澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

酒店與旅遊管理學院
Faculty of Hospitality and Tourism Management

2026 IECR Conference

IECR

The 3rd International Early-Career Researcher Conference in Hospitality and Tourism

IECR Conference Proceedings

May 8-10, 2026

Macau, China

Conference Proceedings
The 3rd International Early-Career Researcher Conference in Hospitality and Tourism
(IECR 2026)

May 8-10, 2026 Macau, China

Edited by

Ben K. Goh

Wong Weng Chou Jose

Pan Su Ying

Disclaimer

The responsibility for opinions expressed in articles, studies and other contributions in this publication rests solely with their authors, and this publication does not constitute an endorsement by the IECR of the opinions so expressed in them.

Official website of the conference

https://iecr.asia/

IECR 2026 Conference Organizing Committee

Conference Chairs

Professor Ben K. GOH

Professor Jose Weng Chou WONG

Program Chair

Associate Professor Su-Ying PAN

Hospitality Chairs

Assistant Professor Chieh Yun (Brenda) YANG

Assistant Professor Yan FENG

Committee Members

Associate Professor Chen-Kuo PAl

Associate Professor Juan TANG

Associate Professor Jun WEN

Associate Professor Jing LIU (Gloria)

Assistant Professor Yihang ZHANG (Kelvin)

Assistant Professor Chao LIU

Assistant Professor Amr Al-Ansi

Assistant Professor Jinok KIM (Susanna)

Assistant Professor Jinkyung KIM (Jenny)

Assistant Professor Jing YU (Jasper)

Assistant Professor Dimin WANG

Student Helpers

Jiaojiao WANG
Doctor of Philosophy in Tourism Management

Jingye DU
Doctor of Philosophy in Tourism Management

Yuxin SONG
Doctor of Philosophy in Tourism Management

Shiyi ZHANG
Doctor of Philosophy in Tourism Management

Xiaping SU
Doctor of Philosophy in Tourism Management

Organized By:
Faculty of Hospitality and Tourism Management Macau University of Science and Technology

Publishers: Goh Ben K., Wong Weng Chou Jose, Pan Su Ying
Publish Place and Date:
Avenida Wai Long, Taipa, Macao, China
May 2026
Printed organizer: Faculty of Hospitality and Tourism Management, Macau University of Science and Technology
Printed Place and Date:
Avenida Wai Long, No.100-460, Taipa, Macao, China
May 2026

Authors are fully responsible for corrections of any typographical, copyrighted materials, and technical and content error

Copyright ©2026 IECR
This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed. The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use. The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, express or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

TABLE OF CONTENTS

Exploring the Travel Experiences of Chinese Pet Owners: Traveling with Their Pets 17

Xinhao YU (Sherlock) and Yihang ZHANG (Kelvin) 17

Digital Empowerment and Non-Gaming Experience Value in Integrated Resorts: Evidence from Highly Regulated Asian Destinations 18

*Zixuan YUAN** 18

The Psychological Mechanism of Cultural Narratives and Tourists' Aesthetic Experience: An Empirical Study Based on the Literary Associations of Chinese Tourists 20

*Na ZHANG, Su ZHANG** 20

Beyond Borders: What Drives Macao Residents' Northbound Travel to the Greater Bay Area on Weekends and Holidays? A Push-Pull-Emotion Perspective 22

Chon In (Alston) HO and Yufeng YONG 22

Urban tourism precinct: restorative qualities shaping image through restoration outcomes, with activity-in-environment and social context as moderators 23

Lin LIU[1], Jinkyung Jenny KIM[2] 23

Fairness as Resonance: An Inductive Construction of the Dual-Chamber Resonance Model in Multinational Hospitality Management 31

*Yilin ZHAO** 31

How do the negative meta-stereotypes of Chinese tourists influence tourist engagement? The mediating role of intergroup anxiety and avoidance 39

*Bolin REN** 39

Beyond the Screen: How Dual Filial Piety and Digital Metastereotypes Shape Senior Tourists' Value Co-destruction and Well-being through Digital Reverse Mentoring 41

*Kamlam TAM[1], Ye XU[2], Jing LIU[3]** 41

The Influence Mechanism of Social Media Influencers' Selective Information Presentation on Tourists' Risk Perception Distortion and Impulsive Decision-Making 43

Yiwei HUANG 43

Therapeutic Food Tourism Decisions among Suboptimal Health Tourists: Travel Anxiety and Protection Motivation 45

*Jiyun HUANG[1], Hao LI[1], Sailun TONG[1], Jing LIU[2]** 45

How MTEs drive perceived uniqueness and destination loyalty in cultural heritage tourism? . . 47

*Liting KE, Chih Ling CHEN (Linda), Shiyi ZHANG** 47

Investigating the impact of virtual avatar promotion on tourists' intention to visit natural landscapes 50

Youwulyu WU 50

More Planning, Less Enjoyment? How Information Overload Undermines the Intention to Follow Recommendation 51

Xinnan LIN[1], Ruoting HUANG[1], Zixin WANG[1], Juan TANG[2,3]* 51

Who Is Paying for "Food-Medicine Homology"? Explore the Wellness Consumption Psychology of Gen Z and the Silver Generation 56

Ziyu LIN, Jieyun YANG 56

Exploring the Impact of Entrepreneurial Climate on Tourism and Hospitality Graduates' Entrepreneurial Intention: A Stimulus–Organism–Response Perspective 57

*Yunfei ZHOU, Haoxuan FENG, Yiran WANG** 57

Immersive Technology in Sustainable Tourism Promotion: A Value-Based Behaviour Change Model 62

Jiya CHEN and Mingyang ZHAO* 62

How do memorable rural tourism experiences influence tourists' environmentally responsible behaviours? From a perspective of rural leisure tourism 64

Jiaojiao WANG and Wanxin YANG 64

When I Admit I Am Virtual, Will You Like Me More? Unmasking the Signals of AI Identity Disclosure Strategies 66

*Yutong YANG, Jing YU** 66

Research on the Impact of Two Types of Social Media Promotional Content on Tourists' Intention to Visit Destinations — An Analysis Based on the SOR Model and Self-Determination Theory 70

Sitong CHENG, Tianche LIU* 70

The Allure of "Small" and "Beautiful" destination: A Study on Gen Z's Micro-Vacation Consumption Motivations from the Perceived Value Perspective 72

Zhifei YUAN and Yang ZHOU* 72

Engaging with Hotel Robots: The Interplay of Anthropomorphic Design and Customer Attitudes74

Lu ZHOU[1], Jingye DU[1] and Jose Weng Chou WONG[2]* 74

Attributes Influencing Customer Satisfaction and Willingness to Pay for Pet Companion Hotels77

Zhanlin LU[*] 77

Examining the Effects of User-Generated Content (UGC) on Tourists' Visit Intention and WOM Recommendation in Cultural Heritage Sites: The Application of S-O-R Theory 79

Yuhan CHEN[1] and Dimin WANG[2]* 79

Restaurant Attributes and Tourist Behavior in Special Forces Tourism: A Small and Medium-sized Enterprises Perspective in Macao 82

Yifan WANG[1], Yukun XIU[1], Jinkyung Jenny KIM[2]* 82

Understanding Athletes Leisure Engagement at Host Destination 89

Sifang LIU and Haoran CHEN[*] 89

Audiences' Offline Visit Intention in Museum VR Exhibitions: A Comprehensive Analysis of Influencing Factors 91

Kim CAO[*] 91

Green Consumption Activism: Uncovering the 'black box' of Greenwashing Among Social Media Users 93

Felix Elvis OTOO[1], Yihan LIU[2], Jingxi LUO[2] 93

Docile Bodies under the Algorithmic Gaze: An Empirical Study of Female Tourists' Check-in Behaviours in Macau 97

Rouxian LI, Kaihan YANG[*] 97

The Souvenir-Loyalty Nexus: How Eudaimonic Narrative Drives Destination Marketing through Affective Pathways 105

Jiaxin MU, Jingye DU 105

Motivations for Urban Staycations Among Home-based Teleworkers 107

Xiyuan CHENG, Guanhan CHEN, Zixian HUANG 107

From motivation to intention: An analysis of the mediating effect of perceived value on health and wellness tourists in Guizhou province 112

Baiyu TAO, Yuxin SONG[*] 112

From Screen to Destination: The Driving Mechanism of Screen Tourism — Evidence from Social Media Comment Text Analysis Using Large Language Models 114

Minkun LIU[1,2], Yajie LI[2], Xinju HE[1]* 114

When Job Demands Diverge: Unpacking the Differential Effects of Work Hours and Work-related Availability on Hotel Employees' Stress, Turnover, and Service Performance . 119

Jiajun WU, Soyeun LEE 119

The impact of TV drama dissemination on destination brand assets: taking "My Altay" as an example for suitable characters 121

Yuntong ZOU 121

Monopoly Tourism Selling Transmission Strategies: Investigating the Roles of Seller Inflation and Symbolic Impoverishment 122

Shichen TANG[1], Chia-Yun TSAI[2], Yang ZHOU[1] 122

Exploring the Role of Nature-Based Immersive Dining Experience in Shaping Internal Migrants' Loyalty 124

Linshu PU, Hoffer LEE[*] 124

The Recipe for Influence: The Role of Warmth and Competence Impressions in Shaping Engagement 131

Yun (Yvonne) YANG[*], Huihui ZHANG, Anqi (Angie) LUO, Yitong YU 131

Spatial Suitability Evaluation of Coastal Health and Wellness Tourism in Sanya City 140

Minkun LIU, Yuan WANG[*] 140

Understanding Consumer Responses to Hotel Food Mystery Boxes: A SOR-Based Mixed-Method Study 142

Xirui LIU, Yu PAN[*], Guihong CHEN 142

From "thoughtful" to "bothering": The "watching-eye" effect and privacy concerns 144

Hongcheng DONG[*], Dehang YUAN[*], Zhenting LI 144

The environmental volunteer: Gen Zers' support for sustainable tourism development 148

Mengtian DENG 148

Healed by the Senses: How Hotel Olfactory Environment Influences Customer Loyalty through Physical and Mental Healing 152

Xuanhan BAI and Xiaping SU 152

Research on the Impact of Green Consumption Behavior and Transformative Experience Based on the SOR Theory Model 155

Felix Elvis OTOO[1], Sihan CHEN[2], Yujingwen WU[2], Yawen HU[2], Mohan LIU[2] 155

Spatial Distribution Patterns of Intangible Cultural Heritage in the Bashu Cultural Tourism Corridor, China 158

Jue WANG 158

An empirical examination of the value-attitude-behavior model of middle-aged smokers' sustainability decisions in tourism 160

Felix Elvis OTOO[1], Ruoyan TAI[2], Xirui HE[2], Yitong LIN[2], Qingyan LI[2] 160

Challenges Under the Third Coffee Wave: A Three-Year Longitudinal Study on the Survival Evolution of Micro Independent Cafés 165

Hui-Ling WANG, Kuo-Ching WANG, Sheng-Bao HONG 165

Speaking Through Blossoms, Rooted in the Earth: A Case Study of The Floral Revolution in County Economies 171

Yuling LI[*], Ruimin ZHANG, Kyong Sik SUNG 171

Talking to the Lost civilization: Al-powered Immersion Experience at Sanxingdui Museum . . 179

Guoqing ZHOU[1], Menglong XIA (Wilson)[2]* 179

Integrating TPB and Trust-Risk-Privacy Frameworks in Smart Tourism AI Adoption: A Quantitative Synthesis with an Exploratory Predictive Extension 182

Haonan ZHANG, Hai YANG, Ye XU[*] 182

Artificial Intelligence in the Hotel Industry vs Traditional Human Service in the Hotel Industry: A Comparative Study on Service Preferences and Satisfaction of Customers from Different Cultural Backgrounds 184

Dehang YUAN 184

The influence mechanism of green tourism experience on destination desirability: An S-O-R perspective 186

Felix Elvis OTOO[1], Yutong LAN[2], Haoyue LI[2], Yueting CAO[2], Xiaoya LIN[2], Qiyue YI[2] 186

Beyond Tradition: How Wet Market Drives Tourists' Social Sharing Behavior 191

Junying LIANG[1], Zhiqian LONG[1], Jaeseok LEE[2], and Chen-Kuo PAI[1]* 191

AI-Generated Food Imagery Authenticity Impact on Gastronomic Travel Intention: Developing and Validating Scale 193

Tianqi CHEN[1], Shaoqiang SONG[2], Zhiqian LONG[2], Chen-Kuo PAI[2]* 193

Smart Working Environment in Service Industry: Scale Development and Validation 198

Zhiqian LONG[1], Sangguk KANG[2], Kuan-Ting CHEN[1], Chen-Kuo PAI[1]* 198

Exploring the Interactive Experience Dimensions of Artificial Intelligence Ordering Systems and Their Interaction Mechanisms 200

Jingsong ZHANG[1], Jaeseok LEE[2], Junying LIANG[1], Chen-Kuo PAI[1]* 200

Exploring the Impact of AI-Generated Travel Images on Behavior Intentions 202

Ce GUO, Haoran CHEN, Wenlong WANG, and Chen-Kuo PAI[*] 202

Exploring the Influence of Elements of Local Specialty Cuisine on Tourists' Perceived Authenticity and Recommendation Intention 205

Kuan-Ting CHEN[1], Jingsong ZHANG[2], Sangguk KANG[3], Chen-Kuo PAI[2]* 205

Exploring the Impact of Smart Restaurant Attributes on Tourists' Restaurant Advocacy: The Mediating Role of Brand Image and Perceived Value 207

Wenlong WANG[1], Haoran CHEN[2], Zehan HUANG[1], Chen-Kuo PAI[1]* 207

Exploring the Functional Attributes of AI Tour Guides Perceived by Tourists: A Two-dimensional Analysis based on Cognitive-Affective System Theory 211

Yingtong LIN[1], Haoran CHEN[2], Wenlong WANG[1], Chen-Kuo PAI[3]* 211

Exploring the Role of Multidimensional Immersion in Theme Park Tourists from Experiencescape to Memorable Tourism Experiences 213

Yalin YANG[1,], Yingtong LIN[2], Rongxuan ZHANG[1], Chen-Kuo PAI[3]* 213

"Wow Experience" for Visitors: A Comparative Analysis of Drone-Generated and AI-Generated Content in Grand Scenes 216

Rongxuan ZHANG[1] , Haoran CHEN[2] , Yalin YANG[1] , Chen-Kuo PAI[3]* 216

Exploring how Emotional AI Companions Influence Solo Travelers' Travel Well-Being 219

Shaoqiang SONG[1], Tianqi CHEN[2], Zhiqian LONG[1], Chen-Kuo PAI[1]* 219

A Study on the Harmony of AI-generated Travel Photos (AIGTP) on Tourism Bragging: The Role of Mianzi 224

Kefan CHEN[1], Haoran CHEN[2], Yingtong LIN[1], and Chen-Kuo PAI[1]* 224

Exploring the impact of the AIGTP on tourists' travel intentions: An affordance perspective . 227

Junhan GONG, Haoran CHEN[*], Chen-Kuo PAI 227

GAI-Tourist Co-Creation Value for Travel: Scale Development and Validation 229

Fei SHA[1], Zhiqian LONG[1], Tianqi CHEN[2], and Chen-Kuo PAI[1]* 229

Exploring AI Service Recovery Communication Influences Tourists' Complaint Intention: Integrating Cognitive and Emotional Perspectives 231

Mingcong WANG[1], Jingsong ZHANG[1], Wenlong WANG[1], and Chen-Kuo PAI[1]* 231

Understanding the Formation Mechanism of Students' Achievement Emotions in Family Tourism: An Empirical Study of Chinese Primary and Secondary School Students 234

*Ziyi LIU, Junying LIANG, Rongxuan ZHANG, and Chen-Kuo PAI** 234

A Study on the Impact of Food on Destination Advocacy: A Case Study of Portuguese Cuisine in Macau 236

Tianmua YU, Wenlong WANG, Zehan HUANG, Chen-Kuo PAI* 236

The Impact of AI Voice Assistant Acceptance on Visitor Satisfaction: A Smart Hotel Case . . . 239

Yupeng CAI, Lu ZHOU, and Taowei LIU* 239

More Than a Sign: Exploring How Tourism Destination Billboard Information and Social Norms Boost Pro-Environmental Behavior 244

Kai XU, Yingtong LIN, Yalin YANG, and Chen-Kuo PAI* 244

Exploring the Impact of the Drone Delivery Experience Attributes in Scenic Areas on Continuous Usage Intention - Based on the Chain Mediation of Trust and Satisfaction 246

*Jiayi HE, Ce GUO, and Chen-Kuo PAI** 246

Exploring The Influence of Pet-Friendly Destination Attributes on Pet Attachment and Psychological Well-Being 251

Ziming YANG, Wenlong WANG, Zehan HUANG, and Chen-Kuo PAI* 251

From 'Green spectators' to 'Green inclusion': How Green Influencers Promote Ecological Awareness and Consumption among Tourists with Disabilities 254

Felix Elvis OTOO[1], Jiaying QIN[2], Ziyi ZHANG[2], Ramse IBRAIM[3] 254

Can pro-environment videos on social media stimulate travel to eco-tourism destinations? . . . 259

Felix Elvis OTOO[1], Yuhong LI[2], Honghao WANG[2], Kechen SHAO[2] 259

An Empirical Study on Social Media Influences on Tourists' Green Purchasing and Behavioral Intentions 263

Felix Elvis OTOO[1], Yvette FENG[2], Helen ZHU[2], Shuangqi CAO (Jessie)[2] 263

Tourist Profiling of VR Adoption in Crowded Destinations: fsQCA Approach 267

Yufeng YONG[1] and Henrique F. Boyol NGAN[2]* 267

Compensatory and Non-Compensatory Evaluation in Restaurants: Evidence from Sentiment Analysis of Online Reviews 274

Rui TAN[1], Linjia ZHANG[1], Laurent BOTTI[2], Yingchan LUO[1]* 274

The Perception of Nostalgia in Industrial Heritage on Tourists' Willingness to Revisit: A Case Study of Yangquan 1947 Cultural Park 275

Zhaofeng YANG 275

Conceptualizing Scripted Role-Play Tourism experience and its impact on value co-creation: A mixed method approach 277

Ming ZHANG[1], Kaixin SHEN[1], Cenhua LYU[2], Wen XU[3]* 277

Exploring the Impact of Perceived Interactivity of Intelligent Voice Assistants on Hotel Guests' Behavioral Intentions 282

Kaijun LI[*], Bingna LIN 282

Identity development, perceived health improvement, and subjective well-being in yoga participation: Implications for wellness-oriented tourism development in Macau 284

Zhen XIE[1], Xin WANG[2,3]* 284

Exploring the skill mismatch in aviation service education: A comparative mixed-methods study of Taiwan and Mainland China 289

Yu-Chian CHEN[1], Kuo-Ching WANG[2]* 289

From Spectacle to Boycott: Why Generation Z Rejects Animal Performances in Tourism . . . 291

Zihan ZHENG, Yike TANG, Yang ZHOU 291

Reconfiguring the Value of High-Touch Hotel Service in Digital Hospitality Contexts: A Two-Study Investigation of Ritualized Concierge Service, Experiential Value, and Guest Responses 293

Jiawei WANG, Haoxuan FENG, Ben K. GOH, Yiran WANG[*] 293

The Impact of Transparency Cues on Booking Intention: A Dual-Trust Mechanism Moderated by Digital Literacy and Booking Importance 300

Gaozhe LI[*], Emily MA 300

Unveiling the Intention-Behavior Gap in Pro-Environmental Behavior: A Constraint-Negotiation Perspective on "Leave No Trace" Practices in Outdoor Activities 302

Hongwei YU[1], Biao HE[2], Dengming XIE[3]* 302

The Impact of Social Media Marketing Activities on the Subsequent Consumption Behavior of Consumers at Internet-Famous Restaurants 311

Jiameng CAO，Fang HONG[*] 311

RVRS Efficiency and Scale Adjustment Decisions of Tourism Enterprises under COVID-19 . 313

Minkun LIU[1], Xihao ZENG[2], Xinju HE[1,2]* 313

The Impact of Internship Experience on Hospitality Students' Intention to Remain: The Mediating Role of Internship Satisfaction and the Moderating Effect of Hotel Tier 320

Xinyuan ZHANG[1], Chengfeng YUE[2], Xiuli YI[3]* 320

Negative spillover and behavioral intentions for popular domestic destinations: Evidence from Xishuangbanna in China 322

Qianhui CHEN, Sung Hee PARK[*] 322

A Study on the Spatial Behavior of Tourists in Haikou's Historic Qilou Streets——Based on Trajectory Analysis 329

Jie YOU 329

Legal Remedies for Tourist Data Privacy on Third-Party OTAs: A Cross-Jurisdictional Comparative Study 336

Siyuan JIANG[1], Ye XU[2]* 336

From Expectation to Experience: A Longitudinal Study of Urban–Rural Hybrid Tourism, Destination Attractiveness, and Revisit Intention in Guizhou, China 337

Kawai AO 337

Transformative Experience in Yoga Retreat Tourism: Effects on Subjective Well-Being and Destination Satisfaction 339

Kalan LOU[*] 339

Tourists' SNS Usage Motivation and Quality of Life: The Mediating Roles of Honest and Positive Self-Presentation and Perceived Social Support 341

Yihan ZHOU, Zhixuan ZHANG, Shifan TONG, Jinok Susanna KIM 341

The impact of virtual reality immersive experiences on booking intentions Take Metaverse Hotels as an example 342

Yupeng CAI[*], Shaoqiang SONG 342

旅游中的民俗文化體驗對遊客環保行為的驅動機制研究——以龍勝龍脊梯田為例 345

陳桂宏[1]，吳月芹[2]，劉紹衛[3]，黃運婷[4]* 345

城市漫步作為旅遊體驗的空間生產與網絡媒介影響研究——以廈門為例 347

陳牧雲[*]，張一航 347

從興趣到成長：同人展背後的意義以及轉化性體驗研究 349

蔡艾桐，張一航 349

魅影空間與都市敘事：探索社交媒體在大灣區輕暗黑旅游塑造中的角色 350

段雅萱，張一航 350

內涵·價值·路徑：數智時代酒店業新質人才培養的可行性探究 ——以桂林旅遊學院酒店管理專業為例 351

李諭藩[1,2]，趙蕙婷[2]* 351

中国西南边境旅游业碳排放时空格局与驱动因素研究——基于机器学习方法 355

李佳城，赵赞 355

地方政府注意力對文旅創業活躍度的空間溢出效應研究 356

林軼，莫作涯 356

澳門大學生留澳就業的意願調查 357

李雅文，章于蓝 357

煙火氣為何動人？：基於雙路徑共鳴模型的遊客目的地推薦意向研究 359

*王晨曦，張溯** 359

“大隱於市”與“深林古刹”：東亞城鄉寺廟的感官景觀對遊客精神療愈的差異化影響 364

宋相君，唐娟* 364

從刺激到反應：社交媒體特徵對旅遊者態度及意向的鏈式影響研究——以山東濟寧為例 . . . 366

赵月阳[1]，秦小川[2]* *366*

實用工具還是理想願景？探討人工智慧賦能導覽體驗對博物館研學學生學習意願的影響 . . . 372

唐睿蔓，張溯[*] *372*

旅拍活動中攝影師類型與遊客類型的匹配機制：基於人—環境契合理論 381

李曉紅，王佳梅，梁旖晴，唐娟[*] *381*

快與慢之間：旅行節奏對遊客主觀活力的雙路徑影響機制研究 388

張偉藝，王博海，李攀[*]，唐娟 *388*

AI 生成旅遊攻略的用戶採納機制研究：認知與體驗雙路徑視角 393

呂昊[1]，劉夢淇[2]* *393*

基於心理契約的酒店實習生職業倦怠緩解及留職意願提升策略研究 396

劉夢淇[1]，呂昊[2]* *396*

表現幸福，加強紐帶：從炫耀性家庭旅遊到幸福的雙重路徑 399

路茜雯[1]，劉敬[2]，曹傑[3]* *399*

從義務到關係：旅遊紀念品与職場互惠行為研究 401

潘思穎，王周愛[*] *401*

探究品牌吉祥物對顧客品牌喜愛行為的影響：基於認知評價理論 404

羅敬嘉，夏夢龍[*]，李玥 *404*

從“覺得近”到“想出發” 深中通道背景下感知可達性影響旅遊意願的機制研究 407

*李攀，馮俏彥，唐娟** *407*

文旅融合背景下文化遗产旅游的修复逻辑与个体福祉影响机制研究 409

欒子瀚 *409*

極端環境中的地方感建構：風險、不確定性與生命意義的作用機制 411

張新悅，唐娟* *411*

基于混频深度学习的可解释性旅游需求预测研究 414

*胡明明，张宇坤** *414*

性別視角下的中國酒店業審美勞動 416

楊雨欣，高雄斌* *416*

“伪烟火，真乡愁？”AI 生成视频中炊烟线索对乡村旅游意愿的影响研究 419

*苏振，黄鹏鹏** *419*

展示成品还是制作过程？AI 视频内容类型、消费者知识与品牌认证对非遗纪念品消费的协同作用机制 420

*苏振，朱文豪** *420*

藝術療愈融入文旅產業的創新路徑與模式構建 421

*羅裕帛** *421*

社會資本視角下社區參與對鄉村旅遊地居民生計韌性的影響研究 424

劉民坤，劉曉怡[*] *424*

基於 REITs 應用研究的鄉村旅遊融資模式創新與風險防控 427

黃葵，蔣文恬[*] *427*

福建遊神活動對地方依戀的影響機制研究:神聖感的調節作用 430

吳熠凌[*] *430*

「煙霧繚繞中的綠色覺醒」——年輕吸煙遊客的環境內疚感與補償性環保行為研究（以粵港澳大灣區為例） 433

Felix Elvis OTOO[1]*，董子涵*[2]*，徐羽裳*[2]*，叢婉昊*[3] *433*

過度工作對旅遊業員工退縮行為的影響機制：感知同事社會懈怠、工作家庭衝突與情緒耗竭的多重中介效應 438

魏嘉怡[*] *438*

“碳漂绿”在旅游企业间传染吗？基于同群效应视角的研究 442

宗佳祺 *442*

資源補償與資源威脅:包容性領導與心理契約違反如何調節心理健康對實習滿意度之影響 . . 443

莊文隆，林幸慧[*]*，吳紹全* *443*

生成式 AI CE2 支持旅遊課程教學設計與實施的實踐研究：以個案學習法為例 449

鄭翠玲[1]*，王易好*[2*]*，顏力祺*[3] *449*

人工智能時代下旅遊相關專業大學生的認知建構、職業想象與應對策略 455

孟千惠，羅好，黃樂霖，劉超[*] *455*

公众环境关注会引发旅游企业“碳漂绿”吗？基于面板数据固定效应模型 461

張明瑤 *461*

主客互動對遊客城市認同的影響：汙名感知的仲介與共創意願的調節——以澳門為例 462

王忠濤，洪芳 *462*

旅遊場景下非遺文創產品遊客支付溢價與購買意願測度模型——以侗族藍染織產品為例 . . . 464

王雅奇 *464*

當黃金時代落幕：資源保存理論視角下香港電影衛星影迷的行為機制研究 477

王鬱文，朱燕妮[*] *477*

臺灣旅宿業面臨的議題與挑戰：自臺灣上市旅館永續報告書之重大主題檢視 480

林芳儀[1]，呂玟靜[2]* *480*

感知智能酒店屬性對遊客幸福感以及忠誠度的影響機制研究-基本心理需求滿足的仲介作用 485

楊元灝，洪芳 *485*

经济政策不确定性与旅游企业碳排放：基于成本粘性与合法性的双重视角 487

张慧，曾梦秀[*]，周春梅 *487*

从资源保存理论的视角来看偶像塌房如何引发粉丝报复性偏差行为 488

李萌曦，朱燕妮* 488

打破偏見，留住人心 一寵物友好型酒店非愛寵員工積極服務接觸的雙路徑機制與組織支持邊界研究 490

王芸玨，潘思穎* 490

生成式 AI 中數字助推對旅遊網紅社會責任表達的影響機制 492

趙振中[1,2] 492

本土化產品線索對中國消費者葡萄酒溢價支付意願的影響：面子關注的中介機制與消費情境的調節作用 499

楊皓天[1]，洪芳[1]，梁璐[2]* 499

責任感知的"最優區間"：敬畏感-自然聯結-親環境行為鏈條中環境責任感知的倒 U 型調節 . 501

張向陽， 李鶯莉 501

數智背景下我國長三角旅遊環境賦能全適能綜合評價體系研究 503

黃志暉，何勇 503

數字劇場如何活化文化遺產：基於 Gioia 方法與 LDA 驗證的混合研究 507

徐碩[1,2]，王巍[2]，黃薏霖[1]，高夢浠[1]，陳歡勇[1]* 507

鄉村旅遊實踐對大學生職業認同與價值觀的影響研究——以歇馬村為例 516

梁嘉琪 516

Exploring the Travel Experiences of Chinese Pet Owners: Traveling with Their Pets

Xinhao YU (Sherlock) and Yihang ZHANG (Kelvin)

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, Macau

Abstract

With the growth of pet ownership in China, traveling with pets has gradually become a trend in the tourism and hospitality industry, reflecting shifting cultural attitudes and the emergence of new business opportunities. This study aims to explore how pet tourism influences travel experiences and the relationship between pets and their owners, focusing on the emotional bond they establish, the operational and managerial aspects of the tourism and hospitality industry, and the sociocultural dimensions within China's unique context. Semi-structured interviews with 10 pet owners who have experience traveling with their pets were conducted. Thematic analysis was used for data analysis with three main themes emerged. First, the emotional and relational dynamics generated by pet travel highlight the significance of pet tourism; owners who regard their pets as important family members establish and strengthen deep emotional bonds through travel and shared tourism experiences. Second, operational and managerial barriers in the tourism and hospitality industry, such as inconsistent hotel policies and limited transportation options, negatively affect traveling with pets. Finally, regional differences in China and diverse sociocultural attitudes toward animals as pets notably influence the travel experiences of pet owners. These findings suggest that although pet tourism holds great potential for enriching the relationship between owners and pets and bringing economic growth and opportunities to the tourism and hospitality industry, its future development depends on addressing industry barriers and fully leveraging China's thriving pet culture. The insights from this study contribute to understanding the role of pet tourism in modern travel and may provide a foundation for future policy-making and industry improvements related to pet tourism in China.

Keywords: pets, travel, tourism industry, hospitality industry, attachment theory, China

Digital Empowerment and Non-Gaming Experience Value in Integrated Resorts: Evidence from Highly Regulated Asian Destinations

Zixuan YUAN*

Faculty of Business, The Hong Kong Polytechnic University, Hong Kong, China

*Corresponding Email: zixuan_yyuan@outlook.com

Abstract

The Integrated Resort (IR) environment is at a strategic crossroads in Asia as a result of recovering from the pandemic, evolving regulatory frameworks, and changes in consumer demand. The diversification of non-gaming offerings has become a strategic priority for integrated resorts seeking sustainable development beyond traditional gaming revenues (Pine & Gilmore, 1999). In highly regulated Integrated Resort destinations, including Macau and Singapore, regulatory frameworks play a critical role in shaping the development and strategic orientation of non-gaming development. Although existing research has largely focused on digital transformation at the organizational level, limited attention has been paid to digital empowerment initiatives influence customers' non-gaming experiences and subsequent behavioral outcomes from a consumer perception perspective.

Drawing on the digital empowerment literature, digital empowerment in hospitality contexts refers to the application of digital technologies to enhance service integration, customer interaction, and value creation across the service experience (Westerman et al., 2014). Beyond improving operational efficiency, digitally empowered services provide customers with more personalized and engaging non-gaming experiences, which may enhance their perceived experience value. Besides, customers' perceived experience value has been widely recognized as an important determinant of favorable behavioral intentions in tourism and hospitality settings (Chen & Chen, 2010). When customers perceive higher value from non-gaming experiences, they are more likely to develop positive attitudes toward the resort, leading to stronger loyalty and revisit intention. However, empirical research examining the underlying mechanism linking digital empowerment, perceived non-gaming experience value, and customer behavioral intentions within Integrated Resort settings remains scarce.

To address this gap, this study proposes and empirically tests a conceptual framework in which digital empowerment enhances customers' perceived non-gaming experience value, which in turn drives non-gaming performance outcomes reflected in customer behavioral intentions, while also acting as a mediating mechanism; moreover, the strength of the relationship between digital empowerment and perceived non-gaming experience value is contingent upon the regulatory environment. A quantitative

research design will be employed, with data collected from approximately 500 Integrated Resort customers, and Structural Equation Modeling will be used to test the proposed relationships.

This study contributes to the Integrated Resort and digital transformation literature by advancing understanding of digitally enabled non-gaming development from a consumer perspective and also offering practical insights for practitioners seeking to optimize non-gaming strategies under highly regulated tourism environments.

Keywords: Digital Empowerment, Non-Gaming Experience Value, Integrated Resorts, Regulatory Environment, Customer Behavioral Intentions

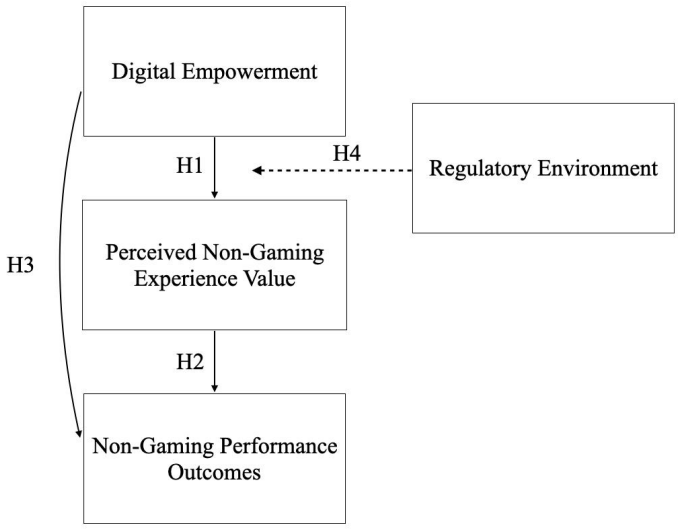


Figure 1. The Conceptual Model

The Psychological Mechanism of Cultural Narratives and Tourists' Aesthetic Experience: An Empirical Study Based on the Literary Associations of Chinese Tourists

Na ZHANG, Su ZHANG*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, Macau SAR, China

*Corresponding Email: szhang@must.edu.mo

Abstract

Within China's long-standing landscape culture, the aesthetic appreciation of natural scenery often does not come directly from the scenery itself, but is always accompanied by the profound connotations endowed by literature and culture. The aesthetic experiences and tourism well-being of Chinese tourists are deeply influenced by cultural symbols such as literary allusions, poetry and songs internalized in the landscapes. Unlike the Western aesthetic model that emphasizes formal cognition and knowledge acquisition, the Chinese landscape aesthetic is more inclined to be an emotional and spiritual activity driven by cultural memory and emotional resonance. However, existing research still lacks systematic empirical investigation into how this "cultural perspective" specifically influences tourists' psychological mechanisms. Therefore, this study aims to deeply explore how literary imagination of natural tourism destinations affects Chinese tourists' aesthetic perception and, ultimately, their sense of tourism well-being.

This research plan will adopt a combination of qualitative and quantitative methods and be carried out in two phases. In the first phase, in-depth interviews and observations will be used to preliminarily explore how literary association is activated during tourism experiences, how it interacts with aesthetic perception, and its potential connections with place attachment and well-being. In the second phase, based on qualitative findings, a comprehensive theoretical model will be constructed and tested quantitatively through a questionnaire survey. The goal is to systematically reveal the underlying mechanisms among various constructs.

This research aims to provide a new theoretical framework for understanding tourism experience and tourists' well-being from the perspective of Chinese cultural psychology, while deepening the understanding of the core issue of " how culture shapes tourists' aesthetic experience ". The research results will also provide culturally sensitive practical insights for the narrative construction and experience design of natural and cultural destinations.

Keywords: Cultural narratives; Aesthetic experience; Literary associations; Place attachment; Tourist well-being

Beyond Borders: What Drives Macao Residents' Northbound Travel to the Greater Bay Area on Weekends and Holidays? A Push-Pull-Emotion Perspective

Chon In (Alston) HO and Yufeng YONG

PhD Student, Faculty of Creative Tourism and Intelligent Technologies, Macao University of Tourism, Colina de Mong-Há, Macau, China

Abstract

In previous decades, both Hong Kong and Macao SARs were popular destinations for Mainland Chinese tourists, and they brought huge economic benefits to the SARs (Tse and Qiu, 2016). Recently, the development of the Hong Kong-Zhuhai-Macao Bridge and the convenient northbound vehicle policy have encouraged Macao residents to travel Northbound (mainly the Greater Bay Area) during holidays and weekends (Guan et al., 2024). Prior studies have mainly examined what motivates Mainland Chinese tourists to travel to both SARs, yet what motivates and attracts SARs' residents to travel northbound remains underexplored. More importantly, this kind of tourism is usually categorized as cross-border tourism, which is already investigated, and commonly existed nearby regions, such as the U.S. and Mexico (Clark and Nyaupane, 2023). These regions are two countries that share different cultures or even languages, which provide a novel experience during travel. However, in the case of SARs and Mainland China, their relationship is more special as SARs belong to China, share similar cultures and languages, but with a clear border, which showcases a demand for exploring whether this special cross-border tourism is different from those between countries. Based on these, the objective of the study is to explore what motivates and attracts Macao residents to have Northbound travel during the weekends and holidays. Guided by the push and pull theory, this study will adopt a qualitative method, having semi-structured interviews with Macao residents, and analyze the data with a thematic analysis approach. Given that Crompton and Petrick (2024) recently stated that people always mix up push factors and emotions, this study will further categorize emotion-related factors separately and propose a push-pull-emotion framework. The results of this study are expected to refine the push and pull theory to include emotion as a subcategory and provide valuable insights for related destination marketers to improve their travel strategy.

Keywords: Cross-Border Tourism, Macao, Greater Bay Area, Push and Pull Theory, Emotions, Thematic Analysis

Urban tourism precinct: restorative qualities shaping image through restoration outcomes, with activity-in-environment and social context as moderators

Lin LIU[1], Jinkyung Jenny KIM[2]

[1]Graduate Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China
[2]Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

Abstract
This study examines how perceived destination restorative qualities shape the image of the urban tourism precinct, using Green Lake in Kunming, China, as the empirical context. Drawing on Attention Restoration Theory and destination image research, it proposes that perceived destination restorative qualities directly and indirectly influence precinct image through short-term restoration outcomes, with activity-in-environment and social context acting as moderating factors. Using a two-stage on-site survey across different micro-settings, the study is expected to show that short-term restoration functions not only as an immediate psychological outcome, but also as an experiential pathway linking place qualities to broader urban tourism evaluation. The study extends restoration research to real-world urban tourism precincts and offers implications for the design and management of psychologically supportive urban tourism environments.

Keywords: urban tourism precinct; perceived restorative destination qualities; restoration outcomes; image of the urban tourism precinct; activity-in-environment; social context

Introduction

Recent urban tourism research has increasingly emphasized the embeddedness of tourism in urbanism, public space, walkability, and everyday city life (Page & Duignan, 2023). Urban tourism precincts are typically understood as distinctive areas within cities characterized by concentrated tourist-related activities and a recognizable spatial identity (Hayllar & Griffin, 2005). In the Chinese context, typical examples of urban tourism precincts include Qianmen Street in Beijing, Tianzifang in Shanghai, and the Pingjiang Historic District in Suzhou.

Urban life is often associated with considerable psychological stress and mental health risks (Gruebner et al., 2017). At the same time, urban tourism precincts often combine multiple place types with restorative potential, such as urban parks, blue spaces, eating and drinking places, and museums (Bornioli et al., 2025), and urban

leisure environments contribute to restoration outcomes and leisure satisfaction (Lin & Liu, 2024).

However, research on urban tourism precincts has paid limited attention to visitors' on-site psychological evaluations of these settings (Hayllar & Griffin, 2005). Hao et al. (2025) further note that restorative qualities, destination image, and restoration outcomes have rarely been examined within a single empirical model. Moreover, although restorative experience varies according to situational factors such as activity-in-environment and social context (Staats & Hartig, 2004; Staats et al., 2016), these factors have seldom been incorporated into research on urban tourism precincts or into models linking restorative qualities to destination image.

To address this gap, this study aims to (1) examine how perceived destination restorative qualities influence the image of the urban tourism precinct through restoration outcomes, and (2) investigate the moderating roles of activity-in-environment and social context in this relationship.

Literature review and hypotheses development

2.1. Theoretical background

This study is grounded primarily in Attention Restoration Theory (ART), which explains how restorative experience may help individuals recover from directed attention fatigue (Kaplan, 1995). According to ART, environments are more likely to support restoration when they provide a sense of being away, evoke fascination, have sufficient extent, and are compatible with a person's purposes and inclinations. To complement this cognitive account, Stress Recovery Theory (SRT) suggests that environmental experiences can also support short-term recovery from emotional and stress-related states (Ulrich et al., 1991). A therapeutic landscapes perspective further suggests that restorative experience is not an intrinsic property of place, but a relational outcome emerging through the interplay of material settings, social conditions, and human perceptions (Bell et al., 2018).

2.2. Perceived destination restorative qualities and image of the urban tourism precinct

Perceived destination restorative qualities (PDRQs) were introduced into tourism research by Lehto (2013), who, drawing on ART, developed a destination-based scale to assess the perceived restorative qualities of vacation destinations. Compared with the more general Perceived Restorativeness Scale (PRS) (Hartig et al., 1997), this destination-based operationalisation adapts restorative qualities more specifically to tourism settings by including dimensions such as compatibility, extent, fascination, mentally away, physically away, and discord.

From a tourism perspective, the image of the urban tourism precinct refers to visitors' overall impression and evaluation of the precinct, formed through their perceptions of destination attributes and subjective experiences of place (Baloglu & McCleary, 1999; Tasci & Gartner, 2007). Recent research has begun to connect restorative perceptions with broader destination evaluations. Hao et al. (2025) indicate that perceived

restorativeness is closely associated with destination image in tourism settings. Therefore, the present study proposes the following hypothesis:

H1: Perceived destination restorative qualities positively influence the image of the urban tourism precinct.

2.3. The mediating role of restoration outcomes

Restoration outcomes refer to visitors' immediate psychological restoration states during or after on-site experience (Korpela et al., 2008). In the present study, PDRQs are conceptualised as a cognitive appraisal of the restorative potential of a setting, whereas restoration outcomes represent the immediate psychological state arising from that appraisal. In tourism research, PDRQs have been shown to positively influence tourists' restoration outcomes (Cui et al., 2025; Jia et al., 2025). Because destination image reflects visitors' overall cognitive–affective evaluation of a place, immediate restoration-related states may become part of that evaluation. On this basis, the present study proposes that restoration outcomes may mediate the relationship between PDRQs and the image of the urban tourism precinct. Therefore, the present study proposes the following hypotheses:

H2: Perceived destination restorative qualities positively influence restoration outcomes.
H3: Restoration outcomes positively influence the image of the urban tourism precinct.
H4: Restoration outcomes mediate the relationship between perceived destination restorative qualities and the image of the urban tourism precinct.

2.4. The moderating roles of activity-in-environment and social context

Restoration research suggests that restorative potential depends not only on environmental qualities, but also on how those qualities are experienced in context. From an ART perspective, this is reflected in compatibility, which concerns the fit between environmental qualities and individual purposes and activities (Kaplan, 1995). Consistent with this view, restorative experience has been understood as shaped by place experience and situational context rather than by environmental type alone (Scopelliti & Giuliani, 2004; Subiza-Pérez et al., 2020). Staats et al. (2016) further show that restorative evaluations vary across activities-in-environments and according to whether a setting is experienced alone or in company. Extending this work to real-life urban settings, Bornioli et al. (2025) likewise show that restorative experiences are closely tied to activity and social context. Therefore, the present study proposes the following hypotheses:

H5: Activity-in-environment moderates the relationship between perceived destination restorative qualities and restoration outcomes, such that this relationship varies across activities.

H6: Social context moderates the relationship between perceived destination restorative qualities and restoration outcomes, such that this relationship varies according to whether the setting is experienced alone or in company.

Based on the discussion above, Figure 1 presents the conceptual framework of this study.

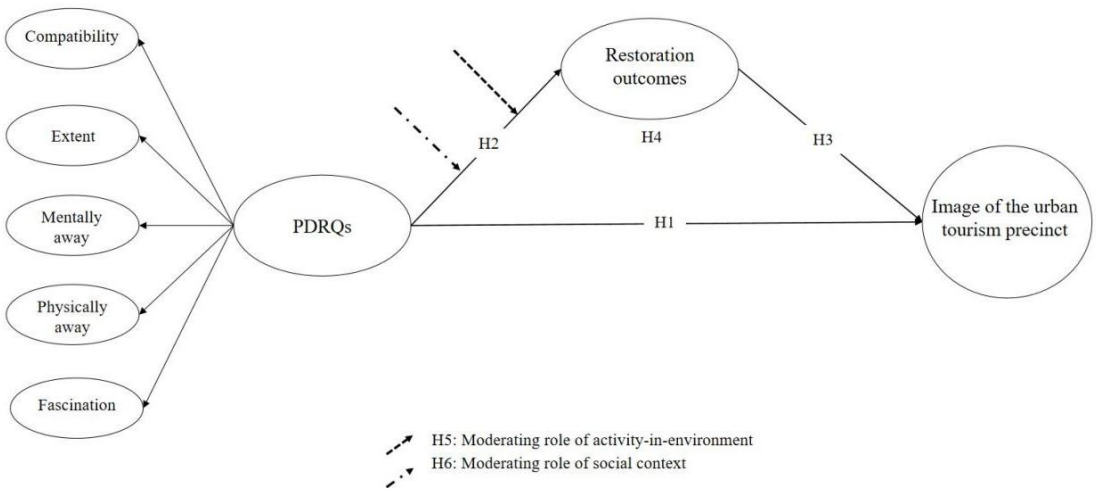


Fig. 1. The conceptual framework.

Methodology

3.1. Study setting and relevance

This study focuses on Green Lake, a key section of the Cuihu–Old Street area in Kunming, China. It is conceptualised as a compact urban tourism precinct that combines blue-space, heritage, pedestrian, and leisure environments within a walkable setting. The area is currently being developed as a national 5A tourist attraction, the highest official quality rating for tourist attractions in China (Kunming Municipal Bureau of Culture and Tourism, 2026), and has recently been further integrated with Kunming Old Street through a new greenway and elevated walkway (Kunming Information Port, 2025).

Green Lake Park averages approximately 15,000–20,000 visitors per day (China National Radio, 2024). Its high visitor volume and mixed natural, cultural, and leisure characteristics make it an appropriate setting for examining tourists' short-term on-site restorative experience.

3.2. Measures

All constructs will be measured using established scales adapted to the Green Lake context, with items rated on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

In the first-stage on-site survey, PDRQs will be measured using items adapted from Lehto (2013), In the first-stage on-site survey, PDRQs will be measured using items

adapted from Lehto (2013), with respondents asked to evaluate their experience in the place they are currently experiencing or have just experienced within the precinct. Activity-in-environment will be measured as the main type of activity undertaken in that place. Following Staats et al. (2016), three categories will be adapted to the Green Lake context: (1) staying by the lakeside, including walking or sitting; (2) sitting in an eating and drinking place; and (3) strolling and taking photographs along heritage-related streets and adjacent pedestrian spaces. Social context will be measured following Staats et al. (2016) and coded as alone or accompanied. Pre-visit fatigue will be included as a control variable and measured using items adapted from Hartig and Staats (2006).

In the second-stage short-delay follow-up survey, ROS will be measured using items adapted from the scale developed by Korpela et al. (2008), reflecting short-term restorative states. The image of the urban tourism precinct will be measured as tourists' overall evaluative representation of Green Lake. Following Kock et al. (2016), a short holistic scale will be used to assess whether Green Lake is perceived as good, positive, favourable, and worthwhile. The questionnaire will also include demographic and visit-related variables, including length of stay and main purpose of visit.

The questionnaire will be developed in English and translated into Chinese for field administration. A translation and back-translation procedure will be applied to ensure consistency between the two versions. Prior to the main survey, a pilot test will be conducted with a small sample to assess clarity, comprehensibility, and contextual relevance, and minor adjustments will be made accordingly.

3.3. Sampling and data collection

The target population will consist of visitors experiencing the Green Lake precinct for tourism-related or leisure-related purposes. To focus on short-term tourism-related place experience, local residents using the area mainly as part of their daily routine will be excluded through screening questions at the beginning of the questionnaire.

Data will be collected using a two-stage survey design. In the first stage, an on-site convenience intercept survey will be administered at multiple locations within the precinct, including lakeside walking areas, heritage-related nodes, pedestrian spaces, and eating and drinking places. This approach will capture variation in place experience, activity-in-environment, and social context across the precinct. The intercept survey is designed to capture immediate place-based evaluations rather than retrospective assessments of the entire visit. Respondents will therefore complete the first survey based on the place they are currently in or have just left. This stage will measure PDRQs, activity-in-environment, social context, and pre-visit fatigue.

In the second stage, the same respondents will be invited to complete a brief follow-up survey shortly after leaving the precinct. This survey will measure ROS and the image of the urban tourism precinct. Participation in the surveys will be voluntary, and respondents will be informed of the academic purpose of the study before completing the questionnaires.

3.4. Data analysis

Data will be analysed in several stages. First, descriptive statistics will be used to summarise the sample characteristics. Second, the reliability and validity of the measurement model will be assessed using internal consistency measures and confirmatory factor analysis. Third, structural equation modelling will be employed to test the hypothesised relationships among PDRQs, ROS, and the image of the urban tourism precinct. The mediating role of ROS will be examined within the structural model. The moderating effects of activity-in-environment and social context will be tested using multi-group analysis. Pre-visit fatigue will be included as a control variable in all analyses, as restoration research suggests that attentional fatigue shapes both the need for restoration and subsequent environmental evaluation (Hartig & Staats, 2006; Staats et al., 2016).

Expected outcomes and implications

This study is expected to show that short-term, place-based experiences within urban tourism precincts can shape both ROS and the image of the precinct. Places with stronger PDRQs are likely to generate higher ROS, suggesting that restoration in urban tourism precincts may arise not only from natural elements, but also from the combination of natural, historical, and leisure-oriented settings.

ROS are also expected to mediate the relationship between PDRQs and the image of the urban tourism precinct. This would suggest that tourists' overall evaluation of an urban tourism precinct is influenced not only by place qualities, but also by the immediate psychological benefits gained from the experience.

The study is further expected to show that restorative experience varies according to activity-in-environment and social context. This would indicate that restoration depends not only on the characteristics of a place, but also on how that place is used and whether it is experienced alone or with others.

Overall, the study is expected to extend restoration research to real-world urban tourism precincts and to show that restoration can serve as an experiential pathway linking place experience to the image of the urban tourism precinct. In practice, the findings may inform the planning and management of diverse micro-settings within urban tourism areas, thereby supporting both visitor well-being and destination appeal.

References

Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. Annals of Tourism Research, 26(4), 868–897. https://doi.org/10.1016/S0160-7383(99)00030-4

Bell, S. L., Foley, R., Houghton, F., Maddrell, A., & Williams, A. M. (2018). From therapeutic landscapes to healthy spaces, places and practices: A scoping review. Social Science & Medicine, 196, 123–130. https://doi.org/10.1016/j.socscimed.2017.11.035

Bornioli, A., Vermeulen, S., Ratcliffe, E., Anderson, T., Pasanen, T., & Subiza-Pérez, M. (2025). Where do urban residents go to restore? A comparative

mixed-methods study on psychological experiences in everyday favourite urban indoor and outdoor places. Journal of Environmental Psychology, 102, 102551. https://doi.org/10.1016/j.jenvp.2025.102551

China National Radio. (2024, November 12). 昆明升級翠湖片區城市品質打造文旅融合標杆 [Kunming upgrades the Cuihu precinct to build a benchmark for culture–tourism integration]. Retrieved from https://www.cnr.cn/yn/mjyn/20241112/t20241112_526972687.shtml

Cui, R., Farahani, S., Xie, Y., & He, X. (2025). Exploring the psychological restoration of tourists in natural and cultural destinations: The moderating roles of novelty and familiarity. Tourism Management Perspectives, 57, 101362. https://doi.org/10.1016/j.tmp.2025.101362

Gruebner, O., Rapp, M. A., Adli, M., Kluge, U., Galea, S., & Heinz, A. (2017). Cities and mental health. Deutsches Ärzteblatt International, 114(8), 121–127. https://doi.org/10.3238/arztebl.2017.0121

Hao, Y., Yan, X., & Yang, J. (2025). The role of perceived restorative, authenticity, and destination image in place attachment with nature-based destinations: A meta-analysis. Journal of Environmental Psychology, ahead-of-print. https://doi.org/10.1016/j.jenvp.2025.102829

Hartig, T., Korpela, K., Evans, G. W., & Gärling, T. (1997). A measure of restorative quality in environments. Scandinavian Housing and Planning Research, 14(4), 175–194. https://doi.org/10.1080/02815739708730435

Hartig, T., & Staats, H. (2006). The need for psychological restoration as a determinant of environmental preferences. Journal of Environmental Psychology, 26(3), 215–226. https://doi.org/10.1016/j.jenvp.2006.07.007

Hayllar, B., & Griffin, T. (2005). The precinct experience: A phenomenological approach. Tourism Management, 26(4), 517–528. https://doi.org/10.1016/j.tourman.2004.03.011

Jia, J., Shi, P., Lee, T. J., & Li, S. (2025). Can restorative wellness destinations enhance tourists' sense of meaning in life? Current Issues in Tourism, ahead-of-print. https://doi.org/10.1080/13683500.2025.2586790

Kaplan, S. (1995). The restorative benefits of nature: Toward an integrative framework. Journal of Environmental Psychology, 15(3), 169–182. https://doi.org/10.1016/0272-4944(95)90001-2

Kock, F., Josiassen, A., & Assaf, A. G. (2016). Advancing destination image: The destination content model. Annals of Tourism Research, 61, 28–44. https://doi.org/10.1016/j.annals.2016.07.003

Korpela, K. M., Ylén, M., Tyrväinen, L., & Silvennoinen, H. (2008). Determinants of restorative experiences in everyday favourite places. Health & Place, 14(4), 636–652. https://doi.org/10.1016/j.healthplace.2007.10.008

Kunming Information Port. (2025, November 5). 翠湖城市綠道正式開放 打通昆明老街與翠湖片區文旅"新通道" [Cuihu urban greenway officially opens, linking Kunming Old Street and the Cuihu precinct through a new culture–tourism corridor]. Retrieved from https://www.kunming.cn/news/c/2025-11-05/13992806.shtml

Kunming Municipal Bureau of Culture and Tourism. (2026, March 3). 昆明市文化和旅遊局 2026 年部門預算公開 [2026 departmental budget disclosure of the Kunming Municipal Bureau of Culture and Tourism]. Retrieved from https://czj.km.gov.cn/c/2026-03-03/5061098.shtml

Lehto, X. Y. (2013). Assessing the perceived restorative qualities of vacation destinations. Journal of Travel Research, 52(3), 325–339. https://doi.org/10.1177/0047287512461567

Lin, Y.-X., & Liu, Y. (2024). Let the city heal you: Environment and activity's distinct roles in leisure restoration and satisfaction. Cities, 154, 105336. https://doi.org/10.1016/j.cities.2024.105336

Page, S. J., & Duignan, M. (2023). Progress in Tourism Management: Is urban tourism a paradoxical research domain? Progress since 2011 and prospects for the future. Tourism Management, 98, 104737. https://doi.org/10.1016/j.tourman.2023.104737

Scopelliti, M., & Giuliani, M. V. (2004). Choosing restorative environments across the lifespan: A matter of place experience. Journal of Environmental Psychology, 24(4), 423–437. https://doi.org/10.1016/j.jenvp.2004.11.002

Staats, H., & Hartig, T. (2004). Alone or with a friend: A social context for psychological restoration and environmental preferences. Journal of Environmental Psychology, 24(2), 199–211. https://doi.org/10.1016/j.jenvp.2003.12.005

Staats, H., Jahncke, H., Herzog, T. R., & Hartig, T. (2016). Urban options for psychological restoration: Common strategies in everyday situations. PLOS ONE, 11(1), e0146213. https://doi.org/10.1371/journal.pone.0146213

Subiza-Pérez, M., Vozmediano, L., & San Juan, C. (2020). Welcome to your plaza: Assessing the restorative potential of urban squares through survey and objective evaluation methods. Cities, 100, 102461. https://doi.org/10.1016/j.cities.2019.102461

Tasci, A. D. A., & Gartner, W. C. (2007). Destination image and its functional relationships. Journal of Travel Research, 45(4), 413–425. https://doi.org/10.1177/0047287507299569

Ulrich, R. S., Simons, R. F., Losito, B. D., Fiorito, E., Miles, M. A., & Zelson, M. (1991). Stress recovery during exposure to natural and urban environments. Journal of Environmental Psychology, 11(3), 201–230. https://doi.org/10.1016/S0272-4944(05)80184-7

Fairness as Resonance: An Inductive Construction of the Dual-Chamber Resonance Model in Multinational Hospitality Management

Yilin ZHAO*

THE HONG KONG POLYTECHNIC UNIVERSITY, HONG KONG

*Corresponding Email: eliazhao@outlook.com

Abstract

1. Introduction & Research Gap

For multinational hotel corporations, the tension between global governance, which requires uniformity of policies, and markets that require local responsiveness based on cultural diversity is significant. This tension has been exacerbated in the post-pandemic era as digitalization, experiential consumer behavior, and complex loyalty programs increase the gap between corporate policies and employee skills (Aksoy et al., 2022; Ruiz-Fernández et al., 2024).

Substantial advances in the concept of fairness in services exist, but an inherent gap remains.Fairness theory (Tax et al., 1998), along with service recovery studies (Lim et al., 2025), have generally conceptualized fairness as something that's evaluated at the micro-level of individual service encounters, not something that's built and sustained across culturally diverse markets over time. Moreover, the concept of agile management has been explored in relation to tech and leadership contexts (Buganova & Simova, 2024; Rigby et al., 2016), but not yet conceptualized as a mechanism that connects global policy with fairness perceptions in culturally diverse markets.Our paper sets out to answer three questions: What role does agile management potentially play in bridging the global-local policy gap for multinational hospitality firms? What's the relationship between decentralized decision-making, teamwork, and learning in the context of agile service systems? What's the role of the interaction between customer segmentation and cultural adaptation in fairness perceptions in culturally diverse markets? To answer these questions, we inductively propose the Dual-Chamber Resonance Model (DCRM), a brand-new theoretical approach that conceptualizes agility as a process of relational resonance that actively stabilizes fairness, rather than a list of individual practices.

Keywords: Agile management; Dual-Chamber Resonance Model; global–local tension; service fairness; multinational hospitality; Greater Bay Area

2. Theoretical Foundations

2.1 Global–Local Tension

According to the integration-responsiveness (I-R) model (Bartlett & Ghoshal, 1989), multinational corporations face a challenge to be efficient globally through standardization, while also seeking competitiveness locally through adaptation, a challenge that grows as internationalization deepens (Ruiz-Fernández et al., 2024). In the hospitality industry, this problem is experienced in pricing models, loyalty programs, and service delivery that must be globally consistent but locally relevant (Mohr et al., 2024).Significantly, although the I-R model helps to identify this paradox structurally, it does not offer a process explanation of how organizations deal with this challenge in real-time interactions.

2.2 Agile Management

Agility in the form of the Agile Management paradigm was first developed in the context of software development in the Agile Manifesto (Beck et al., 2001). It was then transferred to the hospitality industry through three different organizational structures: decentralized decision-making structures, cross-functional structures, and feedback-based service recovery structures (Nyeko, 2024; Armstrong & Manitsky, 2022). In the context of hotel operations, such structures would promote employee empowerment, adaptive responding to guests, and iterative understanding of policies. However, the extant body of research on hospitality agility is still in the cataloguing phase and does not conceptualize the role of the Agile Management paradigm as an overarching mechanism linking internal policy logics and external perceptions of fairness.

2.3 Fairness Theory

The theory of fairness has proposed three justice dimensions that are vital for service recovery assessments: distributive justice (equity of outcomes), procedural justice (equity of processes), and interactional justice (equity of interpersonal interactions) (Tax et al., 1998; Wu et al., 2020). Even though the tripartite model has dominated the literature on fairness, it has two underexplored weaknesses: it views fairness as a snapshot evaluation, not as a process, and its Western-centric underpinning does not sufficiently consider culturally embedded notions of fairness by which collectivist and individualist guests perceive justice in different ways (Atanga et al., 2024). These weaknesses underscore the need for a process-based model that can explicate the construction and stabilization of fairness in culturally diverse multinational service contexts.

3. Methodology

For the current research, an interpretivist approach will be employed, grounded in constructivist assumptions, based on the belief that fairness perceptions and agile practices are socially constructed through the lived experiences of managers and guests in a variety of cultural contexts (Creswell & Creswell, 2018). The qualitative single-case study design will be adopted for this study. The reason for choosing Marriott International as the case company lies in its scale and standardized brand

governance as well as the presence of substantial policy adaptation issues in diverse markets.

For the current research, an inductive approach to conceptual model building will be followed, based on Eisenhardt's (1989) case-based abstraction and Locke's (2007) concept formation process, with iterative data collection and conceptual abstraction leading to the development of conceptual dimensions and the application of a theoretical model. A conceptual sufficiency test will be used, whereby data collection will continue until no new conceptual dimensions are identified from comparative cross-source data analysis (Eisenhardt, 1989; Guest et al., 2020).

For data collection, three triangulated data sources will be employed at eight Marriott International properties in Hong Kong, Macau, Guangzhou, and Shenzhen, consisting of semi-structured interviews with six mid-to-senior managers at Marriott International, 45-60 minutes per participant, conducted via Zoom and Tencent Meeting, 408 guest reviews sourced from Ctrip, Booking.com, and Agoda, and direct telephone inquiries with policy offices at all eight properties. Braun and Clarke's (2006) reflexive thematic data analysis will be employed, with inductive cross-source triangulation used to increase data credibility and support conceptual abstraction.

4. Findings

4.1 Global–Local Policy Tensions as Structural Contradictions

Policy tensions were evident in four operational domains: (1) children's breakfast pricing, which is free at Hong Kong and Macau hotels but charged at Mainland hotels; (2) pet fees, which are subject to varying local regulations and cultural norms regarding pets in hotels; (3) executive lounge access, which is granted or denied to elite loyalty program members at hotels of the same brand; and (4) loyalty benefits for online travel agents (OTAs) vs. direct bookers, which resulted in perceived inequities among high-frequency cross-market loyalty program members.

Such tensions should be seen not in terms of operational failures but rather in terms of structural contradictions that result from efforts to balance brand standardization and market-specific responsiveness. A quote from a senior manager captures the essence of these tensions well: "We cannot apply the same rule in Guangzhou and Hong Kong—the guests are different, the competition is different, the expectations are completely different." Moreover, data from guest reviews suggest that elite loyalty program members were particularly dissatisfied with brand standardization due to their cross-market experience.

4.2 Agile Management Practices: Mechanisms and Regional Asymmetry

Three types of generative agile mechanisms were identified that consistently appeared in all properties: decentralized employee empowerment, as seen in employees' permission to perform on-the-spot upgrades, compensate customers, or address service failures without needing to escalate to management; inter-functional collaboration, as seen in resource coordination between hotel departments to respond to surges in demand, such as re-allocating room types between Guangzhou properties;

and feedback-driven service recovery, which comprised weekly operations debriefs, communication protocols, as well as managerial responses to online reviews.

Regional asymmetry: A second set of findings that is empirically distinct from the above is regional asymmetry between properties in Hong Kong/Macau and those in mainland China. Properties in Hong Kong/Macau demonstrated proactive, culturally intelligent forms of agility, wherein hotel managers recognized the need for cross-cultural fairness, anticipated these needs by justifying their rationales for hotel policies, and developed strategies to respond to these needs as seen in their development of recovery strategies for different types of guests. In contrast, properties in mainland China primarily demonstrated reactive forms of survival-oriented agility, wherein hotel managers' responses to complaints were primarily reactive as opposed to proactive strategies to address anticipated needs. Pressures to operate, especially when hotel occupancy was high, also resulted in benefit dilution for VIP customers as well as differentiated treatment for elite members of hotel clubs. This asymmetry suggests that perhaps agility is not necessarily demonstrated in all properties; instead, it seems that it is shaped by different local competitive environments, staffing configurations, as well as culturally informed knowledge.

4.3 Guest Fairness Perceptions: Culturally Weighted Justice

The determinants of guest fairness judgments were not policy uniformity itself but rather the quality of agile policy responses to inconsistency. Procedural justice in policy explanations before enforcement was found to be the most significant factor in satisfaction judgments in all markets. Interactional justice in empathetic and authentic managerial communication was found to be a critical factor in the context of recovery markets, as guests made a clear distinction between scripted apologies and authentic engagement.

The cultural weighting of justice factors was found in all markets and added a new layer of complexity to the tripartite model of fairness in the West. Mainland Chinese guests prioritized distributive justice in the form of compensation and value for money equivalence and interactional justice in empathetic and authentic communication. This corresponds with collectivist relational values in Mainland China (Atanga et al., 2024). Guests in Hong Kong and Macau prioritized procedural justice in policy explanations before enforcement and policy rule consistency as a prerequisite for fairness, regardless of distributive outcomes. This suggests that fairness is not an absolute and fixed concept but a process of cultural negotiation and emergence—the empirical reality upon which the DCRM framework rests.

5. The Dual-Chamber Resonance Model (DCRM)

The DCRM is the central theoretical contribution of the present research. Within the DCRM, resonance is the dynamic alignment of internal organizational logics and external cultural expectations, which gives rise to the emergent property of stabilized fairness perceptions in a similar way that acoustic resonance occurs when two different systems sustain a vibration through mutual support rather than through imposition. The model proposes that fairness is an outcome of the interplay between

two interlocking chambers of the organization, which are linked together through a feedback amplifier.

Chamber 1: Customer Stratification

This chamber identifies the internal logic of value differentiation for the structure of loyalty programs. This structure is composed of three analytically derived elements: (i) benefit strings, which are the tiered privilege system for the determination of the benefits for elite membership, (ii) emotional value pickups, which are the relational and symbolic elements of the determination of the benefits of the loyalty programs, and (iii) dilution risk dampers, which are the mechanisms for ensuring that the benefits of new customer acquisition programs do not diminish the perceived equity of the established elite membership benefits.

The process of strategy in this chamber is represented by the following equation:

Balance Effect Formula: Balance Effect = New Customer Benefits (Acquisition Intensity a) + Loyalty Benefits (Emotional Value b) - Benefit Overlap (Dilution Risk c)

subject to: $a + b + c = 1$

The variables a, b, and c are strategic weights, as opposed to empirical coefficients. These represent the relative strategic value of each of these factors in a given competitive environment. They are, in effect, managerial decisions about how resources are allocated. The constraint of the equation, where $a + b + c = 1$, captures the zero-sum nature of the balance between resources allocated to new customer acquisition programs and those allocated to loyalty program benefits. This means that an increase in the relative strategic value of acquisition intensity will necessarily mean a reduction in the relative strategic value of both loyalty benefits and dilution risks.

Chamber 2: Cultural Adaptation

This chamber oversees the external logic of cultural responsiveness in policy interpretation. It has three sub-components: cultural decoding membranes (organizational capacity for local fairness norm interpretation and translation into policy modification), elasticity adjusters (the degree of policy flexibility vested in property-level managers within brand-standard parameters), and core stabilizers (brand standards that ensure global identity coherence in the face of local cultural pressures for policy interpretation modification).

The adaptive process of this chamber is codified in the Cross-Cultural Adaptation Formula:

Cultural Adaptation Score = (Decoding Accuracy x Policy Flexibility x Learning Replication) - (Cultural Bias + Core Standard Deviation)

For cultural adaptation to occur successfully in this model, the cultural adaptation score must be maximized through the simultaneous maximization of each of the multiplicative factors in the numerator of the formula. The formula clearly shows that cultural adaptation cannot occur through unbridled flexibility in policy interpretation and modification. Deviation from brand-standard coherence in fact detracts from the cultural adaptation score.

The Feedback Amplifier

The two chambers are connected by a feedback amplifier, which enables continuous organizational learning loops of guest reviews, manager debriefs, and inter-property knowledge transfer. This allows each of the chambers to adapt in response to signals received from the other. While detecting the effects of benefit dilution in Chamber 1, elasticity adjusters are activated in Chamber 2 to redesign its compensation protocols, and detecting changes in local fairness norms in Chamber 2 triggers revised cultural interpretation templates, which are fed back into the benefit string architecture of Chamber 1. Fairness is thus not seen as an input to be engineered or an output to be measured but as an emergent property of the continuous resonance between internal differentiation logics and external cultural expectations.

6. Theoretical Contributions

DCRM makes three specific contributions to the existing body of scholarly discourse. First, it advances the integration-responsiveness perspective (Bartlett & Ghoshal, 1989) by filling in the missing link that I-R theory has posited but never specified—the mechanism by which service agility dynamically stabilizes global-local tension consequences in real-time service interactions. Second, it shifts the perspective of agile management theory from a set of best practices to a resonance mechanism. While existing hospitality agility theory specifies what it means for organizations to be agile, DCRM specifies how being agile leads to fairness as an organizational outcome through the dynamic linkage of internal stratification logic to external cultural interpretations through feedback amplification. Third, it advances fairness theory by showing that fairness dimensions are culturally weighted, not universally scaled, directly challenging the Western-centric assumptions of Tax et al.'s (1998) three-part model and shifting fairness management toward culturally differentiated dynamic management in multinational service organizations.

The scope of DCRM is clearly specified; it is most applicable to service organizations with strong brand management, hierarchical customer structures, and culturally differentiated markets—all of which are common to multinational hotel chains, airlines, retail, and financial service organizations.

7. Managerial Implications & Conclusion

The DCRM develops three recommendations for operational practice. First, the brand must develop non-negotiable brand standards while allowing properties to have calibrated policy elasticity in the interpretation of benefits. This is because enforcing brand standards uniformly in culturally diverse markets does not result in uniform perceptions of fairness. Second, the brand must develop cross-regional learning communities to promote the systematic diffusion of proactive culturally intelligent agility from the properties in Hong Kong and Macau to the Mainland properties, rather than allowing the asymmetries between the regions to persist and accumulate. Finally, the elite member service recovery must be reorganized around a series of

tiered recovery options in place of scripted verbal apologies in terms of culturally calibrated remedies tied to the emotional value dimensions of Chamber 1.

The limitations of the study are the focus on a single brand in the context of the GBA and the cross-sectional design. These limitations restrict the external validity of the study and preclude the possibility of examining the dynamics of resonance in a longitudinal context. Future research should extend the DCRM in a comparative context in terms of multiple brands in the GBA and extend the DCRM in a second-tier Chinese market context. Longitudinal research should also be used to examine the dynamics of feedback amplification in terms of stabilizing fairness in a service context.

The DCRM develops a new language for the field of international hospitality management in which fairness is not a standard to be enforced but a resonance to be sustained.

References

Atanga, R. A., et al. (2024). Cultural differences in service recovery. *International Journal of Hospitality Management*.

Bartlett, C. A., & Ghoshal, S. (1989). *Managing across borders*. Harvard Business School Press.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.

Buganova, M., & Simova, J. (2024). Agile leadership and organisational performance: A meta-analysis. *Journal of Management*.

Eisenhardt, K. M. (1989). Building theories from case study research. *Academy of Management Review*, 14(4), 532–550.

Flick, U. (2018). *An introduction to qualitative research*(6th ed.). Sage.

Guest, G., Namey, E., & Chen, M. (2020). A simple method to assess and report thematic saturation in qualitative research. *PLOS ONE*, 15(5).

Guo, Y. (2025). Digital agility and localisation in Marriott's China strategy. *Journal of Hospitality Marketing & Management*.

Lim, W. M., Saha, V., & Das, M. (2025). Fairness in service recovery and customer loyalty. *International Journal of Hospitality Management*.

Locke, K. (2007). Rational control and irrational free-play. *Organizational Research Methods*, 10(2), 182–195.

Mohr, A., et al. (2024). Global–local management in multinationals. *Journal of International Business Studies*.

Tax, S. S., Brown, S. W., & Chandrashekaran, M. (1998). Customer evaluations of service complaint experiences. *Journal of Marketing*, 62(2), 60–76.

Yin, R. K. (2018). *Case study research and applications*(6th ed.). Sage.

How do the negative meta-stereotypes of Chinese tourists influence tourist engagement? The mediating role of intergroup anxiety and avoidance

Bolin REN*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

*Corresponding email: 3240000018@student.must.edu.mo

Abstract

This study explores the impact of negative meta-stereotypes (NMSs) on Chinese tourists' engagement in tourist-host interactions, focusing on the role of intergroup anxiety and avoidance. NMSs refer to the beliefs that members of an ingroup hold regarding how outgroup members view them negatively. Chinese tourists, frequently facing stereotypes such as being uncivilized, rude, or disrespectful, may internalize these perceptions and form negative meta-stereotypes. These beliefs can influence their attitudes and behaviors during interactions with local residents, potentially diminishing their engagement in tourism activities. Grounded in social identity theory and intergroup anxiety theory, this research aims to investigate whether Chinese tourists' awareness of negative stereotypes about their group affects their willingness to engage with local hosts. In particular, it examines the mechanisms through which NMSs lead to intergroup anxiety and avoidance, both of which are expected to reduce tourists' engagement with local residents. In addition, the study explores the moderating role of host sincerity, which could alleviate the adverse effects of NMSs by fostering a more positive and open environment for interaction. Three experimental studies are conducted to test the hypotheses. The first study examines the direct effects of NMSs on tourist engagement and the mediating roles of intergroup anxiety and avoidance. The second study investigates how host sincerity moderates the relationship between NMSs and tourist engagement. The third study reinforces the findings from the previous studies by testing the robustness of the effects while controlling for individual variability. The manipulation of NMSs and host sincerity is carefully controlled using fabricated news reports and images depicting different attitudes of local residents toward tourists. This research contributes to the literature on tourist-host interactions by addressing the gap in understanding how NMSs shape tourists' social behaviors, particularly in the context of Chinese tourists. By identifying the emotional and behavioral consequences of these negative perceptions, the study highlights the importance of mitigating the negative impact of stereotypes on tourist engagement. Furthermore, the findings suggest that host sincerity plays a crucial role in improving intergroup relations and encouraging more meaningful interactions between tourists and local residents. The

implications of this research are significant for tourism practitioners and policymakers. Understanding how negative meta-stereotypes influence tourist-host interactions can help develop strategies to reduce intergroup tensions and enhance the overall tourist experience. By promoting positive host behaviors and fostering an environment of sincerity, tourism organizations can improve engagement and create more welcoming destinations for Chinese tourists, contributing to better cross-cultural exchanges and greater satisfaction.

Keywords: Negative meta-stereotypes; intergroup anxiety; avoidance; host sincerity; tourist engagement

Beyond the Screen: How Dual Filial Piety and Digital Metastereotypes Shape Senior Tourists' Value Co-destruction and Well-being through Digital Reverse Mentoring

Kamlam TAM[1], Ye XU[2], Jing LIU[3*]

[1]Doctor degree, Faculty of Science and Technology Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[2]Associate Professor, Faculty of Science and Technology Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[3]Associate Professor, Faculty of Science and Technology Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

*Corresponding Email: jiliu@must.edu.mo

Abstract

As tourism services become increasingly digitalized, senior tourists are more frequently required to navigate online booking platforms, mobile payment systems, electronic tickets, and app-based travel information. In family travel contexts, many older adults rely on their adult children for digital assistance, creating a form of intergenerational knowledge transfer known as digital reverse mentoring (DRM). Although DRM may facilitate travel participation and technological adaptation, its psychological and relational consequences for senior tourists remain insufficiently understood. In particular, little is known about how culturally embedded filial norms and age-related stereotype processes jointly shape older adults' experiences of receiving digital help during travel.

Drawing on the Dual Filial Piety Model and role reversal theory, this study develops a conceptual framework to explain how reciprocal filial piety and authoritarian filial piety influence senior tourists' experiences of DRM and, subsequently, their tourism wellbeing. Specifically, the study proposes that DRM, while functionally beneficial, may also trigger perceived intergenerational role reversal among senior tourists, whereby they come to see themselves not as respected family authorities but as dependent recipients of support. Such a perception is expected to generate psychological discomfort in travel situations and increase the likelihood of tourism value codestruction, manifested in diminished enjoyment, reduced self-efficacy, strained family interactions, and lower subjective well-being.

Furthermore, this research introduces digital metastereotypes as a critical moderating mechanism. Digital metastereotypes refer to older adults' beliefs about how younger generations view them as digitally incompetent, slow, or dependent. In high-visibility travel settings, these perceived judgments may heighten face concern and intensify the

negative effects of role reversal on value co-destruction and well-being. By incorporating digital metastereotypes into the model, this study extends current tourism research beyond functional technology adoption to the deeper socio-emotional consequences of intergenerational digital interaction.

Methodologically, the study adopts a quantitative research design focusing on Chinese senior tourists aged 60 and above who have traveled with their adult children and received digital assistance during the trip. Survey data will be analyzed using structural equation modeling to test the direct effects, mediating mechanisms, and moderating relationships proposed in the framework. The study contributes theoretically by extending value co-destruction research from firm–customer encounters to the microlevel family tourism context and by integrating filial piety, role reversal, and digital metastereotypes into a unified explanation of older tourists' digital experiences. Practically, it offers insights for the design of age-friendly and dignity-preserving digital tourism services that better support intergenerational travel and senior wellbeing.

The Influence Mechanism of Social Media Influencers' Selective Information Presentation on Tourists' Risk Perception Distortion and Impulsive Decision-Making

Yiwei HUANG

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau

Abstract

This study investigates how social media influencers' selective self-presentation affects tourists' impulsive decision-making by distorting risk perception. Based on the stimulus–organism–response (S–O–R) framework, the study conceptualizes influencers' selective presentation of highly positive and carefully curated travel information as the external stimulus, tourists' risk perception—captured through optimism bias and self-efficacy—as the organismic state, and impulsive decision-making as the behavioral response. Within this framework, trust in influencers and arousal are positioned as key mediating mechanisms between the stimulus and organism, explaining how selectively presented travel content shapes tourists' cognitive evaluations of travel-related risks. By integrating research on influencer marketing, emotional responses, and risk perception, this study extends the existing tourism literature on digital persuasion and tourist behavior.

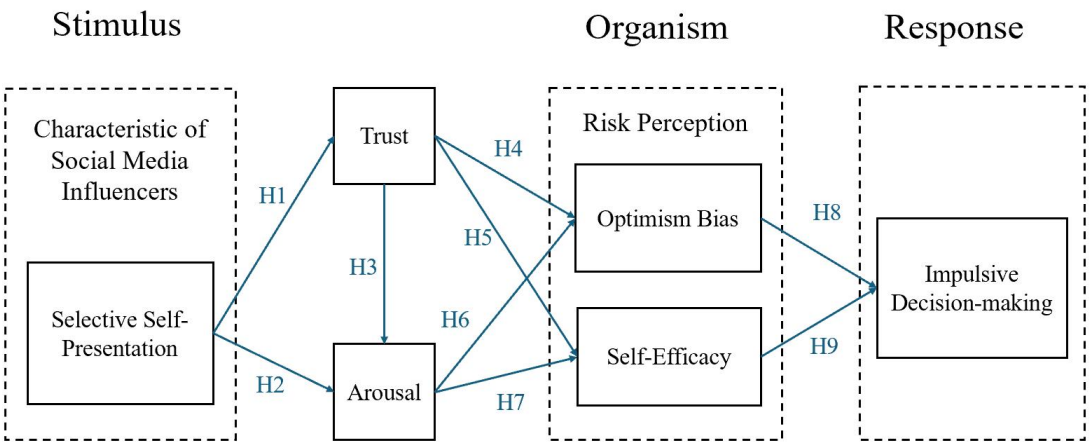
A quantitative research design was employed. Measurement items were adapted from established scales related to selective self-presentation, trust, arousal, optimism bias, self-efficacy, and impulsive decision-making, and were revised to fit the context of tourism social media influencers. A pilot test was conducted with 80 participants prior to the formal survey to assess the reliability and validity of the questionnaire. Formal data were collected through an online survey targeting individuals who had recently followed travel-related influencers and made tourism-related consumption decisions. Of the 300 questionnaires distributed, 260 valid responses were retained after data cleaning, yielding an effective response rate of 86.67%.

The results indicate that influencers' selective self-presentation significantly enhances tourists' trust in influencers and arousal. Trust positively influences arousal and significantly promotes both optimism bias and self-efficacy in tourists' risk perception. Arousal also exerts significant positive effects on optimism bias and self-efficacy. In turn, both optimism bias and self-efficacy significantly increase tourists' tendency toward impulsive decision-making. These findings suggest that influencers' selective self-presentation does not directly alter tourists' behavioral responses; rather, it first strengthens trust and arousal, which then distort risk perception by increasing optimism bias and inflating confidence in self-efficacy to manage potential travel risks.

In conclusion, this study demonstrates that trust and arousal are crucial mediators linking social media influencers' selective self-presentation to tourists' distorted risk perception, while optimism bias and self-efficacy, as organismic variables, ultimately drive impulsive tourism decision-making. The findings contribute to the literature on tourism marketing, social media influence, and risk perception, and offer practical implications for destination marketers, platform regulators, and tourists seeking more balanced and responsible travel decision-making.

Keywords: Selective Self-Presentation; Trust; Arousal; Optimism Bias; Self-Efficacy; Impulsive Decision-making

Research Framework



Therapeutic Food Tourism Decisions among Suboptimal Health Tourists: Travel Anxiety and Protection Motivation

Jiyun HUANG[1], Hao LI[1], Sailun TONG[1], Jing LIU[2*]

[1]Master Student, Faculty of Hospitality and Tourism Management,
Macau University of Science and Technology, Macau, China
[2]Associate Professor, Faculty of Hospitality and Tourism Management,
Macau University of Science and Technology, Macau, China

[*]Corresponding Email: jiliu@must.edu.mo

Abstract

As the pressure of daily life gradually increases, many tourists experience nonspecific health problems that are difficult to clearly identify through medical diagnosis (Zheng et al., 2023). This intermediate state between health and diagnosable disease is referred to as suboptimal health status (Wang et al., 2016). In the wave of health consumption in the post-pandemic era, therapeutic food tourism has gradually emerged as an important form of health restoration for individuals in suboptimal health status. Given the intensifying pressures of modern society and the prevalence of suboptimal health status, exploring the decision-making mechanism of therapeutic food tourism among tourists in suboptimal health status is of great significance for promoting the development of the health tourism market and enhancing public well-being. Protection motivation theory suggests that when facing health threats, individuals engage in threat appraisal (e.g., perceived susceptibility and perceived severity) and coping appraisal (e.g. response efficacy and self-efficacy), which in turn shape protection motivation. In this study, we apply protection motivation theory and the stimulus-organism-response (SOR) framework, introduce travel anxiety as an emotional mediating variable. We thus empirically test a theoretical model to examine how the cognitive appraisal of tourists in suboptimal health status influences their intention to engage in therapeutic food tourism through travel anxiety and protection motivation.

Using a questionnaire survey method, data will be collected from a target population of adult tourists in suboptimal health status, and structural equation modeling will be employed for analysis. This study will reveal an explanative mechanism in the therapeutic food tourism decision-making of tourists in suboptimal health status from the perspective of cognitive-emotional integration, thereby extending the application boundary of protection motivation theory in the tourism context.

Keywords: Therapeutic food tourism; Suboptimal health status; Travel anxiety; Protection motivation theory; SOR framework

References

Wang, Y., Ge, S., Yan, Y., Wang, A., Zhao, Z., Yu, X., Qiu, J., Alzain, M. A., Wang, H., Fang, H., Gao, Q., Song, M., Zhang, J., Zhou, Y., & Wang, W. (2016). China suboptimal health cohort study: rationale, design and baseline characteristics. Journal of Translational Medicine, 14(1), 291. https://doi.org/10.1186/s12967-016-1046-y

Zheng, D., Jiang, Y., Wen, J., Phau, I., Hou, H., & Wang, W. (2023). Suboptimal health status, COVID-19 psychology, and cultural value impact on post-pandemic outbound travel. Tourism Recreation Research, 49(6), 1530–1547. https://doi.org/10.1080/02508281.2023.2177468

How MTEs drive perceived uniqueness and destination loyalty in cultural heritage tourism?

Liting KE, Chih Ling CHEN (Linda), Shiyi ZHANG*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

*Corresponding Email: cheyennezsy@163.com

Abstract

Heritage tourism is a form of special interest tourism. It is increasingly playing a significant role in the global tourism industry. Existing research indicates that tourist destinations can create memorable tourism experiences (MTEs) for tourists by making full use of their unique natural landscapes and cultural heritage. This study aims to examine how the dimensions of memorable heritage tourism experiences drive the perceived uniqueness and destination loyalty of tourists through the mediating role of satisfaction. Through literature review, this study has preliminarily constructed the conceptual dimension of memorable tourism experiences (hedonism, novelty, local Culture, refreshment, meaningfulness, knowledge, and involvement). This study plans to recruit approximately 500 tourists from the Meizhou Island in Fujian, China, to participate in the survey, in order to test the proposed hypotheses by Structural Equation Modeling (SEM). The expected results will indicate that the seven dimensions of memorable heritage tourism experiences (hedonism, novelty, local culture, refreshment, meaningfulness, knowledge, and involvement) can increase tourist satisfaction, thereby enhancing their perceived uniqueness and destination loyalty. This study embeds cultural heritage tourism into the research framework of memorable tourism experiences (MTEs), systematically analyzes the multidimensional composition of tourist experiences in this context, and expands the empirical boundaries of MTE theory in specific tourism situations. The research findings can help management agencies of cultural heritage tourism destinations make targeted resource allocation suggestions and optimize visitor interaction design

schemes, thereby improving visitor satisfaction at a lower cost and contributing to the sustainable development of the destination's tourism industry.

Keywords: Heritage tourism, Memorable tourism experiences (MTEs), Satisfaction, Perceived uniqueness, Destination loyalty

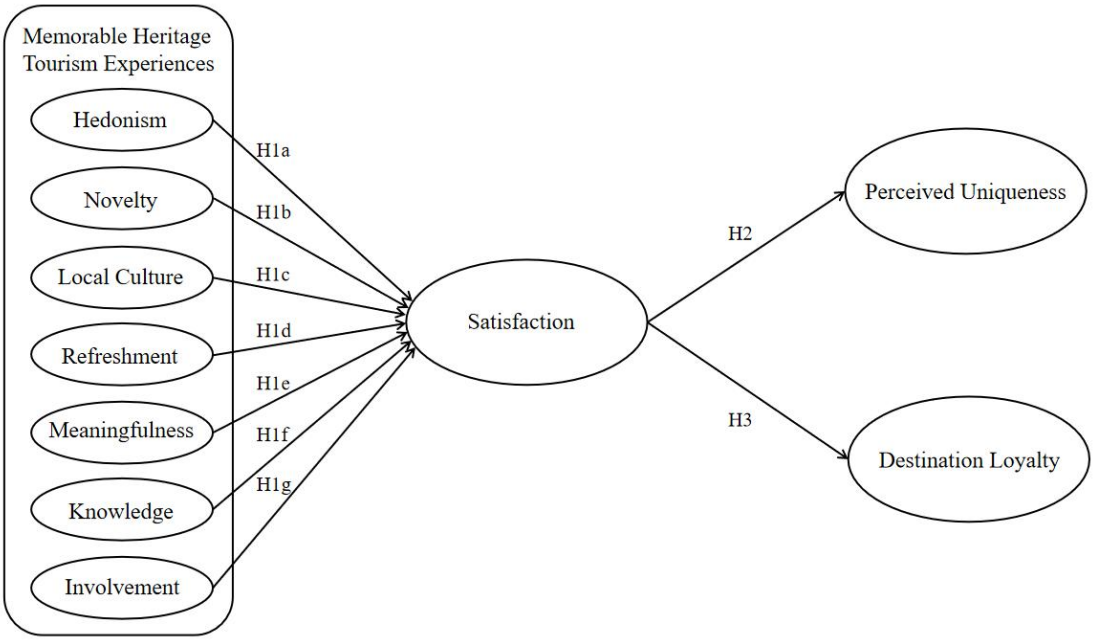


Fig. 1. Research model

References

[1]Lee, Y. J. (2024). Destination fascination, well-being, and the reasonable person model of behavioural intention in heritage tourism. *Current Issues in Tourism*, *27*(2), 288-304.

[2]Rasoolimanesh, S. M., Seyfi, S., Rather, R. A., & Hall, C. M. (2022). Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context. *Tourism Review*, *77*(2), 687-709.

[3]Scarpi, D., & Raggiotto, F. (2023). A construal level view of contemporary heritage tourism. *Tourism Management*, *94*, 104648.

[4]Wong, J. W. C., Lai, I. K. W., Bai, W. B., & Wang, J. (2026). How do memorable desert tourism experiences influence tourists' environmentally responsible behaviours? From a perspective of special interest tourism. *Journal of Outdoor Recreation and Tourism*, *53*, 101013.

Investigating the impact of virtual avatar promotion on tourists' intention to visit natural landscapes

Youwulyu WU

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

Abstract

Previous studies on promoting tourist destinations through virtual avatars have mainly focused on cultural heritage sites, with a particular emphasis on comparing the effectiveness of virtual influencers and human influencers under specific themes. However, China is widely known for its vast territory and abundant natural resources. Natural tourist destinations are numerous and diverse, and they also require differentiated promotion strategies. To address this gap, the present study examines how the characteristics of virtual avatars used in destination promotion influence tourists' visit intention. Using Chinese tourists as the research population, a questionnaire survey was conducted, and a total of 286 valid responses were collected. Data was analyzed using SPSS and Partial Least Squares (PLS). The results indicate that the aesthetic, trustworthiness, and attractiveness of virtual avatars in promoting natural tourist destinations positively affect tourists' visit intention through perceived ease of use (PEU) and perceived usefulness (PU). In addition, PEU significantly influences PU. Furthermore, PEU and PU affect tourists' visit intention via the mediating role of tourist curiosity, which further enriches the understanding of the intermediate mechanism between virtual avatar characteristics and tourists' behavioral intention.

This study makes several important contributions to existing research and practical applications. Theoretically, it further extends the application scope of virtual avatar promotion in the tourism context, breaking the previous research focus on cultural heritage destinations and complementing the academic blank in the field of natural tourist destination promotion using virtual avatars. It also enriches the theoretical system of technology acceptance model (TAM) in the tourism field by integrating virtual avatar characteristics and tourist curiosity into the model, providing new insights into the relationship between virtual promotion tools and tourists' behavioral intention. Practically, it provides solid theoretical support and specific practical design guidelines for developing promotional virtual avatars for major natural scenic spots in China. By creating distinctive virtual avatars that fully highlight the unique natural features and cultural connotations of each destination, tourism management departments and related organizations can effectively enhance destination attractiveness, better attract potential visitors, especially the post-00s and Z-generation groups who are fond of new technologies and virtual images, and further promote the high-quality development of China's natural tourism industry.

More Planning, Less Enjoyment? How Information Overload Undermines the Intention to Follow Recommendation

Xinnan LIN[1], Ruoting HUANG[1], Zixin WANG[1], Juan TANG[2,3*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, Macau SAR, China

[2]Associate Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, Macau SAR, China

[3]Zhuhai MUST Science and Technology Research Institute, Macau University of Science and Technology, Zhuhai, Guangdong, China

[*]Corresponding email: jtang@must.edu.mo

Abstract

With the advancement of the digital era, smart travelers have begun to make advance travel arrangements through diverse information channels. They not only consult official scenic spot information but also continuously collect practical content such as tourist-recommended travel routes, along with catering and transportation guides from various websites. Social media are playing an increasingly important role as information sources for travelers. Such travelers rely on the information provided by these guides to make their travel planning more efficient and meaningful. Nevertheless, not all tourists can cope with the overwhelming volume of information; excessive exposure to travel information tends to trigger their travel information overload, which would negatively impact tourists' intentions (e.g., decision-making and purchasing). However, limited scholarly attention has been paid to how information overload shapes tourists' broader behavioral responses, particularly their intention to follow travel recommendations.

Information overload describes a condition in which the volume of information received by an individual per unit of time exceeds the upper limit of their cognitive processing capacity (Miller, 1956). This state can impede the individuals' ability to complete tasks effectively. Information overload impairs the quality and efficiency of consumer decision-making. Within tourism research, travel information overload engenders perceived risk among tourists and reduces their travel intention. Li et al. (2025) extended that in self-drive tourism, information overload influences tourists' travel decision-making and booking intentions through a cognitive appraisal pathway. Prior to the digital era, travelers struggled to access sufficient travel information due to limited sources. With the rapid internet development, however, travelers now have access to massive information shifting from reliance on a limited traditional channel to an abundance of online sources, which leads to the stressor of information overload. Tourists frequently become mired in repetitive itinerary optimization and comparison, turning planning into a stressor that may trigger emotional responses and further shape their intentions (e.g., whether to follow the recommendations during their trips).

However, existing research has largely overlooked the transformation mechanism to positive consequences of information overload.

Perceived enjoyment refers to a psychological state in which an individual experiences positive emotion during an activity (Huang et al., 2024). In technology-rich information environments, abundant online information has been found to foster perceived enjoyment and drive positive user outcomes (Y. Li et al., 2024). However, when exposed to information overload, potential tourists may experience a gradual decline in perceived enjoyment during travel planning, which may further lead to maladaptive responses. The mechanism by which decreased perceived enjoyment among tourists translates into their subsequent behavioral intentions remains underexplored, as tourism literature has largely neglected its adverse impact.

Perceived stress may also arise in the context of tourism recommendation overload. Perceived stress refers to people subjective assessment of the pressure they encounter in diverse life situations (Cohen et al., 1983). Existing research on perceived stress has focused on individuals in enterprises, particularly employees. Workplace stress has been shown to impact employee performance, problem-solving capabilities, and service behaviors. Due to the inability to respond promptly and handle multiple tasks simultaneously, employees feel stressed, which makes them more likely to rely on intuition to handle problems. When planning their trips, tourists face information overload due to massive information collected. They cannot find appropriate solutions in a short time, so they are more likely to rely on quick and superficial solutions to make a plan. Therefore, this study posits that the final decisions and coping strategies of tourists may also be influenced by the perceived stress resulting from information overload. However, current research has only discussed individuals in human resource management and has not taken into account potential tourists planning trips. And the mechanisms by which tourists perceived stress relates to positive behavioral intentions remain underexplored.

Stress-coping theory posits that when individuals appraise a situation as exceeding their available personal resources, they initiate dynamic cognitive and behavioral efforts called coping strategies to regulate internal or external demands (Folkman et al, 1980). Coping strategies are conceptualized as adaptive psychological responses to stressors, serving to alleviate psychological distress (El-Manstrly et al, 2021). Current research has identified the application of coping strategies with positive outcomes in various scenarios. When presented with excessive information on online travel agency platforms, users would employ a disturbance-handling strategy to alleviate the stress and actively promote their decision-making quality and reduce booking rates. In human resource management, high-performing employees face pressures from own tasks and additional responsibilities, problem-oriented coping strategies would help to reduce stress and enhance their ethical conduct. In tourism destinations, negative short travel videos can induce psychological reactance and embarrassment among residents, however, maladaptive coping strategies result in positive outcomes for tourism (Tang et al., 2025). Based on stress coping theory, this study conceptualizes travel information overload as a stressor, perceived enjoyment and perceived stress as

cognitive appraisal process, intention to follow recommendation as outcome after coping.

Coping strategies can be classified from multiple perspectives (El-Manstrly et al, 2021), this research focuses on three strategies relevant to the study context: rational thinking, instrumental support, and avoidance. Rational thinking refers to deliberate attempts to prevent subjective emotions from directing behavior (Duhachek, 2005). It reflects tourists carefully considering and selecting the most suitable plan based on excessive information. Instrumental support is described as attempts to marshal social resources to take action towards ameliorating a stressor (Duhachek, 2005). It reflects tourists seeking genuine feedback from friends or locals to help them make choices. Avoidance is defined as attempts to create psychic or physical distance between oneself and a stressor (Duhachek, 2005). Tourists may be inspired with negative thoughts that make them unwilling to face this journey. In this study, tourists' final decision-making in response to information overload may influence their behavioral intentions depending on the specific coping strategies they employ.

Intention is the primary antecedent of actual behavior, it reflects an individual's willingness to act in a particular way (Ajzen, 1991). In this study, the intention to follow recommendation is operationalized as an individual's subjective decision on their future behavior after using coping strategies. Under stressful situations, an individual's intention to follow advice is significantly influenced by coping strategies. This study assumes that rational thinking would facilitate objective evaluation and analysis. Instrumental support would leverage external information to shape intention. Avoidance would involve disregarding risks and postponing decisions, all of them have an impact on intention.

Self-efficacy, a psychological concept, is defined as an individual's cognitive assessment of their capacity to successfully execute a task (Bandura, 1977). It involves the processing, evaluating, and integration of relevant information sources to regulate one's behavioral decisions (Bandura, 1977). Specifically, users with high self-efficacy are more inclined to rely on peripheral cues of anthropomorphic AI (e.g., empathy and warmth) to enhance their confidence and adopt AI recommendations when facing massive information. In contrast, users with low self-efficacy are more prone to avoiding or rejecting AI-assisted decision-making in overload scenarios due to technological anxiety or distrust. Consequently, this research proposes that self-efficacy serves as a moderator when tourists face information overload. People with high self-efficacy may experience lower perceived stress and higher perceived enjoyment when they encounter information overload.

In short, this study adopts stress coping theory as its core theoretical framework and seeks to enrich the understanding of how perceived enjoyment and perceived stress shape tourists' coping strategies and their intention to follow recommendation in the context of travel information overload. Additionally, this research also considers the moderating role of self-efficacy, thereby offering a more nuanced perspective for understanding the impact of information overload on tourist behavior. Therefore, the conceptual model is presented in Figure 1.

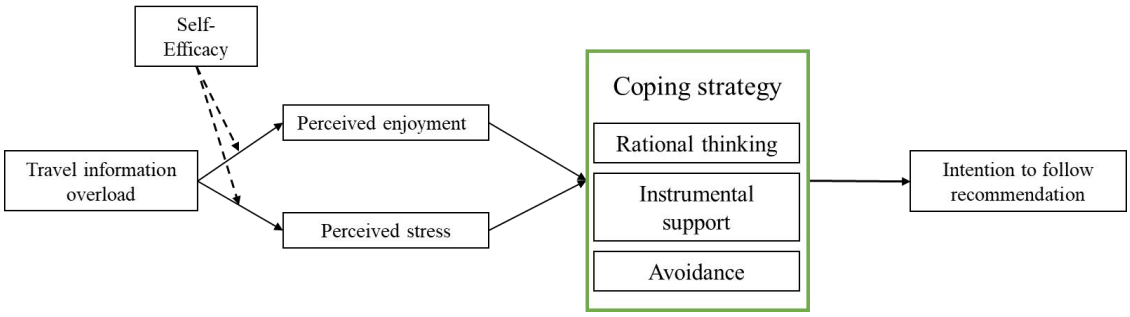


Figure 1. Research model.

Methodologically, this study employs quantitative research methods and cross-sectional questionnaire surveys to test the hypotheses of the proposed model. Specifically, the questionnaire is modified based on the following literature to adapt to the research context with demographic information incorporated into its design: travel information overload (Lin et al., 2021), perceived enjoyment (Huang et al., 2024), perceived stress (Qayyum et al., 2025), rational thinking, instrumental support and avoidance (Duhachek, 2005), intention to follow recommendation (Inan et al., 2022) and self-efficacy (David-Negre, & Gutiérrez-Taño, 2025). A total of 300 anonymous questionnaires will be distributed via social media platforms, and respondents reserve the right to withdraw from the survey at any time. The data collection process will strictly comply with academic ethics and moral requirements. As a token of gratitude, the research team will provide a coffee discount coupon to each respondent upon confirmation of questionnaire completion.

This study would offer several theoretical implications. First, this study attempts to broaden the depth of stress coping theory by identifying rational thinking, information seeking and avoidance as tourist coping strategies in response to stress, it enhances the academic understanding of diverse coping mechanisms. Second, the research tries to examine the perceived enjoyment of travel information from the perspective of tourists' information overload. It considers the reduced perceived enjoyment in the context of smart tourism and offers implications for marketing research. Third, this study tests to reveal the moderating role of tourists' self-efficacy when they meet information overload. It emphasizes how different levels of self-efficacy influence tourists' cognitive appraisal and strengthens individual psychological understanding of the application of coping strategies.

Furthermore, this study may contribute to practical implications. For destination management organizations (DMOs), the findings would highlight the importance of curating and streamlining travel information across official channels. Doing so can effectively reduce tourists' cognitive burden and facilitate smoother travel planning. For tourism marketing companies and platform operators, the results would underscore the need to design user-friendly information interfaces that prioritize quality over quantity. Such design improvements may enhance tourists' perceived enjoyment and ultimately encourage them to follow travel recommendations. For individual tourists, recognizing their own coping strategy preferences can empower them to self-regulate more effectively when confronted with overwhelming travel information. Whether

adopting rational thinking, seeking instrumental support, or choosing avoidance, selecting an appropriate coping strategy may ultimately support more informed and satisfying travel decisions.

Keywords: stress coping theory; information overload; perceived enjoyment; coping strategies; self-efficacy

Who Is Paying for "Food-Medicine Homology"? Explore the Wellness Consumption Psychology of Gen Z and the Silver Generation

Ziyu LIN, Jieyun YANG

Macau University of Science and Technology

Abstract

"Food-medicine homology" (yao shi tong yuan) represents a distinctive feature of Traditional Chinese Medicine (TCM) culture. It posits that food and medicine share common origins. In recent years, TCM wellness food consumption among young Chinese consumers has shown significant growth. From "TCM milk tea" to " TCM Chinese steamed buns (Mantou)," transforming wellness from an elderly-exclusive practice into a cross-generational lifestyle. However, existing research focuses on clinical outcomes while neglecting consumer psychological mechanisms. Particularly the intergenerational differences in consumption motivations between Generation Z and the Silver Generation. This study aims to explore the consumption preferences and psychological mechanisms of TCM wellness food across these two generational and examine how the 24 solar terms dietary culture influences contemporary purchase decisions. Drawing upon the Theory of Planned Behavior (TPB), this study proposes an integrated model investigating how Health Consciousness, Trust in TCM Efficacy, Food-Medicine Homology Knowledge, and TCM Health Beliefs influence consumption attitudes, intention and behavior. And the direct effect of Solar Term Dietary Norms to consumption intention. Hypothesize that generational differences moderate the relationships between antecedent constructs to intention, attitude to intention, and intention to behavior. A mixed-methods approach combining quantitative and qualitative research will be employed. While observing the different consumption group, large-scale questionnaire surveys will be conducted among Generation Z (ages 18-29) and the Silver Generation (ages 60+). The Structural Equation Modeling (SEM) used to test hypotheses and multi-group analysis to examine moderation effects. Theoretically, this study extends TPB application to TCM wellness food contexts and integrates solar term dietary culture as a cultural situational factor. Practically, it provides market segmentation strategies for enterprises to design differentiated products and marketing communications, facilitating the modern transmission of traditional TCM culture.

Keywords: Food-medicine homology, Generation Z, Silver Generation, Theory of Planned Behavior, Solar term dietary, Wellness consumption

Exploring the Impact of Entrepreneurial Climate on Tourism and Hospitality Graduates' Entrepreneurial Intention: A Stimulus–Organism–Response Perspective

Yunfei ZHOU, Haoxuan FENG, Yiran WANG*

Macau University of Science and Technology, Avenida Wai Long, Taipa, Macao SAR, China

*Corresponding email: 3240008322@student.must.edu.mo

Abstract

Research Background

Entrepreneurship has become an increasingly relevant career pathway for tourism and hospitality (T&H) graduates because the industry is dominated by small and medium-sized enterprises, relies heavily on localized service innovation, and offers relatively accessible opportunities for venture creation (Fu et al., 2019; Kallmuenzer et al., 2019). In this context, graduate entrepreneurship is not merely an alternative to salaried employment. It is also a mechanism through which destinations renew products, create jobs, and improve resilience in volatile service markets. However, prior research has focused more strongly on entrepreneurship education, entrepreneurial intention, and skills development than on the broader entrepreneurial climate surrounding graduates (Gong & Jia, 2022; Luong & Lee, 2021). This omission is theoretically important because intention formation is embedded in a perceived environment. Graduates evaluate whether entrepreneurship is encouraged, whether support and resources are visible, and whether risk-taking is institutionally legitimized before they commit to entrepreneurial action. Against this background, the present paper proposes a conceptual model explaining how entrepreneurial climate shapes T&H graduates' entrepreneurial intention through entrepreneurial spirit and entrepreneurial self-efficacy.

Theoretical Framework

This study is grounded in the stimulus–organism–response (S-O-R) framework, which proposes that external stimuli shape behavioral responses through intervening internal states (Mehrabian & Russell, 1974; Bitner, 1992). Within the present model, entrepreneurial climate constitutes the stimulus because it captures graduates' perceptions of external supportiveness, including reward systems, management support, resource availability, supportive structure, and risk-taking support. Entrepreneurial spirit and entrepreneurial self-efficacy are conceptualized as organismic states because they represent internal motivational and cognitive readiness for entrepreneurial action. Entrepreneurial intention is the response because it reflects a deliberate willingness to start a venture. The model also incorporates entrepreneurial

motive as a moderator. This addition is theoretically justified because the same external climate is unlikely to affect all graduates equally. Individuals with stronger entrepreneurial motive are more likely to interpret environmental support as actionable opportunity, thereby intensifying the effect of entrepreneurial climate on both entrepreneurial spirit and entrepreneurial self-efficacy.

The framework also draws on entrepreneurship research that emphasizes the centrality of perceived capability and motivational orientation in venture intention. Entrepreneurial self-efficacy reflects an individual's belief in his or her ability to perform entrepreneurial tasks successfully (Chen et al., 1998). Entrepreneurial spirit, by contrast, refers here to a proactive and opportunity-oriented orientation of mind characterized by initiative, innovation, and willingness to pursue entrepreneurial outcomes. Prior work suggests that environmental support can strengthen both psychological mechanisms and that these mechanisms, in turn, are central antecedents of entrepreneurial intention (Krueger et al., 2000; Sancho et al., 2021).

Research Questions and Hypotheses

Based on the preceding arguments, this study addresses the following research questions:

RQ1: How does entrepreneurial climate influence T&H graduates' entrepreneurial intention?

RQ2: Do entrepreneurial spirit and entrepreneurial self-efficacy function as organismic mechanisms linking entrepreneurial climate to entrepreneurial intention?

RQ3: Does entrepreneurial motive strengthen the effects of entrepreneurial climate on entrepreneurial spirit and entrepreneurial self-efficacy?

The study proposes seven hypotheses.

H1: Entrepreneurial climate positively influences entrepreneurial spirit.

H2: Entrepreneurial climate positively influences entrepreneurial self-efficacy.

H3: Entrepreneurial spirit positively influences entrepreneurial intention.

H4: Entrepreneurial self-efficacy positively influences entrepreneurial intention.

H5: Entrepreneurial self-efficacy positively influences entrepreneurial spirit.

H6: Entrepreneurial motive positively moderates the relationship between entrepreneurial climate and entrepreneurial spirit, such that the relationship becomes stronger when entrepreneurial motive is high.

H7: Entrepreneurial motive positively moderates the relationship between entrepreneurial climate and entrepreneurial self-efficacy, such that the relationship becomes stronger when entrepreneurial motive is high.

Research Variables

The independent variable in this study is entrepreneurial climate. In line with prior research on entrepreneurship-supportive environments, entrepreneurial climate is defined as graduates' perceptions that their surrounding educational or organizational environment encourages entrepreneurial development and lowers uncertainty associated with venture creation (Sancho et al., 2021). It comprises five dimensions: reward system, management support, resource availability, supportive structure, and

risk-taking support. These dimensions collectively represent whether the environment signals legitimacy, accessibility, and encouragement for entrepreneurial action.

The mediating variables are entrepreneurial spirit and entrepreneurial self-efficacy. Entrepreneurial spirit captures a graduate's proactive entrepreneurial mindset and willingness to pursue opportunity, while entrepreneurial self-efficacy reflects confidence in performing entrepreneurial tasks, such as recognizing opportunities, mobilizing resources, and managing uncertainty (Chen et al., 1998). Entrepreneurial motive is positioned as a moderating variable and refers to the strength of an individual's personal motivation to pursue entrepreneurship as a valued career path. The dependent variable is entrepreneurial intention, defined as the conscious plan or willingness to start a business in the foreseeable future (Krueger et al., 2000).

Research Methods

This paper proposes a quantitative design suitable for subsequent empirical testing. The target population comprises final-year and recently graduated T&H students because this group is typically at the point of active career consideration. Data can be collected through a structured questionnaire using five-point Likert-type scales. Measurement items for entrepreneurial climate should be adapted from entrepreneurship climate research, while entrepreneurial self-efficacy and entrepreneurial intention should be measured using established scales from the entrepreneurship literature (Chen et al., 1998; Krueger et al., 2000; Sancho et al., 2021). Entrepreneurial spirit should be operationalized at the individual level in order to avoid conflation with firm-level entrepreneurial orientation.

For data analysis, partial least squares structural equation modeling (PLS-SEM) or covariance-based SEM may be used, depending on the final measurement structure and sample conditions. The analytical procedure should begin with common method checks and data screening, followed by reliability and validity assessment, including factor loadings, composite reliability, average variance extracted, and discriminant validity. The structural model should then be evaluated to test the direct, mediating, and moderating relationships. This design is appropriate because the study seeks to examine multiple latent constructs and indirect mechanisms within a theoretically integrated framework.

Expected Research Findings

Two broad patterns are expected. First, entrepreneurial climate is expected to exert a positive effect on entrepreneurial intention indirectly through entrepreneurial spirit and entrepreneurial self-efficacy. In other words, graduates are more likely to consider entrepreneurship when they perceive that their environment offers support, legitimacy, and resources. Second, entrepreneurial motive is expected to strengthen the influence of entrepreneurial climate on the two organismic variables. Graduates with stronger entrepreneurial motive should be more responsive to external support signals, and thus more likely to translate favorable climate perceptions into confidence and entrepreneurial mindset.

The proposed relationship between entrepreneurial self-efficacy and entrepreneurial spirit is also expected to be positive. A stronger sense of capability should make entrepreneurial action feel more feasible and personally attainable, thereby reinforcing a proactive entrepreneurial orientation. Together, these expected findings would suggest that entrepreneurial intention among T&H graduates is not produced solely by education or individual traits, but by the interaction between external climate and internal psychological readiness.

Research Significance

This study offers both theoretical and practical value. Theoretically, it contributes to entrepreneurship research in tourism and hospitality by repositioning entrepreneurial climate as a meaningful antecedent of graduate entrepreneurial intention rather than treating intention as a purely individual outcome. It also clarifies construct boundaries by distinguishing entrepreneurial spirit from entrepreneurial self-efficacy and by locating both within an S-O-R process model. In addition, the inclusion of entrepreneurial motive extends the framework by explaining why supportive environments may not influence all graduates to the same extent.

Practically, the model provides guidance for universities, destination stakeholders, and policy makers seeking to cultivate entrepreneurship among T&H graduates. If entrepreneurial intention depends partly on climate perception, then entrepreneurship support cannot be limited to isolated courses. Institutions should create visible reward systems, improve mentoring and resource access, normalize responsible risk-taking, and provide structural support that makes entrepreneurial careers appear feasible and legitimate. Such interventions may be particularly valuable in destinations where tourism renewal depends on local venture creation, innovation, and graduate retention. The model therefore offers a useful basis for future empirical work and for entrepreneurship-support policy in tourism and hospitality education.

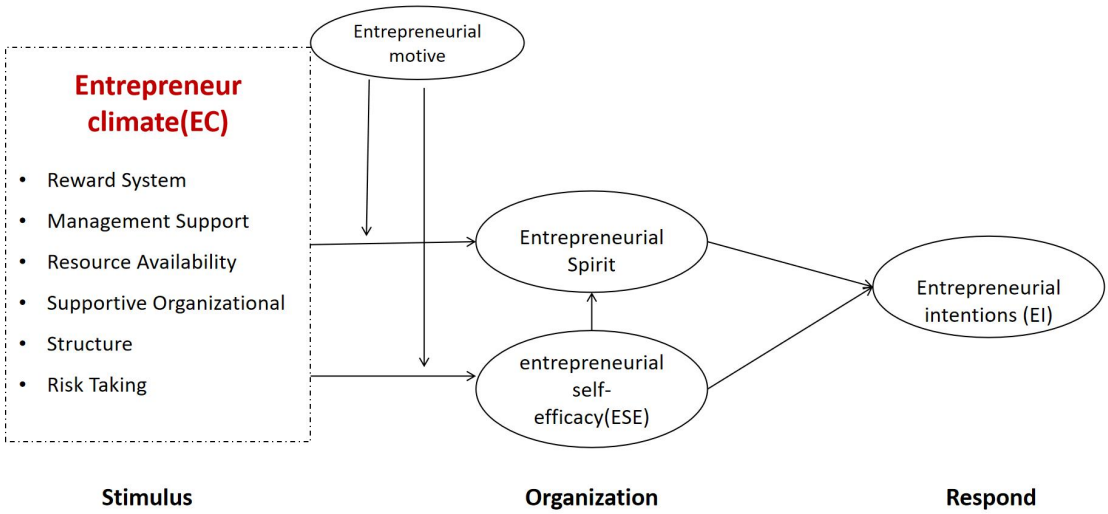


Figure 1. Conceptual Model

Keywords: Entrepreneurial climate; entrepreneurial spirit; entrepreneurial self-efficacy; entrepreneurial motive; entrepreneurial intention; tourism and hospitality graduates

References

Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. Journal of Marketing, 56(2), 57–71. https://doi.org/10.1177/002224299205600205

Chen, C. C., Greene, P. G., & Crick, A. (1998). Does entrepreneurial self-efficacy distinguish entrepreneurs from managers? Journal of Business Venturing, 13(4), 295–316. https://doi.org/10.1016/S0883-9026(97)00029-3

Figueroa-Domecq, C., de Jong, A., & Williams, A. M. (2020). Gender, tourism and entrepreneurship: A critical review. Annals of Tourism Research, 84, 102980. https://doi.org/10.1016/j.annals.2020.102980

Fu, H., Okumus, F., Wu, K., & Köseoglu, M. A. (2019). The entrepreneurship research in hospitality and tourism. International Journal of Hospitality Management, 78, 1–12. https://doi.org/10.1016/j.ijhm.2018.10.005

Gong, Z., & Jia, Z. (2022). A systematic review of hospitality and tourism management students' career intentions. Journal of Hospitality, Leisure, Sport & Tourism Education, 31, 100381. https://doi.org/10.1016/j.jhlste.2022.100381

Kallmuenzer, A., Kraus, S., Peters, M., Steiner, J., & Cheng, C.-F. (2019). Entrepreneurship in tourism firms: A mixed-methods analysis of performance driver configurations. Tourism Management, 74, 319–330. https://doi.org/10.1016/j.tourman.2019.04.002

Krueger, N. F., Jr., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. Journal of Business Venturing, 15(5–6), 411–432. https://doi.org/10.1016/S0883-9026(98)00033-0

Luong, A., & Lee, C. (2023). The influence of entrepreneurial desires and self-efficacy on the entrepreneurial intentions of New Zealand tourism and hospitality students. Journal of Hospitality & Tourism Education, 35(1), 44–61. https://doi.org/10.1080/10963758.2021.1963751

Mehrabian, A., & Russell, J. A. (1974). An approach to environmental psychology. MIT Press.

Sancho, M. P. L., Ramos-Rodríguez, A. R., & Vega, M. Á. F. (2021). Is a favorable entrepreneurial climate enough to become an entrepreneurial university? An international study with GUESSS data. The International Journal of Management Education, 19(3), 100536. https://doi.org/10.1016/j.ijme.2021.100536

Immersive Technology in Sustainable Tourism Promotion: A Value-Based Behaviour Change Model

Jiya CHEN* and Mingyang ZHAO

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

*Corresponding email: lindsay.cjy@outlook.com

Abstract

Sustainable tourism has been promoted for years, yet many tourists still hesitate to support sustainable options when these seem less convenient or more costly (Nieto-García et al., 2024). Research also shows that immersive technologies such as virtual reality (VR) and augmented reality (AR) can strengthen presence and encourage more positive environmental responses (Su et al., 2024; Tussyadiah et al., 2018). However, people know less about why immersive messages lead some tourists to support sustainable action.

This study addresses that gap through perceived economic benefit (PEB). It argues that tourists do not respond to sustainability messages only through emotion. They also judge whether a sustainable option feels worthwhile and worth paying for. Based on presence research and the Theory of Planned Behavior, the study proposes a value-based model in which media type and message framing shape presence, presence strengthens PEB, PEB increases sustainable behavioral intention (SBI), and stronger SBI in turn leads to higher willingness to pay (WTP) (Ajzen, 1991; Elshaer et al., 2023). Digital literacy is also introduced as a moderator of the relationship between media type and presence, as tourists with stronger digital literacy may engage more easily with immersive media and experience stronger presence (Lee et al., 2024).

To test this model, the study proposes a 2 × 2 between-subjects experiment comparing immersive media and traditional video, and gain-framed and loss-framed sustainability messages. The analysis will examine the effects of media type and message framing on presence, the sequential path from presence to PEB, SBI, and WTP, and the moderating role of digital literacy. The study aims to explain how immersive sustainability promotion works not only through emotional engagement, but also through value-based evaluation. It also offers guidance for designing messages that feel meaningful and worth supporting.

Keywords: immersive technology; sustainable tourism promotion; perceived economic benefit; willingness to pay

References:

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Elshaer, I. A., Sobaih, A. E. E., & Azazz, A. M. (2023). Farm-to-fork and sustainable agriculture practices: The role of perceived economic benefit and trust. Sustainability, 15(14), 11462. https://doi.org/10.3390/su151411462

Lee, J., Jung, T., tom Dieck, M. C., García-Milon, A., & Kim, C.-S. (2024). Affordance, digital media literacy, and emotions in virtual cultural heritage tourism experiences. Journal of Vacation Marketing. Advance online publication. https://doi.org/10.1177/13567667241255383

Nieto-García, M., Acuti, D., & Viglia, G. (2024). Consumer hypocrisy and researcher myopia: A scrutiny of the intention–behaviour gap in sustainable tourism. Annals of Tourism Research, 104, 103678. https://doi.org/10.1016/j.annals.2023.103678

Su, Z., Lei, B., Lu, D., Lai, S., & Zhang, X. (2024). Impact of ecological presence in virtual reality tourism on enhancing tourists' environmentally responsible behavior. Scientific Reports, 14, 5939. https://doi.org/10.1038/s41598-024-56615-z

Tussyadiah, I. P., Wang, D., Jung, T. H., & tom Dieck, M. C. (2018). Virtual reality, presence, and attitude change: Empirical evidence from tourism. Tourism Management, 66, 140–154. https://doi.org/10.1016/j.tourman.2017.12.003

How do memorable rural tourism experiences influence tourists' environmentally responsible behaviours? From a perspective of rural leisure tourism

Jiaojiao WANG and Wanxin YANG

Postgraduate Student, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SARe

Abstract

Rural tourism is a key driver of rural revitalization, and tourists' pro-environmental behavioral intentions are critical to the sustainable development of rural tourism destinations. Based on the cognitive-affective-behavior framework, this study constructs a chain model of "rural tourism experience → positive emotion/satisfaction → pro-environmental behavioral intention", with visiting frequency as the moderating variable, to explore the influence mechanism of rural tourism experience on tourists' environmental responsibility. Taking tourists from typical rural tourism destinations in China as the research object, 500 valid questionnaires were collected and analyzed by PLS-SEM. The results show that: three dimensions of rural tourism experience (rural landscape experience, folk culture experience, agricultural participation experience) all positively affect positive emotion and satisfaction; positive emotion has a stronger driving effect on pro-environmental behavioral intention than satisfaction; positive emotion plays a full mediating role between rural tourism experience and pro-environmental behavioral intention, while satisfaction only partially mediates the relationship between rural landscape experience and pro-environmental behavioral intention; visiting frequency negatively moderates the path of agricultural participation experience → positive emotion. This study enriches the research on rural tourism experience and tourists' pro-environmental behavior, and provides practical references for rural tourism destinations to optimize experience design and guide tourists' environmental protection behavior.

Keywords: Rural Tourism; Tourism Experience; Pro-Environmental Behavioral Intention; Positive Emotion; Visiting Times

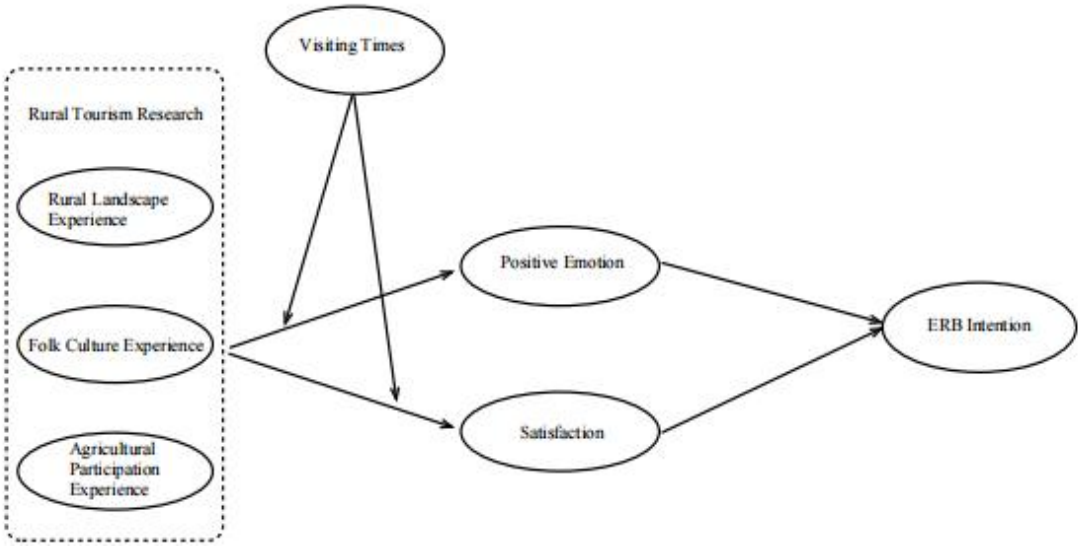


Fig. 1. Research model

References

[1] Abou-Shouk, M. A., Zoair, N., El-Barbary, M. N., & Hewedi, M. M. (2018). Sense of place relationship with tourist satisfaction and intentional revisit: Evidence from Egypt. International Journal of Tourism Research, 20(2), 172–181.

[2] Chogan, P. (2022). Exploring motivations and satisfaction of ecolodge patrons in desert areas of Iran. International Hospitality Review, 36(2), 358–372.

[3] Xia, Q., Wang, S., & Wong, J. W. C. (2023). The use of virtual exhibition to promote exhibitors' pro-environmental behavior: The case study of Zhejiang Yiwu International Intelligent Manufacturing Equipment Expo. PLoS One, 18(11), Article e0294502.

[4] Rasoolimanesh, S. M., Seyfi, S., Rather, R. A., & Hall, C. M. (2022). Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context. Tourism Review, 77(2), 687–709.

When I Admit I Am Virtual, Will You Like Me More? Unmasking the Signals of AI Identity Disclosure Strategies

Yutong YANG, Jing YU*

Macau University of Science and Technology Avenida Wai Long, Taipa, Macau SAR, China

*Corresponding Email: yujing@must.edu.mo

Abstract

Research background

With the fast-growing popularity of AI and social media, the use of virtual influencers is pivotal for effective brand-customer communications and engagement. Nevertheless, while these avatars yield widespread attention, their lack of perceived authenticity becomes a bottleneck that drastically impedes their actual conversion rates, this contrast between two phenomena purposed the comparative figure (see Fig. 1). Superficial high levels of website visits do not necessarily translate into sales, especially when customers harbor doubts about the influencer's real existence (ZoomSphere, 2025). Such issues of trust are further exacerbated as consumers begin to doubt the efficacy of these endorsements, acutely aware that AI avatars lack the physical senses necessary to truly test the products they advertise (Mertens, 2024). To add to this dilemma, there is a deep-rooted 'authenticity gap', as virtual influencers are often unable to measure up to the spontaneous yet emotionally-driven interactions present in genuine human engagement (upGrowth, 2025). Therefore, investigating the most effective approach to AI identity disclosure becomes crucial, not just to address the targeting concerns of skeptical consumers, but more importantly, to establish the key parasocial intimacy needed to eliminate this immense conversion challenge.

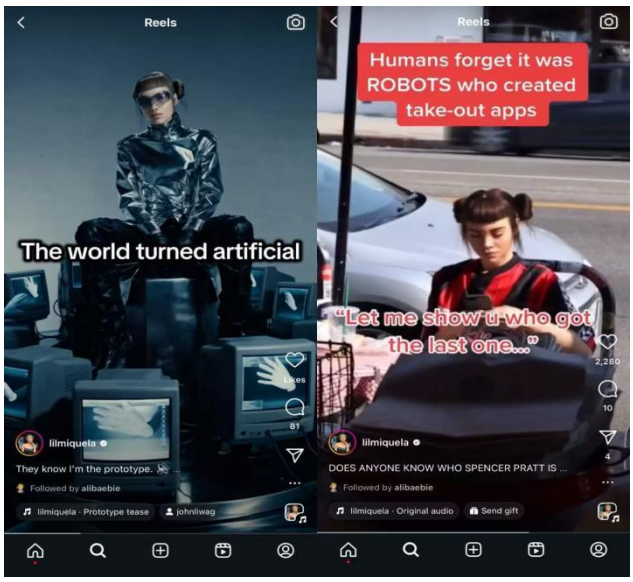


Fig. 1. Proactive AI self-disclosure.

Research Objectives

Despite the pressing nature of the conversion crisis, existing scholarly inquiries have been rather remiss at elucidating the conversion mechanisms underpinning virtual influencer's conversion rates. Previous scholarly works have primarily focused on superficial levels of user interactions, but well-researched topics of technology acceptance, and credibility analyses between humans vs. virtual influencers, and there is a glaring gap in theoretical discussion where the effectiveness of direct vs. indirect virtual disclosure signals in crossing the authenticity chasm remains underexplored. (Lee&Ham,2023) With the aforementioned knowledge gap in mind, this critical issue is illustrated through Signaling Theory in order to fill this gap in existing literature. (Connelly et al., 2011)We theorized that the typical approach of disclosing the AI identity of virtual influencers (direct vs. indirect disclosure) represents a crucial signal that shapes users mental processes. As a result, this research main goal is to unravel the underlying mechanisms of how varying disclosure signals (direct vs. indirect) operate, to expand upon the concept of perceived trustworthiness and parasocial relationships towards virtual IP. In addition, this research also aims to understand the moderating effect of visual styles of virtual influencers (virtual vs. realistic looks), and contribute theoretical knowledge and practical implications for the companies to improve the interactions between brands and virtual IPs in order to overcome the conversion rate dilemma.

