Relationship among tourist experience value and satisfaction towards travel intention behavior framework in celebrities' former residences in Shaoxing, China

Yin, Zhang
Lyceum of the Philippines University Batangas, Philippines (497713641@qq.com)
Zhejiang Yuexiu University, China

Borbon, Noelah Mae D. ✉
Lyceum of the Philippines University Batangas, Philippines (nmdborbon@lpubatangas.edu.ph)

Abstract

Cultural tourism plays an important role in promoting urban development. As an important tourist attraction, the celebrities' former residences can drive the development of urban tourism to a large extent. Therefore, the innovation and activation of celebrities' former residences in the development of cultural tourism is of great significance and value. However, compared with foreign countries, the development of Chinese celebrities' former residences tourism has some problems such as late start time and shallow experience content, which lead to a series of problems such as low attraction to tourists, short tour time, small consumption scale, low satisfaction, and low re-visit rate. How to effectively explore and meet the experience needs of tourists? How can the market potential be developed and released? What can be done to further increase visitor satisfaction and repeat visits? This study takes Lu Xun's former residence in Shaoxing as the case, and the tourists who visit Lu Xun's former residence in Shaoxing as the research object. Through in-depth interviews with 16 tourists, the empirical research is carried out. The survey method was a combination of online and face-to-face questionnaires. SPSS26.0 statistical software was used to further interpret the result of the study. This paper takes the theory of customer satisfaction and cognitive-emotion-intention relationship theory as the theoretical basis. According to the research results, this paper tries to provide some practical suggestions for the operators and managers of celebrities' former residences tourism to improve tourists' satisfaction and re-visit intention.

Keywords: tourist experience value, tourist satisfaction, tourist behavioral intention, celebrities' former residences, Shaoxing

Relationship among tourist experience value and satisfaction towards travel intention behavior framework in celebrities' former residences in Shaoxing, China

1. Introduction

The combination of culture and tourism has become an inevitable trend of diversified development of tourism. As an important historical and cultural resource of a city, celebrities' former residences have a strong attraction for tourists because of its historical information and cultural connotation. Taking them as important tourist attraction, it is a good way for many cities to protect celebrities' former residences. This can drive the development of urban tourism to a large extent, and really make celebrities' former residences alive. However, because of funds, management personnel and the limitation of regulations, most celebrities' former residences have not been adequately protected and developed. This is difficult to meet the spiritual and cultural needs of tourists, so it is urgent to improve this situation.

Researchers at home and abroad have carried out research on the development and utilization of celebrities' former residences and have achieved a series of research results. However, due to the differences in their professional backgrounds, researchers mainly study and analyze the protection and utilization of celebrities' former residences from the professional perspectives of architecture, civil engineering, urban planning management and other disciplines, while few conduct comprehensive research and analysis from the perspective of tourists.

China has abundant resources of historical celebrities, and celebrities' former residences are large in number and widely distributed. However, the research on the protection and utilization of celebrities' former residences started relatively late in China. We carry out fuzzy retrieval on the topic of "celebrities' former residences" in The General Database of Chinese Knowledge Resources (CNKI). It is found that the domestic research on celebrities' former residences has been increasing year by year since 1990, and the main target is Beijing, Qingdao, Nanjing and other first - and second-tier cities, however the research on celebrities' former residences is still in the initial stage, with few literatures, single methods, scattered contents, lack of systematisms, and few novel research perspectives.

Most tourists choose a tourist destination because they are attracted by its core attraction factors, and tourists with different demand characteristics have different needs. Therefore, for tourist destinations with different types of core attraction factors, the influencing factors of tourist satisfaction and the influence degree of each influencing factor are different. However, the existing studies basically use the same evaluation model to evaluate the satisfaction of tourists in different types of tourist destinations, which is obviously not appropriate. In addition, the relationship among tourist experience value, tourist satisfaction and tourist behavioral intention has not been concluded, especially arguing about the causal relationship between tourist experience value and tourist satisfaction, and the relationship between tourist satisfaction and tourist behavioral intention.

On August 12, 2021, Office of Shaoxing Municipal People's Government issued a notice on the three-year (2021-2023) action plan for the activation of celebrities' former residences in Shaoxing, Shaoxing government of Zhejiang province officially launched the activation action plan for 107 celebrities' former residences in Shaoxing. The purpose of the activation action plan is to make celebrities' former residences meet the demand of the tourist destination market and accelerate the promotion of the popularity of their tourism. Based on the need of practice and theory research, according to the theory of customer satisfaction and cognitive-emotion-intention relationship theory as the foundation of research, from the perspective of tourism destination managers, this paper constructed a framework for the formation of travel behavior intention of celebrities' former residences and conducted empirical research to explore the relationship among tourists' experience value, tourist satisfaction and tourists' behavioral intention, so as to fill the gap of domestic research and optimize the

development and utilization mechanism of celebrities' former residences in Shaoxing, China.

This research aimed to assess the relationship among tourist experience value, tourist satisfaction and behavioral intention of celebrities' former residences. Its specific purpose was to present the profile in terms of gender, age, level of education, and monthly income; Describe tourism information from the frequency of visit, main reasons, travel mode, travel duration, and average consumption; determine the tourism experience value of celebrities' former residences in terms of quality value, characteristic value, service value, economic value, cognitive value, and emotional value; Measure the satisfaction of visiting celebrities' former residences; Determine the tourist behavioral intention of celebrities' former residences is determined from two aspects: revisit intention and recommendation intention. Furthermore, the researcher tested the significant differences on the responses on tourist experience value, tourist satisfaction and behavioral intention when grouped according to profile and test the relationship among the tourist experience value and tourist satisfaction and behavioral intention. Lastly, based on the result, the researcher developed a framework.

2. Methods

2.1 Research Design

This paper used a variety of research methods specifically descriptive research using triangulation method: literature, interview, and survey.

(1) Literature Reading. With the help of ISI Web of Knowledge (SCI/SSCI), EI, Elsevier, CNKI and other domestic and foreign literature full-text databases, we mainly focused on the literature search in experience value, tourist satisfaction, behavioral intention, celebrities' former residences tourism and related theoretical basis. Understood the research results, research deficiencies, scientific research ideas and methods in these fields, provide the basis and useful reference for this topic, and completed the literature review.

(2) In-depth Interview. Since there is no unified standard for the dimension of experience value, this study intends to communicate and exchange with tourists of celebrities' former residences and related tourism experts based on literature research, to compile the scale of tourist experience value, and provide guidance for the design of questionnaires and the proposal of hypotheses.

(3) Questionnaire survey. Based on literature review and theoretical analysis, we determined the scale of tourist experience value, tourist satisfaction and tourist behavioral intention in this study, thus forming the formal questionnaire of this study. As a survey tool to carry out a large-scale survey, to provide data basis for relevant empirical research.

2.2 Participants of the Study

According to the data provided by Shaoxing Culture and Tourism Bureau, in the seven days of National Day Golden Week in 2019, the number of visitors to Lu Xun's former residence was the highest, with more than 36,000 person-times in one day. In total, Lu Xun's former residence received more than 2.3 million person-times in 2019, an increase of 8.6% over the previous year. To make the research universal, the questionnaire survey randomly sampled tourists of Shaoxing Lu Xun's former residence. Scholars all believe that the more samples, the better the stability of statistical analysis and the applicability of various indicators. Taking all factors into consideration, 500 questionnaires have been distributed in this study. After eliminating invalid questionnaires, 482 valid questionnaires were obtained, with an effective rate of 96.4%.

