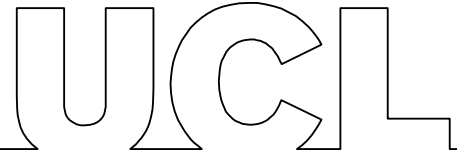


Local cultural identity and purchase intention:  
a case study of Fuzi Temple in Nanjing

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## **ABSTRACT**

Since the outbreak of COVID-19 in China at the end of 2019, the government implemented proactive quarantine measures that effectively curbed the spread of the pandemic. However, these measures also severely impacted the tourism industry. With the lifting of strict COVID-19 control policies in 2021, China experienced a significant surge in tourism. This dissertation aims to explore the factors influencing tourists' purchase intentions through both quantitative and qualitative methods. The research focuses on the Confucius Temple area in Nanjing as the dissertation site, with the primary goal of examining the relationship between place-based cultural identity and purchase intentions.

Place-based cultural identity is divided into three dimensions: cognitive identity, emotional identity, and value identity. Using a CB-SEM model, data from questionnaires completed by 351 respondents who had previously visited the Confucius Temple in Nanjing were analyzed. The study confirmed three hypotheses: 1) cognitive identity has a significant positive impact on purchase intentions; 2) emotional identity has a significant positive impact on purchase intentions; and 3) value identity has a significant positive impact on purchase intentions.

Following the validation of the positive relationships between the dimensions of place-based cultural identity and purchase intentions, a qualitative dissertation was conducted to answer three questions: 1) What are tourists' overall perceptions of the Confucius Temple? 2) What are tourists' views on the tourism products offered at the Confucius Temple? 3) What are the needs of visitors to the Confucius Temple?

The findings of this dissertation provide new insights and innovative suggestions for tourism industry practitioners at the destination, offering valuable references for improving the quality of tourism products for visitors.

**Key words: cultural heritage tourism, cultural identity, purchase intention**

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# CHAPTER 1 INTRODUCTION

## 1.1 Background

In recent years, as disposable incomes have risen, people have increasingly focused on their leisure lives, and tourism has garnered widespread attention as a popular leisure activity. During the early stages of China's tourism development, the primary focus was on inbound tourism, relying on foreign visitors to generate consumption within the country. However, with China's rapid economic growth, domestic travel has become more frequent, and domestic tourism has gradually emerged as the dominant trend (Garske et al., 2011). As the scale of domestic tourism continues to expand, the tourism industry has steadily improved, and new forms of tourism have been developed, making it one of the key pillars of the national economy.

However, the outbreak of COVID-19 in 2020 dealt a devastating blow to the tourism industry. Due to the repeated waves of the pandemic and stringent control measures, China's tourism industry faced stagnation and contraction. It was not until the end of 2022, when pandemic control measures were fully lifted and people's lives gradually returned to normal, that the tourism industry began to see a marked recovery. During the 2024 Chinese New Year holiday, domestic tourism recorded 474 million trips, with a total of 2.293 billion cross-regional movements nationwide (TravelDaily). This marked the best performance for China's tourism industry in three years, as pent-up travel demand, suppressed by the pandemic, was finally unleashed. The domestic tourism market is rapidly recovering, and with the relaxation of policies and government encouragement, tourism is poised to receive increasing attention and will undoubtedly become one of the primary leisure activities in the future. Since the relaxation of COVID-19 policies in 2021, China's tourism industry has faced new opportunities and challenges. The explosive growth in tourism demand has led to record-high visitor numbers at many tourist destinations, significantly boosting the economies of the cities where these destinations are located. For example, in 2023, Harbin, China, attracted a large influx of tourists due to its successful promotion of the Ice and Snow World. According

to the Harbin Municipal Bureau of Culture, Radio, Television, and Tourism, as of January 3, 2024, Harbin had received 3.0479 million visitors over a three-day period, generating a total tourism revenue of 5.914 billion yuan. Harbin's tourism success relied heavily on effective promotion and its unique ice and snow culture, which successfully attracted numerous visitors from southern China.

This dissertation aims to explore the factors influencing tourists' purchase intentions by analyzing the successful case of Harbin's tourism. After reviewing relevant tourism literature, the dissertation focuses on examining whether cultural identity at a tourism destination influences tourists' purchase intentions. Cultural heritage tourism, as a classic form of cultural tourism, is widely popular in China. Due to its unique cultural value, cultural heritage can help tourism destinations create distinctive tourism experiences. By developing themed activities and cultural creative products based on cultural content, destinations can attract tourists and generate economic value (Throsby, C.D., 2001). This also indicates that the development of cultural heritage tourism can contribute to the local economy (Balaguer & Cantavella-Jordá, 2002).

Given the need to dissertation cultural tourism, it is essential to choose a city rich in historical and cultural heritage as the research subject. Nanjing, an ancient city with 6,000 years of civilization and 2,500 years of urban history, becomes the primary choice for this dissertation. Nanjing, once the capital of six dynasties in ancient China, has long been a center of education, transportation, and tourism in the country. Its rich civilization and history mean it possesses abundant cultural and architectural heritage, such as the Confucius Temple, the Ming Dynasty Forbidden City, and Sun Yat-sen Mausoleum (Yuan et al., 2016). Among these, Nanjing's Confucius Temple, located in the Qinhuai District, lies at the heart of the Qinhuai Scenic Area. The temple, originally established as an educational institution to honor and worship Confucius, is one of the four great Confucian temples in China and the first national-level higher education institution. It has been recognized as a

hub of ancient Chinese culture and is a focal point of Nanjing's historical and cultural heritage. The Confucius Temple area boasts a unique cluster of educational buildings representing Confucian traditions and cultural legacies of southeastern China. Therefore, this dissertation considers the Nanjing Confucius Temple, with its profound cultural significance, to be an ideal choice for studying cultural heritage tourism.

## **1.2 Research Objectives and research gaps**

The primary aim of this dissertation is to explore the needs of tourists, enhance their willingness to spend, and promote the economic development of tourism destinations, thereby fostering the prosperity of tourist attractions and related industries. This dissertation focuses on examining the impact of place-based cultural identity on purchase intentions and delves into the influence of cultural identity on tourism products. The dissertation seeks to assist the Nanjing Confucius Temple Scenic Area in enhancing the cultural content of its tourism products, ultimately increasing visitors' desire to purchase. Cultural heritage tourism products are often closely linked to the history, culture, and architectural relics of the destination. A strong sense of cultural identity can enhance tourists' overall experience, and research has shown that this enhanced experience can influence both repeat visitation and consumer behavior (Leung et al., 2014).

After reviewing a substantial amount of literature, the author found that existing studies primarily focus on the relationship between tourists' identity and their purchase intentions. However, there is a lack of research on the impact of the culture of a tourism destination on visitors. Given this background, this dissertation selects the Nanjing Confucius Temple Scenic Area as the primary research destination to explore whether the tourism products offered there can foster cultural identity among visitors and thus enhance their purchase intentions. A model will be constructed to examine the relationship between tourists' place-based cultural identity and their purchase intentions. This research aims to address gaps in the existing literature and,

building on previous theories, hopes to achieve meaningful results in the following areas:

1. This dissertation summarizes and discusses relevant materials from various countries, organizing and synthesizing previous views on cultural heritage tourism, tourism motivation, cultural identity, and purchase intentions, and extracting key insights from them.
2. Based on the literature review, the dissertation will employ a mixed-methods approach to test the research hypotheses and offer recommendations. Through quantitative analysis, it will examine the relationship between the independent variable, place-based cultural identity, and the dependent variable, purchase intention. After validating the quantitative hypotheses, semi-structured interviews will be conducted to explore how the tourism products at the Nanjing Confucius Temple Scenic Area influence visitors' perceptions of cultural identity.
3. By organizing the literature and processing the results of both quantitative and qualitative research, this dissertation will draw conclusions and provide recommendations on improving the quality of tourism products at destinations, attracting tourists' purchasing desires, and enhancing visitor satisfaction.

### **1.3 Methodology**

#### **1.3.1 Research Methods**

This dissertation aims to validate the relationship between place-based cultural identity and purchase intention, as well as to provide concrete improvement suggestions and measures for local tourism practitioners. A mixed-methods approach is anticipated. Quantitative research will primarily involve the quantification of social behaviors and attitudes to describe and explain the interactions and trends between social phenomena. However, quantitative research can only test the hypotheses put forward in the dissertation and cannot provide diverse or open-ended results. Therefore, qualitative research will be employed to conduct in-depth interviews with the

dissertation participants, exploring their actual experiences and understanding the deeper factors influencing tourists' purchase intentions.

To validate the relationship between place-based cultural identity and purchase intention, this dissertation will primarily collect data through surveys and systematically analyze the collected data to verify the hypotheses. After completing the quantitative data analysis, qualitative interview questionnaires will be developed based on the quantitative analysis results and relevant literature. Semi-structured interviews will be conducted to deeply understand tourists' actual feelings and needs at the scenic area, with software such as NVIVO being used to extract high-frequency words. This will provide theoretical support for subsequent improvement suggestions.

### 1.3.2 Literature Review

The literature review method involves collecting and analyzing a large volume of academic dissertations, summarizing and drawing on the findings of previous scholars as a theoretical foundation for the dissertation. This research draws upon relevant literature on cultural identity and purchase intention, obtained from sources such as Google Scholar and CNKI. By organizing this literature, the dissertation clarifies the current research status on the relationship between place-based cultural identity and purchase intention, proposes a theoretical model and hypotheses, and determines the questionnaire items for the quantitative survey while providing reference suggestions for the qualitative interview questions.

### 1.3.3 Questionnaire Survey Method

The questionnaire survey method is widely used in quantitative research to collect data (Feng, 2014). It typically involves setting relevant questions to understand respondents' basic information, behaviors, attitudes, and opinions, thereby providing specific explanations for the research questions and testing the proposed hypotheses (Prentice, 1989). As one of the most important research methods in empirical studies, the questionnaire survey method emphasizes obtaining objective knowledge through the collection and analysis of quantitative data, which aligns with the basic principles of positivism. Positivist epistemology suggests that researchers and participants are

independent entities, and researchers should minimize factors that might influence participants' judgments. The structured nature of surveys, adhering to strict procedural rules, helps effectively reduce external interference (Guba & Lincoln, 1994). Given its frequent use, this dissertation intends to use a questionnaire survey to investigate tourists with experience visiting the Nanjing Confucius Temple, providing reliable data to support the research.

#### 1.3.4 Empirical Analysis Procedures

Empirical analysis must adhere to scientific principles, which is a prerequisite for validating quantitative testing. The quality of a questionnaire, primarily composed of scales, depends on reliability and validity tests. Reliability refers to the consistency of the measurement tool, with higher reliability ensuring greater stability of the questionnaire results (Qin, 2009). Validity measures the effectiveness of the questionnaire items, reflecting whether the questions genuinely test the characteristics the research intends to measure (Zhao et al., 2006). Only after passing reliability and validity tests can the questionnaire's design and data collection be considered reasonable and effective. Normality tests will be conducted to understand the data characteristics and determine whether subsequent tests can use correlation analysis and Structural Equation Modeling (SEM). Correlation analysis will explain the strength of relationships between different variables and the positive or negative influence between them, validating the correlation between elements with related variables. Only variables with a certain level of correlation will proceed to further analysis. Finally, SEM, widely used in modern behavioral and social quantitative research, combines statistical techniques from "linear regression models" with factor analysis from "multivariate statistical analysis." SEM is particularly suitable for solving causal relationships that are difficult to address in correlation analysis, offering high flexibility and comprehensiveness. Therefore, SEM will be the primary model used to test the hypotheses in this dissertation. SEM requires theoretical support, and the construction of appropriate hypothesis models based on the theoretical framework. Therefore, the derivation process of the theoretical model will be described in detail in the following paragraphs.

### 1.3.5 Quantitative Analysis Software

For reliability and validity tests before conducting SEM analysis, SPSS is the most widely used software. Regarding SEM analysis software, LISREL, EQS, and AMOS are commonly used. As a branch of SPSS, AMOS is considered the best quantitative analysis software for this dissertation. AMOS software can sort out the relationship between variables in the theoretical model, which is very suitable for the research content of this dissertation. Therefore, in terms of empirical analysis, this dissertation will finally choose to use SPSS software for descriptive statistics analysis and use AMOS software for validity testing and structural equation model analysis.

### 1.3.6 Semi-Structured Interviews

Semi-structured interviews are a crucial form of research in social science studies. They involve in-depth communication with respondents to understand the life experiences and lifestyles of social groups, explore the formation processes of specific social phenomena, and provide diverse ideas and methods for solving social problems. Unlike quantitative research, which typically involves standardized interviews where respondents must answer questions according to uniform standards and norms with limited room for elaboration, semi-structured interviews allow more flexibility. Researchers design an interview outline based on the research questions and objectives beforehand, using it as a framework during the interview. The interviewer can make flexible adjustments to the content based on the actual situation, and respondents can take the initiative to express unique views and insights, enriching the research content. Rubin(Rubin & Rubin, 2011)noted that the advantage of semi-structured interviews lies in the collaborative exploration of central research issues by the interviewer and respondent. As an independent method, semi-structured interviews emphasize purposeful communication and an open structure compared to other qualitative research methods, enabling in-depth exploration of respondents' needs and touching upon the essence of the research questions.