Overview of study

To achieve the objective of the research questions, this research purposed the research model (see Fig. 2), and utilized a two-staged mixed methods. This study will make use of both high-precision statistical tools and rich qualitative text analysis capabilities to fully realize the benefits of both textual and quantitative methods of program outcome analysis.

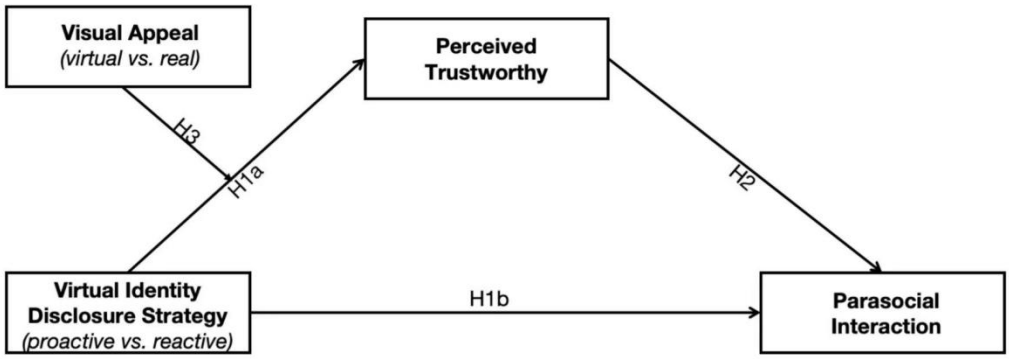


Fig. 2. Research model.

3.1 Qualitative Research Design

In terms of qualitative sampling, purposive sampling can select 15-20 qualified samples who have certain knowledge of virtual influencers and certain Internet communication habits, to explore the psychological activities behind the signals issue. For qualitative analysis, in view of the goals of data from virtual influencers, we will widely use grounded theory to do the open coding, axial coding, and selective coding of the interview materials (Strauss & Corbin, 1990). For the analysis, the identification of sentiments, along with the processes of creating them and their variations over time, will contribute to the discussion and choice of methodology as well as the further steps of the quantitative research.

3.2 Quantitative Research Design

In terms of quantitative sampling, based on the online research of young Internet users as subject sampling, the qualified professional online survey system randomly randomized the survey samples and gathered 400 digital samples. When conducting the sampling procedures, the samples will be randomly and evenly assigned to a 2×2 between-subjects experimental design (AI identity disclosure signal: proactive vs. reactive × visual appeal: virtual vs. realistic styles) based on the systematic stratified sampling method.

For quantitative data collection, we will adopt the experimental method of scenario simulation to design the pictures of social media from four different styles to conduct a scenario induction with immersion. This involves making clear and strong AI signals on the front of the profile page for the proactive signal; placing them at the end of the text as a weak signal for the reactive signal; and replacing the realistic portrait with a purely virtual image. The participants can finish the questionnaire after they read a short story and answer a number of tested scales that are compiled from the subjected literature.

For quantitative data processing, we will take SPSS and AMOS statistical software for stringent analysis. First, it will conduct analysis for reliability and validity based on the constructs and CFA (confirmatory factor analysis) in AMOS to ensure the measurement basic effectiveness. Secondly, it will perform a validity test with an independent samples t-test to ensure the scenario validity and effectiveness. After that, it will perform a two-way ANOVA test on the experimental data and carry out the main and interactive effect test. Finally, by using Hayes' PROCESS macro, we will comprehensively interpret the perceived trustworthiness and parasocial interaction mediating effect, and eventually confirm the research hypothesis (Hayes, 2017).

Reference

Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2011). Signaling theory: A review and assessment. Journal of Management, 37(1), 39–67.

Hayes, A. F. (2017). Introduction to mediation, moderation, and conditional process analysis: A regression-based approach. Guilford Publications.

Lee, Y., & Ham, C. D. (2023). Virtual influencers vs. human influencers: A comparison of source credibility and persuasive effectiveness. Journal of Interactive Advertising, 23(2), 1–15.

Mertens, F. (2024, November 15). The perils and promises of virtual influencers: Where EU consumer law falls short. Oxford Business Law Blog. https://blogs.law.ox.ac.uk/oblb/blog-post/2024/11/perils-and-promises-virtual-influencers-where-eu-consumer-law-falls-short

Strauss, A., & Corbin, J. (1990). Basics of qualitative research: Grounded theory procedures and techniques. Sage Publications.

upGrowth. (2025, September 18). Virtual and AI influencers in marketing. https://upgrowth.in/virtual-ai-influencers-marketing/

ZoomSphere. (2025, March 25). Virtual influencers don't call in sick—but can they sell your product?https://www.zoomsphere.com/blog/virtual-influencers-dont-call-in-sick-but-can-they-sell-your-product

Research on the Impact of Two Types of Social Media Promotional Content on Tourists' Intention to Visit Destinations — An Analysis Based on the SOR Model and Self-Determination Theory

Sitong CHENG*, Tianche LIU

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

*Corresponding Email: 2940408926@qq.com

Abstract

With the deep integration of the internet and new media, social media travel content has become a key driver of tourists' destination visit intention. Extant studies have widely applied the Stimulus-Organism-Response (SOR) model to examine how user-generated content (UGC) influences emotions, trust, and behavioral intentions. However, few studies integrate the SOR model with Self-Determination Theory (SDT) to explain the underlying psychological mechanism. This study aims to investigate how emotional UGC (EUGC) and factual UGC (FUGC) affect tourists' visit intention through the three core psychological needs of SDT: autonomy, competence, and relatedness.

Data were collected via an online questionnaire with a valid sample of respondents. All measurement scales were adapted from established literature: EUGC and FUGC from Yamagishi et al. (2023); autonomy, competence, and relatedness from Fu et al. (2023); and visit intention from An et al. (2020). A pre-test with 80 participants was conducted to purify the scales, and the final questionnaire demonstrated good reliability (Cronbach's α = 0.863–0.920). Data were analyzed using SPSS 27.0 and Amos 24.0 for reliability, confirmatory factor analysis, and structural equation modeling.

Results show that all direct effects, mediating effects, and moderating effects are statistically significant, supporting all proposed hypotheses. The findings validate the integration of SOR and SDT in tourism research and confirm that both emotional and factual social media content positively promote tourists' offline visit intention by satisfying their basic psychological needs. This study provides theoretical insights and practical implications for destination marketing and social media content strategy.

Keywords: social media content; UGC; visit intention; SOR model; Self-Determination Theory

References

An, S., Choi, Y., & Lee, C. (2020). Virtual travel experience and destination marketing: Effects of sense and information quality on flow and visit intention.

Journal of Destination Marketing & Management, 19, 100492. https://doi.org/10.1016/j.jdmm.2020.100492

Fu, X., Liu, X., & Li, Z. (2023). Catching eyes of social media wanderers: How pictorial and textual cues in visitor-generated content shape users' cognitive-affective psychology. Tourism Management, 100, 104815. https://doi.org/10.1016/j.tourman.2023.104815

Yamagishi, K., Canayong, D., Domingo, M., Maneja, K. N., Montolo, A., & Siton, A. (2023). User-generated content on Gen Z tourist visit intention: A stimulus-organism-response approach. Journal of Hospitality and Tourism Insights, 7(4), 1949–1973. https://doi.org/10.1108/jhti-02-2023-0091

The Allure of "Small" and "Beautiful" destination: A Study on Gen Z's Micro-Vacation Consumption Motivations from the Perceived Value Perspective

Zhifei YUAN* and Yang ZHOU

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macao SAR, China

*Corresponding email: 1230031520@student.must.edu.mo

Abstract

In recent years, micro-vacations, which are short-distance, short-duration, and experience-focused getaways, have gained rapid popularity among Gen Z. Rather than conventional sightseeing, this cohort increasingly travels for specific experiences such as live performances or local cuisine. Similarly, the "No.1 central document" for 2026, for the first time, advocates the development of "small yet beautiful" cultural tourism formats, emphasizing refined and differentiated rural destinations (Hao, 2026). However, existing research on micro-vacation motivations has largely focused on pandemic-induced psychological needs, leaving a gap in understanding consumption motives in non-crisis contexts. Moreover, limited studies have systematically examined why Gen Z is drawn to "small yet beautiful" destinations from a perceived value perspective, nor have they integrated value-based antecedents into the theory of planned behavior (TPB) framework within the micro-vacation context (Azhar et al., 2023). To address these gaps, this study aims to identify which dimensions of perceived value (functional, emotional, social) drive Gen Z's attitude and behavioral intention and test a mediation model where attitude mediates the effects of perceived value on intention. This study proposes a quantitative survey targeting Gen Z respondents aged 18–28 with prior micro-vacation experience or intention (target N = 300–400). Validated scales measuring perceived value, TPB constructs, and behavioral intentions will be adapted. Structural equation modeling (SEM) will be employed to test the hypothesized paths and mediation effects. We expect that emotional value will exert the strongest positive effect on attitudes toward "small yet beautiful" micro-vacations, followed by social value. Among TPB constructs, attitude will be the strongest predictor of behavioral intention, outperforming subjective norm and perceived behavioral control. Furthermore, the indirect effects of emotional and social value on intention via attitude will be significant, confirming that Gen Z's micro-vacation choices are driven primarily by "heart-driven value" (i.e., emotional and social returns) rather than utilitarian considerations. The findings will provide theoretical guidance for marketing "small yet beautiful" destinations to Gen Z. Destination managers should prioritize emotionally restorative experiences and authentic local distinctiveness over price competition and amplify social value by designing shareable moments and facilitating user-generated content.

Keywords: Micro-Vacation; Perceived Value; Theory of Planned Behavior; Gen Z; Consumption Motivation

References:

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211.

AL Ziadat, M. T. (2015). Applications of Planned Behavior Theory (TPB) in Jordanian Tourism. International Journal of Marketing Studies, 7(3).

Anward, R., Simon, H. E., & None Tri Haryanto. (2025). Unveiling Generation Z's Travel Motivations and Sustainable Tourism Practices: A Systematic Literature Review. JIEP Jurnal Ilmu Ekonomi Dan Pembangunan, 8(1), 38–50.

Azhar, M., Sehar Nafees, Sujood Sujood, & Hamid, S. (2023). Understanding postpandemic travel intention toward rural destinations by expanding the theory of planned behavior (TPB). Future Business Journal, 9(1).

郝瑀然. (2026). 中共中央 国务院关于锚定农业农村现代化 扎实推进乡村全面振兴的意见_中国政府网. Www.gov.cn. https://www.gov.cn/yaowen/liebiao/202602/content_7056929.htm

Lu, C., Zhang, Y., & Wang, C. (2026). How micro-tourism fosters psychological resilience: unveiling the roles of self-efficacy and psychological well-being. Tourism Recreation Research, 1–19.

Marques, J., Gomes, S., Ferreira, M., Rebuá, M., & Marques, H. (2025). Generation Z and Travel Motivations: The Impact of Age, Gender, and Residence. Tourism and Hospitality, 6(2), 82–82.

Shen, Y. S. (2016). Perceived value in tourism experience. Tourism Travel and Research Association: Advancing Tourism Research Globally, 8, 1–12.

Sweeney, J. C., & Soutar, G. N. (2001). Consumer Perceived value: the Development of a Multiple Item Scale. Journal of Retailing, 77(2), 203–220.

Wang, M., Cao, K., Muhammad Khan, N., Zhao, Y., Dong, F., & Hu, X. (2025). Relationship Between Perceived Value of Rural Tourism and Tourist Behavioral Intention. Journal of Quality Assurance in Hospitality & Tourism, 1–31.

Engaging with Hotel Robots: The Interplay of Anthropomorphic Design and Customer Attitudes

Lu ZHOU[1], Jingye DU[1] and Jose Weng Chou WONG[2*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

[2]Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

[*]Corresponding Email: wcwong@must.edu.mo

Abstract

The deployment of anthropomorphic service robots in hotels presents new opportunities for enhancing customer experiences. As hospitality establishments increasingly adopt robotic technologies for guest services, understanding how customers respond to human-like design features becomes critical for maintaining service quality and loyalty. Robot anthropomorphism, defined as the degree to which customers perceive robots as having human-like characteristics (Bartneck et al., 2009; Song et al., 2024), serves as a critical design feature for stimulating customer interest. However, current literature primarily focuses on static perceptions such as warmth and competence through the Stereotype Content Model (Song et al., 2024), while paying limited attention to the dynamic process of customer engagement and its boundary conditions in human-robot interactions. The mechanisms through which anthropomorphic design translates into actual behavioral loyalty remain underexplored in hospitality contexts.

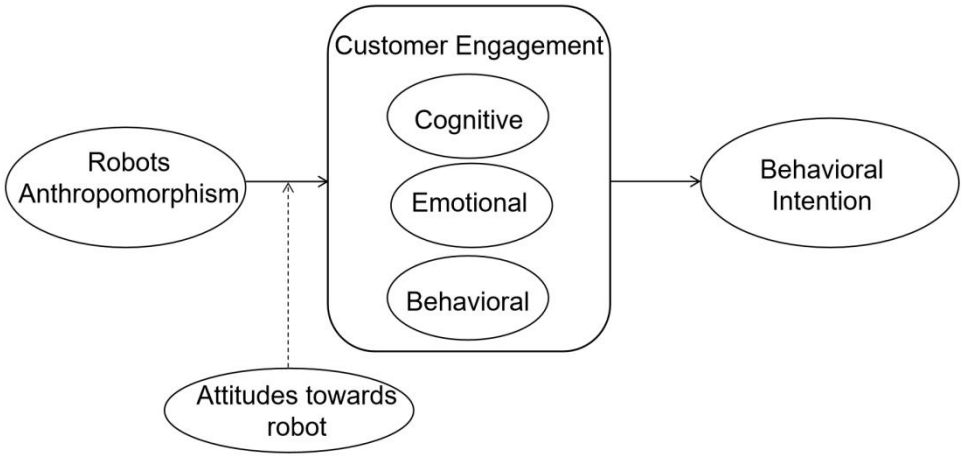
This study addresses these gaps by investigating how robot anthropomorphism influences hotel customers' behavioral intentions through the mechanism of customer engagement. Drawing on engagement theory (Brodie et al., 2011), we propose that anthropomorphic cues trigger multidimensional engagement, which subsequently drives behavioral intentions. Furthermore, the moderating role of attitudes toward robots (Akdim et al., 2023) is examined to understand when anthropomorphic design effectively stimulates engagement versus when it fails due to negative pre-existing attitudes toward robotic agents. Data will be collected from hotel customers who have experienced service robot interactions through an online scenario-based survey. Questionnaires will employ established scales from prior literature to measure anthropomorphism (Bartneck et al., 2009), customer engagement (Hollebeek et al., 2014), attitudes toward robots (Akdim et al., 2023), and behavioral intentions (Lu et al., 2019; Song et al., 2024).Structural equation modeling will be employed to test the research model, examining the mediating effect of customer engagement and the moderating effect of attitudes toward robots.

This research contributes to the hospitality literature by shifting from static perception paradigms to dynamic engagement processes in understanding customer responses to

service robots. By investigating the mediating role of customer engagement and the boundary condition of robot attitudes (Moriuchi & Murdy, 2024), new insights are provided into why high anthropomorphism does not always lead to loyalty. Findings will offer guidance for hotel managers on targeted anthropomorphism design strategies and customer segmentation based on pre-existing robot attitudes in the era of intelligent hospitality.

Keywords: Service robot, Anthropomorphism, Customer engagement, Attitudes toward robots, Hotel management

Research Model



References

Akdim, K., Belanche, D., & Flavián, M. (2023). Attitudes toward service robots: analyses of explicit and implicit attitudes based on anthropomorphism and construal level theory. *International Journal of Contemporary Hospitality Management*, *35*(8), 2816-2837.

Bartneck, C., Kulić, D., Croft, E., & Zoghbi, S. (2009). Measurement instruments for the anthropomorphism, animacy, likeability, perceived intelligence, and perceived safety of robots. *International journal of social robotics*, *1*(1), 71-81.

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of service research*, *14*(3), 252-271.

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of interactive marketing*, *28*(2), 149-165.

Lu, L., Cai, R., & Gursoy, D. (2019). Developing and validating a service robot integration willingness scale. *International journal of hospitality management*, *80*, 36-51.

Moriuchi, E., & Murdy, S. (2024). The role of robots in the service industry: Factors affecting human-robot interactions. *International Journal of Hospitality Management*, *118*, 103682.

Song, X., Li, Y., Leung, X. Y., & Mei, D. (2024). Service robots and hotel guests' perceptions: anthropomorphism and stereotypes. *Tourism Review*, *79*(2), 505-522.

Attributes Influencing Customer Satisfaction and Willingness to Pay for Pet Companion Hotels

Zhanlin LU*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

*Corresponding Email: 2250031738@student.must.edu.mo

Abstract

The main goal of the hotel industry typically is to maximize revenue and profits. Therefore, it is critical to know customers' demand at present. With the transformation of the social structure, pets and humans have a tight emotional bond so that the willingness to interact with pets is increasing (Li & Zhang, 2020). As a result, pet companion hotels have become a new consumption trend (Chen & Wang, 2022). However, existing research rarely examines the combined effects of hotel service attributes and pet-related characteristics on customer satisfaction and willingness to pay in the pet companion hotel sector.

This study investigates the influences of two pet companion hotel attributes (cleanliness and facility quality) and two pet attributes (pet interactivity and pet cuteness) on customer satisfaction and willingness to pay (Kim & Park, 2021; Li et al., 2025). A questionnaire survey will be designed to collect data from customers of pet companion hotels in China, and appropriate statistical methods will be adopted for hypothesis testing.

The study predicts that hotel cleanliness, hotel facility quality, pet interactivity and pet cuteness exert significant positive impacts on willingness to pay and customer satisfaction (Kim & Park, 2021). Customer satisfaction is also expected to positively affect willingness to pay.Theoretically, this study fills the research gap of insufficient integration of hotel attributes and pet characteristics, and enriches the research system of human-animal bond and pet-friendly hospitality consumer behavior.Practically, it provides targeted operational, pricing and marketing strategies for pet hotel operators, and offers decision-making references for industry regulation and policy formulation The study will contribute to enriching the human-animal bond and hotel consumer behaviour research (Li & Zhang, 2020; Chen & Wang, 2022), and provides practical guidance for hotels to formulate strategies. Finally, it can promote the healthy development of the pet hotel industry.

Keywords: Pet Companion Hotel; Customer Satisfaction; Willingness to Pay; Cleanliness; Facility Quality

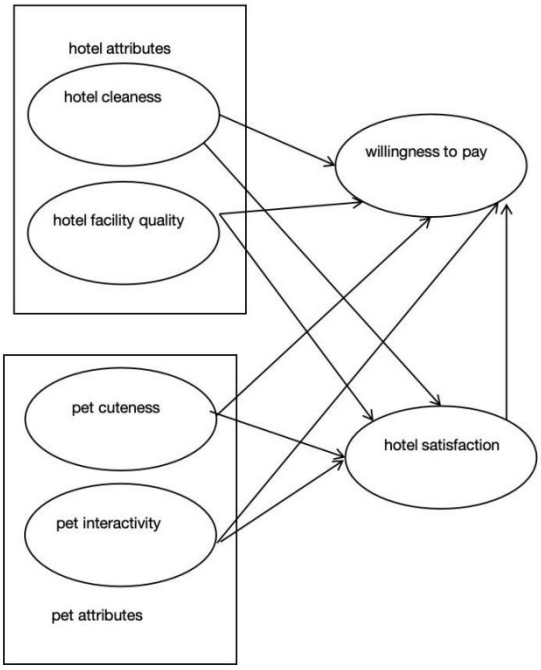


Fig. 1. Hypotheses related to this study

References:

Chen, X., & Wang, Y. (2022). Consumer behavior in pet-friendly tourism: A systematic review. *Journal of Tourism Studies, 14*(2), 45–58.

Kim, J. Y., & Park, S. H. (2021). The effect of service attributes on customer satisfaction in animal-related hospitality services. *International Journal of Hospitality*

Management, 28(3), 112–125.

Li, J., Wong, J. W. C., Fong, L. H. N., & Zhou, Y. (2025). Attributes influencing pet café satisfaction and social media sharing intentions. *Journal of Hospitality Marketing & Management*, 1–23.

Li, M., & Zhang, H. (2020). Human–animal bond and its impact on tourist experience. *Tourism Tribune, 35*(5), 22–36.

Examining the Effects of User-Generated Content (UGC) on Tourists' Visit Intention and WOM Recommendation in Cultural Heritage Sites: The Application of S-O-R Theory

Yuhan CHEN[1*] and Dimin WANG[2]

[1]Undergraduate student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

[2]Assitant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

[*]Corresponding Email: 1230008201@student.must.edu.mo

Abstract

In China, cultural heritage sites have been transformed into major tourist attractions and destinations, increasing the demand for heritage-based tourism activities and enhancing the local economic development (Yang et al., 2010; Liu et al., 2022). For example, Langzhong, an ancient town in Nanchong, Sichuan, is widely recognised for its rich intangible cultural heritage resources, with over 40 officially recognised heritage items, attracting about 100,250 visitors per day on average during the Chinese Spring festival (People.cn, 2026).

The application of UGC in social media has drawn attention from tourism scholars to examine how it serves as an effective tool to attract prospective tourists (Hua et al., 2024; Yamagishi et al., 2023). UGC is defined as non-professional users who document their travel experiences and share them online (Hua et al., 2024). Tourists have relied on user-generated content (UGC) in social media platforms to obtain information about tourism destinations, and it plays a significant role in influencing tourists' decision-making processes (Sotiriadis, 2017).

This research proposal is underpinned by the Stimulus–Organism–Response (S–O–R) framework to examine how UGC influences tourists' behaviors (i.e., revisit intention and WOM recommendation). The S-O-R framework explains how external stimuli influence individuals' internal states and subsequent behavioral responses (Mehrabian & Russell, 1974). The stimulus component is described as individuals' encounter with a particular environment through the organism, the process by which stimuli are internally and subconsciously activated, and consequently leads to individuals' mental responses (Jacoby, 2002).

The UGC content, as the key external stimuli, can be divided into different types (i.e., factual and emotional UGC). Factual UGC refers to objective, practical information shared by visitors, focusing on the functions, values, and attributes of tourism services (Cheung et al., 2021). On the other hand, emotional UGC captures personal feelings and experiences, conveying a positive atmosphere and emotional expressions that evoke affection and enjoyment (Cheung et al., 2021; Wang et al., 2017). Together, these two forms of content make up the information environment tourists encounter

before or during their visit. The organism stage involves two internal states triggered by exposure to the stimuli. One is perceived value, which reflects tourists' rational assessment of a destination's overall usefulness and experiential quality (Chen & Chen,2010). The other form of organism proposed in this study is cultural pride, which is a positive emotion that arises when individuals feel connected to and affirmed by their own cultural traditions, and it can be relevant in heritage tourism (Soulard et al.,2024). The response stage proposed in this study involves the behavioral outcomes stemming from the organism and stimulus, which are visit intention and WOM recommendation.

Existing research tends to conceptualize UGC as a homogeneous construct and emphasizes its direct behavioral effects, neglecting its multidimensional nature and underlying cognitive–affective mechanisms. Moreover, in cultural heritage tourism contexts, the interplay between these responses remains under-examined. This study addresses this gap by differentiating factual and emotional UGC within an integrated S-O-R framework. Using Langzhong, Sichuan, as a case study, this study proposes to examine the effect of user-generated content (UGC) on tourists' behaviors and attitudes when visiting cultural heritage sites based on the S-O-R framework (Mehrabian & Russell, 1974; Yamagishi et al., 2023). More specifically, the study examines inter-relationships among the proposed constructs (**Figure 1**), namely, how constructs of UGC interact with perceived value, cultural pride, as well as tourists' visit intention and WOM recommendations. The research findings are expected to provide a theoretical understanding of the mechanism of the S-O-R theory, offering practical insights for practitioners in the cultural heritage tourism destinations to better utilize social media technologies and UGC content to attract and retain tourists.

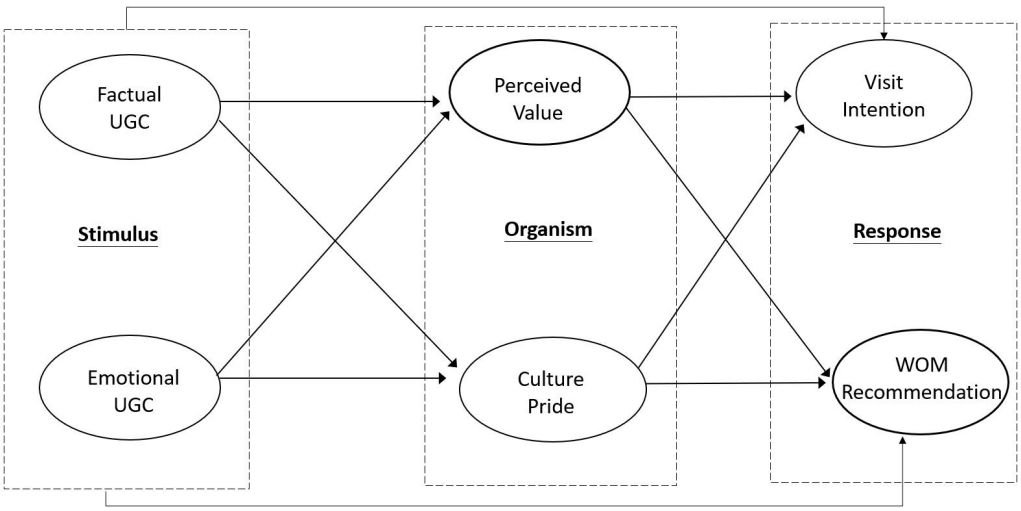


Figure 1. Research Framework

Keywords: User-Generated Content, Cultural heritage tourism, Perceived value, Cultural pride, Visit intention, WOM recommendation, S-O-R model

Reference

Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. Tourism Management, 31(1), 29-35. https://doi.org/10.1016/j.tourman.2009.02.008

Cheung, M. L., Leung, W. K., Cheah, J. H., & Ting, H. (2022). Exploring the effectiveness of emotional and rational user-generated contents in digital tourism platforms. Journal of Vacation Marketing, 28(2), 152-170. https://doi.org/10.1177/13567667211030675

Hua, Y., Ding, L., Dong, H., & Lin, Z. (2024). Influence of user-generated content (UGC) in social media on the intangible cultural heritage preservation of Gen Z tourists in the digital economy era. International Journal of Tourism Research, 26(5), e2743. https://doi.org/10.1002/jtr.2743

Jacoby, J. (2002). Stimulus–organism–response reconsidered: An evolutionary step in modeling (consumer) behavior. Journal of Consumer Psychology, 12(1), 51-57. https://doi.org/10.1207/S15327663JCP1201_05

Liu, Y., Wang, Y., Dupre, K., & McIlwaine, C. (2022). The impacts of world cultural heritage site designation and heritage tourism on community livelihoods: A Chinese case study. Tourism Management Perspectives, 43, 100994. https://doi.org/10.1016/j.tmp.2022.100994

People.cn. (2026). On the second day of the holiday, Sichuan's A-level scenic spots received 5.242 million visitor trips [假期第二日，四川 A 级景区接待游客 524.2 万人次].http://sc.people.com.cn/n2/2026/0217/c379471-41504778.html

Soulard, J., Park, J., & Zou, S. (2024). Pride in transformation: A rural tourism stakeholder view. Journal of Travel Research, 63(1), 80-99.https://doi.org/10.1177/00472875221143487

Sotiriadis, M. D. (2017). Sharing tourism experiences in social media: A literature review and a set of suggested business strategies. Tourism Management Perspectives, 24, 179-190. https://doi.org/10.1108/IJCHM-05-2016-0300

Wang, S., Kirillova, K., & Lehto, X. (2017). Reconciling unsatisfying tourism experiences: Message type effectiveness and the role of counterfactual thinking. Tourism Management, 60, 233-243.https://doi.org/10.1016/j.tourman.2016.12.008

Yang, C., Lin, H., & Han, C. (2010). Analysis of international tourist arrivals in China: The role of World Heritage Sites. Tourism Management, 31(6), 827-837. https://doi.org/10.1016/j.tourman.2009.08.008.

Restaurant Attributes and Tourist Behavior in Special Forces Tourism: A Small and Medium-sized Enterprises Perspective in Macao

Yifan WANG[1*], Yukun XIU[1], Jinkyung Jenny KIM[2]

[1] Undergraduate Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long N°S 100 - 460, Taipa, Macau SAR
[2]Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long N°S 100 - 460, Taipa, Macau SAR

[*]Corresponding Email: 1230028616@student.must.edu.mo

Abstract
Against the backdrop of Macao's designation as a UNESCO Creative City of Gastronomy, this study focuses on the development opportunities and adaptation dilemmas of Macao's small and medium-sized enterprises (SMEs, defined as community-based local catering establishments non-affiliated with large integrated resorts) amid the booming Special Forces Tourism (SFT) — an emerging travel format defined by ultra-compact itineraries, a minimal budget, and high-efficiency attraction hopping within a short trip duration. Existing SFT research mostly centers on its driving motivations, leaving a critical gap in understanding how destination catering SMEs adapt to this emerging travel trend. Grounded in the Theory of Planned Behavior (TPB), the study develops an analytical model to examine how three core restaurant attributes (convenient location, local food appeal, and competitive price) influence SFT tourists' dining intentions, while accounting for their specific boundary conditions. Data will be collected via a structured questionnaire survey, and research hypotheses will be tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings fill the relevant academic gap and provide targeted, actionable marketing strategies for Macao's catering SMEs and tourism authorities, supporting the sustainable development of Macao's gastronomy and tourism industries.

Keywords: Special Forces Tourism; Small and medium-sized enterprises; Theory of Planned Behavior; Restaurant attributes

Research Background

In 2017, Macao was designated as a new UNESCO Creative City of Gastronomy. This new identity creates further opportunities for development, as it not only promotes the region's unique culinary culture but also enhances the sustainable

development of its tourism industry. However, the benefits are not equally shared with Macao's small and medium-sized enterprises (SMEs) (Cheng et al., 2022).

SMEs are fundamentally characterized by independent operations, reliance on localized markets, inherent resource constraints, and deep community embeddedness (Thomas et al., 2011). In this study, SMEs refer to community-based local catering establishments non-affiliated with large integrated resorts and located near tourist attractions, primarily serving local residents, and featuring local culinary characteristics. Academic studies have noted that SMEs in tourism destinations often struggle with resource constraints and market competition (Owusu-Sekyere et al., 2025; Thomas et al., 2011). For example, Owusu-Sekyere et al. (2025) pointed out that SMEs have difficulty competing with large firms, restricting their reach beyond local markets. Similarly, SMEs in Macao face multiple challenges, including intensified competition from large resorts, rising operational costs, cross-border competition from neighboring cities, and limited substantive government support (Macao Daily News, 2025; Macao Daily News, 2026; Cheng et al., 2022).

In the tourism context, a new form of travel known as Special Forces Tourism (SFT), characterized by low cost and high efficiency, has gradually emerged, potentially offering new market opportunities for SMEs in Macao. Wang (2025) pointed out that SFT is characterized by meticulous planning, visiting as many attractions as possible within the shortest time and at the lowest cost, often framing the trip as a challenging "mission". Zhao and Zhang (2024) stated that SFT tourists are not yet financially independent; they face tight budget constraints when traveling.

In Macao, SFT has gained notable traction. Macao's SFT tourists are influenced by short videos, using casino perks and other promotions to enjoy special deals. They pursued minimum spending and high value. (Jornal San Wa Ou, 2025; Jornal San Wa Ou, 2026). Jornal San Wa Ou (2026) reported that tourists concentrate in resorts and scenic areas during festivals, leaving SMEs underserved. Despite low per capita spending, SFT's large numbers and frequency may mean their economic impact is underestimated. Focusing only on high-end markets risks missing revenue and weakening economic resilience. In this respect, this study proposes a winning strategy: connecting SFT tourists with Macao's catering SMEs — a neglected area in the extant literature.

Theoretical background

Current research on SFT mostly focuses on its causes and motivations, lacking theoretical support and practical attention regarding the adaptability of destination industries. Therefore, the study employs the Theory of Planned Behavior (TPB) as a framework to explore how restaurant attributes influence the behavioral intentions of SFT tourists through the mediating variables of TPB, and provides marketing strategy references for catering SMEs in Macao.

Ajzen (1991) proposed the TPB, which integrates five key elements: attitude, subjective norm (SN), perceived behavioral control (PBC), intention, and behavior. Among them, attitude, SN, and PBC are critical predictors of intention, and intention in turn mediates their influence on behavior. Ding et al. (2024) found that college

students' SFT willingness is positively influenced by their tourism attitude, SN, and PBC. The core driver of SFT lies in "peer influence", and this influence spreads rapidly through the internet among young people, primarily college students (Zhang & Li, 2024). Second, for Gen Z tourists, social media interactions have become the key channel for obtaining travel information and making travel decisions (Zhao et al., 2024). This study incorporates eWOM into the TPB framework, consistent with prior research identifying eWOM as a significant predictor of travel intention (Azhar et al., 2023).

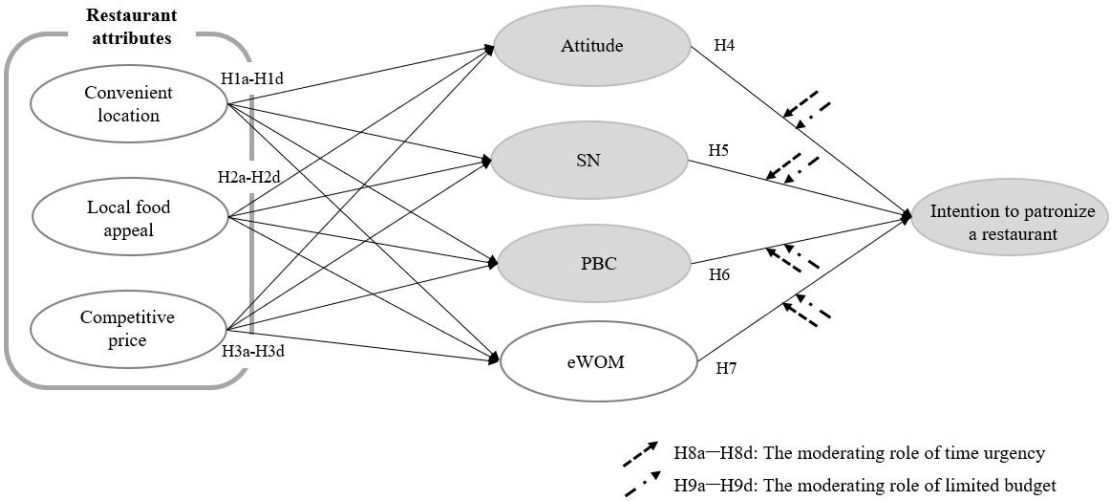
Existing research defines SFT as a travel mode that is strictly limited by time and budget, meaning that the available time for SFT is limited, and the disposable budget is tight. This is quite different from traditional tourism (Zhang & Li, 2024). Therefore, within the framework of TPB, time and budget constraints should be treated as moderating variables to examine whether the strength of the effects of attitude, SN, PBC, and eWOM on intention to patronize catering SMEs varies under different levels of time pressure and budget constraints. Because of the limited time and budget constraints of SFT, tourists often meticulously plan their trips, striving to achieve the best experience at the lowest cost (Wang, 2025; Zhang & Li, 2024). In addition, scholars have further identified key motivations for SFT, including social media influence (Zhao et al., 2024), escape from daily pressures (Li, Liu, & Hu, 2024), and a fear of missing out on life experiences (Song, 2024).

Conceptual Model and Hypotheses Development

The dining experience has been examined as a critical component of tourism. Torres (2002) empirically verified that international tourists in the Yucatan region exhibit considerable demand for locally produced specialty foods, underscoring the intrinsic appeal of destination-specific cuisine to visitors. Richards (2002) emphasized that authenticity constitutes a pivotal dimension of tourism consumption, noting that the pursuit of "authentic" local and regional gastronomy can function as a primary motivational driver for tourists to select a particular destination. Paembong et al. (2025) found that while product quality and price individually did not significantly influence consumer purchasing decisions, the three factors – food quality, price, and location had a significant combined effect when tested simultaneously. This suggests that consumers' purchasing choices are shaped by the interplay of multiple factors rather than by any single variable alone.

Based on existing literature on restaurant attributes, the study includes convenient location, local food appeal, and competitive price as the core restaurant attribute variables, and proposes their influence on key determinants (i.e., attitude, SN, and PBC) of SFT tourists' behavioral intention. We further incorporate eWOM as a complementary construct alongside SN, acknowledging its conceptual distinctiveness among SFT tourists. While SN reflects perceived social pressure from referent individuals (Ajzen, 1991), eWOM captures exposure to online evaluations and recommendations (Azhar, 2023). Additionally, this study aims to test the moderating effect of time urgency and limited budget in the effect of attitude, SN, PBC, and

eWOM on behavioral intentions. Figure 1 displays the conceptual framework of this study.



Note: Gray highlighted variables are stemming from the theory of planned behavior
SN = subjective norm; PBC = perceived behavioral control; eWOM = electronic word-of-mouth

Figure 1 Proposed Research Model

H1: Convenient location positively affects SFT tourists' attitude (*H1a*), SN (*H1b*), PBC (*H1c*), and eWOM (*H1d*).
H2: Local food appeal positively affects SFT tourists' attitude (*H2a*), SN (*H2b*), PBC (*H2c*), and eWOM (*H2d*).
H3: Competitive price positively affects SFT tourists' attitude (*H3a*), SN (*H3b*), PBC (*H3c*), and eWOM (*H3d*).
H4: SFT tourists' attitude positively affects their intention to patronize a restaurant.
H5: SFT tourists' SN positively affects their intention to patronize a restaurant.
H6: SFT tourists' PBC positively affects their intention to patronize a restaurant.
H7: SFT tourists' eWOM positively affects their intention to patronize a restaurant.
H8: Time constraint moderates the effects of attitude (*H8a*), SN (*H8b*), PBC (*H8c*), and eWOM (*H8d*) on intention to patronize a restaurant.
H9: Budget constraint moderates the effect of attitude (*H9a*), SN (*H9b*), PBC (*H9c*), and eWOM (*H9d*) on intention to patronize a restaurant.

Methodology

The study adopts a quantitative approach. A questionnaire survey will be conducted targeting SFT tourists in Macao, using validated scales measured on 5-point Likert scales. A pilot study with 50 respondents will be conducted to check reliability and validity. Then, data will be collected from Chinese tourists who exhibit SFT characteristics, using multiple screening questions. After gathering a targeted minimum sample size of 300 responses, the proposed model and hypotheses, including the moderating effects (H8–H9), will be tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). Moderating effects will be examined via product-term analysis with bootstrapping.

Anticipated results and contributions

There are two main expected findings of this research. Firstly, restaurant attributes including convenient location, local food appeal, and competitive price, positively influence SFT tourists' attitude, SN, PBC, and eWOM. That is, better performance in these three restaurant attributes will significantly strengthen SFT tourists' positive attitude, favorable eWOM and SN, and PBC toward patronizing catering SMEs in Macao. Secondly, attitude, SN, PBC, and eWOM, based on the TPB, are expected to play significant mediating roles between restaurant attributes and SFT tourists' behavioral intentions. That is, when the positive effects of attitude, SN, PBC, and eWOM are stronger, the positive impacts of restaurant attributes on SFT tourists' intention to patronize catering SMEs will become more significant.

This research holds significant theoretical and practical value, with a sharp focus on the realistic context of Macao's tourism industry. From the theoretical perspective, this study enriches the research on the behavioral mechanism of SFT, and fills the research gap on the interaction between the operational attributes of Macao's catering SMEs and SFT tourists' consumption decision-making. Existing studies mostly focus on the drivers and motivations of SFT, while rarely addressing how the accessible operation of local catering SMEs shapes the behavioral intentions of SFT tourists under tight time and budget constraints. By redefining restaurant attributes — convenient location, local food appeal, and competitive price — from the tourist perception perspective and integrating eWOM and specific boundary conditions among SFT tourists into the TPB framework, this study provides a new theoretical perspective for understanding SFT consumption behavior in Macao, a UNESCO Creative City of Gastronomy.

From the practical perspective, the findings can provide targeted, actionable suggestions for Macao's catering SMEs operators, local tourism authorities and other stakeholders. For SMEs, the core priorities to attract SFT tourists include: improving the transparency of location information and walking route guidance to enhance perceived accessibility, highlighting the matching degree between store location and classic SFT travel routes, amplifying the authentic appeal of local Macao cuisine, and setting budget-friendly pricing that fits the consumption characteristics of SFT groups. Meanwhile, industry stakeholders should leverage eWOM and social media to guide SFT tourists from large integrated resorts to community-based local catering outlets, and launch supporting measures guiding the SFT group from "extreme freebie-seeking" toward "low-cost, deep-experience" travel (Jornal San Wa Ou, 2026). This can fully unlock the consumption potential of SFT groups, boost the business vitality of Macao's local catering SMEs, and support the sustainable development of Macao's gastronomy and tourism industries.

The core model developed in this paper is an integrated framework that positions restaurant attributes (convenient location, local food appeal, and competitive price) as antecedents, which influence SFT tourists' patronage intention through the three TPB core mediating variables (attitude, SN, and PBC), and eWOM as a complementary predictor. Furthermore, the model incorporates time constraint and budget constraint

as moderators. In future research, this model can be expanded to different tourism destinations and formats for comparative analysis, to provide more generalizable theoretical support for the sustainable operation of catering SMEs in global tourism destinations. Notably, the SFT tourists in this study are primarily non-gaming visitors. Examining their consumption behavior helps shift Macao's tourism structure away from gambling dependence toward greater diversification, offering micro-level empirical support for the region's moderate economic diversification.

References

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Azhar, M., Nafees, S., Sujood, & Hamid, S. (2023). Understanding post-pandemic travel intention toward rural destinations by expanding the theory of planned behavior (TPB). *Future Business Journal, 9*(1), 36–52. https://doi.org/10.1186/s43093-023-00215-2

Cheng, D., Liu, K., Qian, Z., Chen, Z., & Mao, H. (2022). Study on survival and sustainable development of small- and medium-sized tourism and hospitality enterprises in Macao based on regional soft environment and competitive advantage. *Frontiers in Psychology, 12*, 817695. https://doi.org/10.3389/fpsyg.2021.817695

Ding, K., Yin, Z., Zhang, X., He, Y., & Yang, J. (2024). Research on influencing factors of college students' special forces-style travel intention based on structural equation model. *Operations Research and Fuzziology*, *14*(4), 34–41. https://doi.org/10.12677/orf.2024.144373

Jornal San Wa Ou. (2025, May 28). Striking a balance between boosting consumption and accommodating "special forces traveling" Retrieved from https://www.waou.com.mo/2025/05/28/在提振消費與包容「特種兵旅遊」之_間取得平衡/

Jornal San Wa Ou. (2026, January 13). Solving the "special forces traveling" phenomenon through internal and external coordination and multi-pronged approaches. Retrieved from https://www.waou.com.mo/2026/01/13/內外配合多管齊下妥善破解「特種兵旅遊」現象/

Lee, C., Abdullah, T., Hallak, R., & Kallmuenzer, A. (2025). Hospitality on the streets: A mixed-method study of Indonesian street food micro-enterprises. *International Journal of Hospitality Management*, *130*, 104236. https://doi.org/10.1016/j.ijhm.2025.104236

Li, C., Liu, M., & Hu, D. (2024). Mental dilemmas and escape compensation: A study on the formation pathways of "Special Forces-style Tourism" behavior. *Ecotourism*, *14*(5), 1027-1041. https://doi.org/10.12342/zgstly.20240096

Macao Daily News. (2025, May 18). Industry polarization + consumption downgrade: Catering sector frozen. Retrieved from https://www.macaodaily.com/html/2025-05/18/content_1832701.htm

Macao Daily News. (2026, January 7). Residents adjust dietary habits to cope with prices. Retrieved from https://www.macaodaily.com/html/2026-01/07/content_1881840.htm

Macao Government Tourism Office. (2017, October 31). Macao designated as a UNESCO Creative City of Gastronomy. Retrieved from https://www.dst.gov.mo/en/about-us/press-release/9ae64bd70acf4cdb96bc1bf83bff359c.html

Owusu-Sekyere, E., Karuaihe, S. T., Ntuli, H., Fitawek, W., Sayed, N., & Schönfeldt, H. C. (2025). Small and medium-sized type of food business: Determinants and impacts on revenue and net returns in South Africa [Version 1]. *VeriXiv, 2*, 189. https://doi.org/10.12688/verixiv.1025.1

Paembong, L. R., Ramadhan, M. H., Nurfadilla, A. N., Nurjannah, & Mahmu, C. (2025). The impact of product quality, pricing, and location on consumer buying decisions: A case study of Faris Restaurant in Palopo City. *Riwayat: Educational Journal of History and Humanities, 8*(3), 2902-2913. https://doi.org/10.24815/jr.v8i3.47644

Song, Q. (2024). Accelerated society and time alienation: A sociological analysis of "Military-style" travel. *International Journal of Frontiers in Sociology*, *6*(10), 15-21. https://doi.org/10.25236/IJFS.2024.061003

Thomas, R., Shaw, G., & Page, S. J. (2011). Understanding small firms in tourism: A perspective on research trends and challenges. *Tourism Management, 32*(5), 963–976. https://doi.org/10.1016/j.tourman.2011.02.003

Torres, R. (2002). Toward a better understanding of tourism and agriculture linkages in the Yucatan: Tourist food consumption and preferences. *Tourism Geographies*, 4(3), 282–306. https://doi.org/10.1080/14616680210147436

Wang, Y. (2025). Tourism as a sign: A critique of cultural tourism in the age of consumption. *Advances in Humanities Research, 12*(8), 197–203. https://doi.org/10.54254/2753-7080/2025.31010

Zhang, S., & Li, K. (2024). Special forces-style tourism: Characteristics, antecedents and effects. *Tourism and Hospitality Prospects, 8*(5), 27–46. https://lydk.bisu.edu.cn/EN/10.12054/lydk.bisu.279

Zhao, J., Wang, Y., Liu, S., Li, J., & Wang, Q. (2024). Does social media make tourists more like special forces? The impact of supportive communication on Generation Z's intention to engage in special forces-style tourism. *Sustainability*, *16*(22), 10033. https://doi.org/10.3390/su162210033

Zhao, P., & Zhang, M. (2024). Investigation and influencing factors analysis of college students' special forces tourism willingness from the perspective of micro-tourism. *Sustainable Development*, *14*(6), 1479–1491. https://doi.org/10.12677/sd.2024.146170

Understanding Athletes Leisure Engagement at Host Destination

Sifang LIU and Haoran CHEN*

School of Liberal Arts, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macao SAR, China

*Corresponding Email: hrchen@must.edu.mo

Abstract

Engaging in leisure activities at their destinations during travel and competitions enables athletes to extend their professional identity construction, foster holistic well-being, and facilitate a balanced lifestyle beyond athletic arenas (Seong, 2025). Against the backdrop of a rapidly evolving global sports industry and rising concerns over athletes' physical and mental health, understanding athletes' leisure perceptions is critical to enhancing their travel experiences, psychological well-being, and competitive performance. It also contributes to the optimization of tailored destination and leisure services for athlete groups, thereby strengthening destination branding and competitiveness. Previous studies have associated athletes' leisure participation with emotional bonding with host destinations (Herbold, 2020), as well as their inherent needs for recovery (Iwasaki, 2014), cultural exploration (Adeclas, 2024), and social interaction (Nielsen, 2021).

However, the existing literature lacks a systematic theoretical framework that integrates leisure constraints, motivational drivers, and diverse participation typologies, leaving a significant research gap in this domain. Therefore, this study aims to (a) integrate leisure constraint theory and self-determination theory to analyze constraints, motivations, and participation categories, constructing a comprehensive model of athlete leisure participation and (b) explore how athletes balance "professional athlete" and "Tourist identities" through leisure, enriching sport psychology and leisure studies.

Methodologically, this study adopts a qualitative approach centered on semi-structured interviews. First, semi-structured interviews will be conducted with athletes who have participated in international competitions or training camps to explore their perceptions of leisure constraints, motivations, and participation categories. The laddering technique, based on the means-end chain (MEC) framework, will then be used to explore the reasoning behind the athletes' engagement with leisure activities. The interviews will be iteratively reframed to move from concrete leisure behaviors to inquiries into deeper motivational drivers and constraints. This process involves reframing the interviews iteratively to shift the focus from specific leisure activities to the underlying motivations and constraints. Three-level coding using thematic analysis will reveal the hierarchical connections between leisure activity attributes, perceived outcomes, and core values (Aebli, 2019).

Theoretically, this study indicates the mechanisms through which athletes transition from a purely competitive mindset to a more holistic approach to leisure, thereby contributing to tourism and leisure studies. In practice, it provides sports organizations, event organizers, and destination managers with actionable insights to help them optimize support systems, enhance service quality, and ultimately improve athlete well-being and competitive performance, while also improving the destination's image.

Keywords: Athletes, Leisure engagement, Self-determination theory, Motivation

References

Adeclas, J., Hur, T., & Kim, S. (2024). An exploration of leisure motivation as cultural practices: A cross-cultural approach. Leisure Sciences, 46(3), 381-402.

Aebli, A. (2019). Tourists' motives for gamified technology use. *Annals of Tourism Research*, *78*, 102753.

Herbold, V., Thees, H., & Philipp, J. (2020). The host community and its role in sports tourism—Exploring an emerging research field. *Sustainability*, *12*(24), 10488.

Iwasaki, Y., Coyle, C., Shank, J., Messina, E., Porter, H., Salzer, M., ... & Koons, G. (2014). Role of leisure in recovery from mental illness. *American Journal of Psychiatric Rehabilitation*, *17*(2), 147-165.

Nielsen, L., Hinrichsen, C., Madsen, K. R., Nelausen, M. K., Meilstrup, C., Koyanagi, A., ... & Santini, Z. I. (2021). Participation in social leisure activities may benefit mental health particularly among individuals that lack social connectedness at work or school. *Mental Health and Social Inclusion*, *25*(4), 341-351.

SEONG, D. H. (2025). The Positive Effects of Leisure Participation on Depression and Emotional Regulation among Elite Athletes. *식품보건융합연구*, *11*(4), 57-62.

Audiences' Offline Visit Intention in Museum VR Exhibitions: A Comprehensive Analysis of Influencing Factors

Kim CAO*

Faculty of Business Administration, University of Macau, Macau SAR, China

*Corresponding Email: yc48006@connect.um.edu.mo

Abstract

Museum sectors across the globe are undergoing a digital transformation, with many renowned institutions adopting Virtual Reality (VR) technology to enhance exhibitions and attract wider audiences. VR has become an important tool for museums to break through spatial and temporal limitations and connect virtual experiences with offline visits. The role of VR in improving visitor experiences and influencing travel intentions has become an important topic in tourism and cultural heritage research. Prior research has confirmed that VR enhances tourists' destination attitudes, satisfaction and visit intentions. However, research focusing specifically on how museum VR exhibitions shape users' offline visit intention toward physical museums remains limited.

Drawing on Information System success model and Experience Economy theory, this study clarifies the core constructs shaping museum VR experiences. Content quality and system quality are identified as fundamental dimensions of VR service effectiveness, with evidence supporting their positive impact on immersion (Cheng et al., 2024). Novelty, a well-recognized driver of tourism motivation, is established as a critical factor in fostering VR engagement and technology acceptance (Kieanwatana & Vongvit, 2024). These three constructs are key antecedents shaping immersive experiences. Key dimensions of VR experiences include enjoyment, learning, escape, involvement and aesthetic experience. Aesthetic and escapist experiences are two pivotal dimensions of immersive experience (Cheng et al., 2024). While museum VR has been studied, few have examined the joint effects of content quality, system quality and novelty on aesthetic and escapist experiences and visit intention. The sequential link between aesthetic experience and escapist experience remains unexplored.

To address this gap, this study proposes and empirically tests a conceptual framework in which VR content quality, system quality, and novelty enhance aesthetic and escapist experiences, which in turn drive offline visit intention. Moreover, the sequential relationship between aesthetic experience and escapist experience is integrated to reflect the immersive nature of museum VR encounters. Figure 1 shows the conceptual model used in this Study. Data collected from 400 respondents with museum VR experience, and PLS-SEM will be used to test the proposed relationships. This study enriches museum digitalization and VR tourism literature, and offers actionable implications virtual-to-physical visitor conversion.

Keywords: Museum Digitalization; Virtual Reality (VR); VR Exhibition Quality; Immersive Experience; Offline Visit Intention

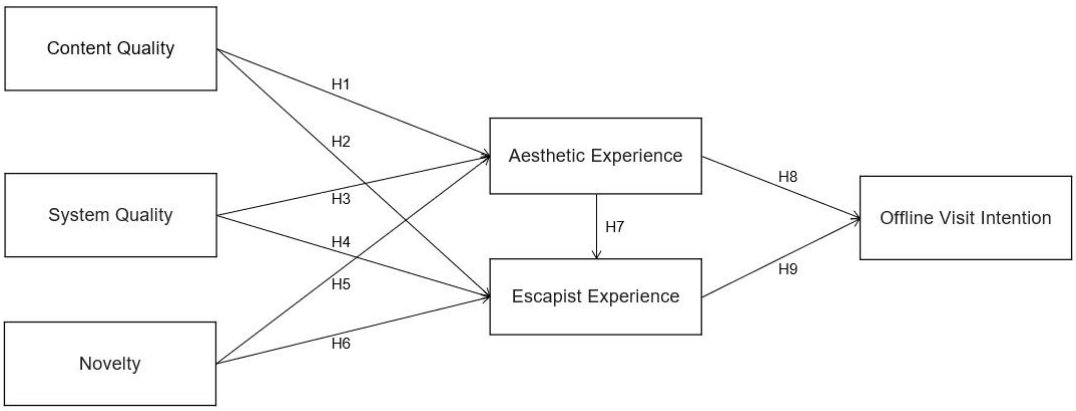


Figure 1: The Conceptual Model

References

Cheng, A., Ma, D., Pan, Y., & Qian, H. (2024). Enhancing museum visiting experience: Investigating the relationships between augmented reality quality, immersion, and TAM using PLS-SEM. *International Journal of Human–Computer Interaction, 40*(17), 4521-4532.

Cheng, L., Xu, J., & Pan, Y. (2024, May). Investigating user experience of VR art exhibitions: The impact of immersion, satisfaction, and expectation confirmation. In *Informatics* (Vol. 11, No. 2, p. 30). MDPI.

Kieanwatana, K., & Vongvit, R. (2024). Virtual reality in tourism: The impact of virtual experiences and destination image on the travel intention. *Results in Engineering, 24,* 103650.

Green Consumption Activism: Uncovering the 'black box' of Greenwashing Among Social Media Users

Felix Elvis OTOO[1], Yihan LIU[2], Jingxi LUO[2]

[1]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[2] Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

Introduction:

The rapid development of industry and technology has had a continuous negative impact on the environment. With improved living standards and internet availability, people have become increasingly aware of the importance of environmental protection and have shown interest in sustainable development. From this background, green consumption activism has gradually emerged and gained popularity among tourists and other stakeholders (Baah, Kim, & Han, 2025; McDonagh & Martin, 2015).

Social media has played a contrasting role in the need and importance of environmental consumerism. On the one hand, tourists share their positive experiences through social media, making green consumption a communicable and interactive lifestyle trend. On the other hand, the increasing popularity of destinations and environmental desirability via social media campaigns has raised concerns about greenwashing, especially from so-called concerned industries. Yet, the phenomenon of greenwashing is not restricted to businesses and commercial entities alone. It is also prevalent among tourists, with some studies confirming that a pro-environmental support, such as high environmental awareness, does not always transform into actual willingness to pay or transform actual behavior (Blázquez, Steiger, Diaz-Farina, & Leon, 2026; Vázquez-Rodríguez, Romero-Castro, Šević, & Quinoa-Pineiro, 2024). This creates an attitude-behavior gap, which may require an intentional attempt to influence the behaviors of travelers either mandatorily or subtly.

Regarding the latter, the call for investigations into green consumption activism has been lopsided, with little attention to the influence and impact of tourist activists and much more attention to social activists such as Greta Thunberg. This and other research gaps have necessitated the need for an investigation into the relationship between tourists' green consumption activism and the role of social media platforms in communicating green values.

Another important gap is the limited understanding of how different age cohorts respond to green activism. Recent studies support the view that tourists' concerns about the environment may indicate differences between each generational cohort.

For example, Hefny (2025) noted that millennials are increasingly boycotting tourism through social media activism. However, few studies have examined this behavior across Gen Z, highlighting a gap between consumer resistance and movement.

Meanwhile, social media usage has evolved from being seen as entertainment platforms to conveying information about new tourism destinations, which motivates consumers to travel. Thus, social media platforms have become catalysts that transform the perception and experiences of users into a greater motivation for solving environmental problems. These consumers (potential travelers) may become environmentally conscious and take eco-friendly actions, such as purchasing green products. While social media use is prevalent among the Gen Z age cohort, it is often presented as a "black box", where transformative processes are not readily observed nor understood, and as such, there is limited exploration of the factors that transform social media users from passive click-and-go viewers into environmental activists.

This study is therefore positioned to explore environmental activism across diverse age cohorts on social media. The objectives of this study are as follows: (1) To determine the factors that transform social media users from being passive online participants to actual green activists; (2) To investigate the transformative effect of green activism on the behavioral and purchase decisions of travelers; (3) To determine the extent to which social media can influence future purchase and behavioral intentions(4) This study compares the responses between Gen Z and the middle-aged group to identify differences in their environmental attitudes and green consumption behaviors.

Green tourism and social media:

Greenwashing refers to a discrepancy between environmental communication and actual environmental practices to the extent that stakeholders portray themselves, their products/services, or their processes as greener than they are (Koch & Denner, 2025). Greenwashing is essentially false environmental promotion by enterprises on platforms such as social media. Social media has the potential to reduce corporate greenwashing, and excessive corporate self-promotion may backfire in environmental communication (Lyon & Montgomery, 2013). Social media has the function of connecting people and maintaining interactions to become a crucial part of our lives (Zhang, Bai, Lu, & Zheng, 2023). As previous studies mainly focused on social activism, this study focuses on green consumption activism, which means taking the initiative to practice environmentally friendly consumption and encouraging others to adopt sustainable consumption habits. This study is grounded upon marketing and consumer psychology. Firstly, the 4Ps marketing theory analyzes consumer decisions, supporting the rational judgment path in green consumption. The theory of planned behavior illustrates how attitude, subjective norms, and perceived behavioral control influence the transformation from purchase intention to actual behavior.

Theoretical perspective

The current study uses Cognitive Theory and the Uses and Gratification Theory to interrogate the interaction among individuals, the environment, and behavior, with

social media as a catalyst. The decision for these theories is premised on the assumption that the Gen Z cohort is not irrational, erratic, and unaware in their decisions and their implications, as has been reported in some studies, including Khan and Belk (2024). This view is strongly embedded in Cognitive Theory. On the other hand, the Uses and Gratifications Theory (UGT) suggests that audiences actively and consciously select specific media information to satisfy their particular needs. These needs include informational, entertainment, social interactivity, or personal needs. The UGT presupposes that rather than being passive consumers, individuals (in this case, Gen Zs) are goal-driven and will choose social media content to obtain specific gratifications. Although the UGT has been applied in general consumer literature, it has hardly been explored within the tourism literature, and more so, within the tourism-environment activism literature. It is nonetheless a valuable framework for analyzing modern, user-driven digital media and social networks. It is also suitable for this study as it is based on users' self-evaluation rather than a researcher's imposition. Collectively, these theories help explain people's green consumption behaviors and social media impacts in the Greater Bay Area, which forms the theoretical basis of the study.

The variables are as follows: social media perception, availability of information, social-media-generated motivation. Social media provides tourism-related information and covey new tourism destination information to aid people to transform from being passive online participants to actual green activists. Availability of information share about green destinations and assist people to plan trips and decide green destinations, which together influence future purchase and behavioral intentions.

Method:

The study further tests people's social media perception, green consumption behavior, green purchase intention, and green behavioral intentions. Most tourists believe that online sharing of information about green destinations will encourage them to visit, which identifies the factors contributing to the objectives. Most tourists hold a neutral attitude toward the view that their environmental perceptions during travel over the past three years have changed. Thus, they hold the intention to protect the environment and take active actions, which include choosing and purchasing green products with low environmental impact, such as eco-friendly goods, sustainable tourism services, and energy-saving items. Based on 400 questionnaires of green tourism research in the Greater Bay Area towards people who have traveled in the past three years, we use SPSS to analyze tourism in the Greater Bay Area.

Expected findings:

Analyzing the reasons for green purchase intention and green behavior intention in order to reduce the greenwashing phenomenon and enhance actual green activists, with social media as a key contributing factor. Gen Z is more likely to trust travel videos online, whereas middle-aged adults tend to be more rational and less credulous of information spread through such videos.

Reference:

Baah, N. G., Kim, S. S., & Han, H. (2025). Building green brand equity through sustainable hospitality consumption value: The moderating impact of environmental identity and environmental activism. Journal of Hospitality and Tourism Management, 63, 112-128.

Blázquez V, J., Steiger, R., Diaz-Farina, E., & Leon, C. J. (2026). Tourists' willingness to offset carbon emissions: a systematic review of empirical evidence. Tourism Review, 81(3), 1153-1179.

Hefny, L. (2025). From values to actions, understanding millennials' tourism Boycotts through social media activism. Tourism Recreation Research, 1-13.

Khan, J., & Belk, R. (2024). Generation Z and Irrational Exuberance: Spending in the Present, Speculating and Investing for the Future. In Digital Currency and Consumption (pp. 204-218). Routledge.

Koch, T., & Denner, N. (2025). What is greenwashing-a scoping review of greenwashing definitions and development of the need-for-balance model. Journal of Sustainable Business, 10(1), 1-13.

Lyon, T. P., & Montgomery, A. W. (2013). Tweetjacked: The impact of social media on corporate greenwash. Journal of business ethics, 118(4), 747-757.

McDonagh, P., & Martin, D. M. (2015). Sustainable consumption: activism, innovation and brands. Journal of marketing management, 31(13-14), 1379-1382.

Vázquez-Rodríguez, P., Romero-Castro, N., Šević, A., & Quinoa-Pineiro, L. (2024). (Un) willingness to pay to visit a national park from a sustainable entrepreneurial tourism perspective. Journal of Destination Marketing & Management, 34, 100933.

Zhang, J., Bai, H., Lu, J., & Zheng, L. (2023). Problematic use of social media: The influence of social environmental forces and the mediating role of copresence. Heliyon, 9(1).

Docile Bodies under the Algorithmic Gaze: An Empirical Study of Female Tourists' Check-in Behaviours in Macau

Rouxian LI, Kaihan YANG*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

*Corresponding Email: khyang@must.edu.mo

Abstract

1. Introduction

In tourism studies, daka (landmark check-in) has evolved from a travel habit into a widespread phenomenon and a legitimate object of scholarly inquiry (Chen et al., 2024). Research on tourist check-in behaviour and image production splits into two broad traditions. Management and marketing scholarship treats check-in photography as a tool for impression management and value co-creation, focusing on psychological satisfaction and social capital (Lo & McKercher, 2015; Taylor, 2020). Sociological and critical work draws on Foucault's (1977) disciplinary power and the concept of the spectacle to examine how experience becomes alienated and bodily autonomy erodes under platform capitalism (Dinhopl & Gretzel, 2016). Though these two traditions have begun to engage with each other, few sustained empirical studies trace the full causal chain: how environmental pressures in mediatised tourism spaces become internalised as psychological dispositions, then translate into specific bodily practices and their physical and psychological costs.

This study fills that gap using the Stimulus–Organism–Response (SOR) framework (Mehrabian & Russell, 1974) to build and test a quantitative model that integrates Foucauldian disciplinary theory with aesthetic labour (Guo et al., 2024) in one causal chain. Five constructs ground the model: perceived instagrammability (stimulus), digital vanity (organism), sacrificial dressing (behavioural response), and two disciplinary outcomes—gaze anxiety and corporeal punishment (response costs). The analysis shows how the pursuit of digital visibility operates as a mechanism of cruel optimism (Berlant, 2011), where agency and constraint coexist in the same behavioural sequence, and quantifies how platform-mediated norms mark the tourist's body.

2. Literature Review

2.1 Panopticism, Docile Bodies, and the Tourist Gaze

Foucault's (1977) concepts of panopticism and docile bodies argue that omnipresent visibility leads people to internalise power's constraints and self-regulate, turning gestures and movements into what Foucault called an "instrumental coding" of the body. In today's digital check-in culture, these disciplinary pressures have intensified.

Social media's algorithmic gaze now intersects with traditional spatial surveillance, pushing tourists to hold controlled postures and tolerate uncomfortable clothing to meet platform aesthetics (Cheong & Miller, 2000; Guo et al., 2024). The tourist's body becomes docile—compliant with the demands of visual production under pervasive digital visibility.

This disciplinary logic overlaps with a broader shift in how tourists look and are looked at. Urry's (1990) tourist gaze, originally directed outward at landscapes and culturally marked others, has inverted with mobile technology. Dinhopl and Gretzel (2016) call this the "self-directed tourist gaze": the tourist is both seer and seen—a visual product for online audiences. This self-spectacularisation requires what, Guo et al. (2024) call aesthetic labour: intensive bodily work to coordinate clothing, postures, and facial expressions, often at the cost of comfort and spontaneity. This intersection of the self-directed gaze and its demanded labour is the behavioural core of this study.

2.2 The Stimulus–Organism–Response Framework

The sociological concepts above resist direct quantitative measurement. To connect them to methods, this study uses the Stimulus–Organism–Response (SOR) model from environmental psychology (Mehrabian & Russell, 1974). Jacoby (2002) reconceptualised the organism component as a cognitive-affective processing system, and tourism research has shown SOR's usefulness for understanding how digital mediation drives check-in behaviours (Chen et al., 2024; Kim et al., 2020). Here, the stimulus is the environmental pressure from destination photo spots, queuing, and algorithm-endorsed visual templates. The organism is the internalisation of the external gaze and pursuit of social validation. The response is the adoption of comfort-compromising attire and its downstream effects—psychological anxiety and physical discomfort.

3. Hypotheses Development

3.1 Perceived Instagrammability and Digital Vanity

Drawing on servicescape theory (Bitner, 1992)—which holds that cognitive and emotional responses stem from subjective beliefs about a place—this study treats the visual qualities of tourism spaces as an individual psychological variable: perceived instagrammability. The construct captures a tourist's sense that a space is pre-set for producing platform-ready visual content, conveyed through structured visual templates (Jenkins, 2003), performative infrastructure like on-site posing guidance and costume rental (Edensor, 2000; Guo et al., 2024), and social validation through imitation, most visible in queuing at photo spots. As the organism component, digital vanity represents adaptive psychological arousal (Jacoby, 2002) marked by strategic self-branding (Khamis et al., 2017), appearance monitoring (Lyu, 2016), and the temporal urgency of digital immediacy (Dinhopl & Gretzel, 2016). When tourists perceive strong environmental pressure to produce ideal visual content, they internalise the external gaze, heightening digital vanity.

H1: Perceived instagrammability has a significant positive effect on digital vanity.

3.2 Digital Vanity and Sacrificial Dressing

Sacrificial dressing means tourists compromise bodily comfort and everyday clothing habits to meet photography demands. Drawing on Guo et al. (2024) aesthetic labour, this involves what Dinhopl and Gretzel (2016) call "stylised performing"—adopting non-routine attire like formal gowns, traditional costumes, or vintage dresses to turn the body into a consumable visual sign for platforms such as Xiaohongshu (Siegel et al., 2025). Within SOR, digital vanity drives this output psychologically: tourists oriented toward social validation would trade physical wellbeing for the visual demands of image production (Lo & McKercher, 2015).
H2: Digital vanity has a significant positive effect on sacrificial dressing.

3.3 Sacrificial Dressing and Gaze Anxiety

Gaze anxiety is the persistent unease triggered by the "reverse gaze" (Gillespie, 2006)—when tourists, aware of scrutiny from onlookers and online audiences, continuously monitor their appearance (Lyu, 2016) and engage in what Rui and Stefanone (2013) call protective self-presentation. Sacrificial dressing worsens this by placing tourists in non-routine, often restrictive clothing: departing from everyday norms raises concerns about wardrobe failures and visual coherence, demanding rigid bodily control that suppresses spontaneity (Dinhopl & Gretzel, 2016).
H3: Sacrificial dressing has a significant positive effect on gaze anxiety.

3.4 Sacrificial Dressing and Corporeal Punishment

Corporeal punishment is the direct physical toll the body endures when subordinated to visual production. Grounded in Foucault's (1977) docile body, this study treats restrictive garments—tight dresses, high heels, elaborate costumes—as corrective devices that translate external aesthetic standards into bodily discipline through constriction and friction. Following Dosekun's (2017) application of cruel optimism (Berlant, 2006), tourists may internalise "beauty is pain" as a norm, treating suffering as necessary for social recognition. Such clothing makes fluid movement effortful, requiring visual poise within restrictive frames (Guo et al., 2024; Larsen, 2005).
H4: Sacrificial dressing has a significant positive effect on corporeal punishment.

3.5 Gaze Anxiety and Corporeal Punishment

Beyond direct physical constraint, gaze anxiety is expected to intensify corporeal punishment through psychological self-policing. When tourists worry about image collapse, they impose stricter bodily discipline—suppressing spontaneous movement and holding rigid postures to preserve visual coherence (Larsen, 2005; Dinhopl & Gretzel, 2016). When this psychological rigidity combines with the physical limitations of sacrificial clothing, discomfort deepens.
H5: Gaze anxiety has a significant positive effect on corporeal punishment.

3.6 Serial Mediation

Together, these hypotheses describe a sequential chain: environmental spectacle pressure (perceived instagrammability) triggers an internal psychological state (digital vanity), which drives a comfort-compromising behaviour (sacrificial dressing),

producing dual disciplinary costs—gaze anxiety and corporeal punishment. Digital vanity mediates the instagrammability–sacrificial dressing link (H6), and sacrificial dressing mediates the digital vanity–disciplinary costs link (H7).

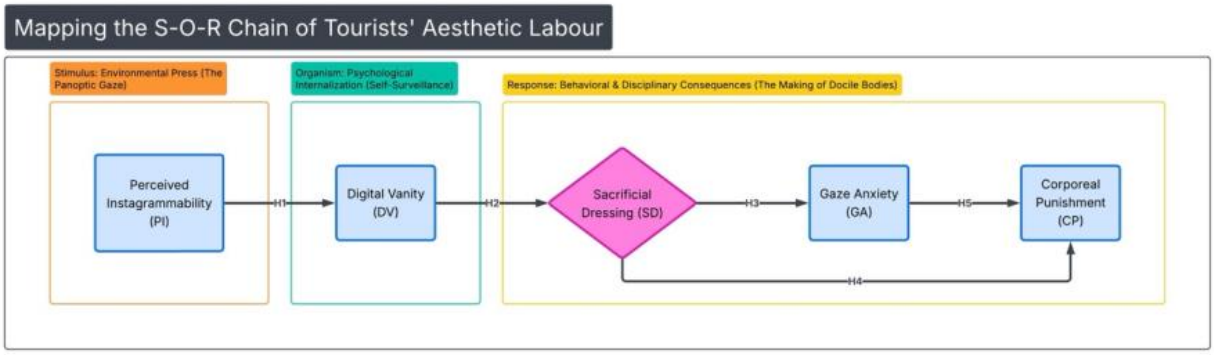


Figure 1. Mapping the S-O-R chain of Tourists' Aesthetic Labor

4. Methodology

Data were collected August–December 2025 at high-instagrammability sites in Macau: the Ruins of St Paul's, The Venetian, The Londoner, and Portuguese-heritage streetscapes. Using purposive and convenience sampling, the study targeted female tourists engaged in check-in photography who regularly share images on platforms like Xiaohongshu. This demographic was targeted because young women are the main practitioners of aesthetic labour in digital tourism and bear the gendered disciplinary pressures under study (Guo et al., 2024). The survey included screening questions and attention checks to reduce common method bias. Of 300 distributed questionnaires, 283 valid responses were retained (effective response rate: 94.33%), exceeding the ten-times rule for PLS-SEM (Hair et al., 2019). The sample was predominantly aged 18–25 (53.7%), university-educated (63.3%), and travelling with companions (93.3%).

The survey comprised 20 items across five constructs on seven-point Likert scales, developed through theoretical deduction and contextual adaptation, reviewed by five domain experts, and pilot-tested with 30 female tourists in Macau. The model was tested using PLS-SEM in SmartPLS 4.1 (Hair et al., 2019). All inner-model VIF values fell below 2.1 (Kock, 2015). Exploratory factor analysis confirmed a clean five-factor structure (KMO = 0.961; 73.76% variance explained; all items loaded above 0.50 on intended constructs with no cross-loadings above 0.30).

5. Results

The measurement model demonstrated satisfactory psychometric properties. All outer loadings exceeded 0.708 (range: 0.848–0.934), Cronbach's α ranged from 0.865 to 0.942, composite reliability from 0.917 to 0.958, and average variance extracted from 0.751 to 0.851. All Heterotrait-Monotrait ratios fell below the conservative 0.85 threshold, confirming discriminant validity. Table 1 summarizes the structural model results.

Table 1. Structural model results: direct effects (bootstrapping, 5,000 subsamples)

H	Path	β	t	p	f²	Decision
H1	PI → DV	0.759	19.867	< .001	1.362	Supported
H2	DV → SD	0.746	16.983	< .001	1.257	Supported
H3	SD → GA	0.718	15.669	< .001	1.064	Supported
H4	SD → CP	0.324	4.408	< .001	0.144	Supported
H5	GA → CP	0.540	7.535	< .001	0.402	Supported

Note. PI = Perceived Instagrammability; DV = Digital Vanity; SD = Sacrificial Dressing; GA = Gaze Anxiety; CP = Corporeal Punishment. R^2: DV = .577, SD = .557, GA = .515, CP = .648.

All five direct hypotheses were supported at $p < .001$. Perceived instagrammability strongly predicted digital vanity (β = 0.759, f^2 = 1.362), which in turn predicted sacrificial dressing (β = 0.746, f^2 = 1.257). Sacrificial dressing produced a strong effect on gaze anxiety (β = 0.718, f^2 = 1.064) and a more moderate direct effect on corporeal punishment (β = 0.324, f^2 = 0.144), while gaze anxiety substantially amplified corporeal punishment (β = 0.540, f^2 =0.402). The asymmetry between the two downstream paths is notable: the psychological burden of maintaining a visual performance seems a more immediate consequence of non-routine dress than direct physical discomfort, and it is psychological self-policing that deepens the experience of physical constraint. The model explained 64.8% of variance in the outcome variable.

The mediation analyses confirmed the proposed causal chain. Digital vanity significantly mediated the instagrammability–sacrificial dressing relationship (β = 0.567, $p < .001$; H6 supported), and sacrificial dressing mediated the digital vanity–gaze anxiety (β = 0.536, $p < .001$) and digital vanity–corporeal punishment (β = 0.242, $p < .001$) relationships (H7 supported). The full serial mediation chain from perceived instagrammability through digital vanity and sacrificial dressing to gaze anxiety and corporeal punishment was highly significant (β = 0.220, $p < .001$; 95% bias-corrected CI [0.151, 0.300]).

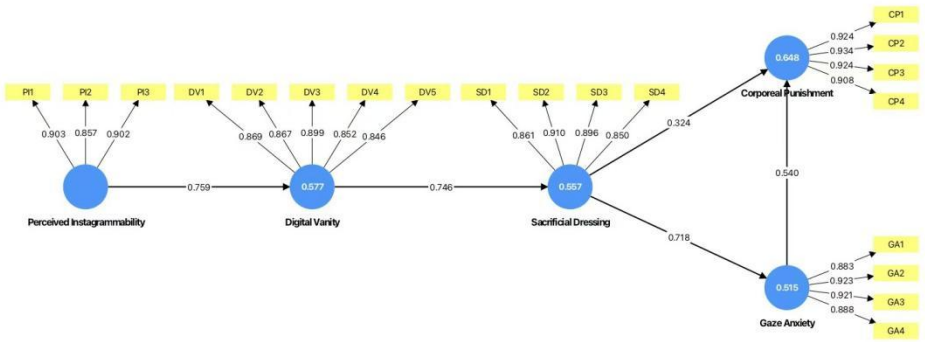


Figure 2. Findings

6. Discussion and Conclusion

This study makes three contributions. First, it demonstrates a methodological pathway for operationalising critical social theory in quantitative tourism research. By embedding Foucauldian disciplinary power within SOR, the study shows that the "gains" foregrounded by management scholarship and the "costs" emphasised by critical sociology can be examined as interdependent parts of a single causal process. Quantifying constructs like perceived instagrammability, sacrificial dressing, and corporeal punishment suggests that structural equation modelling can extend beyond its conventional territory of consumer satisfaction and behavioural intention, contributing to a growing critical-empirical approach in digital tourism research.

Second, the findings reconceptualise tourist subjectivity through the dual function of digital vanity. Where previous studies have framed the self-directed tourist gaze as empowerment (Dinhopl & Gretzel, 2016) or structural subjugation, the present model reveals these dynamics coexist. The serial mediation chain shows that the same psychological orientation driving self-presentation also serves as the channel through which disciplinary demands mark the body. Through Berlant's (2011) cruel optimism, the pursuit of digital visibility simultaneously promises recognition while producing physical discomfort and psychological anxiety. Digital vanity therefore operates both as tourist agency and as the conduit through which disciplinary power becomes embodied.

Third, the study challenges the historically disembodied orientation of quantitative tourism research (Veijola & Jokinen, 1994) by introducing gaze anxiety and corporeal punishment as measurable outcomes. The findings show that the costs of visual production extend to the material body: restricted movement, enforced postures, tactile discomfort.

The study provides empirical evidence that platform-mediated aesthetic norms shape how tourists' bodies dress, move, and feel in mediatised environments, contributing to gendered tourism geographies (Guo et al., 2024).

These insights carry practical implications. For destination managers, the pursuit of instagrammable spatial design—while effective for generating electronic word-of-mouth (Litvin et al., 2008)—may create aesthetic pressures that compromise the embodied quality of the visitor experience. For platform operators, the mediating role of digital vanity raises questions about the ethical responsibilities of algorithmic systems that reward standardised visual aesthetics. For tourists, the study renders visible costs that are routinely absorbed in silence.

Limitations include the cross-sectional design, the exclusive focus on female tourists in Macau's hyperreal urban environment, and reliance on self-report measures for physical experience. Future research should use longitudinal designs and physiological indicators to validate these embodied costs across more diverse demographic groups and destination types.

References

Berlant, L. (2006). Cruel optimism. Differences, 17(3), 20–36.

Berlant, L. (2011). Cruel optimism. Duke University Press.

Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. Journal of Marketing, 56(2), 57–71.

Chen, L., Zhang, T., Li, X., & Bai, K. (2024). Social media check-in behaviour in tourism: An SOR perspective. Tourism Management, 100, 104830.

Cheong, S.-M., & Miller, M. L. (2000). Power and tourism: A Foucauldian observation. Annals of Tourism Research, 27(2), 371–390.

Dinhopl, A., & Gretzel, U. (2016). Selfie-taking as touristic looking. Annals of Tourism Research, 57, 126–139.

Dosekun, S. (2017). The risky business of postfeminist beauty. Gender & Society, 31(1), 9–29.

Edensor, T. (2000). Staging tourism: Tourists as performers. Annals of Tourism Research, 27(2), 322–344.

Foucault, M. (1977). Discipline and punish: The birth of the prison. Penguin.

Gillespie, A. (2006). Tourist photography and the reverse gaze. Ethos, 34(3), 343–366.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2019). PLS-SEM: Indeed a silver bullet. Journal of Marketing Theory and Practice, 19(2), 139–152.

Jacoby, J. (2002). Stimulus-organism-response reconsidered. Journal of Consumer Psychology, 12(1), 51–57.

Jenkins, O. H. (2003). Photography and travel brochures: The circle of representation. Tourism Geographies, 5(3), 305–328.

Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, 'micro-celebrity' and the rise of social media influencers. Celebrity Studies, 8(2), 191–208.

Kim, M. J., Lee, C.-K., & Jung, T. (2020). Exploring consumer behaviour in virtual reality tourism using an extended SOR model. Journal of Travel Research, 59(1), 69–89.

Kock, N. (2015). Common method bias in PLS-SEM. International Journal of e-Collaboration, 11(4), 1–10.

Larsen, J. (2005). Families seen sightseeing: Performativity of tourist photography. Space and Culture, 8(4), 416–434.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. Tourism Management, 29(3), 458–468.

Lo, I. S., & McKercher, B. (2015). Ideal image in process: Online tourist photography and impression management. Annals of Tourism Research, 52, 104–116.

Lyu, S. O. (2016). Travel selfies on social media as objectified self-presentation. Tourism Management, 54, 185–195.

Mehrabian, A., & Russell, J. A. (1974). An approach to environmental psychology. MIT Press.

Siegel, L. A., Tussyadiah, I., & Scarles, C. (2025). Selfie parks and the instagrammable destination. Journal of Travel Research, 64(2), 345–362.

Taylor, D. G. (2020). Putting the 'self' in selfies: How narcissism, envy and self-promotion motivate sharing of travel photos. Journal of Travel & Tourism Marketing, 37(1), 64–77.

Urry, J. (1990). The tourist gaze: Leisure and travel in contemporary societies. Sage.

Veijola, S., & Jokinen, E. (1994). The body in tourism. Theory, Culture & Society, 11(3), 125–151.

Guo, J., Connell, J., & Gibson, C. (2024). The tourist pose: aesthetic labour, social media, and new gendered tourism geographies. Tourism Geographies, 26(8), 1269-1292.

Rui, J. R., & Stefanone, M. A. (2013). Strategic image management online: Self-presentation, self-esteem and social network perspectives. Information, communication & society, 16(8), 1286-1305.

The Souvenir-Loyalty Nexus: How Eudaimonic Narrative Drives Destination Marketing through Affective Pathways

Jiaxin MU, Jingye DU

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

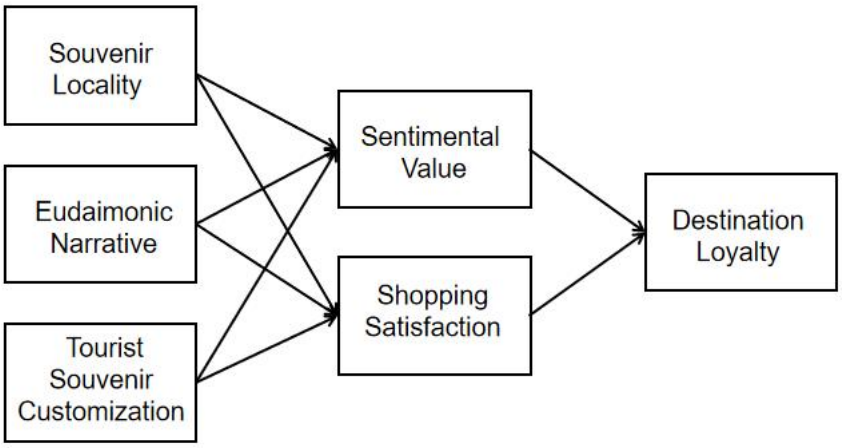
Abstract

As global tourism continues its sustained growth, couple travel has emerged as a prominent market segment (Suhartanto, 2018). For couple travelers, tourism reinforces emotional bonds and co-constructs shared memories (Liu et al., 2025). Within this context, souvenirs serve as tangible carriers of emotional attachment, bridging the "extraordinary" travel realm with "ordinary" daily life. A well-chosen souvenir fosters enduring destination loyalty. Tourist souvenirs embody both commercial and cultural attributes, supporting cultural heritage transmission while mitigating commoditization. Consumption is shaped by intrinsic psychological mechanisms with sentimental value and shopping satisfaction, serving as key drivers of destination loyalty (Lv et al., 2024).

Existing literature emphasizes external drivers of souvenir consumption, such as authenticity and purchasing channels, while overlooking intrinsic psychological mechanisms linking souvenir attributes to destination loyalty. Sentimental value is defined as "the intangible bond between an object and a cherished moment or relationship" (Liu et al., 2025, p. 4). Shopping satisfaction refers to tourists' positive perceptions during souvenir purchasing. When tourists attain high levels of these states, they are more likely to develop destination loyalty (Suhartanto, 2018). For couple travelers, these states are particularly salient, as souvenirs symbolize shared experiences and emotional bonds (Liu et al., 2025).

Drawing on Eudaimonic Narrative Theory (Smith & Diekmann, 2017), this study integrates this theoretical lens into the souvenir context. Following Bagozzi's (1992) cognitive-affective-behavioral framework, which posits that appraisal processes lead to emotional reactions and subsequently to coping responses, this study conceptualizes souvenir locality, eudaimonic narrative, and customization as cognitive appraisals, sentimental value and shopping satisfaction as emotional reactions, and destination loyalty as the behavioral response (Suhartanto, 2018; Lv et al., 2024). For couple travelers, narratives centered on love and shared meaning enhance sentimental value and shopping satisfaction, fostering destination loyalty

(Liu et al., 2025). By positioning souvenir customization as a means of co-creating these meaningful narratives, this study constructs a framework to examine how these antecedents influence destination loyalty through the proposed mediators.



Keywords: Souvenir Locality; Eudaimonic Narrative; Tourist Souvenir Customization; Sentimental Value; Shopping Satisfaction; Destination Loyalty.

References

Bagozzi, R. P. (1992). The self-regulation of attitudes, intentions, and behavior. *Social psychology quarterly*, 178-204.

Liu, Y., Chen, Y., Font, X., Zhang, Y., & Hu, J. (2025). Echoes of a destination: The representation of locality in souvenirs and their role in sustaining post-trip, tourist well-being. *Tourism Management*, *108*, 105125.

Lv, X., Yuan, Z., Luo, J., Fu, X., Shen, H., Ai, J., & Shen, Y. (2025). Purchase and protect: Dual effects of tourist souvenir customization. *Journal of Travel Research*, *64*(8), 1843-1863.

Smith, M. K., & Diekmann, A. (2017). Tourism and wellbeing. *Annals of tourism research*, *66*, 1-13.

Suhartanto, D. (2018). Tourist satisfaction with souvenir shopping: evidence from Indonesian domestic tourists. *Current Issues in Tourism*, *21*(6), 663-679.

Yang, B., Fang, Y., & Wu, L. L. (2026). How perceived social mobility affects tourism expenditure: A cross-cultural perspective. *Tourism Management*, *114*, 105372.

Motivations for Urban Staycations Among Home-based Teleworkers

Xiyuan CHENG, Guanhan CHEN, Zixian HUANG

Macau University of Science and Technology (Faculty of Hospitality and Tourism Management), Macau, China

Abstract

Introduction

Since 2020, the development of information and communication technology has gradually transformed Work-From-Home (WFH) from an emergency measure to a normalized work mode. Recent relevant evidence shows that this transformation has been widely popularized in China. According to the 53rd Statistical Report on China's Internet Development, the number of home-based teleworkers in China has reached about 506 million. This shows that teleworking is no longer a temporary means of responding to the crisis, but a stable career normal (Center, 2024). Although WFH has the advantage of flexibility, it also brings a series of outstanding problems, including blurred work-life boundaries, social isolation, and job burnout (Baruch, 2001). In the long-term teleworking state, it is often difficult for employees to separate work from daily life, resulting in problems such as emotional exhaustion and decreased happiness. Against this background, urban staycation has rapidly emerged as a new type of leisure activity characterized by short duration, proximity, and low cost (Satpute & Bapat, 2024). It provides home-based teleworkers with an efficient, low-cost leisure alternative within or near the city (Moon & Chan, 2022).

Research Gap

Although existing studies have explored the impacts of WFH on work-life balance (Baruch, 2001) and the role of urban staycation in short-term travel behavior (Satpute & Bapat, 2024), three critical research gaps remain.

First, existing research fails to consider home-based teleworkers as a distinct group with unique spatial and psychological needs. Prior research has shown that long-term remote work leads to work-family interference and a rising need for leisure (Eddleston & Mulki, 2017). Meanwhile, staycation research has mainly examined the motivations of general urban residents escaping from daily life (Kou et al., 2025). However, these two domains have developed in isolation, leaving a gap in targeting this specific group in staycation studies.

Second, the push-pull model has not yet been fully applied to analyze the unique work context of home-based teleworkers. The framework of the push-pull theory is the core of the theory of tourism motivation, which believes that individual behavior is jointly influenced by the drive of intrinsic needs and the pull of destination attributes (Crompton, 1979; Uysal & Jurowski, 1994). However, existing studies have failed to fully identify the sources of stress unique to teleworking, such as such as persistent digital fatigue and the elimination of the physical boundaries between work and life.

However, existing research has not systematically examined the specific push factors for home-based teleworkers. Thus, this model cannot explain why home-based teleworkers tend to choose urban staycations instead of traditional long-distance travel. (Bassyiouny & Wilkesmann, 2023).

Finally, no prior study has fully connected the psychological pressure from home-based telework with the specific attributes of urban staycations. Previous studies have examined how WFH affects travel intentions, and some have also demonstrated the reasons that prompt people to go on a vacation. However, those literatures have not clarified how the psychological pressures of remote work are relieved by the unique features of staycations. Sonnentag and Fritz (2007) have argued that recovery requires people to mentally disengage from work. However, for home-based teleworkers, the home environment often makes such mental detachment difficult to achieve. Consequently, existing research fails to explain how the relevant attributes of urban staycation support the needs of home-based teleworkers, nor does it illustrate how pull factors of staycations respond to the push pressures generated by home-based teleworkers. As a result, the exact mechanism through which remote work shapes urban leisure choices remains a "black box" in tourism theory.

Research Objectives

To bridge the gap between teleworking psychology and tourism motivation, we adopt a work-family perspective within the push-pull framework to examine how work-family stress among home-based teleworkers influences their behavioral intentions to engage in urban staycations, with psychological escape as the core underlying mechanism in this decision-making process.

The proposed predictive model treats push factors and pull factors as the core antecedent variables of the study, both of which serve as independent variables that lay the foundation for exploring staycation behavioral intention. Push factors, as one of the key independent variables, consist of four distinct dimensions, namely work-life boundary blurring, loneliness, emotional recovery needs, and digital fatigue. These dimensions together reflect the intrinsic stressors faced by home-based teleworkers. Pull factors, the other core independent variable, include three key dimensions: time-cost advantages, the desire for service experiences, and the social and popular atmosphere. All these dimensions represent the external attractiveness of urban staycations.

In this prediction framework, psychological escape, as a mediating variable, links the push factors with staycation behavioral intention, which is the dependent variable of the study. This variable plays a crucial role in transmitting the effect of push factors on personal staycation decisions. In addition, the model uses duration of working from home as an additional variable to explain the potential impact of remote working time on research relationships. It also strictly controls personal attributes, office characteristics and urban attributes to ensure the robustness and reliability of the research results by eliminating interference from irrelevant variables.

The model suggests that the internal pressure of telework (Push) triggers an urgent need for psychological escape, which then manifests as the intention to seek a

vacation. At the same time, staycations' specific destination attributes (Pull) provide a direct attractive force. By combining the classic push-pull theory with the Theory of Psychological Detachment (Sonnentag & Fritz, 2007), this study provides a novel, comprehensive perspective for the leisure decision-making mechanisms of teleworkers in the post-epidemic era.

Research Methods

In order to test the proposed conceptual model, this study uses an online questionnaire survey for data collection. It targets home-based teleworkers who experience work-family interaction as the core sample and implements a strict screening process to obtain effective data.

Research tools are operated through several verified multi-item scales, which are adapted from existing literature. First, the survey measures push factors through four different psychological dimensions: blurred work-life boundaries, loneliness, emotional recovery needs, and digital fatigue. Secondly, it evaluates the pull factors by focusing on the three functional dimensions of staycation: time-cost advantage, the need for service experience, and the social atmosphere of local destinations. Third, the model takes psychological escape as the central mediation mechanism and the staycation intentions as the main result variable. Finally, to ensure that the explanatory power of the model is not confused, the study recorded the duration of WFH and the control of personal attributes (such as age, income), office characteristics, and urban attributes. All items are measured using the 7-point Likert scale to allow for subtle statistical variance.

After the data collection is completed, the study will first use IBM SPSS statistical version 29.0 software for preliminary data preparation, including data cleaning, missing value processing, outlier value detection, normality testing and descriptive statistical analysis. This stage will report the sample characteristics, means, standard deviations and other basic information of each variable, as well as the preliminary reliability analysis (Cronbach's α). Subsequently, the cleaned dataset will be imported into SmartPLS version 4.0.9.5 software for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. This includes the evaluation of the measurement model (factor loadings, composite reliability (CR), average variance extracted [AVE], and HTMT) and the structural model (path coefficient, R^2, significance test, and mediation effect analysis). This analysis will specifically study the mediating role of psychological escape in the relationship between the push factors and staycation behavioral intention, as well as the direct impact of pull factors on staycation behavioral intention, while incorporating control variables to improve the robustness of the results.

The same raw dataset will be used throughout the analysis process. This study adopts the standard sequence method: first, use SPSS for data preparation and descriptive statistics, and then SmartPLS for core PLS-SEM analysis.

Predicted Results

Based on the research model constructed using the push-pull theory and the work-family perspective, this study predicts that the push factor will have a significant positive and indirect impact on the staycation behavior intention through the mediating variable of psychological escape. Specifically, push factors (work-life boundaries blurring, loneliness, emotional recovery needs, and digital fatigue) will actively increase the level of psychological escape of individuals, which in turn enhances their staycation behavioral intention. At the same time, pull factors (time-cost advantage, need for service experience, and the social and popular atmosphere) will have a significant direct positive effect on staycation behavioral intention.

After controlling variables such as Personal Attributes, Office Characteristics, City Attributes, and Duration of Working from Home, the overall explanatory power of the model (R^2) is expected to reach a medium-to-high level, and the mediating effect of psychological escape is expected to be important (the Bootstrap confidence interval of indirect effects does not include zero). The above forecast results will provide empirical evidence for understanding the leisure tourism decision-making of teleworkers in the post-epidemic era and provide theoretical guidance for the hotel industry and local tourist destinations to develop targeted staycation products.

Limitations

Although this study proposes a grounded conceptual model with promising theoretical value, there are several limitations worth considering. First, since data collection is currently in progress, the current conclusion comes from a powerful conceptual model, not the final empirical dataset. Follow-up tests, including mediation analysis, are needed to fully verify these paths. In terms of research design, the cross-sectional method provides valuable preliminary insights, but it is not possible to draw a valid causal conclusion about the relationships between push factors, psychological escape and staycation behavioral intention. In addition, although China's focus on urban home-based teleworkers provides a profound depth of context, this specific demographic statistic may limit the generalization of the research results to a broader cultural or occupational environment. Finally, online questionnaires that rely on self-reporting may lead to potential common method bias. To address these limitations, future research should prioritize longitudinal tracking or experimental designs with multi-source data to more rigorously verify the identified psychological mechanism of recovery.

Implications

The expected results of this study are of great theoretical and practical significance. Theoretically speaking, this study extends the classic push-pull framework to the teleworking environment and uses psychological escape as a mediating variable. It combines the previously disconnected fields of teleworking psychology and travel motivation research and enriches the application of psychological detachment theory in the context of home-based work.

In fact, these findings will provide actionable insights for hotel operators and local tourism management departments in China and similar urban environments. By determining which push and pull dimensions can best promote the staycation intentions, relevant stakeholders can design low-cost, highly targeted staycation products (such as packages that emphasize experience recovery and strong social atmosphere) to meet the psychological needs of teleworkers. This will better meet the growing demands of the remote working population and contribute to the recovery of urban tourism in the post-epidemic era.

Keywords: Home-based Teleworkers; Urban Staycation; Push-Pull Model; Psychological Escape; Work-Family Stress; Psychological Detachment

References

Baruch, Y. (2001). The status of research on teleworking and an agenda for future research. *International journal of management reviews*, *3*(2), 113-129.

Bassyiouny, M., & Wilkesmann, M. (2023). Going on workation–Is tourism research ready to take off? Exploring an emerging phenomenon of hybrid tourism. *Tourism management perspectives*, *46*, 101096.

Center, C. I. N. I. (2024). The 53rd statistical report on China's internet development. *J Natl Libr China*, *33*(2), 104.

Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of tourism research*, *6*(4), 408-424.

Eddleston, K. A., & Mulki, J. (2017). Toward understanding remote workers' management of work–family boundaries: The complexity of workplace embeddedness. *Group & Organization Management*, *42*(3), 346-387.

Kou, I. E., Wu, J., Lin, Z., & Gong, T. E. (2025). Staycation: A review of definitions, trends, and intersections. *Tourism and Hospitality Research*, *25*(4), 568-579.

Moon, H., & Chan, H. (2022). Millennials' staycation experience during the COVID-19 era: mixture of fantasy and reality. *International Journal of Contemporary Hospitality Management*, *34*(7), 2620-2639.

Satpute, P., & Bapat, G. (2024). Hotel Staycation–A New Dynamic for Profitability in Tourism. In *International Handbook of Skill, Education, Learning, and Research Development in Tourism and Hospitality* (pp. 1-9). Springer.

Sonnentag, S., & Fritz, C. (2007). The Recovery Experience Questionnaire: development and validation of a measure for assessing recuperation and unwinding from work. *Journal of occupational health psychology*, *12*(3), 204.

Uysal, M., & Jurowski, C. (1994). Testing the push and pull factors. *Annals of tourism research*, *21*(4), 844-846.

From motivation to intention: An analysis of the mediating effect of perceived value on health and wellness tourists in Guizhou province

Baiyu TAO, Yuxin SONG*

Faculty of Hospitality and Tourism Management,
Macau University of Science and Technology, Macau, China

*Corresponding Email: SammyYuXinSong@outlook.com

Abstract

In the context of a fast-paced and high-pressure era, health has become an indispensable social need for people. With its green mountains and clear waters, Guizhou Province has a significant advantage in developing health and wellness tourism. Previous studies set in Guizhou have been relatively limited in exploring the internal mechanism by which health and wellness tourists' motivation influences behavioral intentions. Existing research indicates that health tourists' motivation has a significant impact on their behavioral intentions (Gan et al., 2023), and memorable health experiences play a crucial role in shaping tourists' behaviors (Sthapit et al., 2025), while cross-cultural comparisons also provide important references for understanding behavioral intentions in different contexts (Zhou et al., 2023). This study takes health tourists in Guizhou Province as the research subjects and, based on the theoretical framework of "motivation, memorable health experiences, perceived value, and behavioral intentions," constructs a multi-dimensional motivation structure including escape motivation, environmental motivation, and attraction motivation. It explores the impact of these motivations on health tourists' behavioral intentions and focuses on testing the mediating role of perceived value and memorable health experiences. The study adopts a quantitative research method and plans to collect approximately 500 questionnaires from potential health tourists in Guizhou Province. Structural equation modeling will be used to test the hypotheses. The theoretical contribution lies in introducing perceived value and memorable health experiences into the formation mechanism of health tourists' behavioral intentions, enriching the theoretical research in the field of health tourism. At the practical level, the research results provide empirical evidence for the product design, experience optimization, and value communication of health tourism destinations in Guizhou Province, which is conducive to enhancing tourists' satisfaction and repurchase intention.

Keywords: Health and wellness tourism; Push and pull motives; Behavioral Intention; Perceived Value; Memorable Wellness Experience; Mediating Effect; Guizhou

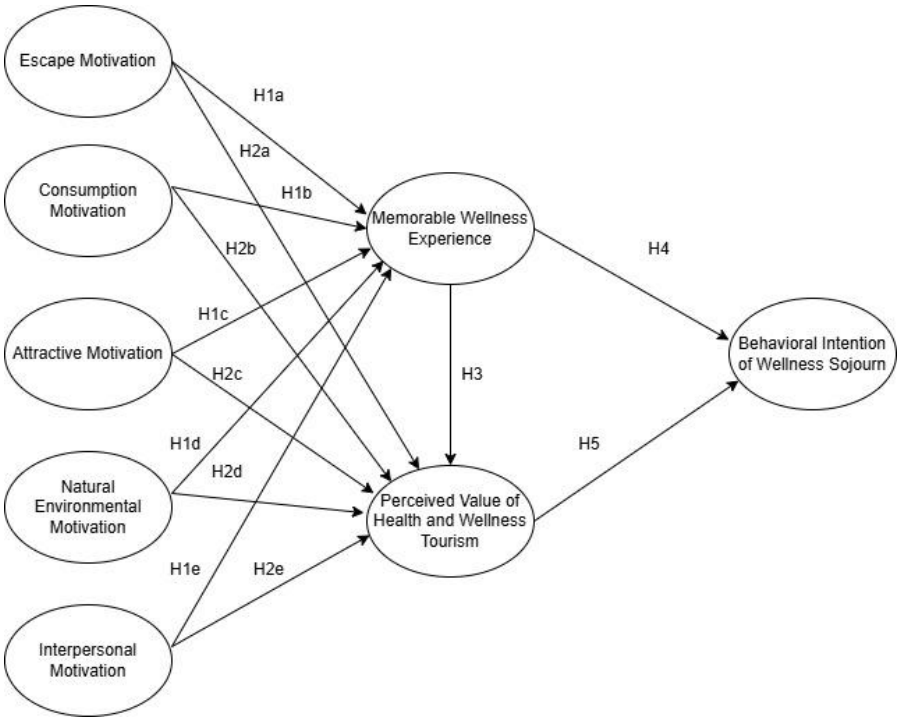


Figure 1. Research Conceptual Model

References

Gan, T., Zheng, J., Li, W., Li, J., & Shen, J. (2023). Health and Wellness Tourists Motivation and Behavior Intention: The Role of Perceived Value. International Journal of Environmental Research and Public Health, 20(5), 4339. https://doi.org/10.3390/ijerph20054339

Sthapit, E., Ji, C., Li, M., Garrod, B., Ibrahim, B., & Björk, P. (2025). Memorable wellness tourism experiences: antecedents that lead to enjoyable outcomes. International Journal of Spa and Wellness, 8(2), 155-181.

Zhou, Y., Liu, L., Han, S., & Sun, X. (2023). Comparative analysis of the behavioral intention of potential wellness tourists in China and South Korea. Humanities and Social Sciences Communications, 10(1), 489.

From Screen to Destination: The Driving Mechanism of Screen Tourism — Evidence from Social Media Comment Text Analysis Using Large Language Models

Minkun LIU[1,2], Yajie LI[2*], Xinju HE[1]

[1] School of Business , Guangxi University, Nanning, Guangxi 530004, China
[2] Guangxi Development Research Strategy Institute, Nanning, Guangxi 530004, China

[*]Corresponding Email: liya199908@163.com

Abstract

As the relationship between audiovisual media and tourism behavior becomes increasingly intertwined, film-induced tourism has emerged as a significant topic in destination marketing, cultural communication, and spatial consumption research. From The Lord of the Rings and Game of Thrones, which stimulated tourism to overseas filming locations, to Chinese productions such as Meet Yourself and To the Wonder, which drew public attention to domestic destinations, the atmospheres, lifestyles, and emotional imaginaries constructed by screen productions have been continually translated into public awareness of, desire for, and actual visitation to specific places. This phenomenon suggests that the influence of film and television on tourism behavior extends far beyond mere location exposure. Rather, through landscape representation, narrative construction, emotional transmission, and cultural expression, screen texts shape audiences' destination images, emotional attachment, and tourism experiences[1- 3]. With the growing convergence of tourism studies, communication, psychology, and consumer behavior, emotion and affect have increasingly been recognized as key mechanisms linking media exposure to behavioral responses. Positive emotions such as pleasure, excitement, admiration, novelty, and longing are widely regarded as important drivers of film-induced tourism[4-5], while deeper affective resonance, including vicarious experience, character identification, nostalgia, identity affirmation, and place attachment, has also been shown to facilitate the transformation of screen exposure into tourism behavior[6]. In this respect, film-induced tourism offers an especially suitable context for extending the Stimulus–Organism–Response (SOR) framework.

Although research on film-induced tourism has generated a substantial body of knowledge, existing studies have focused predominantly on fantasy epics, historical blockbusters, animation, and related screen genres, while rural-themed television dramas have received relatively limited scholarly attention. Unlike productions that rely on visual spectacle, intense plot conflict, or celebrity appeal, rural dramas typically present a more integrated and systematic configuration of stimuli through pastoral landscapes, tranquil rural lifestyles, rich traditional culture, and slow-paced narrative rhythms. As such, audience perceptions of this type of content tend to be

more holistic and multidimensional. Moreover, rural dramas are capable of eliciting not only high- arousal positive emotions, such as excitement and anticipation, but also low-arousal positive emotions, such as healing, serenity, and relaxation[7-8]. Against the backdrop of increasingly accelerated modern life and growing demand for psychological restoration the behavioral significance of these low-arousal positive emotions is particularly noteworthy. Audiences may imagine the rural settings and lifestyles represented in such dramas as a kind of utopian refuge for emotional release and spiritual restoration, thereby developing motivations to escape everyday pressures and travel to the depicted destinations in search of healing and recovery. Together, these two routes point to a dual- path emotional mechanism underlying tourism intention that remains in need of further theoretical elaboration and empirical validation.

Existing studies on film-induced tourism also face limitations in terms of data sources and measurement approaches. Prior research has relied primarily on reactive self-reported data, such as questionnaires and interviews, and has largely inferred viewing experiences and tourism motivations from respondents' retrospective recall[4,9]. Although such approaches facilitate variable measurement and model testing, they are less capable of capturing audiences' immediate cognitive evaluations, emotional reactions, and intention expressions following media exposure. They are also vulnerable to recall bias, social desirability bias, and post hoc rationalization, which may constrain identification of the actual mechanisms through which screen stimuli shape tourism intention. By contrast, media comments are generated in the course of natural media consumption and platform interaction, and therefore preserve viewers' cognitive judgments, emotional responses, and destination-related associations more directly than conventional survey or interview data. Owing to their immediacy, contextual embeddedness, natural occurrence, and relatively strong reliability and representativeness, user-generated content (UGC), such as online comments, has become an important data source in tourism research. Meanwhile, recent advances in natural language processing and artificial intelligence have further facilitated the application of large language models (LLMs) in tourism studies. Their strengths in holistic semantic understanding, zero-shot inference, and multidimensional construct recognitionmprovide a new methodological pathway for large-scale analysis and evaluative interpretation of unstructured textual data[10].

Against this background, the present study takes the Chinese pastoral healing drama Meet Yourself as an empirical case and investigates how different dimensions of content perception shape tourism intention. Drawing on user comments collected from multiple platforms, the study integrates LLM-based text mining with structural equation modeling (SEM) to develop and test a "content perception–psychological mechanism– tourism intention" framework, thereby systematically identifying both the effects of different forms of rural screen content perception on tourism intention and the underlying psychological mechanisms. The findings reveal substantial heterogeneity in both the directions and mechanisms of these effects. First, landscape perception and cultural perception exert stable positive effects on tourism intention,

whereas narrative perception, celebrity perception, and structural perception show negative direct effects. This suggests that spatially perceptible landscapes and localized cultural cues are more readily translated into destination imagination and travel motivation. By contrast, narrative, celebrity, and structural perception appear more likely to reinforce content consumption and viewing engagement and may suppress visit intention through attention substitution or perceived authenticity gaps. Second, high-arousal positive emotions, low-arousal positive emotions, and affective resonance all positively predict tourism intention, with high-arousal positive emotions and affective resonance exerting stronger effects than low-arousal positive emotions. This finding indicates that, compared with milder positive affect, more activating positive emotions and deeper resonance are more effective in stimulating visit intention. Third, landscape perception and cultural perception exhibit typical partial mediation patterns. Specifically, landscape perception activates both high- and low-arousal positive emotions, thereby enhancing tourism intention and reflecting a dual-path mechanism of stimulating attraction and soothing restoration. Cultural perception, by contrast, influences tourism intention primarily through low-arousal positive emotions and affective resonance, underscoring the importance of serenity, healing, empathy, and identification in the conversion of tourism intention within rural contexts. Fourth, narrative perception and celebrity perception demonstrate inconsistent mediation patterns. Narrative perception directly suppresses tourism intention but generates positive indirect effects through emotions and resonance, suggesting that although narrative can elicit emotional and affective responses, a strong narrative framework may redirect audience attention away from the core attributes of the destination. Celebrity perception shows a negative direct effect, and although its indirect effect through high-arousal positive emotion is positive, the overall indirect effect remains negative. This indicates that celebrity-related perception may temporarily evoke excitement but is less capable of generating stable affective resonance and, on balance, strengthens the negative effect on tourism intention. Fifth, the temporal heterogeneity analysis indicates that the mechanism linking content perception to tourism intention varies across stages: during the peak-attention period, effects are more susceptible to attention competition and atmosphere construction, whereas during he post-peak period, tourism intention depends more heavily on identifiable scene cues and high-arousal positive emotions.

This study makes three main theoretical contributions. First, within a unified analytical framework, it systematically compares the differentiated effects of multiple dimensions of content perception, including landscape, culture, narrative, celebrity, and structure, thereby addressing the limitation of prior research that has tended to rely on “single-factor explanations” and further enriching research on the drivers of film- induced tourism. Second, by incorporating high-arousal positive emotions, low-arousal positive emotions, and affective resonance into a unified model, the study reveals the psychological mechanism through which the “dual-path mechanism of positive emotions” and affective resonance jointly operate in the context of rural-themed television dramas, thereby extending the applicability of the SOR

framework in film- induced tourism research. Third, the findings demonstrate that not all content elements positively promote tourism intention and that the influence of content perception on tourism behavior is highly contextual, differentiated, and stage-dependent, thus providing a more nuanced theoretical explanation for the complex mechanisms of film- induced tourism.

Methodologically, this study draws on large-scale social media comment texts and employs large language models to achieve automated measurement and large-scale identification of variables such as content perception, psychological responses, and tourism intention, which are then empirically tested through structural equation modeling. To some extent, this approach overcomes the limitations of traditional questionnaire research in terms of recall bias, sample size, and the capture of naturally occurring contexts. It provides a new technical pathway for identifying audiences' authentic psychological responses and behavioral intentions in naturalistic settings, while also offering a reusable research paradigm for the application of large language models in tourism studies.

Practically, this study provides useful implications for screen content production, culture-tourism integration, and destination brand communication in the context of rural revitalization. First, rural-themed television dramas should strengthen the localized presentation and experiential expression of landscapes and culture. Cinematic representation and promotional communication should emphasize recognizable, reproducible, and "check-in"-oriented spatial symbols, such as routes, landmarks, camera positions, and everyday-life scenes, in order to improve the conversion efficiency from viewing to traveling. Second, screen promotion should not rely solely on visual spectacle and emotional stimulation, but should pay greater attention to experiential values such as serenity, warmth, healing, empathy, and identification, and connect them with tourism products such as homestays, light hiking, intangible cultural heritage experiences, and rural handicrafts, thereby transforming emotional responses and affective resonance into concrete travel plans. Third, narrative- and celebrity-based marketing should not remain at the level of generating buzz and intensifying fan attention, but should instead serve destination anchoring more effectively. Through tool- oriented content such as route design, check-in maps, "same-scene" experiences, and guiding information, audiences can be guided to shift their attention from "the story and the characters" to "what can be done and experienced at the destination." Finally, destination managers may draw on the approach developed in this study and collaborate with social media platforms to use semantic indicators derived from comment texts for content evaluation, communication optimization, and tourism product adjustment, thereby improving the efficiency of culture-tourism integration and promoting sustainable tourism development.

Keywords: Screen tourism; Natural language processing; Large language model; stimulus-organism-response theory; travel intention

References

Chen, Q. P., Wu,J. J., & Ruan,W. Q. (2021). What fascinates you? Structural dimension and element analysis of sensory impressions of tourist destinations created by animated works. Asia Pacific Journal of Tourism Research, 26(9), 1038-1054. (Journal articles)

Gjorgievski, M., & Trpkova, S. (2012). Movie induced tourism: A new tourism phenomenon. UTMS Journal of Economics, 3(1), 97-104. (Journal articles)

Kim, S. (2012). Audience involvement and film tourism experiences: Emotional places,emotional experiences. Tourism Management, 33(2), 387-396. (Journal articles) Ng, T. M., & Chan, C. S. (2020). Investigating film-induced tourism potential: The

influence of Korean TV dramas on Hong Kong young adults. Asian Geographer, 37(1), 53-73. (Journal articles)

Yao, R., & Yang, J. (2024). Exploring the appeal of villainous characters in film-induced tourism: Perceived charismatic leadership and justice sensitivity. Humanities and Social Sciences Communications, 11(1), 267-284. (Journal articles)

Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring consumer behavior in virtual reality tourism using an extended stimulus-organism-response model. Journal of Travel Research, 59(1), 69-89. (Journal articles)

Frolova, E., Zielinski, S., & Kiatkawsin, K. (2025). Do historical TV series boost intention to visit a country and its cultural sites? The case of historical Korean dramas. Asia Pacific Journal of Tourism Research, 30(5), 594-608. (Journal articles)

Suni, J., & Komppula, R. (2012). SF-Film Village as a movie tourism destination: A case study of movie tourist push motivations. Journal of Travel & Tourism Marketing, 29(5), 460-471. (Journal articles)

Connell, J. (2012). Film tourism: Evolution, progress and prospects. Tourism Management, 33(5), 1007-1029. (Journal articles)

Fang, H., Li, M., & Lu, G. (2025). Decoding China ' s industrial policies. SSRN Electronic Journal, 0-73. (Journal articles)

When Job Demands Diverge: Unpacking the Differential Effects of Work Hours and Work-related Availability on Hotel Employees' Stress, Turnover, and Service Performance

Jiajun WU, Soyeun LEE

Macau University of Science and Technology Avenida Wai Long, Taipa, Macau SAR, China

Abstract

Work demands in the hotel industry, particularly those that encroach upon employees' personal time, have emerged as a critical issue affecting employee well-being and organizational effectiveness. Characterized by irregular working hours and high expectations of after-hours connectivity, the sector faces unique challenges in managing the impact of such demands on its workforce.

Drawing upon the Job Demands-Resources (JD-R) model and the Challenge-Hindrance Stressor (CHS) framework, this study investigates the differential effects of two distinct work demands—working hours and work-related availability, on hotel employees' job stress, turnover intention, and service performance. A questionnaire survey was administered to 451 hotel employees across various departments and hierarchical levels. The collected data were empirically analyzed using IBM SPSS Statistics 29 and SmartPLS 4 to examine the structural relationships among the variables.

Within the JD-R framework, working hours and work-related availability are positioned as distinct job demands that exert divergent effects. The findings reveal that working hours, conceptualized as a hindrance stressor, positively influence job stress and turnover intention. In contrast, work-related availability, when perceived as a challenge stressor, demonstrates a positive relationship with service performance. Notably, job stress was found to positively influence service performance, suggesting a motivating effect consistent with the challenge stressor perspective. By distinguishing between these two dimensions of work demands, this study contributes a more nuanced understanding of how different types of work-life interference operate in the hospitality context. It extends the application of the CHS framework to the hotel service environment, offering new insights into how job demands can be differentially managed.

From a practical standpoint, the findings offer actionable guidance for hotel managers. Optimizing work schedules and ensuring fair compensation can help mitigate the negative effects of long working hours. Simultaneously, fostering autonomy in work-related availability and standardizing communication practices can leverage the potential of connectivity-based demands to enhance employee motivation and service performance.

Keywords: Work hours; Work-related availability; Job Demands-Resources model; Hotel employees; Turnover intention; Job stress; Service performance; Challenge–Hindrance Stressor theory

The impact of TV drama dissemination on destination brand assets: taking "My Altay" as an example for suitable characters

Yuntong ZOU

Macau University of Science and Technology Avenida Wai Long, Taipa, Macau SAR, China

Abstract

Film and television tourism has become an important way of destination marketing, and the impact mechanism of the personal charm of characters in TV dramas on audience attitudes towards tourism still needs to be further explored. This study takes the popular TV series "My Altay" and its character (played by Yu Shi) as a case study. Based on the source attraction model, source reliability theory, and flow theory, a theoretical model of "character personal charm → flow experience → destination brand assets" is constructed to explore how the attractiveness, credibility, and popularity of characters affect the flow experience through the audience's happiness, focus, and sense of immersion when watching, thereby affecting the destination's cultural image, visit intention, and word-of-mouth recommendation.

This study collected a total of 411 valid samples through an online questionnaire survey. Use structural equation modeling and Bootstrap mediation test method for data analysis. The research results indicate that: (1) the attractiveness, credibility, and popularity of characters significantly positively affect the audience's happiness, focus, and sense of immersion; (2) The audience's happiness, focus, and sense of immersion significantly positively affect the flow experience; (3) The flow experience significantly positively affects the cultural image, visit intention, and word-of-mouth recommendation of the destination; (4) Happiness, focus, and immersion partially mediate the relationship between a character's personal charm and destination brand assets. Among them, the mediating effect of popularity on word-of-mouth recommendations through immersion is the strongest (indirect effect=0.3840), followed by the mediating effect of credibility on cultural image through immersion (indirect effect=0.3593).

The theoretical contribution of this study lies in the combination of flow theory and source model, revealing the internal psychological mechanism of the influence of TV drama character charm on audience travel attitudes. In terms of practical significance, the research results provide reference for tourism destinations to use film and television dramas for brand marketing: attention should be paid to exploring the attractiveness, credibility, and popularity of characters, strengthening the immersive experience of viewers when watching, and effectively enhancing the cultural image, visitation willingness, and word-of-mouth recommendation of the destination.

Monopoly Tourism Selling Transmission Strategies: Investigating the Roles of Seller Inflation and Symbolic Impoverishment

Shichen TANG[1], Chia-Yun TSAI[2], Yang ZHOU[1]

[1]Macau University of Science and Technology, Macao SAR, China
[2]Guangzhou College of Commerce, Guangzhou, China

Abstract
With the rapid development and popularization of the digital tourism economy, online travel agencies (OTAs) have become core channels dominating resource allocation and market operations in the global tourism industry. In the Chinese context, large OTA platforms such as Ctrip have gradually formed a highly concentrated monopolistic market structure (Zou & Liu, 2023). Such long-standing platform monopoly has directly led to the homogenization of tourism experiences, as well as two typical market anomalies: symbolic impoverishment of tourism platforms and seller inflation. The concept of symbolic impoverishment draws on the theory of symbolic poverty (Winther, 2009) and is redefined in the digital tourism platform context as the standardization and simplification of tourism-related cultural and experiential symbols; seller inflation refers to abnormal price increases driven by platform monopoly power rather than normal market supply and demand. Existing studies have mainly examined surface issues of platform operation and market competition, while insufficient attention has been paid to the internal transmission logic between platform monopoly and market anomalies, especially lacking theoretical explanations centered on symbolic impoverishment (Li, 2021; Qiao et al., 2024). This study addresses this gap by investigating how digital platform monopoly leads to tourism seller inflation through the mechanism of symbolic impoverishment. Using a qualitative case study design, this study takes Ctrip as a typical case, given its high market share, typical monopolistic behaviors, and representative symbolic manipulation practices (Chen & Yang, 2025). In-depth interviews are used as the primary data collection method. This study aims to clarify the relationship between symbolic impoverishment and platform monopoly within the framework of tourism seller inflation. The findings can expand the application of seller inflation theory in digital tourism, and provide theoretical references for anti-monopoly regulation and market governance of OTAs.

Keywords: digital platform monopoly; symbolic impoverishment; seller inflation; online travel agencies; digital tourism economy

References

Chen, G. L., & Yang, Q. (2025). Research on the design of rural cultural tourism digital platform based on dual customization mode and NeRF technology. *Art Research*, (4), 161–163. https://doi.org/10.3969/j.issn.1673-0321.2025.04.045

Li, J. L. (2021). Research on anti-monopoly regulation of algorithmic price discrimination [Master's thesis]. Tianjin Normal University.

Qiao, X. N., Feng, T. Y., & Qu, W. C. (2024). Rent of commercial digital platforms, monopoly regulation and confirmation of personal consumption data rights—A two-sided market model based on political economy. *China Industrial Economics*, (6), 117–135.

Winther, M. (2009). Symbolic poverty: *On the capacity of relating symbolically with life. Two Paths*. http://www.two-paths.com/symbolic1.htm

Zou, G. Y., & Liu, M. Y. (2023). Research on competition and booking price differentiation of online travel platforms. *Tourism Science*, 37(1), 75–92.

Exploring the Role of Nature-Based Immersive Dining Experience in Shaping Internal Migrants' Loyalty

Linshu PU, Hoffer LEE*

Faculty of Hospitality and Tourism Management. Macau University of Science and Technology, Taipa, Macau

*Corresponding Email: hmlee@must.edu.mo

Abstract

Food has already become an integral part of the tourist experience (Johns & Clarke, 2001). The restaurant landscape of a tourism destination can be affected by migration flows, as migrants bring different cultures and dining habits that can influence the destination's food diversity and authenticity. Mazzolari and Neumark (2012) tested the relationship between migrant inflows and local restaurant diversity; the results showed that migrant inflows have increased the proportion of ethnically owned restaurants in the local market, thereby bringing greater diversity to restaurant populations. Besides, Williamson, Banwell, and Dixon (2022) conducted research to examine how Chinese migrants in Australia affected the local visible restaurant landscape. By comparing the eating precincts and supermarket shelves before and after the migrant settlement transformed, they indicated that the migrants left an indelible mark on Australia's foodscapes, especially in Melbourne. They also suggested that the eating precincts, such as Chinatown and Asian style food courts, are reshaping urban dining culture in Australia.

Most academic research on destination food and beverage consumption focused on tourists. However, except for tourists, local people are also a vital part that contributes to destination food and beverage consumption. In Li et al. (2020)' s research, they regarded local residents as the main consumers of local food. By comparing tourists' and local residents' food preferences for local cuisine, they found that residents are not a marginal group in destination food consumption; instead, they are a unique and important demand group in the local food market. Moreover, some destination restaurant-related research indicates that the local food court serves both tourists and locals. Walter et al. (2022) illustrate that a restaurant is a place where tourists and locals can experience local food and gastronomy. Similarly, the research conducted by Park et al. (2022) argues that gastronomy tourism experience can change the food landscape of destinations through a co-creation process, indicating that the demand of the local food market and the participation of local residents help shape and maintain the supply of destination food.

Except for migration across counties, due to urbanization, internal domestic migration is widespread in China. At the end of 2024, the urban permanent population in China reached 943.50 million, while the total population was 1,408.28 million, indicating an

urbanization rate of approximately 67.0% (National Bureau of Statistics of China, 2025).

Migration significantly increases the demand for familiar food among migrants, since the taste, memories, and identity of food are associated with their hometowns, which can bring emotional comfort. A study of rural-to-urban migrants in Nanjing explicitly examined how they maintain their hometown dietary habits during domestic migration. The focus group interviews with 56 migrant workers indicate that, even though they are moving to a new place, they still maintain their eating habits (Skoro, 2013). In addition, migrants were actively look for food connected to hometown after relocation, indicating that culinary processes and traditions of cooking play a significant role in migrants' adaptation, which could bring a sense of belonging, and well-being to the migrants so that they can integrate into new societies, helping the migrants to build up their sense of identity (Schermuly & Forbes-Mewett, 2016).

Honkaniemi et al. (2020) conducted research in Sweden and found that, even after living in the host city for a long time, migrants tend to continue to feel anxious and stressed due to post-migration stressors such as social isolation, discrimination, economic hardship, legal insecurity, and new cultural adaptation pressures.

Food can activate the biological reward system, which triggers dopamine release; the brain tends to reinforce food intake even in the absence of physiological hunger (Volkow et al., 2011). In addition, related studies show that eating not only to satisfy hunger but also to enhance positive emotions, against stress, or obtain immediate psychological satisfaction (Boggiano et al., 2015).

Nowadays, consumers increasingly value immersive, multi-sensory, and memorable dining experiences, including atmosphere, aesthetics, service interaction, and emotional engagement. Zanetta et al. (2024) find that restaurant selection and consumers' restaurant satisfaction are influenced not only by food itself, but also by restaurant atmosphere, service quality, value for money, and other experience-related elements.

A study conducted in a Dubrovnik restaurant illustrated that sensory stimulation through visual elements, decorations, lighting, and other atmospheric elements can shape customers' emotional, cognitive, and behavioral responses to the restaurant environment, thereby creating an immersive dining experience (Pecotić et al., 2014).

Recent research suggests that immersive virtual nature can enhance individuals' connection to nature, especially when direct access to the natural environment is limited. Brambilla et al. (2024) indicate that immersive virtual nature may effectively promote this connection. Leung et al. (2022) examined whether repeated exposure to immersive virtual nature could enhance individuals' sense of connection with nature, particularly those with low baseline nature connectiveness. Their study found that brief, repeated virtual nature experiences could bring a sense of healing to people and were associated with a significant, gradual increase in nature connection and a reduction in negative emotions. Shimul et al. (2024) found that connection with nature is an important reason that motivates consumers to choose to stay at eco-resorts. Phan et al. (2024) investigated tourists' willingness to stay at green hotels and found that connection with nature indirectly influenced their willingness through environmental

awareness and conservation activities. Li et al. (2023) found that immersive audiovisual experiences with nature help relieve stress and improve mood, and the degree of immersion can explain the differences in emotional benefits, suggesting that immersive nature experiences do not have the same effect on all participants, and psychological state affects the intensity of the response.

Although previous research has shown that restaurant atmosphere, sensory design, and service-related elements can affect customer satisfaction and behavioral responses, there remains a research gap regarding immersive dining experiences. Most existing studies focus on general restaurant attributes rather than recognizing immersive dining as a unique concept. Furthermore, existing literature lacks sufficient analysis about the psychological mechanisms by which immersive dining influences consumer behavioral outcomes, such as stress relief, improved emotional comfort, enhanced cultural belonging, and a sense of connection with nature.

In addition, current research focuses on tourists, while the experience of local residents remains a research gap. Although immersive virtual nature has been shown to enhance customers' connection to nature and emotional well-being in the hotel, the immersive experience in the restaurant and its impact on customer loyalty, attachment, and repeat visits have not been examined. Therefore, further research is needed to explain how immersive dining experiences influence the consumption behavior of different consumer groups through specific emotional and psychological pathways.

This study aims to explore how the immersive dining experience provided by the restaurant could affect internal migrants' feelings of natural connectedness, which will impact internal migrants' loyalty intention of restaurants (willingness to pay). While stress levels may moderate this impact, the income level of internal migrants is the control factor.

The main theory of this study is based on the Stimulus–Organism–Response (S–O–R) framework. In this study, perceived naturalness and perceived authenticity are regarded as restaurant-based stimuli, perceived sensory immersion and nature connectedness are organismic states, and brand loyalty is the response. This structure is consistent with prior consumer and hospitality research showing that environmentally related elements could influence consumers' internal evaluations. Under these circumstances, loyalty-related outcomes may change (Jani & Han, 2015; Vieira, 2013).

The experimental design of this study will be based on the service environment theory, which posits that the physical service environment influences customers' cognitive, emotional, and behavioral responses. In a restaurant environment, atmosphere is not a secondary factor but an essential component of consumer experience. Therefore, in the experiment, restaurant visuals, atmospheric elements, and narrative descriptions will be manipulated (Bitner, 1992). Besides, Witmer and Singer (1998) defined and examined perceived sensory immersion, including the sensory modality, environmental richness, multimodal presentation, and consistency of multimodal information. In this study, these elements will be used to help conduct a scenario-based experiment.

