa et al., 2019), tastes (Almeida & Garrod, 2017; Y. G. Kim et al., 2009; Mak et al., 2013), aesthetic (Chang et al., 2021; Kim & Eves, 2012, 2016), taste of local food in its original countries (Kim & Eves, 2016; López-Guzmán, Serrano López, et al., 2017; López-Guzmán et al., 2018), pleasant texture (Almeida & Garrod, 2017; Galati et al., 2023; Y. G. Kim et al., 2009), and multisensorial engagement in local food experience

(Park et al., 2022).

The significance of health and nutrition in food tourism is on the rise, with an increasing number of travelers seeking local cuisine that aligns with their health goals and dietary needs, thus demonstrating how physiological motivations influence food tourism choices. Tourists are not only looking for meals that provide nutritional balance and equilibrium (Berbel-Pineda et al., 2019; Y. G. Kim et al., 2013; López-Guzmán, Serrano López, et al., 2017) but also value the use of fresh, locally sourced ingredients (Correia et al., 2009; Mak et al., 2013; Testa et al., 2019). The emphasis on food that contributes to maintaining good health is a priority for many (Chang et al., 2021; Kim & Eves, 2016; Li & Qiu, 2023), with healthy options often being equated with overall well-being (Galati et al., 2023; Mak et al., 2017; Testa et al., 2019). Hygienic preparation and the assurance of high sanitary standards in restaurants are also critical considerations (Mak et al., 2017), as is the overall safety of the destination's food and the confidence that comes with dining at reputable establishments (Galati et al., 2023; Mak et al., 2013). These factors are crucial as they reflect the growing emphasis on health consciousness within the context of food tourism.

Psychological motivation

Psychological motivation in the context of food tourism refers to the myriad of mental stimuli—such as thoughts, perceptions, beliefs, and intellectual curiosity—that inspire tourists to seek out destinations primarily for their local culinary offerings. Psychological motivation in the context of food tourism involves fulfilling varying depths of inner psychological desires through the experience of local cuisine. Travelers' motivation can be driven by diverse factors such as the quest for high-value food products and services such as the search for the finest food or wine (Mak et al., 2013; Park et al., 2008; Smith & Costello, 2009; Viljoen et al., 2017). They can also be driven by the desire for products that provide good value for money, balancing cost with the quality of their culinary experiences (Mak et al., 2017; Smith et al., 2010; Viljoen et al., 2017).

In the context of business services within food tourism, motivation is influenced by the quality and accessibility of the services provided. Key aspects include the ability to obtain detailed product information through expert advice (Smith et al., 2010). This knowledge not only enhances the overall experience but also empowers tourists to make informed culinary choices. Equally important is the provision of friendly service (Correia et al., 2009; Kim et al., 2010; Mak et al., 2017; Smith et al., 2010), which can greatly enhance customer satisfaction and contribute to a positive and memorable experience. Additionally, convenience is a significant factor (Hattingh & Swart, 2016; Mak et al., 2013; McKercher et al., 2008; Smith et al., 2010). Tourists appreciate streamlined processes and easy access to services, which include elements ranging from reservation systems to the physical accessibility of dining venues.

Another compelling motivation for food tourism is the thrill of encountering new flavors and culinary discoveries, a pursuit that encompasses a broad spectrum of factors. The drive for variety and novelty includes the desire for variety in food options (Lee & Kwon, 2021; Mak et al., 2017; Su et al., 2020a) plays a significant role, as tourists are often eager to explore a diverse selection of foods and dishes. This exploration is closely tied to satisfying one's curiosity (Lee & Kwon, 2021; Nicholson & Pearce, 2001; Viljoen et al., 2017) and being adventurous (Ignatov & Smith, 2006; Mak et al., 2017; Park et al., 2022), as many travelers are intrigued by the unknown and wish to expand their gastronomic horizons. The quest for novel experiences (Almeida & Garrod, 2017; Li & Qiu, 2023; López-Guzmán et al., 2018; Viljoen et

al., 2017; Yang et al., 2020) also drives food tourists, who often seek adventures that challenge their taste buds and provide unique memories. The pursuit of specialty experiences (Chang et al., 2021; Y. G. Kim et al., 2009; Kim et al., 2010) further adds to the allure, as does a sense of discovery (Crompton & McKay, 1997; Smith & Costello, 2009), which allows travelers to uncover hidden culinary gems and deepen their understanding of a culture through its cuisine.