However, the limitations of semi-structured interviews include higher costs and time consumption, meaning that large-scale research is not feasible, and

there are limitations in the sample size. Since semi-structured interviews are often context-specific, the selection of interviewees should consider individuals with sufficient knowledge or representativeness. This dissertation takes qualitative investigation as a supplement to quantitative investigation. To explore the actual situation of tourism destinations and the real feelings and needs of tourists, more viewpoints and ideas are needed. Therefore, this structured interview is the best choice. The number of interviews in this dissertation will not be predetermined; interviews will cease when collected content becomes repetitive or sufficiently answers the research questions.

#### 1.3.7 Qualitative Data Analysis

Data will be recorded via voice recordings and online meetings with respondents. According to Corbin and Strauss (Corbin & Strauss, 2015), before analyzing data, it is essential to consider the meanings and underlying reasons represented by the data. After collecting data, the author will record and integrate the interview data, using NVIVO software for relevant word frequency analysis and constructing related network diagrams. Finally, the content of the interviews will be analyzed, and recommendations will be made based on the findings.

#### 1.3.8 Ethical Issues

Since this dissertation adopts two data collection methods, questionnaire survey and semi-structured interview, it is necessary to pay attention to possible ethical problems in protecting the privacy and rights of respondents. This dissertation takes some effective measures to reduce the occurrence of these problems. First, respondents will see the research purpose and information protection measures of the experiment recorded in detail in the information sheet of University College London (UCL) at the beginning of the questionnaire and suggest that respondents should continue to complete the follow-up interview with their knowledge and consent. Secondly, in the quantitative questionnaire, a lot of privacy options are set up for the respondents to choose. In the qualitative interview, consent to the video recording will be asked in advance, and the recording content will be used for



academic research only, and the interviewee's personal information will not appear in the dissertation. Finally, because the data is only used for this dissertation, the data will be deleted after the completion of the academic dissertation. The author promises that he will strictly abide by the school's norms on moral issues and protect the rights and interests of the respondents.

#### **1.4 Research scope of this dissertation**

Around the research theme, the article is roughly divided into the following six parts to elaborate.

Chapter 1: Introduction. This dissertation mainly discusses and explains the research background, purpose, research method and content of the article.

Chapter 2: literature review and theoretical basis. This dissertation summarizes the previous information on tourism, analyzes the relevant theories involved in this dissertation, and finally summarizes the information referred to.

Chapter 3: Research hypothesis and model building. By summarizing the existing data, this dissertation summarizes the basic concepts that this dissertation needs to be based on, and according to the purpose of this dissertation, a relationship model between local cultural identity and purchase intention is established, and theoretical support is given.

Chapter 4: Empirical analysis. This chapter firstly elaborates the design of questionnaire scale. Then the formal questionnaire was issued, and descriptive statistics were carried out using SPSS27.0 standard. After the preliminary processing of the data, the reliability test, validity test, normality test, correlation analysis, SEM structural equation model test, etc., are respectively carried out to analyze various data to verify whether the proposed research hypothesis is valid.

Chapter 5: Semi-structured interview analysis. the concrete improvement measures are put forward according to the result of quantitative research, and

making the qualitative questionnaire conducted semi-structured interviews, depth explore Confucius temple tourist attractions to tourists' tourism product specific feelings, interviews and statistics using NVIVO software high frequency vocabulary, in order to explore the depth of the tourist demand. Then, according to the results of the qualitative survey, marketing was proposed for the product design of Nanjing Fuzi Temple tourist destination, to improve the satisfaction of tourists, enhance their consumption willingness during tourism, and promote the development of local tourism economy.

Chapter 6: Research highlights and the insufficiency. This chapter will summarize the relationship between local cultural identity and purchase intention based on quantitative questionnaire data analysis results. Finally, the dissertation analyzes the shortcomings and reasons and puts forward the prospect for the future.

### **1.5 Research route**

This dissertation will do literature reading and data collection in the early stage, process the collected data, summarize the relationship between local cultural identity and purchase intention, build a suitable structural equation model, and then bring in the questionnaire data to verify the hypothesis. After verifying the hypothesis, the author will design the corresponding qualitative interview content according to the results, explore the experience and needs of tourists in actual tourism, and propose the current problems of Fuzi Temple scenic spot according to the results of qualitative interview, and put forward the corresponding optimization plan.

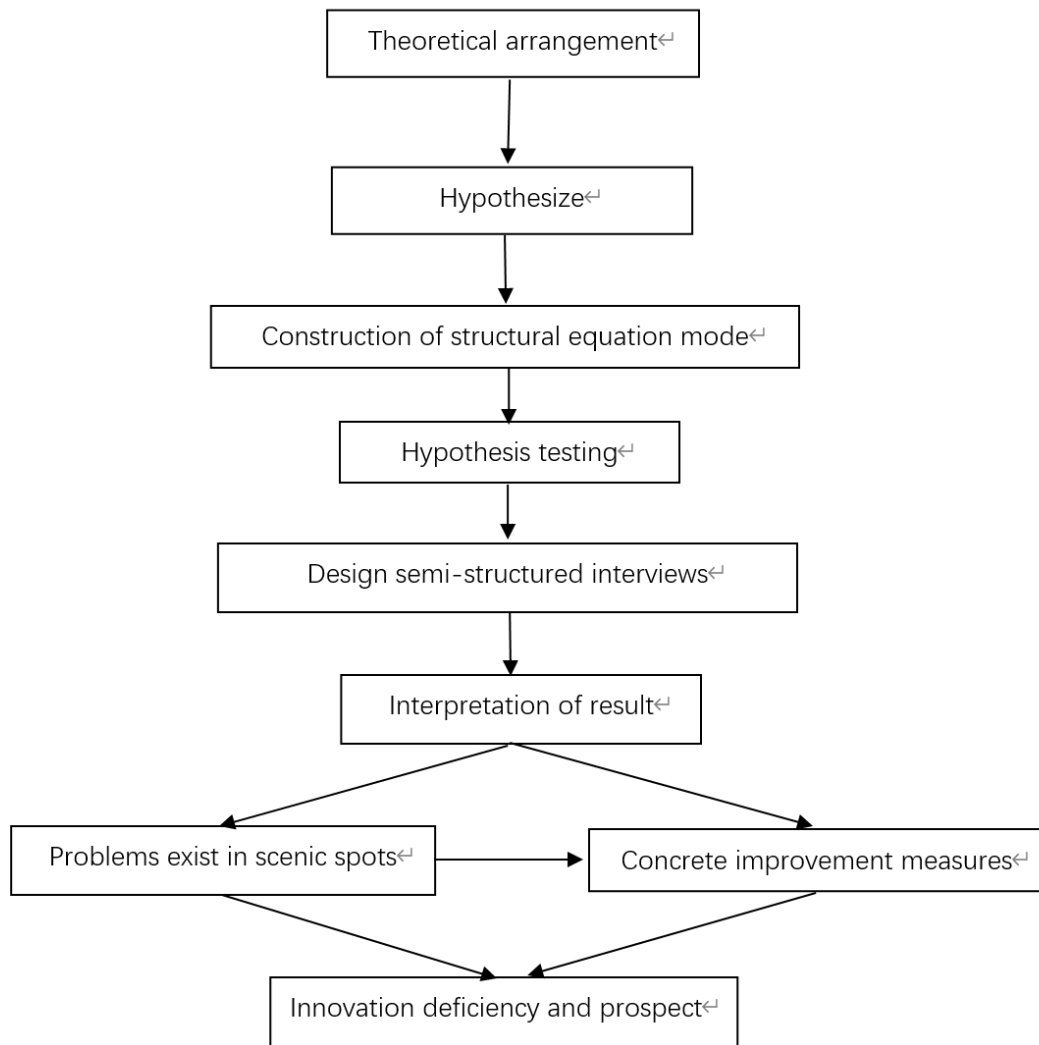


Figure 1 Research route

## **CHAPTER 2 LITERATURE REVIEW**

### **2.1 Cultural Heritage Tourism**

#### 2.1.1 Cultural Tourism

Culture and tourism share a close and dynamic relationship, where culture provides attractions and resources for tourism destinations, while tourism enriches local culture and adds new dimensions to local history. The origins of cultural tourism can be traced back to post-World War II Europe, where travel was seen to help visitors understand local cultures and assist in the economic recovery of war-torn regions. At that time, cultural tourism was primarily focused on cultural heritage and historical sites (Richards, 2001).

However, as tourism has developed, it has become clear that cultural tourism extends beyond just heritage sites. This realization has led to varying definitions of cultural tourism among scholars. Some Chinese scholars have contributed their perspectives on the concept. For instance, Zhu and Lu (2005) suggest that cultural tourism involves travelers leaving their everyday surroundings to gain new experiences that satisfy social and cultural needs, often through engagements with cultural landscapes. Zhang (1999), On the other hand, he believes that cultural tourism in China stems from tourists' strong curiosity about local culture. Intense intellectual curiosity drives individuals to leave familiar environments, with the primary purpose of experiencing the history and culture of other places and participating in the evolution of civilizations.

The 22nd General Assembly of the United Nations World Tourism Organization (UNWTO, 2018) provided a more specific definition of cultural tourism. According to this definition, cultural tourism involves travel activities where tourists aim to learn, experience, discover, and consume tangible and intangible products related to a destination's unique cultural or historical characteristics. These products may include architecture, cultural heritage, history, literature, music, and more (UNWTO, 2018). This definition broadens

the scope of cultural tourism, linking it not only to heritage sites but also to various other aspects of art, lifestyle, and everyday cultural practices. As a result, the scope of cultural tourism has expanded to encompass a wider and more inclusive range of cultural practices, with the previously emphasized focus on material heritage now becoming just one branch of cultural tourism.

### 2.1.2 Definition of Cultural Heritage

As a subset of cultural tourism, cultural heritage tourism places a strong emphasis on the impact of heritage on tourism. Numerous scholars have offered definitions of heritage, with a common understanding that heritage consists of elements inherited from the past and utilized in the present (Hall & McArthur, 1998). However, the interpretation of heritage varies across different countries. Some scholars argue that heritage is not necessarily ancient. The term "heritage" is used because, over time, certain objects or sites have lost their original functions and roles, thereby acquiring heritage value.

The distinction between new and old heritage, however, is often debated. For example, compared to Europe, Africa, and China, the United States has relatively newer architecture with a less extensive historical background, making its preservation efforts and heritage status less pronounced than in countries with longer histories. Nonetheless, in recent years, scholars have increasingly recognized that heritage is not always ancient; its value lies in its cultural depth and historical significance.

The heritage tourism market is typically divided into three categories, classified and managed according to different scales (Timothy, 1997). The first category includes global-scale heritage sites that attract international tourists. These sites often have high recognition and global renown, such as the Pyramids of Egypt and the Great Wall of China. These sites, with their significant historical, cultural, and aesthetic value, are often included in the UNESCO World Heritage List and serve as representative attractions of a region or country, drawing large numbers of international and domestic

tourists annually. National-level sites also fall into this category. Although they may attract some international tourists, their primary audience is domestic visitors, particularly those with a strong emotional connection to national history and culture. These sites are often associated with national history, culture, iconic events, or figures, such as Civil War battlefields or national cemeteries, and are referred to as "secular pilgrimages" (Digance, 2006).

The second category, known as local heritage, mainly attracts local residents and tourists near tourist destinations. This type of heritage often includes ethnic history, cultural symbols or historical figures of significance to the local community, as a strong pillar of local identity, often combined with other historical and cultural heritage. The third category is personal heritage, which represents a unique form of heritage tourism. This type of tourism involves visiting locations connected to personal or family history. Because China has a tradition of ancestor worship since ancient times, tourists have to go to their ancestral hometowns, as well as genealogical research, visiting ancestral temples and other activities (Timothy, 2016).

As early as the 1980s, researchers began observing visitors to historical sites and museums. By analyzing their demographics, experiences, and motivations to identify common characteristics among them. Herbert (Herbert et al., 1989) found that visitors to heritage sites generally had higher levels of education and incomes above those of average tourists. Prentice (Prentice, 1989) and others has also been found that heritage visitors tend to stay at their destinations longer than regular tourists and are often older. Tourists from different countries also show different preferences. For example, European tourists are more inclined to visit world heritage sites, while Chinese tourists are more inclined to domestic "ethnic theme parks" for cultural experiences (Li, Y., 2011).