2.3 Data Collection Instrument

This study adopts questionnaire survey method; questionnaire content is divided into three parts. The first part is the personal information of the participants, including gender, age, level of education and monthly income. The second part is the travel information of the participants, including travel frequency, the main reasons of

travel, travel mode, travel duration and average consumption. The third part is the perception evaluation of the tourism experience value, satisfaction, and behavioral intention of Lu Xun's former residence in Shaoxing, which is measured by the Five-point Likert Scale.

To ensure the scientific nature and rationality of the questionnaire design, the scale of experiential value is based on the in-depth interviews and literature basis. To better understand the tourists' perception and orientation of the tourism experience value of celebrities' former residences, and to lay a foundation for the determination of the measurement index of experience value, this study conducted in-depth interviews with 16 tourists of celebrities' former residences.

The scale of tourist satisfaction and behavioral intention is designed by referring to the mature scale of previous studies. The scale of tourist satisfaction mainly used the scale by Zhang, Zheng, and Li (2017) for reference, but some of the measurement items were appropriately modified according to the purpose of this study. Based on the scale developed by Zeithaml, Berry, and Parasuraman (1996), the measurement items of tourists' behavioral intentions were appropriately modified in combination with the characteristics of tourists of celebrities' former residences.

Before the formal survey, to make the questionnaire more reasonable and effective, we first solicited opinions from three experts in tourism management, celebrities' former residences planning, and marketing. They believed that the scale items covered the tourism experience value of celebrities' former residences comprehensively and the questionnaire was reasonable. Then, the preliminary questionnaire was tested before the formal survey, reliability test was conducted on the data of the test, which showed the prediction had very good internal consistency. After slightly modifying the expression of individual items in the questionnaire, the questionnaire is determined.

The result of reliability statistics showed that the computed Cronbach's alpha value of 0.912 signifies that the instrument for travel experience has excellent internal consistency as well as the questionnaire for travel satisfaction with 0.851 while the travel behavior intention obtained a Cronbach's alpha value of 0.841 which signifies excellent in the rule of thumb. Thus, this set of questionnaires is considered valid for use.

2.4 Data Gathering Procedure

The process of in-depth interview includes outline preparation before interview, content recording in interview and information sorting after interview. On March 20, 2022, the author interviewed 16 tourists in Lu Xun's former residence in Shaoxing. A total of 6 young people, 6 middle-aged people and 4 elderly people were selected, including 8 male and 8 female tourists. Each interviewee was explained the purpose of the interview in advance for consent, and the interviewee was very cooperative. To make the interview effective, we draw up an open interview outline centering on the research content before the interview. In addition to personal information, the interview mainly involves 8 questions. After the interview, the author sorts out and summarizes the recorded information. The survey method was a combination of online and face-to-face questionnaires. May 1, 2022 -- May 10, 2022, we issued "Questionnaire on the relationship among tourist experience value, tourist satisfaction and behavioral intention of celebrities' former residences" on "questionnaire star" (a professional website in China). In addition, we also randomly distributed questionnaires to tourists in Lu Xun's former residence in Shaoxing, and on-site recycling.

2.5 Data Analysis

After gathering all the data needed, personal encoding was done by the researcher. All data was treated using SPSS version 26 to further interpret the result of the study with an alpha level of 0.05. Frequency and percentage distribution were used to describe the demographic profile of the respondents and travel information. Weighted mean and rank were used to determine the travel experience, travel satisfaction and travel intention behavior. Likewise, Spearman rho was used to test the significant relationship.

2.6 Ethical Consideration

To abide by the ethical considerations, we informed the participants about all the activities taking part in the research and made informed consent from them before starting research work. In addition, participants were also entitled to ask for additional information if they had any doubts or become anxious in the middle of the research. Most important of all, any information related to participants or provided by the participants cannot be made available or accessed by anyone other than the researcher under no circumstances.

3. Results and Discussion

Table 1

Summary table assessment for travel experience and satisfaction

Quality Value	WM	VI	R
1. Good maintenance condition, keeping the original appearance of the historical buildings.	3.90	Agree	3
2. Tour route design is reasonable.	3.98	Agree	1
3. The information provided by the signage system, explanation board and related text explanation is clear and comprehensive.	3.83	Agree	6
4. The number of tourists in the celebrities' former residences should be controlled reasonably and there will be no congestion.	3.84	Agree	5
5. The articles display keeps the celebrities as they were, and most of them are original.	3.88	Agree	4
6. The traffic is convenient, and the road is good.	3.97	Agree	2
Composite Mean	3.90	Agree	
Travel Experience in terms of Characteristic Value			
1. Folk culture performance activities	3.88	Agree	4
2. Distinctive local products or souvenirs.	3.98	Agree	3
3. Catering shows local characteristics.	4.04	Agree	1
4. Experience programs (cruises) have local characteristics.	4.01	Agree	2
Composite Mean	3.97	Agree	
Travel Experience in terms of Service Value			
1. Comprehensive quality of tour guide	3.88	Agree	2
2. Hospitality of service staff	3.87	Agree	3
3. Public service facilities (parking lot, toilet, rest facilities, etc.) can meet the needs of tourists.	3.75	Agree	4
4. The surrounding catering, accommodation, shopping, and other supporting facilities are perfect.	3.96	Agree	1
Composite Mean	3.86	Agree	
Travel Experience in terms of Economic Value			
1. The admission or entry price is not high.	3.68	Agree	3
2. The overall cost (food, accommodation, transportation) is not high.	3.74	Agree	1
3. Prices of local specialties or souvenirs are not high.	3.70	Agree	2
Composite Mean	3.71	Agree	
Travel Experience in terms of Cognitive Value			
1. Let me understand the history and culture.	4.01	Agree	3
2. Let me understand the characteristic culture.	4.08	Agree	1
3. It broadens my (or my child's) horizons.	4.04	Agree	2
4. It adds to my (or my child's) life experience.	4.00	Agree	4
5. During the process, I gained a lot of new insights.	3.95	Agree	5
Composite Mean	4.02	Agree	
Travel Experience in terms of Emotional Value			
1. I felt curious during the process.	4.10	Agree	1
2. I felt very relaxed and comfortable during the process.	3.88	Agree	6
3. In the process, I forgot the daily trifles and worries.	4.00	Agree	3.5
4. During the process, I felt the living environment of celebrities.	4.00	Agree	3.5
5. In the process, I felt the feelings of family and country.	3.98	Agree	5
6. The visit was a fond memory.	4.03	Agree	2
Composite Mean	4.00	Agree	
Travel Satisfaction			
1. In general, I am satisfied with this tour of celebrities' former residences.	3.89	Agree	2
2. Compared with my expectation, I am satisfied with this tour of celebrities' former residences.	3.85	Agree	4
3. Compared to other celebrities' former residences, I am satisfied with this tour of celebrities' former residences.	3.88	Agree	3
4. The trip is well worth the time and money spent.	3.96	Agree	1
Composite Mean	3.89	Agree	

Legend:4.50-5.00=Strongly Agree;3.50-4.49=Agree;2.50-3.49=Neutral;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

Table 1 presents tourists' assessment for travel experience and satisfaction. The composite mean of 3.90, 3.97, 3.86,3.71,4.02,4.00, 3.89 reveals that the respondents agreed on the value based on their travel experience and tourists are satisfied with the experience of celebrities' former residences. In terms of quality value, the highest rank is tour route design is reasonable (3.98) followed by the traffic is convenient, and the road is good (3.97) and good maintenance condition, keeping the original appearance of the historical buildings (3.90). All

items were interpreted as agree.