To explain the mediating effect of natural connectedness, the study was based on the Attention Recovery Theory, which indicates that natural environments are essential for attention recovery, and the Stress Recovery Theory, which suggests that exposure to non-threatening natural environments helps the emotional and physiological function recover from stress. These theories support the idea that nature-oriented immersive dining environments can enhance sensory immersion, allowing people to feel a deep connection to nature (Kaplan, 1995; Ulrich et al., 1991).

In addition, brand experience theory can be used to explain the mechanism underlying the transition from immersive perception to brand loyalty. Brand experience is defined as the sensory, emotional, cognitive, and behavioral responses brought by brand-related stimuli (including the physical environment) and has been shown to influence loyalty (Brakus et al., 2009).

The study aims to conduct a scenario-based experiment by manipulating high and low perceived sensory immersion to examine, under different conditions, whether the degree of participants' perception of nature connectedness changes, thereby influencing their loyalty intention. All participants will be randomly assigned to the different groups (high or low perceived sensory immersion).

In the high perceived sensory immersion conditions, participants can see a VR video showing the atmosphere of a virtual restaurant that serves dishes such as mushrooms, seasonal vegetables, soups, and handmade rice. The decoration of this restaurant is dominated by warm wood and stone, with soft amber lighting and green accents. There is soft music in the dining hall, the earthy aroma of mushrooms and herbs, and rustic tableware create a unique atmosphere. The menu demonstrates the story of seasonal ingredients and local culinary traditions.

In the low-perceived sensory immersion condition, participants can only see a VR video showing that they will have dinner at a restaurant serving dishes such as mushrooms, seasonal vegetables, soups, and handmade rice dishes. The restaurant has wooden tables, standard chairs, a few decorative plants, and bright lighting. The menu briefly mentions natural ingredients.

After watching the video, the participants will be asked to finish the questionnaire. The questions include questions based on specific scenarios, whether the participants will be dining in this restaurant with their families or not. The Perceived Stress Scale (PSS-10) and Maslach Burnout Inventory (MBI) will be included to examine the stress level of the participants. The questionnaires also include a self-developed 7-point Likert scale that measures the degree to which they feel connected to nature. Basic geographic information, especially participants' income levels, will be collected.

The survey data should be filtered to exclude missing values and outliers. In addition, inattentive responses should be removed. Then, a randomization test should be conducted to compare differences in demographic characteristics between the groups.

To ensure the reliability and validity of the self-developed scales of nature connectedness, an Exploratory Factor Analysis should be conducted. By comparing Cronbach's and combined reliability, then, test convergent discriminant validity using

item loadings and AVE. Then, the moderated mediation effect of the hypothesis will be examined by using PROCESS Model 7.

Besides, to calculate the conditional indirect effect and the bias-corrected confidence interval for the mediation index, the bootstrapping method will be used to collect 5000 samples. In addition, a simple slope based on Johnson-Neyman techniques will be drawn to explore interaction effects and determine to what extent consumers' stress level can help them seek nature-connectedness. Then, a partial least squares structural equation modeling (PLS-SEM) will be employed. In this case, the full model results and pathway coefficients can be analyzed. Finally, operational tests should be implemented to confirm differences in perceived sensory immersion under different conditions and report the overall model fit and effect size to validate the hypotheses.

Keywords: Immersive dining experience; food tourism; consumer loyalty; migrant consumers; nature connectedness; cultural belonging.

References

Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. Journal of Marketing, 56(2), 57–71. doi:10.1177/002224299205600205

Boggiano, M. M., Wenger, L. E., Turan, B., Tatum, A. A., Morgan, P. R., & Sylvester, M. D. (2015). Real-time sampling of reasons for hedonic food consumption: Further validation of the Palatable Eating Motives Scale. Frontiers in Psychology, 6, 744. doi:10.3389/fpsyg.2015.00744

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? Journal of Marketing, 73(3), 52–68. doi:10.1509/jmkg.73.3.052

Brambilla, E., Petersen, E., Stendal, K., Sundling, V., MacIntyre, T. E., & Calogiuri, G. (2024). Effects of immersive virtual nature on nature connectedness: A systematic review and meta-analysis. SAGE Open Medicine, 12, 20552076241234639. doi:10.1177/20552076241234639

Honkaniemi, H., Juárez, S. P., Katikireddi, S. V., & Rostila, M. (2020). Psychological distress by age at migration and duration of residence in Sweden. Social Science & Medicine, 250, Article 112869. doi:10.1016/j.socscimed.2020.112869

Jani, D., & Han, H. (2015). Influence of environmental stimuli on hotel customer emotional loyalty response: Testing the moderating effect of the big five personality factors. International Journal of Hospitality Management, 44, 48–57. doi:10.1016/j.ijhm.2014.10.006

Johns, N., & Clarke, V. (2001). Mythological analysis of boating tourism. Annals of Tourism Research, 28(2), 334–359. doi:10.1016/S0160-7383(00)00063-3

Kaplan, S. (1995). The restorative benefits of nature: Toward an integrative framework. Journal of Environmental Psychology, 15(3), 169–182. doi:10.1016/0272-4944(95)90001-2

Leung, G. Y. S., Hazan, H., & Chan, C. S. (2022). Exposure to nature in immersive virtual reality increases connectedness to nature among people with low nature

affinity. Journal of Environmental Psychology, 83, Article 101863. doi:10.1016/j.jenvp.2022.101863

Li, H., Chen, W., Wang, H., Geng, M., & Long, Y. (2023). Effects of immersion in a simulated natural environment on stress reduction and emotional arousal: A comparison of audio-visual conditions. Frontiers in Psychology, 13, Article 1058177. doi:10.3389/fpsyg.2022.1058177

Li, T., Messer, K. D., Mamadzhanov, A., & McCluskey, J. J. (2020). Preferences for local food: Tourists versus local residents. Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie, 68(4), 429–444. doi:10.1111/cjag.12261

Mayer, F. S., & Frantz, C. M. (2004). The connectedness to nature scale: A measure of individuals' feeling in community with nature. Journal of Environmental Psychology, 24(4), 503–515. doi:10.1016/j.jenvp.2004.10.001

Mazzolari, F., & Neumark, D. (2012). Immigration and product diversity. Journal of Population Economics, 25(3), 1107–1137. doi:10.1007/s00148-011-0355-y

National Bureau of Statistics of China. (2025, February 28). Statistical communiqué of the People's Republic of China on the 2024 national economic and social development. [No DOI found.]

Park, E., & Widyanta, A. (2022). Food tourism experience and changing destination foodscape: An exploratory study of an emerging food destination. Tourism Management Perspectives, 42, Article 100964. doi:10.1016/j.tmp.2022.100964

Pecotić, M., Bazdan, V., & Samardžija, J. (2014). Interior design in restaurants as a factor influencing customer satisfaction. RIThink, 4, 10–14. [No DOI verified.]

Phan, Q. P. T., Huy, L. V., Pham, T. N., Pham, T. N., & Thinh, N. H. T. (2024). Tourists' environmental behavior and intention to stay at green hotels in the social media context. Asian Journal of Business Research, 14(2), 25–40. doi:10.14707/ajbr.240171

Schermuly, A. C., & Forbes-Mewett, H. M. (2016). Food, identity and belonging: A case study of South African-Australians. British Food Journal, 118(10), 2434–2443. doi:10.1108/BFJ-01-2016-0037

Shimul, A. S., Faroque, A. R., Teah, K., Azim, S. M. F., & Teah, M. (2024). Enhancing consumers' intention to stay in an eco-resort via climate change anxiety and connectedness to nature. Journal of Cleaner Production, 442, Article 141096. doi:10.1016/j.jclepro.2024.141096

Skoro, R. (2013). Foodways and the floating population: Diet and rural-to-urban migration in Nanjing, China (Order No. 1603765). ProQuest Dissertations & Theses Global. [No DOI found.]

Spangenberger, P., Freytag, S.-C., & Geiger, S. M. (2024). Embodying nature in immersive virtual reality: Are multisensory stimuli vital to affect nature connectedness and pro-environmental behaviour? Computers & Education, 212, Article 104964. doi:10.1016/j.compedu.2023.104964

Ulrich, R. S., Simons, R. F., Losito, B. D., Fiorito, E., Miles, M. A., & Zelson, M. (1991). Stress recovery during exposure to natural and urban environments.

Journal of Environmental Psychology, 11(3), 201–230. doi:10.1016/S0272-4944(05)80184-7

Vieira, V. A. (2013). Stimuli–organism-response framework: A meta-analytic review in the store environment. Journal of Business Research, 66(9), 1420–1426. doi:10.1016/j.jbusres.2012.05.009

Volkow, N. D., Wang, G. J., Tomasi, D., & Baler, R. D. (2011). Reward, dopamine and the control of food intake: Implications for obesity. Trends in Cognitive Sciences, 15(1), 37–46. doi:10.1016/j.tics.2010.11.001

Walter, U., Müller, D. K., & Långvall, A. (2022). The spatial distribution of gourmet restaurants. Scandinavian Journal of Hospitality and Tourism, 22(4–5), 285–302. doi:10.1080/15022250.2022.2112412

Wang, N. (1999). Rethinking authenticity in tourism experience. Annals of Tourism Research, 26(2), 349–370. doi:10.1016/S0160-7383(98)00103-0

Williamson, R., Banwell, C., & Dixon, J. (2022). Eating the city: The transformation of the Australian city through migration and food. In I. Levin, C. A. Nygaard, P. W. Newton, & S. M. Gifford (Eds.), Migration and urban transitions in Australia (pp. 309–334). Palgrave Macmillan. doi:10.1007/978-3-030-91331-1_14

Witmer, B. G., & Singer, M. J. (1998). Measuring presence in virtual environments: A presence questionnaire. Presence: Teleoperators and Virtual Environments, 7(3), 225–240. doi:10.1162/105474698565686

Xu, J., Song, H., & Prayag, G. (2023). Using authenticity cues to increase repurchase intention in restaurants: Should the focus be on ability or morality? Tourism Management Perspectives, 46, Article 101102. doi:10.1016/j.tmp.2023.101102

Zanetta, L. D., Hakim, M. P., Gastaldi, G. B., Seabra, L. M. A. J., Rolim, P. M., Nascimento, L. G. P., Medeiros, C. O., & da Cunha, D. T. (2024). The determinants of consumers' restaurant choice: An integrative review of the literature. Food Quality and Preference, 113, 105073. doi:10.1016/j.foodqual.2023.105073

The Recipe for Influence: The Role of Warmth and Competence Impressions in Shaping Engagement

Yun (Yvonne) YANG*, Huihui ZHANG, Anqi (Angie) LUO, Yitong YU

School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong SAR, China

*Corresponding Email: yvonne-y.yang@polyu.edu.hk

Abstract

1. Introduction

The industry of influencer marketing has expanded remarkably over the past few years, highlighting the crucial role of social media influencers in engaging and influencing consumers. Given the growing prominence of influencer marketing, existing literature has predominantly conceptualized social media influencers as passive agents leveraged by brands and companies to promote products and/or services by studying the effectiveness of influencer marketing from the perspective of brands and companies (e.g., Ingrassia et al., 2022). This perspective, however, has overlooked the entrepreneurial characteristics of influencers who often operate as independent content creators and business entities. Specifically, there is a lack of research examining how influencers' own strategies and decisions regarding the content they create and share shape audience engagement.

Influencers, as typical lifestyle entrepreneurs, run their social media accounts to document and monetize activities they are passionate about. Most influencers build their "business" by creating contents on their social media accounts around their life, personality, and interests. Within specific communities, influencers present everyday life moments through a curated, aspirational vision of lifestyle. Influencers strategically deploy various cues, with warmth and competence emerging as two central dimensions ("big two") in their content creation. Although recent studies have identified the "big two" information cues as significant factors in affecting audience engagement (e.g., Roccapriore & Pollock, 2023), such cues have typically been assessed at an independent level of presentation, such as a single post. This leaves the cross-level dynamics of these cues largely unexplored.

To that end, this study aims to (1) assess the extent of which their social media posts and profiles convey warmth and competence, respectively, (2) investigate the impacts of social media post images' warmth (or competence) cues on audience engagements, and (3) examine how a warm (or competent) persona moderates such impacts.

2. Literature Review

2.1. Food influencers and everyday life content creation

Different from the traditionally defined social media entrepreneurs as those who utilize social media platforms to sell products or services (Cha et al., 2010), many influencers, particularly within the food sector, generate revenues through collaborations with companies rather than direct business-to-consumer (B2C) sales. Consequently, food influencers' audience comprises not only potential clients (i.e., brands and companies) but also a broader community.

Collaborations with brands or companies typically operate within the logic of the attention economy (Duffy, 2020). To attract brands or companies, food influencers must demonstrate evidence of their "influence", such as numbers of likes and comments on their posts (i.e., "engagements"; Khobzi & Teimourpour, 2015). Such engagements are developed and sustained through everyday life content creation and active interaction with the broader community.

To be cast as individuals "just like us" (Duffy, 2020) and perceived to be "real", "sincere", and "trustworthy" source of information and advice (Coco & Eckert, 2020), food influencers need to draw on their strengths as lifestyle entrepreneurs by showcasing food-related moments from their everyday lives as part of a carefully curated, aspirational lifestyle story. This study's shift in emphasis from the existing literature which has primarily focused on promotional campaigns (e.g., Jin & Muqaddam, 2019; Lou & Yuan, 2019), to everyday life content offers practical guidance for the large cohort of aspiring social media influencers seeking to enhance their influence.

2.2 The "big two" information cues in persona curation: the respective effects on audience engagement

Influencers leverage everyday life content sharing as continuous social interactions to curate their persona. This ongoing process of curating persona perceived by others decides what to create and share on social media (Leary & Kowalski 1990; Toma et al. 2008). The primacy of warmth judgments suggests that people tend to make warmth judgments quickly, and warmth judgments have a strong influence on others' overall attitudes (Wojciszke & Abele, 2008). Prior literature has documented that people identify warmth-related traits fast, whether based on words (Ybarra et al., 2001) or faces (Willis & Todorov, 2006). This primacy could be explained by the human tendency to urgently determine whether unfamiliar others are friends or foes (Cuddy et al., 2011). In the context of social media, influencers are often strangers to most audiences. And warmth cues, particularly those embedded in images, become a crucial source for audiences to quickly assess whether the influencer could be perceived as warm. Extensive literature has documented that perceived warmth increases trustworthiness, likeability, authenticity, admiration (e.g., Abele & Wojciszke, 2014; Fiske et al., 2007; Kervyn et al., 2021), all of which are factors that prompt audiences' engagement willingness (Wu et al., 2019).

In contrast, the identification of competence cues and judgment of competence of others represent a secondary consideration (Cuddy et al., 2011). Notably, competence cues in influencers' posts may have a negative effect on audience engagement. Although audiences may respect competent influencers (Wojciszke et al., 2009) and

save reliable information for future reference, they are often reluctant to actively engage with such content. High levels of competence create a sense of distance ("none of my business") and coldness (Cuddy et al., 2011), leading audiences to perceive the influencer as more "elite" and less approachable (Caprara & Zimbardo, 2004). In some cases, competence cues may even evoke feelings of envy among audiences (Kervyn et al., 2021). Moreover, posts with high levels of competence often feature flawless presentations, leaving little conversational gap for audience to interact. As a result, audiences may be less inclined to linger on such posts or may feel there is "nothing to add".

2.3. The "big two" information cues in persona signaling: the moderating effect of a persona message

Influencers actively signal their persona in social media profiles. Such persona is relatively stable, reflecting actual self, as online settings have made it challenging to manage multiple online personas (Back et al. 2010; Labrecque et al. 2011). Therefore, their relatively static persona could be a benchmark for audiences to make sense of the influencers' posts, in addition to their relatively dynamic persona curation in posts.

When both the post and the profile simultaneously convey either warmth (or competence) cues, audiences are likely to have stronger impression that the influencer's persona is warm (or competent). This study posits that stronger impression of persona, either warm or competent, among influencers positively moderates the relationship between "big two" judgments and audience engagement. Given the prevalence of information overload on social media platforms (Li & Xie, 2020) and people's automatic nature of updating "big two" judgments (Frith & Frith, 2012), when the warmth (or competence) scores are high at both the influencer's post and profile levels, the impression of "warm (or competent) persona" may be reinforced more effectively than the situations where warmth (or competence) scores are high at one level and low at another. Such reinforcement is especially salient for food influencers, as users tend to allocate limited cognitive resources to low-stake content.

Furthermore, prior literature documented compared to incongruent presentations, congruent presentations in online settings enhances perceived authenticity and likability (Tang et al., 2020). A congruent message is critical to building a successful brand, whether it is a product-brand or personal brand, because congruence is perceived as authentic, thus enhancing audience's receptivity (e.g., Holt, 2004; Kaputa, 2005; Labrecque et al. 2011). Thus, when the influencers demonstrate high levels of warmth (/competence) across their post and profile, audiences are more likely to perceive these traits as authentic. This perceived authenticity fosters the impression that the influencer is "true to themselves" and demonstrates continuity, thereby increasing audiences' likelihood to have positive word-of-mouth and engage (Wang & Weng, 2024).

Taken together, this study hypothesizes:

H1. Perceived warmth from posts is positively related to food influencers' (a) likes and (b) comments.
H2. Perceived competence from posts is negatively related to food influencers' (a) likes and (b) comments.
H3. Perceived warmth from profile significantly strengthens the positive effect of perceived warmth from posts on numbers of (a) likes and (b) comments.
H4. Perceived competence from profile significantly mitigates the negative effect of perceived competence from posts on numbers of (a) likes and (b) comments.

3. Methodology

We web-crawled the list of the Top Food & Cooking Influencers on Instagram in 2025 from HypeAuditor (https://hypeauditor.com/) in February 2025. The list encompasses top 500 food & cooking influencers worldwide, spanning from 37 different countries and regions. 15 duplicate accounts were deleted. We then scraped data of these influencers on Instagram from June 2024 to January 2025 by collecting the influencers' profiles (both image and description), posts (images, videos, and text captions), engagement metrics (numbers of likes and comments), and the timestamp of each post.
To assess the extent to which (a) posts' images and (b) profiles convey warmth and competence, this study utilized LLMs to perform multimodal analyses leveraging their capabilities in understanding multimodal information and generating content (Chen et al., 2023). With the appropriate prompts, LLMs are guided to provide response accordingly (Liu et al., 2023). This study employed prompts following the structure of Role, Task, Format (RTF) which was found to lead to reliable responses (Li et al., 2024). Specifically, our prompt specifies the LLM's role is a helpful AI assistant, the task is to rate the extent to which provided images and texts convey warmth and competence and provide reasoning, and the format is to answer with an integer from 1 to 10 and a brief explanation each dimension.
This study employed a series of negative binomial regression models. Model 1, the base model, was designed to test the effects of control variables. Models 2 and 4 testing main effects, respectively. Building upon Models 2 and 4, the moderating variable is incorporated to examine the role of warmth (/competence) found in profile (see Models 3 and 5), respectively.

4. Results

The results of the regression analyses are presented in Tables 1.1. (Warmth) and 1.2. (Competence). Model 2 indicated significant positive relationship between warmth found in post images and audience engagements (likes:$\beta_{\text{warmth}} = 0.159$, $p_{\text{warmth}} < 0.001$; comments: $\beta_{\text{warmth}} = 0.159$, $p_{\text{warmth}} < 0.001$), supporting H1a and H1b. Model 4 indicated significant negative relationships between competence found in post images and audience engagements (likes: $\beta_{\text{competence}} = -0.378$, $p_{\text{competence}} < 0.001$; comments: $\beta_{\text{competence}} = -0.322$, $p_{\text{competence}} < 0.001$), supporting H2a and H2b.
In Model 3, profile warmth positively moderated both relationships (likes: $\beta_{\text{interaction}} = 0.454$, $p_{\text{interaction}} < 0.001$; comments: $\beta_{\text{interaction}} = 0.101$,

$p_{interaction} < 0.001$), supporting H3a and H3b.

Surprisingly, in Model 5, profile competence negatively moderated the negative relationship between post image competence and likes ($\beta_{interaction} = -0.110$, $p_{interaction} < 0.05$); no significant moderation effect of profile competence was found on the negative relationship between post image competence and comments ($\beta_{interaction} = -0.063$, $p_{interaction} > 0.05$), thus rejecting H4a. (likes) and H4b. (comments).

Table 1.1. Negative binomial regression results (Warmth)

	Dependent variables					
	Model 1 (Base model)		Model 2		Model 3	
	likes	comments	likes	comments	likes	comments
Key Variables						
Post warmth			0.159***	0.159***	-2.844***	-0.531***
Profile warmth					-3.214***	-1.092***
Post warmth *Profile warmth					0.454***	0.101***
Control Variables						
Log followers	-0.377***	-0.229***	-0.339***	-0.186***	-0.361***	0.087**
Log caption length	-0.149***	-0.126***	-0.140***	-0.129***	-0.045	-0.180***
Log caption polarity	-0.165*	0.386***	-0.255**	0.424***	-0.612***	0.554***
Log caption hashtags	-0.070**	-0.214***	-0.067**	-0.186***	-0.170***	-0.146***
Caption has emoji	-0.298***	0.245***	-0.325***	0.191**	-0.158**	0.184**
Log caption handletags	-0.104**	-0.010	-0.127**	-0.026	-0.326***	0.046
Caption has question	-0.328***	0.022	-0.288***	0.053	-0.211***	0.119
Log caption	0.106***	0.094**	0.095***	0.082**	0.111***	0.087**

exclamation						
Caption has url	-1.098***	0.942***	-1.101***	0.948***	-1.295***	0.935***
Log profile length	0.272***	0.300***	0.205***	0.231***	0.192**	0.247***
Log elapsed days	-0.955	-2.276*	-0.926	-2.243*	-0.549	-1.994*
Weenkend	-0.012	-0.203***	0.022	-0.203***	0.002	-0.242***
Profile language	✓	✓	✓	✓	✓	✓
Nationality	✓	✓	✓	✓	✓	✓
Month	✓	✓	✓	✓	✓	✓
Constant	22.979***	22.130***	21.310*	20.506***	39.329***	22.710***
Observations	3,761	3,761	3,761	3,761	3,761	3,761
Log likelihood	-41,611.890	-24,006.180	-41736.69	-26,090.060	-45,322.540	-26,109.140
AIC	83,363.770	48,152.360	83551.39	52,387.980	90,737.070	52,366.280
theta	0.615*** (0.012)	0.568*** (0.011)	0.582*** (0.011)	0.565*** (0.011)	0.572*** (0.011)	0.560*** (0.010)
Pseudo R2	0.178	0.335	0.132	0.329	0.098	0.324

Note: *p<0.05; **p<0.01; ***p<0.001

Table 4.2. Negative binomial regression results (Competence)

	Dependent Variables			
	Model 4		Model 5	
	likes	comments	likes	comments
Key Variables				
Post competence	-0.378***	-0.322***	0.440	0.223
Profile competence			0.069	-0.266
Post competence *Profile competence			-0.110*	-0.063
Control Variables				
Log followers	-0.358***	-0.162***	-0.193***	0.003
Log caption length	-0.132***	-0.126***	-0.143***	-0.222***
Log caption polarity	-0.224**	0.483***	0.216**	0.561***

Log caption hashtags	-0.029	-0.168***	0.004	-0.154***
Caption has emoji	-0.304***	0.220***	-0.340***	0.178**
Log caption handletags	-0.033	0.066	0.061	0.252***
Caption has question	-0.343***	-0.009	-0.320***	-0.131*
Log emphasis	0.099***	0.106***	0.50	0.177***
Caption has url	-0.986***	1.045***	-0.918***	1.076***
Log profile length	0.190**	0.162**	0.289***	0.240***
Log elapsed days	-0.634	-2.294*	-0.592	-2.086*
Weekend	0.011	-0.192***	-0.006	-0.200***
Profile language	✓	✓	✓	✓
Nationality	✓	✓	✓	✓
Month	✓	✓	✓	✓
Constant	23.562***	24.010***	19.124**	22.030**
Observations	3,761	3,761	3,761	3,761
Log likelihood	-41,573.410	-23,981.020	-44,971.640	-26,042.410
AIC	83288.810	48104.050	90,091.290	52,232.820
theta	0.623***	0.574***	0.640***	0.574***
Pseudo R2	0.192	0.342	0.216	0.342

Note: *p<0.05; **p<0.01; ***p<0.001

5. Discussion and Implications

5.1. Theoretical contributions

Firstly, this study shifts the research focus from existing literature on influencer marketing campaigns to influencers' everyday life content, thereby addressing the lack of attention to the perspectives of aspiring social media influencers who seek strategies to enhance their influence. Secondly, this study advances social judgment literature in understanding how the "big two" operates by extending the static, single-content approach toward an interactive and cross-level process. Methodologically, this study is one of first utilizing a modern approach by employing LLMs to assess "big two" information cues, addressing limitations of prior studies that relied primarily on manual coding or dictionary-based methods, which often lack scalability or nuanced contextual understanding.

Finally, contrary to the prevailing evidence on the positive effects of strengthened impressions and presentation congruence, this study reveals an exacerbating effect associated with a strengthened impression of competence. Such effect may be explained by the stereotypical perceptions of food influencers. The judgment of "big two" may be subject to the stereotypical expectations. As typical lifestyle entrepreneurs, food influencers position themselves as foodies or chefs who find fulfilment, pleasure, and sense of achievement when they engage in food-related activities. The low entry barriers to becoming a food influencer have led audiences to form a stereotype of low competence. When influencers reveal cues of competence in their everyday life content, audiences are more inclined to respond with skepticism, which further heightens their hesitation to engage in the posts.

5.2. Practical implications

First, food influencers should prioritize the presentations of warmth to attract more audience engagement. Warm presentations include images of their positive social connections, playful food presentation, and everyday dining in their posts, as well as emojis and inclusive language, smiling faces and warm gestures in their profiles. Based on our findings, their "influence" is expected to be strengthened by signaling warmth.

Second, for those brands and companies seeking effective influencer marketing in the areas of lifestyle, it is recommended to evaluate existing everyday life content sharing of those influencers. For example, if the food influencers continuously present their culinary mastery, social competence, and lifestyle sophistication in their posts, or emphasizes their culinary expertise and recognition in their profiles, the audience engagements could be expected to be lower.

Finally, this study also provides guidance for social media managers. Based on our findings, audiences are more willing to engage with perceived warm posts posted by perceived warm influencers. Social media managers should consider accordingly providing traffic support for those influencers by directing their content to the specific community audiences to which they belong. Such incentives can facilitate the development of more emerging influencers, attract additional high-quality newcomers, and encourage established influencers to produce higher-quality content, thereby promoting growth of the platforms.

5.3. Limitations and suggestions for future research

This study acknowledges several limitations that suggest avenues for future studies. First, this study focuses on influencers in one sole lifestyle community – food. As discussed earlier, the "big two" judgments may be subject to people's stereotypical expectations. Future research could consider conducting cross-community comparison to explore the potential moderating role of "big two" expectations. Second, this study found that in our observed subjects, there are influencers with multiple identities. For example, some food influencers depict themselves as experts in nutrition, health, and fitness (about 10% in our sample). Future research could consider exploring the potential moderating role of multi-identities. Lastly, this study separates the effects of the two dimensions of "big two" judgments. However, there exist posts or profiles with both warmth and competence cues or without any. Future research could consider investigating the interactive effects of "big two" judgments to strengthen theoretically and practically for influencer economy.

Keywords: food influencer, warmth, competence, social media engagement, lifestyle entrepreneurship, everyday life content

References

Cha, M., Haddadi, H., Benevenuto, F., & Gummadi, K. (2010, May). Measuring user influence in twitter: The million follower fallacy. In Proceedings of the

international AAAI conference on web and social media (Vol. 4, No. 1, pp. 10-17).

Coco, S. L., & Eckert, S. (2020). # sponsored: Consumer insights on social media influencer marketing. Public Relations Inquiry, 9(2), 177-194.

Duffy, B. E. (2020). Social Media Influencers. The International Encyclopedia of Gender, Media, and Communication, 1-4.

Ingrassia, M., Bellia, C., Giurdanella, C., Columba, P., & Chironi, S. (2022). Digital influencers, food and tourism—A new model of open innovation for businesses in the Ho. Re. Ca. sector. Journal of Open Innovation: Technology, Market, and Complexity, 8(1), 50.

Jin, S. V., & Muqaddam, A. (2019). Product placement 2.0:"Do brands need influencers, or do influencers need brands?". Journal of Brand Management, 26(5), 522-537.

Khobzi, H., & Teimourpour, B. (2015). LCP segmentation: A framework for evaluation of user engagement in online social networks. Computers in Human Behavior, 50, 101-107.

Leary, M. R., & Kowalski, R. M. (1990). Impression management: A literature review and two-component model. Psychological bulletin, 107(1), 34.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. Journal of interactive advertising, 19(1), 58-73.

Roccapriore, A. Y., & Pollock, T. G. (2023). I don't need a degree, I've got abs: Influencer warmth and competence, communication mode, and stakeholder engagement on social media. Academy of Management Journal, 66(3), 979-1006.

Toma, C. L., Hancock, J. T., & Ellison, N. B. (2008). Separating fact from fiction: An examination of deceptive self-presentation in online dating profiles. Personality and social psychology bulletin, 34(8), 1023-1036.

*The full reference list is available upon request.

Spatial Suitability Evaluation of Coastal Health and Wellness Tourism in Sanya City

Minkun LIU, Yuan WANG*

School of Business, Guangxi University, 100 University Road, Nanning, China

*Corresponding Email: yuanwang0828@163.com

Abstract

Under the impetus of the Healthy China initiative, coastal health and wellness tourism has emerged as a vital direction for the transformation and innovation of Sanya's tourism industry (Lin & Cai, 2023; Zhang & Liu, 2023). This study integrates the Analytic Hierarchy Process (AHP) with GIS spatial analysis to construct an evaluation index system comprising three dimensions: natural environment perception, ecological environment vulnerability, and accessibility of health services. The spatial suitability of coastal health and wellness tourism in Sanya City was quantitatively measured. The findings reveal the following: (1) Coastal environmental comfort holds the dominant weight among all indicators, confirming that the restorative value of the coastal climate and landscape is the primary consideration for site selection in health and wellness tourism (Hooyberg et al., 2022). (2) The spatial suitability in Sanya demonstrates a clustered distribution along the coastline, with highly suitable areas concentrated in high-quality coastal zones such as Haitang Bay and Yalong Bay (White et al., 2013). (3) From the perspective of natural zoning, the coastal plain serves as the core carrying space, while the mountainous areas in the north can be transformed to develop forest-based health and wellness tourism by leveraging forest resources (Liu et al., 2023). (4) In terms of administrative divisions, Haitang District and Jiyang District are identified as priority development zones, Yazhou District is classified as a sub-priority development zone, and Tianya District is recommended as an optimal alternative development zone, utilizing its comparative advantage in mountainous forest health resources. (5) Regarding development strategies, Haitang District should focus on high-end medical and sports rehabilitation clusters; Jiyang District should strengthen mountain-sea synergistic linkages; Yazhou District should explore the potential of cultural and technological health tourism; and Tianya District should implement a forest-based health tourism-led strategy. The findings provide a scientific reference for spatial optimization and the sustainable development of coastal health and wellness tourism in Sanya.

Keywords: coastal health and wellness tourism; AHP; GIS; Sanya

References

Hooyberg, A., Michels, N., Allaert, J., Vandegehuchte, M. B., Everaert, G., De Henauw, S., & Roose, H. (2022). 'Blue' coasts: Unravelling the perceived restorativeness of coastal environments and the influence of their components. Landscape and Urban Planning, 228, Article 104569.

Lin, D. R., & Cai, S. S. (2023). Rethinking the health value of marine tourism in the context of "Healthy China." Tourism Tribune, 38(12), 1–3.

Liu, N., Wei, Y. J., Zheng, Y. M., & Shi, J. L. (2023). Spatial suitability evaluation of forest wellness tourism in Beijing. Progress in Geography, 42(8), 1573–1586.

White, M. P., Alcock, I., Wheeler, B. W., & Depledge, M. H. (2013). Coastal proximity, health and well-being: Results from a longitudinal panel survey. Health & Place, 23, 97–103.

Zeng, Y. X., Zhong, L. S., & Yu, H. (2021). Evolution of recreation function pattern in the Three-River Headwaters region of Qinghai Province under climate change. Acta Ecologica Sinica, 41(3), 886–900.

Zhang, G. H., & Liu, E. L. (2023). Empowering the ocean: Connotation and pathways of healthy marine tourism development. Tourism Tribune, 38(12), 11–13.

Zhang, Z. Y., Wang, P., Gao, Y. E., & Wu, C. H. (2020). Current development status of forest therapy in China. Healthcare, 8(1), Article 61.

Understanding Consumer Responses to Hotel Food Mystery Boxes: A SOR-Based Mixed-Method Study

Xirui LIU, Yu PAN*, Guihong CHEN

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macao

*Corresponding Email: panyu@must.edu.mo

Abstract

In the context of ongoing innovation in the hospitality industry, hotel food mystery boxes, which integrate surprise, variety, and sustainability, have emerged as a distinctive product form that attracts increasing consumer attention. Drawing on the Stimulus–Organism–Response (SOR) framework and Symbolic Consumption theory, this study employs a mixed-method approach to examine how perceived sustainability, symbolic consumption, and perceived variety—the three key stimuli identified through semi-structured interviews—affect consumers' purchase intention via perceived value.

Specifically, exploratory qualitative interviews with hotel consumers were first conducted to identify the primary external stimuli (S) relevant to hotel food mystery boxes. Based on these insights, a theoretical model was constructed in which perceived value functions as the organism (O) and purchase intention represents the behavioral response (R). Subsequently, 384 valid survey responses were collected and analyzed using structural equation modeling (SEM) to test the hypothesized relationships.

Results indicate that perceived sustainability, symbolic consumption, and perceived variety all positively influence perceived value, which in turn significantly enhances purchase intention. Moreover, perceived value serves as a critical mediator linking external stimuli to behavioral outcomes, highlighting its central role in consumers' psychological evaluation processes.

Theoretical contributions of this study include: (1) the integration of qualitative and quantitative methods to identify and validate key stimuli, thereby extending the SOR framework to novel service contexts; (2) the positioning of perceived value as a central organism variable, deepening understanding of consumers' internal evaluative mechanisms; and (3) the application of Symbolic Consumption theory to reveal the combined influence of symbolic meaning and sustainability on value formation. Practically, the findings suggest that hospitality managers can enhance purchase intention by designing food mystery boxes that emphasize sustainability, symbolic significance, and product variety to strengthen perceived value.

Keywords: hotel food mystery box; SOR framework; mixed-methods; perceived sustainability; symbolic consumption; perceived variety; perceived value; purchase intention

References :

[1] Yang, C., Chen, X., Sun, J., Wei, W., Miao, W., & Gu, C. (2022). Could surplus food in blind box form increase consumers' purchase intention?. Agriculture, 12(6), 864.

[2] Sun, J., Huang, X., Yang, C., Wei, W., Miao, W., & Gu, C. (2025). Food waste to blind box surprises: A study on increasing consumers' purchase intention of surplus food blind boxes. Acta Psychologica, 261, 105787.

From "thoughtful" to "bothering": The "watching-eye" effect and privacy concerns

Hongcheng DONG*, Dehang YUAN*, Zhenting LI

[1]Master's Degree Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

*Corresponding Email: hongchengdong01@163.com

Abstract

Nowadays, the popularity and ubiquity of intelligent technology have effectively enhanced customer satisfaction and accommodation experience (Acharya & Mahapatra, 2024). However, in some scenarios, excessive intelligent intersection and monitoring perception will make customers feel disturbed and monitored, which will lead to privacy concerns(Hu & Min, 2023). At the same time, as Zhou et al. (2025) pointed out, customers' demand for accommodation security, personal privacy and comfortable experience has been increasing, and smart hotels have become an important trend in the development of the industry.Therefore, smart hotel managers need to optimize the design of smart services, alleviate the negative perception caused by the "surveillance eye effect", and meet customers' privacy and experience needs.

From the perspective of environmental psychology, service environment and interaction mode will directly affect individual emotion and cognitive response.Smart hotel customers expect a comfortable and satisfactory accommodation experience, so as to strengthen the emotional connection between people and places (Ashfaq et al., 2025). The accommodation choice and consumption motivation of customers are greatly influenced by personal technology preference and privacy awareness, and they prefer comfortable and stress free accommodation experience (Devaraj & Devaraj, 2023).

Keywords: Privacy concerns; Robot service quality scale; Intelligent service interactive experience; Service gap

Literature review

Existing research on smart hotels mostly focuses on the positive aspects such as the function of service robots, the application advantages of Intelligent Technology (Lukanova & Ilieva, 019), and the influencing factors of customer satisfaction (Kaewkamol & Chen, 2023), focusing on the improvement of service efficiency, operating costs, and accommodation experience by intelligence (Tariq, 2026), but paying less attention to the negative perception and potential risks brought by intelligent services. Although Hu and Min (2023) proposed the "surveillance eye effect" and privacy concerns in AI services, they did not conduct an integrated

analysis by combining variables such as service gap, interactive experience and technology preference, nor did they further verify the long-term impact of this effect on customers' revisit intention. Zhou et al. (2025) focused on the gap between customer expectation and experience in intelligent services, but did not include monitoring perception and privacy anxiety into the analysis framework, unable to explain the intelligent paradox that "the smarter the service, the worse the experience". At the same time, the existing research is lack of systematic analysis of the service environment, interaction mode, and technology perception on the path of customer emotion and behavior from the perspective of environmental psychology. For the lack of localization application and scene test of the robot service quality scale, it is difficult to support the accurate optimization of intelligent hotel services.

The current research is mostly qualitative description or quantitative verification of a single dimension, ignoring the regulatory effect of technology preference on the effect of surveillance eye and behavioral willingness, and unable to fully reveal the transformation mechanism of intelligent services from "intimate" to "troubled". To sum up, there are obvious gaps in the existing literature in terms of theoretical integration, variable correlation, empirical test and practical guidance. This study fills the gaps in the research of surveillance eye effect, privacy concerns and customer behavior in smart hotel services by constructing a multivariable interaction model, providing a theoretical basis for industry optimization.

Based on the relevant theories, this study constructs the interactive relationship model between the perception dimension (surveillance eye effect, intelligent service interactive experience, service gap), emotion dimension (privacy concerns, experience perception) and tourist characteristics (technology preference) in the smart hotel scene, and uses the analysis method to test the relationship between variables.

The research purposes of this study are as follows: (1) Integrate environmental psychology, service marketing, and consumer behavior theories, build an integrated theoretical model of surveillance eye effect, privacy concerns, intelligent service interaction experience, service gap, technology preference, satisfaction, and revisit willingness in the context of smart hotels, and enrich the research system of negative experience in smart hotels. (2) Through the empirical test of the influence path of monitoring eye effect on customer experience, satisfaction and revisit intention, the mediating role of privacy concerns and the moderating role of technology preference are clarified, and the internal formation mechanism of intelligence paradox is revealed to make up for the theoretical gap of existing research. (3) Verify the applicability of robot service quality in the smart hotel scene, improve the service quality evaluation system, and provide method reference for subsequent related research.

This study aims to solve the following research problems: (a) Are customers' smart hotel experience affected by surveillance eye effect, privacy concerns, service quality, interactive experience and other factors? (b) Does the interactive experience and service gap of intelligent services affect customer satisfaction and revisit intention? (c) Does customer technology preference play a moderating role between surveillance eye effect and revisit intention?

Theoretically, the research conclusion will deepen the understanding of the multi-path relationship between the surveillance eye effect and revisit intention, and reveal the internal mechanism of the intelligence paradox (Wong et al., 2024). In practice, this study will provide enlightenment for smart hotel enterprises and management institutions, optimize service design based on the robot service quality scale (Hacikara et al., 2026), and improve customer experience and revisit willingness.

Methodology

This study adopts a mixed research method combining quantitative and qualitative methods to ensure the scientificity and reliability of the research results. The specific design is as follows: 1. Systematically sort out the literature in the fields of smart hotels, surveillance eye effect, privacy concerns, service gaps, and intelligent service interactive experience (Hu & Min, 2023), sort out the relevant theoretical basis and research conclusions, clarify the research boundary and variable dimensions, and build a preliminary theoretical model. 2. Taking customers with smart hotel accommodation experience as the research object, the questionnaire is distributed through the online questionnaire platform and offline hotels, and 400-600 valid samples are planned to be collected.The questionnaire will be designed in combination with the maturity scale, and the Hu & Min (2023) scale will be used for monitoring eye effect and privacy concerns. The robot service quality scale developed by Hacikara et al. (2026) will be used for service quality, and the mature items of Ashfaq et al. (2025) and Wong et al. (2024) will be used for variables such as intelligent service interaction experience, technology preference and revisit intention to ensure the reliability and validity of the measurement tool. 3. SPSS software will be used for statistical analysis of the sample data. Firstly, the data quality will be tested by reliability analysis and validity analysis. Secondly, correlation analysis will be used to clarify the correlation between variables. Finally, the structural equation model (SEM) will be used to test the main effect and intermediary effect, and hierarchical regression analysis will be used to verify the moderating effect of technology preference, revealing the mechanism between variables.

Expected Results

(1)Identify the key scenarios and factors causing surveillance eye effect and privacy concerns in smart hotel services, clarify the service gap between customer expectations and actual experience, and provide direction for the hotel to optimize the design of smart services. (2) Based on the research conclusion, this paper puts forward targeted strategies to help hotels balance the application of intelligent technology and customer privacy protection, alleviate the negative experience caused by monitoring perception, and improve customer satisfaction and loyalty. (3) It provides reference for the development of service specifications and technical application standards for the smart hotel industry, promotes the healthy and sustainable application of intelligent technology in the accommodation industry, and realizes the coordinated development of technological innovation and user experience.

References

[1]Hu, Y., & Min, H. K. (2023). The dark side of artificial intelligence in service: The "watching-eye" effect and privacy concerns. International Journal of Hospitality Management, 110, 10437.

[2]Hacikara, A., Murphy, K., Zhang, T., Hancer, M., & Gursoy, D. (2026). Redefining service quality: Development and validation of the robotic service quality scale. International Journal of Hospitality Management, 134, 104560.

[3]Ashfaq, M., Ul Haq, I., Pham, H. C., Ullah Jan, I., & Shahzad, K. (2025). Critical determinants of intentions to revisit smart hotels: an examination of smart service interactional experience, emotions, and technophilia. Journal of Hospitality Marketing & Management, 34(5), 627-650.

[4]Wong, I. A., Xiao, Y., Lin, Z., Sun, D., Huang, J., & Liu, M. (2024). Smart hotels but not necessarily smart decisions: the smartness paradox. International Journal of Contemporary Hospitality Management, 36(10), 3378-3402.

[5]Zhou, X., Yang, Y., Kong, Y., & Xu, Y. (2025). What they want and what they get: the expectations and experiences of customers when encountering smart services in hotels. Journal of Hospitality and Tourism Technology, 1-26.

[6]Acharya, P., & Mahapatra, S. S. (2024). Exploring the impact of artificial intelligence integration on guest experience in the hotel industry. Geo Journal of Tourism and Geosites, 54, 802-810.

[7]Devaraj, S. M. (2023). Enhancing security and privacy in hospitality with AI and cloud technologies. International Journal of Scientific Research in Computer Science, Engineering and Information Technology, 414-421.

[8]Lukanova, G., & Ilieva, G. (2019). Robots, artificial intelligence, and service automation in hotels.

[9]Kaewkamol, P., & Chen, Y. (2023, March). Customer satisfaction factors of smart hotels based on customer reviews in online platform. In 2023 Joint International Conference on Digital Arts, Media and Technology with ECTI Northern Section Conference on Electrical, Electronics, Computer and Telecommunications Engineering (ECTI DAMT & NCON) (pp. 43-46). IEEE.

[10]Tariq, M. U. (2026). The Role of AI in Transforming Hospitality Operations-Enhancing Efficiency and Guest Experience. In Smart Operations and Enhancing Guest Experience in the Hospitality Industry (pp. 415-446). IGI Global Scientific Publishing.

[11]Hu, Y., & Min, H. K. (2023). The dark side of artificial intelligence in service: The "watching-eye" effect and privacy concerns. International Journal of Hospitality Management, 110, 103437.

The environmental volunteer: Gen Zers' support for sustainable tourism development

Mengtian DENG

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology
Avenida Wai Long, Taipa, Macau

Abstract

The growing urgency of environmental degradation has prompted renewed scholarly attention to the role of tourism in fostering pro-environmental behaviors among younger demographic cohorts. Among these cohorts, Generation Z has emerged as a particularly consequential group, given their heightened environmental consciousness, digital interconnectedness, and increasing purchasing power within the global tourism marketplace. Despite this generational salience, the motivational architecture underpinning Generation Z's engagement in green volunteer tourism remains insufficiently theorized, particularly with respect to the interplay between internal psychological dispositions and external socio-environmental forces. This study addresses this gap by investigating the internal and external motivational factors that influence Generation Z's participation in volunteer tourism and their subsequent support for sustainable tourism development.

Drawing on two complementary theoretical lenses, Self-Determination Theory (SDT) and Goal-Setting Theory (GST), this research develops a conceptual model that captures the multidimensional motivational landscape governing green volunteer tourism behavior. Self-Determination Theory, which posits that human motivation is driven by the fundamental psychological needs for autonomy, competence, and relatedness (Deci & Ryan, 2000), provides a robust framework for understanding why individuals voluntarily engage in environmentally responsible tourism activities. Goal-Setting Theory, which emphasizes the motivational power of specific and challenging goals in directing effort and persistence (Locke & Latham, 2002), complements SDT by illuminating how environmentally oriented goal structures channel intrinsic motivation toward tangible pro-environmental outcomes. The integration of these two theoretical perspectives enables a more nuanced understanding of how psychological need satisfaction and goal-directed behavior jointly shape green volunteering intentions and actions.

The proposed conceptual model incorporates three internal drivers and two external forces. On the internal dimension, the model identifies environmental self-efficacy, green altruism, and authenticity as primary motivational antecedents. Environmental self-efficacy refers to individuals' confidence in their capacity to perform behaviors that yield meaningful environmental benefits (Bandura, 1997; Tabernero & Hernández, 2011). In the context of green volunteer tourism, self-efficacy is hypothesized to function as a critical catalyst, as individuals who perceive themselves as competent environmental agents are more likely to seek out and sustain

participation in volunteer tourism programs. Green altruism captures the prosocial dimension of environmental motivation, reflecting a genuine concern for ecological welfare that transcends personal gain (Stern, 2000). This construct draws upon the value-belief-norm framework and suggests that altruistic values oriented toward environmental protection serve as foundational drivers of volunteer tourism engagement. Authenticity, conceptualized as the degree to which individuals perceive their tourism experiences as congruent with their core self-concept and values (Wang, 1999), represents the third internal driver. In the volunteer tourism context, the pursuit of authentic experiences that align with one's environmental identity is posited to enhance both the depth of engagement and the durability of pro-environmental behavioral change.

On the external dimension, the model incorporates perceived green social climate and eudaimonic environmental motivation as contextual forces that shape and moderate green volunteering behavior. Perceived green social climate denotes individuals' subjective assessment of the extent to which their immediate social environment endorses, facilitates, and normalizes pro-environmental conduct. When Generation Z individuals perceive that their social reference groups value environmental stewardship, the normative pressure to participate in green volunteer tourism is significantly amplified. Eudaimonic environmental motivation, grounded in the Aristotelian tradition of flourishing and self-realization, refers to the pursuit of environmental engagement as a pathway to meaning, purpose, and personal growth rather than mere hedonic pleasure (Huta & Waterman, 2014). This construct occupies a theoretically distinctive position in the model, functioning not only as a direct predictor of green volunteering behavior but also as a moderating variable that strengthens the relationship between green social climate and pro-environmental engagement.

Methodologically, this study employs a quantitative cross-sectional research design. Data will be collected through structured self-report questionnaires administered to Generation Z individuals (born between 1997 and 2012) who have participated in at least one green volunteer tourism experience within the preceding twelve months. The sampling strategy combines purposive and snowball techniques to ensure adequate representation of diverse green volunteer tourism contexts, including conservation-oriented programs, community-based ecotourism initiatives, and environmental education projects. All measurement instruments will be adapted from established scales validated in prior tourism and environmental psychology research, and the questionnaire will undergo pilot testing to assess reliability and content validity prior to full-scale data collection.

Partial Least Squares Structural Equation Modeling (PLS-SEM) will be employed as the primary analytical technique to test the hypothesized relationships and interaction effects specified in the conceptual model. PLS-SEM is particularly appropriate for this study for several methodological reasons. First, the technique accommodates complex models involving multiple mediating and moderating pathways without imposing stringent distributional assumptions on the data (Hair et al., 2019). Second, PLS-SEM excels in predictive modeling contexts where the research objective centers

on explaining variance in key dependent variables, which aligns with the explanatory ambitions of the present study (Sarstedt et al., 2022). Third, the approach is well-suited for theory development in emerging research domains where the theoretical model has not yet achieved full specification, a condition that characterizes the nascent literature on Generation Z green volunteer tourism motivation. The analysis will proceed through systematic evaluation of the measurement model (convergent validity, discriminant validity, and internal consistency reliability) followed by assessment of the structural model (path coefficients, explained variance, effect sizes, and predictive relevance).

Preliminary findings from the pilot study suggest that both internal and external motivational factors contribute significantly to green volunteering behaviors among Generation Z participants. The three internal drivers exhibit differential effects: environmental self-efficacy demonstrates the strongest direct influence on volunteer tourism participation, followed by green altruism and authenticity. Among the external forces, perceived green social climate emerges as a meaningful contextual predictor, and eudaimonic environmental motivation plays a notable moderating role, strengthening the positive relationship between green social climate and pro-environmental engagement. These preliminary results indicate that when Generation Z individuals perceive environmental action as a source of personal meaning and self-realization, the influence of supportive social norms on their behavioral engagement is substantially amplified.

This study contributes to theoretical advancement in sustainable tourism scholarship in several important respects. First, it extends the application of Self-Determination Theory and Goal-Setting Theory to the underexplored domain of green volunteer tourism, thereby enriching the theoretical vocabulary available for explaining environmentally motivated tourism behavior. Second, by integrating psychological and contextual dimensions within a unified analytical framework, the study moves beyond the tendency in existing literature to examine internal and external motivational factors in isolation, offering instead a more ecologically valid account of how these forces interact to shape green behavior. Third, the identification of eudaimonic environmental motivation as a moderating mechanism represents a novel theoretical contribution, highlighting the significance of meaning-oriented (as opposed to pleasure-oriented) motivational processes in the sustainability tourism context.

From a practical standpoint, the findings offer actionable insights for multiple stakeholder groups. Tourism operators and destination management organizations seeking to engage Generation Z in meaningful, sustainable experiences should design volunteer tourism programs that cultivate participants' sense of environmental competence, provide opportunities for authentic engagement with ecological issues, and create social environments that reinforce pro-environmental norms. Marketing communications targeting Generation Z volunteers should emphasize the eudaimonic dimensions of green tourism participation, framing volunteer experiences as pathways to personal growth, purposeful living, and self-actualization rather than relying solely on hedonic appeals. Furthermore, policymakers are encouraged to institutionalize

environmental volunteering through supportive structural mechanisms, including subsidized access to volunteer tourism programs, formal recognition of environmental volunteering in educational curricula, and the establishment of public-private partnerships that embed green volunteerism within broader sustainable tourism development strategies. By creating the institutional conditions that nurture both intrinsic motivation and supportive social climates, such initiatives hold the potential to foster a generation of environmentally responsible citizens whose pro-environmental commitments extend well beyond the temporal and spatial boundaries of any single tourism encounter.

Keywords: Volunteer tourism; Generation Z; Environmental self-efficacy; Green altruism; Sustainable tourism; Self-determination theory; Eudaimonic motivation

Reference

Bandura, A. (1997). Self-efficacy: The exercise of control. W. H. Freeman.

Deci, E. L., & Ryan, R. M. (2000). The "what" and "why" of goal pursuits: Human needs and the self-determination of behavior. Psychological Inquiry, 11(4), 227–268. https://doi.org/10.1207/S15327965PLI1104_01

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. European Business Review, 31(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Huta, V., & Waterman, A. S. (2014). Eudaimonia and its distinction from hedonia: Developing a classification and terminology for understanding conceptual and operational definitions. Journal of Happiness Studies, 15(6), 1425–1456. https://doi.org/10.1007/s10902-013-9485-0

Locke, E. A., & Latham, G. P. (2002). Building a practically useful theory of goal setting and task motivation: A 35-year odyssey. American Psychologist, 57(9), 705–717. https://doi.org/10.1037/0003-066X.57.9.705

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2022). Partial least squares structural equation modeling. In C. Homburg, M. Klarmann, & A. E. Vomberg (Eds.), Handbook of market research (pp. 587–632). Springer. https://doi.org/10.1007/978-3-319-57413-4_15

Stern, P. C. (2000). Toward a coherent theory of environmentally significant behavior. Journal of Social Issues, 56(3), 407–424. https://doi.org/10.1111/0022-4537.00175

Tabernero, C., & Hernández, B. (2011). Self-efficacy and intrinsic motivation guiding environmental behavior. Environment and Behavior, 43(5), 658–675. https://doi.org/10.1177/0013916510379759

Wang, N. (1999). Rethinking authenticity in tourism experience. Annals of Tourism Research, 26(2), 349–370. https://doi.org/10.1016/S0160-7383(98)00103-0

Healed by the Senses: How Hotel Olfactory Environment Influences Customer Loyalty through Physical and Mental Healing

Xuanhan BAI and Xiaping SU

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, Macau

Abstract

Today, after the end of the COVID-19 pandemic, customers' demands for health and healing in hotel consumption increased constantly(Liu et al., 2024) . Early hotel management research mainly regarded scent as an atmosphere-creating tool(Denizci Guillet et al., 2019; Errajaa et al., 2021) .As the sense most closely associated with emotion and memory, smell played a crucial role in shaping hotel atmosphere and conveying brand value(Herz, 2016; Krishna, 2012) .Recent studies found that scents had a “healing” effect in hotel environments, suggesting that scents could bring about physical and mental well-being through the subconscious (Kim & Yang, 2021; Rubio Gil et al., 2023) . However, against the backdrop of the rise of health tourism, there was still a research gap on how scents could help customers recover physically and mentally and ultimately influence their choices.Therefore, this study will take the olfactory perception of customers in four dimensions in the hotel environment as independent variables, will construct a structural path model of “olfactory perception - destination loyalty”, and will explore the influence mechanism of olfactory perception on customer satisfaction in hotels. The chain mediating role played by physical relaxation and psychological recovery will be mainly examined(Liao et al., 2023) , and the driving effect of satisfaction on destination loyalty will be further analyzed (Zhou & Yu, 2022) .

This study will adopt a quantitative research method. It will use a uniformly designed structured questionnaire in a convalescent hotel to collect data from 300 to 400 hotel guests. An empirical test will be conducted using a structural equation model (SEM). This study will aim to discover that the four dimensions of olfactory perception will influence customer satisfaction by evoking a sense of physical and mental healing in customers, and will positively drive customer loyalty to the destination. This research will help to break through the previous limitation of merely regarding hotel scents as tools for creating atmosphere, and will reinterpret the value of olfactory perception from the perspectives of health tourism and healing. At the same time, it will be combined with the physical and mental health recovery mechanism, will enrich the theoretical connotation of sensory marketing in the tourism and hotel fields, and will provide new insights for the implementation of olfactory experiences in healthy hotels.

Keywords: olfactory marketing; healing effect; wellness hotel; customer satisfaction

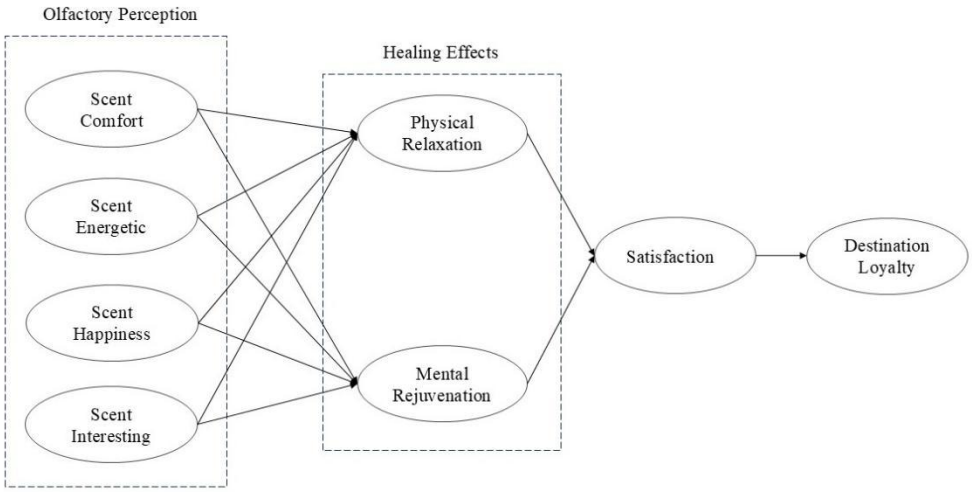


Fig. 1. Research model

References

Denizci Guillet, B., Kozak, M., & Kucukusta, D. (2019). It's in the air: Aroma marketing and affective response in the hotel world. *International Journal of Hospitality & Tourism Administration*, *20*(1), 1–14. (134265458). https://doi.org/10.1080/15256480.2017.1359727

Errajaa, K., Legohérel, P., Daucé, B., & Bilgihan, A. (2021). Scent marketing: Linking the scent congruence with brand image. *International Journal of Contemporary Hospitality Management*, *33*(2), 402–427. https://doi.org/10.1108/IJCHM-06-2020-0637

Herz, R. S. (2016). The role of odor-evoked memory in psychological and physiological health. *Brain Sciences*, *6*(3). https://doi.org/10.3390/brainsci6030022

Kim, B., & Yang, X. (2021). "I'm here for recovery": The eudaimonic wellness experiences at the le monastère des augustines wellness hotel. *Journal of Travel & Tourism Marketing*, *38*(8), 802–818. https://doi.org/10.1080/10548408.2021.1921093

Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology*, *22*(3), 332–351. https://doi.org/10.1016/j.jcps.2011.08.003

Liao, C., Zuo, Y., Xu, S., Law, R., & Zhang, M. (2023). Dimensions of the health benefits of wellness tourism: A review. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.1071578

Liu, C. R., Wang, Y. C., Kuo, T. M., Tsui, C. H., & Chen, H. (2024). Healing experiences at resort hotels (HERH): Conceptualization and scale development. *International Journal of Hospitality Management,* 120, 103749.

Rubio Gil, Á., de Alarcón Roca, B. F., & González Arnedo, E. A. (2023). El marketing olfativo en el nuevo hotel experiencial: Un estudio a través de las opiniones del sector hotelero y su clientela. *Cuadernos de Turismo*, (51), 19–49. (170381895). https://doi.org/10.6018/turismo.571451

Zhou, M., & Yu, H. (2022). Exploring how tourist engagement affects destination loyalty: The intermediary role of value and satisfaction. *Sustainability*, *14*(3). https://doi.org/10.3390/su14031621

Research on the Impact of Green Consumption Behavior and Transformative Experience Based on the SOR Theory Model

Felix Elvis OTOO[1], Sihan CHEN[2], Yujingwen WU[2], Yawen HU[2], Mohan LIU[2]

[1] Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[2] Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

Introduction:
In the fact of the rapid development of green tourism, understanding the internal mechanism by which tourists move from environmental awareness to actual green behaviors has become a core issue of common concern for both academia and industry. In the digital age, tourists are not only driven by their intrinsic environmental awareness but are also influenced by external information environments such as social media. However, most existing studies analyze internal and external factors separately and lack a systematic exploration of their collaborative mechanism. Moreover, whether green consumption behaviors can further trigger deep experience transformation in tourists remains an "unopened black box" in the research. This study, based on the Stimulus-Organism-Response (SOR) theory (Mehrabian, Albert & Russell, James A, 1947), constructs and tests a complete path model of "internal stimuli - organism state - green behavior and transformative experience", providing a new theoretical perspective for the mechanism of green tourism behaviors.

Research problem:
Although the academic community has conducted increasingly in-depth research on green tourism, there is no clear research indicating whether there is a positive transformational experience in the body condition of tourists' green tourism awareness due to internal and external stimuli. Therefore, based on the SOR theoretical model and SPSS data analysis, this study conducts in-depth data analysis and research on the issue of whether the perception of social media can stimulate tourists' green consciousness and transform it into a positive green tourism experience.

Research objectives:
The objectives of this study are as follows: (1) To investigate the direct effects of external stimuli (social media perception) and internal stimuli (environmental

awareness) on tourists' green consumption experiences. (2) To examine the mediating role of green consumption experiences in the relationship between tourists' environmental awareness and subsequent pro-environmental behavioral intentions (such as volunteer tourism and long-term green purchase intention). (3) To analyze whether green consumption behaviors can further trigger tourists' deep transformative experiences, thereby revealing the intrinsic mechanism underlying the transition from awareness to behavior and ultimately to experiential transformation.

Theoretical perspective:

This study is grounded in the Stimulus-Organism-Response (SOR) theoretical framework, wherein social media perception and environmental awareness are treated as stimuli, tourists' green consumption experiences as the organism's internal state, and green consumption behaviors along with transformative experiences as response outcomes.(Yusuf etal., 2023), This theoretical perspective facilitates a systematic elucidation of how external informational environments and internal psychological factors interact synergistically to drive the transformation of tourists from environmental awareness to sustainable behaviors and profound experiential outcomes.

Method:

This study explores the internal mechanism of tourists' green consumption behavior and transformative experience in the context of green tourism, based on the Stimulus-Organism-Response theoretical framework. Drawing on a questionnaire survey of 25 tourists with green tourism or volunteer tourism experience in the Greater Bay Area(Guangdong-Hong Kong-Macao Greater Bay Area), a structural equation model was constructed to test the hypothetical relationships among the three core dimensions: stimulus , organism , and response . The empirical analysis of the data yielded several key findings and implications: Both external social media perception and internal pro-environmental awareness as a stimulating factor have a significant positive impact on tourists' green consumption experience, which further mediates the relationship between initial motivation and subsequent green behavioral intentions. Just as the SOR theory assumes, green consumption experience plays a core mediating role in the transformation from tourists' environmental awareness to deep transformative experience such as volunteer tourism and long-term green purchase intentions.

Findings:

The findings suggest that green tourism development and marketing must not only focus on raising tourists' pro-environmental awareness and shaping positive social media perception, but also prioritize the optimization of green tourism experience and the cultivation of actual green consumption behaviors, so as to trigger long-term transformative experience and sustainable behavioral intentions (Ramkissoon, H., 2023), and ultimately contribute to the sustainable development of the tourism industry.

References:

Mehrabian, A., & Russell, J. A. (1974). An approach to environmental psychology. The MIT Press.

Yusra, M., & Putra, F. A. (2023). Stimulating visit intention using social media influencer: Mediating role of enjoyment. Journal of Applied Structural Equation Modeling, 7(1), 45-62.

Ramkissoon, H. (2023). Transformative experiences and well-being of tourism, hospitality, and events stakeholders. Frontiers in Sustainable Tourism, 2, 1754362.

Spatial Distribution Patterns of Intangible Cultural Heritage in the Bashu Cultural Tourism Corridor, China

Jue WANG

School of Tourism and Service Management, Chongqing University of Education, Chongqing, China

Abstract

The Bashu Cultural Tourism Corridor, spanning the Sichuan–Chongqing region of southwestern China, is home to a rich diversity of intangible cultural heritage (ICH) resources shaped by long-term interactions among Han communities and multiple ethnic minority groups. As a nationally significant cultural tourism corridor, the region provides a particularly valuable case for examining how heritage resources are distributed across a geographically complex and culturally diverse landscape. Despite the corridor's growing importance in regional cultural tourism planning, its ICH resources have received limited attention from a spatial-analytical perspective. Although recent studies have applied geographic information system (GIS) methods to examine ICH distribution in regions such as the Yellow River Basin and the Greater Bay area (Li et al., 2024; Ren et al., 2025), comparable research on the Bashu corridor remains limited. This study addresses this gap by examining the spatial distribution patterns of national- and provincial-level ICH items across the corridor.

A database of ICH items in Sichuan Province and Chongqing Municipality was compiled from official heritage registers. Each item was geocoded and classified by heritage category, and, where applicable, by ethnic affiliation. Three GIS-based methods were employed: the Nearest Neighbor Index (NNI) to assess overall clustering tendencies, Kernel Density Estimation (KDE) to identify high-density areas, and the Standard Deviational Ellipse (SDE) to reveal directional trends and spatial centroids. Analyses were conducted for the full dataset as well as for selected heritage subcategories and a subset of ethnic minority-related items.

Initial mapping indicates a markedly clustered spatial pattern of ICH resources in the corridor, with relatively high concentrations in the Chengdu Plain and selected river-valley zones, while peripheral mountainous areas remain comparatively sparse. The SDE suggests a northeast-southwest orientation broadly aligned with the corridor's geographic structure. Comparative analysis further shows spatial variation across heritage subcategories, while ethnic minority-related items appear more concentrated in southeastern Chongqing and adjoining borderland areas. These patterns may reflect the combined influence of historical settlement structures, topographic conditions, and transportation accessibility.

This study provides a systematic spatial analysis of ICH in the Bashu Cultural Tourism Corridor and contributes to GIS-based heritage research in China. The findings offer

empirical support for place-based heritage interpretation and more differentiated heritage tourism planning, especially in peripheral and minority-related heritage areas, while also pointing to the need for future research on the factors shaping spatial variation.

Keywords: intangible cultural heritage; spatial distribution; GIS; cultural tourism corridor; ethnic minority heritage

References

Li, X., Zhu, R., Shi, C., Yang, X., Chen, J., & Wei, K. (2024). Research on the construction of intangible cultural heritage corridors in the Yellow River Basin based on GIS technology and the MCR model. Heritage Science, 12, Article 271. https://doi.org/10.1186/s40494-024-01387-y

Ren, K., Li, C., Zhan, J., & Lam, J. F. I. (2025). Spatiotemporal distribution and influencing factors of intangible cultural heritage in the Guangdong–Hong Kong–Macao region. npj Heritage Science, 13(1), Article 407. https://doi.org/10.1038/s40494-025-01978-3

An empirical examination of the value-attitude-behavior model of middle-aged smokers' sustainability decisions in tourism

Felix Elvis OTOO[1], Ruoyan TAI[2], Xirui HE[2], Yitong LIN[2], Qingyan LI[2]

[1] Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[2] Student, Faculty of business, Macau university of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

Introduction:

The pressing need to address persistent environmental challenges ranging from air pollution and climate change to unsustainable resource consumption has driven the global tourism industry toward a paradigm shift from mass tourism to sustainable tourism. Since the United Nations adopted the 17 Sustainable Development Goals in 2015, destinations worldwide have embraced pro-environmental practices. The Great Bay Area of China has not been excluded from this quest. In recent years, cross-regional cooperation has facilitated notable progress in promoting sustainable tourism, yielding positive initial outcomes. However, a critical and often overlooked obstacle has emerged: middle-aged tourists who smoke constitute a substantial segment of the visitor population, and their on-site behaviors, such as improper cigarette disposal, disregard for no-smoking zones in natural reserves, and resistance to smoke-free tourism environmental policies (Hoang & Nguyen, 2024), pose significant drawbacks to sustainable tourism development.

Despite the laws and policies launched to prohibit smoking in public, as well as advertisements discouraging tourists from smoking for their own health and the environment's sake, it is still common to see some middle-aged travelers wandering between tourism destinations with cigarettes in their hands. It is therefore important to ascertain the inherent values of the smoking population and the extent to which this determines their attitudes towards advertising and policies, as well as the perception of a guilt feeling and its effect on (un)sustainable behaviors. Thus, this study touches on a salient gap in the literature: the paucity of an integrated model for understanding the sustainability decisions of smoking tourists in a sustainable tourism context. Drawing on the sustainability tourism literature, this current study will develop an integrated framework to understand how smoking restriction laws and anti-smoking advertisements in the Greater Bay Area intertwine with middle-aged smokers' sustainability attitudes in determining their green consumption of tourists.

Research Objectives:

The objectives of this study are as follows: (1) To determine the key factors of middle-aged smoking tourists' attitude about environmental challenges during travel; (2) to explore the interrelationship between the smoking tourists' attitude towards environmental problems and extent of guilt-feeling; (3) and to explore the interrelationship between the smoking tourists guilt-feeling and green-consumption behavior. Based on the findings, this study uncovers the cognitive framework underlying middle-aged smoking tourists' mindset during travel. This framework provides actionable insights for both government agencies and private sectors to improve tourism developing plans and green product design. Consequently, it contributes to advancing sustainable tourism development and enhancing overall social welfare in the Greater Bay Area.

Theoretical perspective:

This study is grounded in the Value-Attitude-Behavior (VAB) hierarchy, also known as the cognitive hierarchy model, as proposed by Homer and Kahle (1988). According to this theory, values indirectly influence behavior through attitudes, with cognitive information flowing from abstract values to mid-range attitudes and ultimately to specific behaviors. In the context of environmental and tourist psychology, the VAB framework has been widely applied to explain how individuals' environmental perceptions shape their attitudes toward policies and regulations, which in turn determine their pro-environmental or anti-environmental behavioral outcomes. Applying this theoretical lens to the present study, we posit that middle-aged smoking tourists' perceptions of environmental problems constitute the initial cognitive input; these perceptions then generate specific attitudes toward environmental laws, anti-smoking policies, and sustainable tourism behaviors during travel. The VAB hierarchy thus provides a coherent explanatory structure for the three-stage logic chain examined in this research.(Homer,& Kahle,1988).

Research Method:

This study uses a questionnaire survey method and SPSS frequency analysis to explore the environmental psychology and green consumption psychology of smokers aged 30-50 in the Greater Bay Area in the tourism situation. The research subjects are residents who have traveled in the Greater Bay Area in the past three years. The questionnaire survey method is conducive to collecting a large amount of data in a short period of time, which ensures the sample size and the feasibility of statistical analysis effectively. Using the 7-point Likert Scale (1=Strongly Disagree, 7=Strongly Agree), the questionnaire focuses on three parts: action about past negative environmental behavior, Green assumption, displacement and diffusion of responsibility. At the same time, the questionnaire is answered anonymously, which helps to reduce the deviation of social expectations and makes the respondents more willing to express their true attitudes truthfully.

The preliminary study utilized a small sample of 58 valid questionnaires collected. The study will also utilize convenience purposive sampling in reaching a cross-section of smoking tourists. After the data collection is completed, this study

will enter the questionnaire results into SPSS for frequency analysis to count the distribution of different options, and further generate charts to visually show the overall tendency of the respondents on the three variables.

Preliminary findings:

Based on the theoretical framework described above, our empirical investigation yields a three-stage pattern of findings among middle-aged smoking tourists. In brief, we find that these tourists predominantly hold negative perceptions across multiple dimensions of environmental problems; these negative perceptions translate into resistant attitudes toward environmental laws, policies and anti-smoking advertisements, accompanied by a notable absence of guilt feeling; and these attitudes ultimately lead to the rejection of green consumption and sustainable tourism options during travel. The following sections elaborate on each stage of this logic chain.

Stage 1: Negative perceptions of Environmental Problems

The first stage of our findings reveals that middle-aged smoking tourists systematically perceive environmental problems in a way which minimizing personal responsibility and justify inaction. Specifically, most participants exhibit technological optimism, the belief that future technological solutions will resolve environmental crises without requiring individual behavioral change. Participants also debunk ecological alternatives, dismissing pro-environmental substitutions as ineeffective or fraudulent. They consistently describe environmental protection behaviors as inconvenient, effortful and low in personal priority. Further more, many display displacement and diffusion of environmental responsibility, arguing that the burden of environmental protection does not rest on their own shoulders and that individual efforts are meaningless. Conspiracy theories regarding environmental movements are also prevalent, with participants viewing such movements as profit-driven schemes designed to manipulate public opinion.

Stage2: Negative Attitudes toward laws, policies, and anti-smoking advertisement

The second stage of our findings demonstrates that the negative perceptions identified above directly shape participants' attitudes toward external interventions. Middle-aged smoking tourists echibit consistent resistance and reactance toward environmental laws, tobacco control polices, and anti-smoking advertisements. Rather than accepting these measures as legitimate or necessary, participants view them as intrusive, coercive or manipulative. This negative attitude is accompanied by a critical emotional characteristic: the near-complete absence of guilt feeling. While the moroal unease stemming from one's own role in environmental harm, has been shown to facilitate pro-environmental behavior in general populations, our participants rarely if ever experience such guilt when confronted with environmental policies or anti-smoking communications. The combination of resistant attitudes and emotional detachment effectively closes off the moral and affective pathways that might otherwise motivate behavioral change.

Stage3: Rejection of Green consumption and sustainable tourism behaviors

The third stage of our preliminary findings confirm the behavioral implications predicted by the VAB hierarchy. Because middle-aged smoking tourists hold negative

attitudes toward environmental policies and lack guilt feeling, they systematically reject green consumption and sustainable tourism options during treavel. In tourism contexts, participants consistently prioritize familiar, effortless choices over environmentally responsible alternatives. Sustainable tourism practices such as waste reduction, energy conservation, and use of low-carbon transportation are actively avoided rather than merely overlooked.(Khan, Van, Imran, Raza, & Sikandar,2020). This behavioral pattern is not incidental but appears to be a direct expression of he preceding cognitive and attitudinal structure.

In light of this, we get to know how middle-aged smokers (aged 30–50) constitutes a structural challenge for tobacco control and pro-environmental interventions in the Greater Bay Area Tourism. Conventional approaches centered on moral persuasion have failed to address the deep tensions embedded in smokers' identity construction, nor have they effectively dismantled the psychological barriers erected by techno-optimism.

Accordingly, drawing on the practical context of tourism in the Greater Bay Area, this study proposes a three-pronged intervention framework—**psychological regulation, cognitive reshaping, and hard-line regulation**—as a viable pathway to address the challenges.

(1) Smoking cessation Tourism

For middle-aged smoking travelers, they are in urgent need of the relaxation from the tourism, to hedge the double pressure from family responsibility and work burdens. In the Greater Bay Area, it has strengths on cultural and tourism resources as well as industrial foundations to develop smoking cessation tourism to achieve the sustainability goal.

(2) Positive Publicity

According to the analysis, middle-aged smoker tend to show less guilty about the negative environmental behavior, and have already developed a psychological mechanism to protect themselves against the internal conflicts and external morality pressure.

Scary anti-smoking ads tend to back fire on long-term smokers: they either tune out the message or brush it off with thoughts like "the damage is already done" or "future medicine will fix everything". Instead of fear, what actually works is showing positive change and a better future-because hope is what motivates them to quit (Luban, D. 1996). As a result, the reshaping and reeducation about their thoughts is in an urgent need.

(3) Government-level Hard-Line Regulations:

While positive messaging strategies help reshape attitudes and build motivation, they alone are often insufficient to produce immediate behavioral change among middle-aged smokers who exhibit strong psychological defenses and low levels of guilt. Therefore, this study proposes governmental measure as complementary.

The measures centered on raising the perceived cost of smoking, and creating institutional constraints.

① Fines: Raising the Economic Cost of Smoking:

Economic cost is a visible factor influencing individual decision-making. Although middle-aged smokers tend to underestimate their personal health risks, they are generally more sensitive to immediate financial losses. (Masclet, Noussair,Tucker, & Villeval 2003).

② Record-keeping and Progressive Sanction:

While fines provide immediate deterrence, they alone do not sustain long-term behavioral change. This study proposes a dual-track enforcement system combining public reporting and police patrols, supported by a systematic record-keeping mechanism that applies progressive sanctions.

The primary purpose of this measure is not punishment, but rather to increase the perceived cost of rule-breaking by creating a minor inconvenience. For middle-aged smokers, who tend to value their time and social image, such inconveniences create a psychological burden that can effectively discourage future violations.

References:

Homer, P. M., & Kahle, L. R. (1988). A structural equation test of the value-attitude-behavior hierarchy. Journal of Personality and social Psychology, 54(4), 638.

Khan, N., Van, N. T., Imran, A., Raza, H., & Sikandar, H. (2020). Ecotourism is the future of alternative tourism for environmental sustainability and natural areas protection. Systematic Literature Review and Meta-Analysis Journal, 1(2), 99-116.

Luban, D. (1996). The publicity principle. The theory of institutional design, 154, 177-82.

Masclet, D., Noussair, C., Tucker, S., & Villeval, M. C. (2003). Monetary and nonmonetary punishment in the voluntary contributions mechanism. American Economic Review, 93(1), 366-380.

Challenges Under the Third Coffee Wave: A Three-Year Longitudinal Study on the Survival Evolution of Micro Independent Cafés

Hui-Ling WANG, Kuo-Ching WANG, Sheng-Bao HONG

Graduate Institute of Sport, Leisure and Hospitality Management of National Taiwan Normal University

Abstract

Driven by the global rise of third wave coffee culture, cafés have evolved beyond being simple beverage providers to become important social and cultural spaces within urban environments. In Taiwan, the rapid expansion of specialty coffee consumption has encouraged the emergence of numerous independent cafés. However, micro independent cafés often face significant challenges due to limited resources, intense competition, and high closure rates. Understanding how these small-scale businesses survive and evolve within competitive markets has therefore become an important issue for both entrepreneurship research and hospitality management studies. This study aims to explore the survival evolution of micro independent cafés through a three-year longitudinal research design. Drawing on the Service Logic Business Model Canvas (SLBMC) as the analytical framework, the study investigates how café entrepreneurs adjust their business models over time. Data were collected through annual focus group interviews with ten micro independent café operators in Taiwan and were analyzed using qualitative content analysis.

The findings reveal seven key dimensions of survival evolution. First, cafés gradually shift from product-oriented strategies toward customer experience and relationship co-creation, emphasizing community interaction and social engagement. Second, entrepreneurs diversify their business models through hybrid operations, cross-industry collaborations, and innovative formats such as cloud kitchens. Third, digitalization and data-driven tools enhance operational efficiency and support value co-creation. Fourth, operators increasingly focus on brand storytelling and emotional connection to strengthen brand identity. Fifth, the cost structure becomes more complex as cafés face new operational costs related to digital platforms and marketing investments. Sixth, human resource management and internal support systems emerge as critical factors sustaining service delivery. Finally, longitudinal observations highlight the growing importance of event-based risk management in micro entrepreneurship. Overall, the findings support the Service-Dominant Logic perspective that value is co-created through ongoing service interactions and resource integration. The study contributes to entrepreneurship and hospitality research by revealing how micro independent cafés develop adaptive and resilient business models over time.

Keywords: Third wave coffee; Micro independent cafés; Service logic business model canvas; Coffee entrepreneurship; Longitudinal study; Small and Medium Enterprises.

INTRODUCTION

Research Background

The global coffee industry has experienced significant expansion, with coffee evolving from a basic commodity into a service-oriented experience emphasizing craftsmanship and culture under the third wave coffee movement. In Taiwan, this rapid expansion is evident, reflecting a highly active yet fiercely competitive entrepreneurial environment. Despite this growth, micro independent cafés—typically defined as operations with fewer than five employees and limited startup capital—face substantial operational challenges. Independent cafés serve as vital "third places" for social interaction, lifestyle expression, and cultural engagement (Ferreira et al., 2021). However, studies indicate that up to 95% of new ventures fail within their first five years, with the highest vulnerability occurring during the early entry stage (Parsa et al., 2005; Turner & Endres, 2017). Therefore, understanding how these resource-constrained small-scale businesses survive within competitive markets is a critical issue. Despite the growing influence of the specialty coffee industry, most existing research focuses on the critical success factors of general restaurants using static analytical frameworks. These existing models struggle to capture the dynamic adaptation processes and continuous value co-creation between café operators and their customers.

Furthermore, most small business studies employ cross-sectional or retrospective designs, which fail to capture how early entrepreneurial decisions create path dependence and how operational and unexpected risks gradually accumulate over time (Davidsson, 2016).

Micro-enterprises often operate in a "high-volatility, low-buffer" state. Due to their limited organizational scale, a slight decrease in customer traffic or a marginal increase in operational costs can severely disrupt their cash flow and threaten their survival (Omri & Frikha, 2014). Risk management is not a reactive measure but a continuous necessity. Organizational resilience in this context is a dynamic capability developed over time through continuous learning and strategic adaptation. Independent cafés build competitive advantages not through standardized services, but by offering flexible, personalized interactions that foster relational switching costs and brand love. This aligns with Service-Dominant Logic (S-D Logic) (Vargo & Lusch, 2008), which posits that value is co-created during interactions. To operationalize this, this study uses the SLBMC, which modifies traditional business models by incorporating a "dual perspective" simultaneously analyzing the provider's value generation and the customer's everyday practices (Ojasalo & Ojasalo, 2015). This framework is highly suitable for micro-enterprises navigating dynamic environments through continuous business model innovation.

To address these gaps, this study adopts a three-year longitudinal qualitative research design to examine how micro independent cafés develop survival strategies. Drawing on the Service Logic Business Model Canvas (SLBMC) (Ojasalo & Ojasalo, 2015), this study poses the following questions: (1) How does the SLBMC's dual perspective explain the strategic shift from product-oriented models to relationship and value co-creation models? (2) What core operational risks do micro cafés face during their enthusiastic stage, and how do the path-dependent mechanisms influence these micro independent cafés survival?

METHODOLOGY

Research Design and Analysis

This study adopts a three-year longitudinal qualitative research design to trace the dynamic evolution of business models. Purposive sampling was used to select ten micro independent cafés located in Northern and Eastern Taiwan. To ensure a strong foundation of trust and facilitate in-depth dialogue, most selected participants were former students of the lead researcher's professional coffee training courses or existing industry partners. All selected cases had fewer than five employees and an initial startup capital of approximately one million NTD. Data were primarily collected through annual focus group interviews (lasting 3–4 hours each) over a three-year period (2023–2025). To ensure a consistent and professional environment that facilitated peer knowledge exchange, all sessions were conducted at the researcher's Green Stone Coffee in Taipei. Despite the typically high attrition rates associated with longitudinal research in the hospitality field, this study achieved an 80% retention rate in the final year. This relatively high retention was facilitated by pre-existing student–teacher relationships and the researcher's insider role as the founder of Green Stone Coffee, which enabled sustained participant engagement. The data were analyzed using qualitative content analysis (Krippendorff, 2004). Through systematic coding procedures, the analysis identified more than 435 analytical units and 170 conceptual categories.

To further enhance analytical rigor, three rounds of expert classification were conducted with experienced coffee professionals to refine category consistency. Both inter-coder and intra-coder reliability exceeded the 80% threshold recommended by Keaveney (1995). The findings presented in this study therefore represent preliminary results from an ongoing longitudinal research project. The research followed a seven-stage analytical process to systematically analyze three-year qualitative interview transcripts: (1) focus group interview data collection (2) interview transcription and data preparation (3) extraction of analytical units (4) category coding using content analysis (5) expert classification and category validation (6) reliability testing of coding consistency (7) longitudinal comparison of category evolution across the three-year research period. Such an approach allows the study to capture the dynamic evolution of entrepreneurial strategies over time.

DISCUSSION

Results and Discussion

The longitudinal analysis reveals seven key dimensions characterizing the survival evolution and resilience of micro independent cafés:

(1) Shift to Customer Experience and Relationship Co-creation: Cafés gradually shift from purely product-oriented strategies toward emphasizing social interaction. For instance, operators focus on communicating health benefits (e.g., toxin-free beans preventing palpitations) to older demographics, effectively transforming functional product attributes into deep emotional and relational value.

(2) Business Model Diversification: To mitigate financial vulnerability, entrepreneurs innovate their operations. Successful cases expanded beyond traditional coffee sales to include cloud kitchens and exclusive cross-sector collaborations, such as becoming an authorized seller for renowned local bakery brands.

(3) Digitalization and Data-Driven Efficiency: Digital tools are increasingly critical for tracking consumer behavior and enhancing value co-creation. However, this shift presents sensitivities. One café reported losing approximately 1,000 digital followers simply by switching mobile payment platforms without adequate communication, highlighting the risks in digital adaptation.

(4) Brand Storytelling and Emotional Connection: Brand identity evolves from static logos to emotional storytelling. Operators leverage narratives surrounding coffee origins, competition awards, and sustainability to establish brand love and relational switching costs.

(5) Complexifying Cost Structures: Longitudinal observations reveal a drastic shift toward complex, unpredictable expenditures. Operators face significant environmental and infrastructure risks, such as extreme summer electricity bills (up to 90,000 NTD) for aesthetically popular "glasshouse" designs, and sudden maintenance costs caused by frequent earthquakes.

(6) Human Resource and Internal Support Systems: Maintaining small, highly committed teams is vital. In response to revenue drops, some operators abandoned gig-worker platforms, choosing instead to hire highly experienced baristas to stabilize service quality. Family support networks also serve as crucial unpaid resources.

(7) Event-Based Risk Management: Survival heavily depends on navigating sudden exogenous shocks. Operators encountered "brand renaming risks" (resulting in severe customer loss due to uncommunicated rebranding) and "endorser risks" (last-minute contract breaches by brand ambassadors). Resilient entrepreneurs manage these crises by structurally reconfiguring their SLBMC.

Rather than extending the Service Logic Business Model Canvas (SLBMC) by adding new structural components, this study reinterprets the framework as a dynamic analytical lens. The findings suggest that the SLBMC is not only useful for describing static business model configurations but also for tracing how micro-enterprises continuously reconfigure their value creation logic over time. Through longitudinal observation, this study highlights how each dimension of the SLBMC evolves in response to environmental uncertainty, resource constraints, and experiential learning processes. In this sense, the SLBMC can be understood as a process-oriented framework that captures the temporal evolution of service-based business models.

CONCLUSION

This longitudinal study provides profound empirical insights into the survival mechanics of micro independent cafés within the competitive third wave coffee movement. The findings strongly support the Service-Dominant Logic paradigm (Vargo & Lusch, 2008). Sustainable micro-entrepreneurship relies not solely on product differentiation but on continuous value co-creation, operational flexibility, and proactive risk management.

Theoretically, the empirical findings validate and concretize the business model risk framework proposed by Brillinger et al. (2020). Specifically, the longitudinal tracking explicitly identified Customer Relationship Risks (e.g., losing customers due to payment system shifts), Environment Risks (e.g., severe weather impacting utility costs), and Bilateral Cooperation Risks (e.g., sudden withdrawal of endorsers). The findings also suggest that risk is not a fixed component of the business model but rather emerges throughout the process of strategic adjustment. Different forms of risk become visible as café operators continuously reconfigure their practices, indicating that risk may be better understood as an embedded perspective accompanying business model evolution. Practically, the identified seven dimensions offer an actionable blueprint for café entrepreneurs. To build a resilient SLBMC, micro-operators are advised to: (1) develop a second core competency (e.g., integrating desserts) to diversify income; (2) strengthen internal employee loyalty to maintain service consistency; (3) demonstrate persistent entrepreneurial leadership during crises; and (4) establish sufficient financial buffers to absorb event-based shocks.

REFERENCES

Brillinger, A.-S., Els, C., Schäfer, B., & Bender, B. (2020). Business model risk and uncertainty factors: Toward building and maintaining profitable and sustainable business models. Business Horizons, 63(1), 121–130. https://doi.org/10.1016/j.bushor.2019.09.009

Davidsson, P. (2016). Researching entrepreneurship: Conceptualization and design (2nd ed.). Springer Nature.

Ferreira, J., Ferreira, C., & Bos, E. (2021). Spaces of consumption, connection, and community: Exploring the role of the coffee shop in urban lives. Geoforum, 119, 21–29. https://doi.org/10.1016/j.geoforum.2020.12.024

Keaveney, S. M. (1995). Customer switching behavior in service industries: An exploratory study. Journal of Marketing, 59(2), 71-82. https://doi.org/10.1177/002224299505900206

Krippendorff, K. (2004). Content analysis: An introduction to its methodology (2nd ed.). Sage Publications. https://doi.org/10.4135/9781071878781.

Ojasalo, K., & Ojasalo, J. (2015). Adapting business model thinking to service logic: An empirical study on developing a service design tool. The Nordic school-service marketing and management for the future. https://urn.fi/URN:NBN:fi:amk-2021121024931

Omri, A., & Frikha, M. (2014). How small business fail in Tunisia? International Journal of Economic and Accounting, 5(2), 126-144. https://doi.org/10.1504/IJEA.2014.063737

Parsa, H. G., Self, J. T., Njite, D., & King, T. (2005). Why restaurants fail. Cornell Hotel and Restaurant Administration Quarterly, 46(3), 304–322. https://doi.org/10.1177/0010880405275598

Turner, S., & Endres, A. (2017). Strategies for enhancing small-business owners' success rates. International Journal of Applied Management and Technology, 16(1), 34–49. https://doi.org/10.5590/IJAMT.2017.16.1.03

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. Journal of the Academy of Marketing Science, 36(1), 1–10. https://doi.org/10.1007/s11747-007-0069-6

Speaking Through Blossoms, Rooted in the Earth: A Case Study of The Floral Revolution in County Economies

Yuling LI*, Ruimin ZHANG, Kyong Sik SUNG

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, Macau

*Corresponding Email: 1230031319@student.must.edu.mo

Abstract

Introduction

Flower-viewing tourism has become a core engine driving the development of China's county economies (Lu et al., 2022). Representative practices include Wuyuan in Jiangxi, which has forged a national-level tourism brand relying on its expansive canola flower seas(Hu & He, 2020); county-level jurisdictions under Luoyang that draw large numbers of visitors with peony landscapes (Li, Fu, & Ding, 2012); and Qianxi in Guizhou, which develops leisure tourism centered on the Baili Azalea Scenic Area (China Tourism News, 2026). For all its momentum, this sector is constrained by a deep structural contradiction: the "flower-soil" disconnect. The "flower-soil" disconnect refers to the separation between flower-themed brand building and local industrial foundations. Here, "flower" denotes regional brand image, tourism appeal and Intellectual Property (IP) value like the floral-themed; "soil" refers to local resource endowments, industrial chains and rural supporting systems. When branding stays superficial without solid industrial backing, and local industries remain low-end without brand premium, the flower-viewing economy falls into dilemmas including hollow branding, weak industrial driving forces and acute seasonality risks (Cai & Lin, 2017).

Existing studies have explored county-level tourism, the flower-viewing economy and brand-tourism integration, identifying the transformation trend of county tourism and the strategic value of regional branding (Kang et al., 2025). Yet most scholarship focuses on a single dimension rather than the holistic interaction between brands and industries. Against the backdrop of China's rural revitalization and high-quality tourism development, the coordinated evolution of branding and industrial support has become pivotal to the sustainable growth of county flower-viewing economies. Existing research pays inadequate attention to their dynamic interactive mechanism, leaving a critical gap: the absence of an integrated theoretical model and in-depth analysis of their co-evolution. This gap not only limits theoretical understanding of county flower-viewing economies but also restricts practical solutions to seasonal risks and low-value development. Symbiosis theory was originally proposed by the biologist Anton de Bary (1879) to describe the close interaction between different organisms. Later, this theory was gradually adopted and extended to tourism studies

to analyze the coordinated development of tourism destinations, industries, and local communities (Wu & Gu, 2004).

In this study, symbiosis theory is employed as the overarching analytical framework to explore the mutually beneficial relationship between floral themed brand and local industry, and how this relationship drives county-level tourism development, with core concepts underpinning the "Flower-Soil Mutual Construction" model:

Symbiotic Units: “Flower” (brand) and “soil” (industry) are the two core independent entities in the symbiotic system. Mutualism: The two units interact and empower each other to jointly achieve high-quality development and shared benefits. Symbiotic Interface: Contact points for material, capital, talent and information exchange, including visitor flows, investment agglomeration, talent introduction, product innovation and cultural experience. Symbiotic Evolution: The symbiotic relationship upgrades gradually over time, corresponding to the three-stage evolution from “pure soil” (single sightseeing) to “soil + flower” (initial branding) and finally to “soil + flower + industry” (in-depth integration). Symbiotic Benefits: Positive outcomes of symbiosis, such as stronger economic resilience, rural revitalization and sustainable development. To fill the research gap and verify the theoretical framework, this study proposes two core research questions:

RQ1: Does the “Flower-Soil Mutual Construction” model work in the development of county flower-viewing economies?

RQ2: How do the brand-industry integration paths enhance county economic resilience and advance rural revitalization?

Using a qualitative multi-case study method, this research selects typical cases at different evolutionary stages for comparative analysis. It constructs and verifies the “Flower-Soil Mutual Construction” model, clarifies the symbiotic interaction mechanism between brand and industry, and explores practical integration paths. This study breaks through the one-sided perspective of existing research, enriches the theoretical system of county tourism and flower-viewing economies, and provides actionable guidance for solving practical dilemmas in county-level flower-tourism development.

Literature Review

Existing research has accumulated substantial findings on county-level tourism, flower-viewing economy, and the integration of branding and tourism (Kang et al., 2025). County-level tourism is transitioning to integrated, innovation-driven and diversified development, yet faces problems like product homogenization, short industrial chains and weak brand influence (Lu et al., 2022). However, regional branding, as an intangible asset, can reduces tourists’ decision costs, boosts their willingness to pay, and attracts investment and high-end talent (Almeida & Almeida, 2023). Effective brand building can also enhance regional reputation and promote economic development (Zhao & Zhang, 2024). However, addressing those issues requires an in-depth understanding of the interactive mechanisms between brands and industries, moving beyond surface-level brand building (Wen-wen & Yan, 2011).

Despite the growing body of research on county-level tourism, flower-viewing economies, and regional branding, existing studies have largely treated brand strategy and industrial development as separate domains. On one hand, the marketing literature tends to emphasize image-building and tourist perception, often overlooking whether a genuine industrial base exists to support sustained brand value. On the other hand, industrial and agricultural economy studies focus on supply chains, product processing, and local endowments, yet rarely examine how a well-crafted brand can actively reshape industrial structures, attract external resources, or drive long-term upgrading. As a result, there is no coherent theoretical framework that explains how branding ("flower") and industry ("soil") can mutually reinforce each other over time. Furthermore, the dynamic interaction mechanism about how these two elements evolve from a state of disconnect to one of synergy, and what conditions facilitate or hinder this process that remains largely unexplored. This theoretical gap not only limits academic understanding of county economic resilience but also perpetuates practical failures such as hollow branding, weak industrial chains, and acute seasonality.

To bridge this critical theoretical gap, this study draws upon Symbiosis Theory, which posits that distinct entities can engage in mutually beneficial relationships, leading to enhanced resilience and co-evolution (Lu et al., 2021). In the context of county-level flower-viewing economies, branding ("flower") and industrial foundations ("soil") can be viewed as two interdependent symbiotic units. A healthy symbiotic relationship between these units is crucial for sustainable development, where the "flower" (brand appeal, characteristic resources, and IP) provides external attraction and attracts resources, while the "soil" (local endowments, industrial foundation, and rural context) offers authentic experiences, robust industrial support, and a foundation for innovation. The current "flower-soil" disconnect, characterized by superficial branding without industrial depth and low-end industries lacking brand premium, represents a dysfunctional or absent symbiotic relationship, leading to the aforementioned challenges. Therefore, understanding the mechanisms through which these two elements can achieve a state of mutualism where each benefit from the other's presence and activities, forming a dynamic symbiotic interface for resource and value exchange that becomes paramount.

This study aims to constructing and validating the " Flower-Soil Mutual Construction " model, exploring effective pathways for their deep integration. This methodological innovation will not only provide more comprehensive theoretical support for enhancing county-level economic resilience and rural revitalization but also transcend superficial brand building, which will promote the synergistic development of brands and industries, ultimately strengthening the region's risk resistance and sustainable development potential. By applying the lens of Symbiosis Theory, we seek to illuminate how the "Flower-Soil Mutual Construction" model facilitates a robust symbiotic relationship, transforming a disconnected state into one of integrated synergy and fostering a positive symbiotic evolution . To empirically examine the proposed model, this study addresses the following two research questions: RQ1: Does the "Flower-Soil Mutual Construction" model work? (From a

symbiotic perspective, does the model effectively establish a mutually beneficial and reinforcing relationship between branding and industry, leading to a healthy symbiotic system?). RQ2: How do integration paths enhance county economic resilience and advance rural revitalization? (Through what specific symbiotic integration paths within the model do branding and industry co-evolve to contribute to the resilience of county economies and foster comprehensive rural revitalization?)

Research methods

This study adopts a qualitative research approach combined with a multiple-case study method. Qualitative research is aligned with the objective of constructing and verifying the model, as it enables the generation of new theories directly from real-world data rather than merely testing pre-existing ones, which is crucial for understanding the nuanced socio-economic factors and evolutionary paths involved in rural revitalization and tourism development (Wang & Wang, 2024). Case study methodology, particularly multiple-case study, is uniquely suited for this investigation because it addresses "how" and "why" questions concerning causal processes in bounded, naturally occurring settings (Zhang et al., 2024). This approach allows for an in-depth understanding of the interplay between branding and industrial foundations as the core of the "Flower-Soil Mutual Construction" model that might be obscured by purely quantitative methods.

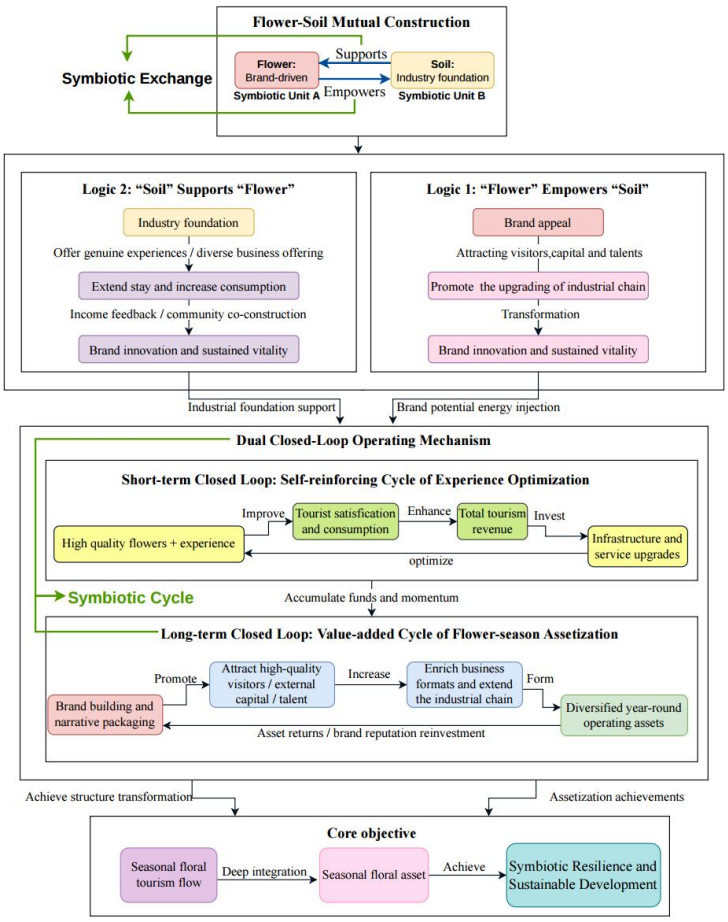
To ensure theoretical generalization and contextual depth, this study selects contrasting county cases such as Lavender Manor in Yili and Ginkgo Valley in Suizhou to analyze differences in economic performance, industrial structure, and brand effect across different developmental stages, thereby verifying the model's evolutionary effectiveness. The study defines "flower" as characteristic resources and brand IP, and "soil" as local endowments, industrial foundation and rural context. It further clarifies that the deep interconstruction and two-way empowerment of "flower" and "soil" are the core to realize the high-quality development of floral resource-based rural tourism, which is the core connotation of the " Flower-Soil Mutual Construction " theory (Li et al., 2024).

The first stage is the pure "soil" single sightseeing type, represented by the canola flower tourism in Shitang Village, She County, Anhui. Counties in this stage have contiguous floral resources but only sell natural landscapes by charging admission fees, facing problems such as a volatile single revenue structure, weak industrial driving force, serious homogeneous competition and low brand recognition. The second stage is the initial "soil + flower" brand building type, where counties start to explore brand value and try "flower-viewing +" business formats, yet they suffer from exaggerated branding, superficial supporting services, disjointed brand building and industrial development, as well as the disconnection between "flower" and "soil". The third stage is the in-depth "soil + flower + industry" mutual construction type, with typical cases of Yili Lavender Farm in Xinjiang and Suizhou Ginkgo Valley. These regions create core brands, drive the development of complete industrial chains with characteristic floral resources, enrich diverse business formats to realize "flower" empowering "soil", and rely on local geographical endowments, cultural heritage and

villagers' deep participation to let "soil" support "flower", achieving the synergistic evolution of the two.

Yili Prefecture Government (2024) noted that over 10 million tourists, generating a total tourism revenue of RMB 5.506 billion (including RMB 1.5 billion from lavender tourism). Its lavender processing conversion rate reached 85%, with the agricultural product processing output value at RMB 3.457 billion. Villagers in Sigong Village, the core planting area, saw a per capita income of over RMB 22,000. Huocheng's lavender industry is expected to exceed RMB 5.1 billion in comprehensive output value in 2025, with the tertiary industry accounting for nearly 30%. Suizhou forestry bureau (2021) noted that during the National Day holiday, before the adoption of the mutual construction model, the Ginkgo Valley in Suizhou received 4,000 visits, generating a total comprehensive revenue of RMB 200,000. After the implementation of the model, during the National Day holiday in 2025, it received over 100,000 visitors, among which the "Sunset Valley" project achieved a main business revenue of RMB 448,000 in just eight days (Hubei daily, 2025).

Figure 1. Research model (The Flower-Soil Mutual Construction Model: A Symbiotic Framework for County Economic Development")



Results

Rooted in symbiosis theory, the Flower-Soil Mutual Construction model centers on turning seasonal flower-viewing visitor flows into sustainable floral assets. It stresses the bidirectional coupling between the "flower" (regional brand) and the "soil" (local industrial foundation). The brand empowers industrial upgrading by attracting tourist flows, pooling capital and introducing talents; the industrial base supports brand development with authentic experiences, diversified business formats and continuous innovation (Li et al., 2024). On this basis, the model forms two nested and coordinated closed-loop mechanisms. In the short term, optimized "flower-viewing+" experiences generate a visitor-driven revenue growth cycle. In the long term, brand building and industrial chain extension foster a value-added cycle of floral assetization. The two cycles together shift the county flower-viewing economy from seasonal consumption to year-round asset operation, thus enhancing economic resilience and sustainable development.

Conclusion

This study centers on addressing the “flower-soil disconnect” in China’s county flower-viewing economies by constructing and verifying the “Flower-Soil Mutual Construction” model based on symbiosis theory, and its key findings can be clearly summarized as follows: First, the model effectively resolves the structural separation between regional branding (“flower”) and local industrial foundations (“soil”) and confirms their mutually beneficial symbiotic relationship, which directly answers Research Question 1. Second, a dual closed-loop mechanism composed of a short-term experience optimization cycle and a long-term flower-season assetization cycle serves as the core integration path, transforming seasonal tourist flows into sustainable assets and enhancing county economic resilience. Third, evidence from Yili Lavender Manor and Suizhou Ginkgo Valley shows that the model significantly boosts tourist arrivals, tourism revenue, industrial chain development and rural residents’ income, providing a practical path for rural revitalization and responding to Research Question 2.

In terms of theoretical implications, this research breaks the one-sided tendency of separating brand and industrial research in existing literature, establishes a holistic symbiotic perspective for county flower-viewing economy studies, formalizes the “Flower-Soil Mutual Construction” model and clarifies its dynamic co-evolution mechanism, thus enriching the theoretical system of county tourism and brand-industry integration and expanding the framework for sustainable rural tourism research.

For practical implications, the findings offer targeted guidance for stakeholders: policymakers should set up cross-departmental coordination mechanisms and implement targeted fiscal and tax support to advance industrial integration; market operators need to develop diversified tourism formats and apply digital marketing to improve tourist experience and consumption; enterprises should extend the industrial chain, develop floral cultural and creative IP and build benefit-sharing mechanisms with cooperatives and farmers; and all participants should prioritize ecological

protection, create a “flower-season asset bank” and integrate local culture into tourism operations.

This study adopts qualitative multi-case analysis without sufficient quantitative verification, so future research can use panel data and econometric models to quantitatively test the model’s causal effects and paths, evaluate the empowering role of digital technologies such as big data and artificial intelligence in the integrated development of flower-viewing economies, and combine behavioral analysis to explore tourists’ consumption preferences and decision-making mechanisms to further optimize the model.

Keyword: "Flower-Soil Mutual Construction" Mode； Flower-viewing Economy； County Economies Brand； Rural Revitalization

References

Almeida, G. G. F., & Almeida, P. (2023). The influence of destination image within the territorial brand on regional development. Cogent Social Sciences, 9(1). https://doi.org/10.1080/23311886.2023.2233260

Cai, X., & Lin, F. (2017). Thinking about accelerating the development of flower economy—Taking Sanming City, Fujian Province as an example. Hans Journal of Agricultural Sciences, 7(7). https://doi.org/10.12677/hjas.2017.77067

China Tourism News. (2026, April 2). Flower-viewing economy boosts cultural and tourism consumption in spring. https://www.ctnews.com.cn/jujiao/content/2026-04/02/content_185614.html

Hu, H. M., & He, Y. Y. (2020). Discussion on rural tourism marketing in the post-epidemic era: A case study of Wuyuan, Jiangxi. Seminar on Rural Tourism Marketing Post-Epidemic.

Hubei daily. (2025, October 11). Ginkgo Valley's full-industry matrix shines, "National Day" leisure vacation becomes a hit. https://news.hubeidaily.net/pc/c_4637976.html

Kang, R. T., Zhang, Y. R., Zhao, X. M., & Shen, H. J. (2025). Research on the spatial structure and utilization patterns of tourism resources in county areas—Taking Pingshan County, Hebei Province as an example. Modern Management, 15(10). https://doi.org/10.12677/mm.2025.151003

Li, D., Xu, D., Zhou, Y., Lv, L., & Chen, X. (2024). Sustainable rural development through slow tourism images: A case study of Gaochun International Cittàslow in China. Journal of Destination Marketing & Management, 32. https://doi.org/10.1016/j.jdmm.2024.100903.

Li, J. J., Fu, J. X., & Ding, Y. (2012). Luoyang peony industrialized evolution after the foundation of the People’s Republic of China. World Forestry Research, 25(2), 69–74. https://journals.caf.ac.cn/data/article/sjlyyj/preview/pdf/sjlyyj-25-2-69.

Lu, S., Cai, L., Zhan, T., & Cai, Y. (2021). Inter-organizational symbiotic relationships: A research review and prospects. Foreign Economics & Management, 43(10), 68–84. https://doi.org/10.16538/j.cnki.fem.20210519.401

Lu, W., Linjie, Z., Chengcai, T., & Zhizhong, N. (2022). Spatial and Temporal Distribution Characteristics of Flower-Viewing Tourism and Its Influencing Factors in China. Journal of Resources and Ecology, 13(4). https://doi.org/10.5814/j.issn.1674-764x.2022.04.019

Suizhou forestry bureau. (2021, July 20). During the Dragon Boat Festival, the city received 552,300 tourist visits. Suizhou forestry bureau official website. http://www.suizhou.gov.cn/lyj/fbjd_43/gzdt/202001/t20200107_706905.shtml

Wang, H., & Wang, H. (2024). Research on the tourism-promoting rural revitalization model based on grounded theory: The case of Shibadong Village in Huayuan County, Hunan Province. Sustainability, 16(24), 10942. https://doi.org/10.3390/su162410942

Wen-wen, W., & Yan, Y. (2011). Research on Development Model of County Economy of Regions Rich in Tourism Resources in Shanxi Province——Taking Huayin County as an Example. In RESOURCE DEVELOPMENT & MARKET, 27(5). http://dx.chinadoi.cn/10.3969/j.issn.1005-8141.2011.05.014.

Wu, H., & Gu, C. (2004). A study on regional tourism competition and cooperation based on symbiosis theory: A case study of Huaihai Economic Zone. Economic Geography, (1), 104-109. https://doi.org/10.15957/j.cnki.jjdl.2004.01.023

Yili Prefecture Government. (2024, June 8). Yili Prefecture Develops High-Quality Tourist Scenic Byways and Self-Driving Tour Route Products to Facilitate the High-Quality Development of Comprehensive Tourism. Yili Prefecture Government Official Website. https://www.xjyl.gov.cn/xjylz/c112425/202506/b74523d69bbb45be97516146c8df766c.shtml

Zhang, Y., Liu, J., & Li, Y. (2024). Enhancement and evolutionary mechanism of ethnic rural tourism resilience based on the actor-network theory: A case study of Hala New Village in Northeast China. Journal of Sustainable Tourism Research, https://doi.org/10.1080/0160807X.2024.2387686

Zhao, Z., & Zhang, L. (2024). Investigation of tourism brand design and communication strategy integrating multimedia technology. Electronic Commerce Research, 25(6). https://doi.org/10.1007/s10660-024-09839-0

Talking to the Lost civilization: AI-powered Immersion Experience at Sanxingdui Museum

Guoqing ZHOU[1], Menglong XIA (Wilson)[2*]

[1]Ph.D student in Tourism Management, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology

[2]Assistant Professor, Faculty of Hospitality and Tourism Management Macau University of Science and Technology

[*]Corresponding Email: mlxia@must.edu.mo

Abstract

While visitors pursue more for authentic experience in recent years, museum tourism becomes an appealing option. As museum tourism strives to balance authenticity and visitor satisfaction, Generative AI presents a transformative opportunity for personalized and multilingual museum interpretation (Pranjal Kumar, 2024). This empirical study investigates the deployment of Generative AI-powered guides at the Sanxingdui Museum, the custodian of 3,000-5,000-year-old artifacts from China's enigmatic Shu Kingdom. Yet, empirical comparisons between AI agents and human guides in museum settings remain scarce.

To address this gap, we first conducted a pilot analysis mining social media data (N=400), which underscored the paramount importance of authenticity in museum guiding. This informed three subsequent experimental studies. Study 1 (N=200) utilized a one-factor between-subjects design to contrast GenAI guides vis-à-vis human guides, evaluating authenticity, willingness to pay under a "Pay-What-You-Want" (PWYW) model (KC, 2023), and generic learning outcomes (Hooper-Greenhill, 2003). Study 2 (N=200) employed a 2×2 factorial design to examine how visitors' AI familiarity moderates learning outcomes and pricing behavior. Study 3 (N=400) explored three-way interactions to assess how ethical concerns—specifically the risk of hallucination or misinformation—impact educational value and service valuation of the guiding.

Preliminary findings reveal that AI guides yield satisfaction levels comparable to human counterparts while significantly enhancing knowledge acquisition. Although PWYW payments for AI (M=30 CNY) were lower than for humans (M=100 CNY), the results suggest a viable economic model for scalable services. Theoretical analysis indicates that the efficacy of AI guides hinges on visitor familiarity and transparent disclosure of system capabilities.

This research advances the literature on human-AI interaction within museum settings. It offers museum managers actionable evidence that AI guides serve as scalable, cost-effective tools for tourism revitalization—democratizing cultural education while safeguarding heritage authenticity.

Keywords: AI-powered guide, Authenticity, AI familiarity,AI Hallucination,Generic Learning Outcomes, Pay What You Want pricing, Museum tourism

Study1.2.3

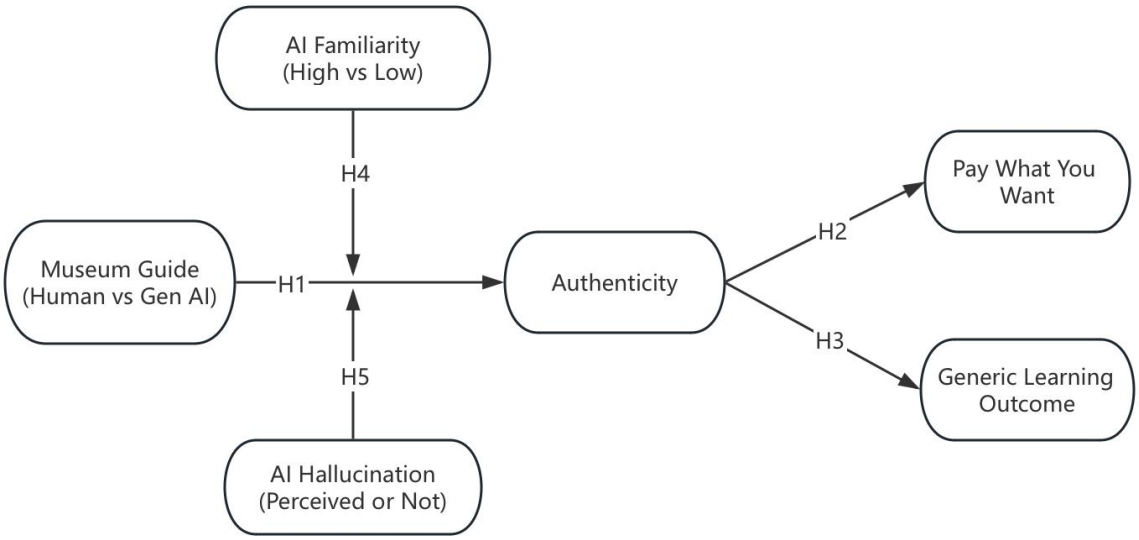


Fig.1. Our research Framework

References:

Caber, Albayrak, & Crawford. （2020） .Perceived value and its impact on travel outcomes in youth tourism. Journal of Outdoor Recreation and Tourism,31, 100327.https://doi.org/10.1016/j.jort.2020.100327.

Chen, S., Tian, Y., & Pei, S. (2024). Technological Use from the Perspective of Cultural Heritage Environment: Augmented Reality Technology and Formation Mechanism of Heritage-Responsibility Behaviors of Tourists. Sustainability, 16(18), 8261-. https://doi.org/10.3390/su16188261

Chu, S. T., Hwang, G. J., & Tu, Y. F. (2022). Artificial intelligence-based robots in education: A systematic review of selected SSCI publications. Computers and education: Artificial intelligence, 3, 100091. https://doi.org/10.1016/j.caeai.2022.100091

Homans, G. C. (1958). Social Behavior as Exchange. American Journal of Sociology, 63(6), 597-606.

Hooper-Greenhill, E. (2004). Measuring Learning Outcomes in Museums, Archives and Libraries: The Learning Impact Research Project (LIRP). International Journal of Heritage Studies,10(2),151–174. https://doi.org/10.1080/13527250410001692877

KC, R. P., Mak, V., & Ofek, E. (2023). Before or After? The Effects of Payment Decision Timing in Pay-What-You-Want Contexts. Journal of Marketing, 87(4), 618-635. https://doi.org/10.1177/00222429221142234

Kumar, P. (2024). Large language models (LLMs): survey, technical frameworks, and future challenges. The Artificial Intelligence Review, 57(10), 260-. https://doi.org/10.1007/s10462-024-10888-y

Vasic, I., Fill, H.-G., Quattrini, R., & Pierdicca, R. (2024). LLM-Aided Museum Guide: Personalized Tours Based on User Preferences. Extended Reality (pp.249–262). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-71710-9_ 18

Integrating TPB and Trust-Risk-Privacy Frameworks in Smart Tourism AI Adoption: A Quantitative Synthesis with an Exploratory Predictive Extension

Haonan ZHANG, Hai YANG, Ye XU*

Abstract

Smart tourism increasingly relies on artificial intelligence (AI) to support recommendation, communication, service delivery, payment, and travel planning. As AI becomes more deeply embedded in the tourist journey, understanding the conditions under which tourists are willing to adopt these technologies has become increasingly important. Although the Theory of Planned Behavior (TPB) provides a useful foundation for explaining adoption intention, its classic dimensions do not fully capture the uncertainty, perceived risk, and privacy concerns associated with AI-based tourism services. Existing studies have also tended to examine trust, risk, and privacy in a fragmented manner, leaving the field without a sufficiently integrated explanatory framework.

This study addresses this gap by developing an extended TPB-based framework that incorporates trust, perceived risk, and privacy concern into the analysis of smart tourism AI adoption. Adopting a quantitative review design, the study follows the PRISMA 2020 procedure to systematically identify empirical research in smart tourism and hospitality contexts. The projected full review sample is expected to include 70 eligible studies, of which approximately 38 studies are anticipated to provide sufficient quantitative information for meta-analytic structural equation modeling (MASEM), providing a more stable basis for synthesizing the main explanatory mechanisms of smart tourism AI adoption. The analytical design combines descriptive and thematic mapping with a two-stage MASEM approach as the main analytical framework, supplemented by a small exploratory predictive extension to probe potential nonlinear and interaction patterns.

Expected findings suggest that trust will emerge as the strongest enabling factor in smart tourism AI adoption, while attitude remains a key proximal predictor of behavioral intention. Perceived risk and privacy concern are also expected to function as important restraining conditions within the proposed framework. Overall, the integrated model is expected to explain approximately 60% of the variance in behavioral intention. A small exploratory predictive extension further suggests that trust and risk may not operate in a purely linear manner, pointing to possible threshold and interaction tendencies that warrant further validation. Overall, this study is expected to consolidate fragmented research into a more coherent trust-risk-privacy extension of TPB and to provide implications for trustworthy design, transparent data practices, and visible risk governance in smart tourism AI applications.

Keywords: smart tourism; artificial intelligence adoption; Theory of Planned Behavior; trust; perceived risk; privacy concern; quantitative review

Artificial Intelligence in the Hotel Industry vs Traditional Human Service in the Hotel Industry: A Comparative Study on Service Preferences and Satisfaction of Customers from Different Cultural Backgrounds

Dehang YUAN

Master's Degree Student,Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

Abstract

Currently, the application of artificial intelligence (AI) in the hospitality industry is becoming increasingly widespread (Jin, Parker, Jin and Jin, 2024). As Shen and Zheng (2020) pointed out, AI voice assistants are gradually replacing the service functions that were previously handled by traditional human services. In addition, according to the report of the United Nations World Tourism Organization (UNWTO, 2025), the number of international tourists has experienced a very significant increase. Meanwhile, Cross-cultural service is an important criterion for measuring the quality of hotel services (Armstrong et al., 1997).

However, customers from different cultural backgrounds may have significant differences in their preferences for AI and human services. According to Hofstede's (1980) cultural dimension theory, customers from different cultural backgrounds, such as those with high/low power distance, individualism/collectivism, and high/low uncertainty avoidance, have significant differences in their preferences for the certainty of human services or the efficiency and autonomy of AI services. However, it is worth noting that existing research rarely compares the differences in customer satisfaction with hotel AI services and hotel traditional human services from a cross-cultural perspective and the underlying mechanisms.

Therefore, the goal of this study is to build a model based on Hofstede's (1980) cultural dimension theory and service contact theory (Bitner, 1990) to explore the impact of hotel AI services and traditional human services on customer satisfaction in different cultural contexts. At the same time, the model will take perceived service efficiency, perceived service warmth, and trust as mediating variables. Additionally, this study will use the scenario experiment method (2x2 factorial design) to collect sample data from different cultural backgrounds (such as high/low power distance, individualism/collectivism, and high/low uncertainty avoidance) through questionnaires, and conduct hypothesis testing using variance analysis and structural equation models. The specific research questions include: (a) Do hotel guests have significant differences in satisfaction with AI front desk services and human front desk services in different cultural contexts? (b) Do perceived service efficiency, perceived service warmth, and trust play a mediating role between service type and

satisfaction? (c) Will cultural background regulate the path of the impact of service type on satisfaction?

Keywords: Artificial Intelligence; Human Services; Cross-cultural Differences; Service Satisfaction; Hofstede Theory

Reference

Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. Journal of Marketing, 54(2), 69-82.

Hofstede, G. (1980). Culture's consequences: International differences in work-related values. Sage Publications.

Kim, H., Park, S., Gim, J., & Kim, S. (2024). Barista robots with human appeal: Unraveling the impact of anthropomorphism, human presence, and perceived financial constraints on consumer behavior. International Journal of Hospitality Management, 122, 103849. https://doi.org/10.1016/j.ijhm.2024.103849

Shin, H. H., & Jeong, M. (2020). Guests' perceptions of robot concierge and their adoption intentions. International Journal of Contemporary Hospitality Management, 32(8), 2613-2633.

UNWTO. (2025). World Tourism Barometer. World Tourism Organization.

The influence mechanism of green tourism experience on destination desirability: An S-O-R perspective

Felix Elvis OTOO[1], Yutong LAN[2], Haoyue LI[2], Yueting CAO[2], Xiaoya LIN[2], Qiyue YI[2]

[1]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[2] Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

Introduction:

Against the backdrop of escalating global environmental crises, the tourism industry is under unprecedented pressure to transition toward sustainable, green development. As a world-class urban agglomeration, the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) has emerged as a pivotal hub for tourism growth, yet its rapid expansion has brought mounting environmental challenges, making green tourism a core strategic direction for its high-quality transformation.

Based on the Stimulus-Organism-Response (S-O-R) framework, tourists' green tourism experiences act as the external stimulus, which play a critical role in shaping their environmental information acquisition and environmental awareness: immersive, eco-friendly travel experiences not only enable visitors to access targeted environmental knowledge but also effectively enhance their pro-environmental consciousness. Crucially, environmental information acquisition further influences environmental awareness, and this internal cognitive change ultimately drives tourists' destination desirability for green tourism spots.

However, existing research has largely failed to systematically integrate green tourism experience, environmental information acquisition, environmental awareness, and destination desirability within the S-O-R framework to explore their interactive influence mechanism, leaving critical gaps in relevant research. To address this limitation, this study pursues four core objectives: first, to examine the impact of green tourism experience on tourists' environmental information acquisition and environmental awareness; second, to explore the interaction between environmental information acquisition and environmental awareness; third, to investigate how these factors collectively shape tourists' destination desirability.

This study focuses on the Guangdong-Hong Kong-Macao Greater Bay Area, a region with rapid tourism development and strong demand for green transformation. By clarifying the influence mechanism of green tourism experience on destination desirability, this research can help destination managers design more targeted green

tourism products, improve tourist experience and environmental awareness, and ultimately enhance the competitiveness and sustainable development level of green tourism destinations in the Greater Bay Area.

The findings will not only enrich the theoretical research of green tourism based on the S-O-R model but also provide actionable insights for the sustainable development of the GBA's tourism industry.

Research problem:

Although existing studies have explored green tourism experience and destination desirability respectively, it is still unclear how green tourism experience affects tourists' environmental information acquisition, environmental awareness, and further drives their destination desirability in the GBA. The internal influence mechanism and interaction relationship among these variables have not been clearly clarified, which is a prominent research gap in the field of green tourism.

Research objectives:

1. To examine the impact of green tourism experience on tourists' environmental information acquisition.
2. To examine the impact of green tourism experience on tourists' environmental awareness.
3. To explore the impact of environmental information acquisition on environmental awareness.
4. To investigate the joint effects of environmental information acquisition and environmental awareness on tourists' destination desirability.

Theoretical perspective:

This study is based on the Stimulus-Organism-Response (S-O-R) framework. In this model, green tourism experience acts as the external stimulus (S), environmental information acquisition and environmental awareness are regarded as the internal organism (O), and destination desirability is the final response (R). Four hypotheses are proposed to examine the relationships among these variables: green tourism experience may positively influence environmental information acquisition and environmental awareness; environmental information acquisition may positively affect environmental awareness; and both environmental information acquisition and environmental awareness may jointly influence tourists' destination desirability.

Method:

This study adopts a quantitative research design, collecting data through survey questionnaires to examine the influence mechanism of green tourism experience on destination desirability. The survey targeted tourists who had visited green tourism destinations in the Greater Bay Area within the past three years. A total of 25 questionnaires were distributed, and 25 valid responses were received.

The measurement tool used in this study was a questionnaire, which included items measuring the core variables aligned with the Stimulus-Organism-Response (S-O-R)

framework. Specifically, green tourism experience served as the external stimulus (S), while environmental information acquisition and environmental awareness were the internal organism (O), and destination desirability was the final response (R). All items were measured using a 7-point Likert scale, where “1” indicated “strongly disagree” and “7” indicated “strongly agree.”

Data were processed and analyzed using SPSS 26.0 statistical software. To test the hypotheses proposed earlier (H1–H4), the primary statistical methods employed were reliability analysis, Pearson correlation analysis, and linear regression analysis. These methods ensured data reliability and identified the strength and direction of relationships among the variables.

Findings:

Based on the valid questionnaire data of 25 tourists in the Guangdong-Hong Kong-Macao Greater Bay Area green tourism destinations, SPSS 26.0 was used for reliability analysis, correlation analysis and linear regression analysis, and the empirical analysis results are as follows:First, the reliability test showed that the Cronbach's α coefficients of four variables including green tourism experience, environmental information acquisition,environmental awareness and destination desirability were all greater than 0.7, with the highest reaching 0.947, indicating that the research scale had good internal consistency and the data was reliable for subsequent analysis. Second, the correlation analysis results indicated that green tourism experience was significantly positively correlated with environmental information acquisition and environmental awareness ($p<0.01$), and environmental awareness was significantly positively correlated with destination desirability ($p<0.01$), which laid a solid foundation for the subsequent regression hypothesis test.

The regression analysis verified the four research hypotheses of this study: (1) H1 (green tourism experience has a significant positive impact on environmental information acquisition) was supported ($\beta=0.539$, $p=0.005<0.01$); (2) H2 (green tourism experience has a significant positive impact on environmental awareness) was supported ($\beta=0.705$,$p<0.001<0.01$); (3) H3 (environmental information acquisition has a significant positive impact on environmental awareness) was not supported ($\beta=0.298$,$p=0.148>0.05$); (4) H4 (environmental information acquisition and environmental awareness jointly affect destination desirability) was partially supported. The overall regression model was significant ($F=5.050$, $p=0.016<0.05$), among which environmental awareness had a significant positive impact on destination desirability ($\beta=0.577$, $p=0.005<0.01$), while environmental information acquisition had no significant impact ($\beta=-0.066$,$p=0.725>0.05$).

In conclusion, the core logical chain of "green tourism experience → environmental awareness → destination desirability" in this study has been fully verified, which clarifies the key driving factor of tourists' destination desirability in the context of green tourism.

Discussion and Conclusion:

Based on the Stimulus-Organism-Response (S-O-R) framework, this study empirically explored the influence mechanism of green tourism experience on destination desirability in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) with 25 valid samples, using reliability analysis, Pearson correlation analysis and linear regression analysis via SPSS 26.0. The results verified three of the four proposed hypotheses: H1 (green tourism experience positively impacts environmental information acquisition) and H2 (green tourism experience positively impacts environmental awareness) were both significantly supported, which confirmed that immersive green tourism experience in the GBA is the core stimulus for tourists to actively acquire environmental information and form environmental cognition, consistent with the theoretical expectation of experience driving information acquisition and cognitive improvement.

These findings provide both theoretical and practical implications for green tourism research and development. Theoretically, this study enriches the application of the S-O-R framework in the green tourism context and clarifies the key mediating role of environmental awareness. Practically, it offers clear and actionable guidance for destination managers to optimize green experience design, improve environmental information communication, and carry out precision marketing, thereby boosting the sustainable competitiveness of green tourism destinations in the Guangdong-Hong Kong-Macao Greater Bay Area.