The selection of the Nanjing Confucius Temple as the research destination holds significant importance due to its rich cultural and historical heritage, making it an ideal case dissertation for exploring cultural heritage tourism. As a well-preserved site with deep connections to Confucianism, the temple

complex represents the essence of Chinese culture, philosophy, and education. Its historic significance and magnificent architecture attract not only domestic tourists, but also international tourists seeking to immerse themselves in China's cultural heritage. In addition, the Confucius Temple area of Nanjing is rich in cultural elements: traditional activities, local crafts and cultural performances, etc., provide visitors with a comprehensive cultural experience that embodies the concept of cultural tourism. Therefore, this paper believes that through the study of this tourist destination, it can effectively analyze how cultural identity and heritage affect tourist behavior, especially in terms of enhancing purchase intention and overall satisfaction.

## **2.2 Tourist Motive**

The concept of motivation originates from psychology, where it is defined as the internal factors that integrate and direct an individual's behavior (Gnanapala et al., 2012). Motivation provides the mental energy necessary to accomplish personal actions (Colquitt et al., 2000). In tourism research, motivation has been a key area of dissertation, recognized as a critical driving force behind tourist behavior (Crompton, 1979). It plays a pivotal role in influencing various aspects of tourist actions (Kim et al., 2007). Scholars have categorized tourist motivations into four primary types: seeking, interaction, self-fulfillment, and relaxation/escape (Carrascosa-López et al., 2021).

The seeking motivation refers to tourists' desire to gain new experiences and knowledge by exploring destinations that offer something different from their everyday environment (Leung et al., 2014). This type of motivation emphasizes the contrast between the tourist's origin and the destination. Interaction motivation involves the desire for social connections, such as spending time with family, friends, or colleagues during travel (Leung et al., 2014). Self-fulfillment is linked to personal development, encompassing aspirations related to enhancing one's interests, skills, and abilities, or the pursuit of recognition and self-actualization (Su et al., 2020). Finally, relaxation and escape motivations stem from a need for self-protection and

relief from the stresses of daily life, with tourists seeking a temporary departure from routine and societal pressures (Leung et al., 2014).

In the context of cultural heritage tourism, which serves as a niche market, transforming tourists' interests into motivations can significantly increase visitation to heritage sites. Stebbins (Stebbins, 1996) identified two distinct types of cultural heritage tourists: serious and casual. Serious heritage tourists are deeply interested in understanding the past and are particularly attracted to cultural and historical sites. They are eager to acquire new knowledge and have a genuine passion for learning about history. On the other hand, casual tourists do not specifically seek out cultural heritage sites but may engage with them incidentally during their travels. For these tourists, visiting cultural and historical landmarks is just one aspect of their broader travel experience, and their engagement with such sites tends to be more spontaneous.

Stebbins (1996) further suggests that these two groups contribute differently to cultural heritage tourism. Serious heritage tourists, who hold a deep respect for the cultural and historical significance of heritage sites, are often more willing to invest financially, particularly in entrance fees. In contrast, casual tourists may contribute to the local economy in a more diversified manner, spending on various activities around the heritage sites (Satchabut, 2013). By understanding these diverse motivations, tourism managers can better tailor their offerings to meet the needs of different tourist segments, ultimately enhancing the cultural tourism experience and promoting sustainable heritage tourism.

## **2.3 Sense of Place Cultural Identity**

### **2.3.1 Identity**

To discuss the sense of place cultural identity, it is essential first to understand the concept of "identity." Research on identity began in psychology, where Freud described identity as the process of emotional or psychological convergence between an individual and others, or between an individual and



a group. Hall (Hall & McArthur, 1998) suggested that individuals form identity through a cognitive process in which they recognize shared origins or characteristics with others. In the Chinese academic context, identity is viewed as a psychological process where the subject absorbs aspects of another and is partially or entirely reshaped by these aspects, resulting in the formation of one's personality or self-identity within the framework of social life (Chen, C & Lu, C, 2011). Yuan (2011) argued that identity is fundamentally a psychological process that involves transforming external values into internal values, thereby establishing emotional and interpersonal connections with the external world.

In summary, scholars generally agree that identity is a psychological process involving cognitive connections between individuals and others or groups, which leads to a degree of assimilation between the two parties. Therefore, this dissertation defines identity as a psychological and emotional connection formed when an individual recognizes shared characteristics with others or a group, fostering a sense of closeness.

### 2.3.2 Place Identity

Building on the extensive research on "identity," scholars began to explore the extended concept of "place identity." From various disciplinary perspectives, place identity has been conceptualized differently. In the field of environmental psychology, Proshansky introduced the concept of place identity, proposing that it is part of self-identity formed through cognitive connections between the self and the physical environment (Zhuang et al., 2011). Korpela (Korpela, 1989) suggested that place identity is a product of natural adaptation to the current environment influenced by self-functionality. From the perspective of leisure science, Williams (Williams et al., 1992) emphasized the psychological aspects of place identity, defining it as an emotional attachment to a place. In landscape studies, Lalli (Lalli, 1992) described place identity as a preference for the characteristics and uniqueness of a place.

In 2006, the concepts of place identity, place attachment, and place dependence were introduced in China, sparking research on place identity by Chinese scholars. Tang (2007) viewed place identity as a cognitive process where individuals, when acting in a social role within a specific place, develop a self-perception that becomes part of their identity. Zheng (2012) considered place identity from the perspective of tourists' psychological and emotional responses, arguing that place identity is composed of spatial elements, symbols, and collective memory, which together form a cohesive whole. Zhao (2013) defined place identity as an individual's psychological and emotional attachment and sense of belonging to a particular place. Hu (2015) proposed that place identity is derived from the place itself and manifests in four characteristics: familiarity with the place, emotional satisfaction and preference, influence on individual behavior, and self-representation through the place. Ye (2020) further suggested that place identity represents tourists' psychological activities, with a sense of belonging being central to this process. Through this sense of belonging, tourists construct and solidify their place identity.

### 2.3.3 Cultural Identity

The formation of cultural identity requires intervention from various fields, as cultural concepts emerge through knowledge and practices across one or more cultural domains. Since 2004, the number of studies on cultural identity has significantly increased, and the concept has become widely recognized, with research continuing to evolve to this day.

In earlier studies, scholars argued that cultural identity holds particular significance for individuals, as different ethnic groups possess distinct symbols and cultures, which they use to define themselves through history, customs, religion, and other cultural elements. The formation of cultural identity requires choosing the culture one identifies with, with identity formation being the process of shaping one's self-identity within a specific cultural domain (Jensen, 2008). Cultural identity formation thus involves determining which culture an individual belongs to, effectively defining their

cultural background or identity (Arnett Jensen, 2003). In more recent research, cultural identity has been explored in various contexts, such as the challenges faced by Chinese international students during the pandemic. Wang (2021) highlighted that cultural identity in a Chinese linguistic environment involves cognitive, emotional, and behavioral dimensions, including the recognition of Chinese language and culture, a sense of belonging to Chinese culture, and adherence to cultural norms.

Tourism, by offering opportunities for sightseeing and immersive experiences, serves as a key element in showcasing the unique stories of a region (Frew & White, 2011). As tourist sites are often associated with local culture and history, tourism research frequently focuses on how these sites represent the human and historical characteristics of specific regions, linking them to cultural identity. This line of research tends to investigate how heritage sites display the uniqueness of local culture and history and how this uniqueness fosters and shapes tourists' cultural identity and experiences (Zhang et al., 2018). In tourism studies, cultural identity emphasizes the recognition of shared culture between individuals and groups, influenced by cultural education and historical background. Some scholars suggest that the core of cultural identity lies in the perception and recognition of culture. Others argue that cultural heritage tourism enables tourists to understand and experience the cultural traditions, historical heritage, and values of different places, deepening their understanding of their cultural identity and enhancing their sense of belonging through travel experiences (González, 2008). Cultural identity in heritage tourism is thus defined as the recognition of regional cultural values and the identification with one's cultural background (Hu et al., 2014). Therefore, it can be understood that on-site experiences in specific cultural regions help reinforce tourists' engagement and integration, meeting their needs while promoting cultural reflection and self-awareness. This process ultimately fosters a sense of belonging and identification with the heritage culture (Liu & Chen, 2024).

In summary, this dissertation defines cultural identity as tourists' sense of recognition and belonging to the distinctive culture, traditions, and customs of a particular place or region.

#### 2.3.4 Dimensions of Sense of Place Cultural Identity

Exploring the dimensions of cultural identity is crucial for subsequent empirical research. In academic studies, the sub-dimensions of cultural identity have been a focal point for many scholars. Due to varying understandings of place identity, differences in research fields, and diverse research objectives, there are multiple ways to categorize the dimensions of place identity. However, through a review of the literature, it is evident that many researchers share common ground in classifying the sub-dimensions of cultural identity. Breakwell (Breakwell, 1992) emphasized the self-concept of place identity, dividing it into three dimensions: distinctiveness, continuity, and self-esteem, later adding self-efficacy. Chinese scholars have often applied a three-dimensional classification method when measuring place identity. For example, Liu (2012) used cognitive identity, emotional identity, and intentional identity to categorize place identity when studying the construction of cultural identity in folk festivals. Similarly, Yang (2015) and Yuan (2017) used cognitive, emotional, and intentional dimensions in their respective studies on place identity in traditional village landscapes and tourism migration. Zhao (2013), drawing on foreign scholars' scales, expanded on the four dimensions of distinctiveness, attachment, self-efficacy, and commitment by adding historical and environmental dimensions.

Based on the literature, academic classifications of cultural identity dimensions primarily include cognition, emotion, behavior, and evaluation. Evaluation is considered an analogous concept to attitude, and behavior is seen as an extension of cognition and emotion. Dehyle(Dehyle, 1992) divided cultural identity measurement into cultural involvement, cultural belonging, and cultural integration. Chinese scholars have measured cultural identity using dimensions of cognition, emotion, intuition, and behavior (Liu, 2006). Hu

(2009) categorized cultural identity into three levels: cultural cognition, cultural emotion, and cultural intention. Ma (2015) also divided cultural identity into cognitive, emotional, and behavioral dimensions.

Compared to place identity, the sense of place cultural identity proposed in this dissertation focuses more on tourists' recognition of and attachment to local culture. It can be considered an extension of the place identity concept. Based on the review of place identity and cultural identity research, this dissertation adopts Zhao Hongjie's (2013) concept of place identity and defines sense of place cultural identity as the psychological and emotional attachment and belonging that individuals develop toward the culture of a tourist destination.

In line with the research theme of this dissertation and drawing on the measurement indicators used by scholars such as Liu Bo (2012) and Yang (2015), this dissertation will measure the sense of place cultural identity using three dimensions: cognition, emotion, and value.

## **2.4 Purchase Intention**

The research on purchase intention spans various fields, primarily originating from business strategy, where it is widely discussed. The academic focus in this domain largely centers on two key concepts: willingness to pay (WTP) and willingness to buy (WTB). The following sections introduce these concepts and their relevance to consumer behavior in tourism.

### **2.4.1 Willingness to Pay (WTP)**

The concept of willingness to pay (WTP) originated in business strategy and has been extensively applied within that context. It refers to the maximum price a consumer is willing to pay for a product or service, often exceeding the market price, due to the perceived higher value of the offering. This value perception can be influenced by factors such as product quality, uniqueness,

and brand reputation. When consumers develop trust and reliance on these factors, they are willing to pay a premium for the product. Companies often enhance WTP through branding and marketing efforts, which aim to convey the value and significance of their products to consumers (Varian, H. R., 1992).

In the tourism industry, WTP is frequently used to assess the perceived value of tourism products. These products often encompass a wide range of offerings, including natural landscapes, cultural heritage, and ecological conservation—many of which cannot be directly evaluated or traded in the market. Thus, under the assumptions of rational choice and utility maximization, WTP is considered an effective tool for evaluating consumer perceptions of the value of tourism goods and services.

Estimating WTP in tourism requires consideration of various factors, including consumers' economic status, cultural background, and personal preferences. These factors can influence consumer satisfaction with tourism products, which in turn affects their willingness to pay (Cetin et al., 2017). Therefore, WTP in the context of this dissertation can be defined as a reflection of tourists' perceived value of a destination, influenced by a multitude of internal and external factors.

#### 2.4.2 Willingness to Buy (WTB)

Willingness to buy (WTB) is closely related to WTP and is a critical variable in consumer behavior research. It represents the likelihood or probability that a consumer will purchase a specific product. WTB is a measure of the consumer's subjective inclination to select a particular product prior to making a purchase decision. According to Mullet, consumer attitudes towards a brand, combined with external factors, contribute to the formation of purchase intention. Dodds and colleagues further describe purchase intention as the subjective probability or likelihood of buying a specific product. Hu (2021) and others define it as the internal psychological activity that precedes the actual

purchase behavior, reflecting the consumer's consumption psychology that ultimately leads to the act of buying.

In summary, purchase intention can be defined as the degree of likelihood that a consumer will buy a particular type of product.

WTB is also commonly seen as closely linked to actual purchase behavior. Armstrong demonstrated that predicting future purchase behavior using purchase intention is both reasonable and effective. Bruce further emphasized that purchase intention is one of the key indicators for measuring consumer behavior. Fishbein(Ajzen, 1980) noted that studying purchase intention can assist companies and institutions in understanding consumer preferences and predicting future purchasing actions. Thus, it is widely accepted in the academic field that purchase intention can be used to predict consumer purchasing behavior.