Cultural immersion stands out as a primary motivator in food tourism, with culinary experiences acting as a portal to a region's history and societal norms. This motivation is closely tied to the broader concept of cultural exploration, inviting tourists to delve into a plethora of sensory and educational encounters. Exploring a destination's cuisine allows tourists to taste a variety of flavors (Almeida & Garrod, 2017; Li & Qiu, 2023; López-Guzmán, Uribe-Lotero, et al., 2017), witness diverse ways of life (Ignatov & Smith, 2006; Y. G. Kim et al., 2009; Zhang et al., 2019), and gain insights into local food traditions (Çela et al., 2007; Mak et al., 2017). Additionally, experiencing firsthand the foodways and customs of a place provides a deeper cultural connection (Crompton & McKay, 1997; Park et al., 2022), while learning about local culture enriches the visitor's understanding and appreciation (Dimitrovski & Crespi-Vallbona, 2017; Testa et al., 2019; Yang et al., 2020).

The search for authenticity is a profound motivator for many food tourists, who aspire to partake in traditional meals that capture the authentic spirit of their travel destination. This pursuit extends beyond mere taste; it is an endeavor to access genuine local food that is intrinsically tied to the place and its people (Mak et al., 2013, 2017; Smith et al., 2010). The motivation is further fueled by engaging in experiential activities that offer a true sense of the locale through authentic culinary practices and traditions (Levitt, Zhang, et al., 2019; Zhang et al., 2019). Part of this authentic experience is the excitement of discovering and enjoying special or must-try dishes that are unique to the region, offering travelers a taste that cannot be replicated elsewhere (Mak et al., 2013, 2017; Viljoen et al., 2017).

The pursuit of knowledge acquisition is a significant element in food tourism, where travelers are not just passive consumers but active participants eager to enhance their culinary understanding and prowess. Motivated by the prospect of learning, tourists often engage in activities such as cooking equipment demonstrations (Hattingh & Swart, 2016; Smith et al., 2010; Suntikul et al., 2020), which serve as educational experiences that augment their intellectual enrichment (Dimitrovski & Crespi-Vallbona, 2017; Y. G. Kim et al., 2009; Testa et al., 2019). Furthermore, such interactions deepen their knowledge of food and wine (Mason & Paggiaro, 2009; Su et al., 2020a; Viljoen et al., 2017), often leading to the acquisition of specific culinary techniques and skills (Azavedo, 2019; Su et al., 2020b; Viljoen et al., 2017).

Finally, the socialization inherent in dining experiences plays a crucial role in the allure of food tourism, enhancing the psychological satisfaction derived from these gastronomic adventures. The social aspect encompasses various interactions, such as enjoying the company of friends and family (Almeida & Garrod, 2017; Berbel-Pineda et al., 2019; Chang et al., 2021; Kim & Eves, 2012; Y. G. Kim et al., 2013; Lee & Kwon, 2021; Nicholson & Pearce, 2001; Smith & Costello, 2009; Testa et al., 2019; Uysal et al., 1993) and the excitement of meeting new people (Azavedo, 2019; Chang, 2011; Crompton & McKay, 1997; Lee & Kwon, 2021; Smith & Costello, 2009; Su et al., 2020a; Viljoen et al., 2017). Food tourism fosters family togetherness (Chang & Yuan, 2011; Choo & Park, 2020; Nicholson & Pearce, 2001; Park et al., 2008), strengthens friendships and kinship bonds (Kim & Eves, 2016; Li & Qiu, 2023; López-Guzmán et al.,

2018), and provides opportunities to exchange ideas with culinary experts and local chefs (Choo & Park, 2020; Hattingh & Swart, 2016; Viljoen et al., 2017). Additionally, it allows tourists to get in contact with experts and producers (Dimitrovski & Crespi-Vallbona, 2017; Gagic et al., 2013; Park et al., 2008), enriching their travel experience with authentic insights and connections that extend beyond the dining table.

Discussion and implication

The study represents a substantial leap forward in food tourism research, offering an in-depth synthesis of the field's motivational aspects. Through a thorough analysis of 53 relevant studies, it extracts and categorizes 85 unique motivational factors that influence individuals to pursue culinary travel. These factors have been methodically organized into 18 distinct domains and subsequently grouped under four overarching dimensions. This model not only encapsulates a broad spectrum of motivational insights but also provides a structured lens through which future research can more precisely decipher the drivers of food tourism. As a fundamental framework, it equips scholars with the tools to further unravel the complexities of why travelers seek out gastronomic adventures, thereby enhancing the field's understanding of food tourism behavior.