Notably, H3 (environmental information acquisition positively impacts environmental awareness) failed the significance test, which was inconsistent with the research hypothesis. This may be attributed to two aspects: on the one hand, the environmental information obtained by tourists is mostly superficial publicity content without in-depth and scenario-based practical guidance, leading to the failure of effective transformation from information reception to cognitive improvement; on the other hand, the small sample size may limit the statistical significance of the correlation between the two variables. For H4, the test result showed a partial support: environmental awareness, as the core psychological kernel of green tourism motivation, had a significant positive impact on destination desirability, while the direct effect of environmental information acquisition on destination desirability was not significant. This fully indicated that tourists' psychological yearning and visitation intention for GBA green tourism destinations are essentially dominated by their internal environmental awareness, rather than simply relying on external environmental information acquisition.

This study clarifies the internal influence path of green tourism experience on destination desirability in the GBA: green tourism experience is the antecedent foundation that effectively drives tourists' environmental information acquisition and environmental awareness improvement; environmental awareness is the key core variable that directly affects tourists' desirability for green tourism destinations; however, the transformation link from environmental information acquisition to environmental awareness has not been effectively established, and the direct driving effect of environmental information acquisition on destination desirability is also not significant.

In view of the research conclusions, three targeted suggestions are put forward for the development of green tourism in the GBA: First, optimize the supply of environmental information, create in-depth, scenario-based and practical green tourism and environmental protection information content, and build an effective transformation channel from information acquisition to environmental awareness improvement. Second, strengthen the design of immersive green tourism experience projects, such as ecological research and low-carbon practice activities, to further amplify the driving effect of green tourism experience on tourists' environmental cognition and awareness. Third, implement precision marketing based on tourists' environmental awareness, and develop differentiated green tourism products for tourist groups with different environmental awareness levels to accurately match their demand for green tourism destinations and enhance the overall attractiveness of GBA green tourism destinations.

This study is limited by the small valid sample size (25 samples), which may affect the generalizability of the research conclusions. In addition, the study does not explore the moderating effect of demographic characteristics such as age, education background and occupation on the research variables. Future research can expand the sample size and research scope, include more demographic and contextual variables, and further explore the deep influence mechanism and boundary conditions of green tourism experience on destination desirability in the GBA, so as to provide more detailed and practical theoretical references for the high-quality development of GBA green tourism.

References:

Woosnam, K. M., Aleshinloye, D. V., & Erul, E. (2022). The role of environmental awareness and green tourism experience in predicting eco-friendly behavioral intentions. Journal of Sustainable Tourism, 30(2), 280–296.

Beyond Tradition: How Wet Market Drives Tourists' Social Sharing Behavior

Junying LIANG[1], Zhiqian LONG[1], Jaeseok LEE[2], and Chen-Kuo PAI[1*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China.
[2]Department of Tourism Management, Gangneung-Wonju National University, Gangneung, Gangwon-do, Korea.

[*]Corresponding Email: ckpai@must.edu.mo

Abstract

The wet market is a common marketplace and fair in Asia, which consists of many individual retailers clustered together to sell fresh products, including green vegetables, fruits, agricultural products, seafood, groceries, etc. (Wu et al., 2023). In the process of urbanization, some traditional wet markets have undergone renovation to cater to the needs of tourism development. And the street food they offer were identified as significant channels through which tourists can experience local culture and authenticity (Park & Kim, 2023). And under the promotion of various social media platforms, "Yanhuo Chi" and "Wet Market Roaming" have become hashtags for culinary tourism.

Certainly, the significance of wet markets goes far beyond food, it plays a dual role. In current situation, wet markets are both traditional shopping venues and destinations for tourists and foodies (González, 2020). Therefore, how to balance the dual identities of wet market as both a functional community space and an emerging tourist attraction is a question worth considering. The boundary between the two is becoming increasingly blurred, with more tourists paying attention to the everyday attractions of the destination: everyday locales like wet markets, coffee shops and commercial circles (Stors, 2022). The trend reflects that these everyday locales are being re-positioned and given more practical functions and symbolic meanings.

According to Su et al. (2021), travel experience sharing can be divided into two categories of content: desirability-focused (symbolic/affective) and feasibility-focused (diagnosticity/informational). It demonstrates that the dual identity of the wet market triggers different psychological pathways through different experiential focuses. Therefore, the study will use questionnaire surveys and structural equation modeling (SEM) to measure these two parallel paths. The study proposes the following research questions: (1) Why do two different social sharing behaviors emerge when visiting the wet market? (2) What factors influence the desirability sharing type of self-expression? (3) What factors influence the feasibility sharing type of information usefulness?

Theoretically, the results of the study will enrich the existing literature and enhance the academic understanding of wet market tourism as a new form of tourism and leisure. Practically, the study provides targeted recommendations and content strategies for enhancing the experience of tourists and designing leisure spaces.

Keywords: Wet Market Tourism Experience, Perceived Authenticity, Perceived Diagnosticity, Social Sharing Behavior

References

González, S. (2020). Contested marketplaces: Retail spaces at the global urban margins. Progress in Human Geography, 44(5), 877-897.

Park, E., Muangasame, K., & Kim, S. (2023). 'We and our stories': constructing food experiences in a UNESCO gastronomy city. Tourism Geographies, 25(2-3), 572-593.

Stors, N. (2022). Constructing new urban tourism space through Airbnb. Tourism Geographies, 24(4-5), 692-715.

Su, L., Tang, B., & Nawijn, J. (2021). How tourism activity shapes travel experience sharing: Tourist well-being and social context. Annals of Tourism Research, 91, 103316.

Wu, J., Zeng, G., & Zhong, S. (2023). Between the everyday and the extraordinary: encounters in the wet market study tour. Current Issues in Tourism, 27(24), 4522-4541.

AI-Generated Food Imagery Authenticity Impact on Gastronomic Travel Intention: Developing and Validating Scale

Tianqi CHEN[1], Shaoqiang SONG[2], Zhiqian LONG[2], Chen-Kuo PAI[2*]

[1]School of Management, Guangzhou College of Commerce, Guangzhou, China
[2]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macao, China

[*]Corresponding Email: ckpai@must.edu.mo

Abstract

Introduction

Against the backdrop of the deep integration between sustainable gastronomic tourism and artificial intelligence (AI) technology, AI-generated imagery is increasingly emerging as a pivotal tool in gastronomic tourism marketing (Chan, 2025). By generating highly realistic food images via text prompts, AI technology not only cuts down marketing costs but also delivers immersive visual experiences to consumers (Pizzi et al., 2025). However, with the widespread adoption of AI imagery in tourism marketing, a core issue has come to the fore: How do consumers perceive these non-photographically captured images? And in what ways does such perception shape their trust in gastronomic destinations and their travel intentions?

While existing studies have examined the impact of content types of AI-generated images (e.g., food presentation vs. preparation process) on consumer perception (Chan, 2025), there remains a dearth of systematic measurement instruments and theoretical models for the construct of perceived authenticity of AI-generated food imagery itself. The authenticity perceived by consumers when encountering AI imagery is not a simplistic binary judgment, but a multi-dimensional construct encompassing different dimensions.

Accordingly, this study pursues two primary objectives: First, to develop and validate a multi-dimensional scale for measuring the perceived authenticity of AI-generated food imagery. Second, to construct and test a model of the mechanism by which perceived authenticity of AI imagery influences gastronomic travel intention, grounded in the Stimulus-Organism-Response (SOR) theoretical framework. Theoretically, this research addresses the gap in measurement tools for AI imagery authenticity in tourism field. Practically, this study offers guidance and practical insights for gastronomic tourism marketing.

Literature Review

2.1 Perceived AI-Generated Food Imagery Authenticity

Authenticity has long been a core concept in tourism research, with early studies mostly focusing on the objective authenticity and constructed authenticity of tourism

objects (Reisinger & Steiner, 2006). In the context of AI-generated images, authenticity is no longer a judgment of whether the image was actually taken, but rather consumers' subjective perception of the image in multiple dimensions such as visual, situational, technical, sensory and emotional. This study defines AI-Generated Food Imagery Authenticity (AFIA) as: consumers' comprehensive evaluation of AI-generated food images in terms of visual realism, situational consistency, technical credibility, sensory realism and emotional realism when viewing them.

2.2 Stimulus-Organism-Response (SOR) framework

This study employs the Stimulus-Organism-Response (SOR) theory as its overarching framework. The theory postulates that external environmental stimuli (Stimulus) elicit individuals' internal psychological states (Organism), which subsequently give rise to behavioral responses (Response) (Mehrabian & Russell, 1974). Within the SOR framework, this study conceptualizes AFIA as the stimulus (S), sense of presence, perceived usefulness, and trust as internal state variables at the organism (O) level, and identifies gastronomic travel intention as the response (R).

Hypotheses Development

Sense of presence refers to the subjective experience of being "on the spot" that individuals have in a media environment (Slater, 1999). Realistic AI images can enhance users' sense of immersion and spatial presence. Perceived usefulness, derived from the Technology Acceptance Model (Davis, 1989), refers to the degree to which users believe that a technology can help them make better decisions. Trust is the confidence that consumers have in the reliability, integrity, and capability of a destination or restaurant. According to the visual information processing theory, images with a strong sense of reality are more likely to be accepted and trusted by consumers. Therefore, it is proposed that:

H1a: AFIA has a positive impact on sense of presence.

H1b: AFIA image authenticity perception has a positive impact on perceived usefulness.

H1c: AFIA image authenticity perception has a positive impact on trust.

Presence enhances consumers' cognitive evaluation of image information by increasing information processing efficiency and emotional engagement (Wu et al., 2024). Meanwhile, existing research indicates that presence can significantly and positively influence consumers' perception of trust (Lowry et al., 2010). Therefore, it is proposed that:

H2a: Sense of presence has a positive impact on perceived usefulness.

H2b: Sense of presence has a positive impact on trust.

According to the Technology Acceptance Model and the Trust Transfer Theory, when consumers believe that AI images are helpful for them to understand food information, they are more likely to form trust in the destination. Therefore, it is proposed that:

H3a: Perceived usefulness has a positive impact on trust.

Travel intention refers to the behavioral tendency of consumers to visit a specific travel destination. The SOR theory holds that the internal state at the organism level will eventually be transformed into a behavioral response. Therefore, it is proposed that:

H2c: Sense of presence has a positive impact on travel intention.
H3b: Perceived usefulness has a positive impact on travel intention.
H4: Trust has a positive impact on travel intention.

Methodology

3.1 Study 1: Scale Development and Validation

This study strictly adheres to the classic paradigm for scale development proposed by Churchill (1979), and combines the specific practices of scale development in the tourism field (Lehto, 2013), completing the development and preliminary validation of the "AI-Generated Food Imagery Authenticity Scale" (AFIA Scale) in six steps: (1) determining the construct scope; (2) conducting semi-structured interviews and three-level coding to generate an initial item pool; (3) expert review and item purification; (4) questionnaire pretest; (5) exploratory factor analysis (EFA); (6) confirmatory factor analysis (CFA).

3.2 Study 2: Hypothesis Model Testing

The purpose of this study is to test the mechanism model of how AFIA influences gastronomic travel intention. In terms of experimental design, a single-factor, two-level (high vs. low authenticity) between-subjects experimental design will be employed. Two sets of AI-generated food images (4 images per set) with high and low authenticity, respectively, will be created using Stable Diffusion platform as the experimental stimuli. A total of 350 participants will be recruited via the Credamo platform and randomly assigned to the two groups. After viewing the images, participants will complete a questionnaire. Measures of sense of presence, perceived usefulness, trust, and travel intention are all adapted from well-established scales. For data analysis, structural equation modeling (SEM) will be used to test the hypothesized paths, with the Bootstrap method (5,000 resamples) employed for verification.

Expected Contribution

4.1 Theoretical Contributions

First, this study represents the first attempt to develop a scale for measuring the authenticity of AI-generated food imagery, addressing the gap in measurement tools for AI imagery within the domain of gastronomic tourism and laying a reliable measurement foundation for future research.

Second, this study extends the application of the SOR framework to AI marketing by conceptualizing presence, perceived usefulness, and trust as organism-level internal state variables, thereby uncovering the multiple psychological pathways through which perceptions of AI image authenticity influence travel intention.

Third, this study deepens the understanding of the "authenticity" construct by expanding it from the traditional notion of "objective authenticity" to a multidimensional, constructed form of authenticity that integrates visual, contextual, technological, sensory, and emotional dimensions, which enriching the theory of tourism authenticity in the process.

4.2 Practical Contributions

First, the findings of this study can serve as a decision-making reference for catering and tourism marketing. It is recommended that marketing managers select AI images with varying authenticity levels for promotional purposes based on the characteristics of target consumers. For experience-oriented consumers, high-realism images should be employed to enhance presence and trust.

Second, this study's results provide application guidance for AI content generation technology. Developers of AI image generation tools (e.g., Stable Diffusion) can optimize their algorithms based on the dimensional structure identified in this research to improve image performance in terms of visual fidelity and contextual consistency.

Finally, the study's outcomes can facilitate the promotion of sustainable gastronomic tourism. The expected results indicate that perceptions of AI image authenticity can significantly enhance consumers' sense of presence, which in turn exerts a direct positive effect on travel intention. Therefore, catering enterprises and tourist destinations should prioritize the use of AI-generated images with high visual fidelity and strong contextual consistency when promoting on channels such as social media, official websites, and OTA platforms. For example, generating images that incorporate the actual restaurant environment and typical cultural symbols (e.g., local attire, tableware, and architectural backdrops) can evoke an immersive experience where consumers feel as if they are already sitting and dining there. It is recommended that marketing teams collaborate with AI image generation tools to develop "hyper-real" image libraries tailored to the unique styles of different destinations, with continuous optimization through iterative testing.

Keywords: AI-Generated Food Imagery Authenticity, Stimulus-Organism-Response (SOR) Framework, Sense of Presence, Perceived Usefulness, Trust

References

Chan, J. (2025). AI-generated imagery in sustainable gastronomy tourism: A study from bottom-up to top-down processing. Tourism Management, 108, 105093. https://doi.org/10.1016/j.tourman.2024.105093

Churchill, G. A. (1979). A paradigm for developing better measures of marketing constructs. Journal of Marketing Research, 16(1), 64–73.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319–340. https://doi.org/10.2307/249008

Lehto, X. Y. (2013). Assessing the perceived restorative qualities of vacation destinations. Journal of travel research, 52(3), 325-339.

Lowry, P. B., Zhang, D., Zhou, L., & Fu, X. (2010). Effects of culture, social presence, and group composition on trust in technology-supported decision-making groups. Information Systems Journal, 20(3), 297-315.

Mehrabian, A., & Russell, J. A. (1974). An approach to environmental psychology. the MIT Press.

Pizzi, G., Matta, S., Caboni, F., & Stewart, D. W. (2025). Immersive and generative technology: New tools for marketing, new tools for consumer response. Psychology & Marketing, 42(12), 3236-3250.

Reisinger, Y., & Steiner, C. J. (2006). Reconceptualizing object authenticity. Annals of tourism research, 33(1), 65-86.

Slater, M. (1999). Measuring presence: A response to the Witmer and Singer presence questionnaire. Presence: teleoperators and virtual environments, 8(5), 560-565.

Smart Working Environment in Service Industry: Scale Development and Validation

Zhiqian LONG[1], Sangguk KANG[2], Kuan-Ting CHEN[1], Chen-Kuo PAI[1*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China.

[2]Department of Tourism Management, College of Social Sciences, Gangneung-Wonju National University, Building C-1 328, 25457, Jukheon-gil 7, Gangneung-si, Gangwon-do, Korea

[*]Corresponding Email: ckpai@must.edu.mo

Abstract

In hospitality industry, the use of technology in workplace can be traced back to 1970s (Ahmad & Scott, 2019). For example, the application of hotel reservation system which allowed service employees to manage guest reservation and billing has been commonly introduced in hotel business. Now days, Companies' working environment has changed in respond to the ever-changing business market. Organizations and companies in different areas have different strategies and solutions that assist employees with daily activities. These kind of workplace practices in organization are defined as "Smart working" practices, which aims to change from conventional ways of working and classic managerial styles to new solutions enable employees to accomplish their tasks by offering the best working conditions and environment (Wiklund-Engblom et al., 2023).

In addition, Podgórski et al. (2017) developed a smart workplace which emphasize on employee's safety and healthy working conditions. Kundu and Lata (2017) suggested that perceived climate, supervisory relationship, peer group interaction and perceived organizational constituted to a supportive working environment plays an important role in organizational engagement and employees' retention. In addition, Angelici and Profeta (2023) indicated that smart workplace focused on the support of flexibility in space and time. Thus, the definition of intelligent workplace is broad and need to be further investigation based on the change of working environment.

To fill a gap in the current literature, this study employs a mixed-methods design, combining qualitative and quantitative approaches to systematically explore the components and influencing mechanisms of the smart working environment in the hospitality industry. Grounded in Conservation of Resources (COR) theory, which posits that individuals strive to acquire and maintain resources to cope with challenges and achieve desired outcomes, this study focuses on front-line employees. When employees perceive adequate support from the smart working environment, they are more likely to deliver the performance expected by their organizations. Accordingly, this study aims to answer the following questions: (a) What dimensions constitute a

smart working environment from hospitality employees' perspectives? and (b) How do different aspects of the smart working environment foster expected performance among service employees?

Based on the findings, this study contributes to current literature in both theoretical and practical way. In theoretically, this study was mapped out to explore the underlying dimensions of a smart working environment from service employee's perspective for the first time. Furthermore, it aims to identify different aspect of smart working environment affects employees' service performance. In practically, this study provides evidence and recommendations that can be adopted to improve the effectiveness of smart working environment introduction in the service industry.

Keywords: Smart Working Environment, Conservation of Resources (COR) Theory, Scale Development

References

Ahmad, R., & Scott, N. (2019). Technology innovations towards reducing hospitality human resource costs in Langkawi, Malaysia. Tourism Review, 74(3), 547-562.

Angelici, M. and P. Profeta. 2023. "Smart Working: Work Flexibility Without Constraints." Management Science 70, no. 3: 1680–1705.

Kundu, S. C., & Lata, K. (2017). Effects of supportive work environment on employee retention: Mediating role of organizational engagement. International Journal of Organizational Analysis, 25(4), 703-722.

Podgorski, D., Majchrzycka, K., Dąbrowska, A., Gralewicz, G., & Okrasa, M. (2017). Towards a conceptual framework of OSH risk management in smart working environments based on smart PPE, ambient intelligence and the Internet of Things technologies. International Journal of Occupational Safety and Ergonomics, 23(1), 1-20.

Wiklund-Engblom, A., Polo, F., Kullbäck, C., & Asplund, S. (2023). Defining and implementing a smart working environment for employee sustainability: action research for organisational development and learning. Journal of Workplace Learning, 35(8), 693-712.

Exploring the Interactive Experience Dimensions of Artificial Intelligence Ordering Systems and Their Interaction Mechanisms

Jingsong ZHANG[1], Jaeseok LEE[2], Junying LIANG[1], Chen-Kuo PAI[1*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China

[2]Assistant Professor, Department of Tourism Management, Gangneung-Wonju National University, Gangneung, South Korea

[*]Corresponding Email: ckpai@must.edu.mo

Abstract

Food and beverage service is a critical component of the tourism experience. It not only influences destination attractiveness but also relates to regional tourism economic growth. Studies indicate that food and beverage expenditure usually accounts for a significant share of tourists' total consumption, and service efficiency directly affects tourists' overall satisfaction and loyalty (Okumus, 2021).

With the rapid development of artificial intelligence, it has gradually penetrated the catering industry and is regarded as an important interactive form of future food consumption. Relevant research forecasts that by 2035, artificial intelligence is expected to increase the economic growth rate of the accommodation and catering service industry by 1.4% (Statista, 2019). Compared with traditional ordering modes that rely on face-to-face interaction and quick response code ordering systems that only improve process efficiency, artificial intelligence can provide personalized recommendations through natural language interaction (Abdullah et al., 2025).

However, existing studies are mostly focusing on instrumental perceptions such as efficiency and ease of use, while paying less attention to the impacts of emotional experience, trust, and interaction processes (Chen et al., 2024). Furthermore, although AI-driven service innovation is considered an important source of customer value, there remains insufficient investigation into the interaction process between customers and AI systems and how it translates into perceived innovation (Akter et al., 2023). Therefore, this study aims to identify the dimensions of the interactive experience of artificial intelligence food ordering systems, and to explore the impacts of these interactive experiences on tourists perceived service innovation and trust, as well as how such experiences influence their adoption behavior.

Based on the above discussion, this study aims to address the following research questions: (a) What are the dimensions of the interactive experience of artificial intelligence food ordering systems? (b) How does the multi-dimensional interactive experience of artificial intelligence food ordering systems influence customers' perceived service innovation and trust? And how do such customer perceptions further affect their adoption behavior?

Therefore, this study will consist of two main parts: Study 1 identifies the interactive experience dimensions of artificial intelligence food ordering systems through semi-structured interviews, leading to the development of a comprehensive set of measurement items. Study 2 examines the artificial intelligence food ordering systems scale through Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) to explore the impact of artificial intelligence food ordering systems on adopt intention of tourists, while also validating the mediating role of the perceived service innovation and trust.

This study developed a measurement scale for the interactive experience of artificial intelligence food ordering systems. The research results will deepen the understanding of tourists' willingness to use artificial intelligence food ordering systems in restaurants and enrich the existing literature. In addition, this study will also provide valuable references for restaurant managers to enhance the attractiveness of their restaurants.

Keywords: Artificial Intelligence Food Ordering Systems, Perceived Service Innovation, Adopt Intention

References

Abdullah Effendi, A., Lew, T., Ooi, W., P'ng, S., Poh, M., Tomar, A., & Kee, D. (2025). Consumer Attitude and Intention Toward AI-Based Smart Ordering and Delivery Systems in the Fast-Food Industry. International Journal of Applied Business and International Management, 10, 464–480.

Akter, S., Hossain, M. A., Sajib, S., Sultana, S., Rahman, M., Vrontis, D., & McCarthy, G. (2023). A framework for AI-powered service innovation capability: Review and agenda for future research. Technovation, 125, 102768.

Chen, J., Luo, J., & Zhou, T. (2024). Research on Determinants Affecting Users' Impulsive Purchase Intention in Live Streaming from the Perspective of Perceived Live Streamers' Ability. Behavioral Sciences, 14(3).

Okumus, B. (2021). Food tourism research: A perspective article. Tourism Review, 76(1), 38–42.

Statista. 2019. In-depth: Artificial intelligence 2019. Statista Report 2019, February 2019. Retrieved from https://www.statista.com/study/50485/artificial-intelligence/.

Exploring the Impact of AI-Generated Travel Images on Behavior Intentions

Ce GUO, Haoran CHEN, Wenlong WANG, and Chen-Kuo PAI*

Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Macau SAR, China
*Corresponding Email: ckpai@must.edu.mo

Abstract

INTRODUCTION

In the era of digital tourism and visual communication, Artificial Intelligence (AI)-generated tourism images have become an emerging visual marketing medium that reshapes tourists' destination cognition, emotional experience and travel decision-making process (Seo et al., 2025; Yu et al., 2026). Supported by generative AI technology, such images can realize content personalization, high scene fidelity and strong visual immersion, providing efficient and diversified promotion paths for tourism destinations (Cheng et al., 2025; Zhu et al., 2025).However, despite the fact that existing studies have recognized the influence of Artifacts generated by AI on tourists' psychological perception and behavioral responses, the formation mechanism remains to be fully investigated (Bui et al., 2024; Song et al., 2025). In particular, few studies have systematically extracted experience dimensions of AI-generated tourism images and integrated perceived stimulation, emotional resonance, perceived value and AI technology acceptance into a unified analytical framework.

To fill these gaps, this study develops an integrated research model to explain how perceived stimulation of AI-generated tourism images influences users' travel behavioral intention. It proposes that these stimuli positively affect travel intention through the dual mediating roles of emotional resonance and perceived value, while AI technology acceptance moderates the relationship between perceived stimulation and its internal psychological outcomes. This study aims to reveal the complete psychological transmission path from multi-dimensional visual perception to travel decision-making, so as to enrich theoretical research on smart tourism marketing and provide practical guidance for destination digital communication.

Methodology

This study adopts a mixed-methods research design that combines qualitative scale development and quantitative empirical testing. In the qualitative phase, semi-structured interviews are conducted with tourists who have viewed or used AI-generated tourism images, tourism destination managers and digital content designers. A total of 20 to 30 interviewees are recruited to reach theoretical saturation. All interviews are audio-recorded with informed consent, transcribed verbatim and

coded via grounded theory using ATLAS.ti. Through open coding, axial coding and selective coding, this study extracts and validates key dimensions of perceived stimulation of AI-generated tourism images, ensuring the contextual appropriateness and content validity of the measurement scale.

In the quantitative phase, a structured questionnaire is developed based on verified mature scales and qualitative findings. All items are measured using a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). The target respondents are users who have viewed AI-generated tourism images online. Questionnaires are distributed via social media platforms and tourism-related communities, aiming to collect at least 400 valid samples. Data analysis is performed using SPSS and SmartPLS. First, reliability and convergent and discriminant validity tests are conducted to evaluate data quality, and Harman's single-factor test is used to examine common method bias. Second, structural equation modeling is applied to test the main effects and path coefficients. Finally, the bootstrap method with 5,000 iterations is used to verify the chain-like dual mediating effects of emotional resonance and perceived value and the moderating effect of AI technology acceptance.

Expected Implications

In terms of theoretical implications, this study makes several meaningful contributions to smart tourism, digital visual communication and tourist behavior literature. First, it extends the research scope of AI-generated tourism content from technical generation and design application to tourists' psychological perception and behavioral decision-making, enriching the theoretical system of AI-driven tourism marketing and communication. Second, this study introduces and validates the Mehrabian-Russell (M-R) environmental psychology model in the context of AI-generated tourism images, providing a new theoretical lens and integrated analytical framework for interpreting how digital visual stimuli shape destination attitudes and travel intentions. Third, it systematically extracts and verifies multi-dimensional perceived stimulation attributes of AI-generated tourism images through qualitative grounded analysis, developing a context-specific measurement scale that can be widely used in future empirical research. Fourth, this study clarifies the dual mediating mechanisms of emotional resonance and perceived value and the moderating role of AI technology acceptance, revealing a complete and sequential psychological transmission path from multi-dimensional perceived stimulation to final travel behavioral intention. By integrating visual experience attributes, emotional responses, cognitive evaluations and technology acceptance into a unified model, this study addresses the fragmentation of existing research and provides a replicable theoretical foundation and measurement framework for future studies on intelligent tourism visual communication and digital destination marketing.

In terms of practical implications, this study provides clear and actionable strategies for tourism destinations, marketing institutions and digital content creators. Destinations can optimize the creation of AI-generated tourism images by enhancing scene fidelity, visual immersion, content personalization and emotional arousal design, so as to strengthen perceived stimulation and improve emotional resonance and

perceived value. Meanwhile, according to users' differences in AI technology acceptance, destinations can carry out targeted communication and marketing to enhance user trust and recognition. The findings also help tourism practitioners better understand tourists' core demands and psychological perceptions, supporting the scientific application and innovative promotion of AI visual content in tourism marketing. In the long run, this study contributes to the intelligent transformation and high-quality development of the tourism industry.

Keywords: AI-generated tourism images; Perceived stimulation; Emotional resonance; Perceived value; AI technology acceptance; Behavioral intention

References

Bui, H. T., Filimonau, V., & Sezerel, H. (2024). AI-thenticity: Exploring the effect of perceived authenticity of AI-generated visual content on tourist patronage intentions. Journal of Destination Marketing & Management, 34, 100956.

Cheng, W., Yu, J., Wang, S., Yan, W., Nah, K., & Gong, J. (2025). Tropical Island Visual Strategies for Sustainable Tourism: Contrasting Real Photographs and AI-Generated Images. Sustainability, 18(1), 285.

Seo, I. T., Liu, H., Li, H., & Lee, J. S. (2025). AI-infused video marketing: Exploring the influence of AI-generated tourism videos on tourist decision-making. Tourism Management, 110, 105182.

Song, M., Wang, Y., Guo, R., & Law, R. (2025). When city landmarks meet AI design: the impact of AI painting on the travel intentions of consumers. Asia Pacific Journal of Tourism Research, 30(8), 1082–1102.

Yu, J., & Meng, T. (2026). Image generative AI in tourism: Trends, impacts, and future research directions. Journal of Hospitality & Tourism Research, 50(2), 288-301.

Zhu, J., Zhan, L., Tan, J., & Cheng, M. (2025). Tourism destination stereotypes and generative artificial intelligence (GenAI) generated images. Current Issues in Tourism, 28(17), 2721-2725.

Exploring the Influence of Elements of Local Specialty Cuisine on Tourists' Perceived Authenticity and Recommendation Intention

Kuan-Ting CHEN[1], Jingsong ZHANG[2], Sangguk KANG[3], Chen-Kuo PAI[2*]

[1]Faculty of Innovative Hospitality Management, Macao University of Tourism, Colina de Mong-Ha, Macau SAR, China

[2]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China

[3]Department of Tourism Management, College of Social Sciences, Gangneung-Wonju National University, Building C-1 328, 25457, Jukheon-gil 7, Gangneung-si, Gangwon-do, Korea

[*]Corresponding Email: ckpai@must.edu.mo

Abstract

Food tourism has become an important component of the tourism industry and has attracted extensive academic and practical attention in recent years (Okumus, 2021). In recent years, an increasing number of travelers have embarked on food tours shaped by the relationship between cuisine and destination. This not only reflects shifts in social and cultural trends but also represents one of the most important intangible cultural assets of a destination. According to data from the World Tourism Organization of the United Nations, approximately 30 to 40 percent of tourism expenditure is directly related to food and beverages. This proportion is even higher in destinations renowned for their food culture around the world, such as France, Italy, Japan, Thailand, as well as Chengdu, Shunde and Macao in China (UNWTO, 2022). Unique local flavors have become an important vehicle for resisting cultural flattening and seeking identity anchors. (Ritzer & Miles, 2019). Engaging with local culinary traditions, foods and dining experiences provides travelers with a distinctive way to connect with the culture and heritage of a destination (Everett & Aitchison, 2008).

Existing research on food tourism indicates that tourists' dining experience and service quality in restaurants are extremely important indicators (DiPietro & Levitt, 2019). Although numerous studies have begun to explore economic, environmentally friendly, sustainable development and social impacts associated with food tourism (Hall, 2020), there remains a lack of research on how the inherent characteristics of local specialty cuisine itself influence tourist behavior. Therefore, this study aims to explore the elements of local specialty cuisine, examine their impacts on tourists' experience and perceived authenticity, and investigate whether these perceptions further influence their recommendation intention.

Based on the above discussion, this study aims to address the following research questions: (a) What elements are included in local specialty cuisine? (b) How do the

elements of local specialty cuisine influence tourists' experience, perception of authenticity, and recommend intention?

Therefore, this study will consist of two main parts: Study 1 identifies the elements of local specialty cuisine through semi-structured interviews, leading to the development of a comprehensive set of measurement items. Study 2 examines the elements of local specialty cuisine scale through Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) to explore the impact of local specialty cuisine on tourists' intention to recommend, while also validating the mediating role of the experience and perception of authenticity.

This study developed a measurement scale for evaluating local specialty cuisine. The findings can enhance the insights of researchers in the field of gastronomy tourism and enrich existing literature. Furthermore, the results can provide valuable insights for the food and beverage industry in tourist destinations, raising awareness of local specialty cuisine in these areas.

Keywords: Local Specialty Cuisine, Recommend Intention, Perceived Authenticity

References

DiPietro, R. B., & Levitt, J. (2019). Restaurant authenticity: Factors that influence perception, satisfaction and return intentions at regional American-style restaurants. International Journal of Hospitality & Tourism Administration, 20(1), 101-127.

Everett, S., & Aitchison, C. (2008). The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England. Journal of sustainable tourism, 16(2), 150-167.

Hall, C. M. (2020). Improving the recipe for culinary and food tourism? The need for a new menu. Tourism Recreation Research, 45(2), 284-287.

Okumus, B. (2021). Food tourism research: a perspective article. Tourism Review, 76(1), 38-42.

Ritzer, G., & Miles, S. (2019). The changing nature of consumption and the intensification of McDonaldization in the digital age. Journal of Consumer Culture, 19(1), 3-20.

UNWTO. (2022). *Global Report on Food Tourism*. World Tourism Organization.

Exploring the Impact of Smart Restaurant Attributes on Tourists' Restaurant Advocacy: The Mediating Role of Brand Image and Perceived Value

Wenlong WANG[1*], Haoran CHEN[2], Zehan HUANG[1], Chen-Kuo PAI[1]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau SAR, China
[2]School of Liberal Arts, Macau University of Science and Technology, Macau SAR, China

[*]Corresponding Email: wangwl0103@gmail.com

Abstract

With continuous technological advancement and iteration, an increasing number of products and services have been empowered by technology, delivering brand-new and distinctive experiences. As an innovative integration of intelligent technology and catering services, smart restaurants have become an important scenario for the development of smart tourism, and play a critical role in optimizing tourists' dining experiences and enhancing the competitiveness of tourism destinations (Gretzel et al., 2015). However, existing studies still show fragmentation in the definition and measurement of concepts related to smart restaurants. Some studies focus on smart catering, smart restaurants, and smart service quality, while others adopt smart restaurant service quality scales as the measurement basis, resulting in a lack of consistent conceptual integration for the perceptible dimensions of smart restaurant characteristics (Wong et al., 2022). Relevant research has long emphasized technology adoption and usage intention, with relatively few studies starting from post-use customer psychological evaluation and relational outcomes. This makes it difficult to address management needs amid the normalization of smart services, and also leaves insufficient evidence on whether smart investment can translate into higher-level customer behavioral value (Tussyadiah, 2020).

Brand image refers to the overall impression formed by brand-related associations in consumers' memory, encompassing functional, symbolic, and affective meanings (Gómez et al., 2015). Perceived value is consumers' overall evaluation of a product or service after weighing the benefits obtained against the costs incurred (Zeithaml, 1988). Restaurant advocacy can be regarded as the operationalization of brand advocacy in the catering context, referring to customers' spontaneous, non-incentivized motivation to speak positively, strongly, and influentially for a restaurant after having actual dining experiences (Rao & Wu, 2025).

In the smart restaurant context, smart restaurant attributes may enhance tourists' perceived value; in turn, high perceived value drives stronger positive behavioral responses, such as revisit intention, recommendation, more active advocacy behaviors, and brand recognition (Chen & Chen, 2010). The introduction of robots can improve customers' impressions of a restaurant as advanced and creative, strengthen

expectations of stable and consistent services, and shape brand image (Seo & Lee, 2025). From the perspectives of brand image and perceived value, this study can explore the impact of smart restaurant attributes on tourists' restaurant advocacy and fill the aforementioned research gaps.

Therefore, the research objectives of this study are: 1) To explore the attributes of smart restaurants. 2) To examine the impact of smart restaurant attributes on restaurant advocacy. 3) To investigate the mediating roles of brand image and perceived value between smart restaurant attributes and restaurant advocacy. 4) To explore the interaction between brand image and perceived value. To achieve the above objectives, the research questions are as follows:

What attributes do smart restaurants possess?

Do smart restaurant attributes influence customers' restaurant advocacy behaviors?

What roles do brand image and perceived value respectively play in the process whereby smart restaurant attributes affect restaurant advocacy?

Do brand image and perceived value influence each other?

This study adopts a mixed-methods approach combining qualitative and quantitative research. First, Study 1 conducted semi-structured interviews and questionnaire surveys, using three-level coding and exploratory factor analysis (EFA) to extract and verify the dimensions of smart restaurant attributes. Subsequently, Study 2 collected quantitative data from a sufficient sample, and used confirmatory factor analysis (CFA) and structural equation modeling (SEM) to conduct reliability and validity analysis of the questionnaire and test the hypotheses.

The main objective of Study 1 was to extract the core perceptual dimensions of smart restaurant attributes. The respondents were recruited through "Redbook", the largest online social platform in China, consisting of tourists or consumers who had visited a smart restaurant at least once in the past six months. A total of 11 interviewees were recruited, with each interview lasting approximately 31 to 48 minutes. For data analysis, this study employed three-level coding based on grounded theory, assisted by Nvivo software for data organization and analysis.

In Study 2, the smart restaurant attribute dimensions extracted in Study 1 were further transformed into scale items, which were combined with established mature scales for brand image, perceived value, and restaurant advocacy to form the formal questionnaire. Specifically, the measurement items for smart restaurant attributes were mainly derived from the interview results of Study 1; items for brand image, perceived value, and restaurant advocacy were adapted from scales in relevant literature. A 7-point Likert scale was used, ranging from "1 = strongly disagree" to "7 = strongly agree", to measure respondents' perceptions and evaluations of each construct.

The first round yielded 513 questionnaires. After excluding invalid samples, 431 valid responses were retained, mainly for EFA and scale dimension development. The second round collected 562 questionnaires; after removing invalid samples, 500 valid responses were kept, primarily for CFA and subsequent hypothesis testing. Questionnaires were distributed via the Credamo platform, with attention checks, screening questions, IP and response time verification set up to eliminate duplicate or

invalid samples. The research participants were tourists or consumers who had experienced smart restaurants in the past six months.

The results show that: 1) This study successfully developed a reliable and valid measurement tool for smart restaurant attributes, comprising three dimensions: "Technical Functionality", "High-Tech Ambience", and "Personalized Interaction". Technical Functionality refers to the practicality, convenience, and operational efficiency of smart technology tools centered on QR code ordering, AI interaction, and smart payment in the actual dining process. High-Tech Ambience denotes the overall environmental experience with technological attributes and futuristic vibes created by environmental elements such as spatial design, lighting, music, and visual presentation. Personalized Interaction means the on-demand, appropriate, and targeted two-way interactive experience between consumers and the restaurant's intelligent system before, during, and after dining. 2) Smart restaurant attributes exert a significant positive effect on tourists' restaurant advocacy. 3) Brand image and perceived value play significant mediating roles between smart restaurant attributes and restaurant recommendation behavior, and these two mediators show a mutually influential relationship.

Regarding the theoretical implications of this study, first, it improves the construct definition system of Smart Restaurant Attributes and develops a measurement scale applicable to tourism contexts, filling the theoretical gap of lacking systematic and precise measurement tools for Smart Restaurant Attributes. Second, this study verifies the bidirectional positive interaction between Brand Image and Perceived Value in the smart restaurant context, enriches the theoretical connotation of the relationship between the two constructs in the field of service marketing, and addresses the insufficient research on their interaction mechanism in smart service scenarios (Youn & Yoon, 2013; Sabiote et al., 2016).

In terms of practical implications, first, smart restaurant operators should prioritize optimizing Technical Function, such as improving the convenience and stability of ordering, payment, and food delivery processes, as these directly affect customers' perceived value. Second, in ambience design, a balance should be struck between high-tech appeal and comfort, avoiding overemphasis on technology at the expense of dining experience. Third, in interactive design, the system's real-time responsiveness and personalization should be enhanced to align smart services more closely with tourists' needs. Finally, brand management should not be limited to technological demonstration; instead, it should further enhance customers' perceived value to promote their proactive recommendation, sharing, and advocacy behavior.

For Limitations and Future Research about this study, First, the sample mainly consists of domestic Chinese tourists, limiting cross-cultural representativeness. Second, this study adopts a cross-sectional design, which cannot strictly test the causal sequence among variables. Third, the research model does not incorporate more moderating variables, such as technology acceptance, tourism type, or smartness level. Fourth, this study does not further distinguish between low, medium, and high-level smart restaurants. Accordingly, future research can be expanded in four directions: 1) Include tourists from different regions and cultural backgrounds to

improve the external validity of the research. 2) Adopt a longitudinal tracking design to more rigorously test the causal effects of smart restaurant attributes on brand image, perceived value, and restaurant advocacy. 3) Incorporate moderating variables such as tourists' technology acceptance, innovativeness, tourism experience, and companion type to explore differences under varying conditions. 4) Classify restaurants according to the application level of smart technology and compare whether differences exist in their mechanism of action across different smartness levels.

Keywords: Smart Restaurant Attributes, Restaurant Advocacy, Brand Image, Perceived Value

References

Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. Tourism Management, 31(1), 29–35.

Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: Foundations and developments. Electronic Markets, 25(3), 179–188.

Gómez, M., Lopez, C., & Molina, A. (2015). A model of tourism destination brand equity: The case of wine tourism destinations in Spain. Tourism Management (1982), 51, 210–222.

Rao, Y., & Wu, X. (2025). CSR-driven motivation and happiness as dual pathways to brand advocacy: The moderating role of environmental concern in hospitality marketing. Acta Psychologica, 261, 105739.

Sabiote-Ortiz, C. M., Frías-Jamilena, D. M., & Castañeda-García, J. A. (2016). Overall Perceived Value of a Tourism Service Delivered via Different Media: A Cross-Cultural Perspective. Journal of Travel Research, 55(1), 34–51.

Seo, K. H., & Lee, J. H. (2025). The impact of service quality on perceived value, image, satisfaction, and revisit intention in robotic restaurants for sustainability. Sustainability, 17(16), 7422.

Tussyadiah, I. (2020). A review of research into automation in tourism: Launching the Annals of Tourism Research Curated Collection on Artificial Intelligence and Robotics in Tourism. Annals of Tourism Research, 81, 102883.

Wong, I. K. A., Huang, J., Lin, Z., & Jiao, H. (2022). Smart dining, smart restaurant, and smart service quality (SSQ). International Journal of Contemporary Hospitality Management, 34(6), 2272–2297.

Youn Kim, H., & Yoon, J. (2013). Examining national tourism brand image: content analysis of Lonely Planet Korea. Tourism Review (Association Internationale d'experts Scientifiques Du Tourisme), 68(2), 56–71.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. Journal of Marketing, 52(3), 2–22.

Exploring the Functional Attributes of AI Tour Guides Perceived by Tourists: A Two-dimensional Analysis based on Cognitive-Affective System Theory

Yingtong LIN[1*], Haoran CHEN[2], Wenlong WANG[1], Chen-Kuo PAI[3]

[1] Ph.D. Student, Faculty of Hospitality and Tourism Management,
Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR
[2] Ph.D. Lecturer, Faculty of Liberal Arts,
Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR
[3] Ph.D. Associate Professor, Faculty of Hospitality and Tourism Management,
Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[*]Corresponding Email: 3250000771@student.must.edu.mo

Abstract

As the integration of the tourism industry and intelligence technology, artificial intelligence tour guides with machine learning technology and virtual appearance have been widely applied in various tourist attractions (Tussyadiah et al., 2020). Based on complex intelligent algorithms, AI tour guides improve the personalization, interactivity, intelligence, informatization, and accessibility of customer services (Şahin et al., 2026). This evolution from physical robots to digital humans not only breaks through physical space limitations, but also marks the shift of tour guide services towards emotional intelligent agents.

Existing measurement scales focus on exploring AI tour guides' problem-solving (Chen et al., 2026), conversation and dress style (Wang et al., 2023). However, there is a lack of a multidimensional scale to comprehensively analyze the intrinsic characteristics of AI tour guides, indicating the significance of developing a new standardized measurement tool. In order to further promote the adoption of AI tour guides, this study believes that continuous interaction intention is worth paying attention to. This study aims to develop a measurement scale for the functional attributes of AI tour guides (FAAITG). The research questions include: (1) What are the core dimensions of the FAAITG from the perspective of tourists? (2) Based on the Cognitive-Affective System Theory, does emotional engagement and perceived creativity play a dual mediating role between the FAAITG and tourists' interactive intention?

This study will adopt a mixed-methods approach, including five main steps. Step 1 will generate initial measurement items (semi-structured interviews). Step 2 will conduct a content validity test. Step 3 will purify items through exploratory factor analysis (questionnaire survey 1). Step 4 will conduct scale validation through confirmatory factor analysis (questionnaire survey 2). Step 5 will involve nomological validity test (SEM). The target sample will consist of tourists who have previously used AI tour guide services.

For theoretical implications, this study will contribute to the existing knowledge in the academic fields of tour guide services, destination management, and customer psychology. A new measurement tool is expected to provide theoretical basis for future research on the functional aspects of AI tour guides. In practice, this study will provide valuable insights for tourism managers on digital transformation, smart tourism service optimization, and customer technology acceptance.

Keywords: Artificial Intelligence Tour Guide; Functional Attributes; Emotional Engagement; Perceived Creativity; Interactive Intention

References:

Chen, M. Y., Kuo, F. K., & Hsiao, K. L. (2026). From Content to Conversation: Explaining Adoption of On-Device Generative AI Tour Guides. International Journal of Human-Computer Interaction, 1-19.

Şahin, İ., Cakmakoglu Arici, N., & Koç, D. E. (2026). Tour guiding technologies: a bibliometric analysis, mapping trends and future research agenda. Journal of Hospitality and Tourism Technology, 1-35.

Tussyadiah, I. P., Zach, F. J., & Wang, J. (2020). Do travelers trust intelligent service robots? Annals of Tourism Research, 81, 102886.

Wang, Y., Song, M., Guo, R., & Duan, Y. (2023). How about non-human tour guides? The influence of AI tour guides' dress and conversation style on the intention of consumers to continue using them. Journal of Travel & Tourism Marketing, 40(9), 849-862.

Exploring the Role of Multidimensional Immersion in Theme Park Tourists from Experiencescape to Memorable Tourism Experiences

Yalin YANG[1,*], Yingtong LIN[2], Rongxuan ZHANG[1], Chen-Kuo PAI[3]

[1] Master Student, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[2] Ph.D. Student, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[3] Ph.D. Associate Professor, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[*]Corresponding Email: lareina202312@163.com

Abstract

Against the backdrop of the cultural and tourism industry's accelerated transformation towards experience-oriented development, tourism experiences are shifting from traditional sightseeing to immersive experiences (Buhalis & Sinarta, 2019). Theme parks, as typical contextualized tourism spaces, construct immersive experiential environments through spatial narratives and interactive mechanisms, transforming tourists from bystanders into participants, thereby enhancing their experiential perception and sense of presence (Xu et al., 2024). Immersive experiences have gradually become a symbol of high-quality tourism experiences (Lunardo & Ponsignon, 2020). In this context, the experiencescape, as an important perspective connecting environmental design and visitor experience, is increasingly used to explain how environmental stimuli in tourism scenarios influence tourists' on-site experiences. An experiencescape is essentially a holistic contextual system integrating multiple experiential elements, within which different types of environmental cues collectively influence tourists' experiential perception and evaluation (Ji & Yan, 2023). Therefore, the environmental impact in tourism contexts does not originate from a single element but is manifested in the synergistic effect of multiple elements. In other words, the tourist experience in a theme park is not solely determined by the facilities or landscape itself, but is jointly shaped by the environment and interactions.However, although existing research has increasingly focused on the mechanisms of immersive experiences in tourism contexts and explored the influence of sensory stimuli and experiencescapes on tourist behavior (Fang et al., 2024; Zhou & Wang, 2024), most studies treat immersion as a holistic concept, rarely distinguishing it from cognitive and emotional dimensions. This makes it difficult to reveal the different roles of various psychological dimensions in experience formation. Secondly, research on experiencescapes primarily focuses on outcome variables such as behavioral intentions and satisfaction, lacking sufficient explanation for deeper experiential outcomes and the linkage mechanisms between different stimulus dimensions. Particularly in theme parks, physical experiencescapes and interpersonal

experiencescapes do not function independently, and their influencing mechanisms lack systematic analysis.

Therefore, to fill this gap, this study selects theme parks as the research object and constructs a complete theoretical model. The aim is to reveal the mechanism by which immersive tourism physical and interpersonal landscapes influence tourists' memorable tourism experiences from a multidimensional immersion perspective. Furthermore, immersion is divided into cognitive immersion, emotional immersion, and sensory immersion to explore the different roles of different immersion types in the experience formation process. By adopting this multidimensional perspective, the study seeks to provide a more nuanced understanding of how immersive experiences are structured and how different experiential components contribute to memorable tourism outcomes. Based on this goal, the research questions of this study are as follows: (1) Does the immersive tourism experiencescape affect tourists' cognitive immersion, emotional immersion, and sensory immersion? (2) Do different types of immersion affect memorable tourism experiences? (3) Do different types of immersion play a mediating role between the immersive tourism experiencescape and emorable tourism experiences, and which path is more critical?

This study will employ quantitative research methods, collecting data through a structured questionnaire to test theoretical models. The questionnaire design is based on existing mature scales, with slight modifications to suit the theme park context, measuring core variables such as immersive tourism experience landscape, cognitive immersion, emotional immersion, sensory immersion, and memorable tourism experiences. Participants will be tourists who have visited a theme park within the six months prior to questionnaire completion. Data collection will be conducted through a combination of online and offline methods, with an expected sample size of approximately 500 responses. The questionnaire includes adapted items and respondent personal information, using a 7-point Likert scale for scoring. Structural equation modeling (SEM) will then be used for data analysis to test the measurement model and the structural relationships between variables. Specifically, confirmatory factor analysis (CFA) will first be applied to assess the reliability and validity of the measurement scale, including convergent validity and discriminant validity. Subsequently, the structural model will be tested to evaluate the hypothetical relationships and the mediating effect of multidimensional immersion between the experiential landscape and Memorable Tourism Experiences.

This research makes significant contributions both theoretically and practically. Theoretically, it expands the research framework for immersive experiences in the tourism field from a multidimensional immersion perspective, meticulously revealing the differences in experience formation among various types of immersion, enriching the application of immersive experiences and experiencescapes in tourism contexts, and providing a new theoretical perspective for subsequent research on immersive experiences and experience design. Practically, this research offers specific management insights for theme parks and related cultural and tourism enterprises, such as enhancing sensory immersion through sensory design, strengthening emotional immersion through optimized interaction mechanisms, and improving

cognitive immersion through contextual narratives, thereby comprehensively enhancing tourists' memorable travel experiences and satisfaction, and providing a reference for the design and optimization of immersive tourism products and experiences.

Keywords: Immersive Tourism Experiencescape; Cognitive Immersion; Emotional Immersion; Senory Immersion; Memorable Tourism Experience

References:

Buhalis, D., & Sinarta, Y. (2019). Real-time co-creation and nowness service: lessons from tourism and hospitality. Journal of Travel & Tourism Marketing, 36(5), 563–582. https://doi.org/10.1080/10548408.2019.1592059

Fang, D., Zhao, Z., & Xiong, C. (2024). What leads to an immersive night tourism experience? The relevance of multi-sensory stimuli, emotional involvement, and delight. Asia Pacific Journal of Tourism Research, 29(1), 31–46. https://doi.org/10.1080/10941665.2024.2308853

Ji, C., & Yan, L. (2025). The experiencescape of integrated resorts in Macao: Scale development and validation. Journal of Vacation Marketing, 31(2), 424–442. https://doi.org/10.1177/13567667231206694

Lunardo, R., & Ponsignon, F. (2020). Achieving Immersion in the Tourism Experience: The Role of Autonomy, Temporal Dissociation, and Reactance. Journal of Travel Research, 59(7), 1151–1167. https://doi.org/10.1177/0047287519878509

Xu, F., Wu, W., Liu, A., Zhan, C., & Su, W. (2024). Tourists' on-site immersive experience for shortening psychological distance in the context of homologous and non-homologous cultures. Journal of Hospitality and Tourism Management, 58, 467–475. https://doi.org/10.1016/j.jhtm.2024.03.003

Zhou, M., & Wang, X. (2024). An Analysis of the Relationship Linking Immersive Tourism Experiencescape and Emotional Experience to Tourists' Behavioral Intentions. Sustainability, 16(17), 7598. https://doi.org/10.3390/su16177598

"Wow Experience" for Visitors: A Comparative Analysis of Drone-Generated and AI-Generated Content in Grand Scenes

Rongxuan ZHANG[1*] , Haoran CHEN[2] , Yalin YANG[1] , Chen-Kuo PAI[3]

[1] Master Student, Faculty of Hospitality and Tourism Management,
Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR
[2] PhD. Lecturer, School of Liberal Arts,
Macau University of Science & Technology, Avenida Wai Long, Taipa, Macao SAR
[3] Ph.D. Associate Professor, Faculty of Hospitality and Tourism Management,
Macau University of Science & Technology, Avenida Wai Long, Taipa, Macau SAR

[*]Corresponding Email: zhangrongxzrx@yeah.net

Abstract

Grand tourism scenes, with their unique visual shock and scarcity, serve as the core carrier of tourism destination marketing and are also crucial for enhancing destination competitiveness (Tan et al., 2025). With AI production technologies becoming increasingly mature and widely applied in tourism content creation (Zhao et al., 2026), AI-Generated content (AIGC) is now capable of highly simulating grand tourism scenes and presenting strong visual effects. However, the presentation of real scenes still requires on-site shooting. Such scenes feature special geographical locations and complex terrains, making them difficult to access for manual shooting; therefore, drone aerial photography has become an important method for real-scene recording (Jiang & Lyu, 2024). In addition, although AIGC images provide a grand visual experience, they are essentially virtual constructs, whereas drone shooting involves real-scene collection and possesses authentic and objective attributes. Tourists may perceive differences between these two types of content.

Drone shooting can enhance tourist experience through a unique aerial perspective (Vujičić et al., 2022), and AIGC can also attract tourists' attention by creating visual impact (Li & Zhu, 2026). However, existing studies mostly discuss the physical accessibility advantage of drone shooting in breaking spatial constraints together with the authenticity of on-site content (Ezaki et al., 2025), without separating their independent effects. In other words, it has not been clearly verified whether the positive impact of technology-shaped content on tourists' perception and behavioral intention stems from the display of shocking effects or from the on-site authenticity of the content (Seo et al., 2025). Based on this, this study aims to examine whether AIGC can replace on-site shooting to achieve the same effect, and proposes three core questions: First, how do different combinations of scene types and production forms affect tourist experience? Second, does technology-content fit moderate the impact of the above combinations on presence and perceived authenticity? Third, how does content produced by different technologies influence tourists' Wow experience and further affect their subsequent behavioral responses?

Based on the Presence-Emotion-Intention framework, this study divides presence into two dimensions: sensory presence and cognitive presence. With Perceived Wow as the mediator and technology fit as the moderator, an integrated model is constructed to illustrate how scene type and production form influence tourists' behavioral intentions, systematically revealing the mechanism of technology empowerment in grand tourism scenes.

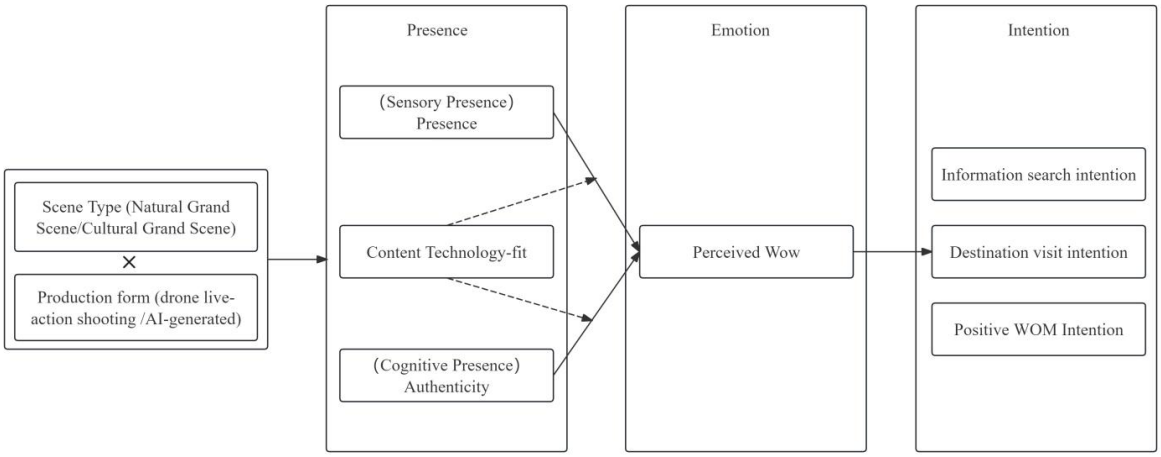
Specifically, this study adopts a 2 (production method: real drone shooting / AI-generated) × 2 (scene type: natural / human-made grand scenes) between-subjects experimental design. Participants are randomly assigned to four groups with 100 people in each group and complete questionnaires after viewing the stimulus materials. The questionnaires cover variables including demographic characteristics, presence, authenticity, Wow experience, technology fit, and behavioral intention. All items are derived from mature scales to ensure reliability and validity. Respondents with relevant tourism experiences in the past six months and interest in relevant visual content are selected to participate in the survey. Finally, SPSS and AMOS are used for data analysis and hypothesis testing.

The expected theoretical contributions of this study are reflected in three aspects: first, to clarify that both drones and AIGC possess physical accessibility advantages beyond manual shooting, with a focus on comparing their differences—specifically whether AIGC lacks authenticity, to examine its independent effects on tourists' perceptions and behavioral intentions, and to explore the possibility of AIGC replacing real shooting; second, to investigate whether the degree of technology fit influences tourists' perceptions of technology-generated content; third, to compare the influence paths of objective authenticity and constructed authenticity, enriching theories related to tourism experience and tourism marketing.

On the practical level, this study can provide precise guidance for grand-scene marketing, identify the optimal content production methods for different scenes, and help create high-quality "Wow experiences". Meanwhile, this study aims to respond to the ethical controversy over whether virtual content can replace real-scene shooting, provide references for ethical norms and reasonable boundaries in the application of cultural tourism technology, then improving marketing efficiency and promote the sustainable development of the cultural and tourism industry.

Keywords: Drone shooting, AI-Generated content, Technology-fit, Wow Experience, Destination Marketing

Research Model:



Reference:

Ezaki, M., Ono, E., Shimizu, Y., & Omasa, K. (2025). Use of drone aerial video and 3D model for tourism PR video: A case study on the Akima Bairin. Eco-Engineering, 37(3), 49-52. https://doi.org/10.11450/seitaikogaku.37.49

Jiang, Y., & Lyu, C. (2024). Sky-high concerns: examining the influence of drones on destination experience. Tourism Recreation Research, 49(4), 911–917. https://doi.org/10.1080/02508281.2022.2094582

Li, Y., & Zhu, J. (2026). Enhancing the tourism cultural and creative industry: A novel AIGC-integrated methodology for efficient IP image design. The Design Journal, 1–23. https://doi.org/10.1080/14606925.2025.2603616

Seo, I. T., Liu, H., Li, H., & Lee, J.-S. (2025). AI-infused video marketing: Exploring the influence of AI-generated tourism videos on tourist decision-making. Tourism Management, 110, Article 105182. https://doi.org/10.1016/j.tourman.2025.105182

Tan, J., Cheng, M., Chen, J., Zhu, J., Yu, Q., & Chen, S. (2025). Multimodal destination image and user engagement: a sequential research design. Tourism Management, 111, Article 105209. https://doi.org/10.1016/j.tourman.2025.105209

Vujičić, M. D., Kennell, J., Stankov, U., Gretzel, U., Vasiljević, Đ. A., & Morrison, A. M. (2022). Keeping up with the drones! Techno-social dimensions of tourist drone videography. Technology in Society, 68, Article 101838. https://doi.org/10.1016/j.techsoc.2021.101838

Zhao, H., Yuan, B., Liu, Y., & Liao, Y. (2026). Unlocking co-creation in travel: How generative AI sparks Aha Moments and the behavioral outcome. Journal of Hospitality and Tourism Management, 66, Article 101396. https://doi.org/10.1016/j.jhtm.2026.101396

Exploring how Emotional AI Companions Influence Solo Travelers' Travel Well-Being

Shaoqiang SONG[1], Tianqi CHEN[2], Zhiqian LONG[1], Chen-Kuo PAI[1*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macao, China

[2]School of Management, Guangzhou College of Commerce, Guangzhou, China

[*]Corresponding Email: ckpai@must.edu.mo

Extended Abstract

INTRODUCTION

Artificial intelligence (AI) is increasingly embedded in tourism encounters, yet most tourism studies still emphasize AI's intelligence, efficiency, or decision capability rather than its emotional-support function. Recent work has developed tourism-specific measures of perceived intelligence of AI assistants and shown that travelers evaluate AI systems in terms of their service capability and behavioral usefulness (Ling et al., 2025). Relatedly, AI-service research has conceptualized automated social presence as a multidimensional perception involving empathy, responsiveness, competence, and social affability (Liao et al., 2024). However, these streams do not directly explain whether an AI travel companion can help solo travelers feel emotionally supported during a trip.

This omission matters because solo travel is psychologically distinctive. Being alone while traveling does not necessarily imply distress, but it can heighten the salience of relatedness needs, especially in unfamiliar, uncertain, or emotionally intense moments. In hospitality settings, companionship-oriented robots can strengthen rapport and favorable responses among solo diners, particularly when the need to belong is salient (Huang et al., 2025). Tourism research has also shown that loneliness is not irrelevant to travel behavior; it can influence tourists' responses and should be treated as a meaningful travel-state construct rather than a purely stable trait (Li et al., 2025). Therefore, the key question is not simply whether solo travelers use AI, but whether emotionally responsive AI can reduce travel loneliness and improve travel well-being.

Self-determination theory (SDT) provides a strong foundation for this question. SDT argues that well-being depends on the satisfaction of basic psychological needs, especially autonomy, competence, and relatedness (Ryan & Deci, 2000). Within tourism research, well-being is increasingly treated as a multidimensional outcome that includes both hedonic enjoyment and eudaimonic flourishing (Filep et al., 2024). Empirical tourism evidence further indicates that psychological need satisfaction is a meaningful predictor of tourist well-being across the trip experience (Fan et al., 2024). For solo travel, relatedness is particularly central because the experience often

involves balancing desired independence with moments of emotional exposure and social absence.

To address this gap, the present study proposes Perceived Affective Support of AI Travel Companion (PASATC) as a new tourism-specific construct. PASATC refers to a solo traveler's perception that an AI travel companion can provide emotionally relevant, reassuring, and responsive support during a trip. Based on a stimulus-organism-response logic, PASATC is positioned as the stimulus, Relatedness Need Satisfaction and State Travel Loneliness as organismic states, and Travel Well-Being as the response. In addition, Solitude Motivation is incorporated as a moderator. Because the meaning of being alone depends on whether solitude is more self-determined or less self-determined, the effect of AI affective support should vary across solo travelers (Thomas & Azmitia, 2019).

Therefore, the research objectives of this study are as follows:

To develop and validate a scale for PASATC in the solo travel context

To test whether PASATC enhances Travel Well-Being indirectly through Relatedness Need Satisfaction and State Travel Loneliness, with Solitude Motivation moderating the first stage of the process.

METHOD

A sequential mixed-methods design will be adopted. The qualitative phase will develop the PASATC construct, and the quantitative phase will validate the scale and test the proposed model.

Phase 1: Qualitative Scale Development. Semi-structured interviews will be conducted with approximately 25–30 solo travelers who have used AI tools before or during a solo leisure trip. Purposive sampling will be employed to ensure that participants possess recent, relevant, and information-rich experience with AI-assisted travel in real tourism contexts. The interview protocol will focus on identifying the situations in which AI is perceived as emotionally supportive, the specific forms of interaction that make travelers feel accompanied, understood, or reassured, and the ways in which affective support differs from purely functional or informational assistance. Participants will also be encouraged to reflect on moments of uncertainty, loneliness, or emotional vulnerability during travel, so that the study can better capture how AI support is experienced in context rather than in abstract terms. The interview data will be analyzed using thematic analysis following Braun and Clarke (2006), moving through familiarization, coding, theme generation, review, and refinement. The purpose of this phase is to establish the conceptual domain, identify the core dimensions, and generate an initial item pool for PASATC. Expected themes may include empathic understanding, emotional reassurance, continuity of support, and context-sensitive responsiveness; however, the final dimensional structure will be determined inductively based on participants' narratives rather than imposed a priori.

Phase 2: Quantitative Validation and Model Testing. A structured survey will be administered to approximately 500–600 Chinese solo travelers who have used AI during a solo trip within the previous 12 months. This phase is intended both to validate the newly developed PASATC scale and to examine the hypothesized

relationships in the proposed conceptual model. To strengthen construct validation and reduce the risk of overfitting, the full sample will be randomly divided into two independent subsamples. Subsample 1 will be used for exploratory factor analysis (EFA) to refine the dimensional structure of PASATC, eliminate poorly performing items, and establish an initial factor solution. Subsample 2 will then be used for confirmatory factor analysis (CFA) and structural equation modeling (SEM) to assess the measurement model and test the proposed structural paths simultaneously. All items will be measured on seven-point Likert scales ranging from strong disagreement to strong agreement. The PASATC items will be derived directly from the qualitative phase. Relatedness Need Satisfaction and Travel Well-Being will be adapted from established measures grounded in self-determination theory and tourism well-being research, while State Travel Loneliness will be contextualized from established loneliness scales to capture travel-specific, situational feelings rather than stable trait loneliness (Fan et al., 2024; Filep et al., 2024; Li et al., 2025). Solitude Motivation will be adapted from the Motivation for Solitude Scale–Short Form to distinguish more self-determined from less self-determined reasons for being alone (Thomas & Azmitia, 2019). Reliability, convergent validity, discriminant validity, and overall model fit will be assessed before the structural relationships and the moderating effect are examined.

The main hypotheses are as follows:

H1:Perceived Affective Support of AI Travel Companion positively influences Relatedness Need Satisfaction.

H2:Relatedness Need Satisfaction negatively influences State Travel Loneliness.

H3:Relatedness Need Satisfaction positively influences Travel Well-Being.

H4:State Travel Loneliness negatively influences Travel Well-Being.

H5:Relatedness Need Satisfaction and State Travel Loneliness serially mediate the relationship between Perceived Affective Support of AI Travel Companion and Travel Well-Being.

H6:Solitude Motivation moderates the effect of Perceived Affective Support on Relatedness Need Satisfaction, such that the effect is stronger when solitude is less self-determined and weaker when solitude is more self-determined.

EXPECTED RESULTS

The study is expected to make both measurement and theoretical contributions. At the measurement level, the qualitative phase is expected to demonstrate that solo travelers evaluate emotional AI companions through a distinct affective-support lens rather than only through perceived intelligence, functional usefulness, or general social presence. In other words, travelers are likely to differentiate between an AI that is merely efficient and an AI that makes them feel emotionally accompanied, reassured, and understood during the trip. Based on this distinction, the resulting PASATC scale is expected to exhibit satisfactory reliability and validity while remaining conceptually distinguishable from perceived intelligence of AI assistants and automated social presence (Liao et al., 2024; Ling et al., 2025). This would support

the argument that affective support represents a tourism-specific and theoretically meaningful construct in the context of solo travel.

At the structural level, PASATC is expected to positively predict Relatedness Need Satisfaction, which should in turn reduce State Travel Loneliness and enhance Travel Well-Being. The serial mediation path is expected to be significant, indicating that emotionally supportive AI does not improve well-being merely because it is novel, interactive, or functionally useful, but because it helps solo travelers feel more relationally supported and less lonely during the trip experience. This mechanism would provide a more precise explanation of how emotional AI companionship translates into well-being outcomes. In addition, the moderation test is expected to show that PASATC matters most when solitude is less self-determined, because those travelers are more likely to need compensatory emotional support. By contrast, when solitude is more self-determined, the positive effect of PASATC may still exist, but it is likely to be comparatively weaker.

This study is expected to extend current tourism AI research in three ways. First, it moves beyond functional AI evaluation by introducing a travel-specific affective-support construct. Second, it links emotional AI companionship to solo travelers' well-being through an SDT mechanism centered on relatedness need satisfaction. Third, it clarifies that solitude motivation is a critical boundary condition in understanding when AI companionship is most consequential.

Practically, the findings are expected to suggest that AI travel companions should not be designed merely as itinerary engines or information tools. Providers should emphasize empathic wording, emotionally reassuring feedback, and continuity of interaction so that solo travelers feel supported rather than processed. Segmentation is also important: travelers who are alone more by circumstance than by preference may benefit most from affective-support features.

In sum, this study proposes that emotional AI companions can improve solo travelers' travel well-being by satisfying relatedness needs and reducing state travel loneliness. By doing so, it offers a concise but testable framework for understanding how AI in tourism may evolve from a functional assistant into a psychologically meaningful travel companion.

Keywords: emotional AI companion; solo travel; travel well-being; relatedness need satisfaction; loneliness

REFERENCES

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. Qualitative research in psychology, 3(2), 77-101.

Fan, Y., Wong, I. A., Zhang, G., Lin, Z., & Wu, L. (2024). A multiwave study on tourist well-being: The role of attention restoration, psychological-need and social-sharing satisfaction. Tourism Management Perspectives, 51, 101234.

Filep, S., Moyle, B. D., & Skavronskaya, L. (2024). Tourist wellbeing: Re-thinking hedonic and eudaimonic dimensions. Journal of Hospitality & Tourism Research, 48(1), 184-193.

Huang, J., Wong, I. A., Lian, Q. L., & Huang, H. (2025). Robotic companionship for solo diners: the role of robotic service type, need to belong and restaurant type. International Journal of Contemporary Hospitality Management, 37(3), 890-917.

Li, F., Zhang, G., & Liu, Y. (2025). The lonely traveller's mind: exploring the influence of loneliness on revisit intention. Current Issues in Tourism, 28(7), 1046-1061.

Liao, X., Zheng, Y. H., Shi, G., & Bu, H. (2024). Automated social presence in artificial-intelligence services: Conceptualization, scale development, and validation. Technological Forecasting and Social Change, 203, 123377.

Ling, E. C., Tussyadiah, I., Liu, A., & Stienmetz, J. (2025). Perceived intelligence of artificially intelligent assistants for travel: Scale development and validation. Journal of travel research, 64(2), 299-321.

Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. American psychologist, 55(1), 68.

A Study on the Harmony of AI-generated Travel Photos (AIGTP) on Tourism Bragging: The Role of Mianzi

Kefan CHEN[1], Haoran CHEN[2], Yingtong LIN[1], and Chen-Kuo PAI[1*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China

[2]School of Liberal Arts, Macau University of Science and Technology, Macau SAR, China

[*]Corresponding Email: ckpai@must.edu.mo

Abstract

In recent years, the behavior of using AI-generated travel photos for bragging and persona-building on social media has become increasingly common. AI-generated travel photos (AIGTP) are gradually becoming an important medium for tourists to obtain travel information and express themselves. With the development of generative artificial intelligence, image generation technology based on diffusion models has significantly enhanced the realism and quality of visual content (Rombach et al., 2022; Saharia et al., 2022). In visual aesthetics research, environmental coherence is considered a crucial factor influencing individual aesthetic experiences (Kaplan & Kaplan, 1989), enhancing aesthetic pleasure by improving cognitive fluency (Reber et al., 2004). However, existing research has shown that visual features can significantly influence individual media experiences, and presence is a key theoretical framework explaining this process (Lombard & Ditton, 1997; Biocca et al., 2003). Yet, most current studies focus on virtual reality or immersive media contexts (Steuer, 1992). There is a lack of systematic integration regarding how "static images (especially AI-generated ones)" can evoke a sense of presence through their aesthetic attributes and further influence behavioral responses. Secondly, in tourism research, tourists sharing photos on social media for self-presentation has become a significant phenomenon (Kim & Tussyadiah, 2013). However, few studies have explored how "the aesthetic characteristics of the images themselves" influence this exhibition behavior, particularly lacking attention to visual attributes like "harmony."

Based on the above discussion, this study aims to explore the impact mechanism of AIGTP harmony on tourists' behavioral responses from a visual aesthetics perspective. Specifically, focusing on the emerging media context of AIGTP, this paper analyzes how image harmony enhances tourists' sense of presence (including spatial presence, social presence, and telepresence) (Lombard & Ditton, 1997), which in turn influences their travel bragging behavior, and examines the moderating role of Mianzi in this process. Ultimately, this study aims to address the following research questions: a) Does the harmony of AIGTP significantly influence tourists' travel bragging behavior? b) Does the harmony of AIGTP indirectly influence travel bragging behavior through presence (spatial, social, and telepresence)? c) Does Mianzi play a moderating role between AIGTP harmony and travel bragging behavior? d) Do

different dimensions of presence have differential effects in the aforementioned mechanism?

Regarding research methods, this paper adopts a mixed-methods approach, combining qualitative and quantitative analyses. First, in the Study 1 qualitative research phase, through literature analysis and semi-structured interviews, the connotations of AIGTP harmony are summarized, and relevant measurement scales are revised and contextualized to ensure the content validity of the measurement tools. Second, in the Study 2 quantitative research phase, data is collected based on a scenario-based experimental design, and respondents' perceptual evaluations of AIGTP are obtained via questionnaires. Subsequently, Structural Equation Modeling (SEM) is used to test the research model. SPSS is utilized for data preprocessing and descriptive statistical analysis, and the reliability and validity of the scales are tested. Reliability is assessed through Composite Reliability (CR), while validity is examined through Confirmatory Factor Analysis (CFA) to test convergent and discriminant validity. For hypothesis testing, path analysis is used to examine the relationships between variables; mediation effects are tested using the Bootstrap method; and moderation effects are analyzed using hierarchical regression or multi-group analysis.

This study is expected to, at a theoretical implication, integrate visual aesthetics, presence theory, and tourism behavior research, expanding the boundaries of research on AI-generated content in the tourism field. At a practical implication, the findings can provide references for tourism destination marketing and AI image design, helping to enhance the attractiveness and communication effectiveness of visual content.

Keywords: AI-generated Travel Photos (AIGTP); Image Harmony; Presence; Travel Bragging; Mianzi; Visual Aesthetics; Tourism Behavior

References

Biocca, F., Harms, C., & Burgoon, J. K. (2003). Toward a more robust theory and measure of social presence: Review and suggested criteria. Presence: Teleoperators and Virtual Environments, 12(5), 456-480.

Kaplan, R., & Kaplan, S. (1989). The experience of nature: A psychological perspective. Cambridge University Press.

Kim, J., & Tussyadiah, I. P. (2013). Social networking and social support in tourism experience: The moderating role of online self-presentation strategies. Journal of Travel & Tourism Marketing, 30(1-2), 78-92.

Lombard, M., & Ditton, T. (1997). At the heart of it all: The concept of presence. Journal of Computer-Mediated Communication, 3(2), JCMC321.

Reber, R., Schwarz, N., & Winkielman, P. (2004). Processing fluency and aesthetic pleasure: Is beauty in the perceiver's processing experience? Personality and Social Psychology Review, 8(4), 364-382.

Rombach, R., Blattmann, A., Lorenz, D., Esser, P., & Ommer, B. (2022). High-resolution image synthesis with latent diffusion models. Proceedings of the

IEEE/CVF Conference on Computer Vision and Pattern Recognition, 10684-10695.

Saharia, C., Chan, W., Chang, H., Lee, C., Ho, J., Salimans, T., ... & Norouzi, M. (2022). Photorealistic text-to-image diffusion models with deep language understanding. Advances in Neural Information Processing Systems, 35, 36479-36494.

Steuer, J. (1992). Defining virtual reality: Dimensions determining telepresence. Journal of Communication, 42(4), 73-93.

Exploring the impact of the AIGTP on tourists' travel intentions: An affordance perspective

Junhan GONG, Haoran CHEN*, Chen-Kuo PAI

Macau University of Science and Technology, Macau, China

*Corresponding Email: 2250026961@student.must.edu.mo

Abstract

With the rapid advancement of AI-driven image generation technologies, the physical realism of AI-generated images has been steadily increasing. This trend enhances the feasibility of using AI-generated travel photos (AIGTP) to influence tourists' travel intentions. Bie et al. (2025) define AI text-to-image generation as the use of models that process textual input to produce high-fidelity images that correspond to the given descriptions. Current academic research often focuses on the differences in the impact of AI-generated content and real-person-generated content on tourists' travel intentions (Li et al., 2025, Zhu et al., 2025) and the differences in the impact of AI-generated content and traditional marketing methods on tourists' travel intentions (Yhee et al., 2025).

However, the current academic literature lacks a systematic investigation into the affordances of AIGTP. Affordance theory, originally proposed by Gibson (1977), its main definition is the possibility of an individual's action caused by object and the environment. This research gap hinders the accurate identification of how the specific characteristics of AIGTP influence tourists' travel intentions. Moreover, the effect of the physical affordances of AIGTP on tourists perceived psychological affordances lies at the core of this mechanism. This relationship affects their affect Intensity towards the relevant tourist destinations and ultimately leads to different travel intentions. Accordingly, this study aims to: (a) conceptualize the affordances of AIGTP into two dimensions, examining how their physical affordances—specifically aesthetic elements and vividness—affect psychological affordances, namely narrative transportation and spatial presence; (b) from the tourist perspective, investigate how AIGTP influences their affect intensity toward tourism destinations based on affordance theory; and (c) explore how the affect intensity of the destination affected by AIGTP changes their travel intentions.

Methodologically, this study employs the Stimulus-Organism-Response (S-O-R) theory to develop a research model and conduct quantitative research by distributing online questionnaires to collect data. The sample will mainly consist of Chinese tourists, and respondents will start filling in the answers after viewing the AI-generated travel images provided at the beginning of the questionnaire. The collected sample data will be analyzed using AMOS24.0 software, as it is good at simultaneously verifying multiple causal relationships in the model. Starting from the physical affordances of AIGTP, the study analyzes their relationship with respondents perceived psychological affordances. Then examines how psychological affordances

influence affect intensity tourist destination, ultimately identifying the causal link between affect intensity and travel intentions.

The results of this study help expand the academic community's understanding of how AIGTP affects tourists' final travel intentions from the affordance theory. At the same time, it can help tourism destination managers understand which physical features of the photos need to be enhanced or avoided when using AIGTP for publicity and marketing to improve the efficiency of publicity.

Keywords: AIGTP, Affordance Theory, Affect Intensity, Travel Intention, Aesthetic Elements, Vividness, Narrative Transportation, Spatial Presence

References

Bie, F., Yang, Y., Zhou, Z., Ghanem, A., Zhang, M., Yao, Z., Wu, X., Holmes, C., Golnari, P., Clifton, D. A., He, Y., Tao, D., & Song, S. L. (2025). RenAIssance: A Survey Into AI Text-to-Image Generation in the Era of Large Model. IEEE Transactions on Pattern Analysis and Machine Intelligence, 47(3), 2212–2231. https://doi.org/10.1109/TPAMI.2024.3522305

Wong, J. W. C., Lai, I. K. W., & Lin, Y. (2025). The perceived reliability and adoption intention towards human-generated content vs. AI-generated content for travel planning: A moderating role of travel persona. Journal of Travel & Tourism Marketing, *42*(4), 461–478. https://doi.org/10.1080/10548408.2025.2468468

Li, C., Cao, Q., Hua, S., & Tao, C. W. (2025). When AI takes the wheel: The effectiveness of AI versus human-generated content in tourism marketing. Journal of Vacation Marketing. Advance online publication. https://doi.org/10.1177/13567667251393512

Zhu, S., Song, M., & Duan, Y. (2025). Emotional arousal: How artificial intelligence-generated content influences tourism decision-making. Tourism Recreation Research, 50(7), 1639–1650. https://doi.org/10.1080/02508281.2024.2439321

Yhee, Y., Kim, J. Y., Kim, J., & Koo, C. (2025). Generative AI-destination marketing: Do privacy concerns and justification matter? Journal of Travel Research. Advance online publication. https://doi.org/10.1177/00472875251349235

Gibson, J. J. (1979). The ecological approach to visual perception. Houghton Mifflin.

GAI-Tourist Co-Creation Value for Travel: Scale Development and Validation

Fei SHA[1], Zhiqian LONG[1], Tianqi CHEN[2], and Chen-Kuo PAI[1*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China.

[2] School of Management, Guangzhou College of Commerce, Guangzhou, China

[*]Corresponding Email: ckpai@must.edu.mo

Abstract

As generative artificial intelligence (GAI) technology increasingly permeates tourism experiences, interactions between tourists and AI systems are shifting from traditional tool usage to deep value co-creation (Yang et al., 2025). With the rapid development of GAI technology, the tourism industry is undergoing a profound intelligent transformation. Unlike traditional AI, GAI possesses the capabilities of content generation, context understanding and personalized interaction, providing possibilities for tourism planning and decision-making. Currently, tourists are no longer content with passively receiving services; instead, they seek to establish a co-creation relationship with GAI at every stage of their experience. GAI has revolutionized the conventional one-way interaction model of "tourist-destination" by delivering personalized travel itinerary recommendations and enabling real-time information queries. Consequently, it has established an innovative value co-creation system characterized by the tripartite dynamic of "Tourist-GAI-Destination" (Bui et al,.2025). However, existing literature predominantly centers on the technical performance or application scenarios of GAI (Vargo et al., 2016). Nevertheless, within the context of human-computer interaction, there remains a dearth of research exploring how the co-creation behavior between GAI and tourists manifests itself and what constitutes the dimensions of its value.

This study focuses on the following core questions:1) What dimensions are constituted to GAI-tourist co-creation value for travel? 2) Does GAI-tourist co-creation value influence their intention to use GAI assistance for travel? To address the above questions, the research first collected tourists' attitudes towards using GAI interaction through interviews to obtain the initial dimensions of value co-creation. Subsequently, based on these dimensions, a questionnaire was designed and the sample data was analyzed. Eventually, the validity of several dimensions was confirmed and a multi-dimensional structural model of GAI-Tourist Co-creation Value was established.

Theoretically, this study is the first to extend the value co-creation theory to the context of interaction between GAI and tourists, proposing and testing the multi-dimensional construct of "GAI-tourist co-creation value", breaking through the traditional single role perception of AI as a tool, and providing a new theoretical perspective for understanding the co-creation mechanism under the collaboration of

humans and GAI. The practical contribution of the research is that the scale developed by the institute can provide diagnostic and optimization tools for tourism platforms, destination management organizations, and GAI developers, helping them identify and enhance the most critical functional elements for generating co-created value for tourists. By enhancing tourists' co-creation value, it can effectively increase their willingness to use GAI-assistance for travel and their willingness to visit the destination, providing empirical support for the design and promotion of intelligent tourism services.

Keywords: Generative AI, Value Co-Creation, Traveling Intention, Scale Development

References

Bui, H. T., Filimonau, V., & Sezerel, H. (2025). Exploring value co-creation and co-destruction between consumers & generative artificial intelligence (GAI) in travel. Tourism Management Perspectives, 58, Artículo 101392.

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. Journal of Marketing, 68(1), 1-17.

Yang, Z., & Liu, Z. (2025). Empowering Cultural and Creative Product Design through AIGC in Tourism Contexts: A Human–AI Co-Creation Perspective. Asia Pacific Economic and Management Review, 2(6).

Exploring AI Service Recovery Communication Influences Tourists' Complaint Intention: Integrating Cognitive and Emotional Perspectives

Mingcong WANG[1], Jingsong ZHANG[1], Wenlong WANG[1], and Chen-Kuo PAI[1*]

[1]Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China

[*]Corresponding Email: ckpai@must.edu.mo

Abstract

As intermediaries, online travel agencies (OTAs) often face service failures that are beyond their control, such as flight or hotel overbookings and unexpected order changes. These issues can significantly damage users' behavioral intentions (Wei et al., 2025). Currently, online platforms increasingly rely on AI customer service to handle service failures. However, in practice, AI services often suffer from functional errors, delayed responses, and irrelevant information. These issues lead to a poor interpersonal experience during the service recovery process, which directly affects users' intention to continue using the platform (Sun et al., 2021). While using AI for service recovery communication has become a growing trend, current research has primarily focused on three perspectives: (1) the forms of AI service recovery strategies, such as gratitude or apologies, used to respond to various service failure scenarios (Lv et al., 2022); (2) the types of AI service failure, including functional and non-functional failures, which serve as a basis for adjusting communication (Song et al., 2023); and (3) users' psychological response mechanisms, involving cognitive appraisals such as perceived sincerity, perceived fairness, and perceived service climate, to examine how users perceive the outcomes of service recovery (Lin et al., 2026; Zhao et al., 2026). However, further research is still needed to define the specific dimensions of AI service recovery communication from cognitive and emotional perspectives, and more empirical evidence is required to understand how these factors influence complaining behavior.

Based on the above discussion, this study aims to identify the core dimensions of AI service recovery communication on OTAs platforms. It also reveals how these dimensions influence tourists' complaint intentions through perceived procedural justice, perceived controllability, and negative emotion in the context of service failures. Ultimately, this study aims to address the following research questions: (a) What are the specific dimensions of AI service recovery communication on OTAs platforms? (b) How does verbal service recovery enhance tourists' cognition and

reduce their negative emotions? (c) Do cognition and emotion mediate the relationship between AI service recovery communication and complaint intentions?

Therefore, this study adopts a mixed-methods research design, combining qualitative and quantitative approaches. In the qualitative phase, in-depth interviews will be conducted with tourists who have recently experienced service failures on OTAs platforms and interacted with AI customer service. By coding and categorizing the interview data, the core dimensions of AI service recovery communication will be identified. In the quantitative phase, exploratory factor analysis (EFA) will be used to screen and refine the dimensions extracted from the qualitative stage and to establish the structure of the measurement scale. Subsequently, confirmatory factor analysis (CFA) will be conducted to assess the model fit and to evaluate the reliability and validity of the measurement scale. Finally, structural equation modeling (SEM) will be constructed to test the hypothesized relationships between variables, with a focus on analyzing the mediating effects of the cognitive and emotional paths.

This study identifies and validates the dimensions of AI service recovery communication through empirical research. By incorporating both cognition and emotion, it provides a more comprehensive understanding of the mechanisms through which AI influences consumer complaining behavior in service failure scenarios. These findings also expand the theoretical boundaries of service recovery within the field of human-AI interaction. The findings also provide insights for OTAs platforms to optimize the design of their AI service recovery communication, thereby enables these platforms to more accurately evaluate the effectiveness of their AI service efforts.

Keywords: Artificial Intelligence; Service Recovery Communication; Online Travel Agency; Cognitive Appraisal Theory; Complaint Intentions

References

Lv, L., Huang, M., Guan, D., & Yang, K. (2022). Apology or gratitude? The effect of communication recovery strategies for service failures of AI devices. Journal of Travel & Tourism Marketing, 39(6), 570–587. https://doi.org/10.1080/10548408.2022.2162659

Lin, W.-S., Hung, H.-Y., & Maneesai, T. (2026). From frustration to satisfaction: the effectiveness of chatbot communication styles in service recovery. Journal of Hospitality and Tourism Technology, Advance online publication, 1–28. https://doi.org/10.1108/JHTT-03-2025-0227

Sun, Y., Li, S., & Yu, L. (2021). The dark sides of AI personal assistant: effects of service failure on user continuance intention. Electronic Markets, 32(1), 17–39. https://doi.org/10.1007/s12525-021-00483-2

Song, M., Xing, X., Duan, Y., & Mou, J. (2023). I can feel AI failure: the impact of service failure type and failure assessment on customer recovery expectation. Industrial Management & Data Systems, 123(12), 2949–2975. https://doi.org/10.1108/IMDS-10-2022-0642

Wei, J., Lu, Z., Chen, Q., Li, L., Fan, H., Shen, H., Lu, H., Liao, S., & Wan, W. (2025). Consumer Forgiveness in Online Travel Agency Service Recovery: Consumer Empathy and Negative Emotional Contagion. International Journal of Tourism Research, 27(6), 1-14. https://doi.org/10.1002/jtr.70154

Zhao, H., Song, Z., & Cai, Z. (2026). Should AI or human agents handle customer complaints? Exploring the impact of agent type and complaint response type on recovery outcomes. Journal of Business Research, 202, 115805. https://doi.org/10.1016/j.jbusres.2025.115805

Understanding the Formation Mechanism of Students' Achievement Emotions in Family Tourism: An Empirical Study of Chinese Primary and Secondary School Students

Ziyi LIU, Junying LIANG, Rongxuan ZHANG, and Chen-Kuo PAI*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR, China

*Corresponding Email: ckpai@must.edu.mo

Abstract

Family tourism has long been acknowledged as having educational benefits for children (Li et al., 2024). During China's 'Double Reduction' policy, family tourism has gradually become an important supplement to school education. More families are creating 'contextualized learning' opportunities for their children through travel activities, extending learning from the classroom to the real world. Previous studies have mostly explored family tourism benefit, family tourism decision-making, the voice of children in family tourism (Shaw et al., 2008; Wang & Li, 2021; Khoo-Lattimore, 2015). However, there is still insufficient attention paid to the emotional mechanisms involved in family tourism, especially achievement emotions.

Achievement emotions are defined as emotions tied directly to achievement activities or achievement outcomes (Pekrun, 2006). Positive emotions are activating and may generate creative thinking and reflectivity, while negative emotions are deactivating and usually lower students' academic performance (Pekrun et al., 2011). Overall, achievement emotions can be understood as a double-edged construction, simultaneously facilitating and constraining learning processes. In the typical informal learning context of family tourism, students face a more open, dynamic, and contextualized learning environment, which makes the generation mechanism of their achievement emotions more complex than in traditional research.

Therefore, this study uses a mixed-method approach based on control-value theory. Our research subjects are parents of primary and secondary school students who participate in family tourism within a calendar year. Students' emotional experiences are closely shaped by their cognitive appraisals, particularly their perceived control over activities and the value they assign to these experiences. Hence, semi-structured interviews will be conducted to identify the factors that influence their perceived control and value. Subsequently, a questionnaire survey will be administered. Collected data will be analyzed by structural equation modeling (SEM) to examine how these appraisals shape achievement emotions and influence achievement aspirations. This study aims to answer three questions: (1) What factors influence students' perceived control and value in family tourism? (2) How do perceived

control and value shape students' achievement emotions? (3) How do these achievement emotions influence students' achievement aspirations?

Theoretically, this study introduces control-value theory into the context of family tourism, enriches the theoretical perspective of interdisciplinary research on tourism and education. Practically, the research results provide important understandings for educators, and tourism product designers: through improving activity arrangement, and reinforcing after-activity reflection systems, it is possible to effectively push forward the formation mechanism of positive achievement emotions.

Keywords: Family Tourism, Achievement Emotions, Control-value Theory

References

Khoo-Lattimore, C. (2015). Kids on board: methodological challenges, concerns and clarifications when including young children's voices in tourism research. *Current Issues in Tourism*, 18(9), 845-858. https://doi.org/10.1080/13683500.2015.1049129

Li, Z. (Zoey), Yang, Y., & Zhang, X. (2024). Family travel as an educational experience: Revealing multi-level Parents' perceived value through a family systems approach. *Tourism Management Perspectives*, 53, Article 101301. https://doi.org/10.1016/j.tmp.2024.101301

Pekrun, R. (2006). The Control-Value Theory of Achievement Emotions: Assumptions, Corollaries, and Implications for Educational Research and Practice. *Educational Psychology Review*, 18(4), 315 – 341. https://doi.org/10.1007/s10648-006-9029-9

Pekrun, R., Goetz, T., Frenzel, A. C., Barchfeld, P., & Perry, R. P. (2011). Measuring emotions in students' learning and performance: The achievement emotions questionnaire (AEQ). *Contemporary Educational Psychology*, 36(1), 36 – 48. https://doi.org/10.1016/j.cedpsych.2010.10.00

Shaw, S. M., Havitz, M. E., and Delemere, F. M. (2008). I decided to invest in my kids' memories: family vacations, memories, and the social construction of the family. *Tourism Culture & Communication*. Commun. 8, 13 – 26. https://doi.org/10.3727/109830-408783900361

Wang, Y., and Li, M. (2021). Family identity bundles and holiday decision making. *Journal of Travel Research*. 60, 486 – 502. https://doi.org/10.1177/0047287520930091

A Study on the Impact of Food on Destination Advocacy: A Case Study of Portuguese Cuisine in Macau

Tianmua YU*, Wenlong WANG, Zehan HUANG, Chen-Kuo PAI

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau SAR, China

*Corresponding Email: 2250012338@student.must.edu.mo

Abstract

Macao is a city with diversified culinary offerings. Boasting a history of more than 400 years, Macao's Portuguese cuisine is a distinctive fusion style that integrates Portuguese and other regional ingredients and culinary philosophies with local Chinese cooking techniques. Numerous tourists travel to Macao expressly for its unique food culture, and Macao was inscribed as a UNESCO "City of Gastronomy" in 2017. Existing research has validated the correlations among gastronomy, tourist satisfaction, hedonic experiences, and destination advocacy. However, most studies focus solely on the standalone effect of gastronomy on tourist experiences or link Macao's culinary research to the gaming industry, neglecting to examine gastronomy tourism as a core component of the tourism sector and its influence on tourist behavior. This study seeks to address this research gap, the research objectives of this study are:

To investigate how gastronomy tourism influences destination advocacy among tourists.

To analyze whether there is a mutual influence between tourist satisfaction and hedonic experiences in Macao's gastronomy tourism.

In order to achieve our research objectives, the research question of this study is:

How does gastronomy tourism influence destination advocacy?

Is there a mutual influence between tourist satisfaction and hedonic experiences in gastronomy tourism?

This study adopts a quantitative research approach, targeting tourists who have consumed Macao's Sino-Portuguese fusion dishes within the past six months as respondents. Offline questionnaires are distributed via convenience sampling, with a target of 600 valid responses. The questionnaire is developed based on existing literature and includes measurement items for core variables and basic demographic information. Reliability and validity tests will be conducted to ensure data accuracy. The entire study complies with academic ethical standards. Participants are informed of the research purpose, their rights, data confidentiality, and anonymity, and informed consent is obtained prior to the formal survey. All variables are measured using a 7-point Likert scale, and structural equation modeling (SEM) is employed to analyze the interrelationships among gastronomy tourism, tourist satisfaction, hedonic experiences, and destination advocacy.

The findings of this study confirm that gastronomy acts as a strong catalyst for driving destination advocacy, as illustrated by the case of Macao's Portuguese cuisine. The interactive effect between tourist satisfaction and hedonic experiences demonstrates that gastronomy tourism goes beyond everyday catering consumption to serve as a cultural carrier and emotional bond during travel. Authentic culinary experiences boost the destination's attractiveness and establish emotional connections with visitors, thereby improving their satisfaction, loyalty, and intention to recommend Macao. Furthermore, gastronomy plays a dual role as a symbol of cultural heritage and an engine of economic growth, effectively bridging cultural conservation with the needs of contemporary tourism development.

These findings offer important theoretical contributions and practical implications for tourism development. Theoretically, this study expands the theoretical framework of tourism research by examining the effects of gastronomy tourism on tourist satisfaction and hedonic experiences, deepens the understanding of tourists' psychological and behavioral patterns, and fosters interdisciplinary integration in tourism scholarship. Practically, it provides guidance for destinations to develop tailored specialty gastronomy tourism products, optimize catering service quality and dining environments to enhance tourist satisfaction and loyalty, unlock the economic value of gastronomy tourism to stimulate local economic growth, and raise public awareness of culinary cultural heritage.

Keywords: Gastronomy, Satisfaction, Hedonic experiences, Destination advocacy

References

Augustin-Jean, L. (2002). Food consumption, food perception and the search for a Macanese identity. The globalization of Chinese food, 113-127.

De Albuquerque Meneguel, C. R., Mundet, L., & Aulet, S. (2019). The role of a high-quality restaurant in stimulating the creation and development of gastronomy tourism. International Journal of Hospitality Management, 83, 220-228.

Loi, K.-I., Kong, W.-H., & Bandeira, H. R. (2020). Macao as a City of Gastronomy: The role of cuisine in a tourism product bundle. In Routledge handbook of tourism cities (pp. 569-578): Routledge.

Macao.UNESCO. (2018). UNESCO Creative Cities Network. Retrieved from https://en.unesco.org/creative-cities/macao

Park, S. H., Lee, C.-K., & Miller, J. C. (2015). A comparative study of the motivations, activities, overall satisfaction, and post-trip behaviors of international tourists in Macau: Mainland Chinese, Hongkongese, Taiwanese, and Westerners. Asia Pacific Journal of Tourism Research, 20(10), 1174-1193.

Yang, Z., & Pang, C. L. (2012). From home food to Macau's Portugal Food? Historical development, tourist branding and cultural identity. Sociology Study, 2(12), 934-940.

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. Tourism management, 26(1), 45-56.

The Impact of AI Voice Assistant Acceptance on Visitor Satisfaction: A Smart Hotel Case

Yupeng CAI*, Lu ZHOU, and Taowei LIU

Faculty of Hotel and Tourism Management, Macau University of Science and Technology, Macau, China

*Corresponding Email: 2250012183@student.must.edu.mo

Abstract

The rapid adoption of AI has triggered a paradigm shift in hotel service delivery, fundamentally transforming the way hotels interact with their customers. Voice assistants, as Al interfaces activated through natural language processing, have emerged as a key touchpoint in the smart hotel ecosystem, promising seamless and hands-free service interactions that theoretically transcend traditional human-computer interaction barriers. These smart agents enable guests to execute a variety of commands through intuitive voice commands, ranging from climate control to concierge services, which undoubtedly makes smart technology equally accessible to different demographics. Especially for older populations, such interfaces offer an attractive solution – promising to mitigate the impact of traditional digital barriers by eliminating the need for complex navigation, thereby promoting inclusive technology engagement. However, the enthusiastic application of voice assistants in the hospitality industry has raised a tension closely related to the phenomenon of "intelligence paradox"(Wong et al., 2024).

While these technologies promise to improve operational efficiency and deliver futuristic lifestyle experiences, they also introduce an element of emotional disconnection and psychological discomfort that can undermine the satisfaction they were originally intended to enhanc. This paradox is particularly pronounced when considering the heterogeneity of the customer structure of the contemporary hospitality industry, especially as Gen Z grows up with immersive technology as a digital native, and silver tourists, digital immigrants aged 50 and older, who may have varying degrees of skepticism or enthusiasm about new technological interfaces. The different cognitive patterns unique to these groups suggest distinct interpretive frameworks through which voice assistant interactions are processed, evaluated, and emotionally internalized.

Although the academic community is paying more and more attention to smart hotel technology, there are still significant gaps in the existing literature, which restrict the process of theoretical development and practical optimization. Previous studies have mainly focused on the direct impact of technical attributes on behavioral intention or adoption decision and investigated the cognitive-rational determinants of use behavior with the help of unified technology acceptance and use theory or its derivative models. Such methods, while valuable for predicting behavioral outcomes, often overlook the

psychological mechanisms that mediate the role of cognitive processes in which acceptance translates into emotional satisfaction.

Specifically, the role of technological attachment—that is, the emotional connection and pan-social connection between users and intelligent agents—is still insufficient in the context of the hospitality industry (Buhalis & Moldavska, 2022).

In addition, although intergenerational differences in technology acceptance have been studied, this field needs to be further explored Documented research often treats generational factors as only a control variable or demographic descriptive characteristic, rather than a substantial moderator, which can systematically affect the structural relationship between acceptance, attachment, and satisfaction. This oversight is especially critical given the expanding share of "silver travelers" in global travel flows and their unique psychological processing model in service technology (Huang, 2022).

This study proposes a comprehensive theoretical framework based on the combination of extended technology acceptance model principles with attachment theory, aiming to investigate the mediating regulatory mechanisms that affect voice assistant satisfaction Acceptance is conceptualized as a high-level formative construct with five significant dimensions. Performance expectations capture visitors' perceptions of the functional benefits and practical gains that voice assistants provide in enhancing the hotel experience. The effort is expected to reflect the perceived ease of interaction and cognitive simplification compared to voice command interfaces, as opposed to traditional haptic or visual navigation systems. Perceived pleasure covers hedonic dimensions such as internal pleasure and experiential satisfaction related to interaction, and conversational AI agents.

Technological self-efficacy reflects visitors' confidence in their personal abilities and the ability to effectively operate voice-based interfaces without external assistance. This resistance to change indicates an inherent inertia and preference for established service models, which can hinder the adoption of new technological solutions. These five dimensions together form the basis of cognition-evaluation, on which subsequent emotional responses are constructed.

Technical accessories play a crucial role in this framework as an intermediary mechanism, which is manifested in the form of emotional bonds, pseudo-social connections, and the emotional investment of visitors to voice assistants through repeated interactive cycles.

This construct captures the transition from initial cognitive assessment to sustained emotional engagement, mirroring the gradual transformation of functional service tools into psychologically important partners. This construct distinguishes between utilitarian satisfaction, derived from service efficiency, and fostering deeper emotional resonance: loyalty, and positive word-of-mouth willingness. In this framework, generations play the role of categorical moderators and play a systemic role in this, which influences the strength and direction of the relationship between the cognitive acceptance dimension and the formation of emotional attachments.

The moderator distinguishes the characteristics of this group of silver tourists from the general population, characterized by limited digital social activities, rigid thinking

patterns, and possible technological anxiety, while young tourists have innate technological autonomy, cognitive flexibility, and innate digital skills. This moderating effect is theoretically hypothesized to be primarily on the relationship between acceptance and attachment rather than attachment-satisfaction, reflecting differences in the tendencies of generations to form emotional bonds.

Guest satisfaction is the ultimate dependent variable in this framework, encompassing the full range of visitors' evaluation of the smart hotel experience. This concept encompasses both functional and non-functional performance evaluations related to service efficiency and accuracy, as well as the emotional satisfaction of meaningful interaction with a technology-mediated service environment. This conceptualization recognizes that the satisfaction scenario of providing hotel services with technical support stems from the interplay between utilitarian outcomes and hedonic experiences, and that emotional attachment acts as an important bridge between cognitive acceptance and final evaluation judgment(Al-Hyari et al., 2023).

The research method will adopt a multi-group structural equation model, specifically use partial least squares SEM and combine with covariance-based SEM for robustness verification. This dual-approach strategy aims to address both the goal of predictive accuracy and theoretical validation inherent in research design(Henseler, Hubona, & Ray, 2016). The analysis will go through several rigorous stages.

First, the measurement invariance procedure of the composite model will be implemented to establish the consistency of configuration and configuration invariance across generational groups, ensuring that the observed structural differences reflect real population changes rather than measurement errors (Henseler, Ringle, & Sarstedt, 2016).

Subsequently, structural models will be established for "silver-age tourists" and "young tourists", and the path coefficient, determination coefficient and effect size will be calculated to evaluate the explanatory power of the model in their respective groups. Analysis using the "self-help method" will employ relevant procedures to generate bias-corrected confidence intervals for hypothesis testing.

At the same time, the displacement test method was used to investigate the statistical significance of the difference in cross-group path coefficients. Given the formative definition of technical acceptance constructs, we will pay special attention to index weights and multicollinearity diagnostics to ensure effective characterization of higher-order constructs.

This study aims to answer three specific research questions, aiming to elucidate the relevant mechanisms and boundary conditions of voice assistant satisfaction:

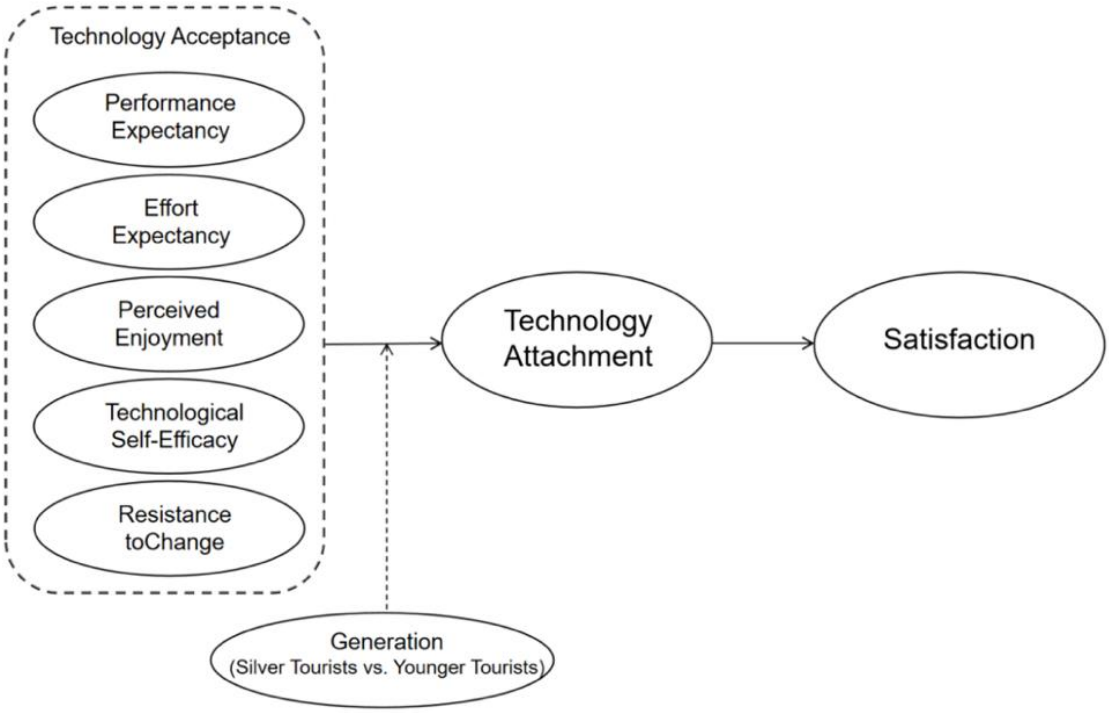
This paper explores how technology acceptance affects guest satisfaction through the mediating mechanism of technology dependence and specifically examines whether these five acceptance dimensions have different indirect effects on satisfaction and satisfaction results.

The intergenerational factor significantly moderates the relationship between technology acceptance and technological attachment, making "silver-age tourists" and "young tourists" show different tendencies in establishing emotional connections through voice assistants. This study aims to explore whether this phenomenon holds

that the cognitive pathway of attachment varies fundamentally between different groups, and older tourists may value effort and expect younger tourists to value the pleasure they feel.

The aim is to assess the extent to which measurement tools can truthfully reflect the consistency of real-world intergenerational groups and identify specific structural pathways that show significant intergroup differences, thereby informing the development of targeted intervention strategies.

Research model



From a theoretical perspective, this study promotes the development of scientific and technological research in the hotel industry by treating technological attachment as a core psychological mechanism and transforming cognitive evaluation into emotional satisfaction. By combining attachment theory with technology to accept frameworks, this research has gone beyond mere utilitarian interpretation to encompass the emotional dimensions of human-AI interactions.

The investigation of intergenerational boundary conditions expands the scope of digital divide research by identifying specific structural factors, expands the key points of group differences in digital divide research, and goes beyond simple mean-level comparison, aiming to reveal the differences at the process level. In fact, these findings will provide hoteliers and voice assistant designers with actionable intelligence to help them seek to implement generational segmentation strategies.

If "silver tourists" can show stronger attachment-forming abilities through effort and anticipation, and "Gen Z" responds accordingly, the interface design can be optimized

to foster emotional connections while avoiding alienating those who are more vulnerable to digital technology. These insights help build an inclusive, intelligent ecosystem that considers technology to meet the needs of different populations while maintaining service excellence.

Keywords: voice assistant, smart hotel, silver tourist, Gen Z, structural equation model, technology add-on, controlled mediation, multi-group analysis

References

Al-Hyari, H. S. A., Al-Smadi, H. M., & Weshah, S. R. (2023). The impact of artificial intelligence (AI) on guest satisfaction in hotel management: An empirical study of luxury hotels. Geo Journal of Tourism and Geosites, 48, 810–819. https://doi.org/10.30892/gtg.2304-0948

Buhalis, D., & Moldavska, I. (2022). Voice assistants in hospitality: Using artificial intelligence for customer service. Journal of Hospitality and Tourism Technology, 13(3), 386–403. https://doi.org/10.1108/JHTT-07-2021-0143

Huang, T. (2022). What affects the acceptance and use of hotel service robots by elderly customers? Sustainability, 14(23), 16102. https://doi.org/10.3390/su142316102

Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. Industrial Management & Data Systems, 116(1), 2–20. https://doi.org/10.1108/IMDS-09-2015-0326

Henseler, J., Ringle, C. M., & Sarstedt, M. (2016). Testing measurement invariance of composites using partial least squares. International Marketing Review, 33(3), 405–431. https://doi.org/10.1108/IMR-08-2015-0243

Wong, I. A., Xiao, Y., Lin, Z., Sun, D., Huang, J., & Liu, M. (2024). Smart hotels but not necessarily smart decisions: The smartness paradox. International Journal of Contemporary Hospitality Management, 36(10), 3378–3402. https://doi.org/10.1108/IJCHM-03-2023-0229

More Than a Sign: Exploring How Tourism Destination Billboard Information and Social Norms Boost Pro-Environmental Behavior

Kai XU*, Yingtong LIN, Yalin YANG, and Chen-Kuo PAI

Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Macau SAR, China

*Corresponding Email: 2250006853@student.must.edu.mo

Abstract

The growth of sustainable tourism has drawn attention to using traditional communication media to promote tourists' pro-environmental behavior. As a highly effective marketing medium, the location, size, and cost of billboards endow them with the ability to increase public attention and memory towards advertising content (Hsu, 2018). However, the application of billboards within tourism contexts remains underexplored, and the degree to which their content shapes tourists' environmental conduct is still unclear. Therefore, the research on the impact of billboards in tourism is of great value.

In existing research, Zhao et al. (2023) conducted a study on the impact of message framing strategies on tourists' environmental behavior, but lacked in-depth exploration of the differences in the impact of different information types. As a crucial positive emotional element in natural tourism destinations, awe is believed to have a significant correlation with pro-environmental behavior (Hongsong et al., 2025). Current research lacks further exploration into whether and how billboard information influences tourists' subsequent behavior through awe. To address these gaps, this study therefore proposes an integrated model linking billboard information type, the mediating role of awe, and the moderating effect of social norms on pro-environmental behavior. Specifically, the research questions include: (1) Does billboard information (rational vs. emotional) directly influence tourists' pro-environment behavior? (2) Does awe mediate the relationship between billboard information and pro-environment behavior? (3) Do social norms (with vs. without) moderate the relationship between billboard information and pro-environment behavior, as well as the relationship between billboard information and awe?

Methodologically, four sub-studies will be conducted. Study 1 and 2 will adopt a single-factor between-subject experimental design to test the main effect of billboard information type (rational vs. emotional) on pro-environment behavior and the mediating effect of awe, respectively. The rational messages will use scientific data and the emotional messages will use affective appeals. Study 3 and 4 will employ a 2 (Billboard Information: rational vs. emotional) × 2 (Social Norms: with vs. without) between-subject experiment to measure participants' levels of awe and their pro-environment behavior, thereby testing the moderating effect of social norms.

Social norms are operationalized through the inclusion or exclusion of descriptive normative statements in the billboard.

For expected theoretical contributions, this study will expand billboard research from the traditional perspective of marketing to tourism and pro-environmental behavior, introduce awe to reveal psychological mechanisms. In practice, the research results are expected to provide suggestions for tourism destination managers on billboard design, aiming to enhance the persuasiveness of marketing information and better stimulate tourists' positive response.

Keywords: Billboard Information, Awe, Pro-environment Behavior, Social Norms

Reference:

Hsu, W. Y. (2018). Interaction, extraction and analyses of consumer reviews: A novel e-billboard system. *Telematics and Informatics, 35*(7), 2099–2106.

Zhao, X., Yao, Y., Ren, L., & Jia, G. (2023). Message framing strategies in promoting tourists' pro-environmental behavioral intentions: the interaction of social distance and message framing. *Journal of Travel & Tourism Marketing*, *40*(8), 678–692.

Hongsong, P., Lingling, L., Chang, L., Peizhe, L., Xiao, X., & Shien, Z. (2025). Awe-Inspiring Environmental Engagement: Unveiling the Impact of Awe on Pro-Environmental Behavior in Nature-Based Tourism Destinations. *Journal of Resources and Ecology*, *16*(1), 172–183.

Exploring the Impact of the Drone Delivery Experience Attributes in Scenic Areas on Continuous Usage Intention - Based on the Chain Mediation of Trust and Satisfaction

Jiayi HE, Ce GUO, and Chen-Kuo PAI*

Faculty of Hospitality and Tourism Management, Macau University of Science & Technology, Macau SAR, China

*Corresponding Email: ckpai@must.edu.mo

Abstract

INTRODUCTION

In the context of digital transformation and the high-quality development of the tourism industry, intelligent and technology-driven services represented by drone delivery are profoundly reshaping the traditional supply model of tourism services and reconstructing the ways tourists perceive, experience, and interact with tourism products (Jiang & Lyu, 2024). Along with the global advancement of smart tourism construction and the rapid rise of the low-altitude economy, unmanned aerial vehicle delivery has gradually emerged as a highly innovative and representative service format in scenic spots, bringing new possibilities for improving service efficiency, optimizing tourist experience, and enhancing destination competitiveness (Ritter, 2024; Chen et al., 2026). Drone delivery service refers to an advanced service mode that uses unmanned aerial vehicles to stably deliver supplies to designated locations and customers (Hwang & Kim, 2019).

Compared with traditional manual delivery, drone delivery possesses distinctive advantages including high delivery speed, strong spatial flexibility, relatively low labor costs, and weak restriction by complex terrain conditions (Chen et al., 2022). These unique strengths enable drones to provide tourists with timely, efficient, and convenient delivery services in various tourism scenarios, especially in large-scale scenic areas, mountainous scenic spots, regions with heavy pedestrian flow, and areas where ground transportation is limited or inefficient (Hwang & Kim, 2021). With the continuous popularization of low-altitude applications and the upgrading of tourism consumption demands, such innovative services will further integrate into daily tourism operations and become an important part of smart tourism service systems.

However, despite the growing application and promotion of drone delivery in tourism scenarios, relevant academic research remains inadequate in exploring tourists' psychological perception and behavioral decision-making mechanisms. Existing literature concentrates heavily on technical dimensions such as flight safety, path planning, energy consumption, and commercial operation models, while systematic investigations into the formation mechanism of tourists' continuous usage intention

are still insufficient. In practical operation, tourists' acceptance, trust perception, and overall satisfaction toward drone delivery are jointly influenced by a series of critical factors, including service safety, delivery speed, system stability, information privacy, and risk perception. These factors will directly determine tourists' evaluation of the service and further affect whether they are willing to adopt and continuously use drone delivery in scenic spots.

Moreover, prior studies seldom integrate experience perception, cognitive trust, and affective satisfaction into a unified theoretical framework to interpret the formation process of continuous usage intention toward scenic spot drone delivery. Few studies have revealed the sequential psychological transmission path from external service experience to internal psychological states and final behavioral intention. Therefore, this study will fill the above research gaps, deepen the understanding of tourists' psychological processes when accept and continuously using innovative tourism services, and provide solid theoretical support and practical operational guidance for the large-scale promotion, standardized management, and sustainable development of drone delivery services in scenic spots.

According to the Stimulus-Organism-Response (S-O-R) theory, external environmental stimuli will affect individuals' internal psychological state, and then trigger corresponding behavioral responses. In this study, drone delivery experience attributes are regarded as external stimuli (S), trust and satisfaction as internal organism responses (O), and continuous usage intention as final behavioral response (R). On this basis, this study introduces trust and satisfaction as chain mediating variables to reveal the internal mechanism of experience attributes affecting continuous usage intention.

METHODOLOGY

This study will employ a mixed-methods design that integrates qualitative scale development and quantitative empirical testing to ensure rigor and validity. In the qualitative phase, semi-structured interviews will be conducted with multiple categories of people: tourists who have used drone delivery services in scenic spots, scenic area operation managers, and technical staff from drone logistics enterprises. A total of 20 to 30 interviewees will be recruited to achieve theoretical saturation. All interviews will be audio-recorded with informed consent, transcribed verbatim, and coded using the grounded theory approach via ATLAS.ti software. Open coding, axial coding, and selective coding will be sequentially applied to extract key dimensions of drone delivery experience attributes. This step will ensure that the measurement scale is contextually appropriate and content-valid for scenic spot drone delivery scenarios.

In the quantitative phase, a structured questionnaire will be developed based on established scales and qualitative findings. All items will be measured using a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). The questionnaire will comprise four core constructs: scenic spot drone delivery experience attributes, trust, satisfaction, and continuous usage intention. The target respondents will be tourists who have direct or indirect experience with drone delivery in scenic areas. Questionnaires will be distributed both online via social media and tourism platforms

and offline at representative scenic spots with drone delivery services, aiming to collect at least 450 valid samples.

Data analysis will be performed using SPSS 26.0 and SmartPLS 4.0. First, descriptive statistics, reliability analysis (Cronbach's α, composite reliability), and validity analysis (convergent validity and discriminant validity) will be conducted to evaluate data quality. Harman's single-factor test will be used to assess and control common method bias. Second, SEM path analysis: use fit indices including chi-square/df, GFI, CFI, RMSEA and SRMR to assess model adaptability, test path coefficient significance to verify main effect hypotheses, and calculate endogenous variables' R^2 and effect size f^2 to evaluate model explanatory power and predictor practical significance. Finally, the bootstrap method with 5,000 iterations will be used to examine the significance of the chained mediating effects of trust and satisfaction. This multi-step analytical procedure will ensure the robustness of hypothesis testing and model verification.

EXPECTED IMPLICATIONS

This study will generate both significant theoretical contributions and practical implications for smart tourism, low-altitude economic applications, and scenic spot operation management. In terms of theoretical implications, this study will first enrich the application of the S-O-R framework in the emerging field of drone delivery services. By treating experience attributes as external stimuli, trust and satisfaction as internal organism states, and continuous usage intention as behavioral responses, this study will build a complete and logical explanatory model that reveals the psychological transmission mechanism from perceived experience to sustainable behavioral intention. This comprehensive framework will address the deficiency in existing studies on drone delivery for tourism, which lacks a systematic theoretical model. It will also provide a reusable theoretical foundation for similar research on intelligent tourism services.

Second, this study will verify the chained mediating role of trust and satisfaction, which will clarify the sequential cognitive and affective process through which drone delivery experience influences tourists' continuous usage intention. Most prior studies have examined the direct impact of service attributes on behavioral intention, while few have explored the step-by-step transmission path combining cognitive trust and affective satisfaction. The findings will confirm that experience quality cannot directly lead to sustainable usage unless it successfully enhances tourists' trust and further improves their satisfaction. This contribution will deepen the theoretical understanding of how psychological variables mediate the relationship between service characteristics and behavioral intention in smart tourism scenarios.

Third, this study will develop and validate a targeted measurement scale for scenic spot drone delivery experience attributes, including safety, efficiency, convenience, stability, and user interaction. This scale will be tailored to the unique context of tourism scenarios rather than simply adopting scales from general logistics or e-commerce fields. Therefore, it will provide a standardized and reliable tool for future scholars to conduct empirical research, cross-scenario comparisons, and

longitudinal investigations on drone delivery services. In addition, this study will expand the research scope of continuous usage intention from traditional online platforms to low-altitude smart services, offering new perspectives and theoretical support for the sustainable development of the tourism and low-altitude economy.

In terms of practical implications, the results will provide clear and actionable guidelines for scenic spots, drone service operators, and tourism management authorities. For scenic spot managers, this study will help them understand which experience dimensions most strongly affect trust, satisfaction, and continuous usage. Accordingly, scenic spots will be able to optimize service design, strengthen safety guarantees, improve delivery efficiency, and create more user-friendly service processes to enhance tourists' overall experience. By improving key experience attributes, scenic spots can effectively increase trust and satisfaction, thus encouraging tourists to continue using drone delivery services.

For drone delivery enterprises, this study will reveal tourists' core demands and psychological perceptions, helping enterprises adjust technical parameters, service processes, and operation strategies. Enterprises will be able to reduce perceived risks, enhance service stability, and design more tourism-adapted delivery solutions to improve market acceptance and user stickiness. For tourism policy-makers and management departments, the conclusions will support the formulation of standardized norms, safety supervision systems, and industrial promotion policies for drone delivery in scenic areas. These policies will promote the healthy, orderly, and sustainable development of low-altitude tourism services while improving the overall service quality and competitiveness of tourist destinations.

Finally, this study will provide insights for destination marketing and smart tourism upgrading. Scenic spots will be able to use drone delivery as a new highlight to attract tech-savvy visitors, improve tourism brand image, and create differentiated competitive advantages. By enhancing continuous usage intention, scenic spots can improve tourist loyalty, extend tourist stay time, and boost secondary consumption. In the long run, the application and promotion of drone delivery services will become an important path to realize intelligent, efficient, and high-quality development of tourism.

Keywords: drone delivery experience attributes, trust, continuous usage intention

References

Chen, KW, Xie, MR, Chen, YM, Chu, TT, & Lin, YB (2022). Drone Talk: An Internet-of-Things-based drone system for last mile drone delivery. IEEE Transactions on Intelligent Transportation Systems , 23 (9), 15204-15217.

Chen, X., Hong, D., & Jang, S. (2026). Unraveling influence of perceived service quality of drone delivery service on behavioral intentions. Travel Behaviour and Society, 43, 101227.

Hwang, J., & Kim, J. J. (2021). Expected benefits with using drone food delivery services: its impacts on attitude and behavioral intentions. Journal of Hospitality and Tourism Technology, 12(3), 593-606.

Hwang, J., Lee, J. S., & Kim, H. (2019). Perceived innovativeness of drone food delivery services and its impacts on attitude and behavioral intentions: The moderating role of gender and age. International Journal of Hospitality Management, 81, 94-103.

Jiang, Y., & Lyu, C. (2024). Sky-high concerns: Examining the influence of drones on destination experience. Tourism Recreation Research, 49(4), 911-917.

Ritter, C. S. (2024). Gazing from the air: Tourist encounters in the age of travel drones. Tourism Geographies, 26(4), 618-634.

Exploring The Influence of Pet-Friendly Destination Attributes on Pet Attachment and Psychological Well-Being

Ziming YANG*, Wenlong WANG, Zehan HUANG, and Chen-Kuo PAI

Faculty of Hospitality and Tourism Management,Macau University of Science and Technology, Macau SAR, China

*Corresponding Email: 2250006726@student.must.edu.mo

Abstract

With the continuous increase in pet ownership rates and the growing emotional bond between people and their pets, pet-friendly tourism has become one of the important factors attracting tourists in today's tourism market. For instance, hotels that allow pets to stay and even provide necessary items for pets' daily life, or leisure settings that permit pets' enter. These tourist destinations or relevant regulations that facilitate tourists bringing pets can enhance the overall travel experience for those who bring their pets along (Koufodontis et al, 2024). Although pet-friendly behavior is continuously expanding in the tourism market, there is still relatively little research on the positive experiences of tourists during pet travel. More research tends to focus on the limitations and constraints associated with pet travel, which represent a negative travel experience for pet tourism (Wei et al., 2024). Therefore, How the attributes of pet-friendly destinations influence tourists' psychological well-being through cognitive evaluation is still not well understood and remains a significant research gap. Based on the theory of cognitive evaluation, emotional and behavioral responses are generated after individuals perform cognitive appraisal on a certain situation or stimulus (Arnold, 1960; Smith & Ellsworth,1985; Roseman, 1991).

This study aims to explore the mechanism by which the attributes of pet-friendly destinations affect the psychological well-being to the destination of pet owners, who are travelers. Among numerous evaluation dimensions, the two core dimensions of goal relevance and goal consistency have been widely validated and exert a crucial influence on emotions and behavioral outcomes (Bagozzi et al., 1999; Lazarus, 1991). Goal relevance refers to the importance of a specific situation to an individual (Kang et al., 2010; Lazarus, 1991). Goal congruence refers to the degree of alignment between the situation and individual expectations (Kang et al., 2010). In the context of pet-friendly tourism, when destination attributes are perceived as relevant to pet owners' travel needs (such as comfort and safety for pet care) and align with their expectations (such as an environment where pets are welcomed with open arms), it may evoke a positive psychological state in them (Hidalgo-Fernández et al, 2023). Therefore, this study proposes that the attributes of pet-friendly destinations influence the pet attachment and psychological well-being of pet owners through the mediating effects of goal relevance and goal congruence. Therefore, the research objectives of this study are: 1) To explore the key dimensions of pet-friendly destination attributes;

2) Examining the Impact of Pet-Friendly Destination Attributes on Pet Owners' Psychological Well-Being; 3) To investigate the mediating roles of CAT between pet-friendly destination attributes and psychological well-being. To achieve the above goals, the research questions are as follows:
What are the key dimensions of pet-friendly destination attributes?
How do pet-friendly destination attributes affect pet attachment and pet owners' psychological well-being?
What mediating role do CAT play between pet-friendly destination attributes and psychological well-being/ pet attachment?
To achieve the research objectives, this study will adopt a mixed method approach. Firstly, semi-structured interviews will be conducted with pet owners who travel with their pets to identify key dimensions of pet-friendly destination attributes. The interview transcripts will undergo thematic analysis using Nvivo software. Based on the results of qualitative research, a quantitative questionnaire survey was further conducted. The questionnaire data will be collected in two rounds: the first round is used for exploratory factor analysis (EFA) to verify the dimensional structure; the second round is used for confirmatory factor analysis (CFA) and hypothesis testing, with structural equation modeling analysis conducted using AMOS software.
For expect theoretical implications, this study, grounded in cognitive appraisal theory, offers a deeper understanding of the significance of pet-friendly destination attributes in enhancing tourists' happiness. Furthermore, pet attachment, as a moderating variable, enriches the research literature on the relationship between humans and pets in the field of tourism. For expect practical implications, this study provides destination managers and promoters with an effective new perspective, allowing them to enhance travelers' destination happiness by designing and promoting destination attributes that are highly relevant and consistent with pet owners' goals.

Keywords: Pet-Friendly Destination Attributes, Psychological Well-Being, Pet Attachment, Cognitive Appraisal Theory

References

Arnold, M. B. (1960). Emotion and personality. Vol. I. Psychological aspects.

Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. Journal of the Academy of Marketing Science, 27(2), 184–206.

Hidalgo-Fernández, A., Moral-Cuadra, S., Menor-Campos, A., & Lopez-Guzman, T. (2023). Pet tourism: Motivations and assessment in the destinations. Consumer Behavior in Tourism and Hospitality, 18(3), 335-350.

Kang, J., Jin, B., & Gavin, M. B. (2010). The role of cognitive appraisal in customer satisfaction and post-consumption behaviors. Unpublished manuscript.

Koufodontis, N. I., & Melissourgou, P. (2024). Improving travel experience for hotel guests: policy recommendations for pet-friendly hotels. International Journal of Hospitality Management, 122, 103828.

Lazarus, R. S. (1991). Emotion and adaptation. Oxford University Press.

Roseman, M. J. (1991). Appraisal determinants of discrete emotions. Cognition and Emotion, 5(3), 161–200.

Smith, C. A., & Ellsworth, P. C. (1985). Patterns of cognitive appraisal in emotion. Journal of personality and social psychology, 48(4), 813.

Wei, Zhenda, Xi Yu Leung, and Hong Xu. "Examine Pet Travel Experiences from Human–Pet Interaction: The Moderating Role of Pet Attachment." Tourism review (Association internationale d'experts scientifiques du tourisme) 79.4 (2024): 812–824. Web.

From 'Green spectators' to 'Green inclusion': How Green Influencers Promote Ecological Awareness and Consumption among Tourists with Disabilities

Felix Elvis OTOO[1], Jiaying QIN[2], Ziyi ZHANG[2], Ramse IBRAIM[3]

[1]Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR
[2]Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR
[3]Student, Department of Integrated Resort and Tourism Management, University of Macau Avenida da Universidade, Taipa, Macau,

Abstract

Introduction

Against the backdrop of inescapable social media, tourism destinations leverage green marketing to convey pro-environmental activism and image, thereby shaping brand images and influencing tourist behavior. However, existing literature on green marketing predominantly focuses on pro-environmental behaviors of the general population, often neglecting the dimension of social inclusivity within tourism experiences (Lin, Zhu, Liu, & Kim, 2022). Yet, tourism stakeholder theory, as propounded in Edward Freeman's 1984 work, suggests that tourism organizations and destinations ought to create value for all parties affected in the tourism experience, including local communities, employees, tourists, and suppliers. It is also enshrined in the United Nations Convention on the Rights of Persons with Disabilities that the need to create appropriate social, economic, and political conditions for persons with disabilities, with a particular interest in immediate living conditions, is paramount (United Nations, 2006). Until now, however, the marginalization of "voiceless" stakeholders has received only a handful of research focuses (Thakur, Mura, Je, Khoo, & Yang, 2023). The current study addresses an often-neglected section of the population in tourism and environmental discourse: persons with disabilities.