These results may be because people when travelling would hope for a place where there is various alternative for travel route and transportation infrastructure would not hinder them to travel. Especially for celebrities' former residences as a tourist destination, visitors enter the scenic spot, without a reasonable design of tour route, visitors will often don't know what order it one by one, don't know which house and which room the key is to visit to stop, in this case, will miss a lot of important honor points, reduce the tourists travel experience value. The tourist quality value of celebrity's former residences has not reached the expectation of tourists. According to the field research, the best route to visit Lu Xun's former residence: Lu Xun's ancestral residence -- Shoujiataimen -- Three Flavor Bookroom -- Lu Xun Memorial Hall -- Lu Xun's former residence -- Lu Xun's old house -- Lu Run's Bedroom -- Baicao Garden -- Xianheng Hotel -- Changqing Temple -- Tugu Shrine -- Hengji Pawn. If tourists can follow the guide of scenic spots and visit in this order, they can have a comprehensive and profound understanding of Lu Xun's life here and why he achieved great achievements in the future. Fu, Tao, and Guo (2021) concluded because many scenic spots of the walking distance planning are not reasonable, the tour route is not standard, tourists experience is not good, cannot well attract tourists. Zhou (2022) emphasized that tour route was an important part in the process of humanized landscape design, only reasonable planning tour route can attract tourists.

Meanwhile, least on the ranking are the articles display keeps the celebrities as they were, and most of them are original (3.88) followed by the number of tourists in the celebrities' former residences should be controlled reasonably and there will be no congestion (3.84) on fifth rank and lastly, the information provided by the signage system, explanation board and related text explanation is clear and comprehensive (3.83). This reveals that having travel information as a guide needs improvement especially by providing a clear and comprehensive signage system, explanation board and related text explanation. The guide signage system plays a very important role in the tourism activities of celebrities' former residences, which is directly related to tourists' evaluation of scenic spots. Especially for celebrities' former residences as a tourist destination, celebrity biography is very, very much, and a lot of text can't be found the other places. But most of tourists are not very clear, with a curious want to know more about celebrities, one of the main ways is reading the text. The signage system plays a very important role in tourism activities, which is directly related to tourists' evaluation of scenic spots. Xiong, Qu, and Xiao (2022) put forward that the signage system plays an obvious role in improving the tourism service effect of scenic spots. Scenic spots should pay attention to the application of signage system, the design of the signage system should be people-oriented, easy to see and read, easy to understand, reasonable and timely, provide better services for tourists, and create a better image for themselves.

Free admission makes the number of tourists keep climbing, especially in the golden week holidays, Lu Xun's former residence of average daily more than 20000 people, more than the scenic area capacity, therefore, cultural relics sites were damaged by excessive oxidation. At the same time, the scenic area management personnel are limited, it is difficult to stop the destructive behavior of tourists, will cause irreparable damage to the former residence. Therefore, scenic spot operators should pay attention to the coordination of the relationship between protection and development, using propaganda and other ways to guide the local and surrounding residents' off-season tour. During golden week holidays, they can draw lessons from the management experience of other Chinese scenic spots, through the scheduled date specified to limit the number of visitors to effectively reduce the negative impact of that too many tourists to the scenic spot.

In terms of characteristic value, the highest rank is pertaining to catering shows local characteristics (4.04) followed by Experience programs (cruises) have local characteristics (4.01). All items were interpreted as agree. Many tourists choose local food when traveling, which adds interest to the trip and makes the taste of food a rare experience. Shaoxing cuisine is relatively light in taste, belonging to Zhejiang cuisine, good at maintaining the original flavor of food. The most famous feature of Shaoxing is Shaoxing rice wine. Shaoxing rice wine can be bought anywhere in Lu Xun's former residence cultural district, and the shops also provide express delivery service to help tourists directly send the wine home. There are many shops selling rice wine ice cream and rice

wine milk tea in Lu Xun's former residence culture block, which has become a model of combining traditional rice wine, a local specialty of Shaoxing, with modern young people's favorite drink, and has completed the innovation of traditional food culture. Xianheng Hotel is located at the end of Lu Xun's former residence scenic spot; it is very convenient to have a meal here after visiting the scenic spot. The doorway is arranged according to the description of the novel Kong Yiji. "Warm a bowl of mellow rice wine and a dish of flavored anise beans", this pub mentioned in Lu Xun's Kong Yiji has become the tourism "name card" of Shaoxing. Drunken chicken, braised pork with dried plum vegetables, Shaoxing stinky tofu, anise beans, drunken crab, Shao three delicacies, drunken chicken, Shaoxing yellow croaker, Shaoxing sausage, drunken dried fish and other local characteristics of Shaoxing can be tasted here. The Shaoxing characteristic "Ten bowls" is displayed in the lobby of Xianheng Hotel. Urban residents pay more and more attention to local characteristic food experience, accounting for 85.9%; In general, urban residents prefer local characteristic food, snacks and night snacks and have a strong desire to fully integrate into the native life of the destination. (Wan, et al., 2022).

Meanwhile, least on the ranking are distinctive local products or souvenirs (3.98) and folk culture performance activities (3.88). In the Fengqing Garden of Lu Xun's former residence, there is a stage with characteristics of South of the Yangtze River, and professional actors are performing Shaoxing local operas. There are four performances in the morning and four in the afternoon every day. Each performance lasts for 25 minutes with a 10-minute interval. The famous Yue Opera originated in Shaoxing, Zhejiang Province. Yue Opera is the second largest type of opera in China and the most widely spread local opera. It is known as "Chinese opera" abroad. But the problem is that visitors cannot participate in the experience, which lacks participation and interactivity. Interviewee 13 thought "it lacks interaction with visitors", and interviewee 16 also said: "The stage of Lu Xun's former residence is not often performed, and it lack interaction with tourists, enjoyment and entertainment."

Experience tourism focuses on resources as the stage, services as props, tourists as the core, to create tourists to participate in activities worth tourists' memories, so that tourists get fresh feelings. Some of the cultural resources in Lu Xun's former residence are qualified for developing this tourism mode, such as Village Opera, yellow rice wine and stinky tofu. According to "determine the theme - design scene - direct activities – offer service - sell products" program, determine the theme of attractive, and design the detail scene, guide the visitors enter a state of experience, consciously strengthen the strength of the experience, through certain means of director, adjust it appropriately according to different types of customers, providing personalized service. Tourists can get a unique and novel experience, thus improving the quality of these resources. Xu and Zheng (2019) took Village Opera as an example, for tourists who want to participate in the experience, the staff can first give them a simple explanation of opera roles, and then provide them with simple costumes. After the costumes, tourists can get experience by participating in the performance or taking commemorative photos. Lu Xun's works are also an important part of the experiential project. Lu Xun's works are familiar to the public, which can increase works knowledge interesting question and answer activities. The well-known figures are AH Q, Xianglin Sister-in-law, Kong Yiji and so on. The real people playing classic figures can be added in the scenic area. The actors walk the historic district and interact with visitors. They can also recreate classic scenes from novels.

In terms of service value, the highest rank is pertaining to the surrounding catering, accommodation, shopping, and other supporting facilities are perfect (3.96) followed by comprehensive quality of tour guide in relation to the organization and coordination, explaining skills (3.88). All items were interpreted as agree. From the perspective of tourism services around Lu Xun's former residence, at present, tourism related supporting facilities are perfect. Lu Xun's former residence culture block is composed of Lu Xun Middle Road section and east of Jiefang South Road section along the river (Fuhe Street).