Firstly, this study builds upon and refines previous research to introduce a conceptual framework dedicated to understanding tourists' food tourism motivations. In contrast to the work of Y. G. Kim et al. (2009) and Mak et al. (2013; 2012), which investigated local food consumption in the context of tourism and hospitality without honing in on the motivational dimension, this study aims to uncover the driving forces behind tourists' decisions to engage in food-centered travel. The framework presented in this study stands out from previous models in several respects. It changes the narrative from what destinations offer in terms of food products and gastronomic experiences to why tourists are drawn to these food experiences in the first place.

Secondly, while Mak et al. (2012) covered a range of topics from food preferences to the role of food in special interest tourism, and Kim et al. (2009) explored the multifaceted influences on food choices in tourism, this study narrows down the focus to the specific motivations that lead tourists to prioritize culinary offerings when selecting a travel destination. The aim of this framework is to shed light on the significance of food as a dominant attraction in the tourism industry and to explore the specific motivations that drive tourists towards culinary adventures, thereby providing a more nuanced understanding of why food tourism is an appealing segment for travelers.

Thirdly, the core subject under investigation varies. For instance, Mak et al. (2012) recognized the dual influence of globalization and localization on tourist food consumption, pinpointing five motivational dimensions: symbolic, obligatory, contrast, extension, and pleasure. Subsequent research by Mak et al. (2013, 2017) expanded and refined these dimensions through qualitative and quantitative analysis, ultimately recognizing six dimensions that include novelty, authenticity, interpersonal relationships, health concerns, familiarity, and sensory pleasure. In contrast, Y. G. Kim et al. (2009) initially proposed nine dimensions influencing tourist food consumption motivations. Following empirical testing, their research concluded with five key dimensions: cultural experience, excitement, sensory appeal, health concern, and interpersonal relationships (Kim & Eves, 2012, 2016; Y. G. Kim et al., 2013). This study

breaks new ground by extending beyond the existing literature, offering a novel set of dimensions that are not only empirically testable but also practically applicable, thereby making a significant contribution to the field.

Motivation in tourism is a multifaceted and dynamic force, encompassing an array of drivers that evolve over time. The research underscores that tourist travel motivation is influenced not only by traditional push and pull factors (Kim & Lee, 2002; Kim et al., 2003; Uysal & Jurowski, 1994), but also a broader spectrum of dimensions and domains. Understanding these motivations is pivotal for researchers as it facilitates the identification of destination attributes that hold competitive advantages. It also enables the alignment of target market segments with the tourism offerings of a destination, which is essential for strategic marketing and product development.

Mansfeld (1992) emphasized the importance of analyzing tourists' motivations as a key to deciphering their decision-making processes and preferences for certain destinations. For marketers, gaining insights into tourists' food travel motivations is critical not just for forecasting the future consumption trends of tourism products but also for catering to the specific desires and needs of travelers (Gaetjens et al., 2023; Kim & Lee, 2002; Kivela & Crofts, 2005; Uysal & Jurowski, 1994). The model developed from this study serves as a strategic tool, providing direction for marketers, policy makers, and researchers. It acts as a guide for crafting effective marketing strategies, informing policy development, and shaping future research agendas. By leveraging this model, stakeholders in the tourism industry can better understand and respond to the motivations that drive food tourism, leading to enhanced tourist experiences and satisfaction.

Future research

To better understand the specific motivations that drive food tourism, Figure 4 illustrates the relationship between the four prominent contexts identified in the literature—cooking classes, food markets, food museums, and food festivals—and the 18 motivational domains identified in this study. This visual representation is crucial for elucidating how diverse motivational factors interact with different elements of food tourism.

Based on Figure 4, it is evident that the investigation into tourists' motivations for engaging in food tourism, particularly through activities such as cooking classes, food market tours, and food museums, remains limited. Nonetheless, the prevailing studies predominantly concentrate on factors such as cultural immersion, the pursuit of social interaction, and the desire for diverse and novel experiences. In the context of food festivals, the main concerns of participants attending food festivals are enjoyment, socialization, and variety and novelty. In the context of tourism food consumption, there is more concentration of studies in domains such as the food-related sensory appeal, health concerns, enjoyment, socialization, cultural immersion and variety and novelty.