Although accessible facilities, destination marketing efforts, and destination attractiveness are important pull factors for persons with disabilities, recent studies point to the fact that influencers could play a critical role in attracting potential travelers, including persons with disabilities, to a destination (Abate, Ukpabi, & Karjaluoto, 2026; Ding, Legendre, Lee, & Min, 2026). For persons with disabilities, well-developed accessible facilities are not a guarantee for travel. There is a greater requirement to rely on word-of-mouth from highly trusted others, notably the influencers. The trust built from influencers' recommendations becomes the foundation for their social integration and enjoyment of tourism rights. Therefore, by

optimizing accessible environments via influencers, persons with disabilities gain greater environmental awareness, a sense of social responsibility, and ultimately, a willingness to transition from ecological spectators to inclusive eco-participants.

Although sustainable marketing and green marketing have been extensively studied in promoting sustainable development, most current literature focuses on the pro-environmental behavioral choices of general tourists, often neglecting the dimension of social inclusivity in tourism experiences. Persons with disabilities are often marginalized as 'voiceless stakeholders', unable to claim their rights. Currently, few studies have explored the impact of influencers on travel intentions from the perspective of people with disabilities. Therefore, this study fills a significant gap in the literature: the lack of an integrated model to investigate the sustainability decision-making process of disabled tourists in a green marketing context. Specifically, this study aims to examine how green influencers act as a bridge to enhance trust and green tourism awareness through the optimization of accessible environmental information. This provides a theoretical basis for tourism destinations to formulate marketing strategies that are both sustainable and inclusive.

The objectives of this study are as follows: (1) To determine the extent to which green influencers stimulate pro-environmental desirability among persons with disability; (2) To ascertain the level of disability affinity for the use and promotion of eco-friendly businesses and products during travel; (3) to explore the perception of people with disabilities about information related to energy waste, climate change, minimalism and environmental improvement activities; and (4) to explore the green consumption behaviors of people with disabilities based on their personal environmental awareness during travel. Given that the disabled community is often marginalized, especially in environmental discussions, this study holds the potential to provide effective marketing recommendations for destination marketers and other tourism stakeholders, thereby enhancing the sustainable competitiveness of destinations. The study also draws attention to the rights, requirements, and needs of persons living with disability within the environmental sustainability framework.

Brief Literature Review

Persons living with disabilities: marginalized in life, marginalized in research

A review of related literature indicates a pocket of studies addressing the involvement of persons with disabilities within the broader socio-environmental sustainability discourse (Feldman, 2007; Grabowska, Antczak, Zwierzchowski, & Panek, 2021). For example, Grabowskaet al. (2021) in their study highlight the need to strengthen policies aimed at promoting the quality of life of persons with disabilities by creating access to community assets and services that can contribute to improving their life chances. Like most studies, however, Grabowska et al. do not highlight how this quality of life can be achieved. Worse still, the green tourism literature is nearly silent on how persons with disabilities could contribute to environmental discussions, although the literature is replete with studies on the leisure interests of this marginalized group (Park & Kim, 2024). Therefore, the current study takes advantage of this research gap by shedding light on how social media influencers can act as a

bridge to stimulate green travel desires and foster a sense of inclusivity among persons with disability.

Theoretical Perspective:

This study is grounded in the value-attitude-behavior hierarchy model, which posits that human attitudes evolve from internal values, and attitudes toward things subsequently determine specific behaviors and choice intentions. In this study, it is proposed that tourists with disabilities, when exposed to green marketing content through social media, activate their internal identification with and attention to green tourism. These activated values first enhance their environmental awareness, subsequently forming positive attitudes toward green tourism and establishing subjective norms that "persons with disabilities should equally participate in environmental tourism." Ultimately, the enhancement of environmental awareness will motivate these tourists to be more willing to pay for green products and to prioritize destinations that possess both environmental certifications and well-developed, accessible facilities when selecting hotels and attractions.

Method:

This study further examines the relationships among green marketing, environmental awareness, and the behavioral intentions of tourists with disabilities. Based on a survey of 300 tourists with disabilities in the Macau Special Administrative Region of China, SPSS 26.0 will be employed for descriptive statistics and correlation analysis. Simultaneously, a structural equation model will be designed to determine the hypothetical relationships among the constructs to test the significance of the hypothesized paths and the mediating effect of environmental awareness. Final data will be collected on a 7-point Likert scale measurement. Purposive sampling and snowball sampling will be used, with particular focus on persons with disabilities who have traveled to Macau within the past two years.

The questionnaire measurement encompasses the following core variables: Independent variables include environmental product orientation (e.g., preference for environmentally friendly companies and products), environmental sustainability orientation (e.g., interest in resource reduction, zero waste, and minimalist content), and value fit (e.g., travel content that shares travel values and incorporates environmental habits); The dependent variables include the degree of improvement of environmental awareness; The behavioral outcome dimensions include green consumption intention (support for green products), environmentally sustainable behavior (use of public transportation, reduction of disposable items), and personal choice preference (preferential selection of hotels with green certification and disability protection facilities, and attractions with low human distractions and barrier-free facilities).

Preliminary Findings:

First, a preliminary result of sampling 30 tourists with disabilities was conducted in Macau via Sam Meng Chi Snack Shop (belong to the Macau Association for

Intellectual Development Services) and NGOs. The study suggests that green marketing content on social media may be beneficial to improve the environmental awareness of tourists with disabilities. This shows that with the help of influencers such as social media, people with disabilities are no longer "bystanders" and they will also become part of green tourism. Secondly, data analysis further reveals a positive association mechanism. The improvement of environmental awareness of tourists with disabilities is a change from value recognition to behavioral intention. The further improvement of environmental awareness will also have a positive impact on green consumption willingness, environmentally sustainable behavior, and destination choice preferences to a certain extent. This is also the embodiment of the gradual departure of disabled tourists from the status of "bystanders". In addition, this study also verifies to a certain extent that environmental awareness plays a certain "bridge role" in this and explains how environmental influencers influence the specific behavioral intentions of tourists with disabilities. Green marketing helps raise environmental awareness, which in turn helps to inspire positive environmental sustainability actions in the long term.

In summary, although this study cannot establish a strong causal relationship of universality due to the limited sample size, it provides preliminary empirical evidence for the theoretical construction of "green inclusive tourism". The results suggest that green marketing strategies that consider social inclusion can not only help enhance the environmental awareness of tourists with disabilities but also help tourist destinations achieve the "Sustainable Development Goals".

Keywords: Green inclusion; Ecological Awareness; Disabilities

References:

Abate, Y. A., Ukpabi, D. C., & Karjaluoto, H. (2026). Eco-influencers: A cross-generational investigation on the role of social media influencer marketing on green destination image. Tourism Recreation Research, 51(1), 94-114.

Ding, A., Legendre, T. S., Lee, H. S., & Min, J. (2026). The transferability of passion: how green influencers inspire tourists' green initiative support. Journal of Sustainable Tourism, 34(1), 42-59.

Feldman, D. (2007). " Environmental Justice" and Persons with Disabilities in Israel. Disability Studies Quarterly, 27(4).

Grabowska, I., Antczak, R., Zwierzchowski, J., & Panek, T. (2021). Individual quality of life and the environment–towards a concept of livable areas for persons with disabilities in Poland. BMC Public Health, 21(1), 740.

Lin, M. T., Zhu, D., Liu, C., & Kim, P. B. (2022). A systematic review of empirical studies of pro-environmental behavior in hospitality and tourism contexts. International Journal of Contemporary Hospitality Management, 34(11), 3982-4006.

Park, E., & Kim, S. B. (2024). Exploring travel-related perspectives and experiences of physical disability communities. International Journal of Tourism Research, 26(4), e2684.

Thakur, P., Mura, P., Je, J. S., Khoo, C., & Yang, M. J. H. (2023). Empowering marginalised groups for inclusive tourism: a call for critical studies. Tourism Recreation Research, 48(6), 813-819.

United Nations (2006). Convention on the Rights of Persons with Disabilities and Optional Protocol. Retrieved from https://www.un.org/disabilities/documents/convention/convoptprot-e.pdf

Can pro-environment videos on social media stimulate travel to eco-tourism destinations?

Felix Elvis OTOO[1], Yuhong LI[2], Honghao WANG[2], Kechen SHAO[2]

[1] Assistant professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

[2] Student, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR

Abstract

Introduction

With the increasingly prominent global environmental issues, sustainable tourism and green tourism have gradually come into the public eye. "Green consumption" is gradually being recognized and accepted by consumers. The Guangdong-Hong Kong-Macao Greater Bay Area, as a dynamic economic development zone, is also frequently visited by tourists as a popular destination for photography and sightseeing. And green tourism is gradually becoming one of the development trends in the tourism industry of the Greater Bay Area. With the increasing popularity of the Internet, social media has become an important channel for tourists to obtain information about green tourism. The related factors of social media partially influence the green purchasing behavior of tourists and the key factors of their behavioral intentions. However, most of the existing research on social media and green tourism treats social media as a single concept. Few studies examine the independent effects of various aspects of social media on tourists' intentions to engage in green tourism. This study focuses on three specific dimensions related to social media, namely social media perception, information availability, and the credibility of tourism videos, and explores their effects on tourists' green purchasing and their behavioral intentions. It provides practical references for green tourism marketing in the Guangdong-Hong Kong-Macao Greater Bay Area.

Existing research has confirmed the positive impact that social media has on green tourism. However, most studies merely treat social media as an integrating variable, without considering the specific related factors that have an independent impact on green tourism. And as for which of the three factors - social media perception, information availability, and the credibility of tourism videos - is the core driving force, there is currently no clear conclusion. Therefore, in order to fill this crucial gap, this study, in combination with the green tourism background of the Guangdong-Hong Kong-Macao Greater Bay Area, explores the combined and independent effects of relevant factors of social media on tourists' green purchasing and behavioral intentions. And identify its core driving factors, to facilitate the

long-term planning for green tourism marketing in the Greater Bay Area and help social media effectively promote the development of the green tourism economy.

This study aims to examine the joint impact of social media perception, Availability of information, and Trustworthiness of travel videos on green purchase intentions and green behavioral intentions, reflecting the combined influence of different social media-related factors in real-world decision-making contexts. This is particularly relevant in the context of green tourism, where tourists increasingly rely on social media as a primary source of information when making environmentally responsible travel decisions.

It further aims to examine the independent effects of these variables and identify the statistically significant influencing factors, which may vary across different dimensions of social media, thereby enabling the identification of factors that exert a statistically meaningful influence on tourists' green intentions. This approach allows for a more precise understanding of how different dimensions of social media contribute to tourists' green intentions, rather than treating social media as a single construct. Finally, the study compares the relative strength of the three independent variables to identify the core driving factor, which allows tourism practitioners to prioritize the most impactful strategies when promoting green tourism. This also improves the efficiency of social media-based marketing efforts under resource constraints. The findings of this study are expected to provide practical insights for GBA green tourism practitioners to better understand the key drivers of tourists' green intentions, optimize the dissemination of green tourism information on social media, and enhance the effectiveness of targeted marketing strategies.

Theoretical consideration

This study is based on the Stimulus Organism Response (S.O.R.) theory, which is a widely applied theoretical framework in consumer behavior research that explains how external environmental stimuli shape individuals' behavioral responses.

In this study, social media perception, availability of information, and trustworthiness of travel videos are considered as external stimuli, while green purchase and behavioral intentions are regarded as the behavioral response, where tourists interpret and internalize social media information before translating it into green behavioral intentions. These are treated as a unified behavioral outcome in the empirical analysis of this study to reflect tourists' overall green intention. Such dimensions are likely to influence tourists' decision-making processes in different ways, highlighting the importance of examining their independent effects and relative strength.

This framework helps explain how social media-related factors influence tourists' green purchase and behavioral intentions. This is particularly appropriate in the context of this study, as social media serves as a key information environment for tourists, and tourism decisions are largely shaped by information processing and evaluation. Overall, the S.O.R. framework offers a coherent theoretical basis for understanding how multiple dimensions of social media shape tourists' green decision-making processes, making it particularly suitable for the context of this study.

It also provides a structured lens through which the combined and independent effects of social media-related factors can be systematically examined in this study.

Method

This study uses a questionnaire survey method to explore the causal relationship between three independent variables (social media perception, availability of information, trustworthiness of travel videos) and two dependent variables (green purchase and behavioral intentions). The research sample is tourists with leisure travel experience in the past 3 years in the GBA. A total of 60 questionnaires were distributed in this study, and 51 valid questionnaires were finally obtained after sorting out and eliminating invalid questionnaires such as incomplete answers and regular answers, with an effective recovery rate of 85%. All variables in this study were measured by a 7-point Likert scale. Among them, the three independent variables include social media perception, availability of information, and trustworthiness of travel videos; the dependent variable is green purchase and behavioral intentions. The reliability test shows that the Cronbach's α coefficients of all scales are greater than 0.7, indicating that the scales have good internal consistency and meet the reliability standards of academic research. SPSS software was used for data analysis, including reliability analysis, descriptive statistics, simple linear regression, and multiple linear regression to systematically test the impact of the relationship between variables.

Findings

The descriptive statistics results show that all variables have a mean value greater than 5 on the 7-point Likert scale, suggesting that the respondents' perception of the three independent variables and two dependent variables is all at a significantly positive level. Specifically, the mean value of social media perception (AA) is 5.5093, with a standard deviation of 1.0378, indicating that the respondents have a high perception of the role of social media in green tourism; the mean value of availability of information (AB) is 5.0833, with a standard deviation of 1.1310, showing that the respondents have a positive perception of the accessibility of green tourism information; the mean value of trustworthiness of travel videos (B) is 5.2672, with a standard deviation of 1.0875, indicating that the respondents have a relatively high trust in green tourism videos; the mean value of green purchase and behavioral intentions (G,H) is 5.2745, with a standard deviation of 0.8392, revealing that the respondents have a strong overall green tourism purchase and behavioral intentions.

The multiple linear regression results imply that the overall model is significant ($F = 5.206$, $p = 0.003 < 0.05$), with the three independent variables having a clearly positive impact on the dependent variable, and the research model is effective. However, in terms of the independent impact of each variable, only the availability of information has a statistically significant positive impact on green purchase and behavioral intentions ($\beta = 0.352$, $p = 0.038 < 0.05$), which is the strongest driving factor in research; social media perception and trustworthiness of travel videos have a positive but non-significant impact on green purchase and behavioral intentions (β =

0.153, $p = 0.331 > 0.05$; $\beta = 0.093$, $p = 0.499 > 0.05$). Overall, the ranking of the driving power of the three independent variables is: availability of information > social media perception > trustworthiness of travel videos.

The results of simple linear regression supplement show that the availability of information alone has a strong and significant positive impact on green purchase and behavioral intentions ($F = 23.791$, $p < 0.001$, $\beta = 0.572$), which can independently explain 32.7% of the variation of the dependent variable; social media perception alone has a weak and significant positive impact on green purchase and behavioral intentions ($F = 4.127$, $p = 0.048$, $\beta = 0.277$); trustworthiness of travel videos alone has a positive but non-significant impact on green purchase and behavioral intentions ($F = 1.892$, $p = 0.176$, $\beta = 0.191$). In a nutshell, the accessibility of green tourism information sharply influences the process of tourists' green travel decision-making, which is the core factor driving their green purchase and behavioral intentions.

Implications and limitations

Based on the core finding that information availability is the most significant driver of tourists' green purchase and behavioral intentions, this study offers targeted practical implications for GBA green tourism practitioners about optimizing social media-based green information dissemination. First, leverage the synergy between information availability and content credibility: establish a simple official verification label for green tourism information on social media to reduce interference from false content, making up for the non-significant impact of travel video trustworthiness. Second, abandon homogenized environmental advocacy in social media marketing, and design interactive content (e.g., travel strategy checklists, short video guides) centered on information availability to improve the conversion of green information to tourists' intentions.

However, this study has several limitations. Firstly, the small valid sample size (n=51) may lead to limited representativeness of the results and make the conclusions more applicable to tourists with regular social media usage and certain environmental awareness. Secondly, the research is based on the S-R theoretical framework, with a relatively single analytical perspective that does not fully consider tourists' individual factors like information literacy and travel experience.

An Empirical Study on Social Media Influences on Tourists' Green Purchasing and Behavioral Intentions

Felix Elvis OTOO[1], Yvette FENG[2], Helen ZHU[2], Shuangqi CAO (Jessie)[2]

[1]Assistant Professor, School of Hotel and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau

[2] Student of the School of Hotel and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau

Abstract

Introduction

As a result of the deepening global concept of sustainable development, green tourism and green consumption have become important directions for the high-quality development of the tourism industry. The Guangdong-Hong Kong-Macao Greater Bay Area, with its abundant tourism resources and vigorous consumption vitality, has become a core area for the promotion and practice of green tourism. With the popularity of social media and online marketing, tourism content creators continue to influence tourists' travel perceptions and consumption choices through the output of content on different themes. The current completed research focuses more on the overall role of online marketing in green tourism, and less distinguishes the independent influence of different orientation factors from the content dimension, especially lacking a comparative analysis of three key factors: ecological product orientation, environmental sustainability orientation, and personal interest fit. To make up for this deficiency, this study focuses on the above three dimensions to explore their mechanisms of influence on tourists' green purchasing and behavioral intentions, providing empirical evidence and practical references for the optimization of green tourism online marketing and content in the Guangdong-Hong Kong-Macao Greater Bay Area.

Existing research has confirmed that online marketing and content dissemination have a positive impact on green tourism, but most studies view marketing content as a whole change

Quantity, without distinguishing the independent effects of different content orientations. Which of the three factors - eco-product orientation, environmental sustainability orientation, and personal interest fit - has a more significant impact on tourists' green decisions and what constitutes the core driving force has not yet been clearly concluded.

In response to the research gap, this study takes tourists in the Guangdong-Hong Kong-Macao Greater Bay Area as the research subjects, systematically analyzes the combined and independent effects of the three types of online content orientation on

green purchase and behavioral intention, identifies the core driving factors, and provides theoretical support and practical directions for tourism entities to optimize green marketing content and enhance communication effects.

Objectives of the study

1 Examine the combined impact of eco-product orientation, environmental sustainability orientation, and personal interest fit on tourists' green purchase intention and green behavior intention, and reveal the overall role of online content factors in tourists' green decision-making.

2 Examine the independent effects of the three variables, identify key factors with statistical significance, and clarify the differentiated effects of different content orientations on tourists' green intentions.

3 Compare the intensity of influence of the three independent variables, identify the core drivers, and provide a basis for tourism practitioners to prioritize resource allocation and develop efficient content strategies in online marketing.

This study is expected to provide actionable suggestions for green tourism marketing in the Greater Bay Area, helping tourism entities accurately grasp the needs of tourists and improve the efficiency of content dissemination and the conversion effect of green behaviors.

Theoretical foundation

This study is based on the stimulus-response (S-R) theory, which is widely used in consumer behavior and tourism decision-making research to explain how external stimuli are transformed into specific behavioral intentions through individual cognitive processing. This study takes eco-product-oriented influence, environmental sustainability-oriented influence, and personal interest fit as external stimulus factors, and takes tourists' green purchase intention and green behavioral intention as behavioral response results. After being exposed to and perceiving the online content, tourists, through personalized cognition, eventually translate into green consumption and green tourism behavior tendencies. In the empirical analysis, green purchase intention and behavioral intention are used as unified dependent variables to comprehensively reflect tourists' green behavioral tendencies. Stimulus-response theory can clearly explain how online content acts on the tourist decision-making process, which is highly consistent with the research scenario of this study focusing on the influence of content factors on green intent, providing a stable theoretical support for systematically testing the combined and independent effects of multiple variables.

Research methods

This study used a questionnaire survey to explore the relationship between the three independent variables of eco-product orientation, environmental sustainability orientation, and personal interest fit, and the two dependent variables of green purchase intention and green behavior intention. The subjects of the study were tourists who had leisure travel experiences in the Guangdong-Hong Kong-Macao

Greater Bay Area in the past three years. A total of 69 questionnaires were distributed. After excluding invalid questionnaires such as those with missing or irregular responses, 60 valid questionnaires were obtained, with an effective recovery rate of 86.96%. All variables were measured using a 7-point Likert scale. Data were statistically analyzed using SPSS software, including reliability analysis, descriptive statistics, simple linear regression, and multiple linear regression. The reliability test results showed that the Cronbach α coefficients of each scale were all greater than 0.7, indicating good internal consistency of the scales and meeting the academic research reliability requirements.

Preliminary research results

Descriptive statistics showed that the mean of all variables on the 7-point scale was above 4.5, indicating that respondents' perceived evaluations of three types of online content orientation and their own green behavior intentions were at a high level.

• Eco-product-oriented impact mean 5.05, standard deviation 1.03, respondents' perception of green eco-product-related content is relatively high:

• The mean impact of environmental sustainability orientation is 4.5254, the standard deviation is 1.07649, and respondents have a positive attitude towards environmental sustainability-related content.

• The average personal interest fit was 5.1556, with a standard deviation of 0.97515. Respondents generally believed that online travel content matched their interests well.

• The average of green purchases and behavioral intentions was 5.3619, with a standard deviation of 0.84882. Respondents as a whole showed a strong behavioral intention for green consumption and green tourism.

Furthermore, the results of the multiple linear regression analysis indicated that the regression model was overall significant ($F=10.723$, $p=0.000<0.05$), the model fitting was effective, and the three independent variables jointly had a positive predictive effect on the dependent variable. In terms of individual effects:

• Environmental sustainability orientation has a significant positive impact on green buying and behavioral intent ($\beta=0.354$, $p=0.007<0.05$) and is the core driver of this study;

• Eco-product orientation has a positive but not significant effect on green purchase and behavioral intention ($\beta=0.272$, $p=0.059>0.05$);

• Personal interest fit positively but not significantly ($\beta=0.136$, $p=0.291>0.05$). The intensity of influence of the three independent variables was ranked as: environmental sustainability-oriented > eco-product-oriented > personal interest fit. Overall, environmental sustainability orientation is the key factor driving tourists' green purchase intention and green behavior intention, and content that aligns with tourists' interests helps to enhance the willingness to make green decisions.

Practical implications

Based on empirical conclusions that environmental sustainability orientation is the core driving factor, this study puts forward the following practical suggestions for

green tourism online marketing in the Guangdong-Hong Kong-Macao Greater Bay Area:

1. Take environmental sustainability as the core of content, highlight key information such as low-carbon travel, ecological protection, and green operation, strengthen tourists' value recognition, and significantly enhance green purchase and behavioral intention.

2 Rationally combine eco-product-oriented content, highlighting core products such as green accommodation, eco-scenic spots, and eco-friendly souvenirs to support tourists' green consumption decisions with intuitive selling points.

3 Continuously enhance personal interest fit, optimize content forms and scene expressions around tourists' preferences to make sustainable concepts more acceptable and further enhance the appeal and conversion effect of the content.

Research Limitations

1. The effective sample size is small (n=60), the sample representation is limited, and the conclusion is more applicable to tourists who are concerned about online travel content and have a certain degree of environmental awareness.

2 This study is based on a single framework of stimulus-response theory and does not include individual moderating variables such as age, travel frequency, and information literacy. The model can be further expanded in the future

Tourist Profiling of VR Adoption in Crowded Destinations: fsQCA Approach

Yufeng YONG[1*] and Henrique F. Boyol NGAN[2]

[1]Faculty of Creative Tourism and Intelligent Technologies (Macao University of Tourism (UTM), Macau, China

[2]Centre for Education Quality Management, Macao University of Tourism (UTM), Macau, China

[*]Corresponding Email: H240307@utm.edu.mo

Abstract

Virtual Reality (VR) has emerged as a potential solution for overtourism, yet its adoption varies considerably across tourists. Existing research examines individual antecedents independently which may not necessarily correspond to the reality given the multitude of factors that need to be considered. Thus, the present study employs a fuzzy-set Qualitative Comparative Analysis (fsQCA) to survey data collected from 433 respondents exposed to a crowding scenario at the Terracotta Warriors site to identify distinct combinations of conditions that jointly explain high VR adoption intention. Results show that there are three configurational pathways: an escapism-infrastructure path, a technology-familiarity path, and a disenchantment path characterised by low physical-travel preference. Facilitating conditions appear as a near-necessary condition across all high-adoption configurations. These findings challenge the one-size-fits-all approach to VR deployment and offer destination management organisations a strategy for virtual substitution.

Keywords: Overtourism; Virtual Reality (VR); fsQCA; Self-Efficacy; Facilitating Conditions

Introduction

Overtourism has become one of the most pressing challenges in destination management. While there are economic benefits, when the influx of tourists exceeds a destination's capacity, it usually impairs the tourism experience. From the residents' perspective, it is typically associated with great dissatisfaction. Several measures have been considered, but with recent advances in technology, Virtual reality has emerged as a promising response. It can offer an immersive experience without the physical constraints brought by overtourism. Despite its clear advantages, tourism still faces one big question mark: will people really choose to replace physical visits with immersive virtual experiences? The assumption that tourists will voluntarily swap real trips for virtual ones hasn't been thoroughly tested. The few studies that do exist have mostly relied on traditional statistical methods such as regression or structural equation modeling to identify which single factors drive tourists to adopt VR.

However, oftentimes, tourists are motivated by several factors in a multiplicative fashion. In fact, real-life decisions comprise a combination of conditions that interact in complex ways. There are different profiles of tourists who would adopt VR when faced with overly crowded destinations. For instance, some may be highly motivated by the escapism aspect and have technological access to VR. Thus, they are most likely to engage in VR tourism. But there are others who may have prior VR experience and feel comfortable with the technology and engage in VR. Despite their different profiles, it may lead to the same outcome, which traditional regression models would not be able to capture. Considering that, the present study employs a fuzzy-set Qualitative Comparative Analysis (fsQCA), which is based on set theory and seeks combinations of conditions that are sufficient (or necessary) for high VR adoption intention. The research questions are as follows: What combinations of psychological, experiential, and contextual conditions lead to high intention to adopt VR as a substitute for physical visits among tourists affected by overtourism?

Literature Review

2.1 VR as Overtourism Mitigation

Virtual reality could help ease overtourism by redistributing or even reducing physical visitor numbers. This is due to the fact that VR can actually deliver a rich enough experience, and second, tourists are genuinely willing to accept a virtual visit as a legitimate alternative to being there in person (Guttentag, 2010). If well designed, it can create a strong sense of presence, emotional engagement, and overall satisfaction that resembles an on-site visit, at least in certain heritage settings (Tussyadiah et al., 2018). Though willingness to substitute real travel with virtual experiences still varies widely. It remains largely unknown when and why tourists are using VR as a substitute, and even less so the combination of factors that lead them to do so (Wei, 2019).

2.2 Conditions Relevant to VR Adoption

There are, though, a few conditions that have been found to be associated with VR adoption and can extend to the context of overtourism. Individuals may feel the need to escape from an unpleasant reality (escapism), typically due to stress or feelings of discomfort, which is characteristic of crowded destinations. Tourists with high degree of escapism may turn to VR to enjoy the destination experience without the physical constraints from overtourism. This is grounded on Pine and Gilmore's (1998) well-known "experience economy" framework, in which escapism is one of the four key realms of consumer experience.

Though it is also important to have the means to achieve that, and this refers to the technological infrastructure of internet access, device compatibility, and support systems necessary to use VR (facilitating conditions). This is a necessary condition. Even tourists may be highly motivated. Without these, there is simply no access to VR.

Apart from these external contingencies that allow the use of VR, the individual needs to possess a minimum ability and confidence (self-efficacy) to operate VR technology.

Tourists who doubt their technical competence may avoid VR regardless of motivation or infrastructure.

Prior VR frequency simply measures how often respondents have used virtual reality technology in the past. Greater familiarity tends to lower the "newness" barrier and makes people feel more comfortable and confident with virtual experiences (Tussyadiah et al., 2018).

Physical-travel preference reflects the extent to which someone believes that real, embodied, on-site travel is inherently better than any virtual or mediated alternative. For these individuals, a strong preference for physical travel may outweigh other favourable conditions.

The key insight behind this study is that these five conditions rarely work alone. In fact, the above is based on the foundation of the Motivation, Ability, and Opportunity framework, which states that individuals motivated to process information need to possess the necessary skills to do so, and are given the opportunity to act. Together, they interact and combine in different ways to shape whether tourists are willing to adopt VR. Fuzzy-set Qualitative Comparative Analysis (fsQCA) is specifically designed to reveal exactly this complex, combinatorial logic (Ragin, 2009).

2.3 Fuzzy Set-Theoretic Logic in Tourism Research

fsQCA has gained considerable popularity in tourism and hospitality research over the past decade, with applications ranging from destination competitiveness and service quality to tourist satisfaction and technology adoption (Woodside, 2014). Its advantage compared to other analytical approaches is the fact that it mirrors the complexity of actual decision-making that takes into account multiple factors at once (Fiss, 2011).

In the specific context of VR adoption as a response to overtourism, set-theoretic methods like fsQCA are especially well-suited. Choosing to replace a physical visit with a virtual one is rarely due to a single condition. Instead, it emerges from the simultaneous presence or absence of several motivating and enabling conditions examined in parallel (Schneider & Wagemann, 2012).

3. Method

3.1 Data Collection

Data were collected through an online survey of 433 respondents in China. Participants were first presented with a realistic scenario describing severe overcrowding at the famous Terracotta Warriors heritage site, supported by photographs showing extremely dense visitor crowds. After reading the scenario and viewing the images, respondents answered questions about their psychological reactions and their behavioural intentions toward using VR as an alternative.

3.2 Measures

Response format to all measures were based on a seven-point Likert scales adapted from validated instruments. Escapism was measured using five items assessing respondents' desire to mentally escape the stress of crowding. Facilitating conditions were measured using four items that focused on perceived technological infrastructure, internet access, and available support. Self-efficacy was assessed with five items that

measured respondents' confidence in their ability to operate VR devices effectively. VR adoption intention was measured with five items that examined willingness to use VR as a substitute for an actual physical visit. Prior VR frequency was measured with a single ordinal item asking how often respondents had used VR technology in the past. Physical-travel preference was measured with multiple items that reflected respondents' preference for real, embodied on-site travel. All Cronbach's alpha values exceeded 0.80.

3.3 Calibration

fsQCA requires the transformation of conventional variables into fuzzy-set membership scores ranging from 0.00 (full non-membership) to 1.00 (full membership) (Ragin, 2009). Calibration was performed using the direct method with three qualitative anchors: full membership (95th percentile), crossover point (50th percentile), and full non-membership (5th percentile). This approach follows established calibration protocols in social science fsQCA applications (Schneider & Wagemann, 2012).

3.4 Analytic Procedure

Analysis proceeded in three stages following the standard fsQCA protocol outlined by Ragin (2009) and elaborated by Schneider and Wagemann (2012). First, necessity analysis tested whether any individual condition was necessary for high VR adoption intention, using a consistency threshold of 0.90 (Dul, 2016). Second, truth table construction and refinement identified the logically possible configurations of conditions, with rows reduced using a frequency threshold of 3 (appropriate for the sample size) and a consistency threshold of 0.80. Third, sufficiency analysis using the Quine-McCluskey algorithm produced intermediate solutions identifying the configurational pathways to high VR adoption intention (Ragin, 2014). Negation analysis was also conducted to identify pathways to the absence of VR adoption intention, testing for causal asymmetry (Fiss, 2011).

4. Results

4.1 Necessity Analysis

fsQCA requires transforming the original survey variables into fuzzy-set membership scores that range from 0.00 (full non-membership) to 1.00 (full membership) (Ragin, 2009). Calibration was carried out using the direct method, with three qualitative anchors: the 95th percentile for full membership, the 50th percentile as the crossover point, and the 5th percentile for full non-membership. This calibration approach follows conventionally outlined procedures in fsQCA research (Schneider & Wagemann, 2012).

Table 1

Descriptive Statistics and Calibration Anchors

Condition	Mean	SD	5th % (Full Out)	50th % (Crossover)	95th % (Full In)
Escapism (ESC)	4.98	1.21	2.3	5	6.6
Facilitating Conditions (FAC)	5.12	1.08	2.8	5.2	6.7
Self-Efficacy (SEF)	4.85	1.15	2.5	4.9	6.5

Prior VR Frequency (VRF)	3.42	1.87	1	3	7
Physical-Travel Preference (PTP)	5.36	1.04	3.2	5.4	6.9
VR Adoption Intention (VRA)	4.76	1.29	2.1	4.8	6.6

4.2 Sufficiency Analysis

The intermediate solution identified three distinct configurational pathways leading to high VR adoption intention. These pathways achieved an overall solution consistency of 0.88 and a coverage of 0.71, suggesting that the configurations are highly reliable and collectively explain a substantial share of the cases where tourists showed a strong intention to adopt VR (Ragin, 2009).

Configuration 1: The Escapism-Infrastructure Path. This configuration combines high escapism with high facilitating conditions and high self-efficacy, regardless of prior VR frequency. The raw coverage was 0.38, and its unique coverage was 0.14, making it the most empirically prevalent pathway. Tourists who are motivated to escape crowding perceive that technological infrastructure is available and believe they are competent to use VR are more likely to adopt virtual substitution, even without extensive prior VR experience (Pine & Gilmore, 1998). This path represents the "push-enabled" route, crowding pushes tourists away from physical travel and toward VR, while infrastructure facilitates this.

Configuration 2: The Technology-Familiarity Path. Another configuration that emerged consists of high prior VR frequency combined with strong facilitating conditions and the absence of a strong physical-travel preference. Motivation to escape from crowding does not appear to matter much in this configuration, as it shows a raw coverage of 0.29 and a unique coverage of 0.11. It appears that this configuration describes tourists for whom VR already feels like a normal, everyday technology (Tussyadiah et al., 2018). They do not need a strong desire to escape crowding because their familiarity with VR and their relatively weak attachment to traditional on-site travel make virtual substitutions natural and normal. This is the "pull-familiar" route where prior hands-on experience with VR pulls them toward adoption.

Configuration 3: The Disenchantment Path. This pathway combines the absence of a strong physical-travel preference with high escapism, provided facilitating conditions are present. Self-efficacy and prior VR frequency are not important as they have a raw coverage of 0.24 and a unique coverage of 0.08. This configuration captures tourists who don't see physically visiting a site as inherently superior and feel a strong urge to escape the stress of overcrowding. Even without a high degree of confidence in using VR or having little prior experience with technology, the combination of low attachment to physical travel and a desire to get away from the crowds makes them open to a virtual alternative.

4.3 Negation Analysis

Analysis of the negation, configurations producing the absence of high VR adoption (reasons for non-adoption) confirmed causal asymmetry, consistent with the theoretical expectations of set-theoretic methods (Fiss, 2011). That is, what drives them away from using VR is not exactly the opposite of what makes them adopt. The primary pathway to non-adoption is a strong preference for real, physical travel, no

strong desire to "escape" through virtual experiences, and no prior hands-on experience with VR. This configuration achieved a consistency of 0.85 and coverage of 0.47. Facilitating conditions were irrelevant in this pathway, seeing that even when infrastructure is available, tourists who are attached to physical travel, unmotivated to escape, and unfamiliar with VR simply aren't interested in swapping the real world for a virtual one. This asymmetry confirms that the drivers of adoption and non-adoption are qualitatively different phenomena, not mirror images (Woodside, 2014).

5. Discussion

5.1 Theoretical Contributions

There are several contributions that the current manuscript offers. First, it shows that when tourists decide whether to embrace VR as a way to cope with overtourism, their decision isn't driven by one or two isolated factors. Instead, adoption happens through different combinations of conditions, also known as "configurational" causation (Ragin, 2009). This challenges the assumption from SEM-based studies that focus on each antecendent individually with fixed-magnitude effect (Woodside, 2014). In different configurations, the role of each factor is significantly different, closely mirroring real-life situations. In particular, escapism matters in Configuration 1 but is irrelevant in Configuration 2, and self-efficacy is central to one path but peripheral to others. This pattern of results highlight the conjunctural causation and equifinality which aligns with the broader call for configurational approaches in social science research (Fiss, 2011).

Second, the study establishes the near-necessary role of facilitating conditions (Dul, 2016). While not meeting the strict 0.90 threshold, facilitating conditions appeared as a core or contributing condition in all three pathways to high VR adoption intention. This suggests that infrastructure is a necessary condition for VR adoption to be possible. Destinations must ensure that their technological infrastructure meets this baseline to drive VR adoption.

Third, the causal asymmetry as highlighted in the results provide the conditions that lead to non-adoption of VR that aren't simply the opposite of absence of the drivers of adoption (Schneider & Wagemann, 2012). Physical travel preference emerges as the dominant resistance factor, regardless of technological facilitation or escapist motivation. This suggests that certain tourist segments are structurally resistant to virtual substitution, and resources should not be wasted attempting to convert them.

5.2 Practical Implications

For destination management organisations, the configurational findings translate into a segmented deployment strategy, where there are three cohorts of tourists that are most likely to engage in VR when faced with overly crowded destinations: (1) Tourists experiencing acute crowding stress, who can be supported with accessible VR infrastructure and assistance (Escapism-Infrastructure path). (2) Those already familiar with VR technology, who require minimal persuasion (Technology-Familiarity path). (3) Repeat or dissatisfied visitors who have grown disillusioned with overcrowded physical experiences (Disenchantment path). It is also

necessary to recognize those who are unlikely to adopt VR in overtourism, as they generally prefer embodied travel, with low VR familiarity and are resistant to substitution. Instead of convincing this cohort, it would be better for DMOs to invest their efforts elsewhere.

5.3 Limitations and Future Research

There are limitations that need to be acknowledged in the current study. First, the study relies on scenario-based crowding exposure rather than in-situ measurement, which may limit the ecological validity of escapism and crowding-related responses. Moreover, the adoption of VR was measured as behavioral intention rather than actual behaviour. Future research should consider field experiments with real adoption. Additionally, the specific heritage context of the Terracotta Warriors may limit generalizability. Replication in a different context could strengthen the configurational theory (Guttentag, 2010).

References

Dul, J. (2016). Necessary Condition Analysis (NCA):Logic and Methodology of ‘‘Necessary but Not Sufficient’’ Causality. Organizational Research Methods, 19(1), 10–52. https://doi.org/10.1177/1094428115584005

Fiss, P. C. (2011). Building Better Causal Theories: A Fuzzy Set Approach to Typologies in Organization Research. Academy of Management Journal, 54(2), 393–420. https://doi.org/10.5465/amj.2011.60263120

Guttentag, D. A. (2010). Virtual reality: Applications and implications for tourism. Tourism Management, 31(5), 637–651. https://doi.org/10.1016/j.tourman.2009.07.003

Pine, B. J., & Gilmore, J. H. (1998). Welcome to the Experience Economy. Harvard Business Review, 76(4), 97–105.

Ragin, C. C. (2009). Redesigning Social Inquiry: Fuzzy Sets and Beyond. University of Chicago Press.

Ragin, C. C. (2014). The Comparative Method: Moving Beyond Qualitative and Quantitative Strategies (1st ed.). University of California Press. https://ebookcentral.proquest.com/lib/kxp/detail.action?docID=1698820

Schneider, C. Q., & Wagemann, C. (2012). Set-theoretic methods for the social sciences: A guide to qualitative comparative analysis. Strategies for social inquiry. Cambridge University Press.

Tussyadiah, I. P., Wang, D., Jung, T. H., & tom Dieck, M. (2018). Virtual reality, presence, and attitude change: Empirical evidence from tourism. Tourism Management, 66, 140–154. https://doi.org/10.1016/j.tourman.2017.12.003

Wei, W. (2019). Research progress on virtual reality (VR) and augmented reality (AR) in tourism and hospitality. Journal of Hospitality and Tourism Technology, 10(4), 539–570. https://doi.org/10.1108/JHTT-04-2018-0030

Woodside, A. G. (2014). Embrace•perform•model: Complexity theory, contrarian case analysis, and multiple realities. Journal of Business Research, 67(12), 2495–2503. https://doi.org/10.1016/j.jbusres.2014.07.006

Compensatory and Non-Compensatory Evaluation in Restaurants: Evidence from Sentiment Analysis of Online Reviews

Rui TAN[1], Linjia ZHANG[1*], Laurent BOTTI[2], Yingchan LUO[1]

[1] International Business School, Xi'an Jiaotong-Liverpool University, China
[2] University of Perpignant, France
[*]Corresponding Email: Linjia.Zhang@xjtlu.edu.cn

Abstract

Large language models (LLMs) have rapidly expanded the analytical frontier of tourism research by enabling context-aware interpretation of consumer-generated text. Yet limited evidence exists on how LLM-enabled representations reshape our understanding of tourists' emotional evaluation mechanisms. This study employs LLM-based sentiment extraction to uncover non-compensatory emotional evaluation in tourism services. Using over 265,000 Chinese-language online restaurant reviews from a major tourism city, we construct a dynamic panel dataset combining ratings, LLM derived emotional intensity, and service attributes. Panel threshold and quantile fixed-effects models reveal pronounced evaluative asymmetries: once negative emotional signals associated with key service attributes cross critical thresholds, improvements in other dimensions fail to offset emotional reactions. Such regime shifts remain largely invisible when relying on ratings alone. The findings demonstrate that LLM-enabled contextual embeddings allow the identification of latent emotional dominance and threshold-driven evaluation mechanisms in highly affective service encounters. The study advances tourism consumer behaviour theory by integrating LLM-based text analytics with non-compensatory decision logic and offers practical implications for service diagnostics and destination governance through early detection of emotional risk zones.

Keywords: Large language models; Tourism services; Non-compensatory evaluation; Emotional asymmetry; Online reviews; Threshold effects

The Perception of Nostalgia in Industrial Heritage on Tourists' Willingness to Revisit: A Case Study of Yangquan 1947 Cultural Park

Zhaofeng YANG

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

Abstract

This study takes Yangquan 1947 Cultural Park as the research case to explore the intrinsic influence mechanism of tourists' nostalgic perception on their willingness to revisit industrial heritage sites, with place attachment and cultural memory as mediating variables (Bhatt et al., 2024). Nostalgic perception was divided into four dimensions: personal nostalgia (PN), historical nostalgia (HN), environmental nostalgia (EN) and social nostalgia (SN). Based on the Cognitive-Affective Behavioral Intention Theory, Environmental Psychology and Social Cognitive Theory, a theoretical research model was constructed and corresponding hypotheses were proposed (Akgün et al., 2019). A mixed sampling method of on-site distribution and online snowball sampling was adopted to collect questionnaire data in the case site, with a total of 412 valid questionnaires obtained. SPSS and AMOS software were used for empirical analysis including reliability and validity tests, correlation analysis and structural equation modeling. The results show that all four dimensions of nostalgic perception have a significant positive impact on tourists' willingness to revisit (WR). Place attachment (PA) plays a partial mediating role between PN, HN and WR, while cultural memory (CM) exerts a partial mediating effect between EN, SN and WR; additionally, PA and CM also have a significant positive impact on WR and interact with each other (Rezende, 2025). This study breaks the single-dimensional research paradigm of nostalgia, enriches the theoretical system of emotional drivers in industrial heritage tourism, and provides empirical references for the development, product design and operation management of similar industrial heritage attractions. It also points out the limitations such as short research cycle and single case, and puts forward relevant suggestions for future in-depth research.

Keywords: Industrial Heritage; Nostalgia; Place Attachment; Cultural Memory; Willingness to Revisit; Yangquan 1947 Cultural Park

References:

Akgün, A. E., Senturk, H. A., Keskin, H., & Onal, I. (2019). The Relationships among Nostalgic emotion, Destination Images and Tourist behaviors: an Empirical Study of Istanbul. Journal of Destination Marketing & Management, 16. https://doi.org/10.1016/j.jdmm.2019.03.009

Bhatt, V., Sharma, B. K., Singh, P., & Arora, L. (2024). From Enchantment to Action: How Tourists' Experiences Drive Revisit Intention. Journal of Promotion Management, 30(7), 1113–1140. https://doi.org/10.1080/10496491.2024.2347213

Rezende, R. (2025). Industrial heritage, identity, and memory: the case of the Ruhr Valley. Cadernos Metrópole, 27(34). https://doi.org/10.1590/2236-9996.2025-6265884.en

Conceptualizing Scripted Role-Play Tourism experience and its impact on value co-creation: A mixed method approach

Ming ZHANG[1], Kaixin SHEN[1], Cenhua LYU[2], Wen XU[3*]

[1] Ningbo University–University of Angers Joint Institute, Ningbo University, 616 Fenghua Road, Ningbo, 315211, China

[2] Department of Tourism, Ningbo University–University of Angers Joint Institute, Ningbo, University, 616 Fenghua Road, Ningbo, 315211, China

[3] School of Business, Macau University of Science and Technology, Macau, 999078, China

[*]Corresponding Email: wxu@must.edu.mo

Abstract

Introduction

Scripted role-play tourism, an emerging form of leisure travel characterized by character-driven narratives, interactive puzzle-solving, and immersive experiences, has rapidly gained popularity in China in recent years. This innovative cultural tourism product allows tourists to embody roles and actively engage with authentic tourism spaces based on a script, progressing the narrative through their participation to achieve a fully immersive experience (Ren et al., 2026). Despite its growing popularity, the systematic exploration of scripted role-play tourism remains limited. For example, research on scripted murder games in scenic spots (Yi et al., 2022) has proposed a framework that explores physical, situational, and perceptual experiences from an embodied perspective. However, studies focusing on the broader tourist experience within scripted role-play tourism and its influence on tourists' perceptions and behaviors are still sparse.

Value co-creation in tourism has attracted significant scholarly attention (Zhang et al., 2026). For example, tourist experiences and value co-creation have been identified as key mediators that positively influence tourist memory and place attachment (Cavalcante et al., 2025). In the context of slow city tourism, research has highlighted core themes of experience co-creation—such as slow food, slow wine, and slow lifestyle—from both tourist and stakeholder perspectives (Huang et al., 2025). However, the micro-level mechanisms through which immersive scripted role-play tourism experiences drive value co-creation remain underexplored.

This study aims to conceptualize the experience of scripted role-play tourism and investigate its impact on value co-creation. Specifically, it addresses the following research questions: RQ1: What are the components of the scripted role-play tourism experience? RQ2: How does the scripted role-play tourism experience influence value co-creation? Addressing these questions will not only help clarify the internal

structure and mechanisms of immersive tourism experiences from a theoretical perspective but also offer practical insights for the optimization and management of scripted role-play tourism products.

Study 1: Exploring the Experiential Dimensions of Scripted Role-Play Tourism

This study employed semi-structured interviews for data collection from January to February 2026. Participants were recruited through convenience and snowball sampling based on three criteria: (1) aged 18 years or older; (2) had participated in at least one cultural tourism scripted experience within the past year; and (3) the single experience lasted no less than 60 minutes. 16 respondents were interviewed. Thematic analysis was used for data analysis. Two researchers independently conducted line-by-line coding, extracted meaning units, and grouped related codes into initial themes. Coding discrepancies were resolved through comparison and discussion, and a third independent researcher with qualitative research experience was invited to arbitrate, ensuring coding consistency. Thematic analysis revealed that the scripted role-play tourism experience comprises four core dimensions.

Sensory experience refers to visitors' overall perception of scenes and atmosphere through multiple senses, including vision, hearing, and touch. Authentic settings, aged props, lighting, sound effects, and NPC performances jointly create immersion. For instance, one respondent noted that "the architecture gave a strong sense of being back in that historical period" (S12), and the NPC's dialect interaction "drew me into the scene" (S1).

Affective experience manifests as dynamic emotional responses triggered by the plot, character fates, and task progression – ranging from initial excitement and anticipation, to mid-stage empathy and being touched, and finally to awe and pride. One participant stated that "everything was unknown – I was very excited and thrilled" (S13), and the "choice of sacrificing a comrade hit me hard" (S14).

Behavioral experience refers to visitors performing role-assigned tasks through physical actions, on-site exploration, and social interactions, thereby actively advancing the plot and strengthening immersion. Respondents emphasized that "every step required doing it myself, completing tasks through physical actions" (S10), and that obtaining clues depended on "talking and interacting with NPCs, getting clues from them" (S9).

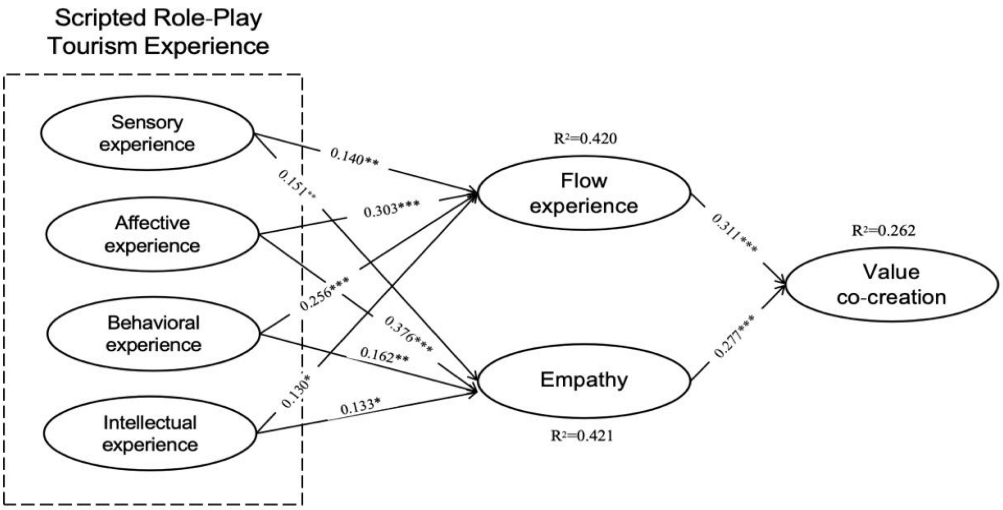
Intellectual experience is reflected in the active thinking activities – analyzing, inferring, and reflecting – that visitors engage in to understand the narrative, solve puzzles, and integrate information. As one participant described, "I referred to the timeline on the museum wall and combined it with exhibit descriptions" (S8).

Study 2: Exploring the Mechanism of Scripted Role-Play Tourism

An online survey was employed, targeting Chinese adults who had participated in a scripted role-play tourism activity within one year prior to data collection. Tourism experience (sensory experience, affective experience, behavioral experience, and intellectual experience), flow experience, empathy, and value co-creation were evaluated using items adapted from Brakus et al. (2009), Richard et al. (2016), Yi et

al. (2024), and Yi et al. (2013), respectively, in combination with the qualitative findings from Study 1. All constructs were captured by the 7-point Likert scale. The questionnaires were initially developed in Chinese and translated into English. Pilot testing was implemented among a small sample of participants to identify potential issues. The formal survey was administered in February 2026 through the Credamo platform. After removing questionnaires that failed attention checks or had missing data, 310 valid responses were obtained for analysis.

All scales demonstrated high reliability and convergent validity. The square root of AVE was greater than correlations between corresponding constructs, confirming discriminant validity. The SRMR value was 0.067 (< 0.08), indicating a good model fit. Sensory experience (β= 0.140, $p < 0.05$), affective experience (β= 0.303, $p < 0.001$), behavioral experience (β= 0.256, $p < 0.001$), and intellectual experience (β = 0.130, $p < 0.05$) each positively influence flow experience. These four experiential dimensions also positively influence empathy, with affective experience showing the strongest effect (β=0.376, $p < 0.001$), followed by behavioral experience (β = 0.162, $p < 0.01$), sensory experience (β = 0.151, $p < 0.01$), and intellectual experience (β = 0.133, $p < 0.05$). Flow experience positively influences value co-creation (β = 0.311, $p < 0.001$). Empathy positively influences value co-creation (β= 0.277, $p < 0.001$). The model explained 42.0% of the variance in flow experience (R^2 = 0.420), 42.1% of the variance in empathy (R^2 = 0.421), and 26.2% of the variance in value co-creation



(R^2 = 0.262) (Figure 1).

The study employed 5,000 bootstrapped resamples to generate 95% confidence intervals and found that both flow experience and empathy act as mediators in the relationships between the four experiential dimensions and value co-creation. Specifically, flow experience mediates the effects of sensory experience (β= 0.044, $p < 0.05$), affective experience (β= 0.094, $p < 0.001$), behavioral experience (β= 0.080, $p < 0.001$), and intellectual experience (β= 0.041, $p < 0.05$) on value co-creation. Similarly, empathy mediates the effects of sensory experience (β= 0.042, $p < 0.05$), affective experience (β= 0.104, $p < 0.001$), behavioral experience (β= 0.045, $p < 0.05$), and intellectual experience (β= 0.037, $p < 0.05$) on value co-creation.

Note: *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$; n.s.: not significant.

Figure 1. The conceptual model.

Conclusion

This study adopted a mixed-methods approach to examine the experiential dimensions of scripted role-play tourism and their influence on value co-creation. Semi-structured interviews identified four experiential dimensions: sensory, affective, behavioral, and intellectual experience. Quantitative results further revealed that these four dimensions significantly enhance tourists' flow experience and empathy, which in turn positively affect value co-creation. Moreover, both flow experience and empathy serve as significant mediators in the relationships between the four experiential dimensions and value co-creation.

Several theoretical contributions emerge from this study. By delineating the unique experiential dimensions of scripted role-play tourism, this research extends the tourism experience literature beyond conventional contexts such as rural or wellness tourism (Zhu et al.,,2025). Unlike prior work that focused on script murder games in scenic spots from an embodied perspective (Yi et al.,2022), the present study captures a broader spectrum of scripted role-play tourism experiences. Introducing flow experience and empathy as mediating mechanisms, the study uncovers the psychological pathways through which scripted role-play tourism drives value co-creation, responding to recent calls to examine the emotional foundations of value co-creation in immersive tourism contexts. The findings also provide empirical evidence that scripted role-play tourism, as a liminal experience (Ren et al.,2026), facilitates tourists' transition from passive observers to active value co-creators.

From a managerial standpoint, operators should prioritize enhancing the four experiential dimensions—sensory, affective, behavioral, and intellectual—to foster tourists' flow state and empathy, thereby encouraging value co-creation behaviors such as sharing, feedback, and advocacy (Mgoduka et al.,2025).

Despite these contributions, several limitations should be acknowledged. The sample was restricted to Chinese participants, and cultural backgrounds may influence perceptions of scripted role-play tourism experiences. Future research should test the proposed model across diverse cultural settings to assess its generalizability. Furthermore, given that the model explained only a moderate proportion of variance in value co-creation ($R^2 = 0.421$), subsequent studies could explore additional mediators or moderators, such as tourist engagement (Cavalcante et al.,2025) or social media engagement (Zhang et al., 2026).

Keywords: Scripted tourism; flow experience; value co-creation; empathy

References :

Aslan, H., & Bekar, A. (2026). The effect of glamping tourism experience on subjective well-being, emotions, satisfaction and loyalty: Experience economy theory. Journal of Travel & Tourism Marketing, *43*(1), 133–153.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? Journal of Marketing, *73*(3), 52–68.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. Qualitative Research in Psychology, *3*(2), 77–101.

Cavalcante, W. Q. F., Coelho, A., & Bairrada, C. M. (2025). A place to remember? Exploring perceived destination sustainability effects on memory and place attachment: The role of tourism experience and value co-creation. Corporate Social Responsibility and Environmental Management, *32*(4), 5222–5237.

Huang, T.-Y., Ramos, W. D., Chen, J. S., & Wu, D.-Y. (2025). Co-creation of tourism experiences in Cittàslow: Perspectives of tourists and stakeholders in Sonoma, California. International Journal of Tourism Research, *27*(2).

Ren, L., Wong, C. U. I., Feng, Y., & Wang, L. (2026). Exploring LARP (Live Action Role Play) tourism as a liminal experience. International Journal of Tourism Research, *28*(1).

Richard, M.-O., & Habibi, M. R. (2016). Advanced modeling of online consumer behavior: The moderating roles of hedonism and culture. Journal of Business Research, *69*(3), 1103–1119.

Yi, K., Wu, Y., Liu, Y., et al. (2024). Immersive empathy in digital music listening: Ideas and sustainable paths for developing auditory experiences in museums. Sage Open, *14*(2).

Yi, T., Luo, Z., & Yang, M. (2022). Dimension of tourist flow experience in script murder game in scenic spots: An embodied perspective. Transformations In Business & Economics, *21*(2B), 1049–1063.

Yi, Y., & Gong, T. (2013). Customer value co-creation behavior: Scale development and validation. Journal of Business Research, *66*(9), 1279–1284.

Zhang, H., Zhang, M., Zeng, Z., Qiu, H., & Wang, J. (2026). Exploring technology adoption at heritage tourism sites: A cross-disciplinary analysis of value co-creation and game theory applications. International Journal of Tourism Research, *28*(1).

Exploring the Impact of Perceived Interactivity of Intelligent Voice Assistants on Hotel Guests' Behavioral Intentions

Kaijun LI*, Bingna LIN

Faculty of International Tourism and Management, City University of Macau, Macau, China

*Corresponding Email: 1066369969@qq.com

Abstract

With the rapid integration of technology and service ecosystems, artificial intelligence (AI) has emerged as a pivotal driver shaping the trajectory of industry evolution (Hwang et al., 2020; de Kervenoael et al., 2021; Li et al., 2023). Within the hospitality and tourism landscape, technological innovations have progressively redefined the benchmarks for service experience design (Liu et al., 2025; Zhang et al., 2025). Specifically, AI-powered assistants have empowered hotels to deliver highly convenient services. However, existing scholarly efforts have predominantly centered on technological utility from an industry-centric perspective, often overlooking customer-centric interaction dimensions and neglecting the intricate emotional responses elicited by technological interactivity (Buhalis & Moldavska, 2021; Tussyadiah, 2020; Li et al., 2023).

Grounded in the Stimulus-Organism-Response Model and Social Presence Theory, this study develops a theoretical model incorporating to explore the impact of perceived interactivity (i.e., synchronicity, active control, personalization) on hotel guests' trust, enjoyment, and behavioral intentions. Collecting 345 valid surveys from hotel guests who had used intelligent voice assistants during their stays, PLS-SEM is adopted to test eleven hypotheses. Results indicate that all three dimensions of perceived interactivity exert significant positive effects on tourists' trust and perceived enjoyment. Trust is found to significantly enhance tourists' behavioral intentions, whereas perceived enjoyment fails to exert the direct effect.

The main contribution of this study lies in incorporating perceived interactivity into the emotional response framework, which offers an enriched understanding of how interactivity facilitates hotel guests' trust and enjoyment. The findings also provide practical implications about user-centric AI experience design.

Keywords: Artificial Intelligence; Perceived Interactivity; Trust; Perceived Enjoyment; Behavioral Intentions; S-O-R Theory; Social Presence Theory.

References

Buhalis, D., & Moldavska, I. (2021). Voice assistants in hospitality: using artificial intelligence for customer service. Journal of Hospitality and Tourism Technology, 13(3), 386–403. https://doi.org/10.1108/JHTT-03-2021-0104

de Kervenoael, R., Elkhoury, A., & Aykol, B. (2021). Artificial intelligence in hospitality: A systematic review and future research agenda. International Journal of Contemporary Hospitality Management, 33(11), 3633–3661. https://doi.org/10.1108/IJCHM-01-2021-0097

Hwang, J., Kim, Y., & Lee, C. (2020). The role of personalization and control in smart hotel services. Journal of Hospitality and Tourism Technology, 11(4), 945–964. https://doi.org/10.1108/JHTT-03-2020-0041

Li, X., Zhang, L., & Wang, H. (2023). Perceived interactivity and behavioral intention in smart tourism. Tourism Management Perspectives, 47, 100987. https://doi.org/10.1016/j.tmp.2023.100987

Liu, Y., Li, X., & Zhang, L. (2025). Trust in smart tourism. Journal of Travel Research, 1–18. https://doi.org/10.1177/00472875241299666

Tussyadiah, I. (2020). A review of research into automation in tourism. Annals of Tourism Research, 81, 102883. https://doi.org/10.1016/j.annals.2020.102883

Zhang, L., Li, X., & Wang, H. (2025). The dual-process underlying social presence.
International Journal of Hospitality Management, 131, 104240. https://doi.org/10.1016/j.ijhm.2025.104240

Identity development, perceived health improvement, and subjective well-being in yoga participation: Implications for wellness-oriented tourism development in Macau

Zhen XIE[1*], Xin WANG[2,3]

[1] Faculty of International Tourism and Management, City University of Macau, Taipa, Macau, China

[2] Faculty of Business Administration, School of Continuing Education, Macau Millennium College, Macau, China

[3] School of Management, Guangdong University of Science and Technology, Dongguan, Guangdong, China

[*]Corresponding Email: ZXie1890@outlook.com

Abstract

This study aims to examine yoga participation as a wellness-oriented activity and to explain how it contributes to subjective well-being. Set against Macau's current policy emphasis on appropriate economic diversification and "tourism+" development, the study addresses a practical and theoretical question: beyond relaxation and temporary pleasure, how can yoga-related activities generate deeper value for individuals and offer meaningful implications for tourism development? This question is particularly relevant to Macau because recent policy directions continue to emphasize diversification beyond gaming, while official visitor expenditure statistics show that overnight visitors contribute substantially higher per-capita spending than same-day visitors. In this context, products and programs that can deepen visitor engagement, enrich non-gaming offerings, and strengthen the value of staying longer deserve closer attention (Macao SAR Government, 2025; Statistics and Census Service [DSEC], 2025). Rather than treating yoga merely as a niche leisure activity, this study considers it as a wellness-oriented practice with potential relevance for tourism product development, destination diversification, and higher-value visitor engagement.

Existing wellness-related research has largely focused on direct outcomes such as health benefits, satisfaction, and well-being. Yoga can be situated within the broader wellness domain, yet much less attention has been paid to the internal process through which participation produces these outcomes (Smith & Puczkó, 2014). In particular, identity development has rarely been treated as a measurable construct in tourism- and leisure-related research, even though prior qualitative work suggests that yoga participation may help individuals affirm themselves, approach their authentic selves, transform aspects of the self, and achieve better balance in life (Liu et al., 2022). This omission is not trivial. If the internal mechanism remains unspecified, current

research can show that yoga is associated with positive outcomes, but cannot adequately explain why those outcomes occur, why they differ in depth across individuals, or why some wellness-oriented activities generate more enduring effects than others. In this sense, the present study responds to a theoretical gap concerning the psychological process through which yoga participation creates value, and a practical gap concerning how such value might be translated into meaningful implications for tourism and hospitality development.

Drawing on Self-Determination Theory, this study argues that yoga participation can support autonomy, competence, and relatedness, thereby facilitating self-integration (Deci & Ryan, 2000). This theoretical perspective is particularly suitable because it explains not only whether participation produces positive outcomes, but also how these outcomes emerge through the satisfaction of basic psychological needs. In yoga participation, autonomy may be reflected in the individual's voluntary engagement and growing self-awareness; competence may be reflected in perceived mastery, discipline, and progress; relatedness may be reflected in connection with others, instructors, or a broader sense of belonging. These processes together provide a useful theoretical basis for understanding identity development. Within this framework, identity development is conceptualized through four dimensions: affirming self, approaching self, transforming self, and balancing self. These dimensions capture how participants positively evaluate themselves, move closer to an authentic understanding of the self, experience self-change, and improve the balance between personal roles, responsibilities, and inner needs. Rather than treating identity development as a vague psychological by-product, this study positions it as a central explanatory mechanism linking participation to outcomes.

Building on prior yoga and health research showing that yoga participation is associated with behavioral, physical, and psychosocial change (Cramer et al., 2016; Ross et al., 2013), this study further proposes that identity development enhances perceived health improvement, reflected in physical functioning and psychological state. Importantly, the study does not assess health through biomedical indicators or clinical diagnosis. Instead, it focuses on participants' subjective evaluation that their physical and psychological condition has improved through yoga participation. This is conceptually appropriate for two reasons. First, the present study is concerned with perceived post-participation outcomes in a wellness and tourism-related context rather than medical effectiveness in a clinical setting. Second, subjective perceptions of improved physical functioning and psychological state are especially relevant in leisure and tourism research, where perceived benefit often shapes overall experience evaluation, satisfaction, and subsequent behavioral implications. Perceived health improvement is therefore conceptualized as a higher-order construct comprising two first-order dimensions: physical functioning and psychological state. Physical functioning refers to participants' perceived improvement in bodily condition, energy, and everyday functional capacity, whereas psychological state captures perceived improvement in calmness, emotional stability, and mental condition. Subjective well-being is then treated as a broader outcome of this process. Following Geng et al. (2023) and Uysal et al. (2016), subjective well-being in this study is understood as a

holistic evaluation of life satisfaction and emotional state resulting from leisure and tourism-related participation. In this way, the study develops and tests a sequential model linking identity development, perceived health improvement, and subjective well-being.

Methodologically, the study proceeds in three stages. First, identity development is coded and operationalized into a multidimensional construct based on prior qualitative findings and subsequent item refinement (Liu et al., 2022). This step is necessary because earlier research identified the dimensions conceptually, but did not transform them into a structured quantitative measurement suitable for empirical testing. Second, the VR-12 framework is adapted to the yoga context and reorganized, through expert evaluation, into a higher-order construct of perceived health improvement comprising physical functioning and psychological state. To strengthen the validity of this adaptation, the study follows established work on linking health survey measures to standardized scales while retaining a context-sensitive focus on participants' perceived post-participation improvement rather than original medical scoring (Schalet et al., 2015). An additional item is introduced to better capture the perceived effects of yoga participation. Third, a questionnaire survey was conducted in Macau, yielding 392 valid responses, and structural equation modeling was used to test the proposed relationships. The results supported all hypothesized paths. Although this conference paper does not foreground detailed statistical reporting, the supported model provides initial empirical evidence for the proposed mechanism and justifies the theoretical value of the framework.

This study makes four contributions. First, it develops a new multidimensional scale of identity development, transforming an originally qualitative framework into a measurable construct. This contributes to the literature by enabling future empirical studies to examine identity-related change in a more systematic and comparable way. Second, it conceptualizes perceived health improvement as a higher-order construct composed of physical functioning and psychological state, offering a contextually appropriate way to capture subjective health enhancement in yoga participation. This is especially useful in non-clinical settings where the individual's perceived sense of becoming physically and psychologically better is more relevant than objective medical diagnosis. Third, it extends Self-Determination Theory into wellness-related tourism research by showing that the value of yoga participation lies not only in post-activity benefit but also in a process of self-integration supported by basic psychological need fulfillment (Deci & Ryan, 2000). This adds theoretical depth to a body of research that has often remained descriptive in discussing the positive outcomes of wellness activities. Fourth, it shifts the focus of wellness-related research from outcome description to mechanism explanation by identifying identity development as the pathway through which yoga participation contributes to perceived health improvement and subjective well-being. In doing so, the study offers a theoretically grounded explanation of why wellness-oriented products may matter in Macau, where tourism restructuring increasingly depends on stronger overnight value, non-gaming diversification, and innovative product development (DSEC, 2025; Macao SAR Government, 2025).

The study also presents several innovations. It treats yoga participation as a meaningful wellness-oriented activity capable of generating identity-level change, rather than examining it solely in terms of functional health outcomes. It positions identity development as an antecedent mechanism rather than a downstream outcome, which reorients how yoga-related benefits are theoretically understood. It further proposes and empirically supports a chained explanatory model linking identity development to perceived health improvement and then to subjective well-being. This model contributes a more integrative explanation than studies that examine isolated associations between yoga and health or yoga and well-being. In addition, by connecting individual-level change to destination-level diversification, the study shows how micro-level mechanisms can inform broader discussions of tourism innovation, wellness product development, and destination management.

From a practical perspective, the findings are relevant to destinations such as Macau that are seeking to diversify tourism offerings and develop higher-value non-gaming products. By demonstrating that yoga participation can enhance identity development, perceived health improvement, and long-term well-being, this study provides a basis for thinking about wellness-oriented tourism products not simply as ancillary leisure services, but as part of a broader strategy of product innovation and destination upgrading. Such products may include yoga retreats, short-stay wellness programs, hotel-based wellness packages, and other tourism-related formats that combine health, leisure, and personal enrichment. These products may be especially relevant to destinations that wish to encourage longer stays, strengthen emotional engagement, and enhance the perceived quality of travel experiences. In this sense, the study offers useful implications for tourism market strategy, tourism-related business innovation, and destination management under Macau's diversification agenda.

Overall, the study suggests that the significance of yoga participation should not be understood only in terms of relaxation or functional health gain. Its value may lie more deeply in the way it helps individuals reinterpret themselves, perceive improvement in their physical and psychological condition, and derive a stronger sense of well-being. For Macau, this offers a useful lens for understanding how wellness-oriented products and programs may contribute to a more diversified, experience-enriched, and sustainable tourism future.

Keywords: yoga participation; identity development; perceived health improvement; subjective well-being; Self-Determination Theory

References:

Cramer, H., Haller, H., Lauche, R., Steckhan, N., Michalsen, A., & Dobos, G. (2014). A systematic review and meta-analysis of yoga for hypertension. American Journal of Hypertension, 27(9), 1146-1151. https://doi.org/10.1093/ajh/hpu078

Deci, E. L., & Ryan, R. M. (2000). The "what" and "why" of goal pursuits: Human needs and the self-determination of behavior. Psychological Inquiry, 11(4), 227-268. https://doi.org/10.1207/S15327965PLI1104_01

Geng, W., Wan, Q., Wang, H., Dai, Y., Weng, L., Zhao, M., Duan, Y., & Lei, Y. (2023). Leisure involvement, leisure benefits, and subjective well-being of bicycle riders in an urban forest park: The moderation of age. Forests, 14(8), Article 1676. https://doi.org/10.3390/f14081676

Liu, H., Jia, S., & Wang, J. (2022). Yoga leisure and identity development of Chinese second-time mothers. Journal of Leisure Research, 53(1), 56-74. https://doi.org/10.1080/00222216.2020.1864238

Macao SAR Government. (2025). Policy address for the fiscal year 2025. https://www.gov.mo/en/wp-content/uploads/sites/2/2025/05/2025_policy_e.pdf

Ross, A., Brooks, A., Touchton-Leonard, K., & Wallen, G. (2016). A different weight loss experience: A qualitative study exploring the behavioral, physical, and psychosocial changes associated with yoga that promote weight loss. Evidence-Based Complementary and Alternative Medicine, 2016, Article 2914745. https://doi.org/10.1155/2013/2914745

Schalet, B. D., Rothrock, N. E., Hays, R. D., Kazis, L. E., Cook, K. F., Rutsohn, J., & Cella, D. (2015). Linking physical and mental health summary scores from the Veterans RAND 12-Item Health Survey (VR-12) to the PROMIS® Global Health Scale. Journal of General Internal Medicine, 30(10), 1524-1530. https://doi.org/10.1007/s11606-015-3453-9

Smith, M., & Puczkó, L. (2014). Health, tourism and hospitality: Spas, wellness and medical travel (2nd ed.). Routledge.

Statistics and Census Service. (2025). Results of visitor expenditure survey for the whole year and the 4th quarter of 2024. Macao SAR Government. https://www.dsec.gov.mo/en-US/Home/News?id=30335

Uysal, M., Sirgy, M. J., Woo, E., & Kim, H. L. (2016). Quality of life (QOL) and well-being research in tourism. Tourism Management, 53, 244-261. https://doi.org/10.1016/j.tourman.2015.07.013

Exploring the skill mismatch in aviation service education: A comparative mixed-methods study of Taiwan and Mainland China

Yu-Chian CHEN[1*], Kuo-Ching WANG[2]

[1] Department of Airline and Transport Service Management, Vanung University; Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University

[2] Graduate Institute of Sport, Leisure and Hospitality Management of National Taiwan Normal University

[*]Corresponding Email: merlinche@gmail.com

Abstract

In the post-pandemic era, the International Air Transport Association (IATA, 2024) predicts the Asia-Pacific as the world's fastest-growing aviation market. This resurgence intensifies the urgency for effective Technical and Vocational Education and Training (TVET) to bridge the persistent "skill mismatch." Historically, Freeman (1979) first introduced the concept of "overeducation," pioneering extensive research into education-job discrepancies across diverse academic disciplines and professions. However, despite the burgeoning demand for aviation talent, there remains a significant academic void regarding cross-strait comparative exploratory research within the aviation service sector in the Asia-Pacific region.

To address this gap, the study synthesizes Human Capital Theory with Keller's (2010) ARCS Model to investigate how "Relevance" and "Confidence" mitigate cognitive dissonance during the school-to-work transition among aviation students. This research adopts an exploratory sequential mixed-methods design. In the initial qualitative phase, 15 cross-strait industry and academic experts were engaged through semi-structured interviews to delineate evolving competency requirements. Subsequently, a quantitative survey was conducted among 500 final-year aviation students. Structural Equation Modeling (SEM) was employed to verify path relationships between curriculum relevance, learning motivation, and perceived job readiness.

The study expects to identify "Relevance" as a pivotal mediator in augmenting professional identity and reducing turnover intention. The analysis aims to compare the technical advantages inherent in Taiwan's curricula against the professional resilience and soft-skill confidence of students in Mainland China. Furthermore, the research evaluates the extent to which high-fidelity immersive technologies, such as AR/VR, bridge the experiential gap by facilitating "learning by doing" (Hwang et al., 2022). The final output will propose a comprehensive optimization framework focusing on "digital empathy" and technical resilience. This framework aims to provide strategic coordinates for policymakers and educators to enhance aviation talent competitiveness through a standardized, regional employment-docking mode.

Keywords: aviation service education; skill mismatch; ARCS Model; mixed-methods research; Cross-Strait Comparison

References

Chang, K.-P., & Wang, N.-L. (2021). A comparison of the reform policies on technical and vocational education between Taiwan and Mainland China and its implications.Journal of Taiwan Education Studies, 2(2), 259–284. https://www.airitilibrary.com/Article/Detail/P20220316001-202103-202203240015-202203240015-259-284

Chuang, Y.-C., & Liang, C.-Y. (2022). Overeducation and skill mismatch of university graduates in Taiwan. Review of Development Economics, 26(4), 1693–1712. DOI：10.1111/rode.12891

Freeman, R. (1979). The overeducated American. Public Choice, 34(2) , 247-249. https://www.jstor.org/stable/30023104

Gauci, J., de Carlo, J., Golfetti, A., et al. (2021). From education and training to the workplace: Gaps and challenges in aviation. Contemporary EHF 2021, May 2021 https://enac.hal.science/hal-03220575

Hwang, G.-J., Chang, C.-C., & Chien, S.-Y. (2022). A motivational model-based virtual reality approach to prompting learners' sense of presence, learning achievements, and higher-order thinking in professional safety training. British Journal of Educational Technology, 53(5), 1343–1360. https://doi.org/10.1111/bjet.13196

International Air Transport Association. (2024, December 10). IATA global media day: Strong demand, strategic challenges. https://www.iata.org/contentassets/f32de4cd05e2498a824e67fadd658cb7/2024-12-10-01-cn.pdf

Keller, J. M. (2010). Motivational design for learning and performance: The ARCS model approach. Springer. https://doi.org/10.1007/978-1-4419-1250-3

Li, F., Morgan, W. J., & Ding, X. (2008). The expansion of higher education, employment and over-education in China. International Journal of Educational Development, 28(6), 687–697. https://doi.org/10.1016/j.ijedudev.2007.10.002

From Spectacle to Boycott: Why Generation Z Rejects Animal Performances in Tourism

Zihan ZHENG, Yike TANG, Yang ZHOU

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

Abstract

Although animal performances such as elephant rides, dolphin shows, and circus acts have long been mainstream tourism offerings, Generation Z is increasingly refusing to participate in them. Drawing on peer-reviewed literature in tourism psychology, moral philosophy, and consumer behaviour, this study identifies the key drivers behind this generational trend: social media exposure to animal mistreatment, moral outrage as a form of self-compensation, empathy and universalistic values shaped by early human-animal interactions. First, social media exposes Generation Z to viral accounts of animal mistreatment, raising awareness and emotional engagement, which strengthens boycott intentions (Blaer, 2024). Second, expressing moral outrage reduces guilt from being unable to stop harm; boycotting animal performances relieves moral discomfort and reinforces ethical identity (Rothgerber et al., 2022). Third, early positive interactions with animals foster universalistic values and empathy; self-transcendence values activate awareness of harm and personal responsibility, forming moral norms (Barton & Hart, 2023; Caplow, 2021; Lin et al., 2026). This study will employ the survey method to collect data from 300 respondents of the Generation Z. It will measure their exposure to social media, moral anger, early animal interaction and values, as well as their willingness to resist animal performances. A multiple regression analysis will be conducted to test the effects of the three core independent variables on the resistance willingness. We expect that the regression coefficients of each independent variable will all be significantly positive, and the three factors independently drive the behavior of resistance. Overall, we expect the survey to validate our proposed drivers, revealing positive relations: higher levels of social media exposure, moral outrage, and early empathic interactions will correspond to stronger boycott intentions among Generation Z, thereby supporting our theoretical model. This boycott is anticipated to be a multidimensional response requiring integrated theoretical and practical action. Tourism operators should reform exploitative practices, and destination marketers should align with the values of Generation Z.

Keywords: Generation Z; Animal-Based Tourism; Ethical Boycotts; Animal Welfare; Digital Activism

References

Barton, C., & Hart, R. (2023). The experience of self-transcendence in social activists. Behavioral Sciences, 13(1), 66.

Blaer, M. (2024). Animal rescue tourism: Digital technology-enhanced approaches to support voluntourist engagement, animal welfare and rights. Tourism Recreation Research, 49(3), 471-485.

Caplow, S. (2021). Using value-belief-norm theory to explore visitor responses to education programs at animal-themed facilities. The Journal of Environmental Education, 52(3), 190-204.

Lin, G., Li, M., Zeng, Z., & Li, B. (2026). A journey of mental growth: The impact of animal-based tourism on self-transcendence. International Journal of Tourism Research. Advance online publication. https://onlinelibrary.wiley.com/doi/10.1002/jtr.70252

Rothgerber, H., Rosenfeld, D. L., Keiffer, S., Crable, K., Yeske, A., Berger, L., Camp, P., Smith, K., Fischer, O., & Head, A. (2022). Motivated moral outrage among meat-eaters. Social Psychological and Personality Science, 13(5), 916-926.

Reconfiguring the Value of High-Touch Hotel Service in Digital Hospitality Contexts: A Two-Study Investigation of Ritualized Concierge Service, Experiential Value, and Guest Responses

Jiawei WANG, Haoxuan FENG, Ben K. GOH, Yiran WANG*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macao SAR, China

*Corresponding Email: 3240008322@student.must.edu.mo

Abstract

The rapid development of smart tourism and digital transformation has fundamentally reshaped the design and delivery of tourism and hospitality services (Jeong & Shin, 2020; Peng et al., 2024; Sigala, 2018). In particular, smart hotel environments increasingly rely on self-check-in systems, mobile interfaces, AI-enabled customer service, and contactless technologies to enhance efficiency, convenience, and standardization (Li et al., 2021; Peng et al., 2024; Pillai et al., 2021). As many routine and utilitarian service tasks are progressively transferred to technological systems, the face-to-face encounters that remain in the guest journey may become relatively rarer, more visible, and more diagnostically meaningful as signals of how a hotel delivers care, distinction, and experiential value. At the same time, however, high-touch human service has not disappeared, particularly in luxury hotel contexts. Concierge reception, escorted arrival, luggage handling, and other carefully staged interpersonal encounters continue to occupy a visible role in luxury hospitality experience design (McIntosh & Siggs, 2005; Scerri et al., 2017; Shih et al., 2016). Against this smart hotel backdrop, an important question emerges: why do highly ritualized interpersonal service encounters remain valuable in a service environment increasingly shaped by automation and convenience?

Existing research on smart tourism and hospitality digitalization has generated substantial insights into technology adoption and perceived usefulness (Kaushik et al., 2015; Liu et al., 2022; Ma et al., 2024), customer convenience in technology-mediated travel and hotel services (Jeong & Shin, 2020; Ozturk et al., 2016), and service efficiency in technology-enabled hospitality operations (Li et al., 2021; Oh et al., 2013; Peng et al., 2024). Smart tourism research has also shown that technology-enabled service systems can shape tourists' overall experience and future behavioral intentions. Yet relatively less attention has been paid to the continuing value of high-touch human service encounters, particularly their symbolic and experiential functions in luxury hospitality contexts (Christodoulides et al., 2025; Peng et al., 2024; Wu et al., 2022). Much of the existing literature either treats interpersonal service as a functional component of service delivery or examines how digital systems may gradually substitute for human service in hospitality contexts

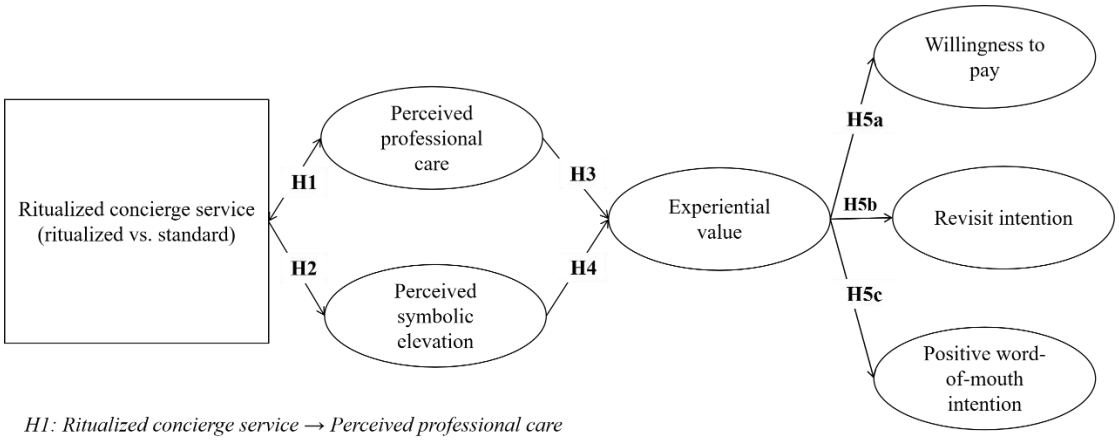
(Kim et al., 2021; Voorhees et al., 2017; Xu et al., 2023). This perspective is insufficient to explain why certain forms of ritualized interpersonal service remain central to value creation in luxury hospitality settings. Although tourism and hospitality studies have long acknowledged that guests' evaluations are shaped by emotional, situational, and symbolic cues (Choi & Kandampully, 2019; Christodoulides et al., 2025; Walls et al., 2011), studies have been slower to examine how micro-level interpersonal service practices shape perceptions of hotel professionalism, symbolic status, and experiential value (Wu & Liang, 2009). This limitation is particularly important because smart tourism should not be understood solely as a technology-dominant system, but also as a service ecosystem in which selected human touchpoints may become more strategically consequential precisely because automation has reduced routine interpersonal contact. Accordingly, the present research uses the smart hotel as a theoretically relevant micro-context within the broader smart tourism ecosystem and examines ritualized concierge service as a ritualized interpersonal service cue that guests may interpret as a signal of professional care, symbolic elevation, and experiential value.

Although the empirical focus of this research is a luxury hotel arrival encounter, its broader relevance lies in analytical rather than universal generalization. Specifically, the underlying logic may extend to smart tourism settings that share three structural characteristics: routine service functions are substantially automated, selected interpersonal encounters remain visible in the customer journey, and those remaining encounters carry symbolic or experiential significance beyond task completion. In this sense, the smart hotel serves not merely as a background setting, but as a theoretically important micro-context through which the value of ritualized interpersonal service can be examined within the broader smart tourism ecosystem.

To address this gap, the present study conceptualizes ritualized concierge service not merely as an operational activity, but as a visible and interpretable service cue. Drawing on service cue theory and signaling theory, this study argues that when hotel service is presented in a more formalized, deliberate, and ceremonially structured manner, guests may interpret it as evidence of greater professional care, stronger service discipline, and superior brand refinement. Beyond operational execution, ritualized interpersonal service may also convey symbolic meanings, including prestige, exclusivity, respect, and the importance of guests. In smart hotel environments, this signaling function may become especially important because automation increasingly handles routine, convenience-oriented tasks, leaving selected face-to-face encounters to carry greater interpretive weight in guests' evaluations. Under such conditions, ritualized concierge service is not merely a service style, but a salient human touchpoint through which guests infer how the hotel combines technological efficiency with visible care, distinction, and experiential refinement. Accordingly, this study proposes a conceptual model in which ritualized concierge service influences experiential value and subsequent behavioral intentions through two mediating mechanisms: perceived professional care and perceived symbolic elevation. Perceived professional care refers to the extent to which guests believe that the hotel delivers service in an attentive, competent, rigorous, and protective manner.

Perceived symbolic elevation refers to the extent to which guests feel distinctively treated, socially valued, and immersed in a more elevated hospitality experience. Experiential value is positioned as the core outcome variable, and behavioral intentions are captured through willingness to pay, revisit intention, and positive word-of-mouth intention. In addition, the model allows for the possibility that these effects vary with guests' preference for human service.

To develop and examine this framework, the research adopts a two-study design. Study 1 establishes causal inference through a scenario-based experiment situated in the context of a luxury hotel arrival. Participants are randomly assigned to one of two conditions: a ritualized concierge service condition or a standard concierge service condition. In the ritualized condition, the service encounter is described as more formalized and ceremonially structured, with greater procedural refinement, more visible service rituals, and more deliberate interpersonal presentation. Under standard conditions, the same service function is delivered in a more ordinary, less ritualized manner. Importantly, the core service outcome is held constant across the two conditions so that any differences in evaluation can be attributed to ritualized interpersonal service cues rather than to variation in service completion itself. Therefore, Study 1 examines whether ritualized concierge service generates higher experiential value and more favorable behavioral intentions, and whether these effects operate through perceived professional care and perceived symbolic elevation.

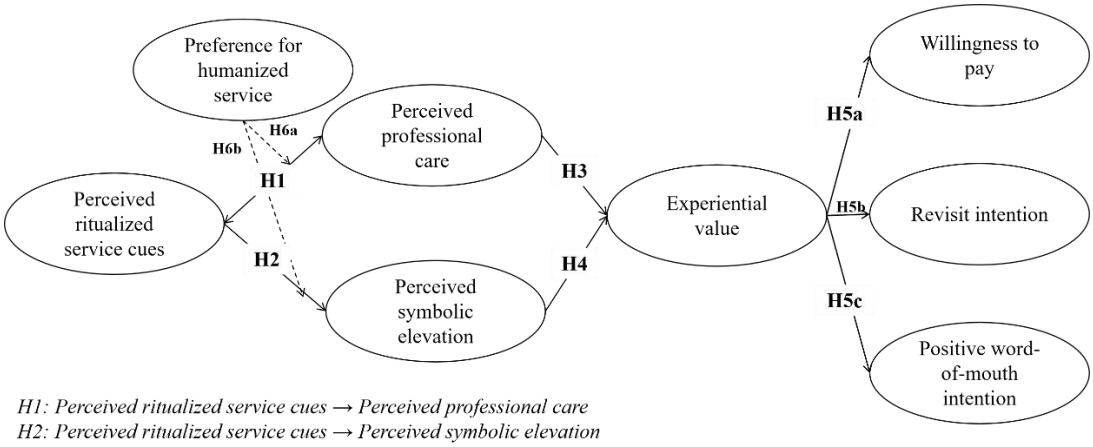


H1: Ritualized concierge service → Perceived professional care
H2: Ritualized concierge service → Perceived symbolic elevation
H3: Perceived professional care → Experiential value
H4: Perceived symbolic elevation → Experiential value
H5a: Experiential value → Willingness to pay
H5b: Experiential value → Revisit intention
H5c: Experiential value → Positive word-of-mouth intention

Study 1 research model

Study 2 extends the framework to broader luxury hotel contexts through a survey-based design. Rather than focusing on a single experimentally manipulated service touchpoint, Study 2 captures respondents' broader perceptions of ritualized interpersonal service cues in luxury hotel settings. In this study, ritualized interpersonal service cues are modeled as a continuous predictor. Respondents report their perceptions of ritualized interpersonal service cues, perceived professional care, perceived symbolic elevation, experiential value, willingness to pay, revisit intention, and positive word-of-mouth intention. Study 2 also introduces preference for human

service as a theoretically relevant boundary condition. This extension serves two purposes. First, it enhances the framework's external relevance by moving beyond a single controlled scenario. Second, it tests whether the positive effects of ritualized interpersonal service cues depend partly on guests' service orientation, thereby clarifying when and for whom ritualized interpersonal service is especially influential. In this way, the two-study design combines causal clarity with broader contextual relevance.



H1: Perceived ritualized service cues → Perceived professional care
H2: Perceived ritualized service cues → Perceived symbolic elevation
H3: Perceived professional care → Experiential value
H4: Perceived symbolic elevation → Experiential value
H5a: Experiential value → Willingness to pay
H5b: Experiential value → Revisit intention
H5c: Experiential value → Positive word-of-mouth intention
H6a/H6b: Moderating effect of preference for humanized service on the first-stage relationships

Study 2 research model

Across the two studies, this research expects that ritualized concierge service, whether experimentally manipulated or perceptually reported, will positively influence experiential value. This effect is expected to occur through two complementary mediating mechanisms: perceived professional care and perceived symbolic elevation. Higher experiential value, in turn, should lead to more favorable behavioral outcomes, including greater willingness to pay, stronger revisit intention, and more positive word-of-mouth intention. In addition, the positive effects of ritualized interpersonal service cues are expected to be stronger among guests with a higher preference for human service.

This research contributes in three main ways. First, it extends smart tourism and hospitality digital transformation research by challenging the implicit assumption that high-touch human service is merely an inefficient legacy of pre-digital service systems. Instead, it argues that as technology standardizes many operational aspects of the hospitality experience, ritualized interpersonal service may become an increasingly important source of symbolic differentiation and experiential value. By focusing on the smart hotel as a focal service context, this research shows that automation does not simply reduce the role of human service; rather, it may increase the symbolic and experiential importance of the human encounters that remain. Second, this research contributes to hotel and hospitality management scholarship by conceptualizing concierge service not simply as a functional task, but as a ritualized interpersonal service cue that guests actively interpret. This shifts attention from

service completion alone to the visible manner in which service is enacted. Third, the research contributes to the experiential value literature by demonstrating that guest experience is shaped not only by convenience and service outcomes, but also by the symbolic and situational meanings embedded in service encounters themselves.

The practical implications are also significant. For hotel managers pursuing digital transformation, the findings suggest that improving efficiency should not automatically result in the elimination or downgrading of high-touch human service encounters. Instead, managers should identify service moments that carry strong symbolic and experiential importance and deliberately preserve, stage, or redesign them. Ritualized concierge service may be particularly valuable in luxury hotels, premium accommodation products, branded guest journeys, VIP arrival sequences, and other service contexts in which symbolic differentiation is central to positioning. More broadly, the findings suggest that smart tourism development should not be equated with depersonalization. The long-term competitiveness of tourism and hospitality firms may depend on how effectively they combine technological efficiency with meaningful and visibly enacted high-touch human service.

Overall, this research argues that the value of high-touch human service in smart hotel contexts has not disappeared in the smart tourism era; rather, it has been reconfigured. Ritualized concierge service continues to matter because it signals professional care and creates symbolic elevation, both of which enhance experiential value and shape behavioral intentions. By integrating perspectives from smart tourism, hotel management, and service experience research, this two-study investigation offers a more nuanced explanation of how hospitality value is created amid accelerating digital transformation.

Keywords: ritualized interpersonal service cues; digital hospitality; hotel management; concierge service; perceived professional care; perceived symbolic elevation; experiential value; guest responses

References

Adler, H., & Gordon, S. (2013). An analysis of the changing roles of hotel concierges.Journal of tourism and hospitality management, 1(2), 53-66.

Choi, H., & Kandampully, J. (2019). The effect of atmosphere on customer engagement in luxury hotels: An application of SOR paradigm. International Journal of Hospitality Management, 77, 40-50.

Christodoulides, G., Chatzipanagiotou, K., Baker, J., & Buhalis, D. (2025). Conceptualizing and measuring customer luxury experience in hotels. Journal of Travel Research, 00472875251363846.

Jeong, M., & Shin, H. H. (2020). Tourists' experiences with smart tourism technology at smart destinations and their behavior intentions. Journal of travel research, 59(8), 1464-1477.

Kaushik, A. K., Agrawal, A. K., & Rahman, Z. (2015). Tourist behaviour towards self-service hotel technology adoption: Trust and subjective norm as key antecedents. Tourism Management Perspectives, 16, 278-289.

Kim, S. S., Kim, J., Badu-Baiden, F., Giroux, M., & Choi, Y. (2021). Preference for robot service or human service in hotels? Impacts of the COVID-19 pandemic. International Journal of Hospitality Management, 93, 102795.

Li, M., Yin, D., Qiu, H., & Bai, B. (2021). A systematic review of AI technology-based service encounters: Implications for hospitality and tourism operations. International Journal of Hospitality Management, 95, 102930.

Liu, Y., Henseler, J., & Liu, Y. (2022). What makes tourists adopt smart hospitality? An inquiry beyond the technology acceptance model. Digital Business, 2(2), 100042.

Ma, C., Fan, A., & Mattila, A. S. (2024). Decoding the shared pathways of consumer technology experience in hospitality and tourism: A meta-analysis. International Journal of Hospitality Management, 118, 103685.

Mcintosh, A. J., & Siggs, A. (2005). An exploration of the experiential nature of boutique accommodation. Journal of travel research, 44(1), 74-81.

Oh, H., Jeong, M., & Baloglu, S. (2013). Tourists' adoption of self-service technologies at resort hotels. Journal of Business Research, 66(6), 692-699.

Ozturk, A. B., Bilgihan, A., Nusair, K., & Okumus, F. (2016). What keeps the mobile hotel booking users loyal? Investigating the roles of self-efficacy, compatibility, perceived ease of use, and perceived convenience. International Journal of Information Management, 36(6), 1350-1359.

Peng, X., Zhu, J., Lee, S., Zhou, D., Song, W., & Ying, T. (2024). Digital transformation in the hospitality industry: A bibliometric review from 2000 to 2023. International Journal of Hospitality Management, 120, 103761.

Pillai, S. G., Haldorai, K., Seo, W. S., & Kim, W. G. (2021). COVID-19 and hospitality 5.0: Redefining hospitality operations. International journal of hospitality management, 94, 102869.

Scerri, M. A., Jenkins, J. M., & Lovell, G. (2017). A grounded theory model of service language in Australia's luxury hotels. Journal of Hospitality and Tourism Management, 33, 82-92.

Shih, I. H., Jai, T. M. C., & Blum, S. C. (2016). Tipping: The case of hotel turndown service. International Journal of Hospitality Management, 55, 129-131.

Sigala, M. (2018). New technologies in tourism: From multi-disciplinary to anti-disciplinary advances and trajectories. Tourism management perspectives, 25, 151-155.

Voorhees, C. M., Fombelle, P. W., Gregoire, Y., Bone, S., Gustafsson, A., Sousa, R., & Walkowiak, T. (2017). Service encounters, experiences and the customer journey: Defining the field and a call to expand our lens. Journal of Business Research, 79, 269-280.

Walls, A., Okumus, F., Wang, Y., & Kwun, D. J. W. (2011). Understanding the consumer experience: An exploratory study of luxury hotels. Journal of Hospitality Marketing & Management, 20(2), 166-197.

Wu, C. H. J., & Liang, R. D. (2009). Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants. International Journal of Hospitality Management, 28(4), 586-593.

Wu, L., Fan, A., Yang, Y., & He, Z. (2022). Tech-touch balance in the service encounter: the impact of supplementary human service on consumer responses. International Journal of Hospitality Management, 101, 103122.

Xu, J., Hsiao, A., Reid, S., & Ma, E. (2023). Working with service robots? A systematic literature review of hospitality employees' perspectives. International Journal of Hospitality Management, 113, 103523.

The Impact of Transparency Cues on Booking Intention: A Dual-Trust Mechanism Moderated by Digital Literacy and Booking Importance

Gaozhe LI*, Emily MA

School of Hospitality and Tourism Management, University of Surrey,
Guildford, United Kingdom

*Corresponding Email: gl00669@surrey.ac.uk

Abstract

As online travel agencies (OTAs) rely on algorithms, the "black-box" decision-making often weakens booking confidence (Stohl et al., 2016). While algorithmic transparency is a burgeoning topic, research rarely distinguishes how different cues influence intention via distinct trust mechanisms.

Drawing on signaling theory (Spence, 1973) and the dual-trust framework (McAllister, 1995), this study proposes that functional cues enhance cognitive trust, whereas experiential cues foster affective trust (Gefen & Straub, 2004). Building upon the Elaboration Likelihood Model (Petty & Cacioppo, 1986), this study introduces digital literacy and booking importance as boundary conditions. These factors are expected to moderate the process of trust formation (Shin, 2021) and the subsequent translation of trust into booking intention (Pavlou, 2003). These relationships are integrated into a conceptual model (Figure 1).

Methodologically, this study adopts a scenario-based experimental design. Data will be collected online via Wenjuanxing. The target population consists of regular OTA users (e.g., individuals who have booked a hotel online in the past six months) to ensure a representative sample of active travelers. Measurement items are adapted from established scales (Pu et al., 2011). Data will be analyzed using Analysis of Variance (ANOVA) to examine the main effects of transparency cues and the PROCESS macro (Hayes, 2022) to test the hypothesized moderating and mediating mechanisms.

Theoretically, this study extends signaling theory to algorithmic transparency by deconstructing cues into distinct informational signals. Practically, it guides OTAs in optimizing transparency designs to enhance user conversion (Schilke et al., 2021).

Keywords: Transparency cues; Cognitive trust; Affective trust; Booking intention

References:

Gefen, D., & Straub, D. W. (2004). Consumer trust in B2C e-Commerce and the importance of social presence: Experiments in e-Products and e-Services. Omega, 32(6), 407-424. https://doi.org/10.1016/j.omega.2004.01.006

Hayes, A. F. (2022). Introduction to mediation, moderation, and conditional process analysis: A regression-based approach (3rd ed.). Guilford Press.

McAllister, D. J. (1995). Affect and cognition-based trust as foundations for interpersonal cooperation in organizations. Academy of Management Journal, 38(1), 24-59. https://doi.org/10.2307/256727

Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. International Journal of Electronic Commerce, 7(3), 101-134. https://doi.org/10.1080/10864415.2003.11044275

Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. Advances in Experimental Social Psychology, 19, 123-205. https://doi.org/10.1016/S0065-2601(08)60214-2

Pu, P., Chen, L., & Hu, R. (2011). A user-centric evaluation framework for recommender systems. Proceedings of the Fifth ACM Conference on Recommender Systems, 157-164. https://doi.org/10.1145/2043932.2043962

Schilke, O., Reimann, M., & Cook, K. S. (2021). Trust in social relations. Annual Review of Sociology, 47, 239-259. https://doi.org/10.1146/annurev-soc-082120-082850

Shin, D. (2021). The effects of explainability and trustability on users' interaction with AI. International Journal of Human-Computer Studies, 146, 102551. https://doi.org/10.1016/j.ijhcs.2020.102551

Spence, M. (1973). Job market signaling. The Quarterly Journal of Economics, 87(3), 355-374. https://doi.org/10.2307/1882010

Stohl, C., Stohl, M., & Leonardi, P. M. (2016). Managing opacity: Information visibility and the paradox of transparency in the digital age. International Journal of Communication, 10, 123–137.

Unveiling the Intention-Behavior Gap in Pro-Environmental Behavior: A Constraint-Negotiation Perspective on "Leave No Trace" Practices in Outdoor Activities

Hongwei YU[1], Biao HE[2], Dengming XIE[3*]

[1]Undergraduate Student, Faculty of International Tourism and Public Administration, Hainan University, Haikou, China

[2] Professor, Faculty of International Tourism and Public Administration, Hainan University, Haikou, China

[3] Lecturer, Faculty of International Tourism and Public Administration, Hainan University, Haikou, China

*Corresponding Email: 20243000079@hainanu.edu.cn

Abstract

Introduction

In the contemporary era of nature-based tourism, the conflict between increasing outdoor recreation and the imperative of ecological preservation has moved to the forefront of sustainability agendas. Central to this discourse is the Leave No Trace framework, a core ethical ensemble of seven principles designed to minimize human impact on natural environments. For decades, these principles have been promoted as the gold standard for responsible behavior. However, a profound socio-psychological paradox persists: individuals who express genuine commitment to environmental values often exhibit highly divergent behaviors in real-world situations. This phenomenon, widely known as the attitude-behavior gap, suggests that environmental intentions do not always translate into consistent actions (Tam, 2021). While the existence of this gap is well-documented, the research focus has shifted from merely acknowledging such inconsistencies to elucidating the specific mechanisms through which individuals reconcile the tension between their internalized ethics and situational exigencies.

Existing scholarship on environmentally responsible behavior has predominantly adopted two theoretical traditions. The first tradition, grounded in rational and normative frameworks, draws heavily upon theories such as the norm activation model, the value-belief-norm theory, and the theory of planned behavior (Danesh-pajooh et al., 2025). Within this tradition, scholars have conceptualized pro-environmental behavior as a product of rational deliberation, moral obligations, and attitudinal consistency. The second tradition has more recently turned attention to the role of emotions, recognizing that moral and rational accounts alone are insufficient to fully explain behavior (Haidt, 2001). Scholars working within this affective tradition have explored how emotions such as awe, gratitude, guilt, and

place attachment can serve as powerful drivers of pro-environmental action. Notwithstanding these contributions, three critical gaps remain in the existing literature, which the present study aims to address.

The first gap concerns the formation of environmental values and predispositions. Existing research has largely treated individuals' values, identities, and emotional tendencies as given or static factors, with limited attention to how these dispositions are shaped over time through the interplay of early life experiences, socio-cultural contexts, institutional environments, and ongoing personal reflections (Jackson & Wright, 2024). The second gap lies in the behavioral process itself. While prior studies have identified various antecedents of pro-environmental behavior, they have rarely examined the actual process through which individuals navigate the transition from intention to action when confronted with real-world barriers. Few scholars have systematically investigated the specific types of constraints individuals face, the negotiation strategies they employ, or the differentiated behavioral outcomes that emerge from this negotiation (Au & Savani, 2019). The third gap pertains to the aftermath of behavioral engagement. Most studies adopt a cross-sectional approach, overlooking the recursive nature of the process, particularly how the emotional returns of one behavioral episode feed back into an individual's psychological resources, shaping subsequent appraisals and behavioral tendencies.

To address these nested gaps, this research integrates Cognitive Appraisal Theory and the Constraint-negotiation model into a unified processual framework. Specifically, the study first examines how external environmental fields and internal psychological dynamics shape long term environmental dispositions, moving beyond static views of attitudes. Second, it investigates the specific constraints individuals encounter during outdoor activities, the negotiation strategies they employ, and the differentiated behavioral outcomes that emerge, revealing a spectrum of practices from steadfast adherence to avoidant and advocacy behaviors. Third, it explores how successful negotiation generates hedonic and eudaimonic well-being, which in turn reinforces environmental identity and self efficacy, forming a recursive feedback loop. By constructing this three stage model, the study contributes a dynamic and processual understanding of the intention-behavior gap. In particular, it positions emotion as both a barrier and a negotiation resource within the constraint negotiation process.

Theoretical Framework

This study draws upon Cognitive Appraisal Theory (Watson & Spence, 2007), originally developed by Lazarus, and the Constraint-negotiation model (Jackson et al., 1993) to construct an integrated processual framework organized around three sequential stages.

The first stage addresses the formation of values and dispositions. Cognitive Appraisal Theory posits that emotions arise from individuals' subjective evaluations of events based on dimensions such as goal relevance, goal congruence, and coping potential. These appraisal patterns are shaped over time through repeated interactions with one's social, physical, and cultural environments. Early life experiences such as childhood exposure to nature, family values regarding conservation, and formal

environmental education contribute to the formation of stable cognitive schemas and emotional dispositions. Ongoing influences from occupational settings, organizational norms, and socio-cultural milieus continuously shape individuals' perceptions of environmental issues and their own roles within them. These formative processes give rise to what this study terms the external environmental field and internal psychological dynamics, which constitute the foundational dispositions that individuals bring to any outdoor encounter.

The second stage addresses constraint negotiation and differentiated behavior. Cognitive Appraisal Theory provides insight into how individuals evaluate specific encounters. When outdoor practitioners encounter barriers, a key dimension of appraisal is perceived coping potential. When coping potential is assessed as high, individuals are more likely to experience emotions that facilitate constructive action. Conversely, when coping potential is assessed as low, negative emotions may trigger defensive responses. The Constraint-negotiation model complements this by explaining how individuals actively respond to perceived constraints through a range of strategies spanning cognitive, behavioral, affective, and social domains. The integration of appraisal and negotiation perspectives allows the framework to account for the emergence of differentiated behavioral outcomes. Rather than a simple binary of compliance or violation, individuals manifest a spectrum of practices including steadfast practice, compromised practice, avoidant practice, and advocacy practice.

The third stage addresses behavioral feedback and sustained engagement. Drawing again on Cognitive Appraisal Theory, the emotional outcomes of a behavioral episode serve as input for subsequent appraisals. Successful negotiation experiences generate positive emotional returns, which enhance an individual's perceived coping potential for future encounters. These returns take the form of hedonic well-being, including sensory pleasure and stress relief, and eudaimonic well-being, including moral self-actualization and a sense of deep harmony with nature. These well-being returns feed back into internal psychological dynamics, strengthening environmental identity and self-efficacy, while repeated reliance on defensive coping can erode environmental commitment over time.

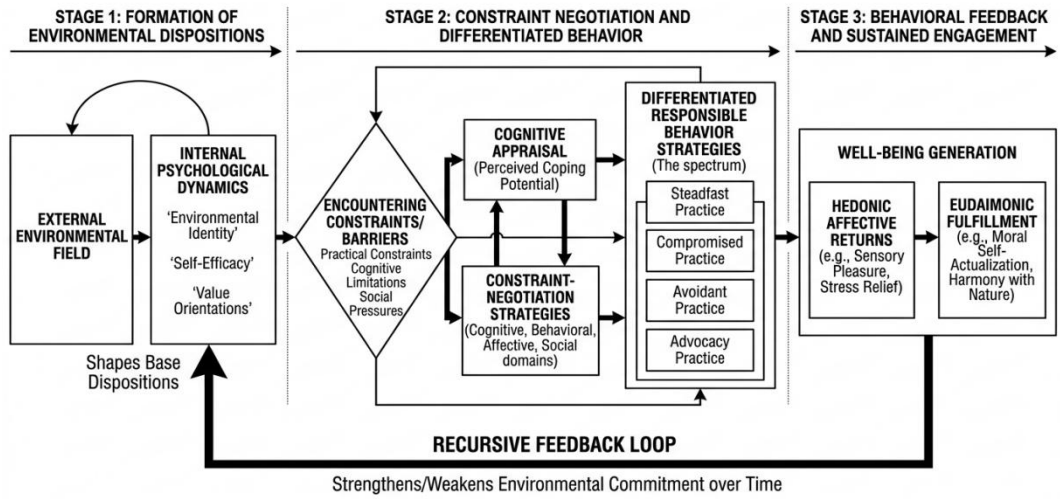


Figure 1. Conceptual Framework

Methodology

This research adopts a qualitative grounded theory approach to capture the depth and complexity of Leave No Trace practitioners' psychological processes. Grounded theory is particularly suited to uncovering processes, meanings, and strategies grounded in lived experience. Data collection involved semi-structured interviews with 38 Leave No Trace practitioners. All interviews were conducted online via video conferencing, each lasting approximately 45 minutes. The interview protocol covered personal background, understanding of Leave No Trace principles, specific practices before, during and after outdoor activities, encountered constraints and negotiation strategies, emotional experiences, well-being outcomes, and advocacy behaviors. All sessions were audio recorded with informed consent and transcribed verbatim. The participant group was diverse in terms of gender and experience, including 18 males and 20 females. The age of participants ranged from 19 to 52 years, with the majority falling between 20 and 40 years old. This sample provided a rich spectrum of perspectives, including individuals who had just begun learning Leave No Trace ethics as well as veteran practitioners with more than ten years of experience in wilderness settings.

Participant ID	Gender	Age	Years of Experience in Pro-Environmental Activities	LNT Training	Primary Outdoor Activity
P01	Male	22	4	No	Birdwatching, Hiking
P02	Male	24	8	No	Field sampling, Hiking
P03	Female	25	5	No	Waste picking, Environmental workshops, Hiking
P04	Male	33	12	No	Birdwatching, Night observation
P05	Male	28	10	No	Tree planting, hiking
P06	Male	29	5	No	Mountaineering, Camping
P07	Male	23	4	No	Hiking, Camping
P08	Female	19	1	Yes	Camping, Park outings
P09	Female	30	5	No	Rock climbing, Hiking, Running
P10	Female	26	3	No	Camping, Picnicking, Hiking
P11	Female	25	10	No	Beach clean-up, Hiking
P12	Female	52	2	Yes	Trail clean-up, Birdwatching
P13	Female	27	2	No	Camping, Hiking
P14	Female	22	15	No	Hiking, Outings
P15	Male	24	2	No	Camping, Deep mountain hiking
P16	Male	26	4	No	Trail clean-up, Outdoor exploration
P17	Male	22	2	No	Hiking, Reading club outdoor activities
P18	Female	25	2	No	Hiking, Camping, Waste picking
P19	Male	27	1	No	Camping, Hiking, Trekking
P20	Female	28	1	Yes	Hiking, Waste picking
P21	Female	20	1	No	Waste picking, Hiking
P22	Female	25	10	No	Hiking, Cycling

P23	Female	33	2	No	Hiking, Camping
P24	Female	32	4	No	Waste picking, Hiking
P25	Female	28	2	No	Hiking, Photography
P26	Male	37	8	No	Hiking
P27	Female	33	3	No	Hiking, Waste picking
P28	Male	25	0.5	No	Park outings, Hiking
P29	Female	44	7	Yes	Birdwatching, Hiking, Camping
P30	Male	20	4	No	Hiking, Camping
P31	Female	29	6	No	Hiking, Trekking, Camping
P32	Male	49	15	Yes	Nature education, Environmental workshops
P33	Female	28	2	Yes	Birdwatching, Plant observation
P34	Male	43	20	Yes	Biodiversity survey, Ecological restoration
P35	Male	40	14	Yes	Outdoor guiding, LNT training
P36	Female	50	2	Yes	Wetland conservation LNT guiding
P37	Male	28	2	Yes	Mountain hiking, Nature interpretation
P38	Male	35	14	Yes	Community gardening, Environmental education

Figure 2. Participants' Profile

The interviews utilized the Critical Incident Technique to encourage participants to describe specific moments when they faced significant barriers to environmental adherence (Flanagan, 1954). Participants were asked to recall the emotional tension, the perceived constraints, and the specific mental or behavioral tactics they used to resolve the conflict. The data analysis followed a systematic three-level coding process consistent with grounded theory methodology. Open coding was used to identify initial concepts related to cognitive appraisals, emotional states, situational constraints, and negotiation tactics. Axial coding then explored the relationships between these categories, integrating them into five main categories: external environmental field, internal psychological dynamics, constraint negotiation and adjustment process, differentiated responsible behavior strategies, and well-being generation. Finally, selective coding was employed to develop the core theoretical framework, specifically the emotion-negotiation dynamic cycle, integrating the categories into a cohesive model.

Original Statement	Conceptualization	Categorization
Safety is a concern. Once while hiking, I saw bottles by the roadside and wanted to pick them up, but because of my arm length and the grabber was not long enough, I could not.	Safety Prioritization Leading to Abandonment	Behavioral Compromise and Adjustment
If I really cannot reach the trash, I truly will not bring it.	Do What is Within Capability	
I would take out a plastic bag from my pack, gather their trash, even if just putting it under a tree or something.	Centralized Temporary Processing	
I felt that stacking rocks that time damaged the environment and was meaningless. Afterwards, I tried to 'atone' a bit by consistently following the rules.	Post-hoc Compensation	

Figure 3. Opening Coding Examples

Findings and Discussion

The findings are organized according to the three-stage framework. The first stage concerns the formation of values and dispositions. The analysis reveals that practitioners' environmental sensibilities are deeply shaped by an external environmental field comprising early life experiences, current living environments, occupational and organizational settings, socio-cultural contexts, policy environments, and market conditions. Within this field, individuals develop internal psychological dynamics including perceptions of environmental values, self-perception and role identity, perceptions of capability and responsibility, positive and negative affective experiences, deep affective connections, and emotional regulation functions. These findings demonstrate that environmental dispositions are not static but emerge from long-term person-environment interactions.

The second stage addresses constraint negotiation and differentiated behavior. The analysis identifies multiple types of constraints encountered during outdoor activities. External practical constraints include difficulties in waste management, safety and health concerns, work-life conflicts, institutional and organizational gaps, and time and efficiency concerns. Internal cognitive limitations include idealized concepts and knowledge limitations. Social and interpersonal pressure includes pressure of not fitting in and convenience versus waste trade-offs. In response, practitioners employ multiple negotiation strategies. Cognitive retreat and adjustment strategies include self-limiting and gentle influence. Behavioral compromise and adjustment strategies encompass safety prioritization, doing what is within capability, centralized temporary processing of waste, and post-hoc compensation. Affective and psychological adjustment involves atonement psychology and spiritual purification. Communication strategy adjustment includes selective sharing of environmental content and choosing private platforms. Tool and strategy optimization involves adequate preparation and guiding others. Social interaction and negotiation strategies include leading by example and directly pointing out mistakes. Finally, using incentives and rewards encompasses both external incentives and utilitarian advocacy.

These negotiation efforts result in differentiated responsible behavior strategies rather than simple adherence or violation. Steadfast practice involves individuals who consistently adhere to Leave No Trace principles even under challenging conditions, actively influencing others and integrating environmentalism into life. Compromised practice describes individuals who make situational adjustments such as prioritizing safety over adherence or engaging in post-hoc compensation. Avoidant practice characterizes individuals who reduce or abandon environmental behaviors due to social pressure or cognitive limitations. Advocacy practice involves individuals who cannot act perfectly themselves but instead focus on influencing others through selective sharing and guiding rather than confronting.

The third stage addresses behavioral feedback and sustained engagement. The analysis reveals that successful negotiation experiences generate well-being in two forms. Hedonic well-being encompasses immediate sensory and emotional pleasure,

stress relief, aesthetic pleasure, social pleasure, sense of mastery, and gamified interest. Eudaimonic well-being includes deeper moral self-actualization, sense of value and achievement, sense of fulfilling responsibility, personal growth, influencing others, sense of collective belonging, and sense of deep harmony with nature (Ryan & Deci, 2001). These emotional returns feed back to reinforce internal psychological dynamics, strengthening environmental identity and self-concept. In contrast, repeated reliance on defensive coping can lead to an erosion of environmental commitment over time. This dynamic and recursive nature of the process suggests that environmental behavior is not a static trait but an evolving capability shaped by continuous interaction between the individual and the external environmental field.

Main Category	Sub-category	Conceptual Dimensions
External Environmental Field	Primary Socialization & Background	Early environmental education, ecological awareness, and family influence.
	Situational & Structural Context	Perception of living environment, material support/constraints, and policy/market incentives.
	Institutional & Socio-cultural Milieu	Occupational identity, organizational norms, social anomie, and media/online recognition.
Internal Psychological Dynamics	Cognitive Value Orientations	Internalization of environmental norms, perception of capability, and pluralistic responsibility.
	Self-Identity & Life Integration	Pro-environmental self-identity and the integration of ethics into daily life habits.
	Affective Drivers & Connections	Positive/negative emotional states, empathy, and deep sense of nature-connectedness.
Constraint Negotiation & Adaptation	Situational & Psycho-social Barriers	Resource limitations (time/safety), social pressure, and value conflicts.
	Intrapersonal Strategic Adjustment	Cognitive reframing, emotional self-regulation, and tool/tactic optimization.
	Interpersonal & Collective Negotiation	Social interaction strategies, leading by example, and communicative advocacy.
Differentiated Environmental Practices	Steadfast Practice	Consistent adherence, proactive action, and lifestyle assimilation.
	Compromised Practice	Situational trade-offs, safety-first compromises, and post-hoc restorative behaviors.
	Avoidant Practice	Reducing or abandoning environmental behaviors due to social pressure; lack of coping potential; hiding behaviors in non-environmental groups.
	Advocacy Practice	Influencing others, utilitarian appeals, and professional environmental leadership.
Well-being Generation & Feedback	Hedonic Affective Returns	Immediate sensory pleasure, stress relief, and aesthetic enjoyment.
	Eudaimonic Fulfillment	Moral self-actualization, sense of achievement, and deep harmony with nature.

Figure 4. Primary and Corresponding Domain

Significance and Conclusion

Theoretically, through the development of a comprehensive mechanism model grounded in systematic coding analysis, this study addresses three significant gaps in environmental psychology. First, it advances understanding of how environmental values and dispositions are formed over time through the interplay of external environmental fields and internal psychological dynamics, moving beyond static conceptualizations of attitudes (Cristofaro et al., 2024). Second, by integrating Cognitive Appraisal Theory and the Constraint-negotiation model, this study constructs a complete process model of constraint negotiation, revealing the specific types of constraints, negotiation strategies, and differentiated behavioral outcomes that characterize the intention-behavior gap. This extends the Constraint-negotiation model by introducing emotion as both a constraint type and a negotiation resource, and by identifying emotion regulation as a crucial negotiation strategy. Third, this study illuminates the recursive feedback loop through which behavioral outcomes generate well-being and shape subsequent environmental engagement, demonstrating that pro-environmental behavior is an evolving capability rather than a one-time choice.

Practically, the findings offer a strategic roadmap for environmental educators and destination managers. Interventions should address all three stages of the behavioral process. To support the formation of environmental dispositions, educators should recognize the importance of early and sustained exposure to environmental values across multiple life contexts. To facilitate effective constraint negotiation, managers can design negotiation support tools that help practitioners manage emotional challenges and overcome structural barriers, providing information that boosts perceived coping potential to prevent defensive coping. To sustain long-term engagement, strategies should focus on enhancing both hedonic and eudaimonic well-being from environmental actions, thereby strengthening the feedback loop that reinforces environmental identity. Understanding the differentiated practice types enables targeted strategies that support steadfast practice through recognition and community-building, reduce the need for compromised practice by addressing structural constraints, address avoidant practice through social support and skill-building, and leverage advocacy practice by providing platforms and resources for advocacy.

Ultimately, this research facilitates a shift from reactive monitoring to the active support of positive environmental practices, ensuring the long-term resilience of natural heritage sites. By addressing the nuances of the intention-behavior discrepancy through the lens of emotion and negotiation across the full trajectory of behavioral engagement, this study contributes to a more sustainable future for nature-based tourism.

Keywords: Leave No Trace; pro-environmental behavior; attitude-behavior gap; emotional appraisal; constraint negotiation; differentiated practices; grounded theory

Funding

This research was funded by the Hainan University Scientific Research Start-up Fund for the project titled The Impact of Environmental Protection Practices of National Park Community Residents on Tourists' Pro-Environmental Behavior.

References

Au, E. W. M., & Savani, K. (2019). Are There Advantages to Believing in Fate? The Belief in Negotiating With Fate When Faced With Constraints. Frontiers in Psychology, 10, 2354–2354. https://doi.org/10.3389/fpsyg.2019.02354

Cristofaro, M., Augier, M., Lovallo, D., Abatecola, G., & Leoni, L. (2024). Behavioral strategy in evolution: A review and conceptual framework. European Management Journal, 43(6), 914–932. https://doi.org/10.1016/j.emj.2024.10.002

Danesh-pajooh, S., Tabesh, M., Shahangian, S. A., Yazdanpanah, M., Zobeidi, T., & Rezaei, E. (2025). Unveiling socio-psychological determinants behind residential treated greywater adoption: Integrating theory of planned behavior and norm activation model. Journal of Environmental Management, 387, 125867–125867. https://doi.org/10.1016/j.jenvman.2025.125867

Flanagan, J. C. (1954). The critical incident technique. Psychological bulletin, 51(4), 327.

Haidt, J. (2001). The emotional dog and its rational tail: A social intuitionist approach to moral judgment. Psychological Review, 108(4), 814–834. https://doi.org/10.1037/0033-295x.108.4.814

Jackson, E. L., Crawford, D. W., & Godbey, G. (1993). Negotiation of leisure constraints. Leisure Sciences, 15(1), 1–11

Jackson, J. J., & Wright, A. J. (2024). The process and mechanisms of personality change. Nature Reviews Psychology, 3(5), 305–318. https://doi.org/10.1038/s44159-024-00295-z

Ryan, R. M., & Deci, E. L. (2001). On happiness and human potentials: A review of research on hedonic and eudaimonic well-being. Annual review of psychology, 52(1), 141-166.

Tam, K. (2021). Gratitude to nature: Presenting a theory of its conceptualization, measurement, and effects on pro-environmental behavior. Journal of Environmental Psychology, 79, 101754–101754. https://doi.org/10.1016/j.jenvp.2021.101754

Watson, L., & Spence, M. T. (2007). Causes and consequences of emotions on consumer behaviour: A review and integrative cognitive appraisal theory. European Journal of marketing, 41(5-6), 487-511

The Impact of Social Media Marketing Activities on the Subsequent Consumption Behavior of Consumers at Internet-Famous Restaurants

Jiameng CAO, Fang HONG*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macao SAR, China

*Corresponding Email: fhong@must.edu.mo

Abstract

With the proliferation of social media and the continuous growth of internet users, internet-famous restaurants have become an important cultural and commercial phenomenon in the catering industry. Social media marketing activities profoundly affect consumers' information acquisition and decision-making paths. However, existing research mostly focuses on single chains such as "marketing → initial purchase" or "satisfaction → loyalty," and rarely places social media marketing, perceived value, and subsequent consumer behavior within a unified dynamic framework. To address this research gap, this study, based on the S-O-R (Stimulus-Organism-Response) theoretical framework, explores the influence mechanism of social media marketing activities of internet-famous restaurants on consumers' subsequent consumption behavior. Social media marketing activities are divided into five dimensions—entertainment, interaction, trendiness, customization, and word-of-mouth—as external stimuli (S). Perceived value serves as the internal psychological state (O). Willingness to pay a premium and consumption intention toward similar internet-famous restaurants are taken as behavioral responses (R).

This study examines the logical relationships among the variables as follows: first, it examines the effects of the five social media marketing dimensions on perceived value respectively; second, it examines the effect of perceived value on willingness to pay a premium, as well as the effect of perceived value on consumption intention toward similar internet-famous restaurants; finally, it examines the effect of willingness to pay a premium on consumption intention toward similar internet-famous restaurants. The research model integrates the complete path of "social media marketing activities → perceived value → subsequent consumption behavior," in which perceived value is the core mediating variable. The model refines the dimensional division of marketing activities and reveals a chain mediation mechanism from external stimuli to internal psychology to behavioral responses, providing a theoretical foundation for subsequent empirical testing.

Keywords: Internet-famous restaurants; social media marketing activities; perceived value; willingness to pay a premium; consumption intention toward similar restaurants; S-O-R model

References

Abaid Ullah Zafar, Jie Shen, Muhammad Ashfaq, Mohsin Shahzad,Social media and sustainable purchasing attitude: Role of trust in social media and environmental effectiveness,Journal of Retailing and Consumer Services,Volume 63,2021,102751,ISSN 0969-6989.

Abdalla, Reem et al. "From Scroll to Sale: How Social Media Triggers and Age Shape Digital Consumer Decisions through Interaction." Frontiers in communication 10 (2025): n. pag.

Ashraf, M. A., Ahmed, H. A., Hassan, T. H., Wael Mohamed, M. A., Fathi, M. D., Maha Abdul-Moniem Mohammed El-Amin, Hanem Mostafa, M. A. (2023). Satisfaction on the driving seat: Exploring the influence of social media marketing activities on followers' purchase intention in the restaurant industry context. Sustainability,15(9),7207.

Boksberger, P. E., & Melsen, L. (2011). Perceived value: a critical examination of definitions, concepts and measures for the service industry. Journal of services marketing, 25(3), 229-240.

Bushara, Meimona Abdelrhim et al. "Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers' Purchase Intention, Willingness to Pay a Premium Price, and E-WoM?" Sustainability 15.6 (2023): 5331.

Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. Asia Pacific Journal of Marketing and Logistics, 32(3), 695-720.

de Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. Journal of Interactive Marketing, 26(2), 83-91.

RVRS Efficiency and Scale Adjustment Decisions of Tourism Enterprises under COVID-19

Minkun LIU[1], Xihao ZENG[2], Xinju HE[1,2*]

[1]School of Business and Development Strategy Research Institute, Guangxi University, Nanning, China

[2] School of Business, Guangxi University, Nanning, China

[*]Corresponding Email: hexinjun@gxu.edu.cn

Abstract

Background

The COVID-19 pandemic exposed the tourism industry's exceptional sensitivity to sudden, recurrent, and persistent external shocks. Unlike many manufacturing or digital-native sectors, a large share of tourism consumption is spatially fixed and requires physical mobility, face-to-face service delivery, and coordination across multiple complementary services (transport, accommodation, attractions, intermediaries). When mobility restrictions, risk perception, and policy uncertainty interact, tourism demand can collapse rapidly and recover unevenly, forcing firms into repeated cycles of contraction and partial reopening. These conditions create not only revenue losses but also substantial managerial challenges in reallocating labor, adjusting capacity utilization, renegotiating fixed commitments, and maintaining service readiness. A key empirical question is how tourism enterprises' production efficiency evolves under such conditions and which operational strategies can reduce avoidable losses.

Efficiency measurement in tourism has frequently relied on Data Envelopment Analysis (DEA) and its variants. Conventional variable returns to scale (VRS) DEA is attractive because it avoids specifying a parametric functional form and allows for flexible benchmarking. However, VRS-DEA typically assumes a convex production possibility set. This assumption can be problematic for tourism, where non-linearities, discontinuities, and regime shifts are common. Strong seasonality can lead to distinct production regimes between peak and off-peak periods; during slack demand, increasing certain inputs (e.g., labor hours, marketing expenditure, facility operation) may yield limited output gains, while during rebound episodes, capacity constraints and network complementarities may generate steep output responses. Moreover, policy interventions such as travel restrictions, quarantine rules, subsidy programs, and visa-related agreements can abruptly shift demand and operational constraints, causing discontinuous changes in feasible input – output combinations. These mechanisms can generate an S-shaped production relationship, implying that returns to scale may transition from increasing to constant and then decreasing. Such technology is consistent with regular variable returns to scale (RVRS), which

explicitly accommodates a production structure with increasing returns to scale (IRS), constant returns to scale (CRS), and decreasing returns to scale (DRS) across different operating ranges.

When the underlying technology is non-convex, applying convex frontiers can systematically bias efficiency estimates. In particular, under crisis conditions when firms cluster in low-output regions and operate under partial shutdown or extremely low capacity utilization, convexification may "fill in" infeasible combinations and attribute deviations to scale rather than technology or managerial constraints. As a result, traditional DEA approaches may overstate scale efficiency, understate technical inefficiency, and ultimately mislead crisis-response strategies, especially those related to resizing and capacity decisions. Although a broad literature has documented COVID-19's impacts on tourism demand, enterprise performance, and crisis management, empirical evidence that explicitly models non-convex production and connects efficiency measurement to actionable scale adjustment decisions at the firm level remains limited. Addressing this gap is important because scale adjustment — through capacity, labor, and capital allocation — is among the most immediate levers tourism enterprises can use to survive prolonged shocks, and because recovery policies require reliable diagnostics to target support and avoid inefficient resource allocation.