Report on the Development of Tourist Attractions in China (2021) shows that when Chinese tourist visit domestic scenic spots, the number of consumptions in catering products accounts for 78.60%; 70.80% in shopping category; 58.70% in transportation products. Tourists are more willing to consume second consumption

products such as catering, transportation, and tourism commodities in the scenic area. Therefore, the scenic area can properly introduce second consumption products such as catering, transportation, and tourism commodities. At present, many scenic spots have been exploring more diversified profit points, focusing on catering, entertainment, accommodation, shopping, and other elements, driving consumption growth in and around the scenic spots.

Meanwhile, least on the ranking are Hospitality of service staff as to their patience and politeness (3.87) followed by public service facilities such as parking lot, toilet, rest facilities, etc. that can meet the needs of tourists (3.75). Lu Xun's former residence, as a tourist spot, meets some specific functional needs. Ground and underground parking area of more than 3800 square meters, can park a variety of vehicles nearly 100. But during the peak season, parking spaces are still very tight. On both sides of the road, public toilets, dustbins, rest points and so on are set up to facilitate tourists. There are also black-awning boat dock, human tricycle fleet, for tourists to provide a variety of transportation options, give tourists the opportunity to experience the water town traffic. However, it is found that there are no special facilities to serve the elderly in the scenic area of Lu Xun's former residence, and there are tricycles shuttling between major scenic spots in Shaoxing to serve tourists. These rickshaws have low educational level and loose management overall. Wang, et al. (2021) advised that the public space needs to be supplemented with barrier-free facilities, such as handrails on the roadside. And We should further optimize the special tricycle service, provide unified training to drivers, and explain the stories of historical and cultural blocks in the process of driving, as an effective way to improve the tourist experience.

In terms of economic value, the highest rank is pertaining to the overall cost of food, accommodation, transportation that is not high (3.74) followed by the prices of local specialties or souvenirs are not high (3.70). Based on our field research in Lu Xun's former residence: High-end restaurants near Lu Xun's hometown scenic area cost 50-90 yuan per person. For example, the average person of Treasure Hunting is 90 yuan, the average person of Lanting is 80 yuan, the average person of Little Shaoxing Family Banquet is 67 yuan, the average person of Kong Yiji Yue Banquet is 64 yuan, the average person of Old Shaoxing Guyue Restaurant is 52 yuan. Small restaurants per capita 15-30 yuan. For example, Ah Qing Yellow Croaker Noodle Restaurant per capita 30-yuan, Yuan Ji Yun Dumpling per capita 18-yuan, Stinky Tofu per capita 10 yuan, Su Yun Zhai per capita 21 yuan.

Ma et al. (2022) obtained four typical types by combining analysis of performance judgment and price judgment. "High performance + low price": high performance means that the perceived performance is higher than the expected performance, while low price means that the actual price is lower than the subjective estimate. Obviously, this combination has the characteristics of adapting to the market's wide consumption demand and high level of satisfaction, which is the theoretical type of mass tourism and the main goal of high-quality development of tourism. The market supervision department should strengthen the pricing management of tourism products and services. For products and services in the fields of catering, accommodation, transportation, recreation, shopping, implement unified pricing and price supervision, crack down on illegal acts such as false pricing and private price raising, and ensure the economic value of tourism products and services.

Meanwhile, least on the ranking is the admission or entry price is not high (3.68). Free opening hours is 8:30-17:00; Ticket collection time is 8:30-16:50, with the ID card for free. Most of the celebrities' former residences are free of charge, is public welfare. Since June 2008 free, Lu Xun's former residence has attracted many visitors from all over the country. The free admission of scenic spots reduces the expenditure of tourists and weakens the sensitivity of tourists to ticket prices to a certain extent, but this does not mean that the tourism price itself is not important (Liu, 2021). Tourists have a good perception of free tickets.

In terms of cognitive value, the highest rank is pertaining to understand the characteristic culture (4.08) followed by it broadens the tourist's horizons (4.04). All items were interpreted as agree. Among the first four functional values, characteristic value was the highest with 3.97 points. It shows that Lu Xun's former residence has done a good job in the aspect of characteristic value. Therefore, tourists can fully understand the

characteristic culture of Shaoxing from the four aspects of characteristic catering, folk culture performance, characteristic commodities, and sightseeing activities. Shaoxing Lu Xun's former residence now is the national patriotism education base, the national key cultural relics protection units, the national red tourism classic scenic spot, the national 5A-class tourist scenic spot, the national primary and middle school students research study practice education base, the national research study tourism demonstration base and so on more than 10 national honors. It attracted many visitors from all over the country, 2 million visits an annual reception of visitors, and showed a trend of increasing year by year, among them to attend the research study practice, more than 500000 person-times of primary and secondary school students accounted for 25% of the total tourists - 30%, formed the basis of the scenic spot audience.

In 2021/05/24 National Development and Reform Commission of the People's Republic of China published an article in the official website to Shaoxing Lu Xun's former residence as a typical case of study tour: In recent years, Shaoxing Lu Xun's former residence launched studies activities, to enrich the content of the design, excellent quality of teaching, promote the rapid development of the scenic spot. The study tour of "Three Tastes Bookstore · Lu Xun's former residence" is a course set up according to local conditions, including "Lu Xun's works exhibition course", "History and culture experience course" and "Three tastes morning reading scene course". In the exhibition class of Lu Xun's works, students can go to the Baicao Garden to look for the shitonpod tree and multiflorum mentioned in the article. They can also take the open class and perform the drama to make the boring class full of laughter in the Baicao Garden. The historical and cultural experience lesson, the students can be under the guidance of instructors to feel the Shaoxing intangible culture Water Town, understanding of the "village opera"; In the class of morning reading scene class, students can read the "Three Character Classic" with the old gentleman, learn the correct lesson, learn big characters, shadow painting and embroidery, make bookmarks, guess the style, and review the study scene of Lu Xun when he was a child. The upgraded study tour will enable students to have a stronger sense of participation and experience through edutainment. The whole Lu Xun's former residence will become a large campus for study tour.

Meanwhile, least on the ranking are It adds to the tourist's life experience (4.00) and lastly, During the process, they gained a lot of new insights (3.95). Lu Xun's cultural works are rich in historical value and humanistic value, which is an important reference for people to study the social development of that era. Cultural relics protection units have not yet carried out in-depth excavation of the cultural core of the collected cultural relics and historic sites. For cultural relics, they tend to stay at the level of archaeology, cultural relics, and utensils, and it is difficult to reach the level of seeing history, people, and spirit. In the process of explaining the cultural relics, the scenic spot guide is only a porter of cultural information and treats different visitors alike and lacks a sense of hierarchy. It is difficult for tourists to connect the spiritual connotation of culture with their own real world, and it is difficult to arouse greater emotional resonance among the masses. In the process of visit, many contents are explained in a single form and lack of novelty. Cultural propaganda in the form of preaching is difficult to arouse the interest of visitors. In addition, the propaganda of cultural relics has not jumped out of the level of cultural relics themselves and has not yet realized organic connection with the development of the times and social progress.

Combined with the field research by Zhou and Song (2022) on several red tourism destinations and scenic spots, it was found that currently red tourism is mostly based on "static exhibition, listening to the guide's explanation", the way of exhibition and activity content is single, tourists' experience and participation is not enough, the red spirit still stays in the stage of "eye", and there is still a certain distance from the goal of "mind into heart".