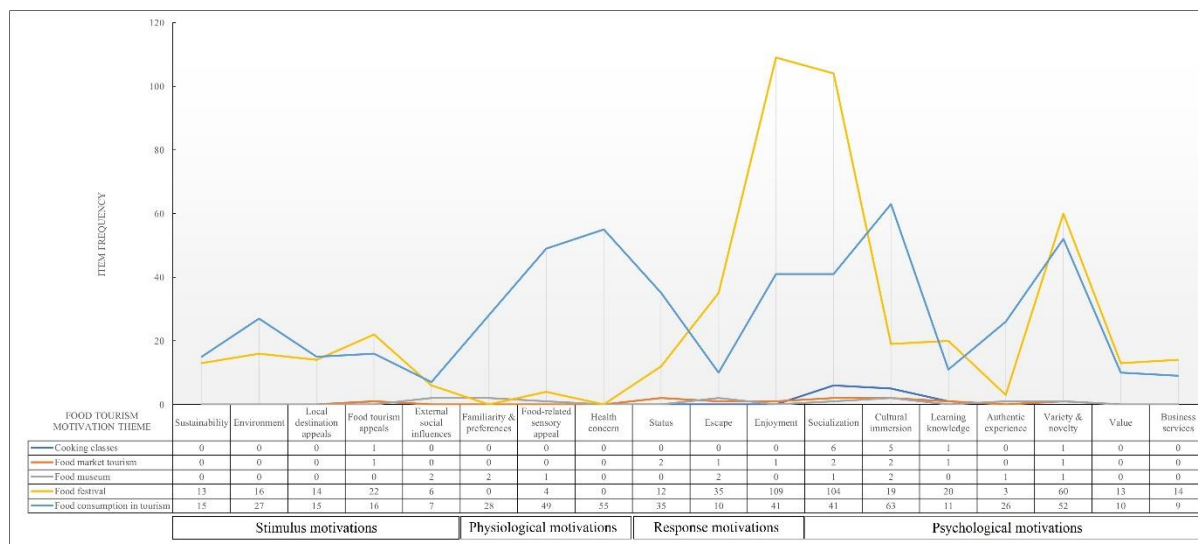


Figure 4: Comparison of research contexts in tourists' food tourism motivation

Note: Food consumption in tourism mainly refers to tourism in which tourists sample local food as the main purpose or motivation

Furthermore, this study conducts a comprehensive review of the scholarly literature on tourists' motivations for food-related travel between 1993 and 2023, with a particular focus on the evolution of these motivations across different generations. Figure 5 categorizes food tourism motivations along a three-part timeline. From 1993 to 2002, research coverage on the 18 domains of food tourism was very limited, with only a few studies examining motivations. These studies focused on socialization, the desire for escape, the pursuit of variety and novelty, and the quest for enjoyment. Between 2003 and 2012, there was a significant shift with all 18 domains gaining coverage according to the analysis. There was noticeable growth in research focusing on the domains of socialization, variety and novelty, and enjoyment continuing from the previous period. The period from 2013 to 2023 suggest a further increase in studies in the 18 domains. In this period, the domains of enjoyment, variety and novelty, and socialization continues to be the leading area domain, maintaining its high frequency. However, in this period, there is a significant growth in the domain such as cultural immersion. Furthermore, there has been an uptick in research interest in domains that were previously understudied, including the sensory appeal of food, health concerns, status, and the pursuit of authentic experiences. This trend suggests that researchers are expanding the range of topics investigated in food tourism motivation to cover areas that received less attention in earlier periods.