Purpose

This study aims to improve crisis-period efficiency evaluation and decision support in tourism by introducing an RVRS-based non-convex empirical production frontier into the efficiency measurement and decision analysis of tourism enterprises before and after COVID-19. Using Chinese A-share listed tourism enterprises observed from 2017 to 2023, we pursue four research objectives:

Efficiency evolution

Reassess how tourism enterprise efficiency evolved before and after COVID-19 when efficiency is measured under a non-convex RVRS technology rather than a convex VRS assumption;

Scale decisions

Derive RVRS-implied optimal scale adjustment directions for enterprises during the pandemic (e.g., contraction versus expansion), thereby translating frontier analysis into operational guidance;

Shock quantification: estimate the causal impact of COVID-19 on tourism enterprise efficiency and quantify pandemic-induced losses; and

Heterogeneity: identify uneven impacts and differentiated response capacity across tourism sub-industries and firm attributes (size, ownership, and region), clarifying which firms are most vulnerable and which have the greatest potential to mitigate losses through scale optimization.

Data and Variables

We construct a firm-level panel dataset based on China's "National Tourism and Related Industries Statistical Classification (2018)"and the main business activities of A-share listed enterprises. The tourism sample contains 39 A-share listed tourism enterprises over 2017-2023, capturing the pre-pandemic period, the outbreak shock, and subsequent stages of disruption and partial recovery. Firms labeled ST/ST* and firms with missing data for three consecutive years are excluded to reduce noise from distressed listing status and severe data discontinuities. Core indicators are collected from corporate annual reports and supplemented with the CSMAR and Wind databases.

For the efficiency frontier estimation, we specify a parsimonious production system. Output is measured by total operating revenue (R), reflecting the realized value of service delivery. Inputs include capital (K) proxied by fixed assets, and labor (L) proxied by number of employees, consistent with the main factor inputs used in tourism enterprise production and common efficiency studies. This design supports comparability across firms and years and enables integration with the shock-identification framework.

For COVID-19 impact estimation, we incorporate covariates commonly associated with enterprise efficiency and crisis resilience, including capital intensity (ci), physical asset holdings (pa), debt-to-asset ratio (debt), liquidity ratio (ldb), and average management age (age). Undesirable outputs are excluded because pollution baselines, emission metrics, and pollutant composition are fundamentally non-comparable between tourism and manufacturing, which would distort cross-industry benchmarking when constructing the quasi-experimental counterfactual.

Methods

We implement empirical strategy that integrates non-convex frontier estimation, quasi-experimental causal identification, and counterfactual loss and mitigation accounting.

(1) RVRS-based non-convex efficiency measurement and decomposition.

To account for the potential S-shaped production structure, we follow Li et al. (2024) and construct an RVRS empirical production frontier. The RVRS frontier relaxes the convexity restriction embedded in standard VRS-DEA and allows the technology set to reflect a general production structure that transitions across IRS – CRS – DRS regimes. Based on the RVRS frontier, we compute firm-year overall efficiency and decompose it into technical efficiency and scale efficiency. This decomposition is essential for managerial interpretation: technical inefficiency indicates internal operational or managerial frictions (e.g., process management, organizational capability, coordination), whereas scale inefficiency indicates a mismatch between the firm's operating scale and the scale region implied by the technology.

(2) RVRS-implied scale adjustment decision inference.
Beyond efficiency measurement, we translate the RVRS frontier into actionable guidance. Using the estimated frontier, we classify the firm's position relative to the returns-to-scale regimes and derive the implied optimal scale adjustment direction. Firms operating in the increasing-returns region are predicted to benefit from scaling up (if demand and constraints permit), while those in the decreasing-returns region are predicted to benefit from scaling down. Under crisis conditions, demand constraints and liquidity limits often bind, making contraction a practical dominant strategy for many firms; nevertheless, the RVRS framework allows this decision to be grounded in technology-consistent efficiency logic rather than ad hoc cost cutting.
(3) Quasi-natural experiment for COVID-19 impact identification (PSM-DID).
We treat COVID-19 as an exogenous shock and estimate its net effect on enterprise efficiency using a propensity score matching (PSM) plus difference-in-differences (DID) design. Because COVID-19 affected all listed firms to some degree, a natural within-industry control group is not available, and dividing treatment/control groups within tourism may introduce confounding due to strong within-industry interdependence and common demand shocks. Instead, we select the manufacturing sector as a benchmark that is theoretically less directly exposed to tourism-demand collapse and mobility restrictions. To reduce selection bias and ensure comparability, we match tourism firms to manufacturing firms with similar observable characteristics using annual PSM. We then estimate a DID model with firm fixed effects and year fixed effects. The interaction term between treatment status (tourism versus manufacturing) and a post-COVID indicator identifies the causal effect of COVID-19 on efficiency, conditional on covariates and common time shocks.

Results

The RVRS-based efficiency estimates show that China's listed tourism enterprises exhibit relatively stronger scale efficiency but persistent technical inefficiency, indicating that operational and managerial improvements remain the main source of potential efficiency gains. Following the COVID-19 outbreak, overall efficiency in the tourism sector declined markedly, confirming that pandemic shocks significantly disrupted tourism production processes and widened efficiency gaps across firms.

The quasi-natural experiment (PSM – DID) further provides causal evidence that COVID-19 exerted a significant negative effect on tourism enterprise efficiency relative to the matched manufacturing benchmark. The adverse effect is heterogeneous: small and private enterprises experienced larger efficiency losses and higher exit risk, whereas large enterprises showed stronger resilience.
Sub-industry analyses reveal uneven volatility and adjustment patterns. E-commerce platform – type firms exhibit the least efficiency fluctuation during the pandemic, while the travel-agent segment suffers the most pronounced decline. In terms of optimal responses implied by the RVRS frontier, scale contraction is the dominant

adjustment direction for most sub-industries during COVID-19; however, attractions operations and e-commerce platforms display comparatively limited changes in scale decisions.

Counterfactual loss accounting indicates substantial room for mitigation through scale optimization. RVRS-implied scale adjustment decisions can reduce pandemic-related losses by up to 68.97% at the industry level. The travel-agent sub-industry can mitigate over 40% of losses through scale adjustment, whereas other sub-industries typically mitigate around 10%. Overall, loss-mitigation capacity increases with firm size, suggesting that scale flexibility and resource reallocation capabilities are central to crisis resilience.

Conclusions

This study demonstrates that tourism enterprise efficiency under COVID-19 should be evaluated within a non-convex technology framework. By introducing an RVRS empirical production frontier and integrating it with a PSM – DID shock-identification design, we provide a measurement-and-decision approach that links efficiency assessment to scale adjustment under crisis conditions. Conceptually, the findings imply that much of the tourism sector's vulnerability during COVID-19 stems not only from demand collapse itself, but also from mismatches between realized operating scale and the scale region implied by the underlying technology. Practically, the proposed framework can be used as an efficiency-monitoring tool based on publicly disclosed firm data to (i) diagnose whether performance shortfalls are driven primarily by technical inefficiency or scale misalignment, (ii) guide capacity reallocation decisions during multi-wave shocks, and (iii) support differentiated recovery policies by identifying firm groups with limited adjustment capacity. Future research should extend RVRS-based efficiency evaluation to multi-output settings and to broader tourism participants beyond listed firms (e.g., SMEs, homestays, and individual operators), enabling a more comprehensive understanding of crisis resilience across the tourism ecosystem.

Implications

Managerial implications. The RVRS-based non-convex efficiency framework provides tourism managers with an operational decision tool to distinguish whether performance shortfalls stem primarily from technical inefficiency or scale misalignment. During multi-wave crises such as COVID-19, the results suggest that timely scale adjustment can substantially reduce avoidable losses, but optimal actions differ by sub-industry and firm type. In particular, small and private firms require stronger capability in flexible capacity reallocation, while state-owned enterprises should prioritize improvements in internal governance and managerial efficiency.

Policy and industry implications. COVID-19 intensified market selection and pushed the tourism sector toward a more concentrated ("winner-takes-all")competitive structure. Regulators can use the proposed monitoring approach—built on publicly available firm data—to identify vulnerable firm groups with limited adjustment

capacity and to design targeted, differentiated recovery policies, rather than uniform support. The strong loss-mitigation potential observed for travel agents also implies that supporting scale reconfiguration in highly interconnected segments may generate spillover benefits across the broader tourism supply chain.

Research implications. Methodologically, the findings caution against applying convex DEA frontiers mechanically in crisis contexts where tourism production is plausibly non-convex. Future work should develop multi-output RVRS models and extend analysis to non-listed firms and other tourism stakeholders to improve external validity and better capture system-wide resilience.

Keywords: COVID-19; tourism enterprises efficiency; scale adjustment decisions; regular variable returns to scale (RVRS); nonconvex production; uneven impact

References

Li, S. K., Tsang, C. K., & Lee, S. K. (2024). Partially Convex Production Technology and Efficiency Measurement. Journal of Productivity Analysis, 1-18. (Journal articles) DOI:10.1007/s11123-023-00716-w

Li, S. K. (2019). A nonparametric test of quasiconcave production function with variable returns to scale. Journal of Mathematical Economics, 82, 160-170. (Journal articles) DOI:10.1016/j.jmateco.2018.12.003

Kaczmarek, T., Perez, K., Demir, E., & Zaremba, A. (2021). How to survive a pandemic: The corporate resiliency of travel and leisure companies to the COVID-19 outbreak. Tourism Management, 84, 104281. (Journal articles) DOI:10.1016/j.tourman.2020.104281

Ruan, W., Li, Y., Zhang, S., & Liu, C. H. (2019). Evaluation and drive mechanism of tourism ecological security based on the DPSIR-DEA model. Tourism Management, 75, 609-625. (Journal articles) DOI:10.1016/j.tourman.2019.06.021

Xiong, B., Zhang, Q., Tao, X., & Goh, M. (2024). Benchmarking with quasiconcave production function under Variable returns to Scale: Exploration and empirical application. Expert Systems with Applications, 243, 122888. (Journal articles) DOI:10.1016/j.eswa.2023.122888

Fotiadis, A., Polyzos, S., & Huan, T. C. T. (2021). The good, the bad and the ugly on COVID-19 tourism recovery. Annals of tourism research, 87, 103117. (Journal articles) DOI:10.1016/j.annals.2020.103117

Kim, E. E. K., Seo, K., & Choi, Y. (2022). Compensatory Travel Post COVID-19: Cognitive and Emotional Effects of Risk Perception. Journal of Travel Research, 61(8), 1895-1909. (Journal articles) DOI:10.1177/00472875211048930

Muzi, S., Jolevski, F., Ueda, K., & Viganola, D. (2023). Productivity and firm exit during the COVID-19 crisis: Cross-country evidence. Small Business Economics, 60(4), 1719-1760. (Journal articles) DOI:10.1007/s11187-022-00675-w

Wu, D., Li, H., & Wang, Y. (2023). Measuring sustainability and competitiveness of tourism destinations with data envelopment analysis. Journal of Sustainable

Tourism, 31(6), 1315-1335. (Journal articles) DOI:10.1080/09669582.2022.2042699

The Impact of Internship Experience on Hospitality Students' Intention to Remain: The Mediating Role of Internship Satisfaction and the Moderating Effect of Hotel Tier

Xinyuan ZHANG[1*], Chengfeng YUE[2], Xiuli YI[3]

[1]College of Preschool and Primary Education, China West Normal University, Nanchong, China
[2]School of Management, China West Normal University, Nanchong, China
[3]Academy of Hospitality Management, Gingko College of Hospitality Management, Chengdu, China
[*]Corresponding Email: 2158986480@qq.com

Abstract

Interns are an important source of future talent for the hospitality industry.As one of the most important ways for students majoring in hotel management to gain an understanding of the industry, internship plays a crucial role in their career choices.(Chen & Shen, 2012； Zopiatis & Theocharous, 2013).Prior studies have shown that internship satisfaction has a significant impact on students' intention to remain in the hospitality industry (Zikrah et al., 2025) .However, existing studies have paid limited attention to how differences in organizational context may influence interns' attitudes and behaviors.

Based on the current research gap,this study aims to develop a theoretical model in which internship experience is the independent variable, internship satisfaction is the mediator, intention to remain in the hospitality industry is the dependent variable, and hotel tier is the moderator. It further examines the mediating role of internship satisfaction between internship experience and intention to remain, as well as the moderating effect of hotel tier on this mediation.

This study uses a questionnaire survey (Chen & Shen, 2012) to collect data from hospitality management students with internship experience. Based on Marriott International's brand-tier system, the hotels are categorized into luxury, premium, and select segments(Marriott International, n.d.). Structural equation modeling (SEM) is then employed to examine the relationships among the variables as well as exploring the role of hotel tiers in these relationships.

The study is expected to find that internship experience has a significant positive effect on students' intention to remain in the hospitality industry, and that internship satisfaction mediates this relationship.Meanwhile, hotel tier significantly moderates this mediating effect, and the strength of the mediation differs across hotel tiers.The findings will provide guidance for students' internship choices, university internship programs, and talent development and retention in the hospitality industry.

Keywords: Hospitality Internship； Career Intention； Internship Satisfaction； Hotel Classification

References:

Chen, T. L., & Shen, C. C. (2012). Today's intern, tomorrow's practitioner? The influence of internship programmes on students' career development in the hospitality industry. Journal of Hospitality, Leisure, Sport & Tourism Education, 11(1), 29–40. https://doi.org/10.1016/j.jhlste.2012.02.008

Zopiatis, A., & Theocharous, A. L. (2013). Revisiting hospitality internship practices: A holistic investigation. Journal of Hospitality, Leisure, Sport & Tourism Education, 13, 33–46. https://doi.org/10.1016/j.jhlste.2013.04.002

Zikrah, D., et al. (2025). How work experience and satisfaction influence career intentions in the hospitality industry. Journal of Business on Hospitality and Tourism, 11(1), —. https://doi.org/10.22334/jbhost.v11i1.455

Marriott International. (n.d.). Explore our brands. Marriott International. https://www.marriott.com/brands.mi

Negative spillover and behavioral intentions for popular domestic destinations: Evidence from Xishuangbanna in China

Qianhui CHEN, Sung Hee PARK*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macao SAR, China

*Corresponding Email: parksh@must.edu.mo

Abstract

The widespread publicity surrounding the Myanmar telecom fraud incidents may create a negative spillover effect that discourages Chinese domestic tourists, particularly those unfamiliar with Myanmar and its surrounding areas, from traveling to Chinese border destinations. Using questionnaire data from 428 Chinese domestic tourists, this study examines how criminal events in Northern Myanmar influence travel intention toward Xishuangbanna, a popular border destination in China, and finds that tourists' awareness of criminal events and familiarity with the high-risk region affect both travel intention and travel avoidance intention through destination image, with infrastructure image emerging as the key mediator. These findings underscore the central role of safety and function related perceptions in tourist decision making under spillover risk conditions.

Introduction

Domestic tourism is large and expending, serving as a major economy driver in China. The recent Myanmar telecom fraud scandal and job scams have deterred Chinese from traveling to border regions, negatively impacting tourism in Southwest China. Xishuangbanna, a popular border destination in China, received more than 200 million domestic tourist visits between 2023 and 2025. It is well known for its distinctive tropical landscapes and ethnically diverse culture with an exotic appeal. However, the widespread dissemination of the Myanmar telecom fraud incidents may cause concern among some Chinese domestic tourists who are unfamiliar with Myanmar and its surrounding areas, especially those who lack a clear understanding of the border region between Myanmar and China, thereby discouraging them from traveling to Chinese border destinations adjacent to Myanmar. The resulting negative spillover effect may severely affect such destinations. Given that Xishuangbanna borders both Myanmar and Laos, it may be influenced by the negative spillover effects of the Myanmar telecom fraud incidents due to geographic proximity, making it an ideal case for investigation. Existing research on negative spillover effects in the tourism destination field has mainly focused on crises occurring within the destination itself, while limited attention has been paid to destinations affected by negative spillover arising from cross border crime occurring not within the destination but in adjacent regions. Thus, this study proposes this question: Do tourists' awareness of

criminal incidents in Northern Myanmar and their familiarity with Northern Myanmar and its surrounding areas affect the perceived image of Xishuangbanna, thereby influencing their travel intention to Xishuangbanna? Moreover, this study aims to investigate the influence of criminal events in Northern Myanmar on Chinese tourists' travel intentions towards domestic border destinations in proximity during the negative spillover effect context. This study extends destination image research by incorporating the negative spillover effect and enriches the literature on tourism risk decision making. In addition, these findings suggest that destinations located near geopolitically sensitive areas should strengthen image differentiation, enhance tourists' familiarity with the destination's authentic sociocultural context, and develop timely image management responses to mitigate the adverse effects of negative spillover.

Literature Review

Negative Spillover Effect

The Negative Spillover Effect refers to a phenomenon in which a negative event, such as a service failure, brand scandal, or terrorist attack, affects a specific entity, such as a tourism destination, brand, or hotel, and leads people to form more negative evaluations and attitudes toward other related entities that are not directly involved (Chen et al., 2025). The core driving mechanism underlying this process is consumers' subjective inferences and associations. When a crisis occurs in one entity, for example, Destination A, such as terrorism, war, or tourism service failure, and consumers perceive another entity, for example, Destination B, to be similar to A, because they belong to the same tourism category, the same brand, or the same geographic region, they are likely to establish a cognitive association between them, thereby inferring and transferring the negative attributes of A to B(Drakos & Kutan, 2003; Napierała & Pawlicz, 2025; Ouyang et al., 2020).

Awareness of Criminal Events

In this study, awareness is no longer conceptualized as tourists' positive cognition of or associations with a particular destination. Instead, considering the dark side of destination awareness in the context of negative spillover effects, it is used to measure tourists' awareness of criminal incidents occurring in areas surrounding the destination rather than in the destination itself. Specifically, this study examines Chinese domestic tourists' awareness of criminal events, such as telecom fraud and human trafficking, in northern Myanmar and its surrounding region.

Geographical Familiarity

In this study, geographical familiarity refers to tourists' familiarity with high-risk areas near an adjacent destination in the context of negative spillover effects. It is conceptualized as self-described familiarity based on prior literature and adapted to the context of this study.

Destination Image of Xishuangbanna

In this study, destination image specifically refers to tourists perceived image of a destination that may be affected, through geographic proximity, in the context of negative spillover effects triggered by external risk events not originating from the destination itself. More specifically, it refers to Chinese domestic tourists perceived image of Xishuangbanna as a destination that may be influenced by the negative spillover effects of criminal incidents in northern Myanmar due to geographic proximity.

Travel Intention

In this study, travel intention refers to tourists' cognitive tendency and plan regarding whether they will travel in the future to a destination affected by negative spillover effects. More specifically, it refers to Chinese domestic tourists' travel intention toward Xishuangbanna, which is affected by the negative spillover effects of criminal incidents in northern Myanmar.

Travel Avoidance Intention

In this study, travel avoidance intention refers to a behavioral tendency in which tourists actively and deliberately decide to forgo or restrict travel to a destination affected by negative spillover effects (Braun et al., 2026). It is not merely a simple unwillingness to visit, but rather a purposeful avoidance motivation aimed at preventing perceived harm, risk, negative emotions, or value conflict that may arise from travel. More specifically, it refers to Chinese domestic tourists' travel avoidance intention toward destinations affected by the negative spillover effects of criminal incidents in northern Myanmar.

Hypotheses Development

Awareness of criminal events occurring in the destination's neighboring area has a negative effect on destination image, whereas familiarity with the criminal region in the destination's neighboring area has a positive effect on destination image. In turn, destination image negatively affects travel avoidance intention and positively affects travel intention. Accordingly, destination image serves as a mediator in the relationships between awareness of criminal events and both travel avoidance intention and travel intention, as well as in the relationships between familiarity with the criminal region and both travel avoidance intention and travel intention.

More specifically, higher awareness of criminal events in the neighboring area is expected to weaken tourists' perceived image of the destination, which subsequently increases their travel avoidance intention and decreases their travel intention. By contrast, greater familiarity with the criminal region in the neighboring area is expected to enhance tourists' perceived image of the destination, which subsequently reduces their travel avoidance intention and strengthens their travel intention.

Methodology

This study employs a questionnaire survey within a quantitative research design to examine how external security threats to a destination influence tourists' travel

decision making in the context of negative spillover effects. During the questionnaire development stage, the measurement scales for most constructs were adapted from established scales in the tourism literature, whereas the scale for destination image was developed based on a focus group discussion with 40 undergraduate students majoring in hospitality and tourism, together with established scales from the tourism field. All constructs were measured using a five-point Likert scale. In addition, the initial questionnaire included screening questions, demographic characteristics, and items designed to collect information on the target group's domestic travel characteristics.

The completed questionnaire was first prepared in English. Since the target population of this study consisted of Chinese tourists who had taken domestic trips within the past three years, the back translation method was adopted, and three bilingual master's students majoring in tourism, together with one professional Chinese English translator, were invited to translate the English questionnaire into Chinese. To ensure the accuracy of the Chinese version and the readability of the items, an offline pilot test was first conducted with 37 Chinese undergraduate students majoring in hospitality and tourism who had domestic travel experience within the past three years. After the pilot test, an online questionnaire was finalized, and data were collected through a Chinese online survey distribution platform using purposive sampling, with screening questions placed at the beginning of the questionnaire. The online questionnaire was distributed via digital platforms between February and March 2026. A total of 431 responses were collected (91.7% response rate), and after data cleaning, 428 valid samples were retained for analysis.

During the data analysis phase, a two-step analytical approach proposed by Hair et al., (2021) was adopted: first assessing the reliability and validity of the constructs in the research model, then testing the hypothesized paths. Since the measurement scales were adapted from existing instruments in the literature to fit the research context, exploratory factor analysis was initially performed using SPSS 31.0 to eliminate items with low factor loadings. Subsequently, Smart-PLS 4.1 was employed to rigorously assess the measurement model and examine the structural paths.

Results

To identify the different dimensions of destination image, this study conducted an exploratory factor analysis of the destination image of Xishuangbanna using principal component analysis with varimax rotation. The results extracted three factors (e.g., Infrastructure & Service Quality; Cultural & Natural Attractions and Southeast Asian Characteristics) with eigenvalues greater than 1, which together explained 55.527% of the total variance.

Second, this study employed partial least squares structural equation modeling (PLS-SEM) to assess the measurement model and ensure the reliability and validity of construct measurement. Reliability was examined using Cronbach's alpha and composite reliability, with all constructs showing Cronbach's alpha values above 0.679 and composite reliability values exceeding the threshold, indicating strong internal consistency. Convergent validity was assessed through the average variance

extracted, and most constructs showed AVE values above 0.5, suggesting that the measurement items adequately reflected their corresponding latent constructs. Discriminant validity was tested using the Fornell-Larcker criterion and the heterotrait-monotrait ratio, with the square root of each construct's AVE exceeding its correlations with other constructs and all HTMT values remaining below 0.90, indicating sufficient distinctiveness among the constructs. Overall, the measurement model met the required standards of reliability, convergent validity, and discriminant validity, providing a solid foundation for the subsequent structural model analysis.

In addition, this study used partial least squares structural equation modeling (PLS-SEM) to test the research hypotheses. The direct effect analysis showed that all hypothesized paths were supported except the effects of Destination image-CN on Travel intention ($\beta = 0.080$, $p > 0.05$) and Travel avoidance intention ($\beta = -0.108$, $p > 0.05$), as well as the effect of Destination image-SEA on Travel intention ($\beta = -0.066$, $p > 0.05$), while the remaining paths were significant (T statistics > 1.96, $p < 0.05$). The indirect effect analysis indicated that only four mediation paths were significant: Awareness indirectly affected Travel intention through Destination image-IN ($\beta = 0.102$, $p < 0.05$) and Travel avoidance intention through Destination image-IN ($\beta = -0.067$, $p < 0.05$), while Familiarity indirectly affected Travel intention through Destination image-IN ($\beta = 0.219$, $p < 0.05$) and Travel avoidance intention through Destination image-IN ($\beta = -0.144$, $p < 0.05$). All other indirect paths were not significant ($p > 0.05$). Figure 1 presents PLS-SEM results.

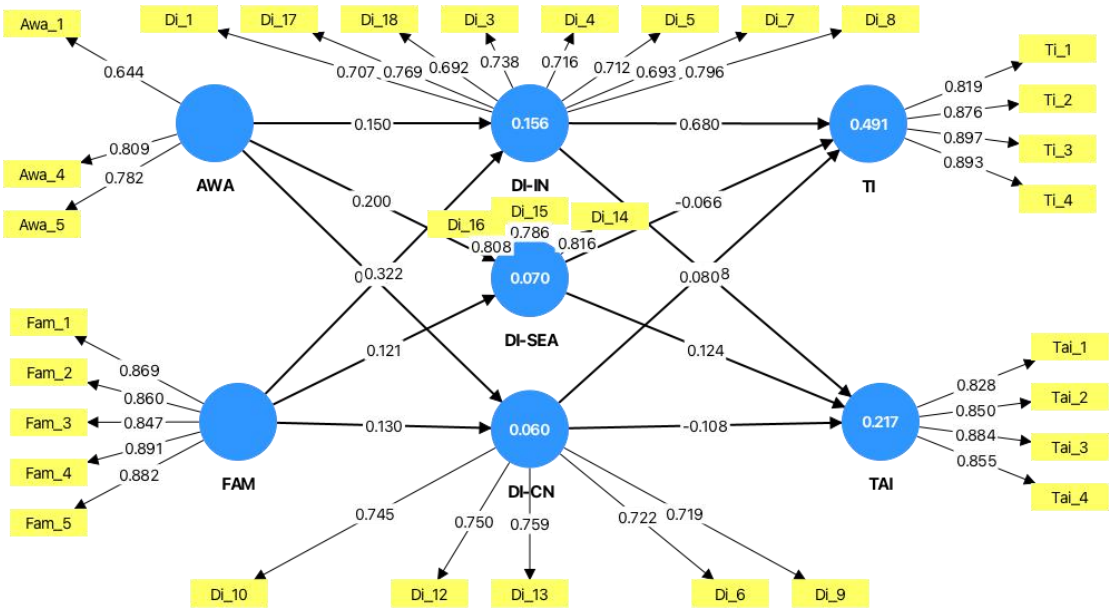


Figure 1. PLS-SEM Test results

Discussion

Based on PLS-SEM analysis, this study shows that in tourism settings adjacent to high-crime areas, tourists' awareness of criminal events and familiarity with the high-risk region influence travel intention and travel avoidance intention through differentiated dimensions of destination image. Most direct effects were significant,

except that destination image related to culture and nature did not significantly affect either travel intention or travel avoidance intention, and destination image associated with the influence of Country A did not significantly affect travel intention, indicating that tourists' decisions in this risk context are driven less by cultural or symbolic image attributes than by infrastructure-related image, particularly perceptions of safety, accessibility, and service convenience. The mediation analysis further revealed that only the infrastructure dimension of destination image served as a significant mediator: both awareness and familiarity positively influenced travel intention and negatively influenced travel avoidance intention through destination image-infrastructure, whereas all indirect effects through the other image dimensions were non-significant. These findings suggest that under conditions of crime-related spillover, tourists' evaluations are primarily anchored in functional and safety-related destination attributes, highlighting the dominant mediating role of infrastructure image in linking external risk perceptions to behavioral intentions and offering important implications for destination management in geopolitically sensitive border regions.

Implications

For the theoretical implications, first, this study enriches the research on negative spillover effects in tourism destination studies, particularly those triggered by external threats not originating from the destination itself. It reveals how the negative safety attributes of a non-focal tourism destination can contaminate the perceived image of an adjacent, objectively safe tourism destination through geographic proximity. Second, this study explicitly conceptualizes behavioral intentions as two independent constructs—travel intention and travel avoidance intention—and confirms that, in the context of negative spillover effects, destination image exerts direct effects on each construct separately, thereby further enriching research in the field of tourism risk decision-making.

For the practical implications, first, marketing departments in border destinations should acknowledge the spatial stigmatization effect of cross-border crime incidents and implement a proactive communication strategy of "image differentiation" from neighboring crime-affected areas in promotional content targeting the border destination. Specifically, border destinations should strengthen the accuracy of geographic boundaries and highlight their objective safety by presenting concrete cross-border security measures, thereby mitigating the negative spillover effects caused by geographic proximity. Second, border destinations should systematically enhance potential tourists' familiarity with the authentic local sociocultural landscape. Specifically, they can employ immersive informational media such as digital storytelling, in-depth travel narratives, and documentaries on border life to shift public attention from peripheral risk narratives to the destination's internal unique lifestyles and cultural characteristics, thereby using familiarity to attenuate negative spillover effects.

Keywords: Negative spillover; Destination image; Behavioral Intention; Chinese domestic tourists; Xishuangbanna

References:

Braun, E., Gyimóthy, S., & Zenker, S. (2026). To travel or not? Developing the distinct construct of travel avoidance. Tourism Management, 113, 105295. https://doi.org/10.1016/j.tourman.2025.105295

Chen, H. (Yuki), Hu, J., & Lin, Z. (2025). Mindset matters: Mitigating negative spillover effects in service failures. Tourism Management, 108, 105118. https://doi.org/10.1016/j.tourman.2024.105118

Drakos, K., & Kutan, A. M. (2003). Regional Effects of Terrorism on Tourism in Three Mediterranean Countries. Journal of Conflict Resolution, 47(5), 621–641. https://doi.org/10.1177/0022002703258198

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. Springer International Publishing. https://doi.org/10.1007/978-3-030-80519-7

Napierała, T., & Pawlicz, A. (2025). War beyond national borders: Impact of the Russian-Ukrainian war on hotel performances in neighbouring countries. Tourism Management, 111, 105235. https://doi.org/10.1016/j.tourman.2025.105235

Ouyang, Z., Gong, X., & Yan, J. (2020). Spill-over effects of a hotel scam: How public perception influence communicative actions in social media in China. Current Issues in Tourism, 23(23), 2986–3000. https://doi.org/10.1080/13683500.2020.1800603

A Study on the Spatial Behavior of Tourists in Haikou's Historic Qilou Streets——Based on Trajectory Analysis

Jie YOU

Yancheng Kindergarten Teachers College, Yancheng, CHINA

Abstract

Haikou's Historic Qilou Streets, has witnessed a sustained surge in tourism popularity in recent years. Balancing tourists flow management, spatial optimization and sustainable commercial value extraction without compromising the district's historical landscape and residents daily lives, has become a critical issue. The key to solving these problems lies in studying the spatial behavior of tourists. Based on the data of tourists' trajectory in Haikou's Historic Qilou Streets on '2bulu' website platform, this study uses the methods of path analysis and stopover point analysis to systematically describe the spatial behavior characteristics of tourists, so as to provide data-driven decision-making support for the block management, tourism planning and development. The spatial Behavior distribution of tourists presents as a distinct 'T-shaped skeleton' pattern. Beside the 'T-shaped skeleton', Shui Xiang Kou shows a significant peak in path density. The study identified three main three path patterns for tourists. (1)Linear Penetration type; (2)Small-scale tour type; (3) Node Jumping Type. Through the extraction of stopover points, there is distinct hierarchy of spatial tourists preferences： food-related stopover points landscape-related stopover points are dominant. The study proposes strategy suggestions for tourism management and planning from three dimensions: spatial strategy upgrades, spatial network reconstruction and functional value rebalancing.

Keywords: Haikou's Historic Qilou Streets; Spatial Behavior; Trajectory Analysis

1. Introduction

1.1 Research Backgrounds

Haikou's Historic Qilou Streets, a carrier of historical memories as a century-old commercial port, has witnessed a sustained surge in tourism popularity in recent years. While a great influx of tourists inject vitality into the district, it concurrently gives rise to a series of management challenges. As a tourist attraction converted from an old residential area, Haikou's Historic Qilou Streets is constrained by limited space and underdeveloped infrastructure, leading to cascading management issues amid large-scale tourist inflows. How to achieve rational tourist guidance and optimal spatial allocation within the bounds of its carrying capacity has emerged as a pressing practical problem. Simultaneously, balancing tourists flow management, spatial optimization and sustainable commercial value extraction without compromising the district's historical landscape and residents daily lives, has become a critical issue.

The key to solving these problems lies in studying the spatial behavior of tourists. Data with implicit behavioral preferences are not only the planning basis for alleviating congestion and balancing tourism development with local residents' lives, but also the inspiration source for achieving accurate layout of tourism industry and promoting tourists consumption. It is necessary to deeply understand the spatial behavior rules of tourists inside the block. Which streets tourists walk through, where to stay and how to choose routes are directly related to tourism planning, facility layout and flow control. Traditionally, the research on this kind of problem relies on questionnaire survey and field observation, but the sample size is limited and the cost is high. In recent years, the rapid development of Mobile Internet technology has opened up new data sources for tourist behavior research. As one of the largest outdoor sports and travel trajectory sharing platforms in China, ‘2bulu’ website has accumulated massive tourists’ trajectory data, which has been used by some researchers in the study of tourist spatial behavior in natural tourism destinations and or hiking scenes.

Based on the data of tourists' trajectory in Haikou's Historic Qilou Streets on ‘2bulu’ platform, this study uses the methods of path analysis and stopover point analysis to systematically describe the spatial behavior characteristics of tourists, so as to provide data-driven decision-making support for the block management, tourism planning and development of Haikou's Historic Qilou Streets.

1.2 Literature Review

In recent years, with the popularization of Mobile Internet technology, research on tourist behavior based on GPS trajectory data has gradually become popular. Domestic scholars have conducted a series of empirical studies. At the methodological exploration level, Zuo Jiaquan (2024) took the Yuelu Mountain Scenic Area in Changsha as a case study, analyzed the degree of tourists' preference for different plant communities by combining trajectory data with the spatial distribution of plant landscapes[4]. Yang Zhengbo et al. (2023) studied the spatio-temporal distribution characteristics of tourists in the areas around Dianchi Lake in Kunming and its surrounding regions[3]. Liang Xiyan (2022), starting from the perspective of the interaction between recreational behavior and spatial perception, quantitatively evaluated the outdoor recreational spaces in Foshan City and explored the correlation mechanism between trajectory characteristics and users' spatial perception[1]. Yang Yuchen and He Wei (2025) expanded their research perspective to the field of hiking tourism[2].

However, the practice of applying this data source to the study of visitor behavior in historic districts is still limited. This study makes up for it.

1.3 Research Scope

1.3.1 Study Area

The scope of Haikou's Historic Qilou Streets includes Deshengsha Road, Zhongshan Road, North Bo’ai Road, Xinhua Road, Jiefang Road and Changdi Road, covering an

area of about 2 square kilometers, with a total length of 4.4 kilometers. There are nearly 600 Qilou or arcade style buildings in the district.

1.3.2 Data Resources

Taking the trajectory data from ‘2bulu’ website as the data source, through the trajectory data of tourists related to the keywords such as ‘Haikou’ and ‘Qilou’, trajectory data contain location, distance and speed. A total of 50 valid trajectory data were obtained in this study, covering the period from January 2023 to December 2025.

1.3.3 Research Methods

(1) Trajectory analysis. By analyzing the coverage of each trajectory on different streets, the preferred path patterns of tourists are identified.
(2) Stop point extraction. Tourists' stopover behaviors are identified based on the speed of trajectory points. Points with a speed lower than 0.5 m/s and a distance between adjacent points less than 10 meters are identified as stopover points, which are used to infer tourists' points of interest.
(3) Path classification. Based on the sequence of streets covered by each trajectory and the moving direction, tourists' paths are classified into several typical types. The specific criteria include: 1. Core Landscape Axis Dominant Type: With limited depth of entry into side alleys, 2. Fishbone Network Exploration Type: Presenting a feature of alternating between the main street and side alleys; 3. Through and Crossing Type: The starting and ending points of the trajectory are located at different edges of the block, with the path being straight or nearly straight across the block, having few stopover points, and mostly aiming for quick passage.

2. Conclusion of Tourists' Spatial Behavior Analysis

2.1 Spatial Behavior distribution characteristics

The spatial Behavior distribution of tourists presents as a distinct ‘T-shaped skeleton’ pattern. It is a cross-shaped core axis belt formed by Zhongshan Road from east to west and North Xinhua Road from north to south. Among the main roads, Zhongshan Road has the most significant density of paths. It directly reflects the guiding role of the spatial structure of the block on tourists' behavior. As the core area, it carries the tourists' gaze on the ‘arcade landscape’. Changdi Road and East Jiefang Road, serving as connecting routes, play a role in connecting the entry and exit of tourists.
Beside the ‘T-shaped skeleton’, Shui Xiang Kou shows a significant peak in path density, indicating that this area is an important attraction center for tourist behavior. This discovery is highly consistent with that Shui Xiang Kou itself carries profound historical memories. In recent years, with the renovation of the old street and the aggregation of characteristic restaurants, Shui Xiang Kou has gradually evolved from a marginal entrance to a peak point of tourist experience. In contrast, the density of tourist paths indicates insufficient participation in the side roads and the western section of the block.
Table 1 The classification of tourist trajectory coverage on the main streets

Density Grade	Street Name	Feature Description
High-density Area	North Xinhua Road, Zhongshan Road, Shui Xiang Kou	Core Tourist Axis and Nodes
Medium-density Area	Deshengsha Road, Yixing Road	Secondary Tourist
Low-density Area	Jiefang Road, Western Section of the block	Peripheral Blocks with Low Tourist Participation, Connecting Routes

2.2Tour path mode

Based on the analysis of trajectory patterns, the study identified three main three path patterns for tourists.

(1)Linear Penetration Type. It is manifested as tourists entering from a certain entrance of the block, mainly at the intersection of Changdi Road and Shui Xiang Kou, walking from east to west along Zhongshan Road and leaving from the other exit. The entire stay time is relatively short, average about 45 minutes. The trajectory pattern is distributed in a straight shape. Most of them are either tourists from tour groups or individual visitors with transient glance. Their main purpose is visual sightseeing, and they have extremely low participation in the secondary streets and non-core nodes within the neighborhood.

(2)Small-scale Tour Type. It is manifested as tourists making small round trips within the core area, usually along the L-shaped or rectangular path formed by the eastern section of Zhongshan Road and Shui Xiang Kou. The average stay time is about 1.5 to 2 hours, with a higher degree of trajectory overlap and concentrated spatial distribution. Most of these tourists are experience-oriented individual visitors or family tourists, with a high level of participation in activities such as food, shopping and cultural heritage experiences in the neighborhood. They are the main force of tourism consumption in the neighborhood.

(3) Node Jumping Type. It is manifested as tourists' jumping movement between multiple separate nodes, such as going straight to Shui Xiang Kou for a meal after visiting the Tianhou Palace, or turning into a certain characteristic alley from the middle section of Zhongshan Road and then returning to the main road. Such trajectories are usually characterized by breakpoints, reflecting that tourists have a clear goal-oriented’ approach during spatial movement - that is, they are attracted by specific points.

Among the three types of models, the proportion of Small-scale Tour Type is the highest (about 50%), followed by Linear Penetration Type (about 30%), and the proportion of Node Jumping type is relatively low (about 20%). It is worth noting that approximately 20% of the trajectories exhibit a distinct turn-back behavior. That is,

tourists walk to the end of a certain street and then return along the same route instead of forming a closed loop through other streets. This phenomenon reflects the lack of an effective circular connection path.

2.3 Tourist Preference Identification

Through the extraction of stopover points, this study found that the spatial preferences of tourists visiting the Haikou's Historic Qilou Streets have a distinct hierarchy.

From the 'primary preference', food-related stopover points are the most dominant, accounting for over 30% of all stopover points. Dense clusters of stopover points have formed around well-known food shops, indicating that food experience has become one of the core motivations for tourists to visit. Notably, the distribution of food-related stopover points is not evenly spread throughout the entire district but is highly concentrated in Shui Xiang Kou and Zhongshan Road, forming a 'food belt' road.

From the 'secondary preference', landscape-related stopover points, such as the facades of Qilou buildings, constitute the secondary centers for tourists' stays. However, the density of stopover points around cultural facilities such as the cultural exhibition hall is significantly lower than that of food-related stopover points, and the stay time is shorter, indicating that the conversion efficiency of cultural experience still needs to be improved.

Table 2 Distribution of Tourist Stopover Points Types in Haikou's Historic Qilou Streets

Type of Stopover Points	Proportion of Stopover Points	Average Duration of Stay (minutes)	Typical Nodes
Catering	34%	25—40	Zhongshan Road, Shui Xiang Kou
Scenic Spots	28%	5—15	Facade of the Arcades on Zhongshan Road and North Xinhua Road
Cultural Facilities	18%	10—20	Cultural facilities such as the cultural exhibition hall
Shopping	10%	8—12	Shops along Zhongshan Road

3.Tourism Planning Insights and Suggestions

The empirical analysis reveals three main characteristics of the spatial behavior of tourists visiting Haikou's Historic Qilou Streets: the 'T-shaped skeleton' and

multipoint polarization in spatial distribution, the linear penetration and turn-back behavior in path patterns, and the preference level of Catering and gazing at the landscape. Based on this, the study proposes strategy suggestions for tourism management and planning from three dimensions: spatial strategy upgrades, spatial network reconstruction and functional value rebalancing

3.1 Spatial Strategy Upgrades

In terms of spatial strategy, guiding service facilities such as rest squares and information centers should be set up in the transitional zones between high-density and low-density areas, serving as a springboard for tourists to spread to low-density zones. In terms of intelligent interaction, dynamic information screens or mobile applications can be deployed to recommended routes to tourists in real time.

3.2 Spatial Network Reconstruction

Most of the tourists in Haikou's Historic Qilou Streets are concentrated along the main axis of Zhongshan Road and Shui Xiang Kou. The other small streets and alleys are not very attractive. About 20% of the tourists had to go back the same way as they walked. This indicates that the road network structure of the block has the problem that the main roads carry the vast majority of the pedestrian flow, while the branch alleys fail to effectively divert and supplement the flow.

To address this issue, the goal should be to optimize the walking routes.

Firstly, increase the number of connecting passages between the main street and the surrounding small streets to make it shorter and more convenient for tourists to walk from busy areas to quiet areas.

Secondly, transform the existing linear tour routes into circular ones, connecting the ends of the routes through trails or small scenic spots to form a closed or semi-closed loop.

Thirdly, make use of those overlooked alleys. By cleaning up the environment, adding small scenic spots, and improving directional signs, it can also become worth visiting, thereby achieving a more balanced utilization of the entire block space.

3.3 Functional Value Rebalancing

The analysis of stopover points shows that catering stopover points account for 34% of all stopover points, while cultural experience stopover points only account for 18%, and the stay time is significantly shorter. This layout reflects the high concentration of the functional value of the block in catering category. It also reveals the insufficient efficiency of transforming cultural resources into tourists' experiences. If this situation persists, the core value of Haikou's Historic Qilou Streets as a carrier of historical and cultural heritage may be marginalized.

To achieve a rebalancing of functional value, a systematic assessment of the spatial accessibility and experience depth of cultural experience nodes should be conducted. Cultural experience should be enhanced through means such as interactive installations and immersive narratives, transforming cultural experience points from ‘passing through’ nodes to ‘goal-oriented’ ones.

4. Flaws

First, there is sample bias in the data source. The users of the '2bulu' website platform are mainly young, high-income individuals with outdoor sports habits. They walk fast and have a strong willingness to explore, which are significantly different from the behavioral characteristics of ordinary tourists. Therefore, the trajectory patterns, stopover point distributions and path preferences derived from them cannot fully represent the overall behavior of all tourists. So the research conclusions is limited.

Second, the threshold for determining the stop point is highly subjective. In this study, 'the speed is lower than 0.5 m/s and the distance between two adjacent points is less than 10 meters' was used as the criterion for determining the candidate points for stopover. However, this selection lacks a unified theoretical basis. Different criterion for determining the candidate points may lead to significant changes in the number and location of stopover points, thereby affecting the evaluation results of the attractiveness of cultural experience nodes.

Third, the sample size is relatively limited. This study only obtained 50 valid trajectories. Although each trajectory contains a large number of trajectory points, the number of trajectories is relatively small, making it difficult to cover different seasons and time periods.

References

[1]梁锡燕.基于两步路平台的佛山市户外游憩行为和空间感知研究[D].华南理工大学,2022.DOI:10.27151/d.cnki.ghnlu.2022.004790.

[2]杨雨晨,何伟.基于轨迹数据的库拉岗日徒步游客时空行为研究[J].旅游纵览,2025,(20):39-42.

[3]杨正波,车震宇,游智明.基于两步路平台的昆明市环滇池及周边地区游客时空分布与景观偏好研究[J].园林,2023,40(10):116-125.

[4]左家全.基于两步路的岳麓山风景名胜区植物景观偏好研究[D].中南林业科技大学,2024.DOI:10.27662/d.cnki.gznlc.2024.001041.

Legal Remedies for Tourist Data Privacy on Third-Party OTAs: A Cross-Jurisdictional Comparative Study

Siyuan JIANG[1], Ye XU[2*]

[1] Faculty of Law, Macau University of Science and Technology, Macao SAR, China
[2] Associate Professor, Faculty of Hospitality and Tourism Management, Macao SAR, China
[*]Corresponding Email: yxu@must.edu.mo

Abstract

Tourists using third-party OTAs (e.g., Ctrip, Booking.com) face a well-documented dilemma: they want personalized services but fear data misuse, algorithmic price discrimination, and unfair contract terms. Prior work has largely examined data-protection compliance and tourist privacy behaviors in isolation; little attention has been paid to how different legal regimes provide low-threshold remedial mechanisms that enable individual tourists to obtain effective redress.

Grounded in Protection Motivation Theory, this study hypothesizes that tourists' willingness to seek redress is shaped by their risk perception and perceived efficacy of remedies. The research employs a mixed-methods design comprising: (1) a comparative legal analysis across four jurisdictions (Macao, Mainland China, EU, US); (2) a content analysis of privacy policies from major OTAs (e.g., Ctrip, Booking.com); and (3) a quantitative survey of tourists using PLS-SEM, taking Macao as an example.

Preliminary findings reveal significant cross-jurisdictional divergence. Macao's Personal Data Protection Act (PDPA, 2005) imposes modest administrative fines (maximum MOP 80,000 ≈ USD 10,000) and provides no statutory private damages, thereby creating barriers to individual redress. By contrast, the US imposes USD 5,000 per CIPA violation and allows class actions, while the EU imposes fines of up to €20 million or 4% of global turnover. Drawing on these comparisons and the empirical results, the paper proposes a three-tier remedial framework: (1) mandatory disclosure of algorithm-driven pricing practices; (2) extension of the Consumer Council's online mediation jurisdiction to cover data-privacy disputes; and (3) proportionate statutory damages for clear violations that can be adapted by destinations worldwide. Macao's legislative specifics are used to exemplify implementation options and illustrate expected effects, but the framework is intended for broad application to inform smart-tourism policy and governance globally.

Keywords: tourist data privacy; third-party OTAs; low-threshold remedies; comparative law; protection motivation theory; Macao

From Expectation to Experience: A Longitudinal Study of Urban–Rural Hybrid Tourism, Destination Attractiveness, and Revisit Intention in Guizhou, China

Kawai AO

Macau University of Science and Technology (FHTM), Macao, China

Abstract

China's rural revitalization and destination development have accelerated rural tourism growth (Liu et al., 2020). Meanwhile, many improved rural destinations now combine traditional landscapes and village culture with enhanced tourist services, raising a key management challenge: how can rural destinations become more attractive without losing distinctiveness or becoming homogenized (Yi et al., 2024; Zhao et al., 2024)? This study proposes a longitudinal quantitative design to examine how pre-trip expectations and post-trip evaluations shape destination attractiveness and revisit intention in urban-rural hybrid tourism development in Guizhou, China.

The study conceptualizes the urban-rural hybrid tourism experience through four destination dimensions: rural authenticity, urban-style amenity, culinary sophistication, and international-tourist readiness. Drawing on tourism area life cycle thinking, it treats hybrid integration not as generic modernization but as a selective development strategy that may enhance destination attractiveness while preserving local culture (Zhong et al., 2008).

Matched pre-trip and post-trip surveys are proposed for tourists traveling or transiting from Macau to Guizhou. Pre-trip measures capture expected evaluations of the four dimensions and destination attractiveness, while post-trip measures assess experienced evaluations, post-visit destination attractiveness, and revisit intention. The core model tests whether post-trip perceptions of authenticity, amenity, cuisine, and readiness positively influence destination attractiveness, and whether destination attractiveness subsequently increases revisit intention. The design also allows comparison between expectations and reality, which is especially relevant in rural destinations where expectation–experience disconfirmation may significantly affect post-visit evaluation (Wang et al., 2021). Revisit intention is used as an indicator of sustained destination competitiveness and loyalty (Li et al., 2023).

The study contributes by introducing urban-rural hybrid tourism experience as a destination development strategy, advancing a configurational view of destination attractiveness, and offering practical guidance for managing hybrid rural destinations in Guizhou and comparable regions.

Keywords: urban–rural hybrid tourism; rural tourism; destination attractiveness; revisit intention; longitudinal design; Guizhou; China

References

Li, C., Lv, X., & Scott, M. (2023). Understanding the dynamics of destination loyalty: A longitudinal investigation into the drivers of revisit intentions. Current Issues in Tourism, 26(2), 323–340. https://doi.org/10.1080/13683500.2021.2012433

Liu, C., Dou, X., Li, J., & Cai, L. A. (2020). Analyzing government role in rural tourism development: An empirical investigation from China. Journal of Rural Studies, 79, 177–188. https://doi.org/10.1016/j.jrurstud.2020.08.046

Wang, C., Liu, J., & Zhang, T. (2021). "What if my experience was not what I expected?": Examining expectation–experience (dis)confirmation effects in China's rural destinations. Journal of Vacation Marketing, 27(4), 365–384. https://doi.org/10.1177/13567667211006763

Yi, Y., Siow, M. L., Ibrahim, R., & Abdul Aziz, F. (2024). Understanding the role of tourist-oriented villages in promoting rural tourism in China: Integrating rural landscapes and tourist services. Journal of Quality Assurance in Hospitality & Tourism. Advance online publication. https://doi.org/10.1080/1528008X.2024.2401200

Zhao, Y., Zhan, Q., Du, G., & Wei, Y. (2024). The effects of involvement, authenticity, and destination image on tourist satisfaction in the context of Chinese ancient village tourism. Journal of Hospitality and Tourism Management, 60, 51–62. https://doi.org/10.1016/j.jhtm.2024.06.008

Zhong, L., Deng, J., & Xiang, B. (2008). Tourism development and the tourism area life-cycle model: A case study of Zhangjiajie National Forest Park, China. Tourism Management, 29(5), 841–856. https://doi.org/10.1016/j.tourman.2007.10.002

Transformative Experience in Yoga Retreat Tourism: Effects on Subjective Well-Being and Destination Satisfaction

Kalan LOU*

Macau University of Science and Technology (FHTM), Macao, China
*Corresponding Email: loukaian216@gmail.com

Abstract

Wellness tourism has emerged as a significant sector as travelers increasingly seek physical and mental healing, self-improvement, and mental health (Buzinde, 2020; VanderWeele et al., 2021). Within this broader field, yoga retreat tourism represents a unique form of monastic travel, blending structured practice, immersive environments, and reflective experiences. However, the tourism experience is not solely defined by the quality of technical services; it also encompasses emotional, subjective, and experiential dimensions that influence travelers' interpretation and evaluation of the overall retreat experience (Otto & Ritchie, 1996). Nevertheless, current research on how yoga retreat tourism generates transformative experiences that link inner self-transformation with destination-related outcomes remains limited (Soulard et al., 2021).

This study proposes a tourism model in which wellness tourism motivation, retreat program quality, and service environment work together to foster transformative experiences, thereby influencing subjective well-being and destination satisfaction. This framework is crucial because it links individual wellness outcomes with tourism management outcomes. Subjective well-being reflects the intrinsic psychological benefits of retreat, while destination satisfaction reflects tourists' evaluation of a destination as a supportive and healing environment (Buzinde, 2020). This study employs a mixed analysis strategy, combining regression-based analysis and fuzzy set qualitative comparative analysis (fsQCA) to examine net effects and multiple causal pathways. The contribution of this study is that it positions yoga retreat tourism as a transformative form of wellness tourism and demonstrates how motivation and experiential conditions jointly create destination value.

Keywords: Wellness tourism; yoga retreat tourism; transformative experience; subjective well-being; destination satisfaction; servicescape; retreat program quality; fsQCA

References:

Buzinde, C. N. (2020). Theoretical linkages between well-being and tourism: The case of self- determination theory and spiritual tourism. Annals of Tourism Research, 83, 102920. https://doi.org/10.1016/j.annals.2020.102920

Otto, J. E., & Ritchie, J. R. B. (1996). The service experience in tourism. Tourism Management, 17(3), 165–174. https://doi.org/10.1016/0261-5177(96)00003-9

Soulard, J., McGehee, N., & Knollenberg, W. (2021). Developing and testing the transformative travel experience scale (TTES). Journal of Travel Research, 60(5), 923–946. https://doi.org/10.1177/0047287520919511

VanderWeele, T. J., Trudel-Fitzgerald, C., Allin, P. V., Farrelly, C., Fletcher, G., Frederick, D. E., Hall, J., Helliwell, J. F., Kim, E. S., Lauinger, W. A., Lee, M. T., Lyubomirsky, S., Margolis, S., McNeely, E., Messer, N. G., Tay, L., Viswanath, K. V., Węziak-Białowolska, D., & Kubzansky, L. D. (2021). Current recommendations on the selection of measures for well-being. In M. T. Lee, L. D. Kubzansky, & T. J. VanderWeele (Eds.), Measuring well-being (pp. 501–514). Oxford University Press. https://doi.org/10.1093/oso/9780197512531.003.0018

Tourists' SNS Usage Motivation and Quality of Life: The Mediating Roles of Honest and Positive Self-Presentation and Perceived Social Support

Yihan ZHOU, Zhixuan ZHANG, Shifan TONG, Jinok Susanna KIM

Macau University of Science and Technology

Abstract

As tourists increasingly use social networking sites (SNS) during travel, self-presentation on these platforms has become an important part of the tourism experience. Although prior studies have shown that SNS-based self-presentation is associated with tourists' satisfaction and psychological outcomes, limited research has examined how different SNS usage motivations shape distinct forms of self-presentation and, in turn, influence perceived social support, SNS satisfaction, and quality of life. Addressing this gap, this study investigates the effects of four SNS usage motivations—self-expression, social interaction, enjoyment, and relaxation—on two types of self-presentation, namely honest self-presentation and positive self-presentation, within a tourism context. It further examines the sequential mediating roles of self-presentation and perceived social support in explaining tourists' SNS satisfaction and quality of life.

Data were collected through an online survey of tourists who had engaged in self-presentation behaviors during travel, and 300 valid responses were analyzed using SPSS 26 and SmartPLS 4.0. The results show that self-expression motivation does not significantly affect either honest or positive self-presentation. In contrast, social interaction motivation positively influences both forms of self-presentation, whereas enjoyment and relaxation motivations positively affect honest self-presentation. Both honest and positive self-presentation significantly enhance perceived social support, which in turn increases SNS satisfaction and quality of life. SNS satisfaction also has a significant positive effect on quality of life.

This study contributes to the tourism and SNS literature by clarifying the motivational and psychological mechanisms linking SNS use to tourists' well-being outcomes. Practically, the findings provide useful implications for destination marketers and SNS platform operators seeking to design more supportive and satisfying digital tourism experiences.

Keywords: SNS usage Motivation; Self-presentation; Perceived Social Support; SNS Satisfaction; Quality of Life

The impact of virtual reality immersive experiences on booking intentions

Take Metaverse Hotels as an example

Yupeng CAI*, Shaoqiang SONG

Faculty of Hotel and Tourism Management, Macau University of Science and Technology, Macau, China

*Corresponding Email: 2250012183@student.must.edu.mo

Abstract

Virtual reality (VR) immersive experiences, as a key technology in the new era of directly experiencing different environments across physical spaces, have become a revolutionary touchpoint in the smart hotel ecosystem.

The VR immersive experience aims to improve booking confidence by eliminating information asymmetry in the booking process through 360-degree panoramas, virtual roaming, and interactive previews, which is especially beneficial for international tourists to break through geographical restrictions(Guttentag, 2010).

However, VR marketing also brings about an "experience paradox": while it enhances the sense of technology, it can dampen booking intentions due to cognitive load and sensory overload. This contradiction is particularly prominent in generational differences, with significant differences in the acceptance and emotional internalization of VR experiences between digitally native millennials and digitally adapted Generation X (Generation X refers to digital adaptors aged 40-59).

There are two major gaps to existing hotel virtual reality (VR) marketing research:

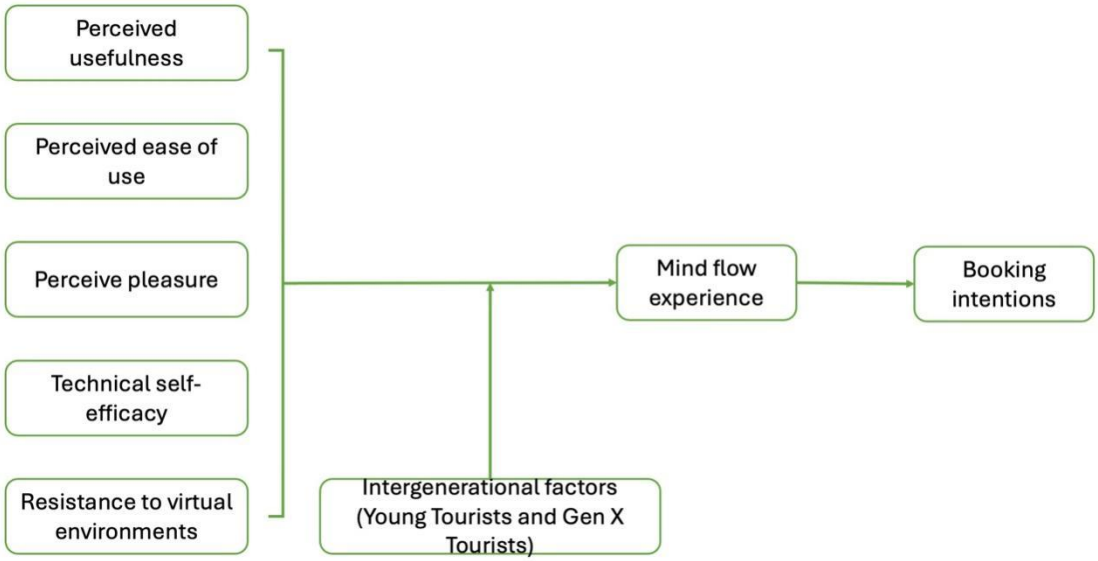
The study focuses on the direct impact of technical attributes on decision-making but ignores the mediating role of key psychological mechanisms such as mental flow experience(Guttentag, 2010).

While research focuses on intergenerational differences, these differences are often used only as control variables rather than systematically moderating the substance of the relationship between experience, mental flow, and booking intentions.

This is especially insufficient to understand the unique psychological processing patterns of groups such as "digital nomads".Based on the theoretical framework of integrating and extending the TAM model and flow theory, this study constructs technology acceptance as a formative concept that includes five dimensions: perceived usefulness (evaluation of the functionality of virtual reality (VR), i.e., VR can reduce booking risk and improve decision-making quality), perceived ease of use (operating the VR interface is more convenient and interesting than traditional information search), perceived pleasure (intrinsic enjoyment brought by immersive experience), and technological self-efficacy (for operating VR independently).

confidence in the device) and resistance to the virtual environment (preferring real experiences and questioning the possibilities of digital alternative).
These five dimensions together constitute the basis of cognition-evaluation that affects subsequent emotional responses.
The "mind flow" experience plays a key intermediary role in this framework, manifested in the form of focused immersion, distortion of time perception, and emotional investment in the hotel brand, which reflects the transformation process from cognitive evaluation to deep immersion, distinguishing between utilitarian satisfaction and deep brand connection(Marasco et al., 2018).
Intergenerational factors (such as Generation X and young tourists) As moderating variables, the system influences the strength and direction of the relationship between the cognitive acceptance dimension and the "mind flow" experience, which is mainly reflected in the difference in the tendency to form immersive experiences, rather than the relationship between "mind flow" and booking intentions.

Research model



This study takes booking intention (covering the performance of behavioral tendencies at the functional and affective levels) as the final dependent variable and constructs a theoretical framework in which psych flow experience is the key mediating variable and generational factors are moderating variables. The multi-group structural equation model (PLS-SEM combined with CB-SEM validation) method was adopted. Through the measurement invariance test, cohort model evaluation, and multi-cohort comparison, three core questions were aimed at answering:
how the five dimensions of technology acceptance have a differentiated impact on booking intention through psychological flow experience.
Whether intergenerational factors (Gen X and Millennials) moderate the relationship between technology acceptance and psych flow experience, such as whether older groups are more dependent on perceived ease of use, while younger groups are more dependent on perceived pleasure.

Evaluate the validity of measurement tools and identify specific cross-generational pathway differences(Buhalis et al., 2023).

Keywords: Flow experience, Gen X, millennials, structural equation models, technology acceptance models, multi group analysis, intergenerational adjustment

Reference:

Buhalis, D., Leung, D., & Lin, M. (2023). Metaverse as a disruptive technology revolutionising tourism management and marketing. Tourism Management, 97, 104724.

Guttentag, D. A. (2010). Virtual reality: Applications and implications for tourism. Tourism Management, 31(5), 637–651.

Loureiro, S. M. C., Guerreiro, J., & Ali, F. (2020). 20 years of research on virtual reality and augmented reality in tourism context: A text-mining approach. Tourism Management, 77, 104028.

Marasco, A., Buonincontri, P., Van Niekerk, M., Orlowski, M., & Okumus, F. (2018). Exploring the role of next-generation virtual technologies in destination marketing. Journal of Destination Marketing & Management, 9, 138–148.

旅游中的民俗文化體驗對遊客環保行為的驅動機制研究——以龍勝龍脊梯田為例

陳桂宏[1]，吳月芹[2]，劉紹衛[3]，黃運婷[4*]

[1] 澳門科技大學酒店與旅游管理學院

[2] 廣西大學馬克思主義學院碩士研究生

[3] 中共廣西區委黨史研究室，徵研二處處長，研究員，一級調研員

[4] 澳門科技大學酒店與旅游管理學院

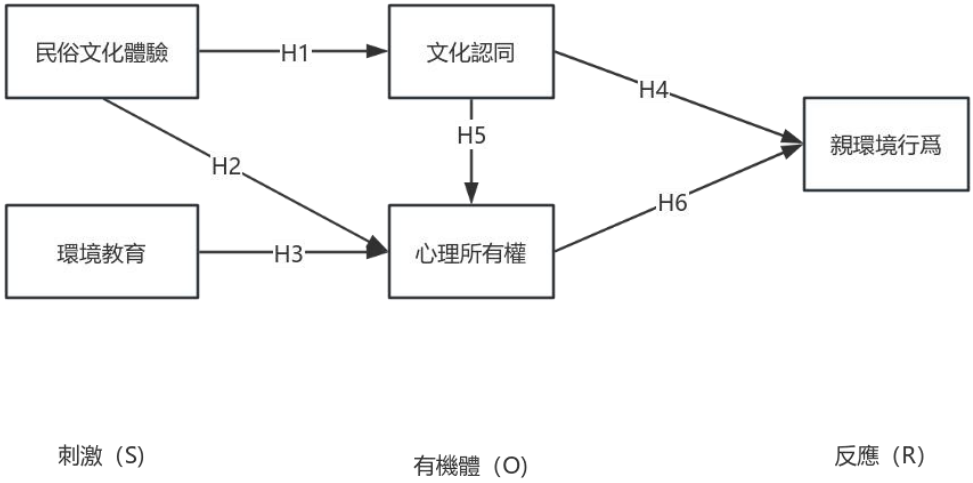
*通訊郵箱：1240019237@student.must.edu.mo

摘要

基金項目：中央黨史和文獻研究宣傳專項引導資金 2023 年度項目《共圓復興夢想——中國共產黨領導鑄牢中華民族共同體意識的廣西實踐研究》（項目編號：YDZJ20233013）

遊客的親環境行為（PEB）對旅遊目的地的可持續發展至關重要，然而針對民俗文化體驗的實證研究仍然有限。本研究基於刺激–有機體–反應（SOR）框架，探討旅游中的民俗文化體驗如何影響遊客環保行為的機制。將遊客的民俗文化體驗和環境教育作為刺激變數（S），將目的地心理所有權和文化認同作為有機體變數（O），並將環保行為作為反應變數（R）。以桂林龍勝龍脊梯田為案例地點，共收集了 424 份有效問卷。採用 PLS-SEM 驗證模型並測試各構念之間的關係。結果顯示，民俗文化體驗顯著增強遊客的文化認同感和目的地心理所有權。對遊客進行的環境教育也正向顯著驅動親環保行為的產生。這些研究結果表明，民俗旅遊景點可以豐富民俗文化體驗內容可以加強遊客的心理認同感和文化身份認同，而加強生態文明教育則能有效激勵遊客保護不可再生的民俗文化旅游資源。

關鍵詞： 民俗文化體驗；親環境行爲；SOR 模型；心理所有權；文化認同



城市漫步作為旅遊體驗的空間生產與網絡媒介影響研究——以廈門為例

陳牧雲*，張一航

澳門科技大學酒店與旅遊管理學院

*通訊郵箱: 2240000946@student.must.edu.mo

摘要

近年來，城市漫步 (Citywalk) 在中國城市中逐漸興起，成為結合休閒、旅遊與日常生活的都市體驗形式。本研究以廈門為案例，探討城市漫步如何在社交媒體的擴散與使用下，重塑人們的行走方式、觀看節奏與城市空間的意義建構。研究將城市漫步視為一種具身且非中性的空間實踐，聚焦行走、停留、拍攝與分享等日常行為如何交織並影響城市空間被感知、理解與再現的方式。方法上，本研究基於詮釋主義，結合行走民族誌與自我民族誌，透過 11 次廈門實地城市漫步、田野觀察筆記、反思日誌，以及對社交媒體圖文內容的分析，捕捉城市漫步過程中細微而流動的感官、情緒與空間經驗。資料分析採用主題分析法，歸納出三個相互關聯的核心主題：第一，城市漫步逐漸呈現出高度視覺導向與表演性的特徵，特定路線、拍攝姿態與行走節奏被反覆複製，行走本身轉化為一種面向他者的網絡展示行為，並影響漫步者對自身與城市的感知。第二，隨著城市漫步的流行，原本承載日常生活功能的街區與公共空間，其意涵被重新詮釋，導致空間功能、節奏與使用者之間產生衝突與撕裂。第三，在漫步者、居民與商家交錯使用空間的過程中，各方不斷透過行為規範、隱性規則與微型抵抗，協商城市空間的使用權以及使用邊界。

關鍵詞: 城市漫步，Citywalk，休閒，城市空間，社交媒體，中國

從興趣到成長：同人展背後的意義以及轉化性體驗研究

蔡艾桐*，張一航

澳門科技大學酒店與旅遊管理學院

*通訊郵箱: 2240028735@student.must.edu.mo

摘要

在同人亞文化的參與過程中，角色扮演（cosplay）不僅是一種興趣愛好，更逐漸成為當代青年體驗以及理解自我的重要途徑。相較於既有研究多從產業結構或社群形態討論同人展的發展，本研究更關注參與者如何在同人展的具體經驗中，經歷由興趣投入走向個人轉變與成長的歷程。本研究採用質性研究方法，透過半結構式深度訪談，訪問了 10 位來自中國大陸、具有不同參與年資的 cosplay 參與者，並運用主題分析法對訪談數據進行了系統的分析。研究結果總結出三個相互關聯的主題。第一，純粹的熱愛展現了參與者在情緒高峰、持續投入與嚴肅休閒式付出中對 cosplay 所形成的高度情感承諾。第二，自我與改變揭示了 cosplay 如何促使參與者反思自我、建立自信，並逐步調整對自身能力與身份的理解。第三，強烈的歸屬感表明同人展中的互動關係如何為個體提供支持，使興趣參與得以長期延續。研究發現，同人展以及 cosplay 並非僅提供短暫的娛樂休閒體驗，而是一種具有轉化性意義的體驗活動，使參與者能夠暫時跳脫日常角色，在角色扮演與互動過程中重新理解自我，並將這些體驗逐步轉化為穩定而持續的成長動力。本文從參與者的經驗出發，豐富了對同人展與 cosplay 所蘊含之轉化性意義的理解，也為亞文化與休閒研究提供了新的分析視角。

關鍵詞: 同人展，cosplay，亞文化，轉化性體驗，嚴肅休閒，中國

魅影空間與都市敘事：探索社交媒體在大灣區輕暗黑旅游塑造中的角色

段雅萱，張一航

澳門科技大學酒店與旅遊管理學院

摘要

本研究以中國網絡社交媒體上關於粵港澳大灣區等地輕暗黑旅遊景點的線上討論為研究對象，探索數字媒介時代對地方意義的構建與重塑過程。研究採用質性研究方法，通過 Python 爬蟲收集網絡評論數據，隨後進行了主題分析。研究發現三個核心主題：第一，通過故事流傳、細節堆疊與文化符號的反覆調用，城市空間被敘事化與氛圍化，形成具有情緒張力的輕暗黑旅遊想像；第二，理性化與歷史化話語與鬼魅敘事並行，讀者透過反思與日常經驗的輸入，對地方意義進行去魅與再詮釋；第三，當敘事觸及歷史事件與真實創傷時，引發了娛樂消費與歷史記憶之間的倫理爭議與觀點衝突。研究表明，輕暗黑旅遊的線上話語不僅是旅遊體驗的延伸，更是一種動態的地方製造過程，承擔了傳承地方記憶，激發社會批判與公眾歷史教育的複雜功能。研究貢獻在於揭示了數字時代人們如何通過綫上互動和文化共同塑造、爭論並確立對一個地方的理解與情感，深化了對地方製造、集體記憶與旅遊消費互動關係的探討並提供了新的分析視角，可作為一種文化旅遊產品在港澳地區進行推廣。

關鍵詞：暗黑旅游，輕暗黑，地方製造，綫上話語，數字媒介，集體記憶

內涵·價值·路徑：數智時代酒店業新質人才培養的可行性探究
——以桂林旅遊學院酒店管理專業為例

李諭藩[1,2]，趙蕙婷[2*]

[1] 廣西師範大學，廣西桂林，中國

[2] 桂林旅遊學院，廣西桂林，中國

[*]通訊郵箱：306948205@qq.com

摘要

數智時代資訊技術的迅猛發展深刻重塑酒店業的運營模式與服務形態，對酒店人才培養提出更高要求。作為國家級一流本科專業建設點，桂林旅遊學院酒店管理專業依託教育部中外合作辦學專案，在引入 EHL 酒店管理商學院先進辦學理念的基礎上，構建了具有特色的“桂洛模式”應用型人才培養體系。面對數智化轉型浪潮，酒店人才培養仍需回應目標定位如何升級、跨學科能力如何強化、產教融合如何深化等現實問題。本文採用文獻研究、案例分析、價值思辨與邏輯歸納相結合的方法，在梳理國內外關於酒店人才培養、數字技術賦能教育及新質生產力理論的基礎上，深入分析桂林旅遊學院酒店管理專業在人工智慧賦能教育教學改革中的實踐經驗與創新成果。

研究內容：

1. 從內涵意義看 ，酒店業新質人才培養是服務現代服務業高質量發展的時代要求。結合桂林旅遊學院的培養定位，酒店新質人才應具備以下核心特質：（1）掌握人工智慧、大數據分析等數字技術的基礎知識，能夠將其應用於酒店運營、客戶服務與智能管理——學院正通過“系統化”課程改革融入 AI 技術應用模組，將大模型相關知識和技能融入專業課程，讓學生緊跟行業數位化發展趨勢；（2）

具備跨學科思維與整合創新能力，能夠融合管理學、資訊科學、服務設計等多領域知識，系統解決酒店業實際問題——學院依託“桂洛模式”的“實踐→理論→再實踐→再理論”課程體系，在全真運營環境中實現“中外融合、校店融合、教做融合、多元角色融合”，達成“技能→知識→理念”的螺旋進階；（3）擁有創想能力與終身學習意識，能夠適應數智時代快速變化的市場環境——學院通過“泛酒店業數智運營與行銷創新工作坊”等平臺，開放真實業務場景數據用於教學研發，為學生提供專案孵化環境。

2. 從價值意蘊看酒店業新質人才培養是順應新質生產力發展、回應國家人才強國戰略的重要舉措。（1）是酒店業高質量發展的根本要求，酒店新質人才既能將數字技術應用於酒店全流程管理，也能推動酒店業與智能科技、文化創意等產業的深度融合，加快行業科技創新——學院構建的“三型協同”育人平臺整合校、企、研資源，打通人才培養與行業實踐的壁壘；（2）是加快推進旅遊強國建設的本質要求，建設旅遊強國需依託數智化發展趨勢，推進酒店業與大眾旅遊、智慧服務深度融合發展——學院正積極服務桂林世界級旅遊城市建設需求，適配地方經濟發展；（3）是全面提高酒店人才自主培養品質的內在要求，立足科學技術快速發展的現實環境，需繼續推進人才培養與科學技術研究深度融合——學院貫徹《桂林旅遊學院推進人工智慧賦能高質量發展三年行動計畫（2025—2027）》，以語料庫建設為突破口，推動 AI 技術與專業教學的深度融合。

3. 從可行路徑看 ，當前酒店人才培養雖已形成一定基礎，但在數智化轉型中仍需突破傳統框架。鑒於此，本文以桂林旅遊學院的實踐經驗為基點，探尋酒店新質人才的培養路徑：（1）重塑人才培養目標 ，明確以數智化能力為核心的新型人才畫像——學院正通過“三師三化”師資隊伍建設，彙聚高校教師、行業導師、

技術專家，實現師資結構專業化、實踐化、數位化，引導學生主動適應行業發展變化；（2）創新人才培養體系 ，調整課程設置，優化專業結構——學院一方面開設跨學科數智化課程，將 AI 技術應用貫穿教學全過程，另一方面依託“桂洛模式”的全真教學環境，模擬泛酒店業真實運營場景，使學生靈活運用不同學科知識與技能；（3）暢通教育、科技、人才的良性迴圈 ——學院通過與梵花世紀酒店集團等企業開展“人才共育、科研共創、國際化教育”合作，聯合開發課程體系、開展訂單式培養，針對酒店數位化運營、智慧服務等領域開展課題研究，推動教育與產業同頻共振。

研究結論：

從數字經濟到數智時代，酒店業新質人才培養的核心在於以“質”馭“智”，實現技術賦能與人文服務的有機統一。桂林旅遊學院酒店管理專業的實踐表明，通過構建“系統化”課程改革、“三型協同”育人平臺、“三師三化”師資隊伍的多維度改革體系，能夠有效夯實泛酒店業人才培養基礎。酒店新質人才不僅是行業數位化轉型的關鍵推動者，也是提升服務品質、驅動產業創新的重要力量。深耕厚植人才成長沃土，培育酒店新質人才，方能將人才優勢轉化為酒店業高質量發展的有效動能，為推進旅遊強國建設、服務地方經濟社會發展提供堅實的人才支撐。

關鍵詞： 數智時代; 酒店業;新質人才;培養

參考文獻：

[1] 鮑青青,唐凡茗. 酒店管理專業“黨建+課程思政”協同育人模式研究——以桂林旅遊學院為例[J].教育觀察,2024,13(07):86-89.DOI:10.16070/j.cnki.cn45-1388/g4s.2024.07.012.

[2] 唐凡茗,錢婉婷. 禮儀文化教育融入桂林旅遊學院酒店管理專業育人過程的途徑探索[J].秦智,2023,(09):142-144.DOI:10.20122/j.cnki.2097-0536.2023.09.048.

[3] 呂江. 基於校企合作課程改革的校企共育人才模式的實踐與探索——桂林旅遊學院國際酒店管理學院酒店管理專業為例[J].山西青年,2023,(12):160-162.

[4] 唐凡茗,程芸燕. 高質量發展背景下酒店管理專業個性化人才培養探索與實踐[J].旅遊論壇,2022,15(02):105-112.DOI:10.15962/j.cnki.tourismforum.202202021.

[5] 朱桂萍. 應用型本科酒店管理專業實踐教學體系構建與實踐研究——以桂林旅遊學院國際酒店管理學院為例[J].教育教學論壇,2020,(40):242-243.

[6] 趙耀. 民族地區應用型本科院校酒店管理專業學生認同及就業意向研究——以桂林旅遊學院為例[J].高教學刊,2019,(25):71-74.DOI:10.19980/j.cn23-1593/g4.2019.25.022.

[7] 何志貴,王敬涵,滕浩,等. 應用型本科院校酒店管理專業協同創新育人路徑探析——以桂林旅遊學院為例[J].廣西教育,2019,(19):103-105.

[8] 張雪. 全域旅遊視域下我國酒店管理創新發展探究 [J]. 遼寧經濟職業技術學院.遼寧經濟管理幹部學院學報, 2024, (04): 56-58.

中国西南边境旅游业碳排放时空格局与驱动因素研究——基于机器学习方法

李佳城，赵赞

广西大学工商管理学院

摘要

面向“双碳”目标，科学量化分析西南边境地区旅游业碳排放及驱动因素，是实现旅游业绿色低碳转型的关键环节。本文以 2004-2021 年西南边境两省（区）30 个市为研究对象，精准核算旅游业碳排放总量，深入分析旅游业碳排放其驱动因素分析。结果表明：（1）中国西南边境两省旅游业碳排放总量基本呈现先增后降的波动态势，广西地区与云南地区的城市旅游碳排放 slope 值呈现明显的分异现象，广西地区旅游碳排放增速总体高于云南地区；（2）中国西南边境两省旅游碳排放量呈现以昆明、南宁和桂林为高值中心，其中在广西地区以南宁和桂林为中轴线，向外逐渐降低的双中心结构，云南地区以昆明市为中心，向外逐渐扩散降低，且东部明显高于西部的空间演变趋势；（3）驱动因素呈现显著非线性与阈值效应：经济发展、城镇化与旅游集聚表现为先抑制后促进，交通设施、政府调控与对外开放则先促进后抑制，产业结构持续抑制碳排放。基于以上结论，提出西南边境地区旅游业碳排放优化建议。

关键词：旅游业碳排放、边境地区、“双碳”目标、GBDT 模型、非线性

地方政府注意力對文旅創業活躍度的空間溢出效應研究

林軼，莫作涯

廣西大學工商管理學院

摘 要

在文旅融合與“雙創”戰略背景下，探究地方政府行為對文旅創業活躍度的驅動效應及傳導機制具有重要意義。本研究基於 2010—2023 年中國 287 個地級市面板數據，通過文本挖掘測度政府文旅注意力，並構建多維權重矩陣，運用空間馬爾可夫鏈與空間杜賓模型進行實證檢驗。研究發現：①中國城市文旅創業活躍度呈現顯著的空間依賴與路徑依賴特徵。②政府文旅注意力不僅是啟動本地創業活力的關鍵制度變數，更產生了顯著的正向空間溢出效應。③基於客源流動與產業能級構建的引力矩陣測算的溢出效應更強，證實了政府注意力的空間傳導遵循“流空間”與功能網路邏輯，突破了傳統地理鄰近的局限。④空間溢出存在顯著的區域異質性，中西部地區表現為協同擴散效應，而東部地區呈現競爭回流特徵。本研究揭示了政府注意力的跨區域外部性機制，為打破行政壁壘、構建跨區域文旅協同發展機制提供了經驗證據。

關鍵詞： 政府文旅注意力；文旅創業活躍度；空間馬爾科夫鏈；空間溢出效應

澳門大學生留澳就業的意願調查

李雅文，章于蓝

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

摘要

隨著近年來粵港澳大灣區建設持續推進，澳門產業多元化發展對人才留存提出了迫切需求，而澳門大學生畢業后留澳就業是核心潛在羣體，其就業意願會直接關係到城澳門人才隊伍建設與長遠發展。本研究基於社會認知職業理論模型，採用深度訪談法，以澳門已經就業大學生爲研究對象，圍繞留澳就業的動因、顧慮與職業規劃等核心內容開展調研，系統梳理影響其留澳就業意願的關鍵因素。

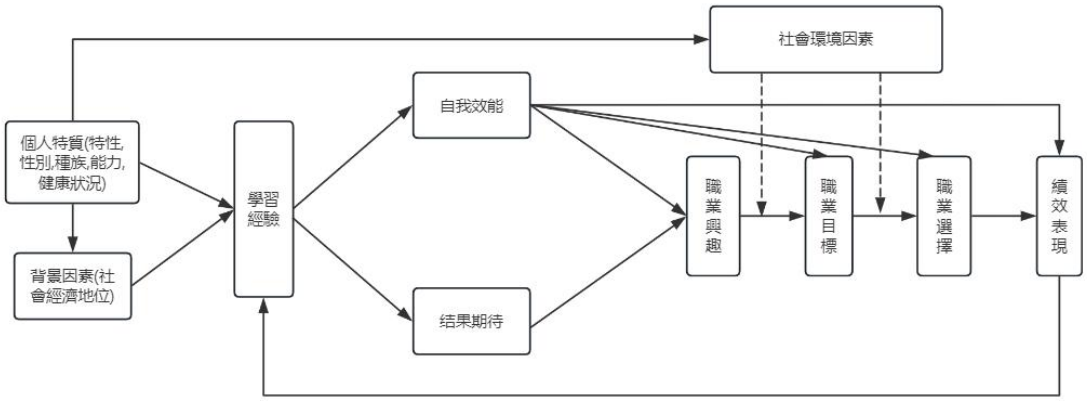


圖 1 社會認知職業理論模型

根據目前對在澳門會展、文旅、酒店等行業就業的 5 位留澳外地大學生的訪談，結合社會認知職業理論模型展開分析發現，從結果期待與環境因素維度來看，澳門薪資待遇優厚的物質回報、博彩文旅等主導產業充足的就業機會，以及包容友好的職場與生活環境，是吸引外地大學生產生留澳就業意願的主要因素。而同樣從環境因素維度考量，澳門高昂的生活成本、產業結構單一引發的職業發展空間

受限、人才配套政策保障不足等問題，成為制約大學生形成長期留澳就業意願的關鍵因素。受訪學生留澳就業意願發現呈現出明顯的差異化特徵，具體表現為三類傾向：兩位學生僅計畫短期留澳，以獲取高薪工作經驗為核心結果期待；另外一位學生雖有意深耕澳門本地行業，但對長期發展仍持觀望態度；剩餘兩位學生直接放棄長期留澳計畫，傾向於前往內地大灣區城市或返鄉發展。本研究將社會認知職業理論模型的與澳門本地就業場景結合，豐富了該理論在澳門大學生就業領域的實證應用場景，可為澳門政府優化人才福利政策、企業完善職業發展體系、高校開展針對性的培養提供了一定的實踐依據，助力澳門提升高校人才留存能力，推動粵港澳大灣區人才融合發展。

關鍵詞：留澳就業意願、澳門大學生、社會認知職業理論、人才留存、就業影響因素

煙火氣為何動人？：基於雙路徑共鳴模型的遊客目的地推薦意向研究

王晨曦，張溯*

澳門科技大學酒店與旅遊管理學院

*通訊作者：szhang@must.edu.mo

主題：目的地營銷與管理

摘要

隨著旅遊消費方式由傳統的“景觀凝視”逐步轉向以日常實踐、慢生活體驗與在地互動為核心的深度體驗，遊客對目的地的感知對象已不再局限於標誌性景觀、旅遊設施與物質空間，而更多延伸至地方日常生活狀態、社會交往氛圍及其所承載的文化意義[1-5] 。尤其在體驗經濟與情感消費不斷深化的背景下，遊客愈發重視目的地是否具有真實生活氣息、地方溫度與可參與的生活場景。在此背景下，“煙火氣”作為描述城市與旅遊目的地生活活力、社會互動密度及地方氛圍真實性的重要概念，逐漸成為旅遊研究中的重要議題[6-7]。目的地煙火氣不僅體現為街巷市集、地方飲食、小店經濟、夜間活動、鄰里互動等高頻生活化場景的可感知程度，更體現為遊客對地方“真實、鮮活、親近、可進入”的整體知覺[8-9]。相較於高度策展化和符號化的旅遊展示，煙火氣所呈現的多為非舞臺化、連續性且可參與的生活實踐，因而更容易被遊客視為地方真實運作方式的具體證據[6-7]。這種真實而鮮明的地方生活表達，不僅可能改變遊客對目的地的整體評價，也可能進一步影響其口碑傳播與社會推薦行為。

目的地推薦意向作為遊客行為研究中的關鍵結果變數，是遊客在完成體驗評價之後主動將目的地納入其社會傳播網路的重要體現，既反映其對目的地“是否值得推薦”的品質判斷，也體現其通過推薦行為實現自我表達、強化社會聯結與獲取

社交回報的行為傾向[10-11]。既有研究對推薦意向的影響因素進行了較為豐富的探討，主要集中於滿意度、感知價值、目的地形象、服務品質、體驗品質等傳統變數，但對於以地方生活氛圍為核心的“煙火氣”如何作用於遊客推薦意向，尤其是其通過何種心理機制發揮作用，尚缺乏系統解釋[12-13，10]。近年來，隨著旅遊研究逐漸關注地方日常性、在地生活世界與情境真實性，學界開始意識到遊客的態度與行為並不完全由景觀吸引力或服務條件決定，而越來越受到地方社會氛圍、文化日常性和互動體驗的影響[6-7，15]。由此可見，從“煙火氣”視角解釋遊客推薦意向，不僅契合當前旅遊消費轉型趨勢，也有助於拓展目的地體驗研究的理論邊界。

為進一步揭示目的地煙火氣影響遊客推薦意願的內在機制，本研究引入共鳴理論作為核心解釋框架。共鳴理論認為，外部刺激能夠通過個體對情境的理解、認同與情緒回應，進一步影響其態度評價與行為決策[14]。相較於抽象的景觀符號，目的地煙火氣通過街巷活動、市集氛圍、飲食場景及居民互動等高密度、連續性的生活化線索，向遊客呈現“當地人如何生活”以及“這個地方如何運作”的具體圖景，使目的地不再只是被觀看的景點集合，而是一個具有生活秩序、社會關係與文化內涵的地方生活世界[6-7，15]。

當遊客在具體場景中感知到真實、穩定且可參與的地方生活實踐時，目的地資訊的可觀察性、可解釋性與可感知性將顯著增強，從而深化其對地方文化、生活方式與社區氣質的理解[16]。同時，這種充滿生活感、在地性與人情味的空間氛圍，也更容易契合當代遊客對真實體驗、互動體驗與慢生活旅行的價值期待，使遊客在“看見”地方生活的基礎上，進一步產生心理上的認同與情緒上的呼應。根據地方感理論與情緒感染理論，個體對空間的情感聯結不僅來源於物理環境本身，也

來源於與地方生活情境持續接觸過程中形成的意義建構與情緒同步[17-18]。煙火氣濃厚的目的地通常伴隨著鮮明的生活節奏、積極的社會互動和溫暖的環境情緒，這些線索能夠激發遊客的代入感、親近感與情感投入，促使其由單純觀賞走向心理捲入與情境回應。

因此，目的地煙火氣並非僅僅作為一種外部環境特徵影響遊客評價，而是能夠通過激發遊客對地方生活的整體性理解、認同與情感呼應，形成更強的共鳴體驗，進而轉化為心理和行為參與[19]。由此，共鳴有望成為目的地煙火氣影響遊客推薦意願的重要心理仲介機制。

基於上述理論推導，本研究構建了“目的地煙火氣—認知共鳴/情感共鳴—遊客推薦意向”的整合模型。研究在方法上擬採用問卷調查法，以具有目的地旅遊體驗的遊客為研究對象，圍繞目的地煙火氣、認知共鳴、情感共鳴與推薦意向等核心變數設計測量題項，使用 Likert7 點量表進行數據收集。為提高研究的科學性與測量品質，正式調查前可通過預測試對題項表述、量表結構和內容適配性進行檢驗，並根據回饋對測量工具進行修訂。在正式數據分析階段，首先對樣本人口統計特徵和旅遊行為特徵進行描述性統計分析，並檢驗各變數的均值、標準差和相關關係；其次，通過 Cronbach’s α係數、組合信度、聚合效度和區分效度等指標評估測量模型的信度與效度各潛變數的 CR 值介於 0.792~0.837 之間，Cronbach'sa 係數介於 0.79~0.836 之間，均大於 0.7 的擬合標準，表明各潛變數之間內部一致性良好；潛變數 AVE 值介於 0.55~0.738 之間，大於 0.5，能夠合理解釋潛變數，收斂效度良好，潛變數之間的 HTMT 值，均小於 0.9，說明數據通過區別效度檢驗。本研究在此基礎上，進一步借助 PLS-SEM 對研究假設進行檢驗。對於直接效應，重點考察目的地煙火氣對遊客推薦意向的顯著性影響（t=4.599，P<0.01）；

對於仲介效應，使用 Bootstrap 方法檢驗認知共鳴與情感共鳴的間接效應（t=2.957，P<0.05 ; t=2.359，P<0.05）；結果顯示目的地煙火氣不僅能夠直接促進遊客推薦意向，還能夠通過激發遊客在認知與情感層面的雙重共鳴間接提升其推薦傾向。本研究的理論意義主要體現在以下幾個方面：其一，將“煙火氣”這一具有鮮明地方生活屬性和本土文化語境特徵的概念引入遊客行為研究，拓展了目的地氛圍研究的內容邊界，也回應了當前旅遊研究從“景觀邏輯”轉向“生活邏輯”的理論趨勢；其二，基於共鳴理論揭示目的地煙火氣影響推薦意向的雙路徑機制，為理解地方生活氛圍如何轉化為遊客行為提供了新的解釋框架。就實踐啟示而言，本研究表明，目的地管理與行銷不應僅停留於景觀打造和符號包裝，而應更加重視地方日常生活場景的保留、營造與呈現，通過維護街巷肌理、發展小店經濟、豐富夜間活動、強化地方飲食體驗以及促進居民—遊客互動等方式，提升遊客對目的地煙火氣的整體感知。同時，在傳播層面，目的地形象塑造應從“可觀看的景點”轉向“可進入的生活世界”，強化地方真實性、參與感與情感溫度，以更有效地激發遊客的認知共鳴與情感共鳴。

總體而言，本研究不僅有助於深化對遊客推薦行為形成機制的理解，也可為地方旅遊品牌塑造、生活化體驗開發與目的地可持續傳播提供有針對性的理論參考和實踐依據。

關鍵字：目的地煙火氣；推薦意向；認知共鳴；情感共鳴

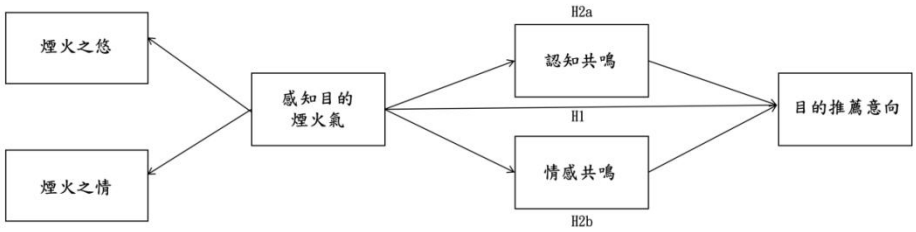


圖 1 理論模型圖

“大隱於市”與“深林古刹”：東亞城鄉寺廟的感官景觀對遊客精神療愈的差異化影響

宋相君*，唐娟

澳門科技大學酒店與旅遊管理學院

*通訊郵箱：xiangjuns@student.must.edu.mo

摘要

在文旅融合與精神康養需求增加的當下，東亞佛教寺廟憑藉其獨特的文化底蘊成為重要的心理恢復場域(Chu et al., 2025)。然而，現有文獻多研究單一空間內寺廟的療愈，未能充分正視“大隱於市”的城市寺廟與“深林古刹”的山林寺廟在物理屬性與社會情境上存在的差異 。本研究聚焦於這一空間異質性，旨在系統揭示兩種截然不同的寺廟空間如何通過感官景觀，對遊客產生差異化的精神療愈內在機制 。

在研究設計上，本研究首先引入 5W1H 分析法作為基礎的描述性工具(Paul et al., 2021)，對城鄉兩類寺廟的感官情境要素與遊客行為特徵進行多維解構與場景界定。在此基礎上，採用定量研究範式，以東亞代表性城鄉寺廟的遊客為樣本，計畫通過隨機與便利抽樣收集 350-450 份有效問卷 。研究運用結構方程模型（SEM）進行嚴謹的實證檢驗，重點對比分析不同空間下的感官刺激組合在驅動深層心理恢復過程中的路徑差異 。

本研究提出核心假設：寺廟的康養機制並非單一路徑，城市寺廟可能側重於高密度環境中的“感官阻斷與微避難”，而山林寺廟則更依賴於自然邊界消融帶來的“全感官沉浸”。本研究的可能突破以往將寺廟局限在同一場域或單一物理要素下進行評價的桎梏，拓展了感官景觀在空間對比維度上的理論解釋力 ；同時，研究

結論可能為文旅部門提供循證參考，為城市輕量化“精神避難所”的精准打造與山林深潛式宿坊的差異化開發提供依據。

關鍵詞： 東亞城鄉寺廟；感官景觀；精神療愈；空間異質性

參考文獻：

[1] CHU H C, LEE J, ROH H. Beyond religious tourism: revolutionizing Templestay as a mental health intervention through wellness tourism[J]. Journal of Travel & Tourism Marketing, 2025, 42(8): 1118-1134.

[2] PAUL J, LIM W M, O'CASS A, et al. Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR)[J]. International Journal of Consumer Studies, 2021, 45(4): O1-O16. DOI: 10.1111/ijcs.12695.

從刺激到反應：社交媒體特徵對旅遊者態度及意向的鏈式影響研究——以山東濟寧為例

赵月阳[1]，秦小川[2*]

[1] 濟寧學院/經濟管理學院，濟寧，中國

[2] 濟寧市自然資源和規劃局/濟寧市林業保護和發展服務中心，濟寧，中國

*通訊郵箱：jasonyang@jnxy.edu.cn

摘要

在數字媒介時代，社交媒體憑藉其信息傳播的即時性、內容形態的多元性、用戶互動的高頻性，已跃升為旅遊信息擴散與目的地品牌塑造的核心載體。它通過建構沉浸式認知場景、觸發情感共鳴等路徑，影響旅遊者對目的地的態度認知與出遊意向決策，同時成為旅遊目的地從突破原有圈子傳播到持續走紅的關鍵驅動力，其傳播效應與旅遊目的地的生命周期發展高度契合。

本研究採用文獻研究法、問卷調查法與數據分析法開展調研，最終獲取 763 份有效問卷，運用 SPSS 27.0 與 AMOS 23.0 進行信效度分析、結構方程模型檢驗與中介效應檢驗。信效度檢驗結果全方位驗證了調研數據的科學性與有效性。量表整體克朗巴哈係數高達 0.951，遠超 0.7 的可接受標準，表明量表內部一致性極佳；各潛變量組合信度均大於 0.7，進一步印證了測量工具的可靠性。KMO 值為 0.968，且 Bartlett 球形檢驗在 0.001 水平上顯著，說明變量間存在較強的相關性，適合進行因子分析。從收斂效度來看，所有題項的因子載荷係數均大於 0.6，各潛變量的平均方差抽取量（AVE）均滿足區分效度判定標準（AVE 值大於 0.5 且 AVE 平方根大於潛變量間相關係數），充分證明量表具有良好的收斂效度與區分效度。模型擬合度指標同樣表現優異，χ^2/df 值為 1.841，處於 1-3 的理想區

間；RMSEA 值為 0.047，小於 0.05 的臨界值；增量擬合指標 IFI、TLI、CFI 均超過 0.9，達到模型適配的高標準。上述結果共同表明，本研究構建的理論模型與實際調研數據擬合度極高，為後續假設檢驗與機制分析築牢了堅實基礎。假設檢驗結果顯示，本研究提出的所有主假設及子假設均在 $p<0.001$ 的水平上通過顯著性檢驗，清晰勾勒出社交媒體特徵影響旅遊意向的完整路徑。具體而言，社交媒體特徵的三個核心維度（互動性、內容豐富性、個性化推薦）不僅能夠直接正向驅動旅遊意向，還可通過兩條間接路徑發揮作用：一是通過提升用戶對旅遊目的地或產品的感知價值，塑造積極的旅遊者態度，進而強化旅遊意向；二是先增強用戶對社交媒體平台及旅遊信息的信任，再通過感知價值與態度的鏈式傳導，最終推動旅遊意向形成。這一結果有力印證了 SOR（刺激-機體-反應）理論在旅遊社交媒體領域的適用性，將抽象的理論框架轉化為可觀測、可驗證的實證結論，完整呈現了從社交媒體使用體驗（刺激）到用戶心理認知與情感變化（機體），再到旅遊決策行為（反應）的完整影響鏈條。中介效應檢驗進一步解構了社交媒體特徵影響旅遊意向的複雜內在機制。通過 Bootstrap 法重複抽樣 1000 次檢驗發現，除「社交媒體特徵→用戶信任→旅遊意向」這一單路徑中介效應的 95%置信區間包含 0（效應不顯著）外，其餘單路徑中介（「社交媒體特徵→感知價值→旅遊意向」「社交媒體特徵→旅遊者態度→旅遊意向」）與鏈式中介路徑（「社交媒體特徵→用戶信任→感知價值→旅遊意向」「社交媒體特徵→用戶信任→旅遊者態度→旅遊意向」「社交媒體特徵→感知價值→旅遊者態度→旅遊意向」）的 95%置信區間均不包含 0，中介效應均顯著。其中，「社交媒體特徵→感知價值→旅遊意向」的單路徑中介效應量最大，說明旅遊者對旅遊目的地或產品的價值感知是連接社交媒體特徵與旅遊意向的核心橋樑。當用戶通過社交媒體精準捕

捉到目的地的獨特景觀、文化氛圍、產品性價比等核心價值時，其旅遊意願會得到顯著激發與強化。而「社交媒體特徵→用戶信任→旅遊意向」路徑不顯著，並非否定用戶信任的重要性，而是揭示了旅遊決策的特殊性：在旅遊場景中，用戶對平台或資訊的信任無法直接轉化為行動意向，必須通過感知價值的具象化與態度的情感化傳遞才能發揮作用，旅遊者更關注旅行所能帶來的實際體驗價值，而非單純的信任關係。所有鏈式中介路徑的顯著結果則表明，社交媒體特徵對旅遊意向的影響並非簡單的線性傳導，而是通過「信任-感知-態度」等多維度心理變量的多步交互、層層傳導實現的，這一發現深刻揭示了旅遊決策過程的複雜性與動態性。結果表明社交媒體的有用性、依賴性與沉浸感均對旅遊者的旅遊意向產生顯著正向直接影響；社交媒體特徵可有效提升用戶對平台旅遊資訊的信任度與感知價值，而用戶信任與用戶感知又會進一步正向塑造旅遊者對濟寧市的積極態度；用戶信任、用戶感知與旅遊者態度均是旅遊意向的重要前因變量。中介效應檢驗顯示，除「社交媒體特徵→用戶信任→旅遊意向」這一直接路徑外，其餘涉及用戶感知、旅遊者態度的中介路徑均顯著，表明用戶信任需通過用戶感知、旅遊者態度的鏈式傳導間接作用於旅遊意向，而用戶感知則可直接發揮中介作用，連接社交媒體特徵與旅遊意向。

本研究基於 SOR 理論，構建了社交媒體特徵影響旅遊者態度與旅遊意向的理論模型，引入用戶信任、用戶感知作為中介變量，通過實證分析驗證了變量間的直接影響關係與中介傳導機制，最終得出以下研究結論：一是社交媒體特徵三維度對旅遊意向存在直接正向驅動作用。社交媒體的有用性、依賴性、沉浸感均對旅遊者的旅遊意向產生顯著正向影響，表明社交媒體的信息實用價值、用戶對平台的使用依賴以及平台營造的沉浸式體驗，均可直接激發潛在旅遊者的出行意願。

其中，沉浸感的路徑係數相對更高，反映出在短視頻、直播等新媒體形式主導的當下，能夠帶來感官與情感沉浸的社交媒體內容，對旅遊意向的直接激發效果更為突出，這與當前旅遊者更注重體驗式信息獲取的趨勢相契合。二是社交媒體特徵可通過提升用戶信任與感知塑造積極旅遊者態度。社交媒體特徵對用戶信任、用戶感知均具有顯著正向影響，而用戶信任與用戶感知又能進一步正向作用於旅遊者態度。這表明社交媒體的優質特徵能夠提升用戶對平台旅遊信息的信任感與感知價值，這種認知層面的積極評價會進一步轉化為對旅遊目的地的正面態度，既體現了旅遊社交媒體中「平台認知→目的地態度」的轉化邏輯，也為 SOR 理論中「刺激影響機體心理過程」提供了旅遊場景的實證支撐。三是用戶信任、用戶感知、旅遊者態度均為旅遊意向的重要前因變量。實證結果顯示，用戶信任、用戶感知、旅遊者態度均對旅遊意向產生高度顯著的正向影響，三者共同構成了社交媒體特徵影響旅遊意向的重要心理中介。其中旅遊者態度的路徑係數相對突出，說明相較於單純的平台信息信任與感知，旅遊者對目的地形成的整體態度，是驅動其產生旅遊意向的更核心心理因素，也印證了旅遊研究中態度決定行為意向的結論。四是中介效應多路徑顯著，鏈式傳導機制成立。中介效應檢驗結果表明，除「社交媒體特徵→用戶信任→旅遊意向」路徑外，其餘單中介路徑及所有鏈式中介路徑均顯著。這意味著信任無法直接將社交媒體特徵的影響傳遞至旅遊意向，其作用需通過用戶感知、旅遊者態度等中間變量間接實現；而用戶感知既能直接中介社交媒體特徵對旅遊意向的影響，也能與信任、態度形成鏈式傳導。所有鏈式中介路徑的顯著結果，揭示了社交媒體特徵對旅遊意向的影響並非單一線性，而是透過多步心理傳導實現，形成了多層交織的中介網絡。五是 SOR 理論在旅遊社交媒體領域適用性良好。本研究的整體實證結果驗證了 SOR 理論在

旅遊社交媒體研究中的適配性：社交媒體特徵作為外部刺激（S），能够有效作用於用戶的心理機體（O）狀態（信任、感知、態度），並最終引發旅遊意向這一行為反應（R），完整呈現了旅遊社交媒體場景下「刺激－機體－反應」的邏輯鏈條，豐富了 SOR 理論在旅遊營銷領域的應用場景與實證研究。

同時，本研究以儒家文化特色鮮明的濟寧市作為案例，補充了文化類網紅旅遊目的地視角下的社交媒體營銷研究，為濟寧市優化了社交媒體傳播策略、一是打造多元內容矩陣，強化提升信息有用性、增強用戶依賴性、營造沉浸式體驗三大核心特徵。二是培育信息信任，提升感知價值。強化信任的間接傳導作用、打造獨特核心吸引力。三是引導積極態度，推動意向轉化。強化正面宣傳、化解負面輿情、推出專屬優惠。四是構建多路徑傳導機制，實現全域協同營銷。強化多方協同、制定差異化策略、整合線上線下資源，通過「線上引流→線下體驗→線上再分享」的閉環，實現旅遊意向的持續激發與轉化。實現從「網紅打卡地」到「文化旅遊目的地」的「長紅」轉型提供了精準指引，同時也為國內同類具有地域文化特色的旅遊目的地開展社交媒體營銷提供了可借鑒的實踐範式。

關鍵詞：社交媒體特徵；旅遊者態度；旅遊意向；用戶信任；用戶感知

参考文献：

[1]Alfred, J. J. R., & Wong, S. P. The relationship between the perception of social media credibility and political engagement in social media among Generation Z. Journal of Communication, Language and Culture,2022, 2(2):18-33.

[2]Awaz, S. I., Mohammad, B. A., Ali, M. J., Hajdú, Z., & Balogh Péter. Relationship between social media marketing and young customers' purchase intention towards online shopping. Cogent Social Sciences, 2025,11(1), 17.

[3]Carr, C. T., & Hayes, R. A.Social media: Defining, developing, and divining. Atlantic Journal of Communication,2015,23(1):46-65.

[4]Davis F D,Bagozzi R P,Warshaw P R.User Acceptance of Computer Technology: A Comparison of Two Theoretical Models[J].Management

Science,1989,35(8):982-1003

[5]Manna, A., Chakraborty, D., Cheah, J. H., & Sigala, M.The digital tourist: examining user experience in travel apps using machine learning approach. Tourism Recreation Research,2025:1-18.

[6]陳燕.逃離還是回歸：可持續旅遊視角下感知原真性對旅遊意向的影響研究[J].旅遊研究,2025,17(06):42-52.

[7]杜心月.基於 SOR 框架的短視頻用戶持續使用意願研究[J].新聞研究導刊,2026,17(04):195-198.

[8]李嘉璉,嚴豔,胡麗麗.短影片社交視角:目的地形象與遊客旅遊意向——以西安市為例[J].寧夏大學學報(自然科學版),2019,40(02):176-184+190.

[9]徐少癸,湯舒婷,梁楚歡.旅遊景點直播中主播特性對觀眾旅遊意向的影響機制[J].福建師範大學學報(自然科學版),2026,42(01):118-127.

[10]鄭春暉,張佳,溫淑盈.虛與實:虛擬旅遊中的人地情感依戀與實地旅遊意願[J].旅遊學刊,2022,37(04):104-115.

實用工具還是理想願景？探討人工智慧賦能導覽體驗對博物館研學學生學習意願的影響

唐睿蔓，張溯*

澳門科技大學酒店與旅遊管理學院

*通訊郵箱：szhang@must.edu.mo

摘要

博物館長期以來一直是終身學習的中心，既守護文化遺產，又提供教育體驗，促進社區參與，是連接過去、現在與未來的橋樑。隨著資訊時代的不斷演進，人工智慧、大數據、物聯網和虛擬現實等新興技術在傳統文化保護與創新傳播中發揮著日益重要的作用。從先進的藏品管理到沉浸式的互動展覽和個性化學習，人工智慧驅動著博物館的方方面面，將博物館轉變為更具活力和互動性的學習空間，為訪客提供了獨特有趣的文化體驗方式，有效提升了遊客的體驗感與參與度，尤其為學校群體提供了豐富多元的創新學習方式 (Avlonitou et al., 2025; Dumont et al., 2024)。然而，博物館研學的本質不僅在於單次的參觀行為，更在於激發學生的知識探索與有效的教育轉化。當前關於博物館智能導覽的研究多聚焦於博物館智能導覽的技術實現、資訊呈現方式優化、用戶體驗設計以及文化傳播效果等方面 (Nigatu et al., 2024)；而較少從教育與學習視角系統探討人工智慧賦能博物館導覽體驗對學生學習行為的影響，尤其在研學旅遊語境下，如何將人工智慧賦能的暫態導覽體驗轉變為研學學生學習意願，仍是一個尚未得到充分探討的研究課題。因此，人工智慧賦能的導覽體驗究竟是提升學生學習效果的實用工具，還是停留在技術想像層面的理想願景，仍有待進一步探討。本研究旨在彌補該領域的研究空白，從學生學習意願的角度檢驗人工智慧賦能博物館導覽的教育價值。

本研究以技術接受模型（TAM）為理論框架，並引入體驗經濟（4Es）理論，構建並驗證了一個綜合模型，用以解釋人工智慧賦能的博物館導覽體驗如何通過感知有用性和感知易用性的仲介作用影響學生學習意願。具體而言，本研究以 Pine 和 Gilmore (1998) 提出的體驗經濟理論為核心理論基石，涵蓋教育、娛樂、審美和逃避四個維度作為人工智慧賦能博物館智能導覽體驗的核心引數。根據 Pine 和 Gilmore (1998) 提出的體驗經濟理論，隨著經濟形態的演進，體驗研究已滲透到不同學科領域，尤其在市場行銷、商業研究及社會科學（包括旅遊與酒店業）中 (Nigatu et al., 2024)，消費者尋求的不再僅僅是產品或服務，而是具有獨特性、令人難忘的體驗 (Pine & Gilmore, 1998)。自 2000 年以來，博物館參觀者體驗研究的產出顯著增加，越來越多研究也從關注遺產保護轉向優先考慮參觀者的感官體驗 (Drotner et al., 2018)，強調通過視覺、聽覺、嗅覺、觸覺及其他感官帶動參觀者多感官體驗的重要性 (Uchida & Peng, 2018)。既有文獻已證實教育、娛樂、審美和逃避這四個維度是評價博物館遊客體驗品質的核心指標 (Radder & Han, 2015)。本研究進一步通過兩個關鍵仲介變數感知有用性與感知易用性對因變數學生學習意願產生作用。技術接受模型（TAM）框架由 Davis 在 1989 年提出，旨在解釋和探究用戶對資訊系統或新技術的接受與採用行為 (Davis, 1989)，感知有用性是影響後期情感評價與採納後意願的核心認知信念，而感知易用性被認為能提升感知有用性 (Yu et al., 2026)。TAM 已被廣泛運用於人工智慧、智能酒店技術以及多項旅遊研究中 (Venkatesh and Davis, 2000; Lee et al., 2012)，許多研究也已證實感知有用性、感知易用性會正向影響使用態度(李 & 顧, 2025)。因此，本研究中當學生認為在博物館遊覽學習中體驗到人工智慧導覽工具實用且易於

使用時，他們更有可能計畫繼續使用該工具進行學習，並形成主動學習意願與動機，這種意願是實際使用行為的可靠指標。

此外，考慮到個體技術素養的差異，本研究引入人工智慧自我效能感作為調節變數，人工智慧自我效能感是指個體對自己有效運用 AI 技術的信心 (Wang & Chuang, 2023)。班杜拉的自我效能感理論指出 (Bandura, 1997)，具有更高自我效能感的人有能力通過自身認知與經驗來改變他們的行為和態度。通過人工智慧自我效能感進一步探討其在感知到意願轉化過程中的邊界效應，即在不同 AI 自我效能水準下，感知有用性與感知易用性對學生學習意願的影響存在顯著差異。具有較高人工智能自我效能的學生更能克服初期的不適應感，從而對研學領域應用人工智慧持更開放的態度。通過該模型，系統探討博物館人工智慧導覽技術如何通過影響學生的認知評價與學習體驗，進而促進學生學習意願。

本研究採用結構化問卷調查，以中國 332 名在校學生為研究對象，樣本涵蓋了研究生、本科生及職業院校學生（詳見表 1）。

表 1 人口統計學資訊

变量	分类	频率	百分比
性别	女	169	50.9
	男	163	49.1
年龄（岁）	18-25	332	100
教育程度	大学专科	130	39.2
	大学本科	194	58.4
	研究生及以上	8	2.4
最近一年使用博物馆智能导览的次数	1-2 次	242	72.9
	3-5 次	31	9.3
	5-10 次	22	6.6
	每月一次	15	4.5
	每周一次或更多	22	6.6

在測量模型評估方面,信度與效度分析結果顯示(詳見表2),各構念的 Cronbach's α均大於 0.90，CR 介於 0.939 至 0.961 之間，且 AVE 均顯著高於 0.50 閾值，充分體現了內部一致性。同時，Fornell-Larcker 準則及 HTMT 結果均驗證了良好的區分效度（詳見表 3）。在假設檢驗方面（見表 4、表 5），研究證實了所有核心假設的顯著性。首先，人工智慧賦能的體驗四維度對學生學習意願產生顯著正向影響，驗證了 H1abcd。其次，感知有用性和感知易用性在體驗維度與學習意願之間起到了強有力的仲介作用,這表明學生在感知到人工智慧提升了學習效率時,會產生知識探索動機,驗證了 H2abcd 與 H3abcd。此外,基於 PROCESS 的穩健性檢驗進一步證實了 AI 自我效能感的正向調節作用，驗證了 H4ab，即具備高技術自信的學生能更敏銳地捕捉到 AI 導覽的工具便捷性,從而產生更強的學習意願。具體而言，人工智慧賦能的博物館智能導覽通過提升學習內容的針對性、互動性與理解效率，增強了學生對學習價值的認知，同時降低了學習過程中的操作負擔，從而有效加強了學生參與博物館研學及相關學習活動的意願。結果表明，當人工智慧從單純的工具演變為沉浸式學習環境時，其對學生學習意願的驅動作用最為深遠。

表 2 信度與效度分析

结构	项目	因子负荷量	α	CR	AVE
教育体验（EC)	EC1	0.896	0.952	0.961	0.806
	EC2	0.900			
	EC3	0.889			
	EC4	0.893			
	EC5	0.909			
	EC6	0.900			
审美体验（ES)	ES1	0.900	0.944	0.957	0.818
	ES2	0.910			
	ES3	0.909			
	ES4	0.897			
	ES5	0.905			
娱乐体验（ET)	ET1	0.922	0.930	0.950	0.826
	ET2	0.912			
	ET3	0.898			
	ET4	0.903			
逃避体验 (ESC)	ESC1	0.928	0.910	0.944	0.848
	ESC2	0.915			
	ESC3	0.919			
感知有用性（PU)	PU1	0.897	0.921	0.944	0.808
	PU2	0.891			
	PU3	0.907			
	PU4	0.901			
感知易用性（PEU)	PEU1	0.913	0.902	0.939	0.836
	PEU2	0.917			
	PEU3	0.913			
AI 自我效能	AI1	0.944	0.933	0.957	0.882
	AI2	0.944			
	AI3	0.930			
学生学习意愿（LI)	LI1	0.911	0.904	0.940	0.839
	LI2	0.917			
	LI3	0.921			

表 3 區分效度

		AI	Exp	ET	LI	ES	PEU	PU	EC	ESC
Fornell-Larcker standard	AI	0.939								
	Exp	0.767	0.884							
	ET	0.739	0.973	0.909						
	LI	0.774	0.749	0.720	0.916					
	ES	0.769	0.981	0.942	0.733	0.904				
	PEU	0.683	0.723	0.721	0.687	0.703	0.914			
	PU	0.720	0.766	0.751	0.717	0.747	0.909	0.899		
	EC	0.754	0.984	0.944	0.744	0.948	0.708	0.754	0.898	
	ESC	0.712	0.953	0.903	0.714	0.921	0.681	0.728	0.918	0.921
Heterotrait-monotrait (HTMT)	AI									
	Exp	0.800								
	ET	0.793	1.017							
	LI	0.841	0.794	0.785						
	ES	0.818	1.018	1.005	0.793					
	PEU	0.744	0.768	0.787	0.761	0.762				
	PU	0.776	0.804	0.810	0.785	0.800	0.997			
	EC	0.800	1.016	1.003	0.801	1.000	0.764	0.805		
	ESC	0.772	1.007	0.981	0.787	0.994	0.752	0.795	0.986	

表 4 假設檢驗

假设	路径系数	T 值	结果
H1abcd	0.228	3.801	支持
H2abcd	0.766	33.839	支持
H3abcd	0.723	27.738	支持

表 5 AI 自我效能的調節效應

	PU-LI			PEOU-LI		
	Coeff	SE	P	Coeff	SE	P
Constant	5.1534	.0552	.0000	-.8178	.5289	.1230
PU	.2985	.0554	.0000	——	——	——
PEOU	——	——	——	.7655	.1381	.0000
AI	.3973	.0456	.0000	.9108	.1257	.0000
Int_1	-.1033	.0304	.0008	-.0981	.0285	.0007

本研究具有重要的理論與實踐意義。在理論貢獻方面，本研究打破了以往研究對博物館人工智慧導覽工具性的單一解讀，通過引入體驗經濟四維度，為博物館研

學研究提供了一個從感知體驗到認知轉化再到行為意願的完整邏輯框架，填補了關於博物館研學學生群體學習意願研究關注不足的學術空白。在實踐層面，對於博物館管理者，建議不僅要投入硬體研發，更應關注人工智慧導覽內容的敘事性與審美化，以增強沉浸感；對於學校與教育機構，本研究證明了人工智慧導覽可作為傳統課堂的有效延伸，有助於引導博物館將人工智慧技術從展示輔助工具轉化為促進學生自主學習的重要教育支持手段。

關鍵詞： 人工智慧、智慧旅遊、研學旅遊、智慧博物館、遊客體驗、體驗經濟

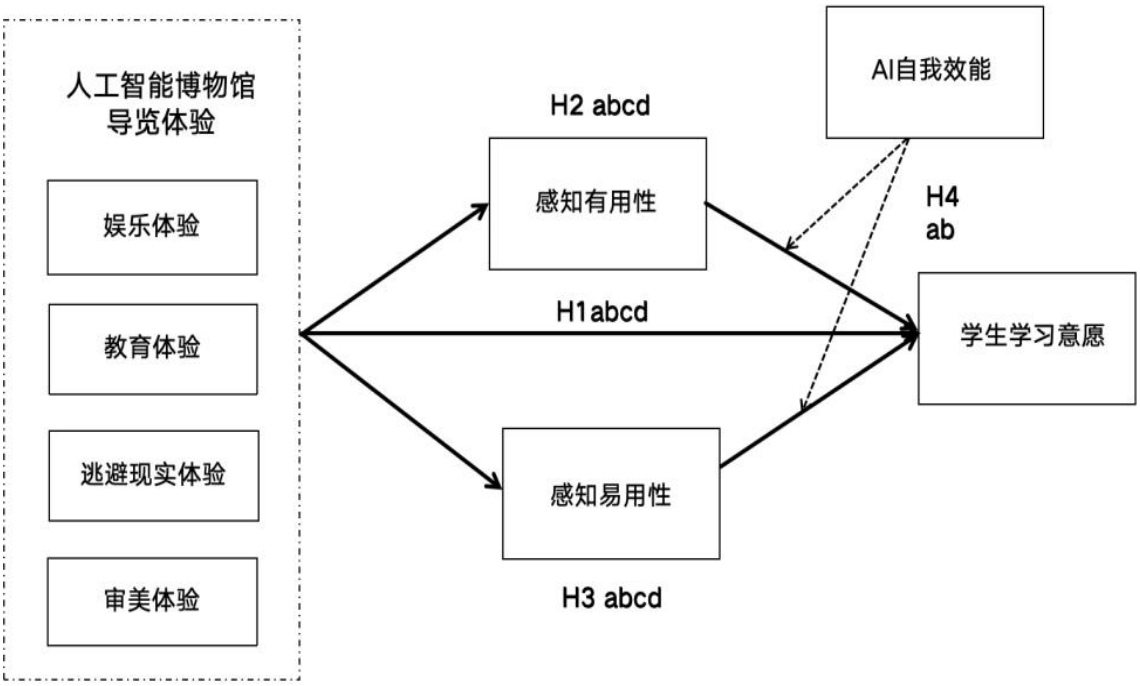


圖 1 研究模型框架

參考文獻

Avlonitou, C., Papadaki, E., & Kavoura, A. (2025). How Smart Can Museums Be? The Role of Cutting-Edge Technologies in Making Modern Museums Smarter. F1000Research, 14, 480. https://doi.org/10.12688/f1000research.156212.1

Bandura, A. (1997). Self-efficacy: the exercise of control. Choice Reviews Online, 35(3).

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance

of information technology. MIS Quarterly, 13(3), 319–340. https://doi.org/10.2307/249008

Drotner, K., Dziekan, V., Parry, R., & Kim Christian Schrøder. (2018). The Routledge Handbook of Museums, Media and Communication. Routledge.

Dumont, C., F. De Backer, Dewinter, H., & G. Vandermeersche. (2024). Museum educators' views on digital museum education: opportunities and challenges. Cultural Trends, 1–16. https://doi.org/10.1080/09548963.2024.2378324

İslam Suiçmez, Fahriye Altinay, Gökmen Dağlı, Zeng, H., Rustam Shadiev, Didem İşlek, İpek Danju, & Zehra Altinay. (2025). Artificial intelligence application for museum to experiential transformation of cultural heritage and learning. Smart Learning Environments, 12(1). https://doi.org/10.1186/s40561-025-00404-2

Ivanov, R., & Velkova, V. (2025). Analyzing Visitor Behavior to Enhance Personalized Experiences in Smart Museums: A Systematic Literature Review. Computers, 14(5), 191–191. https://doi.org/10.3390/computers14050191

Lee, W., Xiong, L., & Hu, C. (2012). The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model. International Journal of Hospitality Management, 31(3), 819–827. https://doi.org/10.1016/j.ijhm.2011.09.018

Liu, J. (2024). A Review of the Application and Development of Artificial Intelligence Technology in Museums. Proceedings of the 4th Asia-Pacific Artificial Intelligence and Big Data Forum, 187–193.

李豔麗, & 顧永平. (2025). 企業員工自我效能感對人工智慧使用態度的影響研究. E-Commerce Letters, 14, 383–394.

Nigatu, T. F., Trupp, A., & Teh, P. Y. (2024). A Bibliometric Analysis of Museum Visitors' Experiences Research. Heritage, 7(10), 5495–5520. https://doi.org/10.3390/heritage7100260

Pine , B. J., & Gilmore, J. H. (1998). Welcome to the experience economy.

Radder, L., & Han, X. (2015). An Examination Of The Museum Experience Based On Pine And Gilmore's Experience Economy Realms. Journal of Applied Business Research (JABR), 31(2), 455. https://doi.org/10.19030/jabr.v31i2.9129

Uchida, M., & Peng, J. (2018). Feeling the exhibition： Design for an immersive and sensory exhibition experience. The Routledge Handbook of Museums, Media and Communication. Routledge, 306–314.

Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. Management Science, 46(2), 186–204.

Wang, Y., & Chuang, Y.-W. (2023). Artificial intelligence self-efficacy: Scale development and validation. Education and Information Technologies, 29(4). https://doi.org/10.1007/s10639-023-12015-w

Yu, T., Teoh, A. P., Liao, J., & Wang, C. (2026). What drives the continuance intention of service robots in the hospitality industry? An integrated model of

motivated consumer innovativeness and extended technology continuance theory. Journal of Hospitality Marketing & Management, 1–46. https://doi.org/10.1080/19368623.2026.2616771

旅拍活動中攝影師類型與遊客類型的匹配機制：基於人—環境契合理論

李曉紅，王佳梅，梁旖晴，唐娟*

澳門科技大學酒店與旅遊管理學院，澳門氹仔，中國

*通訊郵箱：jtang@must.edu.mo

基金：本研究受澳門基金會資助，資助課題為《打造澳門"演藝之都"：演唱會服務優化的雙體系驅動路徑研究》(資助接收人：唐娟；項目編號：G01923-2508-875)。

Funding: This research was supported by the Macao Foundation (Principal Investigator: Juan Tang; Grant Number: G01923-2508-875).

摘要

旅行攝影服務（以下簡稱旅拍）是近年來在中國旅遊市場中迅速崛起的新興活動業態。旅客通過邀請專業攝影師及造型團隊在目的地開展的影像創作活動，涵蓋妝容造型、服裝搭配、場地取景、個性化攝影與影像後期製作等環節[1]。有別於一般旅遊攝影，旅拍的核心價值不僅在於最終的影像成果，更在於旅拍過程中遊客與攝影師之間的互動體驗[2]。

攝影師在旅拍過程中的表現成為影響遊客活動體驗效果的關鍵因素之一[1, 3]。刻板印象內容模型（Stereotype Content Model, SCM）揭示了人際感知的兩個核心維度——熱情（warmth）（以溫暖、友善、友好和真誠為特徵）與能力（competence）（以能力、自信、熟練和能幹為特徵）[4]。儘管 SCM 已在旅遊活動[5]、接待服務[6]等多個情境中得到驗證，但其在旅拍這一兼具情感性與技術性雙重屬性的體驗服務中的作用機制，尚未得到充分檢驗。旅拍對遊客而言往往並不輕鬆：他們需忍受厚重的妝容與服飾、配合攝影師的構圖要求，並在特定角度下反覆拍攝，

以追求理想的呈現效果。在此情境下，熱情導向的攝影師與遊客親切地溝通，真誠傾聽並尊重遊客的審美偏好，能有效緩解遊客在此過程中的不適，提升互動體驗。另一方面，部分遊客並不過度在意過程的辛勞，而是甘願忍受種種不便，只為獲得一張“人生大片”。這凸顯了攝影師能力的關鍵作用，能力導向的攝影師嫻熟地運用相機、鏡頭等專業設備，有效地引導遊客與場景調度並主導拍攝節奏，以確保影像的品質。然而，不同類型的攝影師在旅拍過程中如何差異化地塑造遊客的享樂價值（以情感的愉悅體驗為核心）與功利價值（以理性的實際收穫為核心）感知[7]，以及進一步影響其旅拍滿意度和後續行為意向（目的地重遊意願），仍有待檢驗。

僅憑遊客對攝影師的人際感知，難以充分解釋為何在攝影師服務表現相近的情況中，遊客的體驗結果仍呈現顯著分化。本文認為，理解這一差異的關鍵，在於遊客類型與攝影師類型之間的契合程度。人—環境契合理論（Person-Environment Fit Theory）指出，當個體的需求、目標或價值取向與所處情境的供給、要求相匹配時，個體的態度與行為結果將得到優化[8]。該理論為解釋旅拍體驗的個體差異提供了新視角。基於該理論，遊客的目標導向是影響契合效應的核心條件：過程導向型遊客重視拍攝互動過程的愉悅體驗，對攝影師的熱情特質更為敏感；結果導向型遊客重視影像產出的品質與效用，更倚重對攝影師能力的感知[6, 9]。值得注意的是，遊客的目標導向具有雙重屬性：一方面可作為個體較為穩定的選擇偏好[10]，通過量表加以測量[6,10]；另一方面可作為情境誘發的即時思維方式，受外部情境線索的激發，可通過實驗情境的操縱加以誘導[9]。目標取向的這一雙重屬性，為本研究後續採取實驗操縱（研究二）與問卷測量（研究三）的方法提供了理論依據。

旅拍可分為婚紗旅拍和非婚紗旅拍，兩類旅拍者的需求和對攝影師的要求存在一定的差異。在中國傳統文化背景下，婚紗旅拍承擔著記錄與展示婚姻儀式的社會功能，遊客對最終照片的呈現效果尤為關注，具有鮮明的結果導向特徵，在此情境下，能力型攝影師和結果導向型遊客之間的匹配將增強對遊客滿意度的影響；相對而言，非婚紗旅拍更多承載著個人的情感記憶與審美表達，遊客更看重拍攝過程中的沉浸體驗與互動樂趣，具有鮮明的過程導向特徵，在此情境下，熱情型攝影師和過程導向型遊客之間的匹配，將進一步提升遊客的滿意度。然而，當前旅拍相關的研究還未關注到這兩類旅拍類型下，遊客和攝影師匹配對遊客旅拍滿意度的差異化影響。

基於人—環境契合理論，本研究回答以下三個核心問題：

1. 攝影師的類型（熱情 vs. 能力）如何影響遊客對旅拍活動的價值感知（享樂價值 vs.功利價值），進而影響其拍攝滿意度與目的地重遊意願?

2. 攝影師的類型（熱情 vs. 能力）與遊客目標導向（過程導向 vs. 結果導向）如何影響遊客對旅拍活動的價值感知和拍攝滿意度?

3.旅拍類型（婚紗 vs. 非婚紗）在上述匹配效應對遊客拍攝滿意度的影響中是否存在差異?