Several theories have been developed to analyze the formation of consumer purchase intention and to explore its underlying mechanisms. Among them, the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) are the most applied. The TRA has been widely used in predicting consumer behavior, focusing on attitudes and social norms as key variables influencing purchase intention (Ajzen, 1980). Since purchase intention involves various fields such as social psychology and consumer behavior, the factors affecting it are numerous and diverse.

#### 2.4.3 Measuring Purchase Intention

Combining the concepts of WTP and WTB, and in line with the primary research objective of this dissertation—to examine the relationship between place cultural identity and purchase intention—the measurement of purchase intention in this dissertation will focus on customer behavioral intentions.

After reviewing the literature, it was found that some scholars measure WTP by assessing behavioral intentions. For example, Wang (2012) focused on two dimensions: willingness to purchase tickets and willingness to accept higher prices for tourism services (Wang, P. W., & Jia, J. B., 2012). Baker (2000) divided behavioral intentions into loyalty behavior and WTP, utilizing a Likert nine-point scale and two measurement items: "I am willing to continue participating in the festival even if the entrance fee increases" and "I am willing to pay a higher price compared to other regional festivals." Fishbein (1980) also emphasized attitudes and norms as variables influencing purchase intention. Zhou (2004) identified repeat purchase frequency as an important indicator of purchase intention.

Therefore, in alignment with the dissertation's theme and drawing on Zhou Meihua's (2004) measurement criteria, this research will measure purchase intention without distinguishing between sub-dimensions. Instead, it will integrate the components of WTP and WTB to form a comprehensive understanding of purchase intention.

## **CHAPTER 3 RESEARCH HYPOTHESIS AND MODEL BUILDING**

### **3.1 The Relationship Between Local Cultural Identity and Purchase Intention**

Cultural identity significantly influences tourists' sense of identity and consumer psychology. When tourists appreciate and acknowledge local culture, history, and heritage, they are more likely to purchase products and services related to that culture. This recognition encourages them to support the local economy through purchases of local specialties, handicrafts, or participation in cultural activities such as crafts workshops or traditional performances (Domšić, 2013). Culture is often regarded as a primary factor shaping consumer attitudes and behaviors (Cleveland & Laroche, 2007). Tourists' choices of destinations are frequently influenced by their personal



background and cultural identification. For example, tourists with an ethnic background might be more inclined to visit sites related to their own cultural heritage. This cultural identity can motivate tourists to visit specific historical sites and museums, or to engage in special cultural events (Oakes, 1993).

A strong cultural identity drives tourists to seek deeper engagement and experiences during their travels. Instead of just sightseeing, they may seek to understand the local history, culture, and way of life more thoroughly. This deeper exploration can lead to increased demand for services such as guided tours and immersive activities (Kongprasert & Virutamasen, 2015). Additionally, a strong sense of cultural identity can increase tourists' intentions to revisit a destination. Repeat visits generally result in higher overall spending, as extended stays often lead to increased consumption of surrounding products and services, indirectly supporting local businesses. Furthermore, the enhanced experience due to cultural identification can prompt tourists to recommend the destination to friends, effectively increasing the number of new visitors and boosting overall consumption.

Cleveland (2007) asserts that culture is shaped by consumers' attitudes, behaviors, and lifestyles, leading many researchers to focus on the interplay between cultural identity and consumer purchase intention. For instance, Hu (2021) explored the impact of cultural identity on consumer intention using the "Motivation-Opportunity-Ability" model. This dissertation focused on the brand identity of Li-Ning and divided cultural identity into cognitive and emotional dimensions, demonstrating that brand cultural identity significantly affects consumers' purchase intentions. Similarly, Quan (2016) examined the impact of national image and cultural identity on the willingness of students in Shanghai and Nanjing to purchase Korean products, revealing that consumers with a higher level of cultural identity tended to rate products from that country more favorably.

### **3.2 Research Hypotheses**

From the literature analysis, it is evident that the theory of purchase intention plays a crucial role in the dissertation of consumer behavior. Since purchase intention can directly influence consumer behavior, this research uses consumer purchase intention as the dependent variable to reflect their behavioral intentions. The literature also demonstrates a significant relationship between cultural identity and purchase intention, a connection that has been validated in numerous studies. However, most research has concentrated on product and brand sales, with few studies linking cultural identity to tourism.

Nevertheless, many studies indicate that cultural identity has a substantial impact on tourism. Therefore, this research integrates cultural identity with local identity in tourism, resulting in a newly defined concept of local cultural identity. Drawing from Liu Bo's (2012) work, this dissertation categorizes local cultural identity into three dimensions: cognitive identity, emotional identity, and value identity. It then explores the relationships between these dimensions and purchase intention. Based on this framework, the following three hypotheses are proposed:

H1 : There is a positive correlation between cognitive identification and purchase Intention

H2: There is a positive correlation between emotional identification and purchase Intention

H3: There is a positive correlation between intention identification and purchase Intention

### **3.3 Theoretical model**

The theoretical model proposed in this dissertation centers on understanding the influence of cultural identity on tourists' purchasing behavior at a destination. The focus is on how the recognition and connection tourists feel towards local culture affect their consumption decisions. This model is built upon a thorough review and integration of relevant literature, aiming to identify

and explain the mechanisms through which local cultural identity impacts tourists' willingness to purchase.

In this context, local cultural identity is treated as the independent variable, while purchase intention is considered the dependent variable. The conceptual framework of this relationship is visualized in the model, where cultural identity drives purchasing decisions.

To further elaborate, this dissertation breaks down cultural identity into three key dimensions: emotional identity, cognitive identity, and value identity. These dimensions represent the emotional connection, awareness, and perceived value that tourists attribute to the local culture. By treating these three dimensions as independent variables, the model seeks to explore their distinct effects on the dependent variable, which is the tourists' purchase intention.

The relationship between these variables will be empirically tested through a survey, allowing for a quantitative assessment of the proposed model. This research model, as depicted in the diagram, offers a structured approach to understanding how different aspects of cultural identity influence tourists' buying behavior, providing valuable insights into the dynamics of tourism consumption.

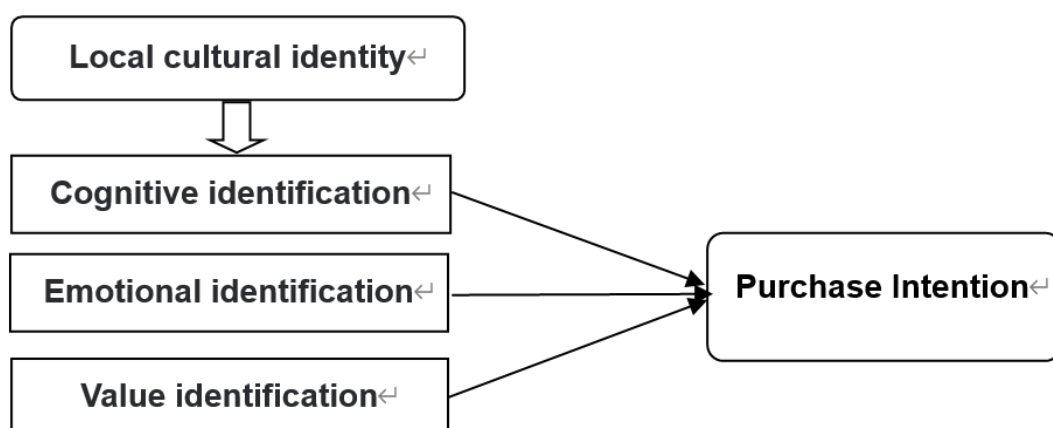


Figure 2The theoretical model

### **3.4 Measurement Scale for Local Cultural Identity**

Building upon existing research on identity and local identity, this dissertation defines local cultural identity as the psychological and emotional attachment and sense of belonging that individuals develop towards the culture of a tourist destination. Drawing from the work of scholars such as Zhao (2013), Liu Bo (2012), and Yang (2015), this dissertation measures local cultural identity through three dimensions: cognitive identity, emotional identity, and value identity.

Given that the primary focus of this research is on tourists visiting the Nanjing Confucius Temple area, the items in the measurement scale are tailored to reflect the cultural and historical significance of this specific location. The scale is based on established measures by Liu Bo (2012) and Yang (2015), with modifications and expansions made to suit the context of this dissertation and the specific aspects of local cultural identity being investigated.

The final measurement scale used in this research incorporates a comprehensive set of items across the three dimensions of identity, ensuring a robust evaluation of tourists' cognitive, emotional, and value-based connections to the local culture. This tailored scale allows for a detailed exploration of how these different facets of cultural identity influence tourists' behavior and purchase intentions within the context of the Nanjing Confucius Temple area. The structure of this measurement scale is presented in the following diagram (Liu Bo, et al., 2012; Yang, et al., 2015).

Table 1 Scale of local cultural identity

Measurement dimension	Number	Test project
<b>Cognitive Identity</b>  (CI)	CI1	The Confucian culture displayed by the scenic spot of Confucius Temple is unique to me
	CI2	The Confucian culture displayed by the scenic spot of Confucius Temple is representative for me
	CI3	The Confucian culture shown by the Confucius Temple attraction is important to me
	CI4	The Confucian culture displayed by the Confucius Temple scenic spot is beautiful to me
	CI5	The Confucian culture displayed by the Confucius Temple scenic spot is comfortable for me
<b>Emotional Identity</b>  (EI)	EI1	Visiting the scenic spots of Confucius Temple made me feel very happy during this trip
	EI2	Visiting the scenic spot of Confucius Temple made me feel relaxed during this trip
	EI3	Visiting the scenic spot of Confucius Temple made me enjoy this trip
	EI4	Visiting the scenic spot of Confucius Temple gives me a sense of belonging to this trip
	EI5	Visiting the scenic spot of Confucius Temple makes me feel integrated into this trip
<b>Value Identity</b>  (VI)	VI1	I think the history and culture of Fuzi Temple is the inheritance of excellent traditional Chinese culture
	VI2	I think it is necessary to actively protect and promote the historical culture of Fuzi Temple
	VI3	I think the government should promote the dissemination of the history and culture of the Fuzi Temple

### 3.5 Consumption intention Scale

The measurement of purchase intention in the 20th century mainly focuses on the measurement of consumer attitude. Likert's rating is a widely used classical measurement method, which has been widely verified. By allowing consumers to make independent judgment and choice on their consumption degree, it provides consumers with five or seven levels of choice, so as to measure the possibility of consumers to buy products. Some scholars think that loyalty, premium payments are response to consumers' willingness to.

Zhou (2004) took the frequency of repeated purchases of a certain brand in a specific product type as an important indicator of loyalty. With reference to the literature of the above scholars, the measurement problems of the purchase intention scale in this dissertation are shown in the figure below.

Table 2 Consumption intention scale

variable	Number	Test project
	WTB1	I would like to spend money in Fuzi Temple
Purchase	WTB2	I will encourage relatives and friends to come to the Fuzi Temple
Intention	WTB3	I have the intention to visit Fuzi Temple again
	WTB4	I'm willing to pay the entrance fee for the Fuzi Temple

## CHAPTER 4 EMPIRICAL ANALYSIS

### 4.1 Quantitative Questionnaire and Empirical Research

The data collection for this dissertation was conducted using both online and offline questionnaire distribution methods. The online survey was created using the Wenjuanxing platform and disseminated across various social media platforms such as Xiaohongshu and Wechat. Additionally, dissertation-based questionnaires were distributed at the Nanjing Confucius Temple area to gather offline data from tourists.

A total of 356 questionnaires were collected, of which 5 were deemed invalid, resulting in a final dataset of 351 valid responses. This dual approach to data collection ensured a comprehensive and representative sample, enhancing the reliability and validity of the empirical research.

### 4.2 Descriptive Analysis of Sample Characteristics

Based on the distribution of sample characteristics shown in Table4.1, the survey data reveals a nearly equal gender distribution, with male respondents accounting for 48.40% and female respondents for 51.60%. This balanced

gender representation suggests a high level of credibility in the data collection process.

The age range of tourists visiting the Nanjing Confucius Temple is broad, but the survey results indicate that many respondents fall within the 18-40 age bracket. Furthermore, most of the tourists have relatively stable incomes, with a significant proportion earning between 8,000 and 12,000 RMB, indicating a decent purchasing power.

In terms of employment, 75.9% of the respondents are employed, with 33% working in private enterprises. A noteworthy finding is that nearly 30% of the tourists visiting the Nanjing Confucius Temple are locals, and around 34% come from nearby cities. This highlights the importance of transportation convenience as a key factor influencing tourists' travel decisions.

This descriptive statistical analysis provides valuable insights into the demographic and socio-economic characteristics of the survey respondents, offering a solid foundation for further analysis.