In terms of emotional value, the highest rank is for tourist to feel curious during the process (4.10) and followed by the visit was a fond memory (4.03). All items were interpreted as agree. During the interview, interviewees 7 and 10 both said, "I am very interested in the life story of Lu Xun, and the purpose of visiting celebrities' former residences is to satisfy my curiosity." Interviewees 4, 5 and 6 are also looking forward to learning more about the life story of Lu Xun through visiting his former residence. Only interested in this

celebrity, want to see his living environment, want to know more about the deeds of this celebrity, tourists will choose to visit the celebrities' former residences. If the tourists are confused, the service staff of the scenic spot cannot answer the tourists' questions in a timely manner or the answers are not professional enough, they will disappoint the tourists. Celebrities' former residences, therefore, to maximize meet the curiosity of tourists, to achieve higher emotional value evaluation.

Hua and Yang (2022) believed that some rural tourists are full of curiosity about agriculture and crops, so operators should classify tourists according to their travel needs and improve people's satisfaction so that rural tourism can flourish. Tao (2022) analyzed the development path of ice and snow tourism in Harbin after the epidemic from macro, medium and micro levels, and drawn the conclusion that the young generation of students are full of curiosity about ice and snow events and have certain sports ability for stimulating skiing and other events. Therefore, the government should let the broad group of students become a powerful driving force to promote consumption.

Meanwhile, least on the ranking are the indicator that in the process, tourist felt the feelings of family and country (3.98) and felt very relaxed and comfortable (3.88). Celebrities' former residences are generally located in residential areas, some of which are still inhabited by residents and some of which are descendants of celebrities. So, the overall atmosphere will be relatively depressed, the space is not open enough, cannot meet the leisure and comfortable experience requirements of tourists. During the interview, interviewee 2 thought the environment was noisy, interviewee 7 thought that there were too many tourists. Tourists had to follow the guide to visit the whole journey, and the whole tour schedule was relatively tight, so they could not visit in leisure according to the needs of tourists and could not achieve a leisure and comfortable travel experience.

Feng and Huang (2022) continued to explore the fundamental driving forces of tourism and concluded that, for many people, modern life is a source of stress, bondage, disillusionment, and dissatisfaction as the pace of life accelerates. Through travel, people can change their living environment in a short period of time, enjoy landscapes, experience local conditions and customs, and experience leisurely and comfortable feeling. Tourism has become an important hope for people to escape from reality, relax their body and mind, and seek emotional pleasure and spiritual comfort.

In terms of the overall tourist satisfaction, the highest rank is trip is well worth the time and money spent (3.96) and followed by in general, I am satisfied with the tour of celebrities' former residences (3.89). Both interpreted as agree. In terms of economic value, tourists have a high perception level. Table 1 presents the composite mean of the travel experience in terms of economic value is 3.71. Among the indicator, the highest rank is pertaining to the overall cost of food, accommodation, transportation that is not high (3.74) followed by the prices of local specialties or souvenirs are not high (3.70). Meanwhile, least on the ranking is the admission or entry price is not high (3.68). We know from the above analysis: Transportation time and costs from nearby cities to Shaoxing is low; Restaurants and accommodation near Lu Xun's former residence is reasonable; Tour guide fee and parking fee are not expensive. 52.5% tourists are back on the same day. Average consumption of 78.2% tourists is lower than 300 yuan. The time, effort and money spent by tourists visiting the celebrities' former residences is worth the money, and certain gains are achieved, so the expense is worth it.

Meanwhile, least on the ranking are the indicator that compared with their expectation, they were satisfied with this tour of celebrities' former residences (3.85) and followed by the least rank that as compared to other celebrities' former residences, they were satisfied with this tour of celebrities' former residences (3.88). It shows that the tourists have high expectations for celebrities' former residences, but Lu Xun's former residence did not fully meet the expectations of tourists. In the interview, we found that tourists have high expectations for celebrities' former residences, but there are still many shortcomings in Lu Xun's former residence, which does not fully meet the expectations of tourists. Interviewee 7 hoped to gain spiritual strength of Lu Xun through visiting Lu Xun's former residence, but after the visit, she thought the interpretation service and the level of the scenic spot is not enough, will not be able to deeply excavate Lu Xun's spirit connotation, cannot cause the

hearts of visitors, can't satisfy her emotional needs. Interviewee 8 expects to get to know deeply about the life experience of celebrity, however, after the visit, he was not satisfied with the lack of information provided by the scenic spot, and the content were not rich and comprehensive enough to meet his cognitive needs. Interviewees 16 thought that the scenic spot of Lu Xun's former residence lacked appreciation and entertainment, and tourists could not interact and participate in it.

Table 2

Summary table assessment for travel intention behavior

Travel Intention Behavior in terms of Revisit	WM	VI	R
1. In the next few years, if possible, I will visit Lu Xun's former residence again.	3.83	Agree	2.5
2. When I need to travel to celebrities' former residences, I will take Lu Xun's former residence as the first choice.	3.90	Agree	1
3. Even if the overall price of Lu Xun's former residence rises, I will still choose to travel to Lu Xun's former residence.	3.83	Agree	2.5
Composite Mean	3.85	Agree	
Travel Intention Behavior in terms of Recommendation			
1. I am willing to make positive comments on Lu Xun's former residence to others or on the Internet.	3.78	Agree	2
2. I would like to recommend Lu Xun's former residence to others or on the Internet.	3.83	Agree	1
3. I will encourage my relatives and friends to travel to Lu Xun's former residence.	3.72	Agree	3
Composite Mean	3.77	Agree	

Legend:4.50-5.00=Strongly Agree;3.50-4.49=Agree;2.50-3.49=Neutral;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

Table 2 presents tourists' assessment for travel intention behavior. The composite mean of revisiting Lu Xun's former residence is 3.85 that reveals that the respondents agreed meaning the tourist are likely to visit again. The composite means of recommending Lu Xun's former residence is 3.77 that reveals that the respondents agreed meaning the tourist are likely to recommend. Among the indicator, the highest rank is that when they need to travel to celebrities' former residences, they will take Lu Xun's former residence as the first choice (3.90) interpreted as agree. Shaoxing is a famous city of celebrities. Here out of the hundreds of celebrities, at present a total of 107 celebrities' former residences have been certified. When travel to Shaoxing must visit celebrities' former residences, and Lu Xun's former residence in the list is the first one, which is a national key cultural relics protection unit. It shows that Lu Xun's former residence in Shaoxing ranks the first place in tourist satisfaction among celebrities' former residences and is very popular among tourists.

Meanwhile, tied on the least on the ranking are the indicator that 1. In the next few years, if possible, they will visit Lu Xun's former residence again and even if the overall price of Lu Xun's former residence rises, they will still choose to travel to Lu Xun's former residence (3.83). According to the analysis of the results of the questionnaire, the tourists who travel to Lu Xun's former residence twice a year are the main ones, accounting for 36.1%; Three times a year accounted for 20.3%, and four or more times a year accounted for 14.9%；That is, the tourists who revisit Lu Xun's former residence account for 71.3%. Lu Xun's former residence has a high revisit rate. In the interview, a total of 12 interviewee thought that if there was a chance, I would visit it again. Revisiting tourists account for 75% of the interviewees.

Among the indicator, the highest rank is to recommend Lu Xun's former residence to others or on the Internet (3.83). It's interpreted as agree. If the overall level of satisfaction with Lu Xun's former residence is high, tourists will be more positive to recommend Lu Xun's former residence to others or on the Internet. In the interview, 14 interviewees said they would recommend Lu Xun's former residence to their friends and relatives or on the Internet, accounting for 87.5%. We searched Shaoxing Lu Xun's former residence in Ctrip's travel guide and received a total of 6,534 comments from tourists. Based on the full score of 5, the total score of Lu Xun's former residence is 4.5, with 5,724 positive comments and only 105 negative comments, the positive rate was 87.6%. There are 265 travel notes, 2,081 wonderful photos and 1,141 practical questions and answers on the website wrote by tourists, which provide good suggestions and guidance for visitors to visit Lu Xun's former residence.