本文採用兩個情景實驗和一個現場問卷調查的方法，對具有旅拍活動體驗的人群進行調查。具體研究方法如下表 1 所示。

研究的概念模型如下圖 1 所示。

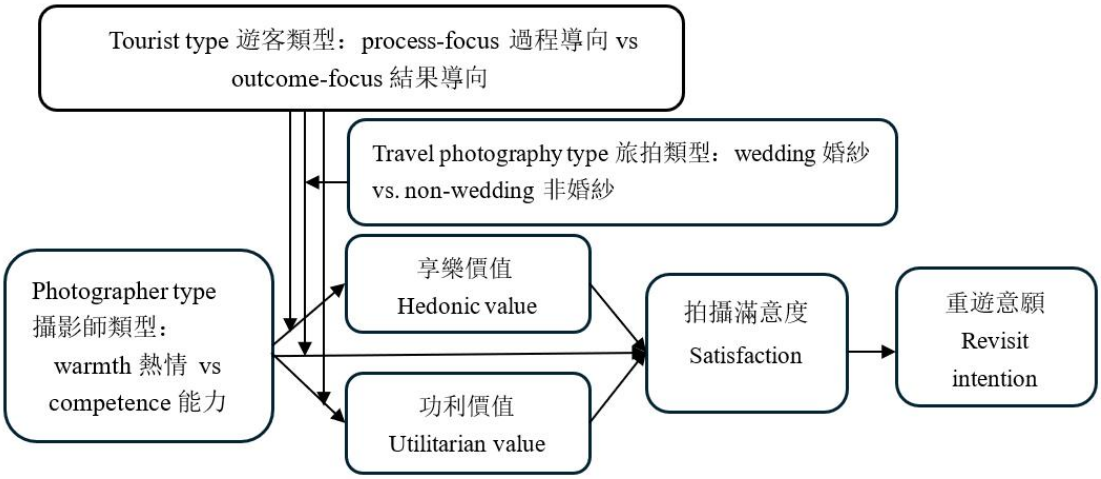


圖 1 研究的概念模型

本研究的理論貢獻體現在以下三個方面。首先，本研究將常用於組織行為領域的人—環境契合理論引入旅拍活動情境，拓展了該理論在體驗性旅遊消費中的應用範疇，為理解服務提供者類型、消費者類型和旅拍活動類型之間的匹配效益提供了新的理論視角。其次，進一步釐清在旅拍這一兼具享樂價值和功利價值的活動中，匹配效應如何對遊客產生影響。通過檢驗攝影師、遊客和旅拍活動類型三者的匹配關係，揭示匹配如何經過享樂價值和功利價值的差異化路徑影響拍攝滿意度。最後，本研究將遊客目標取向界定為兼具穩定的個人偏好與可受情境激發的暫時狀態的雙重構念，超越了以往將其視為單一屬性的觀點，豐富了目標取向的內涵。

關鍵詞：旅拍；人—環境契合理論；刻板印象內容模型；過程導向；結果導向

表 1 研究概況

	研究一 主效應（攝影師類型） 鏈式中介	研究二 調節效應（旅遊者類型）	研究三 調節效應（旅拍類型）

實驗/研究設計	單因素組間設計： 操縱變量：攝影師類型（熱情 vs. 能力） 情景：情景操縱參考 Su 等人[5]。 熱情型的攝影師：您好，我的朋友。我是小李，您的旅拍攝影師。 我會用全部的熱情與真誠，為您提供溫暖貼心的服務，用鏡頭讓您的旅程更加美好、難忘。 能力型的攝影師：您好，我是小李，您的旅拍攝影師。 我在這一領域積累了豐富的實戰經驗和熟練的拍攝技巧。我有信心為您提供高效、專業的旅拍服務。	2×2 組間設計： 攝影師類型（熱情 vs. 能力）×遊客類型（過程導向 vs. 結果導向） 情景：情景操縱參考自 Zhao 等人[9]。 試想您打算用 M 修圖軟件來修圖。 過程導向：想像您使用 M 修圖軟件的過程。在想像的過程中，請專注於使用這個軟件修圖的步驟以及您使用這個軟件過程中的感受。 結果導向：想像您使用 M 修圖軟件的最終結果。在想像的過程中，請專注於用這個軟件修圖的效果以及看到修完的圖片的感受。	現場問卷調查法 調查地點選取標準：婚紗和非婚紗旅拍屬性兼具的熱門目的地：大理 被試篩選條件：剛結束旅拍體驗服務的遊客
預測試	閱讀兩個情境之一 操控檢驗：攝影師類型	閱讀四個情境之一 操控檢驗：攝影師類型&遊客類型	
正式	情境真實性檢驗	同實驗 1，增加遊客類型的操	分組變量：旅拍類

測試	操縱檢驗：攝影師類型（熱情 vs.能力） 主要變量：享樂價值、功利價值、滿意度和重遊意願 人口統計	縱檢驗	型（婚紗 vs.非婚紗） 主要變量：攝影師類型、遊客類型（參考自 Güntürkün 等人[6]）、享樂價值、功利價值、滿意度、重遊意願 人口統計

參考文獻

[1] WEN J, ZHENG S, HUANG D. Co-creation experience in travel photography service: exploring the formative mechanism of repurchase intention from the perspective of script theory[J]. Current Issues in Tourism, 2023, 26(23): 3794-3812.

[2] TANG Y T, RUAN W Q, YANG T T. From participant to creator: the positive effects of dressing up experiences in tourism[J]. Journal of Travel & Tourism Marketing, 2025, 42(8): 1046-1067.

[3] SIEGEL L A, TUSSYADIAH I, SCARLES C. Cyber-physical traveler performances and Instagram travel photography as ideal impression management[J]. Current Issues in Tourism, 2023, 26(14): 2332-2356.

[4] CUDDY A J C, FISKE S T, GLICK P. Warmth and competence as universal dimensions of social perception: the stereotype content model and the BIAS map [J]. Advances in Experimental Social Psychology, 2008,40: 61-149.

[5] SU L, WANG X, LIN Z, Xiao S. From impression to expression: how warmth and competence in relaxing and challenging activities shape pleasure and Ewom [J]. Psychology & Marketing, 2025, 42(1): 64-79.

[6] GÜNTÜRKÜN P, HAUMANN T, MIKOLON S. Disentangling the differential roles of warmth and competence judgments in customer-service provider relationships [J]. Journal of Service Research, 2020, 23(4): 476-503.

[7] DE OLIVEIRA SANTINI F, LADEIRA W J, SAMPAIO C H. Tourists' perceived value and destination revisit intentions: the moderating effect of domain‐specific innovativeness [J]. International Journal of Tourism Research, 2018, 20(3): 277-285.

[8] VAN VIANEN A E. Person-environment fit: a review of its basic tenets. Annual

Review of Organizational Psychology and Organizational Behavior, 2018, 5: 75-101.

[9] ZHAO M, HOEFFLER S, ZAUBERMAN G. Mental simulation and preference consistency over time: The role of process-versus outcome-focused thoughts. Journal of Marketing Research, 2007, 44(3): 379-388.

[10] FREUND A M, HENNECKE M, RIEDIGER M. Age-related differences in outcome and process goal focus [J]. European Journal of Developmental Psychology, 2010, 7(2): 198-222.

快與慢之間：旅行節奏對遊客主觀活力的雙路徑影響機制研究

張偉藝，王博海，李攀*，唐娟

酒店與旅遊管理學院（澳門科技大學），澳门

*通訊郵箱：2250002488@student.must.edu.mo

摘要

一、研究背景

在當今生活節奏持續加快的背景之下，旅遊不僅是一種休閒方式，更常被視為暫時逃離日常壓力、放鬆身心的重要途徑。然而，旅遊能否真正帶來恢復與放鬆，並不僅取決於目的地本身，也在很大程度上受到旅行過程安排方式與整體旅行體驗的影響。作為旅行過程的重要特徵，旅行節奏涵蓋行程安排、活動密度和停留時間等多個方面，會影響遊客對旅行的整體感知與旅遊體驗[1-2]。相關研究普遍認為，較慢的旅行節奏有助於減輕時間壓力、增強停留意願，並進一步促進心理恢復與體驗深化[3]。然而現實中的旅遊實踐表明，旅行節奏的體驗結果並不總是單一和一致的：一方面，部分遊客能夠在慢節奏旅行中獲得恢復感，但也有遊客可能認為刺激不足甚至無聊[4]。另一方面，快節奏旅行雖然常伴隨身體疲勞、時間壓縮和高密度行程，但遊客仍可能從中獲得愉悅感、成就感和充實感（如特種兵旅行）[5]。綜上所述，現有研究雖然揭示了旅行節奏與恢復體驗之間的聯繫，但對於旅行節奏影響遊客心理結果的內在機制與邊界條件仍缺乏系統性探討。因此，本研究提出研究問題：旅行節奏究竟會通過何種心理機制，並在何種條件下，影響遊客的主觀活力?

二、研究框架

為回應上述研究問題，本研究以注意力恢復理論（Attention Restoration Theory, ART）作為核心理論基礎。ART 認為，個體在日常生活中長期處於高強度的定向注意狀態時，有限的注意資源會逐漸消耗，而恢復的關鍵在於個體能否暫時脫離持續性的注意要求，並進入一種低努力性注意的狀態[6]。較慢的旅行節奏通常意味著更少的活動切換、更低的時間壓力以及更強的停留意願，因此更可能減少定向注意的持續消耗，為遊客提供更有利的恢復條件；相反，節奏過快的旅行則更可能使遊客處於持續高負荷的信息加工狀態，從而削弱其恢復機會。

本研究引入心理帶寬（mental bandwidth）與認知過載（cognitive overload）兩個關鍵心理變量，用以解釋旅行節奏為何會引發差異化的體驗結果。Richterman 等人 2025 年將心理帶寬界定為“某一時點可用於複雜思考與決策的心理資源”[7]。據此，本研究將心理帶寬理解為一種狀態性心理資源條件。與之相對，認知過載強調的是，當個體面對過高的信息量、過快的切換頻率和過強的信息加工要求時，所產生的主觀負擔感[8]。本研究認為，旅行節奏可能通過影響遊客的心理帶寬與認知過載，進而對其旅遊體驗產生間接影響。主觀活力（subjective vitality）是個體對“自己充滿能量與生命感”的有意識體驗，是一種動態的積極能量狀態。旅遊相關研究發現，恢復性環境和心流體驗均可提升主觀活力[9]。因此，相比生活滿意度等更宏觀、更穩定的結果變量，主觀活力更適合捕捉旅行節奏所帶來的即時心理效應。基於此，本研究認為，旅行節奏既可能通過提升心理帶寬來增強主觀活力，也可能通過提高認知過載來削弱主觀活力。

此外，本研究進一步考慮旅行目標導向（travel goal orientation）可能發揮的邊界作用。本研究將旅行目標導向界定為兩種不同導向：過程導向更強調旅行過程本身的流暢感、沈浸感與體驗深度，結果導向則更強調完成既定安排[10]、提高效

率或實現預期成果。因而本研究推測，旅行目標導向調節旅行節奏對心理帶寬和認知過載的影響，並進一步改變旅行節奏對主觀活力的直接作用及其間接作用。

三、研究問題

基於上述研究背景與研究框架，本研究聚焦以下四個核心研究問題：

1. 旅行節奏（快 vs. 慢）是否會顯著影響遊客的主觀活力?

2. 旅行節奏是否會通過心理帶寬與認知過載兩條路徑間接影響主觀活力?

3. 旅行目標導向（過程導向 vs. 結果導向）是否會調節旅行節奏對主觀活力的直接作用?

4. 旅行目標導向（過程導向 vs. 結果導向）是否會調節旅行節奏對心理帶寬與認知過載的影響，從而進一步改變其對主觀活力的作用?

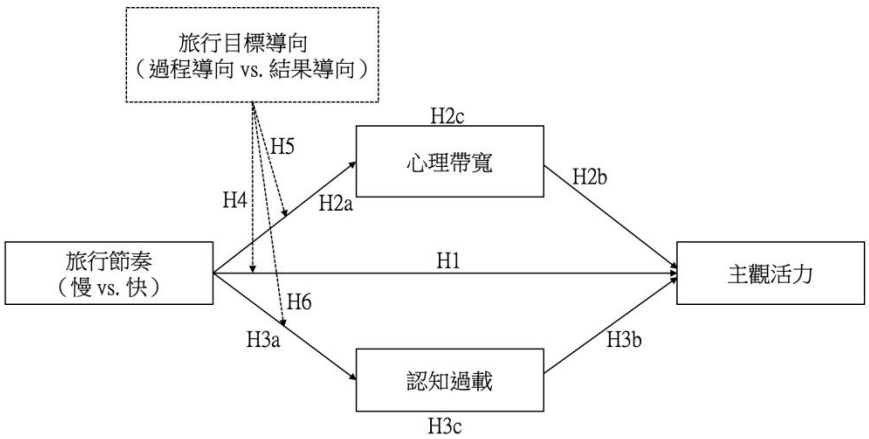


圖 1: 研究模型

四、研究設計

為系統檢驗旅行節奏對主觀活力的影響，以及其中的作用機制與邊界條件，本研究共設計了三項研究（如表 1）。首先，通過前測開展刺激材料的開發與篩選，重點檢驗候選目的地材料能否穩定激發預期的節奏感知，從而為後續正式實驗提

供有效的刺激材料。隨後, Study 1 採用單因素組間實驗設計, 以旅行節奏（慢 vs. 快）為自變量，檢驗其對主觀活力的主效應。Study 2 在復驗主效應的基礎上，進一步考察心理帶寬與認知過載在旅行節奏影響主觀活力過程中的中介作用。Study 3 採用雙因素組間實驗設計，將旅行目標導向（過程導向 vs. 結果導向）納入模型，重點驗證旅行目標導向是否會改變前述中介路徑的強弱。

表 1:實驗流程設計

研究編號	Pilot Study	Study 1 主效應 H1	Study 2 雙中介 H2a–H2c/ H3a–H3c	Study 3 調節中介 H4–H6
研究設計	刺激材料開發	（旅行節奏：慢 vs 快） 單因素組間實驗設計	與 Study 1 一致 並在模型中同時檢驗兩中介	2（旅行節奏：慢 vs 快）×2（旅行目標：過程導向 vs 結果導向） 雙因素組間實驗設計
實驗流程	——	前測	前測	前測
		• 觀看兩個視頻場景之一 • 旅行節奏操縱檢驗	• 觀看兩個視頻場景之一 • 旅行節奏操縱檢驗	• 觀看四個場景之一 • 旅行節奏與旅行目標操縱檢驗
	• 開發並篩選用於正式實驗的旅行節奏刺激材料 • 選取若干候選目的地視頻材料，通過前測評估其在感知旅行節奏上的差異顯著性與穩定性 • 保留能夠最清晰區分快節奏與慢節奏知覺的材料進入正式實驗	實驗1 • 觀看兩個視頻場景之一 • 測量主觀活力 • 操縱檢驗旅行節奏 • 人口統計學特徵	實驗2 • 觀看兩個視頻場景之一 • 測量心理帶寬、認知過載、主觀活力 • 操縱檢驗旅行節奏 • 人口統計學特徵	實驗3 • 觀看四個視頻場景之一 • 測量心理帶寬、認知過載、主觀活力 • 操縱檢驗旅行節奏與旅行目標 • 檢驗調節中介 • 人口統計學特徵

五、研究意義

本研究的研究意義主要體現在理論與實踐兩個方面。理論上，既有研究對旅行節奏影響遊客即時心理結果的內在機制解釋不足, 並未充分探討節奏效應的適用邊界條件。基於此，本研究以注意力恢復理論為核心框架，將心理帶寬與認知過載兩個關鍵心理變量引入旅行節奏研究, 揭示慢節奏旅行通過心理帶寬的恢復促進主觀活力、快節奏旅行則通過認知過載抑制主觀活力的差異化機制。並進一步納入旅行目標導向這一邊界條件，以考察不同目標導向下旅行節奏作用的差異性，從而拓展對旅行節奏的作用過程及其適用條件的理論理解。實踐上，目的地管理

者和旅遊產品設計者可將遊客的目標導向與心理資源狀態作為產品細分標準，針對不同組合開發節奏差異化的旅遊產品，避免單一節奏安排對部分遊客產生心理負擔。而遊客也可以依據自身的心理資源狀態與旅行目標導向，主動選擇與之匹配的旅行節奏，從而提升整體旅遊體驗質量和主觀活力。

關鍵詞: 旅行節奏；主觀活力；心理帶寬；認知過載；注意力恢復

參考文獻

LI C, YANG Y, ZHANG H, et al. Fast or slow? Exploring tourists' engagement inclination toward the pace of travel[J]. Annals of Tourism Research, 2025, 111: 103931.

WU J, WANG X, ZHANG C. Exploring the on-site experience of slow tourists from an embodied practice perspective[J]. International Journal of Tourism Research, 2024, 26(1): e2610.

OH H, ASSAF A G, BALOGLU S. Motivations and goals of slow tourism[J]. Journal of Travel Research, 2016, 55(2): 205-219.

CHAUHAN V. Barriers to adoption of slow tourism: an innovation resistance theory perspective[J]. International Journal of Tourism Research, 2024, 26(4): e2689.

李創新，劉夢，胡東雪. 精神困境與逃逸補償:“特種兵式旅遊”行為的形成路徑[J]. 中國生態旅遊, 2024, 14(5): 1027-1041.

STEVENSON M P, SCHILHAB T, BENTSEN P. Attention restoration theory II: A systematic review to clarify attention processes affected by exposure to natural environments[J]. Journal of Toxicology and Environmental Health, Part B, 2018, 21(4): 227-268.

RICHTERMAN A, AITCHESON N, DURNWALD C, et al. Mental bandwidth is associated with HIV and viral suppression among low-income women in Philadelphia[J]. AIDS and Behavior, 2025, 29: 556-561.

STAJKOVIC A D, STAJKOVIC K S. Human sustainability and cognitive overload at work: The psychological cost of working[M]. London: Routledge, 2025.

CHANG L C. Relationship between flow experience and subjective vitality among older adults attending senior centres[J]. Leisure Studies, 2020, 39(3): 433-443.

LEGG L, FORRESTER S, ROBERTS J, et al. It' s not all about distance: Exploring perceptions of women' s golf performance[J]. Women in Sport and Physical Activity Journal, 2026, 34(1).

AI 生成旅遊攻略的用戶採納機制研究：認知與體驗雙路徑視角

呂昊 [1*]，劉夢淇 [2]

[1] 澳門理工大學博彩旅遊教學及研究中心博士生

[2] 魯中職業學院城市服務管理系教師

[*]通訊郵箱：P2425292@mpu.edu.mo

摘要

隨著生成式人工智能技術的突破性發展，AI 生成內容在旅遊規劃領域的應用日益廣泛，深刻改變了遊客的資訊獲取與決策模式。然而，遊客對 AI 生成攻略的實際採納行為仍具有顯著複雜性，這與 Niu Jinwen 等人所發現的遊客對 AI 定制旅遊設計存在明顯抵觸現象一致，這種抵觸源於人們認為 AI 無法滿足個體獨特需求，從而導致個性化感知降低和接受度下降[1]。現有研究多聚焦單一路徑解釋，缺乏對認知評估與情感體驗雙重機制的整合。因此，本研究以 S-O-R（Stimulus-Organism-Response）模型為理論框架，構建了一個多路徑 AI 生成旅遊攻略採納行為整合模型，深入探討外部技術特徵如何通過不同心理機制影響遊客採納意願。

在 S-O-R 框架下，本研究將 AI 系統特徵作為刺激層（Stimulus）變數，包括資訊品質、系統可操作性與感知智能；將用戶內部心理狀態作為有機體層（Organism），涵蓋功能價值感知、信任與沉浸體驗；最終將採納意願作為反應層（Response）。遊客採納決策遵循兩條並行的心理路徑。第一條為認知評估路徑，強調任務導向的理性計算。當 AI 生成攻略具備高資訊品質時，能夠有效降低遊客資訊搜索成本，提高決策效率，從而通過功能價值感知正向影響採納意願。系統可操作性反映用戶交互流暢性，易操作的系統能降低使用門檻，增強功能價

值感知。這一路徑契合 Liu Guanrong Gus 等人的研究發現，即系統的連通性和普遍性等技術特徵通過減少資訊超載來增強用戶感知價值。功能價值感知是連接技術特徵與行為結果的關鍵中介，當遊客認為 AI 攻略具有較高實用價值時，更傾向於將其作為決策依據[2] 。

第二條為體驗感知路徑，側重互動過程中的情感聯結。感知智能反映用戶對 AI 理解能力的判斷，當 AI 能準確理解用戶需求時，用戶更易建立信任。正如 Liu Guanrong Gus 等人在社會交換理論框架下所指出的，用戶感知到 AI 個性化推薦時會推斷其善意意圖和無私意圖，這種積極歸因顯著增強情感安全感[2]。本研究將這一機制延伸至 AI 旅遊攻略情境，提出感知智能不僅通過信任影響採納意願，還能通過創造沉浸體驗發揮作用。高感知智能的 AI 能提供更具個性化的內容，增強用戶代入感與沉浸感，直接激發採納動機。這與 Zhao Hairong 等人的研究相呼應，他們發現當用戶與生成式 AI 建立"親密瞭解"並感知"情境正常性"時，會產生"啊哈時刻"進而促進共同創造行為[3]。沉浸體驗使遊客從工具使用者轉變為情感投入的體驗者。

此外，本研究引入遊客參與度作為情境調節變數。高參與度遊客傾向深入資訊分析，功能價值感知對其採納意願影響更強；低參與度遊客更依賴直觀體驗，沉浸體驗的驅動作用更顯著。這一調節效應揭示了不同參與水準下游客決策偏好的差異性。

本研究理論貢獻在於：首先，擴展 S-O-R 模型在 AI 旅遊服務領域的應用，通過構建認知-情感雙路徑機制，揭示技術特徵影響用戶行為的多元心理通道，回應了 Liu Guanrong Gus 等人關於深入理解遊客如何感知 AI 個性化服務的呼籲[2]。其次，將感知智能納入旅遊採納研究，補充傳統模型對 AI 社會技術屬性關注不

足的缺陷。最後，引入遊客參與度的調節作用，闡明用戶特徵在 AI 交互情境中的權變影響。實踐層面，本研究為旅遊平臺優化 AI 攻略系統提供指導：一方面提升資訊準確性和系統易用性滿足功能性需求，另一方面增強 AI 感知智能和交互沉浸感建立情感聯結，同時針對不同參與度遊客實施差異化策略，全面提升 AI 旅遊服務用戶採納率。

關鍵詞： AI 生成內容，旅遊攻略，雙路徑機制，感知智能，採納意願

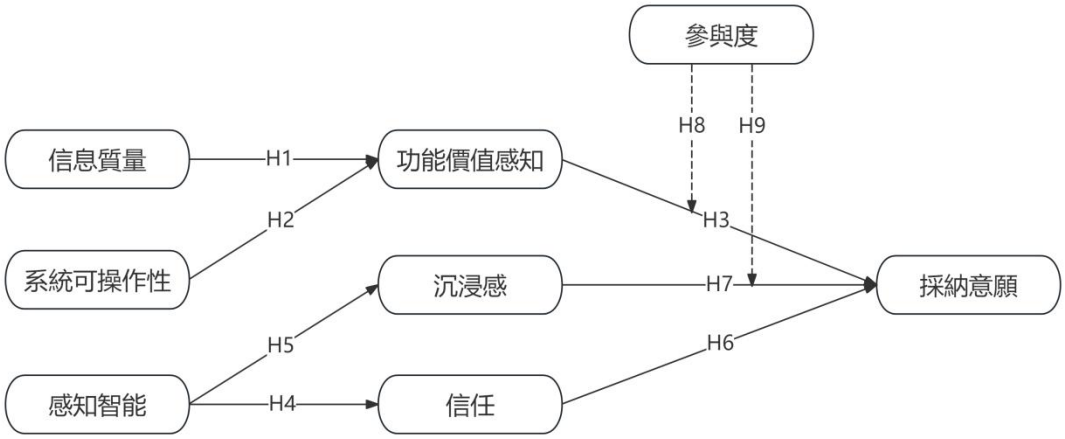


圖 1 研究模型框架

參考文獻：

[1] Niu, J. W., Wang, K., Wang, L., Ruan, W. Q., & Xiao, H. (2026). Resistance to AI-designed customized travel: the role of perceived personalization. Tourism Review, 81(2), 651-668.

[2] Liu, G. G., Lv, L., Meng, L. L., & Tao, J. (2026). Beyond algorithms: How socio-technical antecedents drive social-exchange outcomes in AI travel planning personalization. Journal of Retailing and Consumer Services, 89, 104607.

[3] Zhao, H., Yuan, B., Liu, Y., & Liao, Y. (2026). Unlocking co-creation in travel: How generative AI sparks Aha Moments and the behavioral outcome. Journal of Hospitality and Tourism Management, 66, 101396.

基於心理契約的酒店實習生職業倦怠緩解及留職意願提升策略研究

劉夢淇[1*]，呂昊[2]

[1] 魯中職業學院城市服務管理系教師

[2] 澳門理工大學博彩旅遊教學及研究中心博士生

[*]通訊郵箱：1398893682@qq.com

摘要

本研究以酒店實習生為核心研究對象，針對酒店業普遍存在的“人才荒”與實習生高流失率問題，圍繞職業倦怠對實習生未來留職意願的影響展開研究，旨在通過強化心理契約探尋有效解決對策，為酒店人力資源管理實踐提供理論支撐與實操參考。當前，酒店管理專業實習生已成為酒店填補職位空缺的重要主體，知名國際酒店中實習生占基層服務員比例達 60%~70%，占全體員工比例超 25%，是酒店業潛在的核心人才儲備[1]。但酒店業作為典型服務業，員工需持續投入大量時間與精力應對各類工作問題，實習生極易出現情感衰竭、消極怠工等職業倦怠表現，加之其兼具“非正式員工”與“學生”的雙重特殊身份，傳統的制度與契約管理難以適用，最終導致實習生流失問題日趨嚴重，不僅造成酒店人力與時間成本的雙重損耗，更制約了酒店業服務品質提升與核心競爭力構建。

本研究的核心研究目的為，通過分析職業倦怠對酒店實習生的具體影響路徑，探尋依託心理契約提升實習生留職意願的針對性對策。研究以經典理論為支撐，採用 Maslach 提出的職業倦怠三維判定標準，即情感耗竭、去個性化、個人成就感低，深入剖析酒店實習生產生職業倦怠的內在原因與外在誘因；同時借鑒 Rousseau & Tijioriwala 的心理契約三維結構理論，將交易維度、關係維度、團隊成員維度納入研究框架，結合以往研究中“心理契約可有效預測員工離職、忠誠

等行為”的結論，探究心理契約對實習生留職意願的調節與影響作用[2-3]。從研究意義來看，本研究兼具理論與實踐雙重價值。理論層面，一方面填補了職業倦怠研究領域的群體空白，明晰了心理契約緩解實習生職業倦怠的作用機制，為構建酒店實習生行為規範與價值導向提供理論依據；另一方面，通過分析心理契約三維度與職業倦怠三維度的關聯關係，探索不同層面職業倦怠對留職意願的影響路徑，為後續職業倦怠干預研究奠定理論基礎。實踐層面，基於心理契約三維度提出的留職意願提升對策，能夠為酒店企業提供可落地的管理方案，有效減少因實習生高離職率造成的成本流失；同時幫助酒店管理者深化對職業倦怠與實習生留職意願作用機理的認知，優化實習生管理模式。

本研究的核心貢獻在於彌補了現有研究的兩大不足：一是當前國內酒店職業倦怠研究多聚焦正式員工，針對實習生這一特殊群體的研究成果較為匱乏，本研究專門圍繞酒店實習生展開分析，為酒店人力資源管理研究補充了重要內容；二是現有實習生管理相關建議多為學者個人觀點，缺乏實踐層面的認可度與可操作性，本研究以心理契約為切入點，提出具體的強化措施，從根本上改善實習生職業倦怠問題，確保相關對策能夠在酒店企業順利實施，同時為提升酒店服務品質與工作效率、留住專業酒店管理人才提供切實保障。未來，基於本研究結論，酒店企業可通過完善心理契約管理體系，兼顧交易維度的利益保障、關係維度的情感聯結與團隊成員維度的歸屬感構建，緩解實習生職業倦怠，提升其留職意願，進而緩解酒店業人才荒問題，推動行業高質量發展。

關鍵詞： 酒店實習生，職業倦怠，心理契約，留職意願

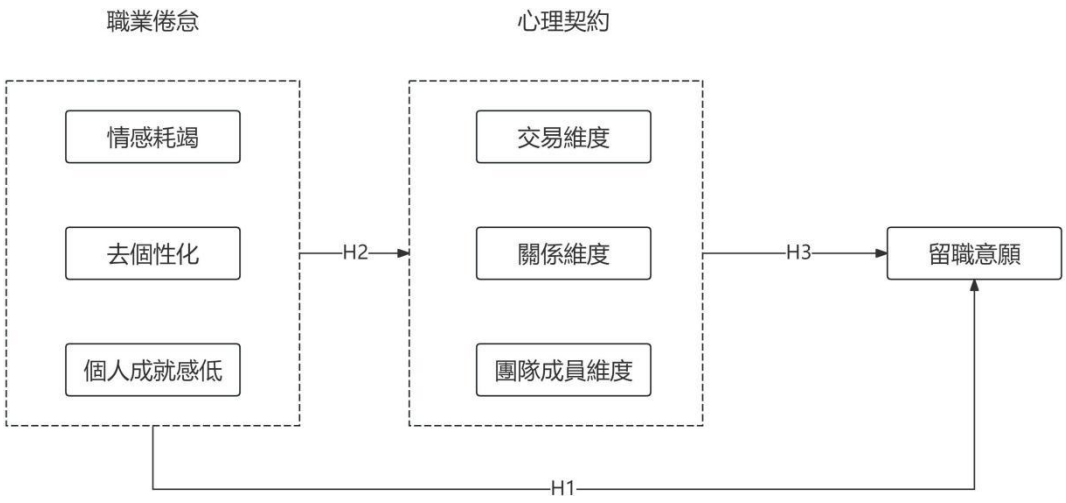


圖 1 研究模型框架

參考文獻

[1] 夏慧明 & 周紅雲.(2012).酒店實習生的心理契約管理.湖北經濟學院學報(人文社會科學版)(07),65-66.

[2] Maslach, C., Schaufeli, W. B., & Leiter, M. P. (2001). Job burnout. Annual review of psychology, 52(1), 397-422.

[3] Rousseau, D. M., & Tijioriwala (1996). Perceived Legitimacy & Unilateral Contract Change: It Takes a Good Reason to Change a Psychological Contract. Proceedings of the Symposium at the SIOP Meetings, San Diago, 1996.

表現幸福，加強紐帶：從炫耀性家庭旅遊到幸福的雙重路徑

路茜雯[1]，劉敬[2*]，曹傑[3]

[1] 澳門科技大學（酒店與旅遊管理學院）博士生，澳門，中國

[2] 澳門科技大學（酒店與旅遊管理學院）副教授，澳門，中國

[3] 貴州師範大學（國際旅遊文化學院）講師，貴陽，中國

*通訊郵箱：jiliu@must.edu.mo

摘要

本研究旨在突破炫耀性消費的個體中心典範，將家庭視為旅遊中協作展演的「集體象徵團隊」，在家庭旅遊脈絡下，此類行為可轉化為強化家庭凝聚力的積極社會互動。本研究以象徵互動論為基礎，探討中年遊客如何透過線上（如社交媒體的選擇性分享）與線下（旅遊現場的即時展示）的「家庭幸福展演」，進行意義豐富的符號交換，從而對家庭系統產生建設性影響。研究採用順序性混合方法，定性階段透過 15 位中年遊客的訪談，將此行為界定為以家庭為核心的集體象徵實踐，定量研究階段以 343 份有效問卷驗證理論模型。結果顯示，這些家庭集體的炫耀性行為，實為強化家庭認同的互動符號。其積極影響透過雙重中介路徑實現：短期內提升家庭親密感，進而增進旅遊滿意度；長期則有助積累家庭韌性，即家庭應對逆境與復原的集體能力，最終促進整體家庭福祉。此過程可視為一種「家庭集體認同的儀式性強化機制」。本研究理論貢獻在於將符號互動論的分析單位從個體擴展至家庭，開創性地視家庭為能動的消費與意義建構主體。這不僅拓寬了炫耀性行為的研究視野，從個體動機延伸至家庭單位的社會互動與功能後果，亦為理解當代家庭透過消費進行自我敘事與社會對話，提供了新的分析框架。

關鍵詞: 家庭旅遊；炫耀性行為；中年遊客；符號互動論

從義務到關係：旅遊紀念品与職場互惠行為研究

潘思穎，王周愛*

澳門科技大學酒店與旅遊管理學院，澳門，中國

*通訊郵箱： 3250000458@student.must.edu.mo

摘要

紀念品作為旅遊目的地的紀念物，通常以各種形式與特定的地理位置聯繫起來，它們為遊客的自我展示和社會交流提供媒介[7]，作為旅遊伴手禮是其主要功能之一[8]。禮物不僅僅是物品，它們構成了一種社會交換，對人際關係產生影響[2]。在工作場所中，人們將紀念品作為禮物贈送給同事，以維繫人際關係[6]。然而，關於紀念品贈送行為的研究主要關注在贈送者的視角[10]，對於接收者如何看待送禮行為卻很少有研究關注。

本研究將旅遊紀念品概念化為禮物，探究接收者在收到紀念品後，如何採取回報行為，是否會因收到禮物的頻率而有所不同。在工作場所中，旅遊紀念品有別於傳統禮物，它不僅與特定節日或場合相關聯，還承載著贈送者的個人旅行經歷，傳遞出一種超越日常職業互動，尋求與同事建立更為私人的情感聯結。對於接收者而言，將收到紀念品解讀為短期的人情義務，還是長期的關係建立，往往取決於收禮物的頻率。

當員工僅偶爾收到旅遊紀念品時，接收者更傾向於將其解讀為一種需要向贈送者進行回報的義務。這種低頻率的接收行為會激發接收者的虧欠感，從而促使個體致力於恢復交換關係中的平衡[9]。現有研究表明，虧欠感會促使員工對同事表

現出組織公民行為，或採取回報行為[4]。因此，我們預期，偶爾收到紀念品將促使員工採取基於義務的回報行為。同時，我們認為這種行為會受到贈送者身份的調節。當贈送者是領導時，權利不對等關係會進一步強化這種義務感[3]，激勵員工表現出更高水準的協作行為，包括忠誠度、組織公民行為及創新性貢獻等[1]。

相比之下，頻繁收到紀念品更可能被解讀為一種持續性的關係投入，而非偶發性的交換行為。經常收到禮物傳遞出一種持續的社會關注信號，有助於發展以情感聯結而非交易義務為核心的長期人際關係。這種關係性轉變使依戀成為核心心理機制。在組織情境中，員工與同事或上司之間的關係可以發揮依戀紐帶的功能，影響個體在工作中對親密感、信任感與關係安全感的體驗[5]。

此外，本研究還提出，接收者的依戀取向構成了其對接收紀念品做出反應的重要基礎。例如，對於具有安全依戀取向的員工而言，頻繁收到紀念品會被解讀為對方表達關懷與關係承諾的真誠體現。這種解讀有助於增進接收者與贈送者之間的情感親近，並促進以超越正式職責的相互支持為特徵的職場友誼。因此，接收者更傾向於通過持續的協作與主動的協助來予以回報，而非採取即時的償還行為。然而，頻繁收到禮物並不總能帶來積極的人際關係結果。對於具有回避型依戀傾向的員工而言，反復收到紀念品可能會被視為一種侵擾，或被視為強加的過度關係需求。當收禮者感到不適或感覺邊界被侵犯時，他們會抗拒建立親密關係，並傾向於減少關係投入。在這種情況下，回避型依戀會降低職場友誼形成的可能性[5]，且接收者可能會感到尷尬，或因想緩解這種不適而感到必須回禮的壓力。我們計畫通過情景實驗和實地調查來檢驗這些假設。本研究旨在通過將實證焦點

從贈送者轉向接收者，並將旅遊紀念品理論化為組織情境中的關係信號，從而為相關文獻做出貢獻。

關鍵字：旅遊紀念品；接收頻率；虧欠感；情感依戀；組織公民行為；職場友誼

參考文獻

[1] BALKIN, D., & RICHEBÉ, N. (2007). A gift exchange perspective on organizational training [J]. *Human Resource Management Review*, 17, 52-62.

[2] BRANCO-ILLODO, I., HEATH, T., & TYNAN, C. (2023). Gifts to whom? Towards a network view of gift receivers [J]. *European journal of marketing*, 57(10), 2860-2892.

[3] DODLOVA, M., & YUDKEVICH, M. (2009). Gift exchange in the workplace [J]. *Human Resource Management Review*, 19, 23-38.

[4] GAO, Q., ZHENG, D., LIU, J., BIAN, R., WANG, X.-H., & HE, X. (2023). Pay it back or pay it forward? How emotions and regulatory focus shape employees' repaying behaviors after receiving help [J]. *Current Psychology*, 43, 1-16.

[5] LI, Z. F., EMERY, C., & LEE, A. (2025). That's what friends are for: anxious and avoidant attachment, workplace friendship and job performance [J]. *European journal of work and organizational psychology*, 34(5), 600-620.

[6] PARK, M. K. (2000). Social and Cultural Factors Influencing Tourists' Souvenir-Purchasing Behavior: A Comparative Study on Japanese "Omiyage" and Korean "Sunmul" [J]. *Journal of travel & tourism marketing*, 9(1-2), 81-91.

[7] SHEN, H., & LAI, I. (2023). The value of craft souvenirs induces travel intention by shaping destination image: from the perspective of souvenir gift recipients [J]. *Asia Pacific Journal of Tourism Research*, 28, 1311-1326.

[8] SWANSON, K. (2014). Souvenirs, Tourists, and Tourism. In (pp. 179-188).

[9] TING, S.-C. (2017). The difference between gratitude and indebtedness [J]. *American International Journal of Contemporary Research*, 7(4), 55-62.

[10] ZHU, D., HE, H., YANG, X., & XU, H. (2024). A gift from travel: The shift of gift-giving in the new mobilities paradigm [J]. *Tourism Management Perspectives*, 51, 101236.

探究品牌吉祥物對顧客品牌喜愛行為的影響：基於認知評價理論

羅敬嘉，夏夢龍*，李玥

澳門科技大學酒店與旅游管理學院

*通訊郵箱：mlxia@must.edu.mo

摘要

在當前我國消費市場持續升級與品牌競爭日益加劇的背景下(Lee et al., 2023)，消費者對品牌的關注已不再局限於功能價值，而是愈發重視品牌所承載的情感價值，以及其在自我表達與心理認同中的作用(Kato, 2021)。品牌吉祥物作為品牌與消費者之間的重要情感傳播載體，憑藉其擬人化、親和性與象徵性特徵(Xu et al., 2022)，在品牌形象塑造、情感溝通與消費者關係維繫中發揮著關鍵作用(Chen et al., 2022)。相較於抽象的品牌理念與文字訊息，品牌吉祥物通常以更具象、生動且易於識別的形象出現，能夠更直觀地傳遞品牌個性、文化內涵與情感訴求，進而增強消費者對品牌的感知印象、情感體驗與互動意願(Su& Li, 2023)。然而，儘管現有研究已多次提及品牌吉祥物這一概念，對其作用機制的探討仍不充分。首先，過往研究多聚焦於品牌吉祥物的傳播效果及其對品牌態 度、購買意向等結果變量的影響(Trivedi,2018)，對其如何經由消費者的認知評價與情感聯結進一步作用於品牌喜愛行為，仍缺乏系統性揭示。除此之外，在擬人化品牌傳播日益普遍的背景下，品牌吉祥物作為品牌人格與情感價值的重要特徵，其感知溫暖與感知能力等特徵如何經由線索一致性與心理親密度作用於消費者的品牌喜愛行為，仍有待探究。因此，本文旨在探討品牌吉祥物感知特徵對消費者品牌喜愛行為的影響機制。

基於此，本研究以蜜雪冰城品牌吉祥物“雪王”為研究對象，基於認知評價理論，並引入線索一致性理論作為評估框架，構建“品牌吉祥物屬性—線索一致性—心理親密度—品牌喜愛行為”的理論路徑，以探討品牌吉祥物感知特徵對消費者品牌喜愛行為的影響機制。本研究採用線上問卷方式收集資料，共獲得 280 份有效樣本，運用 SPSS 26.0 與 SmartPLS 4.0 進行資料分析，並採用偏最小二乘結構方程模型（PLS-SEM）對理論模型進行實證檢驗；同時結合模糊集定性比較分析（fsQCA），以進一步識別影響消費者品牌喜愛行為的多元路徑。

研究結果顯示，品牌吉祥物的感知溫暖與感知能力均能顯著正向影響消費者對品牌吉祥物的線索一致性評價，而線索一致性進一步提升消費者的心理親密度，並最終促進其品牌喜愛行為。其中，線索一致性與心理親密度在品牌吉祥物感知特徵與品牌喜愛行為之間發揮了重要的傳導作用。進一步而言，本研究驗證了“認知評價—情感聯結—行為反應”機制在品牌吉祥物情感傳播情境中的適用性。上述發現不僅揭示了品牌吉祥物影響消費者品牌喜愛行為的內在機制，也為品牌吉祥物設計、品牌形象塑造與情感營銷策略提供了理論依據與實踐啟示。

關鍵詞：品牌吉祥物；認知評價理論；線索一致性理論；心理親密度；品牌喜愛行為；fsQCA

References

Chen, C.-Y., Huarng, K.-H., & González, V. I. (2022). How creative cute characters affect purchase intention. Journal of Business Research, 142, 211–220. https://doi.org/10.1016/j.jbusres.2021.12.059

Kato, T. (2021). Functional value vs emotional value: A comparative study of the values that contribute to a preference for a corporate brand. International Journal of Information Management Data Insights, 1(2), Article 100024. https://doi.org/10.1016/j.jjimei.2021.100024

Lee, H. C., Chang, C. T., Chen, Y. H., & Huang, Y. S. (2018). The spell of cuteness in food consumption? It depends on food type and consumption motivation. Food Quality and Preference, 65, 110-117. https://doi.org/10.1016/j.foodqual.2017.11.002

Su, Q., & Li, F. (Sam). (2023). How cute mascots affect relationships with tourism destinations: A moderated mediation model. Tourism Management, 99, Article 104782. https://doi.org/10.1016/j.tourman.2023.104782

Xu, J. (Bill), Yan, L., & Pratt, S. (2022). Destination image recovery with tourism mascots. Journal of Destination Marketing & Management, 25, Article 100732. https://doi.org/10.1016/j.jdmm.2022.100732.

從“覺得近”到“想出發”
深中通道背景下感知可達性影響旅遊意願的機制研究

李攀，馮俏彥，唐娟*

酒店與旅遊管理學院（澳門科技大學），澳门

*通訊郵箱： jtang@must.edu.mo

摘要

城際交通的快速發展正悄然重塑都市居民的跨城出行心理。深中通道的開通大幅縮短了深圳與中山之間的通行時間，使深圳居民前往中山的感知可達性顯著提升[1]。然而，現有研究多關注交通改善對旅遊流量的宏觀影響[2]，對感知可達性如何經由心理路徑轉化為旅遊意願尚缺乏系統探討[3]。本研究以雙通道理論（Dual Process Theory）為框架[4]，構建感知可達性影響旅遊意願的雙路徑中介模型：直覺路徑上，感知可達性的提升自動激活居民輕鬆、期待等積極情緒；理性路徑上，感知可達性的提升使居民的感知成本有所下降，經理性評估後推動意願形成。研究以深圳常住居民為對象，通過線上問卷收集數據，採用 PLS-SEM 與 Bootstrap 法檢驗雙路徑中介效應。研究預期兩條路徑中介效應均顯著，表明交通改善對旅遊意願的驅動既源於情感激活，也來自理性權衡。本研究為感知可達性與旅遊意願關係研究提供了雙通道視角的微觀解釋；目的地營銷機構應在交通基礎設施改善後，既傳遞可達性提升帶來的情緒信號，也強化出行成本下降的認知判斷，以全面激活潛在遊客的旅遊意願。

關鍵詞：感知可達性；雙通道理論；感知成本；旅遊意願；積極情緒；深中通道

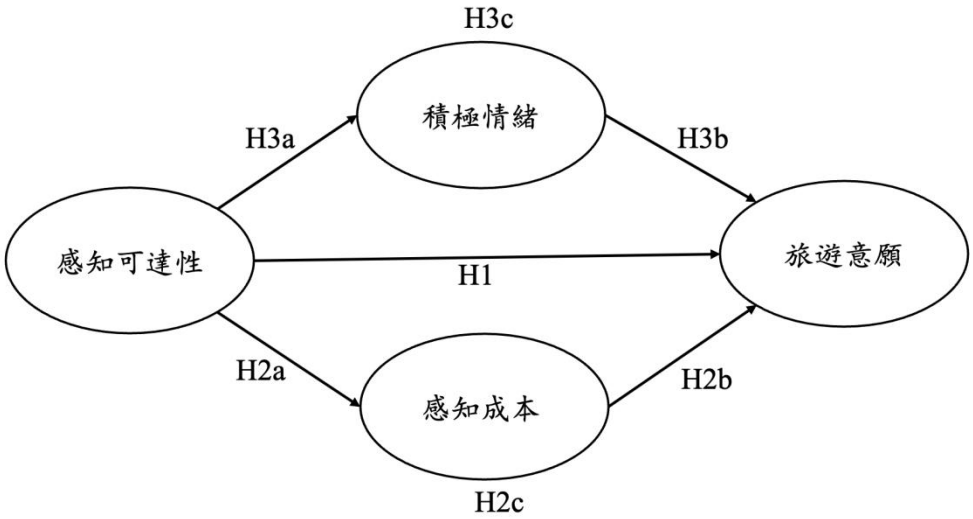


圖 1研究模型圖

參考文獻

[1] LÄTTMAN K, OLSSON E L, FRIMAN M. Development and test of the Perceived Accessibility Scale (PAC) in public transport [J]. *Journal of Transport Geography*, 2016, 54257-263.

[2] NEGM H, EL-GENEIDY A. Subjectivity matters: Investigating the relationship between perceived accessibility and travel behaviour [J]. *Transportation Research Part A: Policy and Practice*, 2025, 193: 104399.

[3] NEGM H, DE VOS J, POT F, et al. Perceived accessibility: A literature review[J]. *Journal of Transport Geography*, 2025, 125: 104212.

[4] JUN S H, VOGT C. Travel information processing applying a dual-process model[J]. *Annals of Tourism Research*, 2013, 40: 191-212.

文旅融合背景下文化遗产旅游的修复逻辑与个体福祉影响机制研究

欒子瀚

摘要

隨著文旅融合戰略的深入推進，文化遺產旅遊作為康養與療愈的重要載體，正經曆從“傳統景觀觀賞”向“深度心理修複”的範式轉型。茶文化作為物質載體與哲學思想的複合體，其在旅遊情境下的活化不僅依賴於景觀呈現，更取決於遊客如何通過心理層面的內化過程，將感知到的“文化味景（Tastescapes）”轉化為持久的個體福祉（Well-being）。本研究旨在探討在“慢生活”語境下，遊客在茶文化體驗中的修複邏輯及其對主觀幸福感提升的影響。

文章首先梳理了茶文化味景在當代康養消費中的獨特性，分析了空間、時間與社交維度的味景感知如何通過身心浸潤轉化為遊客的修複體驗。通過整合環境心理學（注意恢複理論）與積極心理學相關理論框架（S-O-R 模型），本文構建了“味景感知—心理內化—心理福祉”的綜合分析路徑，探討了文化接觸深度如何調節這一修複鏈條。研究指出，在壓力社會與身心健康需求激增的今天，旅遊體驗的“療愈化”轉化已成為驅動文化遺產可持續發展與個體全面提升的核心動力。最後，本文針對茶文化旅遊目的地的療愈空間構建、正念產品設計及康養品牌的可持續傳播提出了針對性建議，旨在為文化遺產旅遊的創新轉型提供理論參照。

關鍵詞： 文化遺產旅遊；文化味景；心理修複；正念；心理福祉；文旅融合

參考文獻

Chuangxin, L. I., Liqing, Y. E., & Rong, L. I. (2024). The influence of restorative environment perception in rural tourism on tourist experience quality: The multiple mediation models. *Journal of Resources and Ecology*, *15*(6), 1653-1665.

Gurung, M., & Suresh, N. (2024). Enhancing the insights of tea tourism concepts and activities in Sikkim: A fundamental study. *International Journal of Tourist and Hotel Management*, *6*(1), 12-17.

Jolliffe, L. (Ed.). (2007). *Tea and tourism: Tourists, traditions and transformations* (Vol. 11). Channel View Publications.

Ng, S. I., Lim, X. J., Hall, C. M., Tee, K. K., Basha, N. K., Ibrahim, W. S. N. B., & Naderi Koupaei, S. (2022). Time for tea: factors of service quality, memorable tourism experience and loyalty in sustainable tea tourism destination. *Sustainability*, *14*(21), 14327.

Richards, G. (2007). *Cultural tourism: Global and local perspectives*. Psychology Press.

Su, X., & Zhang, H. (2022). Tea drinking and the tastescapes of wellbeing in tourism. *Tourism Geographies*, 24(6-7), 1061-1081.

Tang, R., Zhao, X., & Guo, Z. (2024). Place perception and restorative experience of recreationists in the natural environment of rural tourism. *Frontiers in Psychology*, *15*, 1341956.

極端環境中的地方感建構：風險、不確定性與生命意義的作用機制

張新悅*，唐娟

酒店與旅遊管理學院（澳門科技大學），澳門

*通訊郵箱：3250002688@student.must.edu.mo

摘要

一、研究背景

徒步穿越無人區是在一種極端環境的荒野中進行的一項高強度的徒步活動。其特點是在無人居住、無信號、無現代化環境中徒步穿越。 本研究聚焦於極端自然環境中的探險旅遊體驗，旨在回應未得到充分解釋的問題：為何個體在高度風險與不確定性的無人區徒步穿越過程中，反而會建構出更為深刻且持久的地方感。有研究將人地關係建立在愉悅體驗、熟悉性或重複訪問的基礎之上，而對高風險情境下人地關係的形成機制關注不足。本研究以真實性概念為基礎，選取中國新疆的塔克拉瑪幹沙漠（含西域古國遺址）、烏孫古道及博格達冰川作為案例地。通過分析極端環境體驗中的心理轉化過程，拓展了旅遊研究對地方感建構的理解。

二、研究框架

在理論層面，本研究以自我決定理論（Self-Determination Theory, SDT）為核心分析框架[4]，並整合風險感知[5]、環境不確定性[6]、自我效能感以及生命意義等關鍵概念，構建極端環境體驗、心理需求滿足、生命意義生成、地方感的分析路徑。本研究採用地方感這一更具整合性的概念，強調認知、情感與象徵意義的綜合建構過程。

三、研究設計

本研究採用定性研究，通過半結構化深度訪談收集數據。研究對象為 18 名具有豐富無人區徒步經驗的參與者，均完成過新疆典型無人區路線穿越。訪談圍繞風險體驗、環境認知、自主決策、自我能力與地方意義等展開，並採用主題分析法進行編碼與歸納[2]。該方法有助於深入探索個體主觀體驗在複雜情境中的生成機制。

四、研究意義

研究結果表明，極端環境中的地方感呈現出一個遞進式心理過程。首先，風險感知在無人區徒步中表現為持續性與過程性的體驗。這一發現將對應風險作為體驗資源的研究轉向[1]。同時，環境的不確定性會促使個體進入持續高度專注的狀態，從而強

化個體對環境的感知深度。這種風險不確定性的交互機制進一步研究驗證了從規避風險到體驗風險的轉變。

其次，自我效能感在持續應對挑戰的過程中逐步產生。與現有研究中強調單一成功事件不同，本研究發現，自我效能更多來源於連續完成任務與問題解決的累積過程。這一過程強化了個體的能力感與自主決策的滿足，與自我決定理論的觀點一致，且進一步支撐了探險旅遊作為心理成長路徑的觀點。

第三，生命意義的產生是地方感深化的關鍵機制。研究表明，在極端環境中，個體通過反思體驗過程，將身體挑戰轉化為存在性理解。同時，該過程也印證了探險旅遊能夠激發超越享樂的深層體驗，並通過敘事整合進入個體生命體系。

最後，地方感表現為從功能性理解向象徵意義的轉化。研究發現，參與者不僅將無人區視為挑戰空間，更將其視為自我轉變與身份建構的重要場域。這一結果拓展了傳統人地關係研究，表明地方感不僅來源於長期接觸，也可以在一次高強度的探險體驗中迅速生成。

基於上述分析，本研究提出一條整合路徑。極端環境通過風險感知與不確定性的連結，促進個體進入高度參與狀態，從而滿足心理需求。並通過自我效能感的累積轉化為生命意義，最終實現地方感的建構。這一機制在不同環境中表現形式不同，但其內在邏輯具有一致性。

本研究在理論上具有三方面貢獻。首先，將自我決定理論拓展至極端旅遊情境，回應了近期旅遊研究對心理需求與幸福感的關注[3]。其次，以地方感構建了一個更具整合性的解釋框架。最後，研究揭示了風險與不確定性在地方感生成中的積極作用，深化了對探險旅遊吸引力的理解。

在實踐層面，研究表明，探險旅遊產品應從風險控制導向轉向體驗設計，在保障安全的前提下保留適度挑戰性，從而促進遊客的深度參與同時，目的地管理者可通過敘事設計強化地方意義，從而提升整體體驗品質。本文揭示了極端無人區徒步體驗中地方感建構的心理機制，強調風險與不確定性在促進個體成長與生命意義產生的核心作用，為探險旅遊與人地關係研究提供了新的理論視角。

關鍵詞： 探險旅遊；風險感知；自我效能感；生命意義；地方感；自我決定理論

參考文獻

BEEDIE P, HUDSON S. Emergence of mountain-based adventure tourism[J]. Annals of tourism research, 2003, 30(3): 625-643.

CATER C I. Playing with risk? Participant perceptions of risk and management implications in adventure tourism[J]. Tourism management, 2006, 27(2): 317-325.

COOPER H E, CAMIC P M, LONG D L, et al. APA handbook of research methods in psychology, Vol 2: Research designs: Quantitative, qualitative, neuropsychological, and biological[M]. American Psychological Association, 2012.

KIM Y. Exploring the interplay of psychological need satisfaction, well-being, and behavioral intentions in tourism: A self-determination theory perspective[J]. Journal of Travel Research, 2026, 65(1): 222-241.

RYAN R M, DECI E L. Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being[J]. American psychologist, 2000, 55(1): 68.

STEGER M F. Making meaning in life[J]. Psychological inquiry, 2012, 23(4): 381-385.

WILLIAMS A M, Baláž V. Tourism risk and uncertainty: Theoretical reflections[J]. Journal of travel research, 2015, 54(3): 271-287.

基于混频深度学习的可解释性旅游需求预测研究

胡明明，张宇坤*

广西大学工商管理学院，南宁，中国

*通訊作者：1832269168@qq.com

摘要

在全球旅游业复苏与数字化转型的双重背景下，旅游需求预测对于优化资源配置、提升游客体验及推动产业高质量发展具有重要的现实意义。随着互联网的普及，网络搜索数据（如百度指数）因其高频、及时的特性，已成为预测旅游需求的重要先行指标。然而，现有研究在处理日度搜索数据与周度、月度游客量等混频数据时，多采用简单的代数聚合（如求和、取平均）进行同频化处理，导致高频信息损失与特征异质性混淆[1–2]。同时，传统计量模型（如 MIDAS）受限于线性假设，难以捕捉复杂非线性关系[3]；而常规人工智能模型（如 BPNN、LSTM）虽具备非线性拟合能力，却面临网络结构冗余、参数耦合性强及“黑箱”困境，缺乏可解释性[4–5]。因此，如何构建一种既能充分挖掘混频数据信息、又具备决策透明度的预测模型，成为当前旅游需求预测研究的重要挑战。

针对上述问题，本研究提出构建一种基于混频稀疏神经网络的可解释性旅游需求预测模型（SP–BPNN）。研究选取九寨沟与鼓浪屿为典型案例，系统采集其日度游客到达量及“吃、住、行、游、购、娱”六大维度的百度搜索指数。在模型设计层面，本研究采用“分而治之”的核心设计理念。首先，针对传统混频处理中的信息损失问题，模型为每个关键词构建独立的降频子网络，以数据驱动的方式将高频日度序列非线性聚合为周度特征，实现多源变量的解耦与异质性保留[6]。这种并行独立处理机制确保“住宿”搜索与“交通”搜索等不同维度的特征在信息提取过程中互不干扰，避免了传统全连接网络中的特征耦合问题。其次，在降频特征的基础上，通过稀疏集成网络进行最终预测。稀疏连接设计大幅减少了网络参数，有效缓解了过拟合风险，提升了模型的泛化能力。第三，为增强模型的可解释性，本研究融合 SHAP 值分析与注意力机制，量化各输入特征对预测结果的边际贡献。SHAP 值能够揭示每个关键词在不同时间节点的重要性；注意力权重则直观展示模型在预测过程中的关注焦点，使原本“黑箱”的决策过程变得透明可解读[7]。

在实证研究设计上，本研究构建了三层次的系统对比实验框架。第一层次与传统计量模型（ETS、SARIMA、SNAÏVE）进行对比，旨在验证深度学习模型相比传统方

法在捕捉复杂非线性关系方面的性能提升；第二层次与混频模型（MIDAS、BPNN-MIDAS）进行对比，着重考察本研究提出的非线性混频集成机制相比传统线性混频方法的创新价值;第三层次与通用人工智能模型（标准 BPNN、LSTM、BiLSTM）进行对比，用于评估专门设计的混频稀疏网络结构相比通用全连接神经网络架构的独特优势。评估指标体系涵盖平均绝对误差(MAE)、均方根误差(RMSE)、平均绝对百分比误差（MAPE）以及方向准确率等多个维度，确保评价的全面性与客观性[8]。研究结果表明，SP-BPNN 模型在各项评估指标上均优于基准模型，尤其在节假日等客流波动剧烈时段，预测精度提升更为明显。本研究为旅游目的地管理提供一种兼具高精度与可解释性的智能决策工具，推动混频数据建模从“参数化”向“数据驱动”的范式演进，并为计量经济学与人工智能的交叉融合提供新的理论视角。

关键词：旅游需求预测；混频数据；稀疏神经网络；可解释性；

参考文献:

[1] Bangwayo-Skeete F P ,Skeete W R .Can Google data improve the forecasting performance of tourist arrivals? Mixed-data sampling approach[J]. Tourism Management ,2015,46454-464.
[2] Li, H., Hu, M., & Li, G. Forecasting tourism demand with multisource big data [J]. Annals of Tourism Research , 2020, 83, 102912.
[3] Ghysels E , Valkanov R .The MIDAS Touch: Mixed Data Sampling Regression Models[J]. Cirano Working Papers, 2004, 5(1):512-517.
[4] Law, R., & Au, N. A neural network model to forecast Japanese demand for travel to Hong Kong [J]. Tourism Management , 1999, 20(1), 89-97.
[5] Song H ,Qiu T R ,Park J .A review of research on tourism demand forecasting: Launching the Annals of Tourism Research Curated Collection on tourism demand forecasting[J]. Annals of Tourism Research ,2019,75338-362.
[6] Hu, M., Li, H., Song, H., et al. Tourism demand forecasting using tourist-generated online review data [J]. Tourism Management, 2022, 90, 104490.
[7] Yang X ,Pan B ,Evans A J , et al.Forecasting Chinese tourist volume with search
[8] engine data[J]. Tourism Management, 2015,46386-397.
[9] Huang X ,Zhang L ,Ding Y .The Baidu Index: Uses in predicting tourism flows â A case study of the Forbidden City[J]. Tourism Management ,2017,58301-306.

性別視角下的中國酒店業審美勞動

楊雨欣*，高雄斌

澳門科技大學（旅遊與酒店管理學院） 澳門 中國

*通訊作者：2240004984@student.must.edu.mo

摘要

在全球化服務業競爭格局中，員工的職業形象已超越簡單的外貌管理，成爲組織構建品牌識別度與顧客體驗的核心要素[1]。特別是在酒店業這一高度依賴人際互動的服務場景中，一線員工的外形、聲音及身體呈現都被納入服務質量與品牌形象管理之中，審美勞動因此成爲酒店勞動過程的重要組成部分[2]。Warhurst 等人（2000）最早將審美勞動界定爲員工具備體現組織形象所需要的能力和特質，即“看上去美”（looking good）和“聽上去順耳”（sounding right）。僱主通過招聘篩選與培訓，使員工呈現適當的形象，以創造獨特的風格來吸引顧客[3]。員工常被要求呈現符合特定顧客期待的身體與表達方式，這種消費市場與勞動實踐交織的勞動形式被稱爲“市場嵌入勞動”[4]。

審美勞動受性別、階級、種族等權力關係共同塑造[5]。在酒店服務的高度性別化場景中[6]， 審美勞動的性別特徵尤為突出。酒店業長期被視為女性化職業領域，全球範圍內女性從業者占比接近 70%，且多數崗位明確要求從業者展演傳統意義上的女性化特質，如關懷、照料等。酒店一綫服務崗位往往對員工的形象、儀容、制服、妝容和服務時的姿態有要求，這類要求更容易集中於女性主導的崗位之中[7]。在酒店業中，女性員工不僅更容易被安排在直接面向顧客的服務崗位，還常被要求在服務過程中展現出專業的能力、親和的態度與得體的形象，其勞動價值因而更容易與外貌表現聯繫在一起。并且圍繞外在形象的管理也可能加強對女性員工的物化與性別化的評價，使其在招聘、崗位分配、日常監督以及在與顧客的互動中承受更多性別與外貌的審視，甚至面臨更高的騷擾風險[8]。

近年來，國內有關審美勞動的討論有所增加，但研究重心更多放在平臺經濟和新興服務職業上，例如團課教練、健身行業、網絡主播等勞動場景[9-10]。這些研究精準捕捉了數字時代勞動形態的新變化，卻忽視了酒店業這一審美勞動從業者規模龐大、性別化特徵尤爲突出的傳統服務領域。特別是在中國酒店業語境下，組織如何通過制度、監督與日常互動來落實審美要求，員工在長期工作中對審美勞動的感受和體驗，仍缺少實證分析。同時，中國職場性別平等意識不斷提升，年輕一代勞動者對身體自主權與職業尊嚴的關注日益增強，這使得傳統服務業中基於性別刻板印象的管理實踐面臨新的審視與質疑。

在此背景下，探究中國酒店業審美勞動的性別化運作機制，不僅具有現實必要性，也爲檢驗與發展審美勞動理論提供了本土經驗。基於此，本文以審美勞動理論爲核心分析視角，從性別角度切入中國酒店業一線員工的工作實踐，旨在探究一線員工如何感知、理解與應對酒店組織中性別化的審美勞動要求，揭示其在日常工作中形成的體驗及行動策略。

本研究採用質性研究方法，通過半結構化深度訪談收集數據。研究對象爲中國酒店業一線服務人員，涵蓋前廳部、餐飲部、水療及健身中心等對客服務崗位。採用方便抽樣與目的抽樣相結合的方法，通過個人專業網絡及小紅書平臺招募受訪者。最終共招募 16 名符合條件的受訪者（男性 8 名、女性 8 名）。訪談圍繞酒店儀容規範、對員工身體管理、員工的主觀體驗及性別差異等核心議題展開。數據分析採用主題分析法，以 Nvivo 15 爲輔助工具，圍繞“審美勞動”與“性別”兩個核心維度進行編碼與主題提煉。

研究發現，中國酒店業審美勞動呈現出明顯的性別化特徵。首先，酒店對員工的審美勞動要求呈現出明顯的性別差異。男性員工通常只需滿足“乾淨”“整潔”等較爲基礎的標準，這些要求大多與其日常形象管理習慣相重合；女性員工則需要在髮型、妝容、鞋履、配飾和身體姿態等多個維度持續投入更細緻的勞動。由此，女性需要投入更多隱性的時間、經濟和技能這些隱性的勞動成本。與此同時，這些審美要求還在一定程度上壓縮了員工的自我表達空間，女性員工也更頻繁地面對風格選擇權被限制的情形。其次，酒店對員工審美勞動的管理並不主要依賴正式、固定的檢查，而更多通過主管和經理在日常工作中的隨機巡視等隱形的檢查形式來完成。通過這種管理方式，使員工在工作過程中進行自我約束。同時，管理者因其個人風格和審美偏好不同對審美勞動的執行力度也有所不同。但值得注意的是，男性員工普遍感知到相對寬鬆的管理氛圍，輕微違規多以口頭提醒而非處罰告終；而女性員工則面臨更爲嚴格的審視，特別是當管理者個人審美偏好較高時，會延伸出超越制度文本的附加要求。最後，面對持續的審美要求，員工通過優化執行方式減輕身體消耗，例如壓縮化妝步驟、簡化準備流程、在顧客視線之外適度放鬆身體姿態，以減輕審美勞動帶來的時間消耗和身體疲憊。且隨著服務經驗的積累，部分員工認識到符合組織要求的職業形象有助於增強顧客信任、改善互動效果，並提升自身的工作信心。基於這種正向反饋，審美勞動進一步從外部要求轉化爲職業認同和日常習慣的一部分，進而影響員工對自我形象、職業角色和生活方式的理解。

本研究的貢獻主要體現在兩個方面。首先，通過揭示審美勞動在管理中不斷實踐與協商的過程，拓展了審美勞動研究的理論邊界。其次，基於對中國酒店業員工的訪談，本研

究分析了審美勞動在中國語境下的具體實踐，填補了中國本土傳統服務業審美勞動研究的空白，完善了審美勞動的本土研究譜系。

在實踐層面，酒店組織應重新審視儀容規範的合理性與必要性，避免將基於性別刻板印象的審美要求強加於員工。此外，審美勞動若定性為爲崗位要求的組成部分，組織應考慮提供物質支持、優化排班安排、納入正式培訓體系等方式，合理分擔員工在時間、經濟與技能層面的成本，而非將其視爲員工個人責任。

關鍵詞：審美勞動；酒店業；性別；一線員工；中國

參考文獻

[1] Wu, L., King, C. A., Lu, L., & Guchait, P. (2020). Hospitality aesthetic labor management: Consumers' and prospective employees' perspectives of hospitality brands [J]. *International Journal of Hospitality Management*, *87*, 102373.

[2] Tsaur, S. H., & Tang, W. H. (2013). The burden of esthetic labor on front-line employees in hospitality industry [J]. *International Journal of Hospitality Management*, *35*, 19-27.

[3] Warhurst, C., Nickson, D., Witz, A., & Marie Cullen, A. (2000). Aesthetic labour in interactive service work: some case study evidence from the 'new'Glasgow [J]. *Service Industries Journal*, *20*(3), 1-18.

[4] Otis, E. M. (2008). Beyond the industrial paradigm: Market-embedded labor and the gender organization of global service work in China [J]. *American Sociological Review*, *73*(1), 15-36.

[5] Mears, A. (2014). Aesthetic labor for the sociologies of work, gender, and beauty [J]. *Sociology Compass*, *8*(12), 1330-1343.

[6]Mooney, S. (2023). Understanding gender and sexual politics in hospitality as Hospo-gender [J]. *Hospitality & Society, 13*(3), 163-171.

[7]Warhurst, C., & Nickson, D. (2007). Employee experience of aesthetic labour in retail and hospitality [J]. *Work, employment and society, 21*(1), 103-120.

[8]Jones, J., Manoharan, A., & Madera, J. M. (2024). Lookism in hospitality and tourism workplaces: A multilevel review and research agenda. *International Journal of Hospitality Management, 123*, 103909.

[9]牛天.(2021).規制的美麗:平臺中介下女性團課教練審美勞動的研究[J].婦女研究論叢,(06),17–31.

[10]萬仞雪.(2021).審美勞動視野下服務業勞動過程的流變——以健身行業爲例[J].甘肅社會科學,(04),37–43.

“伪烟火，真乡愁？”AI 生成视频中炊烟线索对乡村旅游意愿的影响研究

苏振，黄鹏鹏*

广西大学 / 工商管理学院，广西，中国

*通訊郵箱：1491129536@qq.com

摘要

随着生成式人工智能在旅游营销中的应用扩展[1]，AI 生成视频正逐步用于乡村目的地传播。炊烟作为表征乡村“烟火气”氛围的视觉线索[2]，能否在 AI 生成视频中被有效解读仍缺乏直接证据。本研究基于符号互动理论[3]，通过 7 项实验系统检验 AI 生成视频中炊烟线索对乡村旅游意愿的作用机制及其边界条件。研究表明，存在炊烟线索的乡村场景能够激发更高的旅游意愿，且该效应通过心理意象的中介作用实现。进一步分析显示，背景音类型、自我构念与 AI 披露状态分别调节了乡村场景对心理意象的正向影响。具体而言，在人为声、依存型自我构念与 AI 未披露条件下，这一正向影响更为显著。本文拓展了符号互动理论在数字旅游营销中的应用，也为乡村旅游目的地管理者在内容策划、投放运营与宣传策略优化方面提供实证启示。

关键词： AI 生成视频；烟火气；心理意象；旅游意愿；符号互动理论

参考文献：

[1] SEO I T, LIU H, LI H, et al. AI-infused video marketing: Exploring the influence of AI-generated tourism videos on tourist decision-making[J]. *Tourism Management*, 2025, 110: 105182.

[2] HU J, MIAO L, JIANG T, et al. ‘Yanhuo Chi’: An everyday aesthetic tourism experience[J]. *Annals of Tourism Research*, 2024, 109: 103850.

[3] BLUMER H. Symbolic interactionism: perspective and method[M]. *Berkeley, Calif: Univ. of California Press*, 1969.

展示成品还是制作过程？AI 视频内容类型、消费者知识与品牌认证对非遗纪念品消费的协同作用机制

苏振，朱文豪*

[1]广西大学 / 工商管理学院，广西，中国

*通訊郵箱：zhuwenhao1237@163.com

摘要

人工智能生成视频(AIGV)在营销中的应用日益广泛，但其在非物质文化遗产纪念品营销中的效果机制尚未得到充分探讨。基于启发式–系统式模型，本研究通过五项实证研究，探讨了 AIGV 内容类型(成品展示 vs. 制作过程)对消费者决策的影响。研究发现，AIGV 的内容类型会显著影响消费者对非遗纪念品的感知真实性、感知价值及购买意愿。这一影响受到消费者知识与品牌认证的调节。具体来说，消费者知识与品牌认证存在显著的交互调节效应，当消费者对非遗知识认知不足且产品无官方品牌认证时，成品展示类 AIGV 更易依托直观视觉线索激发消费者的正向感知与购买倾向；当消费者具备正确的非遗知识且产品拥有品牌认证时，制作过程类 AIGV 能更显著地提升消费者的感知真实性与文化价值认同，进而强化其购买意愿，且品牌认证的存在会在消费者非遗知识认知不足时，削弱两类 AIGV 内容类型之间的营销效果差异。本研究通过实证分析为 AIGV 在非遗营销中的应用提供了量化支撑，拓展了启发式–系统式模型在 AI 生成内容场景中的应用边界，同时为非遗纪念品从业者优化内容设计、精准匹配目标受众、提升营销效能提供了针对性的实践指引。

关键词： AI 视频;非遗纪念品;非物质文化遗产;启发式–系统式模型;品牌认证

藝術療愈融入文旅產業的創新路徑與模式構建

羅裕帛*

酒店與國際旅遊管理學院，澳門科技大學，澳門，中國

*通訊郵箱：Luca.Luo2003@outlook.com

摘要

引言

隨著社會的不斷發展，人們的生活節奏越來越快，來自社會、家庭、工作、學業的壓力不斷加大，焦慮，抑鬱已成為當下急需解決的問題，在“健康中國”戰略與社會心理亞健康問題日益凸顯的雙背景下，催生出了一個龐大的新興業態——療愈經濟。與此同時，旅遊不再僅僅是逃避日常的“消遣”，而是逐漸演變成一種對抗焦慮與“自我救贖”，旅遊者的需求也正從傳統的“觀光遊覽”向深度的“身心療愈”轉型。在康養療愈經濟與文旅融合的不斷發展中，許多產品在設計和服務上逐步出現了短板，例如同質化嚴重的問題：溫泉康養僅簡單提供泡浴服務，缺乏個性化和特色服務、中醫藥康養專案大多也局限在中醫理療，未能充分挖掘其內涵等等，難以真正觸及並滿足遊客深層次的需求。而藝術療愈作為一種非臨床的干預手段，以其沉浸式的互動體驗，能有效打破遊客心理防禦，彌補傳統康養旅遊在精神情感上的缺失，逐步成為療愈與文旅融合的新質生產力，將藝術療愈融入文旅產業深度融合，有助於文旅產業的高品質發展。

關鍵字：藝術療愈，文旅產業，療愈經濟，文旅高品質發展

文獻綜述

Schmitt（1999）指出消費者正在尋求獨特、非凡且令人印象深刻的體驗，這些體驗要“震撼他們的感官”、“觸動他們的心靈”、“讓他們親身參與”並“激發他們的思維”，Zheng（2019）指出旅遊表演藝術是為目標遊客的設計，它將當地文化融入藝術表演中，以吸引並打動觀眾，侯崢兒和鄭瀟（2023）認為藝術療愈，最初是用於精神疾病患者的治療領域，作為一種將藝術媒介作為基礎的心理治療方法，常常通過繪畫、音樂、舞蹈等藝術表達進行心理問題干預和情緒調節，崔巍和王建民（2023）英國和美國最先將藝術療愈實踐于心理諮詢和心理治療，並在心理學領域，例如諮詢、早期干預、治療等取得了非凡的成績，薑炳旭（2019）指出 20 世紀八九十年代，藝術作為治療的方式進入中國並迅速發展，主要集中在音樂治療、美術治療和沙盤遊戲治療等領域，曾光（2025）認為文化旅遊將藝術創作與心理治療結合，呈現出多元化實現方式，能夠提升參與者心

理健康水準，也有助於他們在旅行過程中實現深層次的身心調適，心理治療理論認為通過心理治療，個體可以解決心理問題並提升心理健康水準。而通過文旅融合的方式，藝術療愈能更貼近遊客真實生活場景，用沉浸式體驗推動產業有效落地。

研究問題

基於上述背景，本研究提出了以下三個問題：1、 藝術療愈融入文旅產業的價值生成邏輯是什麼？它如何重構文旅體驗的價值鏈？2、旅遊目的地如何通過空間、內容與服務將抽象的“藝術療愈”轉化為具象的文旅創新產品？3、藝術療愈賦能文旅產業存在哪些典型的商業創新與發展模式?

研究方法

研究一：

基於現有文獻進行梳理，結合本研究核心問題，參考相關訪談問卷並編制半結構化訪談提綱。在正式訪談前選取 3–5 名不同身份的受訪者進行預調研訪談，根據預實驗結果，及時調整問卷題項，並在訪談中不斷增加追問條款確保提綱表面效度。完善提綱後進入正式收集階段，對 35 名研究相關者進行平均時長 45–60 分鐘的深度訪談，在征得同意後全程錄音，並在 24 小時內轉錄為逐字稿。此外，為避免資料單一和主觀偏見，同時在各大社交媒體抓取相關案例的線上評論，並輔以企業的內部規劃案頭資料，形成訪談到文本，再到觀察的互證。此後，基於分析軟體 NVivo 12 Plus 進行質性分析，採用建構主義紮根理論進行三級編碼，將初始概念分類為不同範疇。最終為確保研究信度，使用 SPSS 26.0 計算得出 Cohen’s Kappa 係數，證明其編碼一致性。

研究二：

在定性研究的基礎上，找到與研究內容相關成熟量表經修改後，邀請 3 位相關學者對問捲進行評估和定稿，通過小範圍預調研並進行探索性因數分析（EFA）純化量表。在確認問卷後最終大規模發放問卷，得到資料後使用 SPSS 26.0 進行進行描述性統計分析、Cronbach’s α信度檢驗，隨後使用 AMOS 26.0 進行驗證性因數分析（CFA），檢驗各潛變數的聚合效度和區分效度，並構建結構方程模型，採用最大似然法估算路徑係數，最終通過 Bootstrap 法重複抽樣 5000 次檢驗仲介效應的顯著性。

最後通過多案例研究，選取國內外最具代表性的典型文旅專案作為分析物件，包括阿那亞：考察其怎樣通過藝術節與社群運營打造高粘性療愈社區、日本越後妻有，分析其如何利用大地藝術祭，讓鄉村重新煥發活力並治癒城鎮遊客的鄉愁等目的地，與前期的理論模型與真實的商業運作相對應，提煉出藝術療愈的落地模式。

研究發現

核心價值，藝術療愈並非簡單業態疊加，而是真正改變旅遊中的體驗。在個體層面通過打破傳統的“拍照打卡”模式，讓遊客在放鬆環境中卸下防備，參與各種療愈項目獲得內心的平靜與釋放。在社交層面，療愈旅遊中的人際交往也能通過藝術活動建立起情感共鳴與人際交往促進遊客間的情感聯結。在產業層面，這種具備實質性舒緩效果的獨特體驗，有效增強文旅產品的不可替代性，可以顯著提升遊客的複購意願與品牌忠誠度。在創新價值上，通過定量實證結果證明藝術療愈價值轉化不是單一要素的構建，而是依賴於空間、內容、服務三個路徑相互支撐。具體而言，目的地可以先在目的地營造療愈元素，打造出具備心理安全感的環境，為療愈體驗奠定空間基底。其次，植入沉浸式的療愈產品，以深度互動激發遊客的內在共鳴。最後，輔以專業療愈師及相關專業人員的介入與適度引導，最終實現遊客體驗品質的全面提升

研究結論

理論貢獻：拓展旅遊與心理學的交叉邊界，打破了傳統旅遊研究看重外部感官享受的局限，並將關注點轉向了遊客的內在心理治癒。豐富了康養旅遊的內涵同時，也為心理學與文旅研究的融合提供了新的理論支撐。

實際貢獻：在實際項目開發中，建議不要盲目投資改造以及建設大型場館，而是將重心放在療愈產品的研發和專業服務的提升上，此外要警惕療愈產品盲目跟風以及盲目複製和流水線化。真正好的產品只有結合當地文化和特色，打造能觸動人心的深度體驗，才能在市場中站穩腳跟。

參考文獻

[1] Schmitt, B. (1999). Experiential Marketing. The Free Press.
[2] Zheng, D., Ritchie, B. W., Benckendorff, P. J., & Bao, J. (2019).Emotional responses toward Tourism Performing ArtsDevelopment: A comparison of urban and rural residentsin China. Tourism Management, 70(1), 238–249.
[3] 侯崢兒 & 鄭瀟.(2023).探究沉浸式交互體驗設計在藝術療愈中的發展.絲網印刷,(21),114-116.
[4] 崔巍 & 王建民.(2023).國內外藝術療愈研究熱點與動態.媒介批評,(01),1-28.
[5] 薑炳旭.(2019).藝術心理治療中的治療關係研究(碩士學位論文,山東藝術學院).
[6] 曾光.(2025).音樂治療在高等教育心理輔導領域的融合與實踐.黑河學院學報,16(04),80-82+90.

社會資本視角下社區參與對鄉村旅遊地居民生計韌性的影響研究

劉民坤，劉曉怡*

廣西大學工商管理學院，廣西南寧，中國

*通訊郵箱：liuxiaoyi_yx@163.com

摘要

黨的十九大報告指出，增進民生福祉是發展的根本目的，要不斷促進人的全面發展、全體人民共同富裕。黨的十八大以來，黨中央高度重視“三農”工作，2026 年中央一號文件強調要促進農民增收，加強和美鄉村建設。在此背景下，鄉村產業的繁榮成為改善農民生計、促進農村社會經濟穩定的重要抓手。脫貧摘帽不是終點，而是新生活、新奮鬥的起點。脫貧攻堅的成果需要通過鄉村振興進一步鞏固，而鄉村居民生計的持續改善正是其中的關鍵環節，穩定的生計能夠有效防範返貧風險，增強農民對外部風險的適應能力。盡管我國已完成脫貧攻堅任務，但居民生計系統的脆弱性仍是制約鄉村可持續發展的核心挑戰，尤其在外部市場波動與自然災害沖擊下，低收入群體易陷入“發展—返貧”的循環陷阱。因此，提高居民生計韌性，幫助他們在危機中迅速恢複生產與生活，提高鄉村社會的穩定性，對實現鄉村全面振興具有重要意義。

近年來，學術界圍繞社區參與和生計韌性開展了大量探索，積累了豐富的成果，但仍存在三方面的不足：首先，現有研究多聚焦社區參與對居民生計的直接影響，忽略了社會資本在其中的作用，未形成“社區參與—社會資本積累—生計韌性提升”的完整分析框架。其次，現有研究多將鄉村旅遊社區居民視為同質化群體，忽視了不同生計類型居民的差異性，導致研究結論缺乏針對性。最後，現有研究多采用單一的線性或組態分析方法來探究社區參與、社會資本和生計韌性的關系，難以全面揭示變量間的線性因果關系與非線性組合效應，影響了研究結論的全面性與科學性。所以深入探究社區參與對鄉村旅遊地居民生計韌性的影響機制尤為重要。

研究旨在回答以下幾個問題：社區參與是否對鄉村旅遊地居民生計韌性有影響？社區參與對鄉村旅遊地居民生計韌性的作用機制是怎樣的？生計類型在社區參與對生計韌性的作用路徑中是否存在調節效應？社區參與、社會信任、社會規範、社會網絡如何對鄉村旅遊地居民生計韌性產生交互影響？為回答上述問題，研究基於社會嵌入理論、社區參與理論和壓力—狀態—響應理論，以社會資本為中介變量、生計類型為調節變量，通過 PLS-SEM 分析社區參與對鄉村旅遊地居民生計韌性的影響及其內在機制，並探討不

同生計類型居民之間的差異。同時進一步將社區參與和社會資本三個維度作為前因變量，通過 fsQCA 分析探討他們對居民生計韌性的交互影響，揭示多前因條件組合對生計韌性的複雜非線性影響。

研究發現：（1）社區參與可以顯著提升鄉村旅遊地居民的生計韌性。提高鄉村居民的生計韌性，是應對規模性返貧風險、民生保障壓力、鄉村空心化等問題的有效手段，而居民參與鄉村旅遊是提升自身生計韌性的重要途徑。（2）社會信任、社會規範、社會網絡在社區參與對鄉村旅遊地居民生計韌性的影響中發揮中介作用，表明以信任、規範、網絡為核心的社會資本，是聯結社區參與和居民生計韌性的關鍵紐帶。現有研究已經證實了旅遊社區參與能夠有效提升社會資本存量[1]，並且社會信任、社會規範、社會網絡有助於增強居民生計韌性[2-4]，但尚未研究社會資本在社區參與與生計韌性間的中介作用。研究構建“社區參與—社會資本—生計韌性”的假設模型，發現了社會信任、社會規範、社會網絡均會增強社區參與對居民生計韌性的正向影響，豐富了社區參與的中介變量研究。（3）生計類型調節了社會規範在社區參與和生計韌性間的中介作用。對於旅遊生計型和非旅遊生計型居民來說，社會規範均在社區參與和生計韌性之間起到顯著的中介作用，但是對旅遊生計型居民的影響顯著高於非旅遊生計型居民。這主要源於旅遊生計型居民對社區公共秩序、資源配置和集體行動的高度依賴，使社會規範更容易通過約束與協調機制轉化為生計韌性的提升。相比之下，非旅遊生計型居民生計來源相對多元，對旅遊相關規範的依賴程度較低，因而中介效應相對較弱。而居民生計類型在社會信任、社會網絡對社區參與和生計韌性之間的中介作用不存在顯著差異。因此，提升鄉村旅遊地居民生計韌性，需要實施差異化、情境化的治理與政策幹預策略。（4）鄉村旅遊地居民高生計韌性的組態路徑有 4 條，包括信任規範驅動型、參與信任驅動型、參與規範嵌入型和社會資本內生驅動型，其典型代表群體分別為旅遊兼營型居民、旅遊主導型居民、務工返鄉型居民和務農主導型居民，四條組態路徑既包括以信任和規範為基礎的內生穩定型路徑，也涵蓋以參與和網絡為核心的外向適應型路徑。

關鍵詞: 社區參與；社會資本；生計韌性；生計類型

參考文獻

[1] PARK D-B, LEE K-W, CHOI H-S, etal. Factors influencing social capital in rural tourism communities in South Korea [J]. Tourism management, 2012, 33(6): 1511-1520.

[2] 高紅, 王佃利. 人力資本、社會資本與居民公共參與行為[J]. 山東大學學報(哲學社會科學版), 2021,(06): 14–24.
[3] OSTROM E. Collective action and the evolution of social norms [J]. Journal of economic perspectives, 2000, 14(3): 137–158.
[4] 陳典, 鄭曉冬, 上官霜月, 等.社會網絡對流動人口社會融入的影響——基於中國勞動力動態調查的實證分析[J]. 南方人口, 2021, 36(06): 16–30.

基於 REITs 應用研究的鄉村旅遊融資模式創新與風險防控

黃葵，蔣文恬*

重慶第二師範學院旅遊與服務管理學院，重慶，中國

*通訊郵箱：26456519@qq.com

摘要

在鄉村振興戰略深化實施、全球文旅產業可持續轉型與消費需求升級的多重背景下，鄉村旅遊已成為激活農村經濟活力、保護鄉土文化遺產、推動鄉村共同富裕的核心載體。不動產投資信托基金（REITs）作為成熟的資產證券化工具，已在全球 41 個國家和地區落地應用，2025 年全球市場規模達 2.6 萬億美元，國際成熟市場已形成鄉村旅遊 REITs 多元化應用範式：美國 EPR Properties 對主題公園、滑雪場等鄉村度假資產采用“三淨租賃+專業運營”模式，日本 J-REITs 通過“資產持有與運營分離”機制支撐鄉村民宿與村落活化項目，歐洲多國則將鄉村旅遊
REITs 與生態保護、社區共享深度綁定，形成“金融—生態—社區”協同發展模式。契合聯合國可持續發展目標（SDGs）與 ESG（環境、社會、治理）價值准則，國際 REITs 實踐已確立平衡金融收益、生態保護與社區利益的清晰路徑，為我國鄉村旅遊融資創新提供了重要借鑒。

國內鄉村旅遊市場保持穩健增長，2023 年接待遊客量達 35 億人次，營收突破 1.8 萬億元，但行業面臨融資瓶頸與可持續發展約束的雙重挑戰：傳統融資高度依賴銀行信貸，直接融資占比不足 15%，難以匹配鄉村旅遊生態投入、文化保育、專業運營的長期資金需求；多數項目存在資產分散、集體土地權屬模糊、現金流季節性波動顯著等問題，僅 32%的鄉村文旅項目能夠滿足 REITs“連續 3 年正淨現金流”的硬性要求；同時，缺乏 ESG 導向的風險管理機制，導致開發與生態保護存在沖突、村民利益聯結不足等問題。2025 年我國“全門類 REITs”市場啟動及“1+3+N”監管框架落地，將自然文化遺產、4A/5A 級旅遊景區及配套資產正式納入試點範圍，為突破鄉村旅遊融資瓶頸創造了政策合規契機。

本文構建了適配鄉村旅遊場景的 REITs 融資創新模式與全生命周期風險防控體系，研究核心貢獻體現在三方面。其一，提出可持續導向、國際適配的三維 REITs 融資模式。資產端建立“綠色合規、權屬清晰、現金流穩定”篩選標准，優先納入低碳文旅設施、生態民宿、文化體驗載體，通過“景區+酒店+交通+生態農業”資產組合形成不低於 10 億

元的規模化資產池，破解單體資產規模不足難題；產品端借鑒國際經驗設計“淡旺季現金流調節池”與“收入波動准備金”，優化收益分配結構，兼顧投資者回報與項目綠色投入；資本端搭建“政府引導+社會資本主導+村民參與”的利益共享機制，村民通過土地經營權入股、就業獲得收益，REITs 回籠資金循環用於生態修複與文化傳承，實現經濟、生態、社會價值的統一。

其二，構建嵌入 ESG 指標的全生命周期風險防控體系。針對鄉村旅遊 REITs 的特有風險形成四維防控框架：政策風險方面，結合國內“1+3+N”監管框架與國際合規經驗，建立集體土地入市、國土空間規劃、生態紅線的全流程合規備案機制；運營風險方面，采用“數據驅動+專業運營”模式，依托物聯網、大數據實現資產動態監測，引入具備 3 年以上文旅運營經驗的專業團隊降低運營不確定性；市場風險方面，通過拓展農文旅融合、研學旅遊等多元業態，推動區域資源聯動，將季節波動對營收的影響從 45%降至 20%以下；ESG 風險方面，將環境影響評估、社區利益保障、文化遺產保護的動態監測機制融入風控核心，將 ESG 績效與運營考核掛鉤，保障項目可持續發展。

其三，通過跨境對比分析與實證案例檢驗驗證模型有效性。選取美國 EPR Properties、日本鄉村民宿 REITs 等國際案例，以及平涼鄉村振興 REITs、浙江餘杭縣域類 REITs、17 家國內文旅試點 REITs 項目開展對比分析，結果顯示：本研究提出的創新模式可使項目融資成本降低 1.5—2.3 個百分點，現金流穩定性提升 30%以上，生態保護投入占比提高至 8%—12%，村民收益占比提升至 25%以上。研究同時識別出我國鄉村旅遊 REITs 發展面臨的核心挑戰：資產規模不足、後續擴募能力薄弱、綠色認證體系不完善、兼具 REITs 設計與鄉村旅遊運營能力的複合型人才匱乏。對此提出針對性對策，包括借鑒國際綠色 REITs 稅收激勵政策、建立專項輔導機制、推動“鄉村文旅 REITs”落地，形成可複制、可推廣的實踐範式。

本研究的學術價值在於，將國際 REITs 發展經驗、可持續發展理念與我國鄉村旅遊實踐系統融合，填補了 REITs 在鄉村振興與綠色金融交叉領域的研究空白；通過創新“資產組合+收益平滑+ESG 風控”三維解決方案，豐富了資產證券化理論在涉農、文旅領域的實踐內涵。實踐層面，為地方政府盤活鄉村綠色存量資產提供操作指南，為社會資本參與鄉村振興搭建合規、可持續的通道，為監管部門完善綠色 REITs 政策、推動與國際標准接軌提供決策參考。未來研究將聚焦我國東中西部區域差異、金融科技與 ESG 風控的深度融合、鄉村旅遊 REITs 統一綠色認證體系構建等方向，推動 REITs 成為鄉村旅遊高質量、可持續發展的長效金融工具。

關鍵詞：REITs；鄉村旅遊；融資模式創新；風險防控；

參考文獻

[1] 中國證券監督管理委員會. 關於全面推動基礎設施領域不動產投資信托基金(REITs)項目常態化發行的通知[Z]. 2025.

[2] 中國證券監督管理委員會. 關於推動不動產投資信托基金(REITs)市場高質量發展有關工作的通知[Z]. 2026.

[3] 國家發展改革委辦公廳. 基礎設施領域不動產投資信托基金（REITs）項目行業範圍清單（2025 年版）[Z]. 2025.

[4] 自然資源部. 農村集體經營性建設用地入市基本要求及主要流程[Z]. 2026.

[5] 中國旅遊研究院. 中國鄉村旅遊發展報告（2024）[R]. 北京：中國旅遊出版社，2024.

[6] World Tourism Organization. Global Report on Sustainable Rural Tourism (2025)[R]. Madrid: UNWTO, 2025.

[7] NAREIT. REIT Industry Sustainability Report 2024[R]. Washington, D.C.: National Association of Real Estate Investment Trusts, 2024.

[8] 徐成彬，張蓉，牛耘詩. 經營權類基礎設施 REITs 估值研究[J]. 金融研究，2023(12)：112–125.

[9] 鄭醒塵. 金融支持鄉村文旅發展的思路[R]. 北京：國務院發展研究中心，2024.

[10] 胡撫生. 用好 REITs 融資工具 為文旅產業增添動能[N]. 中國旅遊報，2025–12–25(03).

福建遊神活動對地方依戀的影響機制研究:神聖感的調節作用

吳熠凌*

澳門科技大學酒店與旅遊管理學院，澳門，中國

*通訊郵箱：2250002561@student.must.edu.mo

摘要

本研究旨在構建並驗證「文化認同—參與度—地方依戀」的理論模型，探討神聖感在遊神活動影響機制中的調節作用，為傳統信俗類非物質文化遺產的活態傳承與地方可持續發展提供理論支撐。 採用混合研究方法，以福建省漳平市西埔村「碧水林公三代祖師」巡安活動為個案，通過半結構化訪談收集質性數據，並網絡民族誌分析、構建理論模型並提出研究假設。

研究發現：（1）文化認同對地方依戀具有顯著正向影響，參與者對遊神文化的歷史認知、情感歸屬與價值認同直接強化其與西埔村的情感聯結[1–2]；（2）參與度在文化認同與地方依戀之間發揮部分中介作用，表明「身體力行」的儀式實踐是強化地方依戀的關鍵機制[3–4]；（3）神聖感顯著調節文化認同與參與度之間的關係，對於高神聖感群體，文化認同對參與度的正向效應更強[5–7]；（4）神聖感同時調節參與度與地方依戀的關係，高神聖感個體的參與行為更能形成「神聖的地方依附」[8–9]。 研究受限於活動週期性導致的樣本獲取困難，以及質性方法固有的主觀性偏差。 本研究拓展了文化認同與地方依戀的理論對話，揭示了神聖感作為「催化劑」在傳統文化傳承中的關鍵作用，為同類信俗活動的保護與創新提供了「認同激發參與、參與深化依戀、神聖強化轉化」的實踐路徑。

關鍵詞: 遊神活動；文化認同；地方依戀；神聖感；參與度；非物質文化遺產

理論模型與研究假設

本研究基於文化認同理論[1]、地方依戀理論[2]與神聖感理論[5, 8]，構建如下理論模型（見圖 1）：

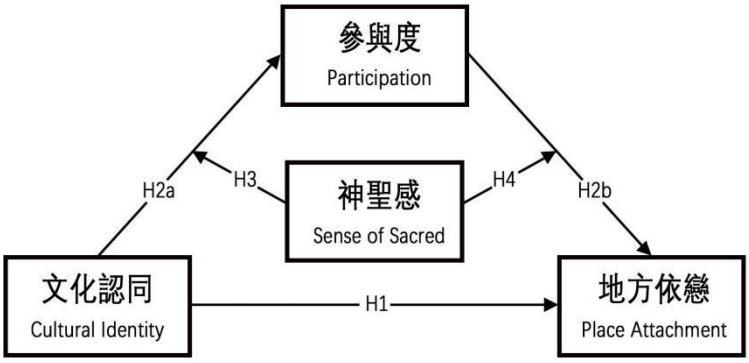


圖 1　理論模型圖

H1：　文化認同對地方依戀具有顯著正向影響。

H2：　參與度在文化認同與地方依戀之間起部分中介作用。

H3：　神聖感調節文化認同與參與度之間的關係，高神聖感強化該正向效應。

H4：　神聖感調節參與度與地方依戀之間的關係，高神聖感強化該正向效應。

核心概念界定

文化認同（Cultural Identity）指個體對遊神文化在認知（歷史淵源瞭解）、情感（歸屬感與自豪感）、行為（實踐投入）、知覺（價值內化）與社會（傳播意願）五個維度的認同程度[1]。

參與度（Participation）指個體在遊神活動中的實際捲入程度，包含儀式參與（抬神、巡遊等）、組織貢獻（籌備、協調等）、時間投入與資源支持四維度[3]。

地方依戀（Place Attachment）指個體與西埔村之間形成的情感聯結與功能依賴，包含地方認同（情感歸屬）與地方依賴（功能依附）兩個維度[2]。

神聖感（Sense of Sacred）指個體對遊神儀式及其場域所蘊含的超凡力量與終極意義的感知體驗，表現為對儀式神聖性的認知確認、對神靈在場的敬畏以及對世俗–神聖界限的敏感[5, 8]。

研究發現與理論貢獻

主效應與中介機制。文化認同通過兩條路徑影響地方依戀：直接路徑體現為「文化–地方」符號聯結的遷移效應，遊神文化作為西埔村的核心文化符號，其認同直接轉化為地方認同[1–2]；間接路徑通過參與度實現，高認同個體更傾向於深度參與，而重複性的儀式實踐通過身體在場、集體協作與地方記憶強化人地情感聯結[3–4]。這一發現支持了「具身認知」理論在文化地理學中的應用——身體實踐比單純認知更能深化地方依戀[6]。

神聖感的調節效應。神聖感作為調節變量的核心作用體現在兩個層面：在認知–行為轉化層面，神聖感提供了從「認同」到「參與」的精神動機，使高神聖感個體將參與視為信仰表達而非文化消費[5, 7]；在行為–情感強化層面，神聖感賦予參與行為以超越性意義，使世俗的地方體驗升華為精神性的地方依附，形成「神聖的地方感」[8–9]。這一發現揭示了民間信仰區別於一般民俗活動的核心機制——神聖性體驗是強化文化傳承韌性的關鍵要素。

反饋循環與動態演化。研究同時發現地方依戀對文化認同的反向強化作用，形成「認同→參與→依戀→更深認同」的螺旋上升結構[4]。這一動態模型解釋了遊神活動在當代「逆勢復興」的內在機制：地方依戀作為情感錨點，在外部環境變化（如城市化、人口流動）中維持文化認同的穩定性，而週期性儀式參與則不斷再生產這一情感結構[3, 6]。

參考文獻

[1] Phinney J S, Ong A D. Conceptualization and measurement of ethnic identity: Current status and future directions[J]. Journal of Counseling Psychology, 2007, 54(3): 271-281.

[2] Williams D R, Vaske J J. The measurement of place attachment: Validity and generalizability of a psychometric approach[J]. Forest Science, 2003, 49(6): 830-840.

[3] Kyle G, Graefe A, Manning R, et al. Predictors of behavioral loyalty among hikers along the Appalachian Trail[J]. Leisure Sciences, 2005, 27(1): 99-118.

[4] Proshansky H M. The city and self-identity[J]. Environment and Behavior, 1978, 10(2): 147-169.

[5] Otto R. The idea of the holy: An inquiry into the non-rational factor in the idea of the divine and its relation to the rational[M]. Harvey J W, trans. Oxford: Oxford University Press, 1923.

[6] Tuan Y F. Space and place: The perspective of experience[M]. Minneapolis: University of Minnesota Press, 1977.

[7] Eliade M. The sacred and the profane: The nature of religion[M]. Trask W R, trans. New York: Harcourt, Brace and World, 1957.

[8] Mazumdar S, Mazumdar S. Religion and place attachment: A study of sacred places[J]. Journal of Environmental Psychology, 2004, 24(3): 385-397.

[9] 費孝通. 鄉土中國[M]. 北京: 北京大學出版社, 2012.

「煙霧繚繞中的綠色覺醒」——年輕吸煙遊客的環境內疚感與補償性環保行為研究（以粵港澳大灣區為例）

Felix Elvis OTOO[1]，董子涵[2]，徐羽裳[2]，叢婉昊[3]

[1]助理教授，澳門科技大學酒店及旅遊管理學院，澳門特別行政區氹仔偉龍馬路

[2]工商管理學院學生，澳門科技大學，澳門特別行政區氹仔偉龍馬路

[3]人文藝術學院學生，澳門科技大學，澳門特別行政區氹仔偉龍馬路

摘要

一、研究背景

全球氣候變化與環境污染已成為 21 世紀人類社會可持續發展的核心桎梏。聯合國環境規劃署（UNEP）《2024 年全球環境展望》(聯合國環境規劃署, 2024)報告明確指出，當前全球生態系統退化速度創歷史新高，空氣污染、塑膠污染、資源過度消耗等問題不僅破壞生態平衡，更直接威脅人類健康與生存。我國大力推進“雙碳”戰略、深化“美麗中國”建設，環境保護上升為國家核心發展目標，公眾環境意識持續覺醒，綠色低碳理念成為社會主流。

粵港澳大灣區是我國開放程度最高、經濟活力最強的區域之一，也是國內頂級旅遊目的地，每年接待海量遊客，遊客環境行為直接決定區域生態保護成效與旅遊可持續發展水準。吸煙是旅遊場景中長期被忽視的典型環境負向行為，傳統香煙全生命週期均會造成生態破壞，廢氣、煙頭污染問題突出；而年輕群體熱衷的電子煙，存在煙液污染、鋰電池重金屬污染、塑膠煙彈難降解等問題，卻被多數人誤判為環保替代品。

本研究聚焦大灣區受過高等教育的年輕吸煙遊客，提出研究設想：該群體實施吸煙類環境負向行為後會產生愧疚心理，或進而採取綠色消費等補償性環保行為，也可能出現環境責任轉移、弱化自身行為約束的情況。目前學界針對該細分群體的專項研究存在空白，本研究通過問卷調研展開分析，以期彌補研究方向缺口，為大灣區旅遊生態保護、控煙宣傳提供實證參考。

二、研究方法

本研究採用定量小範圍問卷調查法，以 20–30 歲、受過高等教育且三年內前往過大灣區旅遊的吸煙者為主要研究物件。通過便利抽樣，通過線下調研和線上發放問卷，回收有效問卷 60 份。樣本中約 60%為電子煙使用者，40%為傳統吸煙者，均接受過本科及以上教育。

問卷採用李克特 7 點量表（1=完全不同意，7=完全同意），測量三個核心變數：（1）過往環境負面行為的內疚感；（2）綠色消費傾向；（3）責任轉移與分散。資料分析採用 SPSS 進行了描述性統計及相關分析。

三、研究發現

基於研究問題和目的我們得到了小範圍初步的研究發現

3.1 內疚感驅動的"假性環保"行為

資料顯示，年輕吸煙者確實存在內疚感向綠色消費的轉化機制（r=0.42, p<0.01）。"感到內疚"得分最高（4.81），但"I felt like kicking myself"得分最低（2.91），表明這是一種溫和的、可控的內疚感，足以觸發低成本象徵性環保行為但存在情境依賴性，內疚感與綠色消費呈中等正相關（r=0.42, p<0.01），但補償行為多為低成本象徵性舉動——如想喝咖啡時選擇"星巴克環保杯"或"可降解吸管"，而非系統性生活方式改變。這種"道德帳戶"式策略（Dolan & Galizzi, 2015）使吸煙者通過小額環保"存款"平衡吸煙造成的"道德負債"，但這些內疚感卻不足以驅動實質性戒煙決策。綠色消費維度中，"考慮環境影響"（5.22）與"願意為了環保接受一些不便"（4.76）暗示存在印象管理偏差——環保意識聲明強于實際行為意願。

Figure 1

過往環境負面行為的內疚感分析

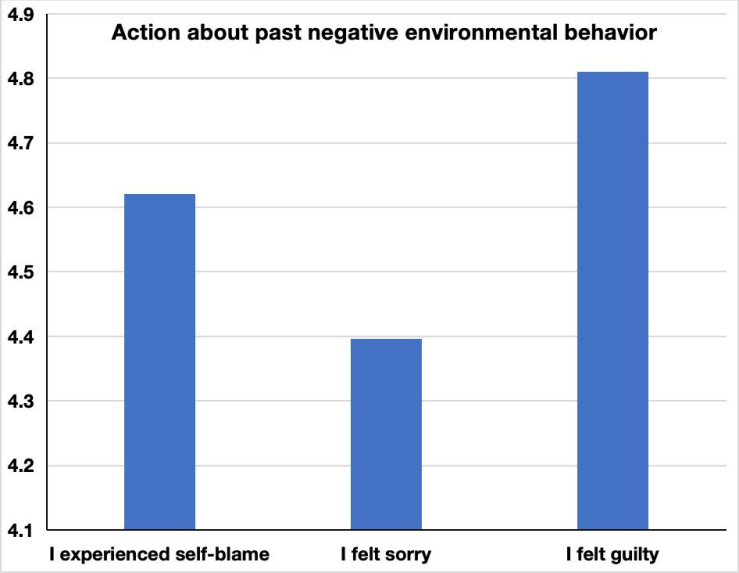
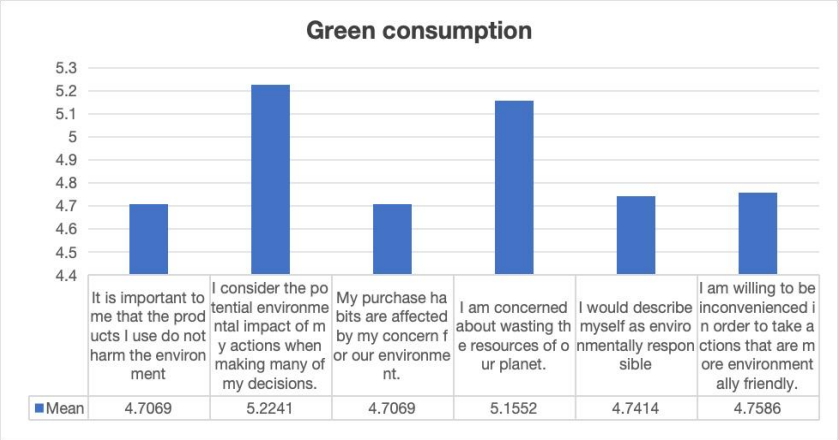


Figure 2

綠色消費傾向分析

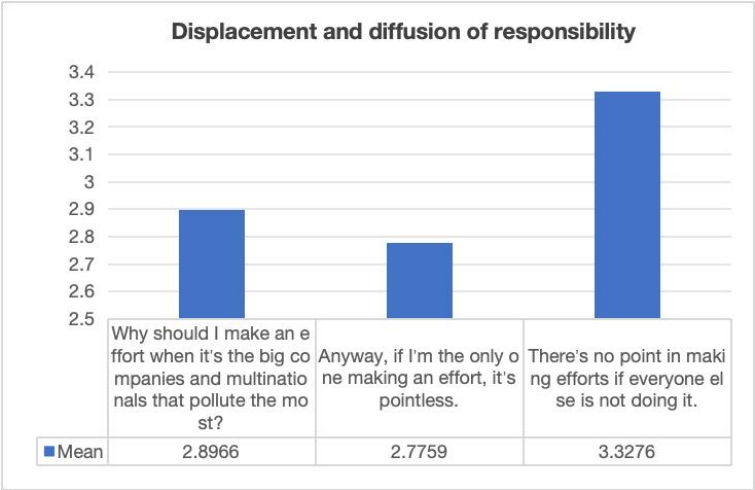


3.2 責任轉移的"緩衝效應"

責任轉移維度均值為 3.00，處於較低水準。"只有我努力毫無意義"得分最低（2.78），顯示該群體保留較強效能感；但"如果別人不做，我努力也沒用"得分相對較高（3.33），表明環保行為高度依賴社會規範感知。仲介分析顯示，責任轉移在內疚感與綠色消費間起部分仲介作用（β=−0.31），結構性歸因使內疚向環保行為的轉化效率降低 31%，這種認知緩衝使其以"結構性歸因"合理化吸煙行為，維持心理平衡（Nash et al., 2017），形成"清醒的妥協"狀態。

Figure 3

責任轉移與分散分析



3.3 電子煙使用者的認知缺陷

本次調研中在吸煙類型的選擇中，超過 75%的年輕人都偏好電子煙，研究發現電子煙使用者環境內疚感顯著低於傳統吸煙者（3.45 vs 4.73, $p<0.01$）。67%受訪者認為"電子煙只是水蒸氣"，不會將電子煙使用行為歸為環境負面行為。事實上電子煙的生產、使用與廢棄處理全流程均存在環境危害，而這種認知偏差會直接導致問卷資料出現偏差，

受訪物件僅會對傳統香煙的環境危害產生後悔與內疚心理，完全忽視電子煙帶來的環境影響，這種無害化錯覺直接削弱補償動機，形成"低內疚–低補償"惡性循環。

這與港澳現行政策形成呼應：澳門 2022 年全面禁售電子煙，香港同年實施另類吸煙產品禁令，但 2024 年資料顯示 50%違規者為遊客，電子煙因易隱藏成為跨境走私重點。在 2026 年港澳兩地持續收緊控煙政策。澳門於 2026 年初建議擴大擴大禁煙區（包括試行街道禁煙）、禁止持有電子煙、並提高違法違規行為；香港則致力於 2027 年或之前達成無煙城市，全面禁止電子煙及加熱煙，並探索更嚴格的控煙法規。

四、研究建議

4.1 精准開展認知干預，糾正核心認知誤區

針對該群體的電子煙認知偏差，開展專項科普宣傳：通過高校、社交平臺等年輕群體高頻觸達的管道，系統普及電子煙的環境危害（如重金屬污染、氣溶膠污染、塑膠廢棄物難降解等），用資料化、場景化的內容修正“電子煙無害”的錯誤認知，說明其完整認知自身的環境負面行為（鄧志豪，2023）。同時，強化環境責任教育，引導其正視自身行為的環境影響，弱化責任轉移心理，提升內疚感對行為的約束效力。

4.2 引導環保行為常態化，破解“假性環保”困境

推動綠色消費從“補償性偽環保”轉向“日常性真環保”：通過宣傳引導，幫助該群體建立“環保是生活習慣，而非吸煙後的心理補償”的認知，鼓勵將環保行為融入日常消費與生活場景，而非僅作為緩解負罪感的手段（柳武妹等，2014）。同時，設計正向激勵機制，在關口、景區等旅遊場景設置環保活動區，對主動承諾禁煙、踐行日常環保行為的遊客給予輕軌免費、景區優惠等小福利，強化“環保旅行者”的身份自豪感，用正向激勵替代負向禁令，提升政策接受度（費斯汀格，1999）。

4.3 優化政策與宣傳體系，適配群體特徵

優化澳門等旅遊目的地的禁煙政策體系，補齊電子煙監管漏洞，將電子煙全面納入公共場所禁煙範圍，填補監管空白；強化關口、機場等入境核心節點的宣傳管控，在遊客入境環節前置禁煙與環保科普，從源頭提升意識。同時，創新宣傳語態，將“禁止吸煙”等生硬禁令，轉化為“做環保旅行者，為澳門藍天助力”等正向宣傳語，用自豪感替代內疚感，貼合年輕群體的溝通習慣，提升宣傳精准度與有效性（鄧志豪，2023）。

五、研究結論與建議

本研究以 20–30 歲、接受過高等教育的年輕吸煙者為物件，基於環境行為學與社會心理學理論，剖析了其吸煙行為、環境內疚感與補償性綠色消費的作用機制。研究發現，該群體吸煙後會產生環境內疚感，並以低成本、象徵性的“假性環保”行為抵消負罪感，

無法從根源減少吸煙；同時存在電子煙認知偏差、環境責任轉移等認知誤區，而現有生硬的控煙宣傳難以匹配其心理特徵，干預效果不佳。但本研究樣本量有限，僅能得處一個初步的研究發現，結論普適性有待進一步驗證。

基於該群體的行為特徵與核心挑戰，從認知糾偏、行為引導、政策優化三個維度提出實踐建議：針對電子煙認知偏差，通過高校、社交平臺等管道開展專項科普，普及電子煙的環境危害，修正“電子煙無害”的錯誤認知，強化環境責任教育，提升內疚感對行為的約束效力；推動綠色消費從“補償性偽環保”轉向“日常性真環保”，引導環保融入日常，在旅遊場景設置環保活動區，以正向激勵替代負向禁令，強化“環保旅行者”身份自豪感；優化澳門等旅遊地禁煙政策，補齊電子煙監管漏洞，將其全面納入公共場所禁煙範圍，前置入境環保科普，創新正向宣傳語態，貼合年輕群體習慣，提升宣傳精准度與有效性。

參考文獻

[1] 聯合國環境規劃署. (2024). 2024 年全球資源展望：扭轉趨勢——資源使用量激增之下邁向宜居地球的路徑 [國際資源委員會]. https://doi.org/10.59117/20.500.11822/44901

[2] Dolan, P., & Galizzi, M. M. (2015); Festinger, L. (1957); Nash et al. (2017); Schneider et al. (2017).

[3] Nash, N., Whitmarsh, L., Capstick, S., Hargreaves, T., Poortinga, W., Thomas, G., ... & Xenias, D. (2017). The role of compensatory beliefs in rationalizing environmentally detrimental behaviors. British Journal of Social Psychology, 56(3), 600–615.

[4] 費斯汀格. 認知失調理論[M]. 鄭全全，譯. 杭州：浙江教育出版社, 1999. https://xianxiao.ssap.com.cn/catalog/5591356/bookid/1878368.html

[5] 柳武妹，王靜，李愛梅. 道德補償行為研究述評與展望[J]. 外國經濟與管理, 2014, 36(08): 10–18. https://kns.cnki.net/kcms2/article/abstract?v=3uoqlhG8C44YLTlOAiTRKu87-SJxoEJu6LL9TJzd50n855hFy839wA==&uniplatform=NZKPT

[6] 鄧志豪. 澳門控煙工作回顧與展望[J]. 行政, 2023, 36(04): 65–81. https://www.safp.gov.mo/static/2024/08/13/2acac068-f320-49d9-a151-15d4b58cd4dc

過度工作對旅遊業員工退縮行為的影響機制：感知同事社會懈怠、工作家庭衝突與情緒耗竭的多重中介效應

魏嘉怡*

澳門科技大學酒店與旅遊管理學院研究生

*通訊郵箱：jiayi_wei0814@163.com

摘要

一、研究背景與問題提出

隨著全球化競爭加劇，現代職場中的過度工作現象日益普遍。過度工作不僅損害員工身心健康，更可能對其工作行為產生深遠的負面影響。然而，過度工作如何透過複雜的心理機制最終導致員工退縮行為，這一問題尚未得到充分探討。

退縮行為是指員工為逃避不滿意的工作情境而採取的一系列行為反應，包括減少工作努力、缺勤、遲到以及心理脫離等。深入理解過度工作引發退縮行為的內在機制，對於組織預防員工消極工作行為具有重要的理論價值與實踐意義。本研究旨在探索連接過度工作與退縮行為之間的多重心理路徑，揭示這一現象背後的深層機制。

二、理論基礎與研究框架

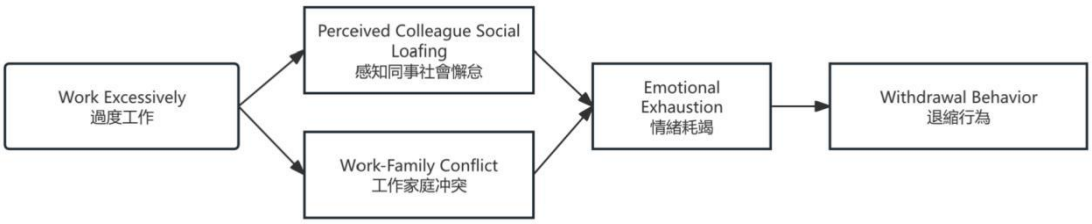
本研究整合資源保存理論、社會比較理論與公平理論，構建多重中介模型。

資源保存理論為本研究提供核心理論視角。根據 Hobfoll（1989）的論述，當個體面臨資源損失時，會經歷顯著的心理壓力，並採取策略防止資源進一步流失。過度工作者持續投入超額資源，這種過度消耗會逐漸耗盡其情緒資源，導致情緒耗竭。處於情緒耗竭狀態的個體為避免資源進一步損失，可能採取退縮行為作為防禦性應對策略。

社會比較理論解釋了過度工作者為何更容易感知同事的社會懈怠。研究表明，受控動機是驅動過度工作的主要力量，這種動機特徵使過度工作者對社會比較更為敏感。當過度工作者將大量時間和精力投入工作時，更容易將同事的正常工作行為解讀為「懈怠」或「搭便車」。

公平理論進一步闡釋了感知同事社會懈怠如何引發退縮行為。Kerr（1983）提出的「吸引子效應」指出，為避免成為團隊中唯一承擔工作負荷的人，個體會策略性地降低自身工作投入，表現出退縮行為。

基於上述理論整合，本研究提出以下模型：



三、研究假設

本研究提出以下核心假設：

直接效應：過度工作分別與情緒耗竭（H1）、退縮行為（H2）、感知同事社會懈怠（H3）、工作家庭衝突（H4）呈正向關係；感知同事社會懈怠（H5）與工作家庭衝突（H6）分別與情緒耗竭呈正向關係；感知同事社會懈怠（H7）、工作家庭衝突（H8）、情緒耗竭（H9）分別與退縮行為呈正向關係。

中介效應： 感知同事社會懈怠（H10）與工作家庭衝突（H11）分別在過度工作與退縮行為間起中介作用；感知同事社會懈怠與情緒耗竭（H12）、工作家庭衝突與情緒耗竭（H13）分別在過度工作與退縮行為間起鏈式中介作用。

四、研究方法

本研究採用問卷調查法，獲得 500 份有效樣本，涵蓋旅遊業不同職位層級的在職員工。研究變量採用經過驗證的成熟量表測量，包括 Schaufeli 等人（2008）的過度工作量表、Maslach 倦怠量表中的情緒耗竭維度等。數據分析運用 SPSS 進行回歸分析，中介效應採用 Bootstrap 方法檢驗。

五、研究結果

直接效應： 過度工作顯著正向預測情緒耗竭、退縮行為、感知同事社會懈怠及工作家庭衝突（H1–H4 成立）；感知同事社會懈怠與工作家庭衝突均顯著正向預測情緒耗竭（H5–H6 成立）；感知同事社會懈怠、工作家庭衝突及情緒耗竭均顯著正向預測退縮行為（H7–H9 成立）。

仲介效應： 感知同事社會懈怠（H10）與工作家庭衝突（H11）分別在過度工作與退縮行為間起仲介作用；感知同事社會懈怠→情緒耗竭（H12）、工作家庭衝突→情緒耗竭（H13）兩條鏈式仲介路徑均顯著。

所有 13 項假設均獲得支持。研究揭示了過度工作通過認知評價（感知同事懈怠）、工作-家庭介面及情緒資源損耗等多重機制影響員工退縮行為。

六、討論與結論

（一）研究結論

本研究基於資源保存理論、社會比較理論與公平理論，構建並驗證了過度工作影響員工退縮行為的多重中介模型。研究發現過度工作與情緒耗竭、感知同事社會懈怠均呈顯著正相關，揭示了過度工作影響退縮行為的複雜心理機制。研究結果提示組織應從工作負荷管理、公平感知維護和情緒健康支持等多層面入手，綜合預防過度工作的負面效應。

（二）理論貢獻

第一，揭示過度工作影響退縮行為的多重心理機制。 本研究深入探討了連接過度工作與退縮行為之間的中介機制，發現過度工作不僅直接消耗個體情緒資源，還會通過改變個體對同事行為的認知評價以及引發工作家庭衝突等路徑導致退縮行為，拓展了過度工作研究的理論視角。

第二，將感知同事社會懈怠納入過度工作的後果研究框架。 本研究發現過度工作者因其獨特的動機特徵和工作標準，更容易感知同事的懈怠行為，豐富了社會懈怠相關文獻。

第三，整合多重理論視角。 本研究將資源保存理論、社會比較理論與公平理論進行有機整合，構建了解釋過度工作導致退縮行為的綜合性理論模型。

（三）實踐啟示

首先， 組織應建立合理的工作負荷管理制度，營造支持工作生活平衡的組織文化，避免員工長期處於過度工作狀態。

其次， 管理者應建立透明、公平的績效評估體系，確保員工工作貢獻得到合理認可，加強團隊建設以減少因工作投入差異產生的人際摩擦。

第三， 組織應通過員工援助計劃、心理諮詢服務等方式幫助員工維護情緒健康，預防職業倦怠。

（四）研究展望

本研究的局限在於採用橫斷面設計，未來研究可採用縱向追蹤設計增強因果推論效力，並探討組織支持等因素的調節作用。

關鍵詞: 過度工作; 感知同事社會懈怠; 工作家庭衝突; 情緒耗竭; 退縮行為; 資源保存理論

參考文獻

[1] HANISCH K A, HULIN C L. Job attitudes and organizational withdrawal: An examination of retirement and other voluntary withdrawal behaviors [J]. Journal of Vocational Behavior, 1991, 37(1): 60-78.

[2] HOBFOLL S E. Conservation of resources: A new attempt at conceptualizing stress [J]. American Psychologist, 1989, 44(3): 513-524.

[3] SCHAUFELI W B, TARIS T W, BAKKER A B. Dr. Jekyll or Mr. Hyde: On the differences between work engagement and workaholism [A]. In: BURKE R J. Research companion to working time and work addiction [C]. Cheltenham: Edward Elgar, 2008: 193-217.
[4] KERR N L. Motivation losses in small groups: A social dilemma analysis [J]. Journal of Personality and Social Psychology, 1983, 45(4): 819-828.
[5] MASLACH C, JACKSON S E. The measurement of experienced burnout [J]. Journal of Organizational Behavior, 1981, 2(2): 99-113.