Table 3 Description of sample characteristic distribution

<b>variable</b>	<b>Option</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Male	170	48.40%
	Female	181	51.60%
Age	Under18	22	6.30%
	18~25	59	16.80%
	26~30	66	18.80%
	31~40	98	27.90%
	41~50	43	12.30%
	51~60	36	10.30%
	60 以上	16	4.60%
	Prefer not to answer	11	3.10%
Monthly income	Under 2000	75	21.40%
	2000-5000	17	4.80%
	5000-8000	68	19.40%
	8000-12000	106	30.20%

	12000-15000	34	9.70%
	15000-20000	24	6.80%
	Above	11	3.10%
	Prefer not to answer	16	4.60%
Occupation	Student	51	14.50%
	Civil servant/public institution personnel	29	8.30%
	Private employee	116	33%
	state-owned enterprise staff	52	14.80%
	freelance work	69	19.70%
	Other	30	8.50%
	Prefer not to answer	4	1.10%
Education	High school and below	49	14%
	Junior's degree	81	23.10%
	Bachelor's degree	180	51.30%
	Master's degree	28	8%
	Doctor's degree or above	13	3.70%
location	Nanjing	106	30.20%
	Other cities in Jiangsu	121	34.50%
	Other cities outside Jiangsu	89	25.40%
	Other countries other than China	19	5.40%
	Prefer not to answer	16	4.60%

### 4.3 Reliability analysis

The Cronbach's Alpha coefficient is a measure used to assess the reliability of a scale. The closer the Cronbach's Alpha value is to 1, the better the internal consistency of the measurement items, indicating a more reliable questionnaire. Generally, if the Cronbach's Alpha value exceeds 0.8, the data is considered to have high reliability.

In this dissertation, SPSS 27.0 was utilized to analyze the questionnaire data, and the results are presented in Table 4. 2. According to the table, the independent variable of local cultural identity is divided into three sub-dimensions: cognitive identity, emotional identity, and value identity. The



Cronbach's Alpha values for these sub-dimensions are all greater than 0.8. Additionally, the Cronbach's Alpha values for both the independent variable (local cultural identity) and the dependent variable (purchase intention) exceed 0.8.

Thus, it can be concluded that the questionnaire demonstrates good reliability, making it suitable for subsequent analysis and testing.

Table 4 Reliability test

<b>Variables</b>	<b>Cronbach's alpha</b>	<b>Number</b>
cognitive identification	0.878	5
emotional identification	0.876	5
value identification	0.813	3
<b>local cultural identity</b>	<b>0.885</b>	<b>13</b>
<b>willingness to by</b>	<b>0.855</b>	<b>4</b>

#### 4.4 Validity analysis

In the validity test, the independent variables in this dissertation are divided into three dimensions: cognitive identification, emotional identification and value identification, therefore, it is necessary to verify whether the model construction of three dimensions can effectively measure the independent variable local cultural identity through confirmatory factor analysis (CFA). Because the dependent variable has no subdimension, it is not tested for validity in this section. In the following data processing, this dissertation abbreviated the dimension cognitive identification as CI, emotional identification as EI, and value identification as VI, and used Amos software to conduct confirmatory factor analysis.

##### 4.4.1 Local cultural identity CFA model fit test

According to the results of model fit test in Table 4.4.1, CMIN/DF (Chi-square degree of freedom ratio) =1.042, within the range of 1-3, RMSEA (root mean square error) =0.011, within the excellent range of < 0.05. In addition, the test results of IFI, TLI and CFI are all above the excellent level of 0.9. Therefore,

the above analysis results show that the CFA model of local cultural identity has a good fit.

Table 5 Model fit test

<b>Indicator</b>	<b>Reference Standard</b>	<b>Measured Result</b>
CMIN/DF	1-3 as good fit; 3-5 as reasonable fit	1.042
RMSEA	<0.01 as excellent fit, <0.05 as good fit, <0.08 as acceptable fit	0.011
IFI	> 0.9 as good fit, > 0.8 as acceptable fit	0.993
TLI	> 0.9 as good fit, > 0.8 as acceptable fit	0.998
CFI	> 0.9 as good fit, > 0.8 as acceptable fit	0.997

#### 4.4.2 Convergence validity and combination reliability tests

On the premise that the CFA model of local cultural identity scale has a good fit, the convergence validity (AVE) and combination validity (CR) of each dimension of the scale will be further tested. The standardized factor load of each measurement item in the corresponding dimension is calculated through the established CFA model, and then the convergence validity and combination reliability values of each dimension are calculated through the calculation formulas of AVE and CR. According to the standard, the minimum requirement of AVE value is 0.5, and the minimum requirement of CR value is 0.7. To demonstrate good convergence validity and combinatorial reliability (Hair Jr et al., 2014).

The formulas of these two measurements are as follows:

$$AVE = \frac{\sum \lambda^2}{n}$$

Which means the ratio of the sum of the variances of all observed variables and number of observed variables.

$$CR = \frac{(\sum \lambda)^2}{(\sum \lambda)^2 + \sum \delta}$$

Which means the ratio of the sum of the squared standardized factor loadings for all items and the sum of the squared standard errors for all items plus the sum of the variances of measurement errors.

According to the analysis results in Table 4.4.2, in the validity test of this scale of local cultural identity, AVE values of each dimension are above 0.5 and CR values are above 0.7, which can be summarized to show that all dimensions have good convergence validity and combination validity.

Table 6 Convergence validity and combination reliability tests

Diagram Path Analysis		Estimate	AVE	CR	
CI1	<---	CI	0.783		
CI2	<---	CI	0.738		
CI3	<---	CI	0.786	0.590	0.878
CI4	<---	CI	0.769		
CI5	<---	CI	0.763		
EI1	<---	EI	0.768		
EI2	<---	EI	0.740		
EI3	<---	EI	0.778	0.587	0.877
EI4	<---	EI	0.763		
EI5	<---	EI	0.781		
VI1	<---	VI	0.738		
VI2	<---	VI	0.766	0.598	0.817
VI3	<---	VI	0.804		

#### 4.4.3 Differential validity test results of each dimension of local cultural identity

As can be seen from the analysis results in Table 4.4.3, in this differential validity test, the standardized correlation coefficients between each dimension are all smaller than the square root of the corresponding AVE value, indicating that each dimension has good differential validity.

Table 7 Differential validity test results of each dimension

	CI	EI	VI
CI	<b>0.590</b>		
EI	0.481	<b>0.587</b>	
VI	0.443	0.499	<b>0.598</b>
Square root of AVE value	0.768	0.766	0.773

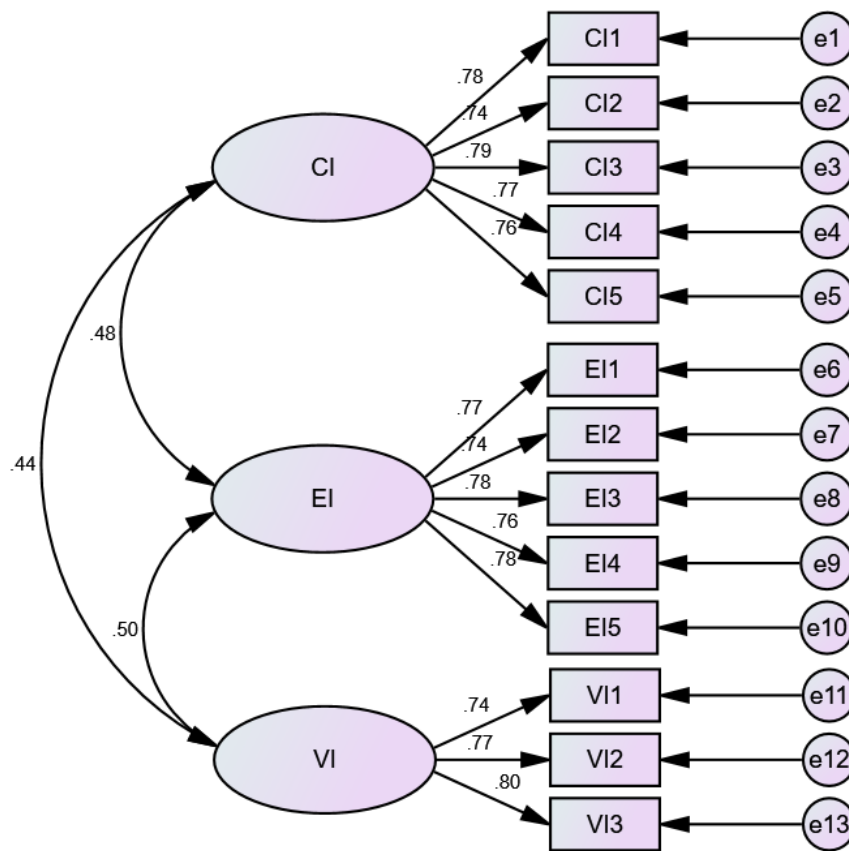


Figure 3CFA model diagram for confirmatory factor analysis

#### 4.5 Describe statistics and normality tests

Table 4.5 below describes the statistical analysis and orthographic test results of the status of the factors used in this dissertation. According to the analysis results of descriptive statistics, the mean score of each variable is between 3 and 4, and the scale scoring method is between 1 and 5, so the cognitive

emotional value felt by the object group of this dissertation in Nanjing Fuzi Temple is above the medium level.

Every measurement item of the normal distribution test of skewness and kurtosis test, according to the Kline(Kline, 2023), put forward the standard that the absolute value of skewness coefficient within the 3, kurtosis coefficient absolute value within the 8, you can think data meet the requirements of the approximate normal distribution. According to the analysis results in Table 4.5, the absolute values of skewness and kurtosis coefficients of each test item in this dissertation are within the standard range, so it can be shown that the data of test items meet the approximate normal distribution.

Table 8 describes the results of statistical recording measurements and orthographic tests

Dimensionality	Measurement item	M	SD	Skewness	Kurtosis	Global M	Global SD
CI	CI1	3.30	1.14	-0.065	-0.971	3.3083	0.95589
	CI2	3.27	1.15	-0.010	-0.992		
	CI3	3.26	1.20	-0.040	-1.155		
	CI4	3.36	1.17	-0.050	-1.258		
	CI5	3.35	1.18	-0.140	-1.084		
EI	EI1	3.32	1.16	-0.002	-1.157	3.3316	0.95217
	EI2	3.27	1.14	-0.021	-1.027		
	EI3	3.37	1.17	-0.106	-1.084		
	EI4	3.34	1.15	-0.079	-1.112		
	EI5	3.35	1.20	-0.092	-1.185		
VI	VI1	3.35	1.16	-0.056	-1.135	3.396	0.99356
	VI2	3.42	1.13	-0.202	-1.001		
	VI3	3.42	1.20	-0.159	-1.164		
WTB	WTB1	3.36	1.13	-0.060	-1.134	3.3433	0.97065
	WTB2	3.32	1.16	-0.064	-1.149		
	WTB3	3.32	1.16	-0.113	-1.106		
	WTB4	3.37	1.19	-0.174	-1.129		

## 4.6 Correlation Analysis

In this analysis, the Person correlation analysis was used to conduct exploratory analysis of the correlation between multiple variables. According to the analysis results, there is a significant correlation between each variable in this analysis, and all of them are significant at the significance level of 99%. According to the results of the correlation coefficient, the correlation coefficient  $r$  among all variables is greater than 0, so it can be concluded that there is a significant positive correlation between all variables in this analysis.

Table 9 Pearson correlation analysis results of each dimension

	CI	EI	VI	WTB
CI	1			
EI	.422**	1		
VI	.379**	.420**	1	
WTB	.363**	.418**	.428**	1

\*\* At level 0.01 (two-tailed), the correlation was significant.

## 4.7 Structural equation model

### 4.7.1 Suitability test of SEM model for influencing factors of local cultural identity and consumption intention

According to the results of model fit test in Table 4.7, CMIN/DF (Chi-square degree of freedom ratio) =2.623, within the range of 1-3, and RMSEA (root mean square error) =0.068, within the good range of < 0.08. In addition, the test results of IFI, TLI and CFI are all above the excellent level of 0.9. Therefore, based on the above analysis results, it can be shown that the SEM model of influencing factors of local cultural identity and consumption intention has a good fit.

Table 10 Model fit test 2

<b>Indicator</b>	<b>Reference Standard</b>	<b>Measured Result</b>
CMIN/DF	1-3 as good fit, 3-5 as reasonable fit	2.623
RMSEA	< 0.05 as good fit, < 0.08 as acceptable fit	0.068
IFI	> 0.9 as good fit, > 0.8 as acceptable fit	0.935
TLI	> 0.9 as good fit, > 0.8 as acceptable fit	0.923
CFI	> 0.9 as good fit, > 0.8 as acceptable fit	0.934

#### 4.7.2 SEM path relationship test results

According to the analysis results in Table 4.7.2, in the path analysis hypothesis relationship of this dissertation, cognitive identity has a significant positive impact on purchase intention ( $\beta=0.209$ ,  $p < 0.001$ ), so hypothesis H1 is valid. Affective identification significantly positively affects purchase intention ( $\beta=0.287$ ,  $p < 0.001$ ), so hypothesis H2 is valid. Value identification has a significant positive effect on purchase intention ( $\beta=0.342$ ,  $p < 0.001$ ), so hypothesis H3 is valid.