With the promotion of 5G network and the expansion of mobile Internet business, the tourism industry has also started the mode of information sharing. More and more tourists share their pleasant experiences in the

process of traveling. By sharing consumption information, consumers can not only win praise or recognition from others, to improve their status in the eyes of others, but also convey information to friends and seek support from others (Chang & Dong, 2014). For tourism enterprises, word-of-mouth recommendation contains important commercial value. In the era of big data, understanding the intention of word-of-mouth recommendation of tourists in the context of tourism will help tourism enterprises to better formulate marketing strategies and win more potential customers (Lv & Wang, 2017).

Meanwhile, least on the ranking are the indicator that pertains to the willingness to make positive comments on Lu Xun's former residence to others or on the Internet (3.78) and followed by encouraging relatives and friends to travel to Lu Xun's former residence (3.72). According to the results of the questionnaire analysis, the proportion of tourists over 60 years old in Lu Xun's former residence is the lowest and 5.6%. Because of the old people prefer the cluster, the message is easy to spread between them. When elderly tourists receive high-quality tourism services, they will publicize them to their relatives and friends around them, so that the relevant groups around them will be affected, that is, the word-of-mouth effect. Since the elderly have limited access to network information, Lu Xun's former residence should make full use of this characteristic of the elderly to carry out marketing, provide professional services for the elderly, collect the information of elderly customers, timely tracking service and communication, and build loyal customers. Zhao, Chen, and Feng (2022) found that the word-of-mouth effect of friends and relatives is still the most important information for people to make travel decisions.

Table 3

Correlation between paired variables

Paired Variables	rho-value	p-value	Interpretation
Travel Experience &Travel Satisfaction	0.334**	0.000	Highly Significant
Travel Experience & Travel Intention Behavior	0.303**	0.000	Highly Significant
Travel Satisfaction & Travel Intention Behavior	0.203**	0.000	Highly Significant

** Correlation is significant at the 0.01 level

Table 3 shows correlation between paired variables. Based in the table, the computed rho-values ranging from 0.203 – 0.334 indicating a weak positive correlation but shows statistically significant correlation between travel experience and travel satisfaction(p=0.000), travel experience and travel intention behavior (p=0.000), and between travel satisfaction and travel intention behavior (p=0.000). From the perspective of time logic, customers' perceived value will affect their satisfaction (Folks, 1988). The influencing factors of tourist satisfaction include expectation, perceived value, emotion, perceived quality, tourist destination image, etc. Their single or comprehensive effect forms a complex mechanism of tourist satisfaction. As a part of perceived value, emotion, perceived quality, and price play a role in the formation of tourist satisfaction. Specifically, the perceived value of tourists has a significant positive impact on satisfaction, and the enhancement of perceived value can stimulate the pleasure of tourists, and then improve the satisfaction of tourists. Perceived value is an important factor in the process of tourism, which directly affects the formation of satisfaction (Liu, Liu, & Liu, 2017). Many existing studies have verified the positive impact of perceived value on satisfaction and perceived value is an influential factor in promoting tourist satisfaction (Eid & El-Gohary, 2015; Rasoolimanesh, Dahalan, & Jaafar, 2016; Liu, Liu, & Liu, 2017; Lu, Liu, & Liu, 2018; Zhao, Wu, & Li, 2018; Zhang, Xie, & He, 2018; Zhang, Yang, & Li, 2020).

In the development of tourism activities, tourists will form a perception of product attributes in the whole process of tourism experience, from the psychological perception and personal consumption preferences and experience, based on the overall perspective to judge the rationality (Xu, Li, & Niu, 2019), to make the next behavioral decision. Perceived value is a comprehensive evaluation of tourists' perceived gain and loss of tourism products or services in a specific situation, which is an important pre-factor influencing tourists' consumption decision-making behavior. As an important pre-variable of behavioral intention, perceived value has a direct or indirect influence on behavioral intention (Sun, Liu, Ouyang, & Jia, 2020). Previous studies have shown that under different situations and research perspectives, perceived value has different degrees of

influence on action intention. Gallarza, Maria, and Gil-saura (2016) pointed out that perceived value is an important pre-variable of repurchase intention and word-of-mouth publicity. Most studies believe that the higher the perceived value is, the more positive the behavioral intention will be (Zhang & Chen, 2020; Yu & Chen, 2021). Han (2015) found that the higher the perceived value is, the more likely the tourists are to return or positively recommend in the future. Chen, Yu, and Wang (2020) confirmed that the higher the perceived value is, the higher the implementation tendency of praise and recommendation is.

The acquisition of customer satisfaction will make customers willing to recommend or buy again (Li, Li, Guo, & Xiao, 2022). Tourists' behavioral intention of re-visit and recommendation is a re-choice based on satisfaction, and high satisfaction will facilitate tourists to make re-visit and recommendation decisions (Yang, Feng, Xie, & Gong, 2022). Most empirical studies by scholars have found that there is a significant positive correlation between tourist satisfaction and behavioral intention (Lu et al., 2018; Yang et al., 2022). The higher the degree of satisfaction, the more likely the tourists are to repeat purchase and word-of-mouth recommendation, through strengthening the degree of satisfaction can enhance the tourists' behavior intention. Specifically, a high degree of tourist satisfaction is likely to form tourists' emotional identification with the destination, thus positively influencing their behavior choice (Liu, 2019).

Based on the relationship theory of cognition-emotion-intention, customer satisfaction plays a mediating role between perceived value and behavioral intention (Baloglu,1998). Higher perceived value will make customers feel emotionally satisfied and determine whether customers will buy again or make word-of-mouth recommendation. In tourism research, most scholars' empirical studies have found that tourists' perceived value is the basis for the formation of satisfaction, behavioral intention is the continuation of tourists' satisfaction in the post-tour stage, and satisfaction plays an intermediary role in the relationship between tourists' perceived value and behavioral intention (Oriade & Schofield, 2019; Li, Zhou, & Zheng, 2018).

According to the above research results, we finally constructed Travel Behavioral Intention Framework in Celebrities' Former Residences. The framework is inspired by the former celebrity houses where in the base or main foundation is the tourist experience and based on the result the better the travel experience, the higher chance for tourist to be satisfied and once the tourist is satisfied the more tourist would recommend and revisit. This is being portrayed in the framework which shows that the six pillars are the six dimensions of the travel experience; the travel satisfaction as the ceiling representing that it would cover all aspects from the travel experience and the travel intention behavior as the roof.

Travel experience value of celebrities' former residences is intrinsically multi-dimensional, consisting of quality value, characteristic value, service value, economic value, cognitive value, and emotional value. From the results, the enhancement of the six dimensions of experience value – quality value, characteristic value, service value, economic value, cognitive value, and emotional value – will improve the satisfaction degree of tourists. Although the mean value analysis of the six dimensions of perceived value and its measurement index, it is found that the cognitive value, emotional value, characteristic value, quality value, service value, and economic value decrease successively. However, the absence of any one dimension will have a negative impact on the overall satisfaction and shake the foundation of the whole building.