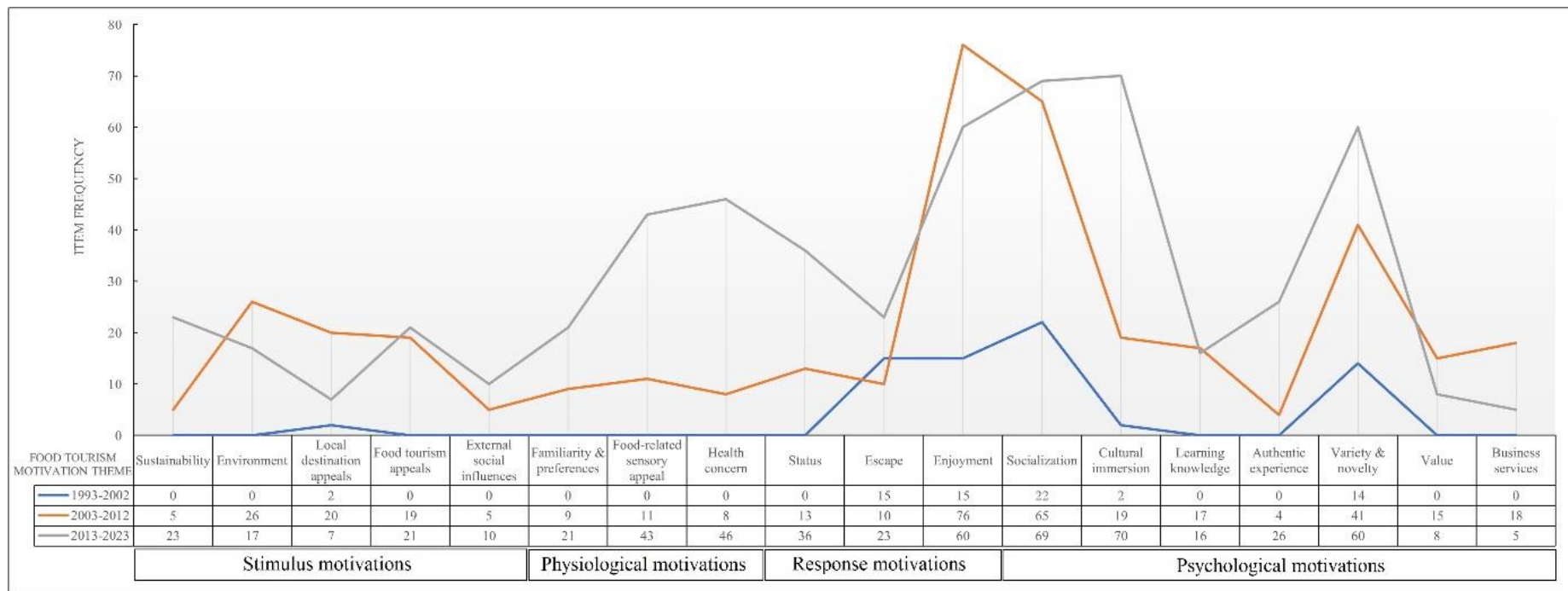


Figure 5: Comparison of generation trends in tourists' food tourism motivation

In essence, this study uncovers underexplored domains in food tourism motivation, highlighting gaps in three decades of research. It points to new research avenues that can enrich our understanding and contribute to the field. The research highlights areas including sustainability, environment, local destination appeal, food tourism appeal, external social influences, familiarity and preferences, escape, learning knowledge, authentic experience, value, and business service as relatively unexplored factors in food tourism motivation studies. These specific domains have not been extensively examined as standalone influences on tourists' culinary interests and decisions. While some research touches on these aspects, they have not been thoroughly examined as distinct factors influencing tourists' decisions. Considering the identified gaps, future research could employ qualitative methodologies, such as in-depth interviews and participant observation, to conduct comprehensive investigations on these topics. Moreover, studies can use quantitative methodologies to examine if these domains impact tourists primarily attracted to destination foods. Such studies could lead to the development of large-scale assessments and enhance the generalizability of the findings.

The conceptual model developed in this study only outlines the frequency of studied domains in food tourism but does not assess their empirical impact on motivation. Future research can validate the model with confirmatory factor analysis, test them across various contexts to improve generalizability, and conduct meta-analysis to quantify the influence strength between domains, further enriching our understanding of food tourism motivations.

Conclusion and limitation

This study synthesizes a conceptual model from a review of 53 food tourism studies, condensing 85 motivational factors into 18 domains and four key dimensions. This model, which covers three decades of research, enhances understanding of the motivations behind tourists' pursuit of local food experiences—a topic still lacking consensus in academia. It offers policymakers valuable guidance for crafting policies that promote culinary-based tourism and provides academics with a framework to identify research gaps in food tourism motivation. Additionally, the study highlights both well-researched areas and those needing further investigation, offering valuable insights to the academic community.