Table 11 SEM path relationship test results

<b>Hypothesis and structural paths</b>	<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>
WTB <--- CI	0.209	0.053	3.586	***
WTB <--- EI	0.287	0.052	4.825	***
WTB <--- VI	0.342	0.054	5.428	***

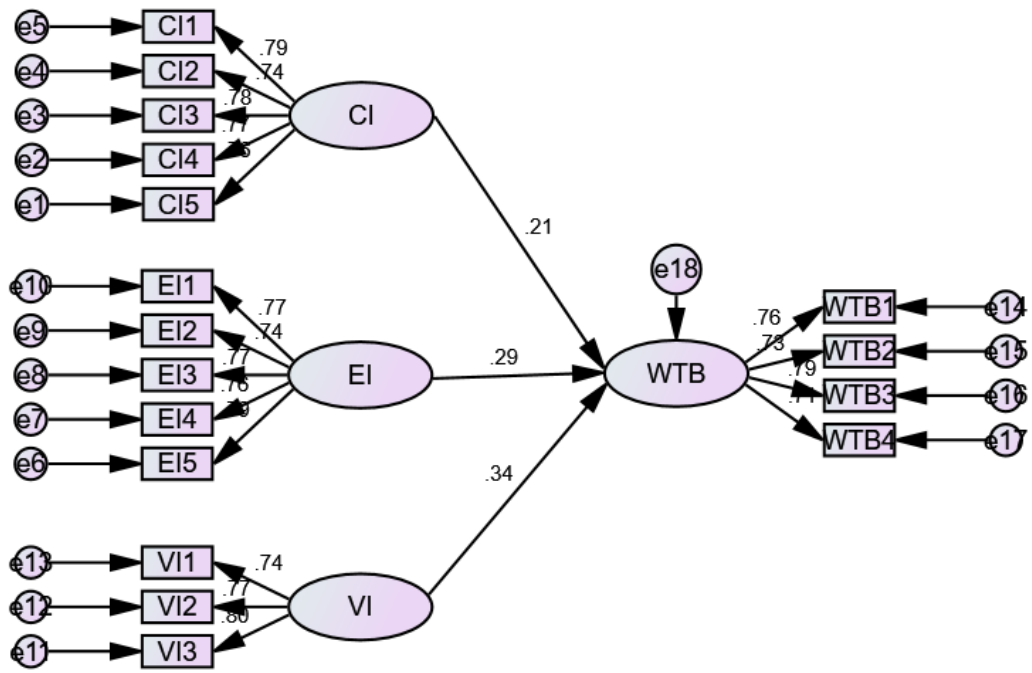


Figure 4 SEM analysis model



## CHAPTER 5 SEMI-STRUCTURED INTERVIEW ANALYSIS

### 5.1 Qualitative questionnaire design

Through the results of empirical test, this dissertation verifies that there is a positive correlation between the three dimensions of local cultural identity: cognitive identity, emotional identity, value identity and tourists' purchase intention. This shows that cultural elements have a strong importance in the design process of scenic spots. When tourists have cultural identity in the tourist destination, they will transform the identity into purchasing behavior, thus promoting the development of local tourism. By designing semi-structured interviews, this dissertation aims to understand tourists' tourist cultural experience in Nanjing Fuzi Temple, as well as their views on local cultural identity and consumption behaviors. The interviews mainly focus on the following aspects:

- (1) What is the interviewee's overall evaluation of Nanjing Fuzi Temple? (Including the feelings of the cultural and educational concepts of the Confucius era, and the scenic evaluation of the Confucius Temple as a scenic spot.)
- (2) ) What do the respondents think of the tourism products of Fuzi Temple? (Whether the cultural elements contained in the product arouse interest or resonance, and whether the cultural activities and displays stimulate the desire to consume.)
- (3) ) What do the respondents think of the tourism products of Fuzi Temple? (Whether the cultural elements contained in the product arouse interest or resonance, and whether the cultural activities and displays stimulate the desire to consume.)

Focusing on the above issues, this dissertation sorted out the relevant literature of the interview. Zhu Peng (2013) believed that the tourism perception of tourists could be studied to analyze the development mode of local tourism. Taking the tourism of Dunhuang as an example, it was proved that the perception of tourists in the tourist destination was affected by many factors such as the environment of the scenic spot and cultural factors. Zhou Gang (2022) selected Chongqing as the investigation destination to analyze the development status and existing problems of Chongqing's urban and rural

tourism in the context of the epidemic. Taking Guizhou Province as an example, Zhou Minqin (2021) analyzed the current status of tourism in Guizhou through interviews and discussed in detail issues such as how to upgrade tourism destination management services. Chen Liu (2023) analyzed the importance of the influence of tourism commodities on tourists' consumption decisions through interviews and discussed the factors influencing tourists' perception of the image of tourism commodities. The questions of this semi-structured interview will be modified according to the interview questions that have been verified in the above literature and in combination with the interview questions of my own. Please refer to the appendix for details of the questionnaire.

## **5.2 Selection of interviewees**

The purpose of this interview is to understand tourists' cultural experience in Nanjing Fuzi Temple, as well as their views on local cultural identity and consumption behavior. Volunteers were recruited through offline interviews in Nanjing Fuzi Temple and through social channels such as XiaoHongshu. Up to the time when the interviews were stopped because of high overlap, a total of 21 interviews were collected, 3 invalid data were excluded, and 18 valid interview records were recorded.

Table 12 Characteristics of interviewees

Number	Age	Gender	Income	Occupation	Education	Location
1	24	Male	1w	Private employee	Master	Jiangsu
2	51	Male	8k	civil servant	Bachelor	Jiangxi
3	30	Female	1.5w	Chinese enterprises staff	Junior	Jiangsu
4	28	Male	1.2w	Chinese enterprises staff	Junior	Hunan
5	25	Male	5k	Student	Master	Jiangsu
6	45	Female	10w	Chinese enterprises staff	Bachelor	Jiangsu
7	54	Male	5w	Private employee	Bachelor	Shanghai
8	47	Female	9k	Private employee	High school	Fujian
9	41	Male	1.5w	Private employee	Bachelor	Shandong
10	25	Female	3k	Student	Master	Hubei
11	32	Male	3w	Chinese enterprises staff	Bachelor	Jiangsu
12	28	Female	1.1w	Private employee	Master	Zhejiang
13	31	Female	1.3w	Chinese enterprises staff	Bachelor	Shandong
14	26	Female	3k	Student	Master	Hubei
15	28	Male	5k	Student	Master	Jiangsu
16	46	Female	5w	Chinese enterprises staff	Junior	Beijing
17	23	Male	5k	Student	Master	Zhejiang
18	28	Male	1.3w	Chinese enterprises staff	Master	Jiangsu

The interviews covered tourists of different ages, genders, incomes, occupations, education levels and places of residence. From the perspective of age distribution, tourists of all ages are involved, young tourists in their 20s are mostly, and middle-aged and elderly tourists over 50 are less. The author hopes to get different views of tourists of different ages on Fuzimiao Scenic spot. In terms of gender, the proportion of men and women interviewed was relatively balanced, and the authors wanted to balance the reliability of the data. From the perspective of income level, the income of tourists has a large span, ranging from 3,000 yuan to 50,000 yuan, which also means that tourists with different economic bases may have different views on tourism consumption of Fuzi Temple. In terms of occupation, it covers a variety of occupations such as private enterprise employees, civil servants, state-owned

enterprise employees, and students, which shows that the attraction of Fuzimiao is not limited to a specific professional group. Educational qualifications range from high school to master's degrees, indicating that the cultural experience of Confucius Temple can attract visitors from different educational backgrounds. In terms of permanent residence, tourists come from Jiangsu, Jiangxi, Hunan, Hubei, Shandong, Fujian, Zhejiang, Beijing and other provinces and cities, but the main tourists interviewed are from Jiangsu, which indicates that the Confucius Temple has a certain regional influence and national popularity.

### 5.3 Interview Analysis

#### 5.3.1 Interview word frequency and phrase analysis

By converting the interview records of 18 interviewees into documents and conducting qualitative analysis through NVIVO software, the tourists' tourist cultural experience in Nanjing Fuzi Temple, as well as their views on local cultural identity and key word frequency of consumer behavior research were obtained. Since the interview content was in Chinese, the following figure will be presented in Chinese, and the specific content in the figure will be presented in the table below. As shown in the picture:



Figure 5 Interview word frequency

Table 13 Interview word cloud

Number	word segmentation	word frequency
1	culture	231
2	Confucius Temple	157
3	Nanjing	152
4	Feeling	138
5	Consumption	99
6	scenic spot	96
7	place	93
8	things	79
9	special	77
10	tourism	67
11	history	65
12	experience	58
13	visit	53
14	activity	52
15	tourist	51
16	Confucius	47
17	product	47
18	crowd	44
19	feature	43
20	Qin Huai River	41

In the tourism and cultural experience of Nanjing Fuzi Temple, the word "culture" is mentioned 231 times, which highlights the respondents' high importance to local culture when traveling to cultural heritage tourism places. Following closely behind, the word "Confucius Temple" ranked second with 157 mentions, which fully proves that Confucius Temple, as a landmark spot in Nanjing, has a strong attraction in the minds of tourists. The interviewees are attracted by its profound cultural heritage, and its unique architectural style and historical background can present visitors with a unique Nanjing culture.

In third place is "Nanjing" with 152 mentions. As a city with a long history, Nanjing not only has a rich cultural heritage, but also many other famous tourist attractions, such as Sun Yat-sen Mausoleum and Ming Xiaoling Mausoleum. In fact, tourists traveling in the Confucius Temple scenic area are also part of the experience of Nanjing's history and culture, and many interviewees also said that the main purpose of traveling to the Confucius Temple is to have a deeper understanding of the local culture of Nanjing.

The word "feeling" ranked fourth with 138 times, indicating that the respondents had different feelings about the culture and history of Confucius Temple during their tour. Many respondents said that Nanjing Confucius Temple brings a good travel experience, but some respondents think that the experience in the Confucius Temple scenic area is not good, and there are many areas that need to be improved.

The word "consumption" ranked fifth with 99 times, and consumer behavior was also a concern of the respondents during their trip to Fuzi Temple. Whether it is buying souvenirs with local characteristics or tasting authentic Nanjing food, respondents are willing to pay a certain economic price for good memories while enjoying the travel experience.

The word "scenic spot" ranked sixth, with 96 word frequency, reflects the respondents' attention to the various tourist attractions in Fuzi Temple. Whether it is the Confucius Temple, the Qinhuai River or the Imperial Examination Museum, the interviewees are full of expectations for these attractions and hope to have a pleasant experience during the visit.

The word "place" ranked seventh with 93 times, indicating that respondents had a strong interest in different parts of the temple during their travels. Whether it is a bustling commercial district or a quiet ancient lane, the interviewees hope that the cultural atmosphere of Confucius Temple can be reflected in various places.

The word "things" ranked eighth, with 79 word frequency, reflects respondents' attention to various commodities and specialties during their travel in Nanjing. Whether it is traditional handicrafts, or delicious local snacks, respondents put forward different needs for products in tourist destinations.

The word "special" ranked ninth with 77 times, indicating that respondents have a special preference for things with unique charm during their travel in Nanjing. Whether it's the night market in Confucius Temple or the lantern fair on the Qinhuai River, respondents want to experience a different feeling during the trip, and some respondents said they would only pay for special products or attractions.

The word "tourism" ranked 10th with 67-word frequency, reflecting respondents' concern about the tourism market of Fuzi Temple. No matter what kind of tourist purpose comes to the Confucius Temple, the interviewees hope to get a pleasant travel experience in the Confucius Temple scenic area. To sum up, it can be seen from the word frequency statistics that the interviewees have a strong interest in culture, scenic spots, consumption and other aspects during the tour of Fuzi Temple. Whether it is the design of tourism products in Fuzi Temple or the design of local special products, the interviewees have put forward different needs.