As an output of the study, the researcher proposed a framework as seen in figure 1, where it shows that experience value positively affects satisfaction, and indirectly affects behavioral intention through satisfaction. Travel satisfaction is the precondition of travel behavior intention. Travel behavior intention as the roof should protect the whole building, maintaining a high rate of repeat visits is the driving factor to ensure the continuous high quality of tourism products. If tourists are satisfied with the experience of celebrities' former residences, they will choose to re-visit, that is, continue the cycle all over again.
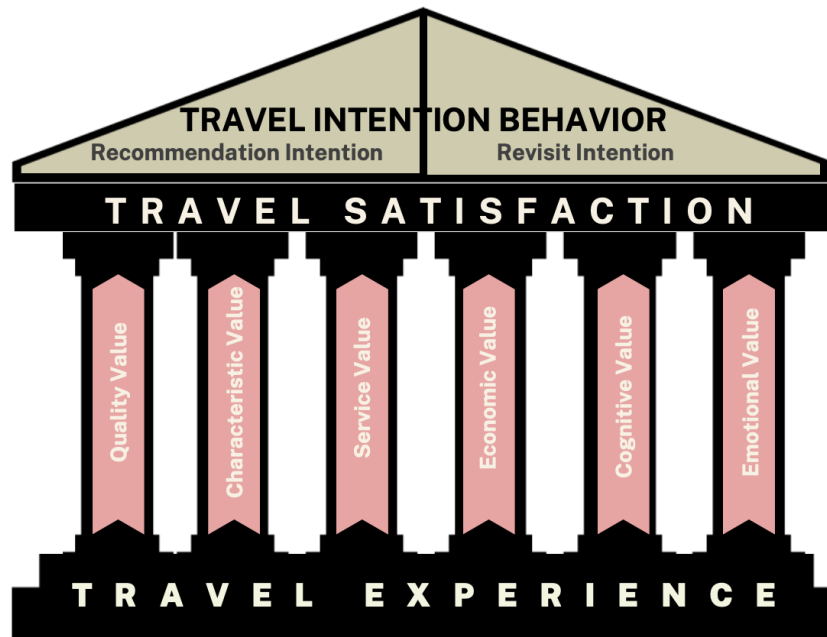
Figure 1. Travel Behavioral Intention Framework in Celebrities' Former Residences

Travel Behavioral Intention Framework in Celebrities' Former Residences, on the one hand, it emphasizes the importance of tourist satisfaction and behavior intention in the tourism development of celebrities' former residences. On the other hand, by classifying and defining the travel experience value of celebrities' former residences, it can help the tourism destinations of celebrities' former residences to improve the tourism status of the local celebrities' former residences, meet the needs of tourists, so as to improve the satisfaction and loyalty of tourists, and then improve the revisit rate of tourists to celebrities' former residences, helps managers to better cultivate the sustainable competitiveness of the tourist destinations of celebrities' former residences. According to Travel Behavioral Intention Framework in Celebrities' Former Residences, we can make a more scientific and reliable prediction of the tourists' satisfaction and behavior intention after visiting celebrities' former residences in the future, to develop a measurement standard in accordance with the background of traditional Chinese culture.

4. Conclusion and Recommendation

4.1 Conclusion

In terms of demographic characteristics, tourists in celebrities' former residences are more female, younger, with higher education and middle income. The main group of tourists in celebrities' former residences is young people aged 15-24, and the people aged over 60 are the least. Therefore, local tourism publicity and services should be more targeted at young people and retirees to expand the tourist market. In terms of travel information, tourists in celebrities' former residences most are repeat visitors for taking a relaxing vacation through driving on their own as the mode one-day tour, with medium and low consumption level. Most people take leisure vacation as the main motivation, so the traditional leisure tourism market is still the focus and advantage of the tourism market development of Lu Xun's former residence scenic spot. From six aspects of tourist experience value of celebrities' former residences, tourists' evaluation from high to low is: cognitive value > emotional value > characteristic value > quality value > service value > economic value. Overall, tourists are satisfied with the experience of celebrities' former residences. Tourists are willing to revisit and recommend former residences of celebrities. According to data inspection and literature, tourist experience value tourist satisfaction, and behavioral intention, all three are highly correlated.

A framework for the formation of travel behavior intention of celebrities' former residences was proposed.

4.2 Recommendation

Through comprehensive analysis of the questionnaire information, we find that tourists are basically satisfied with the celebrities' former residences, but the data of individual projects also highlight the problems existing in the development of tourism products in the scenic spots. In this regard, the following suggestions are put forward.

For the tourism business, they may improve the guide signage system and improve the service efficiency of scenic spots. It is necessary to develop new characteristic tourism products based on the tourist attractions of celebrities' former residences, attach importance to the experience, interest, and innovation of the products, and improve the characteristic value of tourism products.

For the scenic spot operators, the number of tourists should be controlled effectively to avoid exceeding the carrying capacity of scenic spots. Special attention should be paid to quality value, characteristic value, service value, economic value, cognitive value, and emotional value. Qr code can be set to collect tourists' suggestions for improvement, through the way such as market survey, complaints, network public opinion, grasp the tourists' satisfaction and dissatisfactions, to enhance the experience of tourists' satisfaction.

For the government, they may improve tourism reception facilities and tourism public service system to enhance the market attractiveness of celebrities' former residences. Lu Xun's former residence scenic spot and Shaoxing Keyan Scenic spot, Zhuji Wuxie Scenic spot, Xinchang Buddhist Temple, and other scenic spots can be connected in series, both human landscape and natural landscape, forming a landscape of diverse tourism routes. They should strengthen the in-depth cooperation with other celebrities' former residences in Shaoxing, carry out the all-round cooperation of mutual destination, mutual tourist source and joint marketing, and mobilize the mutual flow between the respective tourist source markets.

For market supervision department, they may improve on travel market management level, enhance the satisfaction of tourists. Products and services in catering, accommodation, transportation, recreation, shopping, and other sectors will be subject to unified pricing, explicit pricing and price supervision, and illegal acts such as false pricing and private price hikes will be cracked down on to ensure the economic value of celebrities' former residences. They may crack down on illegal behaviors, form law enforcement deterrence, purify the market environment, and ensure the quality value of celebrities' former residences.

For future researcher, may introduce other types of celebrities' former residences as research objects to test the universality of the research conclusions of this paper and add corresponding variables to improve the integrity and explanatory power of model construction.

5. References

Baloglu, S. (1998). An empirical investigation of attitude theory for tourist destinations: A comparison of visitors and non-visitors. *Journal of Hospitality & Tourism Research, 22*(3), 211-224.

Chang, Y. P., & Dong, X. B. (2014). Research on the influence of content characteristics of virtual community consumption on information sharing behavior. *Journal of Information Science,* (1), 201-207.

Chen, H., Yu, L., & Wang, Y. C. (2020). Mechanism derivation and empirical study of value co-creation in the consumption field of home and lodging. *Tourism Tribune, 35*(8), 117-131.

Eid, R., & El-Gohary, H. (2015). The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction. *Tourism Management*, (46), 477-488.

Feng, X. H., & Huang, Z. F. (2022). Fundamental driving force of tourism behavior: Perspectives and reflections. *Geography and Geographic Information Science,* (4), 113-119.

Folks, V. S. (1988). Recent attribution research in consumer behavior: A review and new directions. *Journal of*

Consumer Research, 14(4), 548-565.

Fu, Y. G, Tao, Y. L., & Guo, K. X. (2021). Tourism facilities optimization strategy based on walking distance characteristics of tourists in Tongtianyan scenic spot. *Contemporary Tourism,* (30), 28-30+97.