“碳漂绿”在旅游企业间传染吗？基于同群效应视角的研究

宗佳祺

摘要

在雙碳政策背景下，綠色經濟蓬勃發展。旅遊業作為資源依賴型行業，在面臨低碳轉型的巨大壓力時，一些旅遊公司選擇了碳漂綠行為，意圖通過虛假環保舉措逃避實際環保支出，同時謀取“綠色收益”。本文基於 2015-2023 年中國 A 股旅遊及相關服務業上市公司面板資料，從同群效應視角出發，探討碳漂綠行為在行業內是否會產生傳染效應，並分析其傳播機制及對企業的影響。為消除內生變數的影響，本文採用面板固定效應模型，並輔以工具變數法和安慰劑檢驗。進行了一系列實證分析驗證行業同群效應的存在情況，並對其成因、行為方式以及最終產生的經濟後果進行了探究。研究表明旅遊企業的碳漂綠行為確實存在著較強的行業同群傳染特徵，資訊獲取模仿和競爭模仿是同群效應的誘發根源，環境不確定性程度越大或者行業的競爭程度越激烈所形成的同群效應也就越顯著。碳漂綠行為的同群效應符合邏輯模仿率與先內後外率即企業更容易被與其績效水準較為相近且具有相同所有制屬性的同行所影響。碳漂綠行為的同群傳染會使得公司的運營效率下滑進而導致公司價值受損，而且對於那些資訊不對稱更為嚴重的組織來說這種負面影響更加嚴重。本文豐富了碳漂綠行為擴散機制的研究，為監管部門制定差異化的監管策略、行業協會制定綠色標準以及旅遊企業實施綠色轉型提供了理論依據和實踐指導。

關鍵字：旅遊企業；碳漂綠；同群效應；同群傳染；綠色轉型

資源補償與資源威脅:包容性領導與心理契約違反如何調節心理健康對實習滿意度之影響

莊文隆，林幸慧*，吳紹全

餐旅管理系，國際餐旅學院，弘光科技大學

*通訊作者：emily.lin@sunrise.hk.edu.tw

摘要

本研究探討心理健康對餐旅業實習生實習滿意度之影響，兼論包容性領導與 心理契約違反扮演的調節角色。具體而言，本研究將心理健康視為個人心理資源，包容性領導視為情境資源，而心理契約違反則視為資源威脅，藉以建構一個整合性的資源動態模型。研究以台灣五星級旅館與大型連鎖餐廳之實習生為研究對象，共回收 507 份有效問卷，並採迴歸分析進行假說檢驗。研究結果顯示：（1）心理健康對實習滿意度具有顯著正向影響；（2）包容性領導對心理健康與實習滿意度之關係具有負向調節效果，顯示其具資源補償功能；（3）心理契約違反對兩者關係具有正向調節效果，顯示在資源威脅情境下，個人心理資源之作用更為顯著。本研究拓展了實習滿意度前因之理論視角，驗證了個人資源、情境資源與資源威脅之交互機制，並對餐旅教育與實習管理實務提出具體建議。

關鍵字：心理健康、包容性領導、心理契約違反、實習滿意度

緒論

在勞動力短缺與招募、留任壓力升高之下，組織逐漸將實習制度視為培育與吸引潛在人才的重要途徑 [1]。在臺灣，多數大專校院餐旅相關學程已將校外實習納入課程規劃，作為學生接軌產業之關鍵機制 [2]。既有研究指出，實習期間所形成之滿意感受，對其後續投入餐旅產業之就業意願具有重要影響 [3]。因此，實習滿意度不僅攸關教育訓練成效，也關係產業人力留任，其關鍵影響因素遂成為餐旅教育與人力資源研究的重要議題 [4]。

對高等教育而言，在促進學生學習與發展之同時回應其心理健康需求，已成為不容忽視的課題 [5]。餐旅產業亦逐漸重視心理健康對員工表現與留任之影響 [6]。然而，餐旅業實習生之心理健康是否影響其實習滿意度，仍缺乏系統性實證探討，構成本研究第一個問題。進一步而言，此關係是否因情境而異亦有待釐清。包容性領導強調尊重差異、

公平對待與鼓勵整合，有助於提升心理安全與歸屬感 [7][8]，因此，本研究檢視其是否調節心理健康與實習滿意度之關係，作為第二個研究問題。

此外，心理契約係指雇主與員工間基於承諾形成之主觀期待 [9]；當知覺契約遭違反時，易引發負向情緒與態度後果 [10]。在實習情境中，心理契約違反可能削弱心理資源並影響實習評價，故本研究亦探討其調節效果，作為第三個研究問題。綜上，本研究旨在建構整合模型，分析心理健康對實習滿意度之影響，以及包容性領導與心理契約違反之調節角色，期提供產官學界參考。

研究假說

假說 1：餐旅業實習生的心理健康狀況愈好，其實習滿意度愈高。

假說 2：包容性領導會負向調節心理健康與實習滿意度之間關係。

假說 3：心理契約違反會正向調節心理健康與實習滿意度之間關係。

本研究構圖，如圖 1 所示。

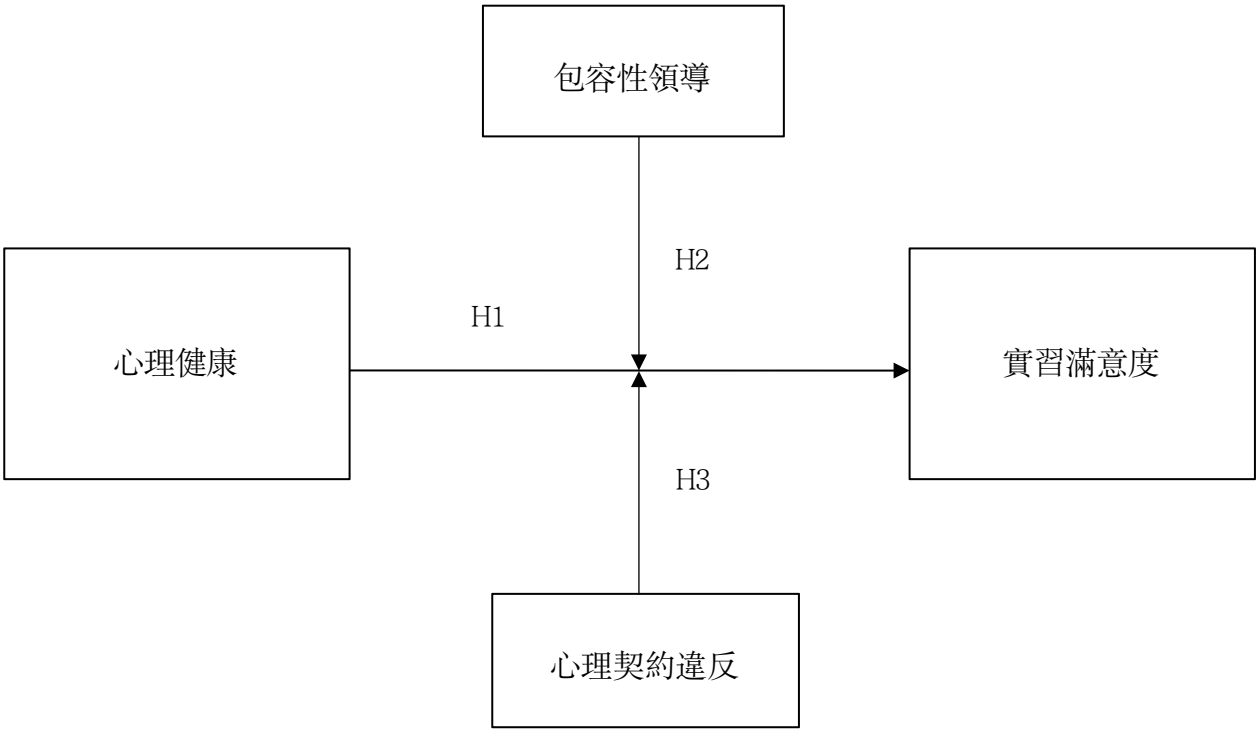


圖 1 研究架構

方法

本研究以台灣五星級旅館與大型連鎖餐飲企業實習生為對象，採立意抽樣，共發放 900 份問卷。依 Hair 等[11]建議，30 題量表所需樣本數為 150 至 600 份，以確保統計穩定

性。為降低社會期許偏誤與共同方法變異，採匿名、自願與兩階段時間間隔設計。T1 蒐集心理健康、包容性領導、心理契約違反及控制變數；兩週後 T2 蒐集實習滿意度。問卷透過業界聯絡人發放並彌封回收，以確保保密性。各構念採既有成熟量表，使用五點李克特量表衡量。資料分析以 SPSS 與 AMOS 進行描述統計、相關分析、信度、效度(驗證性因素分析)檢驗及多元迴歸分析。

結果

本研究以實習滿意度為依變項，控制性別、部門與年資，將心理健康設為自變項，包容性領導與心理契約違反為調節變項進行迴歸分析。由表 1 可知，心理健康對實習滿意度具顯著正向影響（$\beta = 0.12, p < .05$），支持假說 1。Model 2 中，心理健康與包容性領導之交互作用達顯著（$\beta = -0.10, p < .05$）；如圖 2 所示，在高包容性領導情境下，兩者關係減弱甚至轉為負向，呈現負向調節效果，支持假說 2。此外，心理健康與心理契約違反之交互作用亦顯著（$\beta = 0.23, p < .001$）；如圖 3 所示，在高心理契約違反情境下，心理健康對實習滿意度之正向影響更為強烈，支持假說 3。

表 1 餐旅業實習生實習滿意度前因之多元迴歸分析

依變項 / β / 自變項	實習滿意度	
	Model 1	Model 2
性別	0.03	-0.02
部門	0.09*	0.07
年資	0.01	0.02
心理健康	0.12*	-0.04
包容性領導	-	0.22***
心理契約違反	-	-0.22***
心理健康*包容性領導	-	-0.10*
心理健康*心理契約違反	-	0.23***
R2	0.03	0.23
Adj-R2	0.02	0.22
F	3.49**	18.30***

N＝507; * $p < 0.05$, ** $p < 0.01$, *** $p < 0.0$

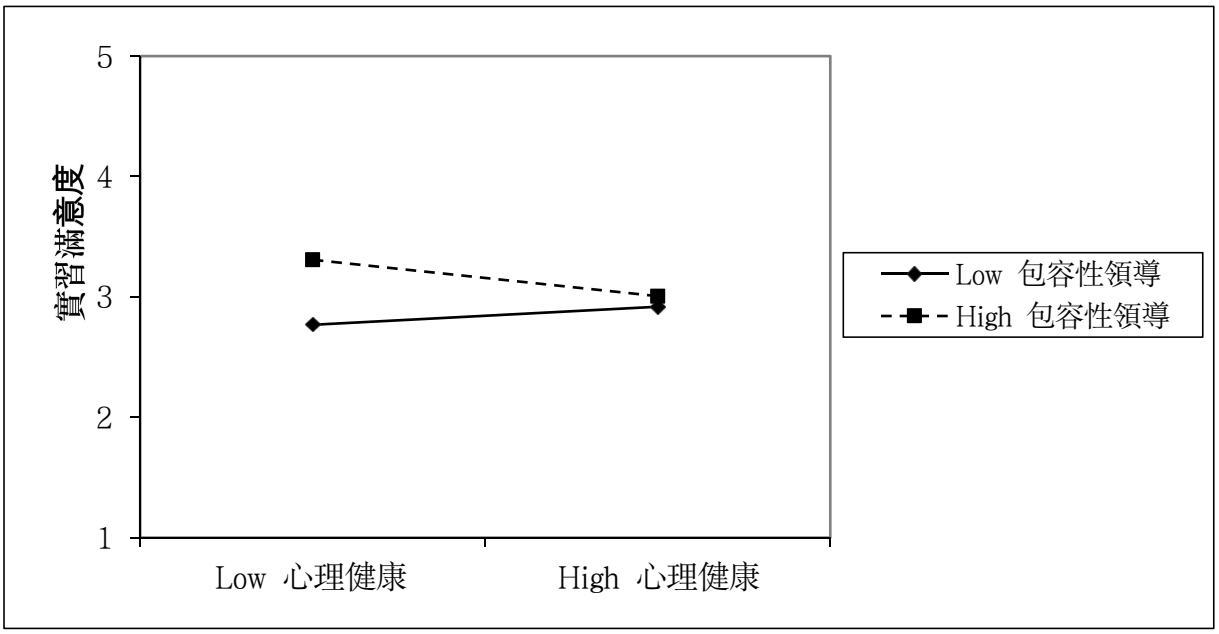


圖 2 包容性領導的調節效果

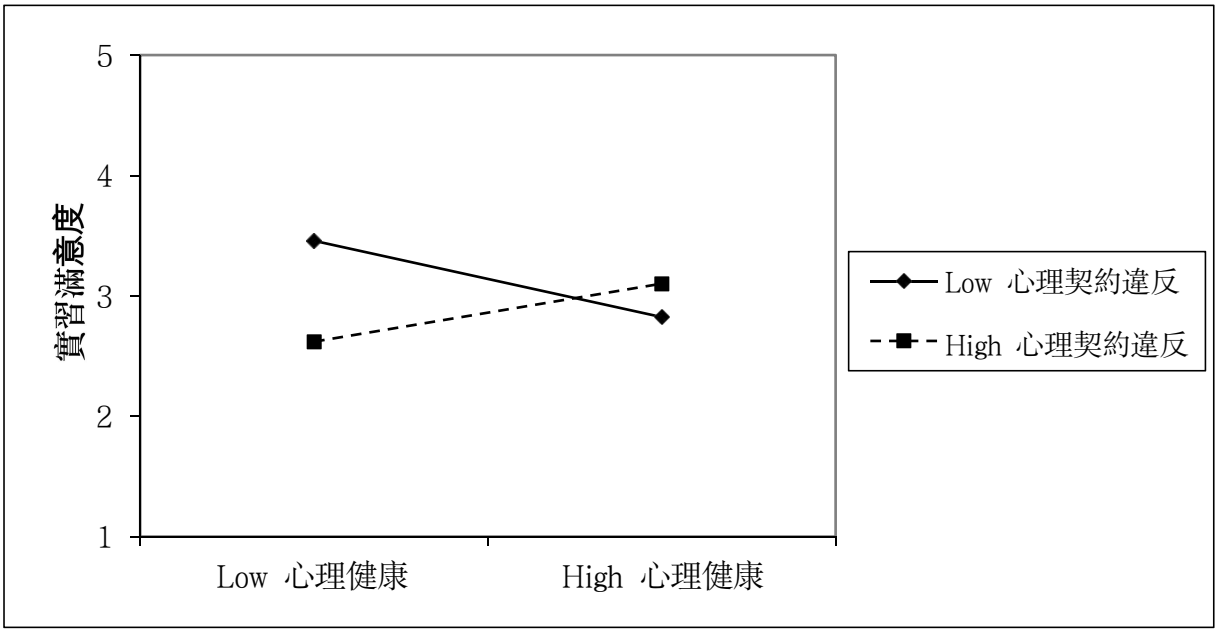


圖 3 心理契約違反的調節效果

討論

理論意涵

近年管理與餐旅教育逐漸重視實習滿意度之前因[1] [4]。本研究除延續此議題外，並從資源保存理論（COR）觀點出發，整合個人資源、情境資源與資源威脅三層面，說明心理健康、包容性領導與心理契約違反如何交互影響實習滿意度。研究將心理健康界定為關鍵個人資源，補足過往對心理健康探討不足之缺口；同時發現包容性領導具資源補償效果，心理契約違反則產生資源威脅放大效果，驗證資源替代與威脅強化機制，深化實習情境中資源動態之理論理解。

實務意涵

本研究結果對餐旅教育單位與實習機構具有多項重要啟示。首先，心理健康對實習滿意度具有關鍵影響，顯示大專院校與實習機構應共同關注實習生之心理福祉，例如提供心理諮商資源、壓力管理課程或情緒調節訓練，以協助學生累積心理資源，降低資源耗損風險。

其次，包容性領導能在心理健康較低情境下發揮補償作用，說明實習單位主管之領導風格至關重要。實務上可透過領導力培訓強化主管之開放性、可及性與支持性，營造心理安全的實習環境，以彌補實習生個人資源之不足。

再者，心理契約違反會強化心理健康對實習滿意度之影響，顯示在高資源威脅情境下，實習生更依賴其內在心理資源。此結果提醒實習單位應審慎管理對實習生之承諾與期待，確保溝通透明並履行既有承諾，以避免資源流失與負向情緒累積。整體而言，本研究強調提升實習滿意度不僅依賴制度設計，更需從個人與情境資源雙重層面加以著手。

限制與未來研究方向

本研究樣本來自台灣五星級旅館與連鎖餐廳實習生，結果是否適用於其他文化或產業情境，仍待後續研究驗證。未來可進一步探討其他正向心理資源對實習滿意

度之影響，例如希望[12]是否同樣為關鍵因素。此外，知覺屈就[13]可能影響個體對實習經驗之評價，未來可檢驗其是否調節心理健康與實習滿意度之關係。

參考文獻

[1] Goffnett S, Wilson M, Hoyle J, Lawrence F. Exploring supervisor and organizational support as predictors of commitment, satisfaction and conversion intention of business interns: Testing a mediated path [J]. *Education + Training*, 2026, 68(1): 37–57.

[2] Liu C W, Zhuang W L, Leong A M W, Wu S C, Huan T C. The impact of mentorship on internship satisfaction among hospitality interns: The moderating role of thriving at work [J]. *The International Journal of Management Education*, 2024, 22(3): 101061.

[3] Chen T L, Shen C C, Gosling M. Does employability increase with internshipsatisfaction? Enhanced employability and internship satisfaction in a hospitality program [J]. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 2018, 22: 88–99.

[4] Zhuang W L. Influence of perceived supervisor support and interpersonal relationships on internship satisfaction of hospitality interns: The moderating role of perceived career readiness [J]. *Education + Training*, 2026, 68(2): 257–270.

[5] Mali D, Lim H J, Roberts M, El Fakir A. An analysis of how a collaborative teaching intervention can impact student mental health in a blended learning environment [J]. *The International Journal of Management Education*, 2023, 21(3): 100853.

[6] Baker M A, Kim K. The impacts of organizational support and customer incivility on employee vulnerability and job performance: The moderating role of employee mental health [J]. *International Journal of Hospitality Management*, 2024, 118: 103686.

[7] Shore L M, Randel A E, Chung B G, Dean M A, Holcombe Ehrhart K, Singh G. Inclusion and diversity in work groups: A review and model for future research [J]. *Journal of Management*, 2011, 37(4): 1262–1289.

[8] Jolly P M, Lee L. Silence is not Golden: Motivating employee voice through inclusive leadership [J]. *Journal of Hospitality & Tourism Research*, 2021, 45(6): 1092–1113.

[9] Rousseau D M. Schema, promise and mutuality: The building blocks of the psychological contract [J]. *Journal of Occupational and Organizational Psychology*, 2001, 74(4): 511–541.

[10] Madan P, Srivastava S, Gupta B, Tripathi P M. Does resilience buffer the negative effects of tolerance of workplace incivility in the hospitality context? [J]. *International Journal of Hospitality Management*, 2025, 126: 104005.

生成式 AI CE2 支持旅遊課程教學設計與實施的實踐研究：以個案學習法為例

鄭翠玲[1]，王易好[2*]，顏力祺[3]

[1]澳熊創智文化有限公司，澳門，中國；城市大學（商學院），澳門，中國

[2] 澳熊創智文化有限公司，澳門，中國

[3] 澳門旅遊大學（教育質素管理中心），澳門，中國

[*]通訊郵箱：kasia0125@163.com

摘要

生成式人工智慧的發展為課程教學改革提供了新的支持方式。本文結合本人在旅遊課程中的教學實踐，討論 CE2（Chat Everywhere 2）平臺在個案學習法授課中的具體使用方式及其效果。個案學習法授課目的是培養研究所學生紮實的概念與分析基礎外，學生還能透過分析真實的商業情境、撰寫決策備忘錄（decision memos），培養在行銷領域做出可行決策，並處理重要的管理議題與挑戰的能力。文章主要從課綱構建、課前準備、課中情境推進和課後回饋及總結四個環節展開，分析 CE2 在教學設計與實施中的實際作用。實踐表明，CE2 能夠優化原本課程內容並提供更多符合教學目標的課程設計方案，縮短案例搜集、情境改寫和回饋整理等工作的時間，並為課堂討論提供更多可供比較的方案。與此同時，AI 生成內容在真實性、複雜性和課程適配度方面仍存在明顯局限。總體來看，CE2 更適合作為旅遊課程案例教學中的輔助工具，其價值主要體現在減輕重複性工作負擔和支持課堂設計優化兩個方面，其次，CE2 中的即時課堂練習（測試）功能對提升學生之課堂參與度也有積極影響。

關鍵字：生成式人工智慧；CE2；旅遊課程；案例教學法；教學設計；教學實施

一、引言

近兩年，生成式人工智慧逐步進入高校課堂，教師開始嘗試將其用於備課、任務設計、課堂互動和學習回饋等多個環節。與一般知識講授類課程相比，旅遊類課程往往更依賴具體情境、角色判斷與方案比較，因此對案例材料的更新速度、討論問題的開放程度以及課堂互動的連續性有更高要求。也正因為如此，生成式 AI 是否能夠真正服務於旅遊課程教學，並不取決於其“能不能生成內容”，而取決於它能否進入教師已有的教學邏輯，成為案例教學中的有效輔助。

在這樣的背景下，本文將 CE2 引入旅遊課程的案例教學實踐，重點考察其在課前設計、課堂互動以及課後回饋等環節中的具體應用，並結合真實課堂中的使用情況，分析其在教學設計與實施中的實際作用。

二、文獻綜述

現有研究已對生成式 AI 在教育中的應用展開了較為充分的討論。整體來看，相關研究大致形成了兩條較為清晰的路徑：一類研究關注生成式 AI 對教學流程、學習支持和教師角色的影響，認為其在教學資源生成、課堂互動、學習回饋以及教師工作支持等方面具有較大潛力[1–2]；另一類研究則更多從教師使用視角出發，討論生成式 AI 在真實教學場景中的應用邊界，指出其在內容真實性、情境適配 度、技術可靠性、學術誠信以及教師準備度等方面仍存在明顯問題[3–6]。這些研 究表明，生成式 AI 進入教育的意義並不僅在於提升效率，更在於它如何進入具 體教學情境，並與教師的教學判斷發生互動。

相較於已有研究對生成式 AI 教育應用的整體討論，圍繞具體課程類型、具體教學法以及具體實施過程的實踐研究仍然相對不足。尤其在旅遊課程中，案例教學不僅要求材料具有更新性，還強調情境真實性、角色衝突、服務判斷和方案比較，因此生成式 AI 的教學價值不能僅以“是否提高效率”來衡量，更應關注其能否支持教師進行案例重組、問題設計和課堂推進。基於此，本文將研究視角落在 CE2 支持下的旅遊課程案例教學實踐，重點分析其在課前準備、課中討論和課後回饋中的具體使用方式，並進一步探討其實際效果及適用邊界。

三、研究方法

本文採用混合研究方法，結合教學實踐研究與質性分析，探討 CE2 融入旅遊課程案例教學之應用。研究對象為旅遊課程研究生一年級之教學班級，資料來源包括課堂觀察紀錄、教學反思、CE2 使用紀錄及學生課後訪談資料。研究聚焦課前、課中與課後三個教學環節，並以實踐描述與質性歸納作為主要分析方式，以整理 CE2 在案例教學中的應用方式。

四、結果

首先，從學生的直觀感受來看，不少學生提到課堂內容“明顯更新了”。相比以往相對固定的案例材料，在 CE2 支持下所使用的案例更貼近行業發展變化。尤其是在文旅融合、目的地行銷、服務投訴以及旅遊危機等相關主題中，學生普遍認為討論內容與現實情境之間的距離有所縮小，這在一定程度上提升了他們的學習興趣。

在課堂參與方面，也出現了一些較為明顯的變化。由於 CE2 可以在較短時間內生成多種不同立場和解決方案，課堂不再局限於對“標準答案”的回應，而更像是

圍繞不同方案展開比較與討論。這種變化使得課堂氛圍更加開放，一些原本發言較少的學生也開始嘗試表達自己的看法。

從課後回饋來看，學生對回饋時效性的提升也有較為一致的評價。有學生提到，以往案例討論結束後，更多依賴課堂中簡單口頭總結，而現在教師借助 CE2 預先設置好題目及評分標準，學生只需將討論內容或結果直接上傳至 CE2，平臺便即時生成評核報告，學生可在一分鐘內獲取清晰的回饋建議。這種方式有助於他們更具體地理解自身在分析或表達上的問題，提升學習效益。

當然，學生的回饋中也包含了一些值得重視的意見。例如，有學生認為部分 AI 生成的案例情節“過於順暢”，與真實情境中的複雜性仍存在差距；也有學生提到，一些表達方式帶有明顯的“資料化”痕跡，缺乏現場感。這些回饋在一定程度上表明，學生並非單純接受 AI，而是更期待經過教師篩選與加工後的教學內容。

綜合來看，CE2 在旅遊課程案例教學中的作用主要體現在兩個方面：一是縮短了案例準備和回饋整理所需的時間，二是為課堂討論提供了更多可供比較的視角與方案。與此同時，學生回饋也表明，AI 生成內容在真實性、行業貼合度和語言自然度等方面仍存在不足，尤其在缺少教師進一步解釋時，學生容易將其輸出直接理解為“正確答案”。這些問題說明，生成式 AI 進入課堂後，並不會自動提升教學品質，其效果仍取決於具體的教學設計和使用方式。

五、討論

從本次教學實踐來看，CE2 進入旅遊課程案例教學後，帶來的變化並不只是增加了一種工具，而是改變了案例生成、問題推進和課堂討論的組織方式。以往案例教學較大程度依賴教師已有資源的積累，而在引入 CE2 之後，教師可以更快形成案例初稿、補充情境變數並生成可供比較的討論路徑。這使課堂重心從“準

備材料”進一步轉向“如何組織討論”和“如何引導判斷”，故教師的作用變得更加具體。

旅遊課程中的案例討論並不只是資訊處理，還涉及服務倫理、文化差異、角色衝突和情境判斷。AI 生成的內容雖然能夠提供思路，卻往往缺少真實課堂所需要的複雜性和貼合度。因此，CE2 更適合作為案例教學中的輔助工具，而不能直接承擔課堂判斷功能。課堂品質的關鍵，仍然在於教師能否把生成內容轉化為有針對性的學習過程。

六、結論

本文以旅遊課程案例教學為場景，探討了 CE2 在課前準備、課中討論與課後回饋中的具體應用。研究表明，CE2 能夠在一定程度上縮短案例整理與回饋生成所需時間，並為課堂討論提供更多可供比較的情境與方案。對旅遊課程而言，其價值主要不在於替代教師，而在於協助教師更有效地組織案例教學過程。AI 生成內容在真實性、複雜性和課程適配度方面仍有局限，尤其涉及服務倫理、文化差異和情境判斷時，仍需依賴教師進行篩選與加工。因此，CE2 更適合作為旅遊課程案例教學中的輔助工具。未來還可進一步結合更多課堂資料與學生表現，對其應用效果展開更深入分析。

參考文獻

[1] 楊宗凱, 王俊, 吳砥, 陳旭. ChatGPT/生成式人工智慧對教育的影響探析及應對策略[J]. 華東師範大學學報(教育科學版), 2023, 41(7): 26-35.

[2] 劉明, 郭爍, 吳忠明, 廖劍. 生成式人工智慧重塑高等教育形態：內容、案例與路徑[J]. 電化教育研究, 2024(6): 57-63.

[3] 李豔, 孫淩雲, 江全元, 陳立萌, 楊旸, 吳飛. 高校教師人工智慧素養及提升策略[J]. 開放教育研究,2025,31(1):23-33.

[4] Celik I, Dindar M, Muukkonen H, Järvelä S. The Promises and Challenges of Artificial Intelligence for Teachers: A Systematic Review of Research[J]. TechTrends, 2022, 66: 616-630.

[5] Kaplan-Rakowski R, Grotewold K, Hartwick P, Papin K. Generative AI and Teachers' Perspectives on Its Implementation in Education[J]. Journal of Interactive Learning Research, 2023, 34(2): 313-338.

[6] Chan C K Y, Tsi L H Y. Will generative AI replace teachers in higher education? A study of teacher and student perceptions[J]. Studies in Educational Evaluation, 2024, 83: 101395.

人工智能時代下旅遊相關專業大學生的認知建構、職業想象與應對策略

孟千惠，羅好，黃樂霖，劉超*

澳門科技大學酒店與旅遊管理學院，澳門氹仔，中國

*通訊作者：liuchao@must.edu.mo

摘要

人工智能(Artificial Intelligence, AI)的快速發展正深刻重塑旅遊與酒店業的勞動力生態，吸引來自學界與業界對此類議題的高度關注。然而，圍繞 AI 與就業關係的研究在多個維度上存在不均衡：研究對象高度集中於在職從業者，Z 世代作爲未來勞動者的視角嚴重不足[1-2]；方法論以量化範式主導，善於檢驗變量間關係，卻難以揭示個體如何逐步建構 AI 認知、如何在矛盾情感中做出職業選擇，以及話語表態與實際行爲之間可能存在的張力；在分析層次上，多數研究將 AI 影響還原爲個體心理反應，對結構性衝擊如何被個體化解讀和應對缺乏考察[3]。這些空白共同指向一個核心盲區：尚處於職業認知形成窗口期的學生羣體，其 AI 認知如何建構、職業選擇如何受到塑造、應對策略如何形成。本研究聚焦旅遊相關專業大學生，探究 AI 發展如何塑造其對 AI 的認知與情感(RQ1)、如何影響其職業選擇與規劃(RQ2)、以及學生發展出哪些應對策略(RQ3)。

研究基於解釋主義範式，運用 Braun 與 Clarke[4] 的反思性主題分析法(Reflexive Thematic Analysis)，對 18 位旅遊管理/酒店管理專業在讀大學生(大一至大四；40–90 分鐘/人)進行半結構化深度訪談，編碼採用語義與潛層雙軌體系，以歸納爲主、演繹爲輔的混合式路徑分析。第 16 份訪談後新編碼產出顯著遞減，表明

數據已達飽和。此外，3 位同爲旅遊管理專業在讀大學生的研究團隊成員依照相同提綱進行了小組自省討論(researcher introspection)，其雙重身份(研究者兼被研究羣體成員)爲主樣本提供了反思性三角驗證。

關於研究問題 1(RQ1)，受訪者的 AI 認知形成呈現清晰的三階段路徑。第一階段是通過社交媒體和新聞的間接接觸，多數受訪者在此階段對 AI 的理解停留在“遠處的高科技”層面(如 P01 回憶的“與柯潔圍棋對戰的那個”)。第二階段是學業場景中的近距接觸，但通過課程教學接觸 AI 的受訪者不到半數，多爲個別教師的自發要求而非系統性安排，反映出學科教育在 AI 認知引導方面的顯著缺位。第三階段是以 ChatGPT 爲代表的生成式 AI 帶來的功能性衝擊——P16 用“完全打臉”概括了從旁觀到使用後的認知翻轉。這一發現揭示了一條碎片化、偶然性、非學科引導的認知建構路徑；既有研究[1]關注 AI 意識對工作態度與離職意向的影響，本研究則將分析視角前推至認知形成過程本身，證明這一路徑對後續職業想象與行動選擇具有決定性影響。

研究團隊自省數據爲這一路徑提供了反思性三角驗證：三位研究者在參與本研究前同樣未將 AI 與本專業就業進行關聯思考，而參與結構化訪談的過程本身觸發了新的認知聯結，暗示碎片化認知並非不可打破，但需要特定的對話情境作爲催化。在人機關係層面，受訪者普遍自稱“把 AI 僅作爲輔助工具”，卻同時描述了“第一反應先問 AI”(P02)、“過度依賴，因爲 AI 太管用了”(P06)等行爲，呈現從工具使用到無反思依賴的漸進讓渡。情感方面，矛盾共存構成壓倒性常態，且強度與感知到的就業壓力密切相關：低年級學生傾向樂觀(如大一的 P17 全程呈現“一貫樂觀”)，高年級則表現出顯著焦慮——“我希望它發展，但是別發展的這麼快”(P02)

生動呈現了期待與焦慮在同一個體內的並行，印證了 Liu 等學者揭示的 AI 意識“雙刃劍效應”[5]。

在職業選擇維度(RQ2), Kang 等學者[6] 基於在職員工中識別的行業外流模式呈現出向學生階段前置的趨勢。P05 從酒店管理轉向供應鏈，P09、P11 從旅遊管理轉向會展, “有一種危機感, 然後就選擇逃避”的敘述呼應了外流的心理驅動機制。多數受訪者直接否認 AI 影響了擇業，但這種否認與可觀察到的賽道轉換之間存在明顯張力：當被追問時，受訪者傾向於將職業調整歸因於個人興趣而非 AI 壓力，但轉向方向恰好遠離了其自認爲易被 AI 替代的領域。Rezapouraghdam 等學者[7] 的量化發現(RAISA 擔憂→退學意向)在此獲得了更細緻的質性補充：學生並非簡單“退出”教育，而是在專業內部悄然轉換賽道，呈現一種“選擇前的逃避”。在行業想象中，“低門檻崗位將被替代”與“人情味不可替代”構成幾乎全部受訪者共享的雙層敘事——“AI 是沒有那種人情味的”(P01)是核心信念，Lv et al.[8] 的實驗研究爲此提供了部分支撐。然而數據內部存在微裂縫：P09 提到 AI 生成的演講稿“特別能引起別人的共鳴”，P18 描述了 AI 生成溫暖話術的經驗。本研究據此提出“人情味信念的雙重性”：同一信念在認知層面作爲行業判斷，在情感層面作爲緩解職業焦慮的心理防禦，兩種功能同時運作，延伸了 Gursoy[9] 混合三元組理論在學生羣體中的適用範圍。此外，絕大多數受訪者將結構性 AI 衝擊轉化爲個人競爭力敘事——“二八定律”(P18)、“物競天擇”(P13)、“因人而異……洛桑畢業的就不愁”(P05)——反映出將宏觀結構變化歸因於個體努力的思維模式。Nayak et al. (2025)[3]對算法化人力資源管理隱性成本的研究表明 AI 對勞動者的衝擊具有結構性而非僅僅個體性，學生羣體的個體化歸因恰恰遮蔽了這一維度。

應對策略層面(RQ3)，受訪者發展出兩類元認知調控策略：一是“先思考再問 AI”的防禦型策略，旨在維持自主思考能力；二是主動學習 AI 指令技巧的推進型策略，後者覆蓋面更廣。然而最核心的發現在於話語與行爲的系統性斷裂：受訪者在話語層面表達清晰的掌控意願——“做 AI 的使用者和掌控者”(P01)、“不讓它完全支配我的生活”(P03)——行爲層面卻普遍缺乏配套行動——“沒有吧……不想學”(P02)、“有需求再說”(P02)。在現有研究區分的問題聚焦型應對(對應“內卷”式技能提升)與情緒聚焦型應對(對應“躺平”式心理脫離)[10]基礎上，本研究提出修辭聚焦型應對(Rhetoric-Focused Coping, RFC)作爲第三路徑。RFC 的核心在於其功能性悖論：話語防禦的心理滿足恰恰壓制了行動動機——當宣稱“人情味不可替代”足以緩解焦慮時，具體技能提升便失去緊迫性。研究團隊自省中，SI-H 在明確覺察到自己正複製受訪者的話語-行爲斷裂(自稱“反面教材”)後，仍在隨後延續同一修辭框架，表明 RFC 可能具有超越個體元認知的結構性慣性。

綜合來看，本研究揭示了旅遊相關專業大學生在人工智能時代下，其 AI 認知如何經由碎片化路徑形成、如何制約職業想象的展開空間、以及話語層面的應對如何在功能上替代實質行動的深層機制。三個主題構成“碎片化認知→匱乏想象→話語防禦”的遞進循環 (見圖 1)，且各環節之間存在相互強化的關係：碎片化的認知基礎限制了學生對行業未來的想象空間，匱乏的想象進一步壓縮了可用的應對方案庫，而話語防禦帶來的心理滿足又降低了深化認知的動力，形成自我封閉的循環；與既有文獻“前因→中介→結果”的線性假設不同，本研究揭示了這一過程的自我強化特徵。在時間維度上，行業外流和應對策略在入職之前就已形成；在功能維度上，話語層面的“應對”在心理功能上替代了行爲層面的實際行動，挑戰了“AI 意識→行爲調整”的線性假設。

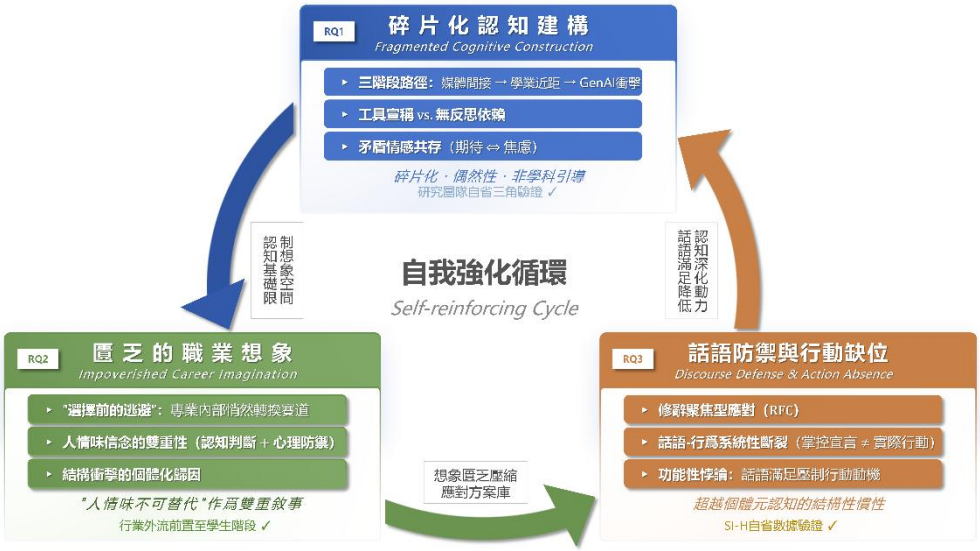


圖 1. "碎片化認知 → 匱乏想象 → 話語防禦"遞進循環模型

本研究的理論貢獻在於四個層面：第一，揭示認知形成路徑本身(碎片化、偶然性、非學科引導)對後續職業想象和行動的決定性影響，將 Bakir 等學者[1] 的 AI 意識框架向前延伸至認知形成階段；第二，提出“人情味信念的雙重性”——整合 Lv 等學者[8] 的實驗證據與 Gursoy 的混合三元組理論[9]，揭示同一信念在認知層面作爲行業判斷、在情感層面作爲心理防禦的雙重運作機制；第三，在 Lyu 等學者[10] 區分的問題聚焦型與情緒聚焦型應對基礎上提出修辭聚焦型應對(RFC)，揭示話語滿足如何在功能上替代行爲行動；第四，將 Kang 等學者[6] 所發現的勞動力外流模式前推至學生階段，識別“選擇前的逃避”現象。上述發現提示旅遊與酒店管理專業的教育者與行業實踐者需關注學生 AI 認知的系統性建構，並警惕話語層面的“準備就緒”可能掩蓋行動層面的實質缺位。

關鍵詞：人工智能認知建構；職業想象；修辭聚焦型應對；旅遊與酒店管理學生；生成式人工智能

參考文獻

[1] Bakir, S., Dogru, T., Bilgihan, A., & Ayoun, B. (2025). AI awareness and employee-related outcomes: A systematic review of the hospitality literature and a framework for future research[J]. *International Journal of Hospitality Management*, *131*, 104178. https://doi.org/10.1016/j.ijhm.2025.104178

[2] Fu, M., Fraser, B., & Arcodia, C. (2025). Digital natives on the rise: A systematic literature review on generation Z's engagement with RAISA technologies in hospitality services[J]. *International Journal of Hospitality Management*, *128*, 104144. https://doi.org/10.1016/j.ijhm.2025.104144

[3] Nayak, S., Budhwar, P., Pereira, V., & Malik, A. (2025). Unveiling the hidden costs of AI in hospitality industry: The adverse effect of algorithmic human resources management on stress, wellbeing, and commitment[J]. *International Journal of Hospitality Management*, *122*, 104206. https://doi.org/10.1016/j.ijhm.2025.104206

[4] Braun, V., & Clarke, V. (2022). *Thematic analysis: A practical guide*[M]. SAGE.

[5] Liu, S., Li, G., Zhang, F., & Wang, C. (2025). The double-edged sword effect of artificial intelligence awareness among hotel employees[J]. *International Journal of Contemporary Hospitality Management*, *37*(2). https://doi.org/10.1108/IJCHM-01-2024-0051

[6] Kang, J., Shin, H., & Kang, C. (2024). Hospitality labor leakage and dynamic turnover behaviors in the age of artificial intelligence and robotics[J]. *Journal of Hospitality and Tourism Technology*, *15*(5), 916–933. https://doi.org/10.1108/JHTT-07-2023-0199

[7] Rezapouraghdam, H., Ozturen, A., Haktanir, M., & Azinuddin, M. (2025). Examining the effects of industry transition to robotics, artificial intelligence, and service automation on hospitality and tourism students' critical outcomes: Quitting or quiet quitting[J]? *Journal of Hospitality, Leisure, Sport & Tourism Education*, *37*, 100580. https://doi.org/10.1016/j.jhlste.2025.100580

[8] Lv, X., Liu, Y., Luo, J., Liu, Y., & Li, C. (2025). AI service may backfire: Reduced service warmth due to service provider transformation[J]. *Journal of Retailing and Consumer Services*, *82*, 104282. https://doi.org/10.1016/j.jretconser.2025.104282

[9] Gursoy, D. (2026). Reconceptualizing customer experience co-creation and service delivery in the age of artificial intelligence[J]. *Journal of Hospitality Marketing and Management*. https://doi.org/10.1080/19368623.2025.2611513

[10] Lyu, T., Li, P., & Lin, P. M. C. (2026). Investigating the effect of AI technostress on employee's working behaviors: A stress response model[J]. *Journal of Hospitality and Tourism Technology*. https://doi.org/10.1108/JHTT-05-2025-0366

公众环境关注会引发旅游企业“碳漂绿”吗？基于面板数据固定效应模型

張明瑤

摘要

在“雙碳”背景下，企業的環境行為是一個重要的議題，本研究聚焦旅遊企業可能存在的“碳漂綠”現象。基於 2014—2023 年中國 A 股旅遊上市公司的面板資料，運用固定效應模型，實證檢驗了公眾環境關注對旅遊企業碳漂綠行為的影響。結果表明：公眾環境關注顯著抑制了旅遊企業的碳漂綠行為，支持了外部監督假說，多項穩健性檢驗也證實了這一結論。在進一步的分析中發現，“管理層短視”的仲介機制並未得到證實。總之，本研究從非正式制度的公眾環境關注的壓力視角，剖析了旅遊企業環境資訊披露行為新的經驗證據，這為引導公眾參與環境治理、規範企業碳溝通實踐提供了參考依據，助力企業碳減排行為。

關鍵字： 旅遊企業碳漂綠、公眾環境關注、固定效應模型、可持續旅遊

主客互動對遊客城市認同的影響：汙名感知的仲介與共創意願的調節——以澳門為例

王忠濤，洪芳

酒店與旅遊管理學院（澳門科技大學），澳門，中國

摘要

澳門長期以博彩旅遊業為主導產業，“賭城”的刻板形象吸引大量遊客的同時，也面臨城市形象汙名化的困境。隨著澳門旅遊產業向多元文化產業方向轉型升級，如何減低遊客對於澳門城市形象的汙名感知，增強遊客對澳門的城市認同，已經成為業界共同關注的問題。

本文以來澳遊客為研究對象，基於接觸理論以及社會認同理論，構建了“主客互動→汙名感知→城市認同”的理論模型，並引入遊客的共創意願作為調節變數，探討主客互動對遊客城市認同的影響機制。王昆等（2025）發現，高水準的主客互動對於遊客地方依戀的影響程度更加顯著。[1]由此構建得到本模型中主客互動→城市認同路徑。Schaubroeck, John M(2018)發現，職業骯髒感的增加與個體的去職業認同程度呈現正相關。[2]本研究將此“汙名—認同”關係邏輯從職業領域遷移至旅遊目的地情境，提出遊客對澳門博彩城市形象的汙名感知會負向影響其城市認同，從而構建了本模型中的汙名感知→城市認同路徑。

研究採用問卷調查法對赴澳遊客進行資料收集，採用 SPSS、Process 等工具進行資料分析處理。本研究揭示了主客互動對博彩旅遊目的地遊客城市認同的“去汙名化”機制，為澳門及其他面臨類似形象的旅遊目的地優化主客關係管理、提升遊客地方認同提供了理論依據與實踐啟示。

關鍵字：主客互動、城市認同、汙名感知、共創意願

參考文獻

[1] Wang, K., et al. (2025). The emotional mechanism of host-guest interaction impact tourist value co-creation behaviors: A perspective from affective events theory[J]. Journal of Hospitality and Tourism Management 64.

[2] Schaubroeck, J. M., et al. (2018). Changing experiences of work dirtiness, occupational disidentification, and employee withdrawal[J]. Journal of Applied Psychology 103(10): 1086 – 1100.

[3] Hultman, M., et al. (2015). Achieving tourist loyalty through destination personality, satisfaction, and identification[J]. Journal of Business Research 68(11): 2227 – 2231.

[4] Xie, L., et al. (2023). How to inspire users in virtual travel communities: The effect of activity novelty on users' willingness to co-create[J]. Journal of Retailing and Consumer Services 75.

[5] Handrich, M. and S. Heidenreich (2013). The Willingness of a Customer to Co-Create Innovative, Technology-Based Services: Conceptualisation and Measurement[J]. International Journal of Innovation Management 17(04).

[6] He, M., et al. (2022). Spatial stigma and environmentally responsible behaviors during the pandemic: The moderating role of self-verification[J]. Tourism Management Perspectives 42.

[7] Wei, M., et al. (2020). The effect of host – guest interaction in tourist co-creation in public services: evidence from Hangzhou[J]. Asia Pacific Journal of Tourism Research 25(4): 457 – 472.

旅遊場景下非遺文創產品遊客支付溢價與購買意願測度模型——以侗族藍染織產品為例

王雅奇

澳門科技大學酒店與旅遊管理學院

摘要

在文旅融合背景下，非遺文創產品的合理定價缺乏量化依據。本研究以侗族藍染織產品為例，基於新古典消費決策理論與離散選擇理論，構建了由平均支付溢價率測度模型（CVM）、二元 Logit 回歸模型和溢價閾值識別模型組成的三維量化體系。通過問卷收集遊客對工業印染基准價（100 元）下不同溢價水平（10%–80%）的購買意願，測度遊客的平均最大支付意願（WTP）與平均支付溢價率（PR⁻），並分析月收入、文化旅遊偏好、價格敏感度、工藝了解程度等因素對溢價購買意願的邊際影響。進一步通過分組回歸與描述性統計識別溢價閾值。模型可直接應用於侗族旅遊目的地（如肇興侗寨）的藍染織產品定價，並為非遺文創的可持續旅遊監測（SDG 12.b）提供量化工具。預期結果將證實溢價水平與購買意願呈負相關，且文化旅遊偏好和工藝了解程度顯著正向調節購買意願。

關鍵詞：非遺文創；支付溢價；購買意願；離散選擇模型；侗族藍染織

學科領域：旅遊經濟學；消費經濟學；非遺產業經濟模型定位：基於新古典消費決策理論與離散選擇理論的實證量化模型，適用於旅遊場景下非遺文創產品支付

溢價的測度與影響因素分析，可直接用於學術會議報告、實證論文撰寫的模型構建環節。

一、模型研究基礎與理論框架

（一）理論基礎

本模型以新古典經濟學消費者剩餘理論、離散選擇理論（[1]）為核心，結合條件價值評估法（CVM）（[2]）的非市場產品價值測度邏輯，同時融入旅遊消費效用理論，將遊客對侗族藍染織非遺文創產品的溢價購買決策界定為 **“成本 – 效用”權衡下的理性離散選擇行為 **—— 遊客在旅遊場景下對非遺文創產品的消費效用包含使用效用、文化體驗效用與情感認同效用，當溢價帶來的效用增量大於價格成本增量時，遊客產生溢價購買意願，且意願強度隨溢價水平呈規律性變動。

（二）模型研究邊界

研究場景：侗族文化旅遊目的地（如貴州肇興侗寨、三江侗寨、湖南通道侗寨等）的實地旅遊消費場景；

研究對象：到訪侗族旅遊目的地且接觸過侗族藍染織文創產品的實際遊客；

研究產品：侗族藍染織非遺文創產品（以核心品類“藍染織圍巾”為測度載體，基准價錨定當地工業印染同類產品市場均價）；

溢價界定：以當地工業印染同類藍染織產品市場均價為基准價（P0 ），支付溢價為遊客願意支付的價格與基准價的差額，支付溢價率為差額與基准價的比值。

二、模型變量定義與操作化測量

（一）變量類型與核心維度

模型變量分為被解釋變量、核心解釋變量與控制變量三大類，均遵循經濟學可量化、旅遊消費可觀測原則，剔除主觀感知類中介變量，所有變量的操作化測量均參考 CSSCI/SSCI 核心期刊實證研究範式，保證變量的信度與效度。

具體變量定義、賦值與測量依據

變量類型	變量符號	變量名稱	變量屬性	賦值 / 測量方式	測量依據（CNKI/SSCI）
被解釋變量	Y	溢價購買意願	二元離散變量	Y=1（願意購買），Y=0（不願意購買）	[3][4]
核心解釋變量	X1	支付溢價水平	有序分類變量	X1 =1（溢價 10%，P=1.1P0 ）；X1 =2（溢價 30%，P=1.3P0 ）；X1 =3（溢價 50%，P=1.5P0 ）；X1 =4（溢價 80%，P=1.8P0 ）；P0 =100 元（工業同類產品基准價）	[5]
控制變量	X2	月均可支配收入	有序分類變量	1=3000 元及以下；2=3001–5000 元；3=5001–8000 元；4=8001–12000 元；	[8]

				5=12001–20000 元；6=20000 元以上	
	X3	本次侗族旅遊消費預算	有序分類變量	1=500 元及以下；2=501–1000 元；3=1001–2000 元；4=2001–3000 元；5=3001–5000 元；6=5000 元以上	[9]
	X4	價格敏感度	有序分類變量	1 = 極敏感；2 = 較敏感；3 = 一般；4 = 較不敏感；5 = 極不敏感	相關研究
	X5	文化旅遊偏好度	有序分類變量	1 = 極低；2 = 較低；3 = 一般；4 = 較高；5 = 非常高	[3][6]
	X6	非遺文創購買經曆	有序分類變量	1 = 無；2 = 有(1–3 次)；3 = 有（4 次及以上）	[5]
	X7	侗族旅遊停留天數	有序分類變量	1=1 天；2=2 天；3=3 天；4=4–5 天；5=6 天及以上	[9][7]
	X8	藍染織工藝了	有序分類變量	1 = 完全不了解；2 = 不太了解；3 = 一般；4 = 比	[10][5]

		解程度		較了解；5 = 非常了解	
	X9	性別	虛擬變量	1 = 男性；0 = 女性	[8][4]
	X10	年齡	有序分類變量	1=18–25 歲；2=26–35 歲；3=36–45 歲；4=46–55 歲；5=56–65 歲；6=65 歲以上	[8][9]
	X11	受教育程度	有序分類變量	1 = 高中及以下；2 = 大專；3 = 本科；4 = 碩士及以上	[9][7]

注：職業變量作為多分類虛擬變量，在回歸模型中以“學生”為基准組進行虛擬變量設置，納入模型時記為 X12 —X16 ，不單獨列示。

三、模型體系構建

本模型采用 **“雙核心模型 + 拓展模型”的體系設計，其中平均支付溢價率測度模型（CVM）** 實現“支付溢價水平量化”，二元 Logit 回歸模型實現“溢價購買意願影響因素量化”，溢價閾值識別模型為定價實踐提供邊界依據，三者相互印證，形成“測度 – 分析 – 應用”的完整邏輯閉環，符合旅遊經濟學實證研究的學術規範。

模型 1：平均支付溢價率測度模型（基於條件價值評估法 CVM）

（一）模型構建目的

直接測度旅遊場景下遊客對侗族藍染織非遺文創產品的平均最大支付意願（WTP）與平均支付溢價率，回答“遊客願意為侗族藍染織產品支付多高的基准溢價？”的核心問題，為產品市場定價提供直接量化依據。

（二）模型公式

$\overline{PR}=(P0 \quad \overline{WTP}-P0 \quad)\times 100\% \overline{WTP}=n1 \quad \Sigma i=1n \quad WTPi$

（三）變量說明

$\overline{PR}$：遊客平均支付溢價率（%），模型核心測度結果，反映遊客整體可接受的基准溢價水平；

$\overline{WTP}$：遊客平均最大支付意願（元），表示樣本遊客對正宗侗族手工藍染織產品的平均最高支付價格；

WTPi ：第 i 個遊客的最大支付意願（元），由開放式問卷問題直接測度；

P0 ：工業印染同類產品市場基准價（100 元），經侗族旅遊目的地文創市場調研確定的固定參照價；

n：有效樣本量（n≥300，符合 Logit 回歸模型樣本量要求）。

（四）模型估計方法

采用描述性統計分析法，通過 SPSS 26.0/Stata 17.0 計算 WTPi 的樣本均值、中位數、標准差與置信區間（95%），驗證測度結果的穩定性。

模型 2：二元 Logit 回歸模型（核心解釋模型，基於離散選擇理論）

（一）模型構建目的

量化分析支付溢價水平（X1）及遊客經濟、消費、人口統計特征（X2—X16 ）對溢價購買意願（Y）的邊際影響程度與統計顯著性，識別驅動 / 抑制遊客溢價購買的核心變量，驗證“溢價水平與購買意願呈負向相關”的研究假設。

（二）模型公式

$\ln(1-P(Y=1|X)P(Y=1|X))=\alpha+\beta1 X1 +\Sigma i=216 \beta i Xi +\varepsilon$

簡化形式：$Logit(P)=\alpha+\beta1 X1 +\beta2 X2 +\cdots+\beta16 X16 +\varepsilon$

（三）變量與參數說明

$P(Y=1|X)$：給定所有解釋變量與控制變量下，遊客願意購買侗族藍染織產品的條件概率（$0<P<1$）；

α：模型截距項，表示所有解釋變量為 0 時，遊客溢價購買意願的基准對數發生比；

β1 ：支付溢價水平的核心回歸系數，為模型重點關注參數：若β1 <0 且 $p<0.05$，表明溢價水平越高，遊客購買概率越低，系數絕對值越大，邊際抑制作用越顯著；

βi （i=2—16）：各控制變量的回歸系數，系數為正表示該變量正向驅動溢價購買意願，系數為負表示該變量抑制溢價購買意願，$p<0.05$ 為統計顯著；

ε：隨機誤差項，滿足 Gumbel 分布（離散選擇模型經典假設），均值為 0，方差為π2/6，代表未納入模型的隨機因素對購買意願的影響。

（四）模型估計與檢驗標准

估計方法：采用極大似然估計法（MLE），通過 SPSS 26.0/Stata 17.0 的 Logit 回歸模塊實現參數估計；

擬合優度檢驗：

霍斯默 – 萊梅肖（H–L）檢驗：$p>0.05$ 表示模型擬合效果良好；

Nagelkerke R2：反映模型對被解釋變量的解釋能力，取值越大（0–1），模型解釋力越強；

多重共線性檢驗：方差膨脹因子（VIF），VIF<10 表示模型無嚴重多重共線性，變量設置合理；

顯著性檢驗：各參數的 t 檢驗 /z 檢驗，p<0.05（）、p<0.01（）、p<0.001（）分別表示在 95%、99%、99.9% 的置信水平下統計顯著；

穩健性檢驗：通過替換核心解釋變量賦值方式（將溢價水平設為連續變量：溢價率 10%/30%/50%/80% 直接賦值為 10/30/50/80）重新回歸，驗證參數結果的穩定性。

模型 3：溢價閾值識別模型（拓展應用模型，基於分組回歸與描述性統計）

（一）模型構建目的

識別遊客對侗族藍染織產品的支付溢價閾值—— 即當溢價水平超過該值時，遊客購買意願率出現斷崖式下降，為產品市場定價設置“上限邊界”，實現模型的實踐應用價值。

（二）模型核心方法與公式

購買意願率計算：

PRi =NX1 =i NY=1|X1 =i ×100%其中，PRi 為第 i 個溢價水平下的購買意願率，NY=1|X1 =i 為該溢價水平下願意購買的遊客數，NX1 =i 為該溢價水平下的總樣本數；2. 閾值識別：

繪制 **“溢價水平 – 購買意願率”折線圖 **，直觀識別拐點（購買意願率突然大幅下降的臨界點），該拐點對應的 X1 即為溢價閾值；

采用分組 Logit 回歸：將樣本按溢價水平分為“低溢價組（X1 =1,2）”與“高溢價組（X1 =3,4）”，分別構建 Logit 回歸模型，對比兩組模型中β1 的系數大小與顯著性，驗證閾值前後溢價水平對購買意願的影響異質性。

四、模型參數解讀與經濟學意義

（一）核心參數解讀

平均支付溢價率（$\bar{PR}$）：反映旅遊場景下遊客對侗族藍染織非遺文創產品的價值認可程度，$\bar{PR}$越高，表明遊客對產品的文化、情感效用評價越高，願意為非遺價值支付的溢價越多；

溢價水平回歸系數（β1 ）：反映溢價水平對購買意願的邊際抑制效應，β1 的絕對值越大，表明遊客對溢價的敏感程度越高，溢價水平每提升 1 個梯度，購買概率的對數發生比下降越多；

控制變量核心系數：

文化旅遊偏好度（X5 ）、月均可支配收入（X2 ）的系數預期為顯著為正，表明高文化旅遊偏好、高收入遊客對非遺文創的溢價接受度更高；

價格敏感度（X4 ）的系數預期為顯著為負，表明價格敏感型遊客對溢價的接受度更低，是抑制溢價購買的核心因素；

藍染織工藝了解程度（X8 ）的系數預期為顯著為正，表明遊客對非遺工藝的了解越深，對產品的價值認可越高，溢價購買意願越強。

（二）模型的經濟學理論意義

突破非遺文創產品研究中“主觀感知為主”的研究範式，構建純經濟學量化模型，將非遺文創產品的溢價購買意願轉化為可測度的理性離散選擇行為，豐富旅遊消費經濟學與非遺產業經濟學的實證研究體系；

融合 CVM 法與 Logit 模型，實現“非市場價值測度”與“離散選擇分析”的結合，為同類非遺旅遊文創產品的支付溢價測度提供可複制、可推廣的模型參考；

驗證了 **“消費效用多元化”** 在旅遊非遺消費中的適用性，證明遊客對非遺文創產品的消費效用不僅包含使用效用，還包含文化體驗與情感認同效用，補充了新古典消費理論在旅遊特色消費場景中的應用邊界。

（三）模型的實踐應用意義

定價決策依據：模型 1 的 $\bar{PR}$ 為產品基准定價提供依據，模型 3 的溢價閾值為產品最高定價設置邊界，形成“基准溢價→溢價閾值”的合理定價區間，解決侗族藍染織產品定價無量化依據的問題；

精准營銷導向：基於模型 2 識別的核心驅動 / 抑制變量，實現旅遊市場細分——對高文化旅遊偏好、高收入、非遺工藝了解程度深的遊客推出高溢價精品款，對價格敏感、低文化旅遊偏好的遊客推出低溢價基礎款；

SDG 12.b 落地支撐：為聯合國 SDG 12.b“可持續旅遊業監測工具”提供經濟學量化指標（平均支付溢價率、溢價購買意願率），從消費端量化評估可持續旅遊業對當地非遺產品的推廣成效，為非遺文化旅遊的可持續發展提供實證支撐。

五、模型的假設條件與適用範圍

（一）模型的基本假設條件

理性經濟人假設：調研遊客為理性消費主體，其溢價購買決策基於“價格成本 – 綜合效用”的權衡，無非理性消費的極端情況；

價格參照系共識假設：遊客對當地工業印染同類產品的基准價（P0 =100 元）具有普遍認知，溢價水平的設定具有可比性；

意願真實表達假設：遊客在問卷調研中真實表達其支付意願與購買意願，無虛假填答、刻意回避等情況；

樣本隨機性假設：調研樣本為侗族旅遊目的地的隨機遊客，樣本結構符合旅遊市場的實際特征，具有代表性。

（二）模型的適用範圍

場景限定：僅適用於侗族文化旅遊目的地的實地旅遊消費場景，不適用於非旅遊場景（如線上電商）的侗族藍染織產品消費；

產品限定：適用於非遺手工類文創產品，尤其適用於具有民族文化特色的染織、雕刻、編織等非遺文創產品，可通過調整基准價（P0 ）推廣至其他民族非遺文創產品；

對象限定：適用於到訪非遺旅遊目的地並接觸過非遺文創產品的實際遊客，不適用於未接觸過產品的普通社會大眾。

六、模型的學術創新點

視角創新：從純旅遊經濟學視角出發，剝離主觀感知類中介變量，構建無中介的量化測度模型，彌補現有非遺文創研究中“主觀感知多、量化分析少”的不足；

方法創新：采用“CVM 測度 ＋Logit 分析 ＋ 閾值識別”的三維方法體系，既實現了支付溢價水平的直接測度，又完成了影響因素的量化分析，還提供了定價實踐的邊界依據，形成完整的“測度 – 分析 – 應用”邏輯；

變量創新：所有變量均采用經濟學可量化、旅遊消費可觀測的指標，操作化測量均參考核心期刊實證範式，保證模型的信度、效度與學術規範性，可直接用於實證檢驗。

參考文獻（模型構建核心參考文獻）

[1] MCFADDEN D. Conditional logit analysis of qualitative choice behavior[M]. New York: Academic Press, 1974.

[2] CAMERON T A, JAMES M D. Estimation of non-market demand curves using referendum data: An application to wilderness recreation[J]. Land Economics, 1987, 63(1): 1-15.

[3] 張朝枝, 遊旺. 非遺旅遊產品遊客支付意願及影響因素——以潮州木雕為例[J]. 旅遊學刊, 2021, 36(8): 112-125.

[4] KIM N, LEE M. The effect of supply chain transparency on consumer trust[J]. Journal of Business Ethics, 2018, 150(2): 435-452.

[5] LU L, et al. Conserving the past: The role of authenticity in cultural heritage tourism[J]. Journal of Sustainable Tourism, 2020, 28(13): 2169-2186.

[6] KOLAR T, ZABKAR V. A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing?[J]. Journal of Business Research, 2010, 63(10): 1050-1056.

[7] 陳秋華, 紀金雄. 森林生態旅遊產品消費者支付意願及影響因素——以福建省為例[J]. 資源科學, 2012, 34(6): 1144-1150.

[8] 李麗梅, 保繼剛. 旅遊地居民旅遊感知與態度的經濟分析[J]. 地理研究, 2005, 24(4): 567-576.

[9] 鄒光勇, 黃震方, 靳誠. 城市居民鄉村旅遊支付意願及其影響因素——以南京市為例[J]. 地理研究, 2011, 30(6): 1104-1114.

[10] 盧小麗, 劉秀華, 王立偉. 非遺文創產品遊客購買意願影響因素——以北京兔兒爺為例[J]. 旅遊科學, 2022, 36(2): 112–130.

當黃金時代落幕：資源保存理論視角下香港電影衛星影迷的行為機制研究

王鬱文，朱燕妮*

澳門科技大學酒店與旅遊管理學院，澳門，中國

*通訊郵箱：ynzhu@must.edu.mo

摘要

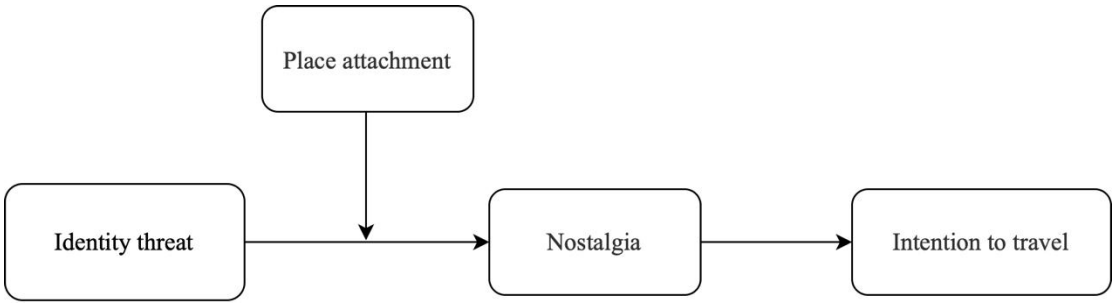
在華語電影市場格局快速變遷的背景下，港產片年產量已由高峰時期的每年 200 餘部銳減至 50 部左右，香港電影的黃金時代逐漸過去，其在華語電影界的影響力也經歷著結構性調整，行業面臨人才斷層與產業轉型的雙重困境。20 世紀 90 年代，中國大陸的觀影者因客觀條件所限，無法親臨電影產地，只能通過錄影帶、影碟與電視等媒介接觸香港電影，並與之建立起深厚的情感聯結——這類群體在學術上被界定為“衛星影迷”。近年來，隨著香港電影產業影響力的持續減弱，衛星影迷群體感受到了前所未有的身份威脅，這已成為驅動其心理與行為變化的關鍵動因。現有關於香港電影的研究多從產業發展、文化影響與文化傳承等視角來探討其變遷，卻鮮有關注身處其中的影迷群體，尤其缺乏對該情境下衛星影迷行為機制的深入探索。同時，既有影迷研究多聚焦消費行為，較少關注身份威脅情境下的應對行為，尤其是針對受香港電影黃金時代影響的衛星影迷的系統研究仍屬空白。

為彌補上述研究空白，本研究以資源保存理論為框架，整合香港影迷身份威脅、懷舊、旅遊傾向與地方依戀，建構一個有調節的仲介模型，探討香港影迷身份威脅如何及何時影響其赴港旅遊傾向。具體而言，本研究提出，香港電影的式微對衛星影迷所造成的身份威脅，將啟動其心理防禦機制，喚醒影迷的懷舊情感，進

而驅動其產生旅遊傾向。此外，衛星影迷透過香港電影長期建立的地方依戀，將調節身份威脅與懷舊之間的直接關係，以及身份威脅透過懷舊影響旅遊傾向的間接關係。

本研究的主要理論貢獻體現在以下三個方面：第一，將資源保存理論拓展至文化消費領域的影迷研究，揭示了衛星影迷在面對香港電影式微所造成的身份資源損失時，如何通過懷舊進行心理防禦與資源補償；第二，構建並驗證了“身份威脅—懷舊—旅遊傾向”的仲介機制，彌補了既有影迷研究對身份威脅情境下情感應對路徑關注的不足；第三，識別了地方依戀在身份威脅與懷舊關係中的調節作用，明確了該仲介機制的邊界條件，回答了身份威脅“何時”更能激發影迷的懷舊與旅遊傾向。

關鍵詞：衛星影迷；身份威脅；懷舊；旅遊傾向；地方依戀



参考文献

[1] Ono A, Kawamura S, Nishimori Y, Oguro Y, Shimizu R, Yamamoto S. Anime pilgrimage in Japan: Focusing Social Influences as determinants[J]. Tourism Management, 2020, 76:103935.
[2] Tian J, Li T, Chen R, Yang K, Li P, Wen S. Converting idol worship into destination loyalty: A study of “idol pilgrimage tour” in China[J]. Journal of Research in Interactive Marketing, 2024, 18(2):257-274.
[3] Thelen T, Kim S. Understanding fan tourists at a non-commodified fan pilgrimage site: an application of fan capital theory[J]. Current Issues in Tourism, 2021, 26(1):12-17.

[4] Yadav J, Yadav R, Sahore N, Mendiratta A. Digital social engagements and knowledge sharing among sports fans: Role of interaction, identification, and interface[J]. Technological Forecasting and Social Change, 2023, 195:122792.

臺灣旅宿業面臨的議題與挑戰：自臺灣上市旅館永續報告書之重大主題檢視

林芳儀 [1]，呂玟靜 [2*]

[1] 輔仁大學 民生學院 餐旅管理學系

[2] 國立臺灣師範大學 運動休閒與餐旅管理研究所

[*]通訊郵箱：162812@mail.fju.edu.tw

摘要

全球報告倡議組織 (Global Reporting Initiative, GRI) 自 1997 年成立以來，持續推動資訊揭露機制，並於 2021 年發布最新「通用準則」，定義了永續報告的書寫框架 [1]。GRI 2021 準則包含：GRI 1 (基礎原則)、GRI 2 (一般揭露) 及 GRI 3 (重大主題) ；其中「GRI 3：重大主題 2021」是企業鑑別及管理重大議題的核心工具，透過組織環境背景分析、衝擊鑑別、程度評估及排序等四個程序，協助企業精準揭露對經濟、環境與人權的影響 [2]。隨國際趨勢發展，臺灣金管會要求上市櫃公司將原「企業社會責任報告書 (CSR)」更名為「永續報告書 (ESG Report)」，並揭露 ESG 相關資訊。重大議題的排序不僅反映組織狀況，更呈現企業對環境與社會實際及潛在衝擊的重視程度 [3]。

臺灣旅宿業的規模上，合法業者約 1.6 萬家，提供超過 25 萬間客房 [4]。然而，目前僅有少數大型品牌如國賓、夏都、晶華、遠雄來等，在法規要求前便持續編製報告書 [5]。交通部觀光署積極鼓勵旅宿業者使用國際準則進行永續報告書的撰寫，傳達大型旅館的永續的商業模式 [6]。臺灣證券交易所於 2025 年公告條文，所有上市公司每年需依照 GRI 公告之準則進行永續報告書的編制及申報；

報告書內容須涵蓋環境、社會、公司治理，報告書揭露項目需取得第三方確信或保證 [7]。依臺灣金融監督管理委員會要求，實收資本額達 20 億元的上市櫃公司須於 2025 年 8 月前申報報告書，進一步推動產業透明化 [8]。重大主題是永續報告書的出發點，也是利益相關人最關注的要項。研究顯示，企業對特定 ESG 主題（如人權、溫室氣體排放）的重視程度會直接影響股價反應；因此，ESG 重大議題不僅是溝通策略，更是企業治理思維與財務價值的體現 [9]。本研究旨在系統性檢視上市旅宿業的報告書，歸納出產業重大主題清單，藉此瞭解臺灣旅宿業面臨的衝擊、挑戰及其議題重要性排序。

本研究採內容分析法，分析上市旅館企業的「重大主題」，討論面向包含：(1) ESG 各分類的比重與細項；(2) ESG 各細項的優先順序排序，透過次級資料檢視旅宿業的治理脈絡。研究對象涵蓋臺灣證交所「觀光餐旅」類別下的九家上市公司：萬企、華園、國賓、六福、晶華、夏都、遠雄來、寒舍、雲品 [5]。這些企業經營年資介於 10 至 60 年，代表性品牌包含台北晶華酒店 (Regent Taipei)、台北六福萬怡酒店 (Courtyard by Marriott Taipei)、台北喜來登大飯店 (Sheraton Grand Taipei Hotel)、高雄洲際酒店 (InterContinental Kaohsiung)、雲品溫泉酒店 (Fleur de Chine Hotel)等。資料源自「ESG 數位平台」[5]，共蒐集 11 個年度（2014-2024）的 66 筆永續公開資料。分析基準參考證交所的「重大主題編製指引」[10]，將數據計數並進行細項排序評比。

本研究發現，在 11 個年度中，九間企業共產出 1009 項重大主題。統計資料顯示，治理層面 (G) 項目最多（458 項），其次為社會層面 (S)（328 項）與環境層面 (E)（136 項）。平均每間旅館每年列出 9 至 12 項重大主題。在環境層面上 (共有五項重大主題)，旅宿業長期關注「廢棄物管理」與「水資源管理」；

自 2022 年起，「能源管理」、「氣候變遷因應」與「溫室氣體排放」的重視度顯著提升。環境層面依重要性排序，第一重要的為水資源管理，其次為廢棄物管理、能源管理、氣候變遷因應及溫室氣體排放。在社會層面上 (共有六項重大主題)，核心議題為「職業安全健康」、「勞雇關係」與「訓練與教育」；因應後疫情時代挑戰，企業更強調「人才吸引與留任」、「員工照顧與福利」及「社區關懷與公益」。在社會層面的重要性排序依序為職業安全健康、訓練與教育、勞雇關係、不歧視、供應商勞動條件評估及童工。在治理層面上 (共有 10 項重大主題)，其中「法令遵循」、「顧客健康與安全」、「供應鏈管理」、「經濟績效」與「顧客隱私」是持續性的核心焦點；2024 年起，企業開始將「公司治理」與「誠信經營」分開列項。而治理層面中，經濟績效被列為最重要的項目，接著是公司治理與誠信、永續發展策略及風險管理。

本研究歸納出 21 項重大主題。整體而言，臺灣旅宿業以「治理」為核心，並逐漸向外擴散至社會與環境面向。在環境層面，廢棄物與水資源管理是基本功，而氣候變遷與溫室氣體盤查則是因應法規（如環境部針對用電大戶的盤查規範）而產生的新推動力。在社會層面，職業安全是重中之重。面對疫後缺工，如雲品推動「週休三日」培力計畫，晶華強化社區參與，均顯示企業在人才留任與社會共好上的創新嘗試。在治理層面，經濟績效始為各企業的受要考量議題；近年新納入的「永續發展策略及風險管理」，顯示業者正將永續思維融入長期營運策略中。本研究建議產出的 21 項議題清單可作為旅宿業者編製永續報告書的實務指引。業者可利用此清單篩選符合自身規模與營運特性的議題，以有效應對產業挑戰並與國際標準接軌。

關鍵詞：臺灣，旅宿業，永續報告書，重大議題

參考文獻

[1] GRI (n.d. b). Timeline of GRI's history [Z]. Who we are. https://www.globalreporting.org/about-gri/who-we-are/timeline-of-gris-history/

[2] GRI (n.d. c). 正體中文版翻譯 [S]。GRI Standards Traditional Chinese Translations. https://www.globalreporting.org/how-to-use-the-gri-standards/gri-standards-traditional-chinese-translations/

[3] 經濟部中小及創新企業署 (2023 年, 10 月 24 日)。GRI 2021 版準則使用 [N]。每月專欄。https://www.sme.gov.tw/caas/article-caas-3010-14346

[4] 交通部觀光屬行政資訊網 (2026 年，03 月 31 日)。2025 年 12 月觀光旅館房間數及家數總表[Z]。觀光旅館房間數及家數總表。https://admin.taiwan.net.tw/businessinfo/FilePage?a=10812

[5] 臺灣證券交易所 (n.d.)。ESG 數位平台[Z]。https://esggenplus.twse.com.tw/inquiry/report?lang=zh-TW

[6] 交通部觀光屬行政資訊網 (2024 年，11 月 27 日)。觀光署首辦永續旅宿座談會 引領旅宿業永續轉型 厚植觀光競爭力 [N]。觀光新聞。https://admin.taiwan.net.tw/News/NewsTravel?a=35&id=33001

[7] 臺灣證券交易所 (2025 年，05 月 05 日)。臺灣證券交易所「上市公司編製與申報永續報告書作業辦法」[Z]。所有條文。https://twse-regulation.twse.com.tw/m/LawContent.aspx?FID=FL075209

[8] 金融金都管理委員會 (2025 年，07 月 03 日)。金管會提醒今（114）年 8 月底前全體上市櫃公司均應申報永續報告書 [N]。新聞稿。https://www.fsc.gov.tw/ch/home.jsp?id=96&parentpath=0,2&mcustomize=news_view.jsp&dataserno=202507030002&dtable=News

[9] Li, C., Keeley, A., & Managi, S. (2026). A link between ESG topic emphases in security report and stock price [J]. Journal of Cleaner Production, 552, 148017. https://doi.org/10.1016/j.jclepro.2026.148017

[10] 臺灣證券交易所 (2024 年 10 月 22 日 a)。永續報告書重大主題編製指引 [Z]。參考資料。https://cgc.twse.com.tw/responsibilityRef/listCh?dataType=Guidelines_ESG

感知智能酒店屬性對遊客幸福感以及忠誠度的影響機制研究-基本心理需求滿足的仲介作用

楊元灝，洪芳

酒店與旅遊管理學院（澳門科技大學），澳門，中國

摘要

隨著科技發展日新月異，智能酒店提供的產品與服務隨之發生改變。科技生產力給酒店業注入了新的生命力，現如今許多智能酒店加強了對科技領域的投入。例如自助入住/退房系統、機器人、調節室內溫度、提供資訊、智能音箱、呼叫客房服務以及自助點餐（Shin 和 Perdue ，2019； Ivanov 等， 2019）。[1]另外，智能酒店類型朝著多元化發展。例如無人化智能酒店、智能客房型酒店、綠色節能智能酒店、康養智能酒店、科技體驗型酒店等多種類別。

本文以入住中國智能酒店的遊客為研究對象。從遊客入住智能酒店的體驗切入，再基於自我決定理論，構建了“感知智能酒店屬性→基本心理需求滿足→遊客幸福感→忠誠度”的模型路徑，再以基本心理需求滿足的三維度作為仲介變數去探究感知智能酒店屬性和遊客幸福感的關係。本文將基本心理需求滿足這一心理學變數引入至旅遊業，以智慧酒店這一主體對其展開一定程度的研究。

研究採用問卷調查法對入住智慧酒店遊客進行資料收集，採用 SPSS 等工具進行資料分析處理。本研究揭示了在智慧酒店的環境氛圍下，對於滿足遊客不同的心理需求對幸福感以及忠誠度的影響程度，為如今的智慧酒店針對遊客特定的需求作出調整，培養遊客忠誠度提供了理論依據和實際意義。

關鍵詞:感知智能酒店屬性; 基本心理需求滿足;遊客幸福感；忠誠度

参考文献

[1] Yee-Shan Chang , Jun-Hwa Cheah , Xin-Jean Lim , Alastair M. Morrison.(2022) .Are unmanned smart hotels du jour or are they here forever? Experiential pathway analysis of antecedents of satisfaction and loyalty.International Journal of Hospitality Management 104,103249.

[2] Anna Dai, Jingsong Zhang, Chen Kuo Pai , Timothy J. Lee. (2025).The impact of the perception of smart hotel attributes and perceptions of service innovation on tourist happiness and brand loyalty.International Journal of Hospitality Management 127,104107.

[3] Jiseon Ahn, Ki-Joon Back, Yeongbae Choe.(2019).Customers' needs satisfaction: A scale validation with refinement in the integrated resort setting82,39-47.

[4] Jen-Ho Chang, Chin-Lan Huang, Yi-Cheng Lin. (2015) .Mindfulness, Basic Psychological Needs Fulfillment, and Well-Being.J Happiness Stud 16:1149-116

经济政策不确定性与旅游企业碳排放：基于成本粘性与合法性的双重视角

张慧，曾梦秀*，周春梅

华侨大学旅游学院，泉州，中国

*通訊郵箱：15909470865@163.com

摘要

尽管经济政策不确定性对企业环境行为的影响已受到广泛关注，但其在旅游企业碳排放微观层面的作用机制仍存在明显空白。本研究立足旅游产业特性，整合成本粘性理论与合法性理论，构建“结构约束—策略响应”双层分析框架，以 2013—2023 年中国 197 家旅游企业为样本，基于机器学习文本挖掘构建企业层面经济政策不确定性指标，运用双向固定效应模型进行实证检验。研究发现，EPU 显著增加旅游企业碳排放，该效应在民营企业及中小企业中更为突出；机制检验进一步证实，EPU 通过成本粘性与合法性两条路径影响旅游企业碳排放；政府环境规制与公众环境参与均能有效缓冲 EPU 对旅游企业碳排放的促进效应，在政策不确定性情境下发挥减排锚定功能。本研究通过双理论整合框架，系统揭示了宏观政策不确定性作用于旅游企业碳排放决策的微观传导机制，为推动可持续旅游发展、完善旅游环境治理体系提供理论支撑与政策启示。

關鍵詞：经济政策不确定性；旅游企业碳排放；成本粘性理论；合法性理论；环境规制

从资源保存理论的视角来看偶像塌房如何引发粉丝报复性偏差行为

李萌曦*，朱燕妮

澳门科技大学（旅游管理学院），澳门，中国

*通訊郵箱：18518741567@163.com

摘要

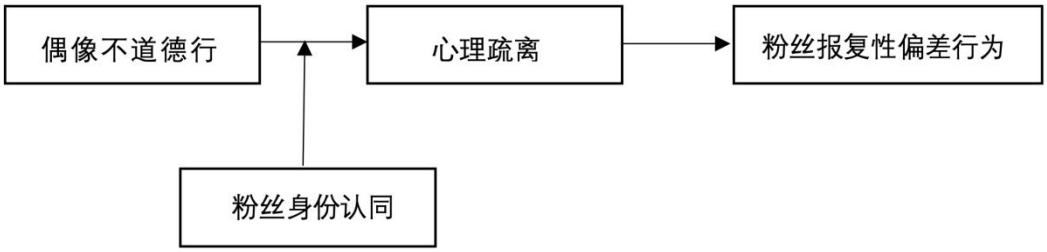
近年來，隨著數位經濟與粉絲文化的深度融合，偶像作為一種特殊的文化資產與精神寄託，其個人品牌價值達到了前所未有的高度。然而，偶像塌房事件頻發，不僅對娛樂產業的品牌秩序造成了劇烈衝擊，更引發了大規模的粉絲情感反噬與回踩行為——這一從極端忠誠向極端對抗轉化的心理演變，正成為理解當代網路輿情治理與粉絲心理的關鍵切入點。雖然 Grégoire（2009）等人在消費者行為學中提出了愛之深責之切（Love becomes hate）的損耗效應 [1]，但在偶像粉絲研究領域，關於偶像塌房後的粉絲逆向報復行為，目前尚缺乏系統的實證探討。為了彌補上述研究空白，本研究基於資源保存理論（Conservation of Resources, COR），構建了一個有調節的中介模型。本研究認為，粉絲在長期追隨過程中投入了大量的心理能量、社會資本與物質資源，偶像的不道德行為本質上是對粉絲上述核心資源的突發性喪失威脅。該威脅將激活粉絲的資源保護動機：一方面，不道德行為通過損害粉絲的情感聯結，引發強烈的心理疏離感；這種疏離感將進一步引發針對偶像的報復性偏差行為，如負面口碑傳播、輿論抵制等，以此作為一種資源恢復策略。此外，本研究識別了粉絲身份認同作為個體關鍵個人資源的調節作用：高粉絲認同者對資源的損耗更為敏感，其心理疏離與隨後報復意向的正向路徑將得到顯著強化。

本研究擬採用問卷調查法，計劃通過社交媒體平台收集 400 份有效樣本，並運用 Mplus 進行假設檢驗。預期結果將表明：（1）偶像不道德行為顯著正向影響心理疏離感；（2）心理疏離感在不道德行為與報復性偏差行為之間起中介作用；（3）粉絲認同正向調節不道德行為—心理疏離路徑，表現出更強的資源敏感性。本研究的理論貢獻主要體現在以下方面：第一，本研究將資源保存理論從組織行為學領域拓展至粉絲心理研究領域，為理解文化產品負面事件下的受眾應激機制提供了新的研究角度。第二，本研究揭示了報復行為作為資源恢復手段的內在邏輯，豐富了粉絲衝突行為的歸因研究。第三，識別了粉絲認同在資源喪失過程中的邊界效應，細化了資源保存理論在不同個體特質維度的理論內涵。

關鍵詞：資源保存理論；偶像不道德行為；心理疏離；報復性偏差行為；粉絲身份認同；粉絲心理

参考文献

[1] Grégoire, Y., Tripp, T. M., & Legoux, R. When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance[J]. Journal of Marketing , 2009,73(6):18–32.



打破偏見，留住人心
—寵物友好型酒店非愛寵員工積極服務接觸的雙路徑機制與組織支持邊界研究

王芸玨*，潘思穎

澳門科技大學（旅遊管理學院），澳門，中國

*通訊郵箱：2250006841@student.must.edu.mo

摘要

隨著寵物經濟的崛起，攜寵旅遊成為市場細分中的重要版塊，寵物友好型酒店規模持續擴大。但非愛寵員工從對寵物偏見到對攜寵顧客的偏見，已經成為酒店服務品質以及員工團隊穩定的核心制約因素，此現象甚至會引發服務口碑受損以及人才流失等問題，現有寵物友好旅遊研究多聚焦於顧客體驗與需求，忽視非愛寵員工的心理體驗及態度轉變，同時，相關態度研究多圍繞種族、特殊群體等人類群體展開[1-2]，群體接觸理論在員工與寵物或是攜寵顧客在酒店行業中互動場景的適用性有待驗證，偏見消除的情感與認知相互協同機制未被揭示其內在邏輯，且組織支持的不同維度，即情感支持與工具支持的調節作用未得到充分的探討。本研究以群體接觸理論為核心，結合社會認知理論、組織支持理論，探討以下問題：積極寵物服務接觸行為是否能有效降低非愛寵員工對寵物或是攜寵顧客的負面態度。共情喚醒與認知重構在非愛寵員工態度轉變過程中起到什麼樣的仲介作用，且二者之間是否存在此相互促進的關係。組織支持感的兩個維度如何在服務接觸與共情喚醒、認知重構中產生差異化調節作用。以及，非愛寵員工對攜寵顧客的偏見降低，是否能緩解其在寵物友好型工作環境中的工作疏離感。

研究旨在驗證群體接觸理論在酒店行業，服務提供者與寵物互動的情景適用性，解釋共情喚醒和認知重構的雙仲介效應以及雙向互動邏輯。識別組織支持的差異化調節作用，探究態度轉變對工作疏離感的影響。本研究填補現有研究空白，理論上拓展群體接觸理論的邊界影響因素，豐富相關研究。實踐上，為寵物友好型酒店人力資源管理提供新視角，制定科學的人才保留方案，有效降低員工離職風險，進而促進酒店服務水準提升，實現長久可持續發展，提供了實證依據與管理啟示。

關鍵字: 群體接觸理論，組織支持理論，寵物友好型酒店，非愛寵員工，積極寵物服務接觸，工作疏離感

參考文獻:

[1] CHRISTIE R. Rev of The Nature of Prejudice [J]. The American Journal of Psychology, 1954, 67(4): 742-743.
[2] Pettigrew T F, Tropp L R. A meta-analytic test of intergroup contact theory [J]. Journal of personality and social psychology, 2006, 90(5): 751.
[3] DOVIDIO J F, GAERTNER S L, KAWAKAMI K. Intergroup contact: The past, present, and the future: Intergroup contact [J]. Group Processes & Intergroup Relations, 2003, 6(1): 5-21.
[4] Cui, H. (n.d.). The impact of pet-friendly policies on hotel attitudes: A balance theory perspective with pet-friendliness as a mediator and pet ownership and pet attitude as moderators [D].

生成式 AI 中數字助推對旅遊網紅社會責任表達的影響機制

趙振中[1,2]

[1]南昌大學 旅遊學院，江西 南昌 330031

[2]江西旅遊強省建設協同創新中心，江西 南昌 330031

作者簡介：趙振中（1995-），男，漢族，山西朔州人，博士，南昌大學講師，碩士生導師，研究方向：數字責任，旅遊數字營銷。

郵箱： Zhenzhongzhao@outlook.com

摘 要

隨著社交媒體平臺的發展，旅遊網紅已成為旅遊信息傳播的重要主體，其內容在塑造遊客認知與目的地形象方面發揮關鍵作用 (Manthiou et al., 2024)。然而，在算法推薦與流量競爭驅動下，當前旅遊內容呈現出明顯的流量導向特征，社會責任表達逐漸被弱化，堅持真實敘事與社會責任導向的內容逐漸被邊緣化(葉超和張瑩，2026)。這一趨勢不僅削弱了旅遊內容的公共價值，也對目的地旅遊業的可持續發展產生潛在不利影響。因此， 如何在內容創作過程中有效引導旅遊網紅強化社會責任表達，已成為旅遊傳播與平臺治理中的關鍵問題。

生成式 AI 的興起為解決上述問題提供了新的路徑。隨著大語言模型在內容創作中的廣泛應用，旅遊網紅越來越多地借助生成式 AI 進行文本生成與內容優化 (Dwivedi et al., 2023) 。在這一人機協同情境中，生成式 AI 不僅提升了內容生產效率與創意能力，還可能通過便捷啟動式提示的方式，無形中引導創作者的表達方向（圖 1）。具體而言，生成式 AI 通過提供可直接點擊或采納的提示語選項，使用戶在較低認知負擔下完成內容生成決策，從而影響其關注重點與表達取

向。例如，當系統提供以優化結構或預測下一步行動為導向的提示時，創作者更傾向於高效完成內容生產任務；而當系統提供強調社會責任與價值導向的提示時，創作者則更可能在內容中融入社會責任表達。基於助推理論，本研究將這種在不限制個體選擇自由、通過調整提示語選項以影響創作行為的機制界定為“數字助推 ”。盡管現有研究普遍關注生成式 AI 中數字助推對生產效率與創意提升的作用(Huang et al.,2025) ，但其是否以及如何影響內容表達的價值導向， 尤其是社會責任表達， 仍缺乏系統探討。因此，有必要在生成式 AI 輔助內容創作的情境下，系統分析數字助推對旅遊網紅社會責任表達的影響機制。

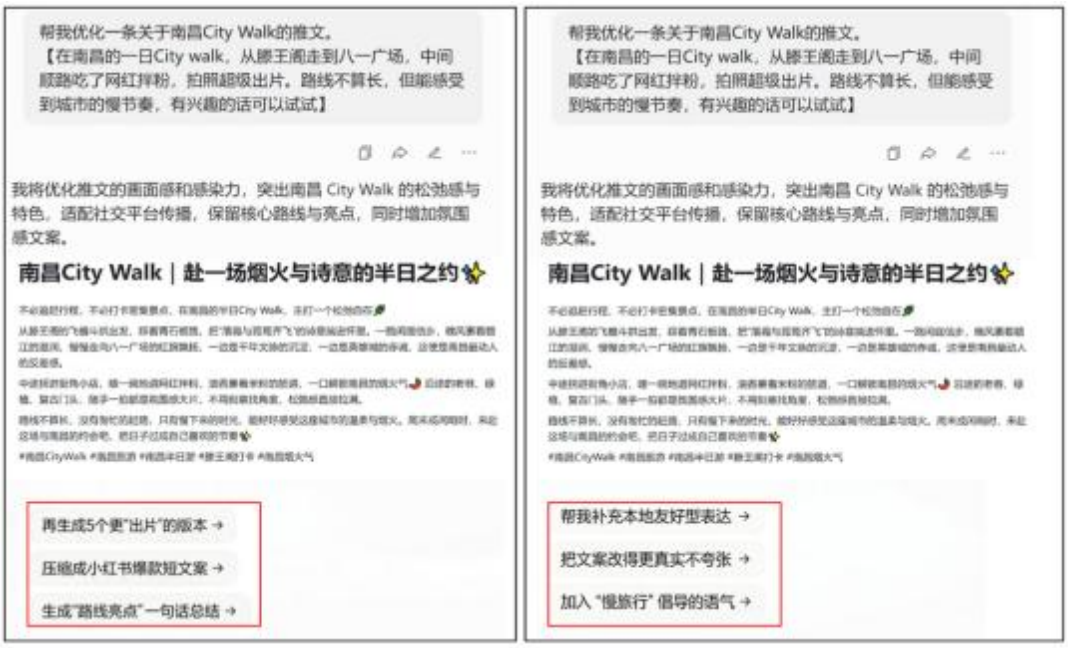


圖 1 生成式 AI 中的數字助推示例

基於此，本研究以生成式 AI 輔助內容創作為情境，以旅遊網紅為研究對象，基於助推理論系統探討數字助推對其社會責任表達的影響機制。研究選取便捷啟動式提示作為典型數字助推形式， 並圍繞其作用機制展開系統檢驗。根據提示內容導向的差異，本研究將數字助推劃分為兩種類型：一是任務推進型數字助推，主要通過提供結構化寫作路徑與內容優化建議，幫助創作者高效完成內容生產任

務；二是責任強化型數字助推，通過突出社會責任議題與價值導向，引導創作者在內容生成過程中關注並融入社會責任表達。

研究進一步提出，作為嵌入生成式 AI 交互流程中的行為引導機制，數字助推能夠顯著提升旅遊網紅社會責任內容的生產水平(Polites & Karahanna, 2012) ，且責任強化型數字助推相較於任務推進型數字助推具有更強的促進作用。從心理機制視角看，責任強化型數字助推通過激發創作者的道德喚醒，進而間接促進其社會責任表達。在情境層面，時間壓力作為重要調節變量，會影響數字助推的作用效果：在低時間壓力情境下，責任強化型數字助推對社會責任內容表達的促進作用更為顯著，而在高時間壓力情境下，該作用可能被削弱。在個體層面，網紅的社會責任認同構成關鍵邊界條件：對於社會責任感較高的個體，責任強化型數字助推的正向作用更為顯著；而對於社會責任感較低的個體，該作用可能不顯著甚至失效。

基於上述分析，研究將系統檢驗兩類數字助推對旅遊網紅社會責任表達的直接效應、中介機制與調節機制（圖 2）。

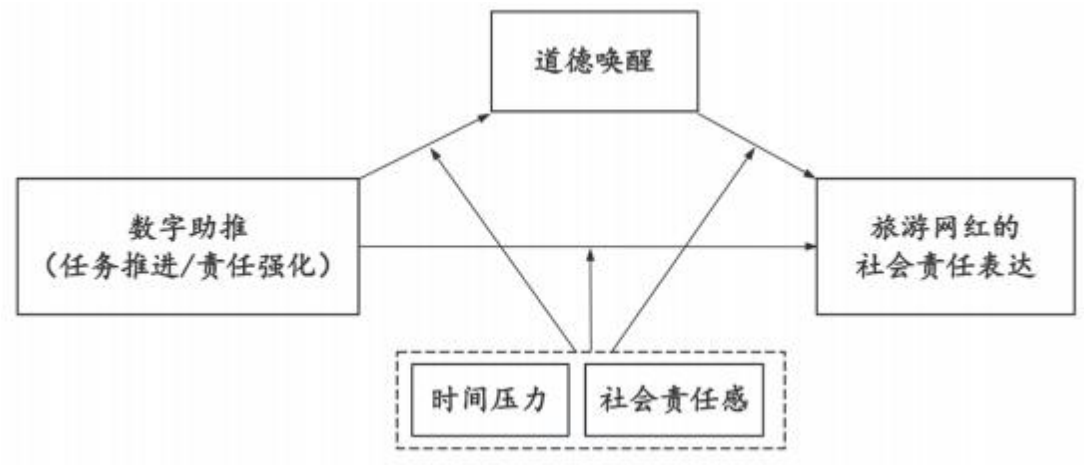


圖 2 概念模型

為系統檢驗上述理論假設，本研究采用情境實驗方法，構建多階段實證研究設計。整體研究由四個子實驗構成，通過逐步推進的方式對理論假設進行驗證。整體研究設計如表 1 所示。具體來說，實驗 1 旨在檢驗數字助推對旅遊網紅社會責任表達的主效應，采用三組組間設計（無數字助推、任務推進型數字助推與責任強化型數字助推），比較不同條件下社會責任表達的差異，以驗證假設 1。實驗 2 進一步引入道德喚醒作為中介變量，采用兩組組間設計（任務推進型 vs.責任強化型數字助推），通過測量被試在創作過程中的道德喚醒水平，檢驗其在數字助推與社會責任表達之間的中介作用，從而驗證假設 2。在此基礎上，實驗 3 引入時間壓力變量，構建 2（數字助推類型：任務推進型 vs. 責任強化型）×2（時間壓力：高 vs. 低）的組間實驗設計，以檢驗時間壓力在數字助推影響社會責任表達中的調節作用（假設 3）。實驗通過情境操縱時間緊迫程度，使被試在不同時間壓力條件下完成內容創作任務，從而分析其對助推效果的影響。進一步地，實驗 4 則引入旅遊網紅的社會責任感作為連續變量，檢驗其在數字助推與時間壓力交互作用中的調節效應，從而識別數字助推影響社會責任表達的邊界條件。

表 1 整体研究设计

子研究	效应	自变量	调节变量	中介变量	因变量	实验设计
实验 1	主效应	数字助推:任务推进型 vs.责任强化型 vs.无数字助推	/	/	社会责任表达	单因素组间实验
实验 2	中介效应	数字助推:任务推进型 vs.责任强化型	/	道德唤醒	社会责任表达	单因素组间实验
实验 3	调节效应	数字助推:任务推进型 vs.责任强化型	时间压力	道德唤醒	社会责任表达	2 × 2 组间实验
实验 4	调节效应	数字助推:任务推进型 vs.责任强化型	社会责任感	道德唤醒	社会责任表达	2 × 2 组间实验

在具體操作上，本研究通過構建模擬生成式 AI 交互界面，在可控條件下呈現不同類型的數字助推刺激，引導被試完成旅遊推文創作任務，從而更准確地捕捉其認知與決策過程。實驗被試通過線上平臺招募，並隨機分配至不同實驗條件。社會責任內容表達通過“社交媒體標簽（#）選擇 ”與“專家盲評 ”相結合的方式進行測量，以提高對旅遊網紅社會責任表達的測量有效性與客觀性。

實驗結果表明：第一，數字助推能夠顯著提升旅遊網紅社會責任內容的生產行為，其中責任強化型數字助推的效果顯著優於任務推進型數字助推。第二，道德喚醒在數字助推影響社會責任表達過程中發揮顯著中介作用，責任強化型數字助推通過激發創作者的道德認知與情感關注，進而促進其社會責任表達。第三，時間壓力對上述關系具有顯著調節作用，在低時間壓力情境下，責任強化型數字助推的促進作用更為顯著，而在高時間壓力情境下，該作用明顯減弱。第四，網紅社會責任認同構成重要邊界條件，對於社會責任感較高的個體，責任強化型數字助推的正向作用更強；而對於社會責任感較低的個體，該作用不顯著。

本研究的理論貢獻如下： 第一，從價值取向視角拓展了生成式 AI 輔助內容創作研究。

現有研究主要聚焦生成式 AI 在內容生產效率與創意生成方面的作用（黃丹等，2026），而對其如何影響內容表達的價值導向關注不足。本研究揭示數字助推能夠通過影響創作者的注意力分配與決策路徑塑造內容表達的社會責任導向，從而將生成式 AI 研究拓展至內容的價值導向層面。第二，研究從內容供給側拓展了旅遊社會責任表達的研究主體。 既有旅遊社會責任研究主要集中於企業與遊客兩個主體，側重責任實踐與行為結果，而對社會責任信息的表達主體關注不足。隨著旅遊網紅成為信息傳播的重要節點，其內容在塑造公眾認知中發揮關鍵作用。

本研究以旅遊網紅為研究對象，從內容生產階段出發，系統探討其社會責任表達的形成機制，拓展了旅遊社會責任研究的主體維度。第三，將數字助推拓展至生產性角色情境，並構建其作用於內容表達的機制模型。現有數字助推研究主要關注消費者等消費性角色的即時行為決策，對於內容創作者等生產性角色的行為幹預機制缺乏系統探討。本研究將數字助推引入生成式 AI 輔助內容創作情境，提出數字助推並區分任務推進型與責任強化型兩種導向，構建了數字助推影響社會責任內容表達的理論模型，並通過情境實驗系統檢驗其中介與調節機制，從而拓展了數字助推理論在內容生產與表達情境中的應用邊界。

在實踐層面，本研究為旅遊內容治理與平臺設計提供了重要啟示：一方面，旅遊目的地與管理部門可通過在生成式 AI 中嵌入責任導向的數字助推機制，引導旅遊網紅在內容創作中強化社會責任表達，從而優化旅遊信息生態；另一方面，生成式 AI 平臺可基於研究結論優化提示語設計與交互流程，在不影響用戶體驗的前提下強化內容的社會價值導向；此外，究亦為旅遊網紅及其運營機構提供參考，幫助其在商業傳播目標與社會責任之間實現更加平衡與可持續的內容創作策略。

關鍵詞：生成式 AI；數字助推；旅遊網紅；社會責任表達；內容創作；

參考文獻

[1] Dwivedi, Y. K., Pandey, N., Currie, W., & Micu, A. (2024). Leveraging ChatGPT and other generative AI-based applications in the hospitality and tourism industry. International Journal of Contemporary Hospitality Management, 36(1), 1-12.
[2] Huang, D., Huang, K., & Yang, Y. (2025). Prompt nudge: The neglected driving force behind GenAI utilisation. Current Issues in Tourism. 1- 18.
Manthiou, A., Ulrich, I., & Kuppelwieser, V. (2024). The travel influencer construct: An empirical exploration and validation. Tourism Management, 101, 104858.
[3] Polites, G. L., & Karahanna, E. (2012). Shackled to the status quo: The inhibiting effects of incumbent system habit, switching costs, and inertia on new system acceptance1. MIS quarterly, 36(1), 21-42.

[4] 葉超, & 張瑩. (2026). 流量“狂歡 ”還是“狂飆 ”：數字時代的旅遊悖論. 地理科學, (3), 1- 10.

[5] 黃丹,劉鈺, & 李志勇.人智對話下旅遊從業者創意生成研究. [J]旅遊學刊, 1-22.

本土化產品線索對中國消費者葡萄酒溢價支付意願的影響：面子關注的中介機制與消費情境的調節作用

楊皓天 [1*]，洪芳 [1]，梁璐 [2]

[1] 澳門科技大學酒店與旅遊管理學院，澳門，中國

[2] 澳門城市大學國際旅遊管理學院，澳門，中國

[*]通訊郵箱：lluver@163.com

摘要

一瓶葡萄酒，究竟是喜慶紅標配吉祥譯名更打動中國消費者，還是經典設計配音譯名更受青睞？答案或許藏在"面子"二字之中。本研究聚焦國際葡萄酒品牌的本土化策略，以視覺包裝風格（喜慶型 vs. 經典型）與品牌名稱翻譯方式（吉利寓意譯名 vs. 純語音譯名）為核心變量，整合禮貌理論、自我建構理論與自我一致性理論，探究兩類本土化線索如何通過激活自我面子關注與他人面子關注，驅動消費者的溢價支付意願 [1-3]，並檢驗消費情境（送禮 vs. 自用）的差異化調節作用。

研究采用 2×2×2 組間情境實驗，招募對象以中國大陸消費者為主。預期喜慶包裝與吉利寓意譯名的組合將通過喚起他人面子關注顯著拉升溢價支付意願，且這一效應在送禮情境下尤為鮮明 [4]；而經典包裝與純語音譯名的搭配，則預計憑借自我面子關注的激活，在自用情境中展現出更強的溢價驅動力。

面子，從來不只是一張臉——它既是個體自我認同的鏡子，也是社會關系中無聲的貨幣。本研究將這一深植於中國文化的心理機制引入包裝與命名策略研究，為

禮貌理論和自我建構理論在消費情境中的交叉應用提供新的實證視角 [5]，也為出海品牌如何在中國市場"說對語言、穿對衣裳"提供切實的策略參照。

關鍵詞: 葡萄酒；面子關注；溢價支付意願；本土化

參考文獻

[1] SUN H, SHEN C, MA X. The influence of face on online purchases: evidence from China [J]. Frontiers in Psychology, 2021, 12: 788063.
[2] WEI J, SHEN H, LU Z. A study on the purchase intention of luxury goods from the perspective of face perception and expected regret [J]. PLOS ONE, 2024, 19(3): e0297050.
[3] CELHAY F, CHENG P, MASSON J, LI W. Package graphic design and communication across cultures: an investigation of Chinese consumers' interpretation of imported wine labels [J]. International Journal of Research in Marketing, 2020, 37(1): 108-128.
[4] GUILLET B D, MATTILA A, PENG Z, GAO L. Face consciousness and moral ambiguity: consumers' willingness to patronize hospitality knockoff brands [J]. Journal of China Tourism Research, 2024, 21(1): 69-86.
[5] PUSAKSRIKIT T, KANG J. The impact of self-construal and ethnicity on self-gifting behaviors [J]. Journal of Consumer Psychology, 2016, 26(4): 524-534.

責任感知的"最優區間"：敬畏感-自然聯結-親環境行為鏈條中環境責任感知的倒 U 型調節

張向陽， 李鶯莉

中南財經政法大學

摘要

遊客的親環境價值觀為何未必轉化為實際的親環境行為（PEB），是可持續旅遊研究的核心悖論之一。本研究以價值-信念-規範（VBN）理論、情感擴展-建構理論與耶克斯-多德森定律為基礎，構建了一個包含序列中介與差異化調節的整合模型：利他價值觀（AV）經由敬畏感（AWE）與自然聯結（NC）形成情感中介鏈，最終驅動親環境行為；環境責任感知（ERP）則分別對這一鏈條的兩條下遊路徑發揮性質不同的調節效應。

以 1,722 名遊客的自我報告問卷數據為樣本，綜合采用層級回歸與 Lind－Mehlum（2010）倒 U 型檢驗，研究結果呈現出清晰的雙調節圖景：其一，ERP 對 AWE→NC 路徑具有線性負向調節效應（$\beta = -0.071$, $p < .001$），即責任感知越高，敬畏感向自然聯結的情感轉化效率越低；其二，ERP 對 NC→PEB 路徑呈倒 U 型調節（$\beta = -0.118$, $p < .001$），責任感知在均值（ERP = 3.10）處對行為轉化的促進作用最優，超出該閾值後，過高的責任感知反而通過"道德許可效應"抑制行為產生。Johnson-Neyman 分區分析顯示，84.3%的樣本落於正向效應區間。

本研究在三方面推進了現有理論：首次將非線性調節邏輯引入 VBN 情感中介路徑；揭示了 ERP 跨路徑的差異化調節功能；為目的地管理者如何將遊客的自然聯結轉化為保護行為提供了可操作的實踐指導。

關鍵詞： 親環境行為；敬畏感；自然聯結；環境責任感知；倒 U 型調節；可持續旅遊

數智背景下我國長三角旅遊環境賦能全適能綜合評價體系研究

黃志暉，何勇

東南大學經濟管理學院，南京 211189，中國

摘要

在"健康中國"戰略與數智技術深度融合的時代背景下，旅遊業正經曆著從傳統觀光休閑向促進全民健康的增益型轉變。長三角地區作為中國經濟發展最為活躍、開放程度最高、創新能力最強的區域之一，其旅遊業的高質量發展不僅關系到區域經濟的持續增長，更是推動生態文明建設、提升全民健康福祉的重要載體。本研究以長三角核心區（上海市、江蘇省、浙江省）為研究對象，聚焦旅遊環境賦能全適能的核心問題，構建了一套系統化的綜合評價體系，運用熵值法、灰色關聯度分析與線性回歸模型，系統揭示了長三角區域旅遊環境對全適能的賦能特征與驅動機制。

一、研究背景與問題提出

旅遊業作為戰略性支柱產業和民生產業，在國家發展大局中扮演著愈發重要的角色。自 2005 年"兩山論"提出以來，旅遊經濟發展軌跡發生根本性轉變，集約型、可持續的發展路徑成為時代主流。2012 年以來，中央將旅遊業定位為"新興的戰略性支柱產業"和"具有顯著時代特征的民生產業、幸福產業"。"全適能旅遊"作為一種前沿理念，著重強調通過優化旅遊環境和豐富旅遊活動，全面促進遊客的身體機能、心理健康及社會適應能力的提升。

當前長三角旅遊環境建設仍存在三大核心痛點：一是全適能關聯數據分散於多部門，數據遴選缺乏統一標准；二是全適能數據向旅遊場景轉化的路徑尚不清晰，

缺乏適配區域發展的標准化評價量表；三是旅遊環境與全適能的複雜關聯機制尚未明確，跨學科研究存在明顯空白。與此同時，數智技術的深度滲透為破解上述難題提供了新範式，推動旅遊環境評價從單一生態維度向"全適能協同賦能"多維框架升級。

二、研究設計與指標體系

本研究遵循精准性、科學性、可得性與系統性原則，構建了雙重評價框架。在全適能維度，形成八大一級指標系統：身靈性適能（血氧飽和度、宗教信仰人口比例等）、知識性適能（教育水平、圖書館人均訪問數等）、體能性適能（人均壽命、健康檔案覆蓋率等）、心理性適能（抑鬱症發病率、心理咨詢服務覆蓋率等）、財務性適能（人均可支配收入、恩格爾系數等）、職業性適能（就業率、職業培訓參與率等）、自然性適能（AQI、人均綠地等）、社群性適能（社區參與率、居民滿意度等）。

在旅遊環境維度，從"空間結構""地理資源""環境質量"三個維度構建評價框架：空間結構維度包含 A 級景區密度、高等級公路裏程、星級飯店數量、新能源公交占比；地理資源維度涵蓋森林覆蓋率、溫濕指數年適宜期長度；環境質量維度涉及空氣質量優良天數比率、地表水水質優良比例、聲環境質量達標率、建成區綠化覆蓋率、OTA 滲透率。

研究方法采用三重模型構建：熵值法進行客觀賦權和綜合測度；灰色關聯度分析計算各指標關聯度，篩選關鍵驅動因素；線性回歸模型檢驗旅遊環境子系統與全適能子變量間的顯著性與解釋力度。

三、核心研究發現

基於 2013-2024 年面板數據的實證分析表明，長三角全適能與旅遊環境指標權重呈現區域共性與差異並存的格局。共性層面，滬蘇浙三省市均以體能性適能為權重最高的維度（上海 12.401%、江蘇 12.762%、浙江 12.658%），成為旅遊發展的共同民生基礎；旅遊環境建設均高度重視空間結構與環境質量。差異層面，上海市以空間結構維度占絕對主導（13.357%），凸顯國際都市旅遊資源與高端接待設施的核心優勢；江蘇省呈現空間結構（9.912%）、環境質量（9.762%）、地理資源（9.046%）三維均衡發展；浙江省以空間結構為核心、地理資源為特色，彰顯高端接待與山水生態融合優勢。

灰色關聯度分析揭示了顯著的區域差異性。上海市呈現"地理資源核心驅動、空間結構重要支撐、環境質量賦能較弱"的特征，地理資源對心理性適能達極強關聯（0.923），對身靈性、體能性適能為強關聯；環境質量維度整體為一定關聯，賦能作用最弱。江蘇省呈現"環境質量核心驅動、空間結構與地理資源協同支撐"的特征，環境質量對社群性適能（0.819）、知識性適能（0.721）賦能最強。浙江省呈現"地理資源與環境質量雙核心驅動"的特征，地理資源對職業性適能（0.899）、自然性適能（0.862）關聯度突出，環境質量對自然性適能達到極強關聯（0.92）。整體而言，生態類維度對全適能的賦能作用普遍高於空間設施類維度。

線性回歸結果顯示區域分化明顯。上海市僅環境質量對財務性、社群性、體能性、知識性等維度具有顯著正向驅動作用，空間結構、地理資源均無顯著線性影響。江蘇省以環境質量顯著正向驅動（1%水平顯著）、空間結構局部負向制約為核心特征。浙江省表現為環境質量正向驅動、地理資源負向制約、空間結構輔助賦

能的多元模式。三省市模型均存在多重共線性問題，職業性、自然性適能等維度未呈現顯著線性關系，表明旅遊環境對全適能的影響兼具線性與非線性特征。

四、研究結論與價值

長三角旅遊環境對全適能的賦能呈現"生態驅動為主、設施配套為輔、區域差異明顯、數智支撐突出"的整體特征。環境質量是三省市最穩定、最核心的正向賦能因素，地理資源與空間結構則因區域稟賦不同表現出差異化作用。

理論層面，本研究創新區域旅遊環境評價理論，構建"旅遊環境三維度—全適能八維度"關聯分析框架，推動旅遊環境評價理論向"人文關懷+多元健康"方向拓展；完善數據轉化與評價方法體系，整合熵值法、灰色關聯度、線性回歸模型，構建多方法融合的量化分析體系；填補跨學科研究空白，為旅遊學、教育學、健康科學的交叉融合提供新的實證依據。

本研究服務長三角一體化國家戰略，為破除行政壁壘、共建世界級旅遊目的地提供決策依據；推動旅遊業高質量發展，提出的數智化與包容性融合發展路徑，有助於突破同質化競爭，培育"銀發旅遊"與家庭旅遊市場新增長點。

長三角地區應強化生態環境協同治理，持續放大環境質量的正向賦能效應；立足區域稟賦差異優化旅遊空間結構；加快數智技術在健康監測、文旅服務等領域的深度應用；重點培育職業性、身靈性、知識性等薄弱適能維度，推動旅遊環境與全適能深度融合，為建設全齡友好、健康導向、數智賦能的世界級旅遊目的地提供理論參考與實踐依據。

關鍵字： 全適能；長三角；旅遊環境；數智背景

數字劇場如何活化文化遺產：基於 Gioia 方法與 LDA 驗證的混合研究

徐碩[1,2]，王巍[2]，黃薏霖[1]，高夢浠[1]，陳歡勇[1*]

[1] 澳門科技大學商學院，澳門特別行政區，中國

[2] 海口經濟學院聚星數字經濟學院，海南海口，中國

[*]通訊郵箱：huaychen@must.edu.mo

摘要

遺產旅遊作為連接文化遺產和旅遊者的重要載體，其獨特的體驗性，體現在旅遊者對文化遺產的價值感知與情感共鳴之中[1]。在國家戰略推動、文化需求提升以及數字技術升級等多重因素催生下，“泡館看劇”成為近年來一個顯著的遺產旅遊現象，各大博物館通過劇場化、數字化、品牌化等手段，紛紛打造“穿越時空”的數字劇場，為旅遊者提供更加沉浸式的體驗。數字劇場作為文化遺產活化的新興形式，多感官沉浸體驗是其核心目標[2–3]，其發展能夠緩解對文化遺產的在場依賴和訪客壓力，增強旅遊者的沉浸體驗和認知感受[4]，拓展遺產旅遊的時空邊界與傳播途徑[5–6]。然而，數字劇場也顯現出同質化、網紅化和技術決定論傾向，在實踐中難以兼顧沉浸體驗與遺產原真性、文化敏感性及社會互動性的平衡[7]，導致旅遊者情緒耗竭與認知疲勞等負面體驗，在一定程度上偏離了文化遺產數字化保護的根本目的與使命[8]。因此，如何把握人（旅遊者）、數字技術與文化遺產之間關係，是文化遺產實現創造性轉化與創新性發展的關鍵所在。數字化是煥活文化遺產的最佳路徑[9]，已有研究以臨場感視角展開分析，探討數字劇場的空間與感知設計、媒介與虛擬身體、交互與沉浸技術，較少關注沉浸體驗對遺產價值深層意義的煥活機制，遺產旅遊獨特的體驗性也未得到充分釋放

[10]。人（旅遊者）－數字技術－文化遺產之間的交互關係有待進一步明晰：文化遺產價值如何被引入數字劇場？旅遊者的沉浸體驗如何生成？數字技術如何煥活文化遺產？本研究以可供性為參照理論，選取湖南省博物館“馬王堆漢代文化沉浸式數字大展”這一数字劇場作為研究对象，採用 Gioia 定性分析和 LDA 算法驗證的混合研究方法，分析數字劇場中不同類型可供性的作用機制，探究旅遊者價值感知與沉浸體驗之間的觸發機制，對文化遺產煥活的路徑機制進行了多層次分析。通過構建人－技術－文化交互驅動沉浸體驗與文化遺產煥活模型，有助於深化數字化賦能文化遺產的內在機制與生成邏輯。

（一）研究设计

研究團隊自 2024 年 6 月至 2025 年 5 月，對馬王堆漢代文化沉浸式數字大展進行了長期跟蹤。按照三角測量法進行資料獲取，主要資料包括一手數據和二手資料（表 1）。

表 1 主要資料來源

來源		數量	錄音字數	對象內容
一手數據	半結構化訪談	5	2.1 萬	湖南省博物館數字展示團隊：數字劇場策展理念、技術應用、傳播效果
二手數據	策展人專訪和演講	10	8.9 萬	策展人理念詮釋：科技文化融合手段，數字劇場交互設計、沉浸設計
	網路筆記與評論	340	3.7 萬	遊客的小紅書筆記及評論：帶來什麼感受、觸發什麼情感、表達什麼價值、

			給予什麼評價
UGC 視頻	8	2.3 萬	UGC 視頻：馬王堆數字劇場的哲學思考、遺產價值、數字採集、時空感受、遊客體驗、沉浸感描述等
專題資料	7	7.5 萬	數字劇場的美學意蘊、技術實現、聲場設計、敘事結構、沉浸效果等

本研究採用 Gioia 定性分析和 LDA（Latent Dirichlet Allocation）主題挖掘相結合的混合研究方法，從理論生成與結構驗證兩個層面，揭示數字劇場情境下人—技術—文化交互驅動沉浸體驗與文化遺產煥活的內在機制（圖 1）。首先，採用 Gioia 定性分析方法，對多源文本資料進行編碼與歸納，通過一階概念、二階主題與聚合維度的搭建，生成解釋旅遊者價值感知、沉浸體驗與文化遺產煥活機制的理論模型。其次，研究進一步引入 LDA 非監督機器學習方法，對同一文本資料進行主題挖掘分析，以機器演算法檢驗定性方法的穩健性與一致性。

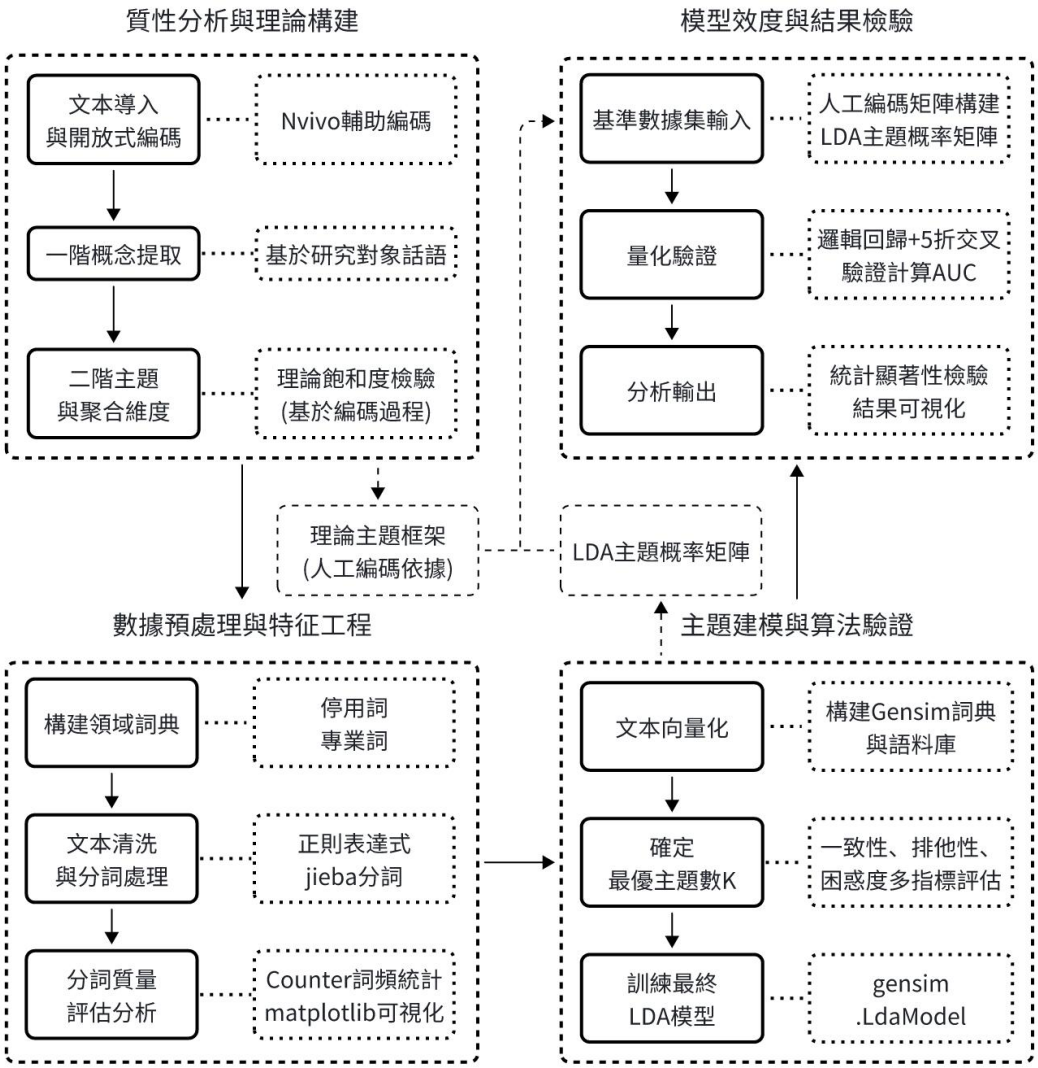


圖 1 馬王堆數字劇場研究路線與資料分析

（二）研究发现

基於 Gioia 方法的模型建構

首先，本文圍繞數字劇場中的技術環境、互動行為與沉浸體驗為線索，保持被訪者原始措辭，尋找編碼之間的異同，確保資料的扎根性和語義真實性。共提煉出球幕鏡面結合、聲場空間優化、數字文物展示等 33 個一階概念。

其次，通過持續比對與提取聚合，將一階概念整合為二階主題。二階主題命名兼顧文獻啟發與資料扎根，既保持經驗真實性，又具理論抽象力。提煉出數字可供性、感知可供性、社交可供性等 12 個二階主題。

再次，通過縱向歸納與跨主題整合，識別二階主題間的互動邏輯，並結合文獻中的理論概念進行提煉比較，形成了可供性、價值感知、沉浸體驗、文化遺產煥活 4 個聚合構念（圖 2）。

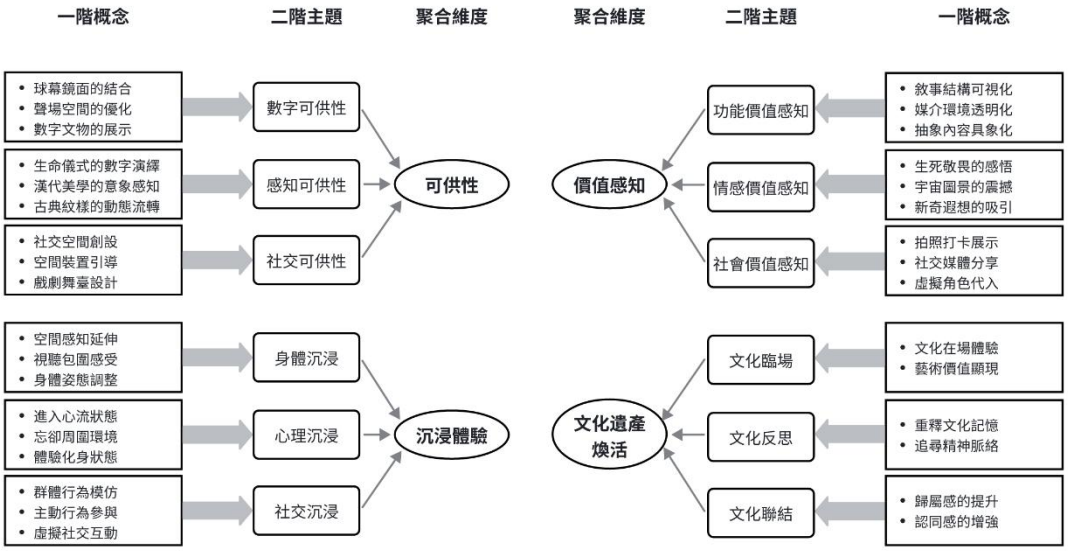


圖 2 基於 Gioia 方法的案例分析示意

基於非監督機器學習的模型驗證

本文使用多變量邏輯回歸和五折分層交叉驗證，評估了 LDA 主題模型（表 2）。12 個 LDA 主題對應的人工編碼主題 AUC 均值為 0.666，中位數為 0.647，所有主題的 AUC 值均通過單樣本 t 檢驗（$p<0.05$），顯著優於隨機猜測（AUC=0.5），表明 LDA 主題與人工編碼主題具有良好的一致性，模型區分性能較好。

表 2 LDA 主題模型整體性能

統計指標	數值
總主題數	12
統計顯著主題數（p<0.05）	12
顯著主題比例	100.0%
平均AUC	0.666
AUC中位數	0.647
AUC範圍（95%CI下限～最佳AUC）	0.599～0.779
單樣本t檢驗p值範圍	0.0001～0.0344

經 AUC 驗證分析，所有 12 個二階主題的 AUC 中位數均高於隨機水準（AUC=0.5），且其箱體（IQR）整體分佈於 0.5 右側，表明模型對各主題均具備穩定的區分能力（圖 3）。

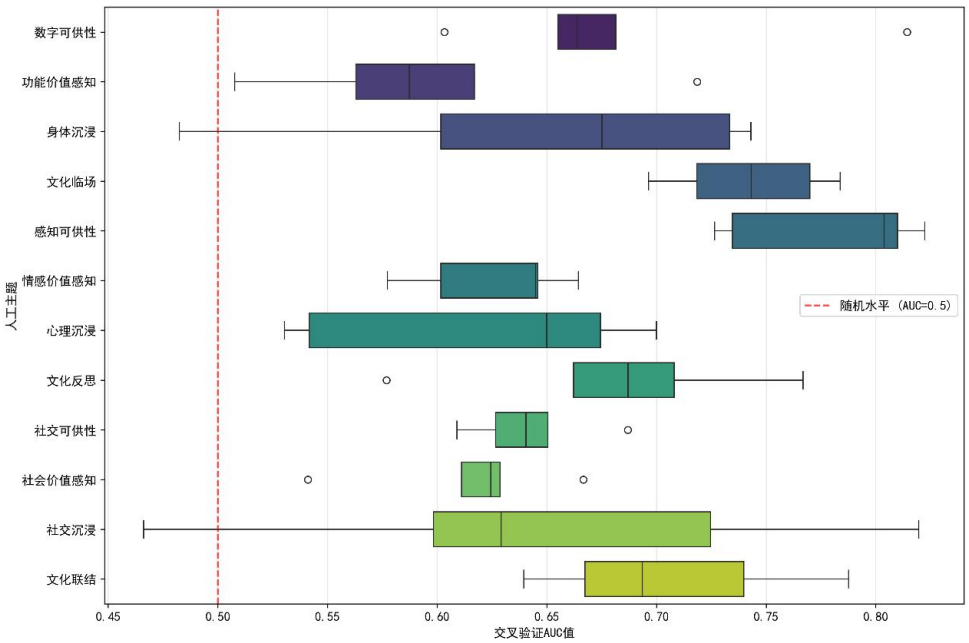


圖 3 AUC 值箱線圖（12 主題數）

為進一步評估模型在不同閾值下的區分表現，本研究繪製了 ROC 曲線，並計算其曲線下面積（AUC），以綜合衡量模型對不同理論構念的判別能力（圖 4）。各二階主題的 ROC 曲線整體位於隨機分類器對角線（AUC=0.5）之上，表明模型在主題識別上整體優於隨機水準。

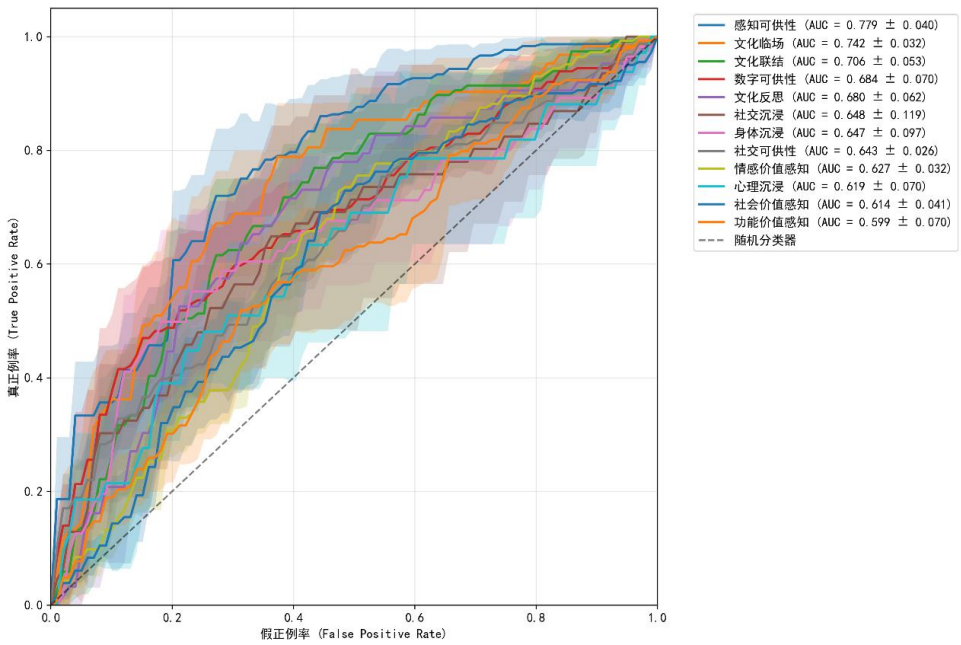


圖 4 ROC 曲線圖（12 主題數）

綜上所述，LDA 非監督機器學習的驗證結果，從定量層面支持了 Gioia 定性方法所構建語義結構。定性編碼結果與定量主題分佈在主題層面呈現出良好一致性，為後續理論分析提供了實證支撐。

（三）結論與討論

本研究以馬王堆數字劇場為案例，探討旅遊者價值感知與數字劇場可供性所建構的沉浸體驗，並分析不同類型的人－技術－文化交互所形塑的文化遺產煥活路徑。研究結合 Gioia 分析與 LDA 主題挖掘，構建並驗證了數字劇場中文化遺產煥活的關鍵機制。質性分析用以揭示人－技術－文化交互的內在邏輯。借助非監督機器學習方法，從文本分布層面對理論結構加以檢驗，提升了理論建構的結構一致性、穩健性與可信度。

研究同時發現，數字技術並非實現沉浸體驗的唯一要素，情感共鳴、文化認同與社會互動同樣是文化遺產數字轉譯的關鍵。本研究可為沉浸式遺產旅遊空間打造、文化遺產活化與價值利用提供實踐啟示。

關鍵字: 文化遗产；数字剧场；可供性；沉浸体验；价值感知

参考文献:

[1] 张朝枝，张捷，苏明明，等. 遗产旅游的概念与内涵——“重新认识遗产旅游”系列对话连载(一)[J]. 旅游论坛，2021(01)：1–9.

[2] BEKELE M K, PIERDICCA R, FRONTONI E, et al. A survey of augmented, virtual, and mixed reality for cultural heritage[J]. Journal on computing and cultural heritage, 2018, 11(2): 7–36.

[3] 卢伟敏，曹文正，郑艾倍. 戏剧数字化传播助推优秀传统文化传承与发展[J]. 传媒，2024(12)：72–75.

[4] TAMMARO A M. Participatory approaches and innovation in galleries, libraries, archives, and museums[J]. International information & library review, 2016, 48(1): 37–44.

[5] TZANELLI R. Heritage in the digital era: cinematic tourism and the activist cause (1st ed.)[M]. London: Routledge, 2013.

[6] GIOVANNINI E C, LO TURCO M, TOMALINI A. Digital practices to enhance intangible cultural heritage[J]. The international archives of the

photogrammetry, remote sensing and spatial information sciences, 2021, 46(M-1): 273-278.

[7] 张琰，郑霞. 浅析观众沉浸感和博物馆沉浸式展示要素[J]. 东南文化，2022(05)：153-160.

[8] 郑春晖，温云波，王祎. 虚实融合旅游空间的人地互动与想象建构——以故宫深圳数字体验展为例[J]. 旅游科学，2024(01)：57-74.

[9] 张铮，朴政安. 数字技术焕活文化遗产传承创新[N]. 社会科学报，2023-09-14(006).

[10]王新文, 刘克成, 王晓敏. 基于保护的考古遗址公园旅游产品设计初探[J]. 西北大学学报(自然科学版)，2012(04)：658-662.

鄉村旅遊實踐對大學生職業認同與價值觀的影響研究——以歇馬村為例

梁嘉琪

澳門科技大學酒店與旅遊管理學院，澳門，中國

摘要

隨著經濟社會迅速發展，鄉村旅遊已然成為推動鄉村振興的關鍵手段，其有的豐富資源以及廣闊發展前景，也為當代大學生搭建起全新實踐平臺，本研究選取歇馬村作為實例，運用直接觀察、參與式觀察以及深度訪談等研究方法，借助紮根理論深入探尋鄉村旅遊實踐對大學生職業認同與價值觀所產生的影響。研究得出，歇馬村鄉村旅遊實踐的具體形式與內容囊括：文化資源挖掘、旅遊產品開發、服務運營支持、傳播與推廣、文化體驗活動、實踐成果轉化，大學生於參與這些實踐活動進程中，借助與村民、遊客展開互動交流，以及策劃並執行各項活動，其職業認同與價值觀出現明顯轉變，在職業認同層面，鄉村旅遊實踐活動重新構建了大學生的職業認知，提升其職業能力體系，改變其行業態度與職業興趣，使其變更就業決策邏輯並確定職業方向。在價值觀層面，影響體現於農村發展認知重構、傳統文化價值重估、社會責任感強化、人生觀與價值觀重塑、城鄉關係認知升級以及物質與精神價值觀轉變等六個關鍵方面，經由不同形式的鄉村旅遊實踐，大學生對生活意義的思考發生深刻改變，從單純追求物質回報轉向更注重社會責任與精神契合。鄉村旅遊實踐拓寬了他們的視野，促使他們重新審視個人價值與社會發展的關係，形成更為成熟多元的價值觀念，本研究從政府、企業、學校、

村民和學生幾個角度對鄉村旅遊發展給出相關建議, 期望能為推動我國鄉村旅遊可持續發展提供有價值參考。

關鍵詞: 歙馬村，大學生，職業認同，價值觀，鄉村振興

澳門科技大學

MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

ISBN 978-99981-60-99-6

9 789998 160996