### 5.3.2 Social network diagram

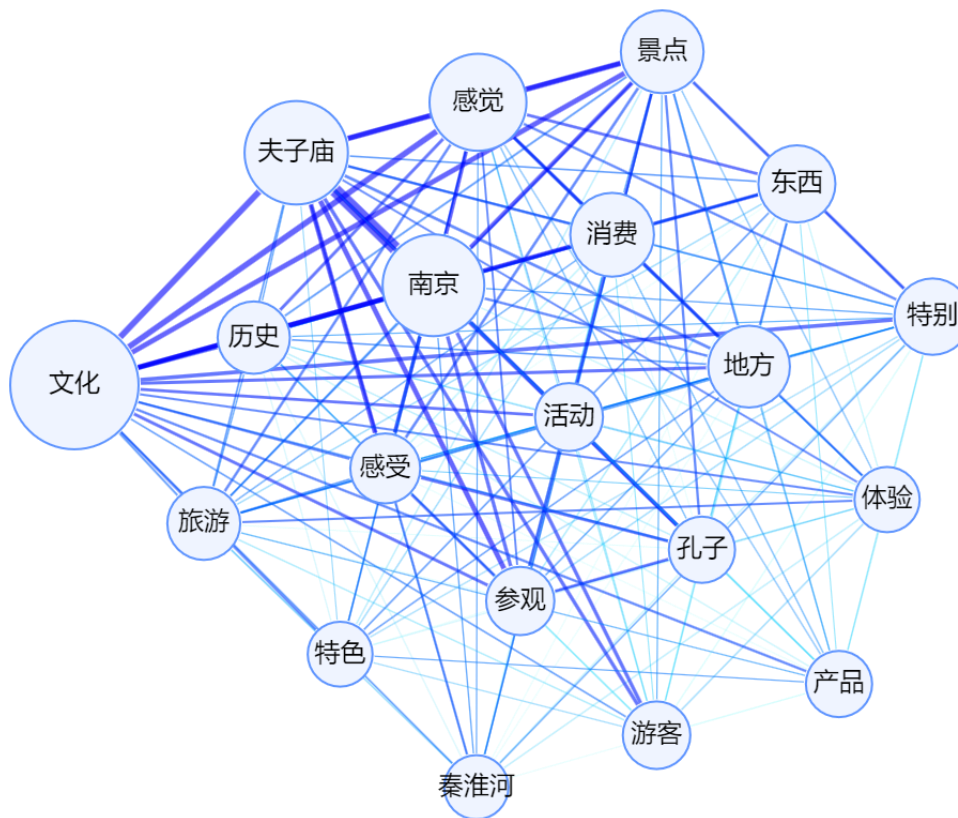


Figure 6 Social network diagram

In the social network diagram, the connections between each node are intricate, reflecting the interactive relationship between the interviewees in the cultural experience of Fuzi Temple tourism. Among them, the three nodes of "culture", "Confucius Temple" and "Nanjing" are particularly closely connected with other nodes, which indicates that tourists pay the most attention to these elements during the experience.

In the social network diagram, the nodes of "feeling" are closely connected with nodes of "consumption", "scenic spots" and "places", indicating that the respondents' feelings about scenic spots directly affect their consumption behavior and identification of local culture during the tour. For example, some respondents said: "The love of Confucian culture in Confucius Temple and



pride in Nanjing's history and culture will encourage them to buy related souvenirs or taste local food."

The "activity" node is also closely related to the nodes such as "visiting" and "feeling", which indicates that the interviewees' expectation of visiting experience and good feeling of local characteristics promote each other when participating in cultural activities. For example, some respondents said: "If the Fuzi Temple scenic area can provide interactive scenes, then the local cultural feelings may be stronger."

In addition, although the "Confucius" node ranks low in the word frequency statistics, it has extensive connections with other nodes in the social network relationship graph, which indicates that Confucius, as the representative of Confucian culture in the scenic spot of Confucius Temple, still has a certain influence in the minds of tourists. When visiting the Confucius Temple, tourists can have a better understanding of the cultural and educational concepts of the Confucius era, deepen their understanding of Confucian culture and the imperial examination system, and combine the influence of Confucian culture on ancient and modern Chinese society, so that tourists can have a deeper understanding of Confucian culture.

To sum up, the social network diagram reveals the interactive relationship and mutual influence of tourists in the tourism cultural experience of Nanjing Fuzi Temple. By analyzing these relations, we can better understand the needs and preferences of tourists, so as to provide a strong reference for the improvement and development of Fuzimiao scenic spot.

## **5.4 Analysis of interview results**

### **5.4.1 The overall evaluation of Nanjing Fuzi Temple scenic spot**

According to the content of the dialogue, the interviewees' impressions and views on Nanjing Fuzi Temple Scenic spot are sorted out, and the conclusions are summarized as follows:

- (1) Fuzimiao area is rich in history and culture, with a long history and the inheritance of Confucian culture and is one of the inheritance places of ancient Chinese culture. Especially the Dacheng Hall and the statue of Confucius, they are not only the symbol of traditional Chinese culture, but also the body of educational spirit.
- (2) When visiting the Confucius Temple, the interviewees obviously felt that the commercialization of the scenic spot was too serious, which made it difficult for tourists to have a good sense of the cultural feelings brought by the original architectural style of the Confucius Temple. Meanwhile, the environmental pollution caused by excessive commercialization affected the tourist experience, which was somewhat regrettable.
- (3) Some interviewees pointed out that although the existence of commercialization may be to meet the needs of modern society, commercial activities such as snack street have actually caused damage to the cultural atmosphere of Confucius Temple, and excessive commercial activities have led to the lack of local products with local cultural characteristics, which makes the interviewees feel a little disappointed.
- (4) The interviewees showed great interest in the cultural elements of the Confucius Temple, especially in education, history and culture, but the high admission fee may become an obstacle for them to visit.
- (5) The respondents believe that the planning of the scenic area of Confucius Temple needs to be improved, and a large number of scenic space is occupied by commercial shops, which leads to the neglect of cultural pavilions and historical museums.

#### 5.4.2 Views on Fuzimiao tourism products

(1) As a famous tourist attraction in Nanjing, the respondents were deeply impressed by the historical culture and relics of Confucius Temple. The beautiful scenery of the Qinhuai River and historical sites such as the Ming Dynasty city wall gave the interviewees a spiritual shock. Some interviewees think that the tourism products of Confucius Temple well show the long history and culture of Nanjing, and the combination of Confucian culture makes tourists get a good travel experience.

(2) The respondents put forward their views on the historical sites of Confucius Temple. They believe that although the buildings of Confucius Temple have been rebuilt for many times, they still maintain a certain antique flavor, but they seem to lack some sense of authenticity of ancient buildings. In some places, the architectural style and detail processing appear to be somewhat distorted, and more and more modern commercial buildings have destroyed the original historical and cultural atmosphere.

(3) The cultural activities in Confucius Temple also received mixed reviews from respondents. Some interviewees believe that traditional activities such as the lantern exhibition and the pore-offering ceremony on the Qinhuai River show the local cultural characteristics to the vast number of tourists, and vividly demonstrate the profound cultural heritage and historical inheritance of Nanjing. These activities not only provide tourists with a rich cultural experience, but also have a positive significance for carrying forward traditional culture, so that people can enjoy the beautiful scenery at the same time, but also feel the thick cultural atmosphere. Some respondents believe that similar activities are only carried out on specific holidays and are not friendly to tourists who come on non-holidays. At the same time, it is difficult to leave a deep impression on the activities of pure performance, and if you can provide alternative interactive activities, you will be more willing to participate.

#### 5.4.3 Consumer demand of tourists and improvement direction of scenic spots

As an important scenic spot in Nanjing, Confucius Temple has brought considerable economic income to Nanjing and made outstanding contributions to the urban development of Nanjing. The following summarizes the respondents' consumption attitude towards Fuzimiao, and gives directions for improvement.

- (1) Most respondents mentioned uniqueness when talking about products related to tourist attractions. It is emphasized that the Confucius Temple can provide goods with local characteristics and culture, and tourists hope that the goods purchased can have more collection value. Some respondents mentioned that they wish there were more handmade goods instead of the cheap ones that are widely available online. At the same time, the respondents from different regions also showed different attitudes towards the tourist souvenirs of Fuzi Temple. Tourists from outside Jiangsu Province have a high evaluation of the souvenirs of Fuzimiao Scenic spot, but most respondents from Jiangsu Province say that the souvenirs of the scenic spot have no new ideas and are not worth buying. It can be seen from the interview that the products sold in Fuzimiao Scenic spot are too simple and do not have strong cultural significance, and the unique culture and Confucian culture value of Fuzimiao Scenic spot are not reflected in its products.
- (2) The interviewee mentioned in the interview the need for blessings in the temple. In China, there is a tradition of going to the temple to burn incense. Going to the temple to burn incense is to show respect to the gods and Buddhas. Incense is regarded as a medium to reach the gods in traditional Chinese culture, and respect and piety to the Buddha and ancestors are expressed through incense burning. Confucius Temple is one of the famous Confucian temples in China, is an important place to worship Confucius and promote Confucian culture, so many tourists come here. Visitors to the Confucius Temple generally have three needs: one is to admire Confucius, the founder of

the Confucian school. The second Confucian Temple has a strong cultural and educational tradition, so students often come to pray for success in their studies. The three Confucian cultures worship benevolence, righteousness, propriety, wisdom, faith and other virtues, so tourists often come to pray for family safety and career success. From the communication with the interviewees, it can be understood that most tourists are willing to buy incense or amulets in the temple when there is a need in this respect. Because there is a large demand for Confucian culture and examination blessing, and the probability of it actually being converted into a purchasing force is relatively high, Confucius Temple can strengthen the publicity of the imperial examination culture to let more tourists have a deep understanding of the history of Confucius Temple and stimulate the demand of tourists.

- (3) Some of the scenic spots in Confucius Temple need to charge tickets. Some interviewees mentioned in the interview that they are willing to pay for the scenic spots in Confucius Temple Scenic spot, but some interviewees think that the ticket price is too high, resulting in reduced consumption desire. Based on the analysis of the acceptance degree of local culture, it is found that the higher the sense of identity of local culture, the higher the acceptance degree of ticket price. At the same time, some tourists said that the entrance fee of the scenic spot is acceptable, but the corresponding services need to be provided. They hope to learn from some scenic spots in Europe and provide headphones to explain the exhibits, which can take care of the needs of different tourists at home and abroad. To sum up, it can be seen that respondents believe that some fee-paying attractions in Fuzi Temple need to upgrade the infrastructure in the venues to match the ticket consumption.
- (4) Some respondents with children pointed out that the products provided by the scenic spot need a certain threshold of understanding, hoping

that the scenic spot can provide activities for children to help enhance children's interest in Chinese history and culture. The number of tourists belonging to the same Fuzimiao scenic area is large, in order to take care of the safety of young children, resulting in many tourists with children to travel the experience is not added. Therefore, the establishment of children's enlightenment education classroom in scenic spots can solve this type of problem. Parents can choose to put their children in the enlightenment education class, where children can learn a lot of interesting knowledge of Confucian culture, but also to create a better travel experience for parents.

- (5) Starting from the tourism experience, some respondents pointed out that the main products provided by scenic spots are mainly ornamental, lacking interest and interaction. It is hoped that the scenic spot can increase the projects that interact with tourists. Some interviewees hope to take the imperial examination culture as the theme, provide tourists with interesting questions, and complete interesting challenges to get small gifts to increase the interest of the scenic spot.
  
- (6) Finally, most of the interviewees mentioned their love for food culture in the interview. There is an old Chinese saying: "Food is the priority of the people", which can be seen that Chinese people attach great importance to food culture. Some respondents said that they would like to taste the local special food every time they visit a destination. In terms of specialty food, Fuzi Temple scenic area offers a wide range of choices, which has been unanimously praised by respondents. However, people have suggested that there are food products in the scenic spot that sell culture and sell them at prices far beyond their value, such as ice cream bars designed in the shape of a Fuzi temple. The hope is that businesses can focus on restoring the taste of specialty food, rather than making money by sapping tourists' enthusiasm for local culture. To sum up, the food culture of Confucius

Temple has been widely praised by tourists, but there are still some businesses that cheat consumers, and the management department of Confucius Temple needs to warn such businesses, to improve consumers' travel experience.

## **CHAPTER 6 RESEARCH HIGHLIGHTS AND INSUFFICIENCY**

### **6.1 Main highlights of the article**

This dissertation mainly analyzes the influence of China's tourism industry on the development of the cities in which it is located, focusing on the influencing factors that affect consumers' purchase intention. Taking Nanjing Fuzimiao scenic spot as an example, this dissertation uses the mixed research method to help Nanjing Fuzimiao scenic spot understand the actual needs of tourists and realize the upgrade of scenic spot products. To verify the relationship between cultural identity and tourists' purchase intention, this dissertation first sorted out relevant literature on cultural identity and purchase intention, combined cultural identity theory with tourism, and expanded the concept of local cultural identity. It also puts forward three dimensions of local cultural identity: cognitive identity, value identity and emotional identity. According to the literature content, the dissertation deduces the theoretical model of the influence of cultural identity on purchase intention and designs the questionnaire according to the relevant theoretical model and the proven maturity scale, combined with the research content of the dissertation. Data collection was carried out through Internet social platforms (Xiaohongshu, Weibo, etc.) and offline field questionnaires, and a total of 351 valid questionnaires were collected, excluding factors such as extreme data and invalid data. After analysis by SPSS and AMOS, this dissertation verified three hypotheses: there is a positive correlation between cognitive identity and purchase intention; There is a positive correlation between emotional identification and purchase intention. There is a positive correlation between value recognition and purchase intention. On this basis, this dissertation puts forward three questions: what is the tourists' overall feeling of Fuzi Temple?