Gallarza, M. G., Maria, E. R., & Gil-saura, I. (2016). Stretching the value-satisfaction-loyalty chain by adding value dimensions and cognitive and affective satisfactions: A causal model for retailing. *Management Decision, 54*(4), 981-1003.

Han, C. X. (2015). The relationship between tourism perceived value and satisfaction and behavioral intention. *Human Geography, 30*(3), 137-144+150.

Hua, J. Y., & Yang, W. Y. (2022). The predicament and breakthrough countermeasures of Jinhua rural tourism development under the background of rural revitalization strategy. *Agriculture and Technology,* (12), 166-169.

Industry Research Institute China Tourism Academy. (2021). *Report on the development of tourist attractions in China (2021).* Retrieved December 7, 2021, from http://www.ctaweb.org.cn/cta/gzdt/202112/444ffe55c9b542c9b5a328410b156cdc.shtml

Li, F., Li, Q. C., Guo, Y. C., & Xiao, P. W. (2022). The relationship between perceived value, satisfaction, and behavioral intention of home-stay tourists in the post-epidemic era. *Special Zone Economy,* (5), 131-137.

Li, H. L., Zhou, L. Q., & Zheng, Y. B. (2018). The influence of tourists' motivation and perceived value on their satisfaction and behavioral intention. *Journal of Zhejiang University (natural science), 45*(1), 92-102.

Liu, F. C., Liu, A. L., & Liu, M. (2017). The connotation, evaluation, and formation mechanism of tourist satisfaction: A review of foreign relevant research. *Regional Research and Development, 36*(5), 97-103.

Liu, L. N. (2021). Research on strategies for improving tourist satisfaction in the context of public interest of scenic spots -- a case study of Donghai Grand Canyon in Zhoushan, Zhejiang province. *Foreign Trade and Economic Cooperation,* (1), 128-132.

Liu, R. (2019). *Research on the relationship between perceived value and behavioral intention of home stay visitors from the perspective of place attachment.* Unpublished masteral thesis, Shandong Normal University, Jinan, China.

Lu, L., Liu, C. L., & Liu, L. (2018). The relationship between perceived value, satisfaction, and behavioral intention of ski tourists. *Journal of Arid Land Resources and Environment, 32*(5), 202-208.

Lv, L. H., & Wang, Y. P. (2017). The influence of awe emotion on tourists' behavioral intention in mountain scenic spots: A case study of Jingshan Scenic Spot in Hangzhou. *World Geographical Studies,* (6), 131-142+153.

Ma, B., Gao, L. X. & Kou, M. (2022). Analysis on the micro mechanism of high-quality development of tourism -- with tourism cost performance as the center. *Journal of Central China Normal University (Natural Science Edition),* (1), 16-24.

Meituan. (2019). *China's first scenic spot Tourism consumption Convenience Index (TCI) released a multi-dimensional quantitative evaluation of consumer experience.* Retrieved December 27, 2019, from https://www.traveldaily.cn/article/134812.

National Development and Reform Commission. (2021). Carry forward Lu Xun's Culture and build a spiritual homeland -- a typical case of red tourism development of Lu Xun's former residence scenic spot in Shaoxing City, Zhejiang Province. *China Economic and Trade Guide,* (14), 10-11.

Office of Shaoxing Municipal People's Government. (2021). *Three-year Action Plan for the Activation of Celebrities' Former Residences in Shaoxing (2021-2023).* Retrieved August 12, 2021, from http://www.sx.gov.cn/art/2021/8/12/art_1229311201_1797054.html

Oriade, A., & Schofield, P. (2019). An examination of the role of service quality and perceived value in visitor attraction experience. *Journal of Destination Marketing and Management,* (11), 1-9.

Rasoolimanesh, S. M., Dahalan, N., & Jaafar, M. (2016). Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site. *Journal of Hospitality and*

Tourism Management, (26), 72-81.

Shaoxing Culture and Tourism Bureau. (2019). *Key scenic spots in Shaoxing received 2.32 million visitors.* Retrieved October 8, 2019, from http://www.sx.gov.cn/art/2019/10/8/art_1462938_38655594.html

Sun, F. Z., Liu, R., Ouyang, C. S., & Jia, Y. J. (2020). A Study on the relationship between tourists' perceived value and behavioral intention -- Based on the perspective of home-stay tourists. *Shandong Social Sciences,* (1), 126-133.

Tao, L. X. (2022). Exploration on the development path of ice and snow industry in Harbin in the post-epidemic era. *Economist,* (7), 125-127.

Wan, T. H., Yan, J. L., & Bao, Y. (2022). Research on the normalization of tourism consumption behavior of urban residents in China under the new normal economy. *Journal of Yangtze Normal University*, (3), 18-27.

Wang, X. B., Liu, J. J. & Liu, X. Y. (2021). Spatial investigation of urban historical and cultural blocks and ways of activation and utilization: Taking Shaoxing Lu Xun's former residence historical and cultural blocks and Baziqiao historical and cultural blocks as examples. *China Ancient City,* (2), 72-78.

Xiong, J. H., Qu, J. C., & Xiao, Y. (2022). Design and management of smart tourist spot signage system. *Contemporary Tourism,* (9), 43-45.

Xu, F., Li, S. S., & Niu, W. X. (2019). How to effectively manage risks in tourism destinations: Evidence from Southern Xinjiang. *Nankai Management Review,* (1), 66-75.

Xu, Z. & Zheng, Y. X. (2019). Optimization and promotion of urban historic districts from the perspective of tourism experience value. *Knowledge Library,* (7), 1-2.

Yang, F., Feng, J., Xie, Sh. Y., & Gong, J. (2022). The impact of tourist satisfaction on destination revisit intention: A case study of 5A scenic spots in Wuhan. *Journal of Central China Normal University (Natural Science Edition),* (1), 116-126.

Yu, Y., & Chen, M. (2021). A study on the behavior pattern of outdoor adventure sports lovers: A case study of mountaineers in Siguniang Mountain. *Resources Development and Marketing,* (8), 1009-1016.

Zeithaml, V. A., Berry, L, L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing, 60*(4), 31-46.

Zhang, H., & Chen, Y. Q. (2020). The influence of exhibition service scenarios on exhibitors' perceived value, satisfaction, and behavior intention. *Tourism Tribune, 35*(7), 86-98.

Zhang, L., Xie, S. T., & He, J. W. (2018). Research on the relationship between perceived value and satisfaction of tourists in ancient villages: A case study of Xiaozhou village in Guangzhou. *Tourism Forum, 11*(3), 58-69.

Zhang, Q., Yang, D. X., & Li, S. Y. (2020). Moderating effects of place attachment on pro-environmental behavior of forest tourists. *Journal of Central South University of Forestry and Technology,* (8), 164-172.

Zhang, Q., Zheng, X. C., & Li, W. M. (2017). Research on tourist loyalty mechanism in rural tourist destinations of Hunan Province. *Hunan Social Sciences,* (4), 138-142.

Zhao, L., Wu, W. Z., & Li, J. (2018). Formation mechanism of tourist loyalty in eco-tourism scenic spots based on tourists' perceived value: A case study of Xixi National Wetland Park. *Acta Ecologica Sinica, 38*(19), 1-12.

Zhao, Y., Chen, G. Q., & Feng, X. G. (2022). From word-of-mouth to online word-of-mouth: Context, framework and prospect. *The Consumer Economy,* (4), 84-96.

Zhou, G. M., & Song, R. (2022). Research on public cognition and attitude towards red tourism in China. *Tourism Research,* (3),1-16.

Zhou, J. (2022). Research on the practice of humanistic landscape design in urban theme park. *Modern Gardening,* (2), 52-54.