This study is not without its limitations. While this study has successfully mapped out motivational factors into a conceptual framework using frequency analysis of the literature, it has not empirically tested the impact of these domains and sub-domains on food tourism motivation. The ranking established reflects their presence in prior research rather than the intensity or nature of their influence on tourist behavior. With this in mind, the findings should be interpreted cautiously. As such, the framework should be viewed as a foundational structure that provides a starting point for further research. It is anticipated that as knowledge of food tourism becomes more nuanced and the sector continues to evolve, the motivations driving food tourism will change. This will require future research to continually update and broaden the framework to ensure its relevance in light of the changing trends in the industry and consumer behavior.

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閉幕禮致辭
CLOSING REMARKS

閉幕禮致辭

尊敬的各位來賓、學者、業界同仁，

大家好！

非常感謝大家兩天以來的參與和支持，本次研討會來到這裡，即將圓滿落幕，請允許我藉此機會，代表本次研討會的主辦方之一——澳門旅遊大學，向每一位與會的嘉賓表達衷心的感謝。過去兩天的會議，充滿了不少令人耳目一新的見解和富有啟發性的討論，讓我們深入探討了區域旅遊合作的多個方面，也為未來的合作奠定了堅實的基礎。

在本次會議中，我們首先聆聽了多位專家精彩的主旨發言，分享了諸位在區域旅遊合作方面的研究成果，帶來了他們對區域旅遊合作、夥伴關係的機制、現象、場景、策略、研究視角的最新思考，讓我們從宏觀的角度構建對議題的全面理解。

在隨後的分論壇中，我們由面及點，聚焦於區域旅遊合作的理論框架與政策導向、跨域的旅遊資源整合及特區旅遊產品的開發，特別是將人工智能技術賦能開發智慧旅遊的應用上；圍繞如何用好數字化力量，支持旅遊品牌的營銷推廣方面，也作了有益的探討，為品牌形象塑造打開了新思路；以及就文化及旅遊高質量融合發展的議題，交流各地的成功經驗和具體策略。在圓桌論壇中，各位專家和與會者積極互動，討論文旅人才培養的改革之路，以及分享區域合作面臨的挑戰及路徑，讓我們對區域旅遊合作的實際情況有了更直觀的認識。

在此，我想感謝每一位主旨發言者和論壇參與者，正是你們熱情的付出與智慧的奉獻，讓這次研討會得以成功舉辦。我更要特別恭喜本次會議的最佳論文獎得主，您的努力展示了學術研究在推動區域旅遊發展中的重要意義。希望各位都能在會議中得到靈感和啟發，並在未來的合作中繼續交流與分享。

最後，祝願各位未來一切順利，也期待在不久的將來能再次相聚，共同推動區域旅遊合作的進步與發展。謝謝大家！

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CLOSING REMARKS

Distinguished guests, scholars, and industry colleagues,

Good morning!

Thank you all sincerely for your participation and support over the past two days. As this symposium draws to a successful close, allow me, on behalf of Macao University of Tourism—one of the co-organisers—to express our heartfelt gratitude to every participant. The past two days have been filled with refreshing insights and inspiring discussions, allowing us to delve deeply into various dimensions of regional tourism collaboration and lay a solid foundation for future cooperation.

During this event, we first had the privilege of hearing remarkable keynote speeches from experts who shared their research achievements. Their latest perspectives on mechanisms, phenomena, scenarios, strategies, and research frameworks for collaboration and partnerships in this field have helped us build a comprehensive understanding of the topic from a macro-level perspective.

In the subsequent parallel forums, we transitioned from broad themes to focused topics: exploring theoretical frameworks and policy orientation of regional tourism collaboration and partnerships; cross-border resource integration and the development of tourism products—particularly the application of AI-driven smart tourism; leveraging digital innovation to enhance tourism branding and marketing, which opened new avenues for brand-building; and sharing successful practices and strategies for high-quality culture and tourism integration. During the roundtable discussions, experts and attendees actively exchanged ideas on reforming talent development in the fields of culture and tourism and addressing challenges in regional cooperation, offering us a vivid grasp of real-world opportunities and obstacles.

At this moment, I would like to extend my gratitude to all participants. Your dedication and intellectual contributions have been instrumental

to the success of this symposium. A special congratulations goes to the recipients of the Best Paper Award—your efforts exemplify the vital role of academic research in advancing regional tourism development. May the insights gained here inspire continued dialogue and collaboration in your future endeavors.

Finally, I wish you all great success in your future pursuits. We look forward to reuniting soon to further drive the progress and innovation of regional tourism cooperation. Thank you!

Dr. Loi, Kim Ieng
Vice-Rector
Macao University of Tourism