Tourists' views on the tourism products of Fuzi Temple; What is the demand of tourists for Fuzi Temple attractions? And through reading the relevant semi-structured interview literature, combined with the research content, designed the relevant semi-structured interview questionnaire. Through offline interviews and online Internet platform recruitment, a total of 21 tourists were interviewed, 3 groups of invalid data were excluded, and a total of 18 groups of valid data were obtained. By sorting out the qualitative interview data, this dissertation uses NVIVO software to extract high-frequency words and draw a social network diagram. At the same time, according to the respondents' answers, the existing problems of Fuzimiao Scenic spot and the actual needs of tourists are analyzed in detail. The main highlight of this dissertation is the use of mixed research method. Firstly, a large amount of data is collected through quantitative research to sort out and find the general rules and main trends. Secondly, qualitative interviews are conducted to further dissertation the underlying reasons and details, so as to make the suggestions in this dissertation more practical. At the same time, the single research method has the risk of bias, and the use of mixed research method can make the viewpoint of the article more perfect and provide more perspectives. At the same time, the research content of this dissertation has certain practical significance for the development of China's tourism industry. Current research has focused on the link between product image and purchase intention. By combining cultural identity with tourism, this dissertation puts forward the concept of local cultural identity and links cultural identity in tourism products with purchase intention, which is an innovation for China's tourism industry. This dissertation investigates tourists' perception of cultural elements in tourism products and puts forward relevant rectification suggestions. It provides directions for tourist destinations that are willing to upgrade their tourism products.

## **6.2 Research limitations and deficiencies**

This dissertation follows the principles of science and standardization, and based on this principle, clearly expounds the research content of this



dissertation. However, due to my limited academic level and the influence of some uncontrollable factors, this dissertation has some limitations:

- (1) First, there are certain defects in the design of quantitative questionnaire and qualitative semi-structured interview questionnaire. Although the scale recognized and verified by the academic circle is selected in this dissertation, and the descriptive statements are changed according to the actual investigation needs, it is impossible to guarantee that the expression of questionnaire questions conforms to the language habits of all people. Secondly, when respondents fill in relevant questionnaires and answer relevant questions, there are many uncertain factors (for example, they cannot accurately understand the content of the questionnaire, and they cannot actually express their feelings, etc.), so it is difficult to ensure that the data collected by the questionnaire can fully reflect the actual situation, which will have a certain negative impact on the research conclusion.
- (2) Since the main survey object of this dissertation is the tourists in the Fuzimiao scenic area, it means that there is a huge difference in the age and education level of the interviewees. At the same time, based on China's actual national conditions, elderly tourists generally have a low level of education and low usage rate of the Internet. Therefore, when collecting offline and online data, the data of young tourists is significantly more than that of elderly tourists. This phenomenon may make the conclusion of the article appear partial limitation.
- (3) Due to my limited academic level, I may have some problems in data sorting and analysis, and there is a lot of room for improvement.

Based on the above limitations, there is still more room for development in this dissertation, which can be further studied. Due to time, technology and other reasons, the main research direction of this dissertation is the influence of local culture in scenic spots on tourists' purchase intention, but it does not dissertation tourists' travel motivation and the impact of Internet development on tourists' sense of cultural identity. There are still many aspects that need to be further studied on the mechanism affecting tourists' purchase intention.

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## Appendix

### 1. Quantitative questionnaire

#### Fuzi Temple tourist survey

Hello, my name is Kefan Zhou, a graduate student from University College London. I am collecting data for my graduation thesis. It takes about 5 minutes to complete the questionnaire. The survey is conducted anonymously. The information you fill in will be kept strictly confidential. The data is only used for academic research.

#### 1. Have you ever been to Nanjing Fuzi Temple \*

Yes

No

#### 2. Please fill in the form below according to your experience of Nanjing Fuzi Temple \* (Cultural identity scale)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The culture displayed in the Fuzi Temple was unique to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The culture displayed in the Fuzi Temple was representative to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The culture displayed in the Fuzi Temple had a strong attraction for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The culture displayed in the Fuzi Temple was beautiful to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The culture displayed in the Fuzi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Temple made me feel comfortable					
Visiting the Fuzi Temple made me happy during this trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting the Fuzi Temple made me feel relaxed during this trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting the Fuzi Temple made me enjoy the trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting Fuzi Temple made me feel a sense of belonging during this trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting the Fuzi Temple made me feel integrated into the trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the history and culture of Fuzi Temple is the inheritance of excellent traditional Chinese culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think it is necessary to actively protect and promote the historical culture of Fuzi Temple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the government should promote the dissemination of the history and culture of the Fuzi Temple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Please fill in the following form according to your actual situation\*(satisfaction scale)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I would like to spend money in Fuzi Temple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will encourage relatives and friends to come to the Fuzi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Temple					
I have the intention to visit Fuzi Temple again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm willing to pay the entrance fee for the Fuzi Temple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**4. What do you think attracted you most during your trip to Fuzi Temple \***

- Historical and cultural attractions
- Religious traditional cultural experience ( Confucian culture etc.)
- Shopping and dining
- Education and exhibitions ( Imperial examination Museum, folk museum etc.)
- Other
- Prefer not to answer

**5. Where is your usual residence \***

- Nanjing
- Other cities in Jiangsu
- Other cities outside Jiangsu
- Other countries other than China
- Prefer not to answer

**6. Gender\***

- Male  Female  Other  Prefer not to answer

**7. Age \***

- Under 18
- 18~25
- 26~30
- 31~40
- 41~50
- 51~60
- Above 60
- Prefer not to answer

**8. Your monthly income \***

- Under 2000
- 2000-5000
- 5000-8000
- 8000-12000
- 12000-15000
- 15000-20000
- Above 20000
- Prefer not to answer

**9. Your occupation \***

- Student
- Civil servant/public institution personnel
- Private employee
- state-owned enterprise staff
- freelance work
- Other
- Prefer not to answer

**10. Your level of education \***

- High school and below

- Junior's degree
- Bachelor's degree
- Master's degree
- Doctor's degree or above
- Prefer not to answer



## 2. Qualitative interview questionnaire

### Nanjing Fuzi Temple tourist interview questionnaire

Dear visitors,

The purpose of this interview is to understand your travel culture experience in Nanjing Fuzi Temple, as well as your views on local cultural identity and consumer behavior. For this we need your cooperation and help. The interview will take about 15 minutes, the questions will not involve your personal privacy, and the results will only be used for academic research. Thank you for your cooperation!

Respondent Information:

- **Gender:**
- **Age:**
- **Income:**
- **Occupation:**
- **Education:**
- **Location:**

Interview questions:

1. When you visited Nanjing Confucius Temple, what was your first impression of the cultural atmosphere here? ( For example, how do you feel when you see the Grand Hall of Success or the statue of Confucius? Could you give an example of a place you are familiar with?)

By understanding the respondent's preliminary impression of specific spots, open the topic.

2. What cultural elements in particular caught your interest or resonance during your visit? (For example, what are your special feelings about the Imperial Examination Culture Exhibition Hall, the lantern exhibition by the Qinhuai River, or the ceremony of sacrificial holes?)

Ask respondents to describe specifically how certain attractions or activities trigger their cultural identity.

3. Do you feel that these cultural elements, such as buying handicrafts on the banks of the Qinhuai River or experiencing a mock imperial examination in the Imperial Academy, influence your consumption behavior?

To explore the direct correlation between cultural identity and specific consumption behavior.

4. When you feel these cultural elements, what makes you want to buy related souvenirs (such as Confucius statues, Qinhuai lanterns) or participate in cultural activities?

How does a deep exploration of cultural identity translate into consumption motivation.

5. What do you think you can do better when visiting Nanjing Confucius Temple to make it easier for visitors to empathize with the culture here? (For example, do you think the night light show, cultural commentary or interactive experience at the Confucius Temple needs improvement?)

Respondents were invited to suggest specific improvements to enhance cultural identity.

6. In addition to cultural identity, what other factors do you think influence your decision to spend at a scenic spot? (For example, are there any

promotions or special festivals that would make you more likely to participate?)

To understand other potential influencing factors to provide more perspectives for research.

### **3. Interview record (example)**

M: What was your first impression of the culture when you visited the Confucius Temple in Nanjing? For example, when you see the Dacheng Temple or the statue of Confucius, what do you feel? Can you give an example of a place you are familiar with?

V: When I went to Nanjing Confucius Temple for the first time, in fact, I felt very shocked, why shocked, because there were so many people in that place, when I entered, I could not enter, and I was crowded in with the flow of people. In fact, if you want to talk about special scenic spots, in fact, one is its gate, which has two things like one gate. In fact, it is a scenic spot that I feel is very representative, or one with the same decoration, which makes me feel the intuitive feeling of a city with a very strong historical background and the cultural impact it brings to me.

M: The second question is, during the tour, what cultural factors particularly caught your interest or resonance? For example, what are your special feelings about a museum of imperial examination culture, a lantern exhibition by the Qinhuai River, or a ceremony of sacrificial holes?

V: In fact, when it comes to cultural elements, I personally am more interested in Confucian culture, why say Confucian culture, because at that time, China had Taoist culture, Confucian culture, and legalists of various schools of thought, there were many cultures, because Confucianism has been a dominant ideology in China's 5000 years of history. It is the most promoted culture in each dynasty and generation. In fact, it has had a profound influence on us from ancient times to the present. In fact, up to now, our society has also been influenced by Confucian culture. In my opinion, after going to these places, such as Nanjing, and then to this place with very historical and cultural heritage, it is actually very meaningful to pursue some of the history of Confucian culture and pursue some historical and cultural inheritance. For me, it is a kind of cultural edification and a kind of completion of my historical knowledge.

M: Do you think that the cultural elements of the Confucius Temple scenic spot, such as the handicrafts sold on the Qinhuai River, or the activities of experiencing a mock examination in the imperial examination in the Tribute Yuan, stimulate your desire to spend money?

V: In fact, there are some, for example, according to some ancient poems, such as night stop at restaurants near Qinhuai, Qinhuai River, and boating, then I have a desire to consume according to this ancient poem or this kind of activity with a very artistic conception, I will want to experience. For example, if I visit Qinhuai restaurant at night, then I go to the Qinhuai River to row on the boat, then I can also feel the feeling that the author was floating on the river at that time, which is also a kind of alternative feeling of star-chasing.

M: What do you think makes you want to consume? Like because it's cheap? Or just like the local culture or other cultural factors displayed in some scenic spots, what role does it play?

V: In fact, I think there are, such as the price, I will definitely choose the relatively cheaper things to buy, that is, when consuming, we still have to consider a cost-effective problem. When it comes to consumption, I feel that if it is food or such items, I will have a standard to judge some things in my heart. If the local price is below my standard, it will actually arouse my desire to shop. If it is above my evaluation, I think it is ridiculously expensive, it is very inexplicably expensive, just do not know what the meaning of its expensive, I will certainly not buy. So the measure of inner price, in fact, is also very much related to my love for this culture. For example, if I like this thing very much, that is, I like Confucian culture very much, then if he sells a product of Confucian culture, then his positioning price in my mind will be slightly higher, because I will have a strong impulse to buy it.

M: What do you think you could have done better when visiting the Confucius Temple in Nanjing? Do you have any suggestions? To make it easier for

visitors to relate to the culture?

V: This is still quite a lot, first of all, the first point, Nanjing Confucius Temple local snacks may be more, the kind of restaurants and restaurants what, opened more, such as a variety of network red some punch points, these restaurants all over Nanjing Confucius Temple, but it for this local culture display and not much help. In fact, it is mainly to do the taste, more concerned about the business of this shop, so in fact, I think Nanjing Confucius Temple can carry out some joint with these shops, for example, his shop can show some of the local cultural characteristics of Nanjing Confucius Temple, combined with these characteristics of culture, to build some innovative food. In this way, I not only felt that I had visited the local culture, but also enjoyed some unique food, which made me feel more experienced. In fact, the planning for this place of Nanjing Confucius Temple still needs to be planned again, why? Because as I said at the beginning, one of my biggest intuitive impressions of him is that there are too many people. Then Nanjing Fuzi Temple can it plan the flow of people, can be diverted, for example, so that each passenger in the travel feel more comfortable, may be a better sense of experience for each passenger.

M: Apart from the sense of cultural identity, what other factors do you think influence your decision to spend money in a scenic spot? For example, there are promotional activities, or special festivals, so that you are more willing to participate in?

V: In addition to culture, there are also some other factors, such as where I actually go, in fact, there is a fixed obsession to collect local special products, because I am actually a person with a sense of nostalgia, so I feel that when I arrive at a place, I will leave some commemorative things, and when I return home, I will recall this scenic spot. I just flip through things like this, and I can more intuitively recall what it felt like. Therefore, I actually think that buying local characteristic products in tourist places is an essential part of traveling for me, that is, buying more or less depends on my feeling of traveling at that

time. Therefore, if I feel that the travel experience is not particularly good, I will also buy something similar to refrigerator magnets or a cheap small souvenir card. To leave a memorial.