E-B
Environment - Behaviour
Proceedings Journal

AicQoL2025Pangkor

https://www.amerabra.org/
13th AMER International Conference on Quality of Life,
Puteri Bayu Beach Resort, Pangkor Island, Malaysia.

e-IPH
e-International
Publishing House Ltd.,
United Kingdom

Tourists' Perception of Cultural Value in Destinations Impacting Satisfaction and Behavioral Intentions

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Abstract

This paper investigates the interrelationship among tourists' cultural value perception, satisfaction, and behavioral intentions in the context of Jingdezhen's ceramic cultural tourism. Through the application of structural equation modeling (SEM), this study empirically examines the critical factors influencing cultural value perception and their subsequent effects on tourist satisfaction and post-visit behavior from the visitors' perspective. In conclusion, the results demonstrate that five distinctive dimensions - ceramic cultural space, ceramic cultural history, ceramic art life, ceramic art experience, and ceramic art products-significantly enhance tourists' perception of Jingdezhen's ceramic culture.

Keywords: Behavioral Intentions, Ceramic Culture Perception, Structural Equation Modeling, Visit Satisfaction

1.0 Introduction

1.1 Background

Jingdezhen, with its 2,000-year history and UNESCO recognition as a City of Creative Crafts and Folk Art, has transformed from a ceramic production center into a prominent cultural tourism destination. The city's rapid tourism growth, driven by social med exposure, has elevated it to become China's 15th most influential city, attracting visitors through its rich ceramic heritage (Barnes, 2022). This rapid transformation has necessitated active restructuring of the city's tourism infrastructure (Maolin et al., 2024). Local authorities and industry practitioners have implemented strategic adjustments in ceramic cultural dissemination, urban art spaces, and experiential activities. The effectiveness of these adaptations in enhancing visitors' perception of ceramic artistic value and overall satisfaction hinges significantly on embodiment design and quality perception (Zainal Abidin et al., 2020).

However, Jingdezhen faces several challenges common to Chinese tourist attractions, including insufficient service diversification, inadequate public facilities, disparity between promotion and reality, and low revisit rates (Jing et al., 2023). Social media platforms reveal mixed visitor feedback (Maolin et al., 2024), highlighting tourists' crucial role as both cultural experiencers and transmitters.

While extensive research exists on Jingdezhen's ceramic innovation and cultural aspects, studies examining tourist perception and satisfaction remain limited. Understanding these elements is crucial for sustainable tourism development, particularly as visitor satisfaction significantly influences post-visit behaviors and future tourism decisions (Daskalaki et al., 2020). The integration of creative cultural industries with tourism not only enhances the cultural landscape but also establishes a sustainable model for creative tourism development.

1.2 Aim and Objective of Study

This study aims to explore the key factors influencing the perception of ceramic cultural value in Jingdezhen and analyze how tourists' perception of ceramic cultural value and enjoyment affects their satisfaction and behavioral intentions. Specifically, the research examines how ceramic cultural space, history, art life, experience, and products enhance tourists' perception of Jingdezhen's ceramic culture and how such cultural perception and enjoyment influence visit satisfaction. Furthermore, it investigates the relationship between visitor satisfaction and subsequent behavioral intentions (revisit intention and word-of-mouth communication). In the era of social media, this study also explores how post-visit evaluations influence potential tourists' decision-making. The research's significance lies in supporting Jingdezhen's transition from a ceramic production center to a cultural and creative tourism destination, providing empirical evidence for enhancing the visitor experience and satisfaction and promoting sustainable development of urban cultural tourism.

2.0 Literature Review

Tourism research explores the relationships among visitor satisfaction, perceived cultural value, perceptual enjoyment, and behavioral intentions. In cultural heritage destinations like Jingdezhen, perceived cultural value and enjoyable experiences shape visit satisfaction, which influences tourists' behavioral intentions and destination sustainability.

2.1 Visitor Satisfaction (VS）

Riswanto (2025) define satisfaction as the difference between tourists' expectations and the perceived destination travel experience (Riswanto et al., 2025). Consumers typically perceive satisfaction by comparing the difference between expectations and performance before and after a trip. Traveler satisfaction affects destination choice, product and service consumption, revisit and willingness to share on social platforms (Hassan et al., 2022). Therefore, city managers must provide a satisfying experience for tourists and recognize that satisfaction is the basis for assessing the performance of tourist attractions, destination products and services. Travelers are satisfied when expectations are exceeded(An et al., 2022). Tourists are dissatisfied when the places visited do not meet expectations (Tang & Zhou, 2025).

2.2 Perceived cultural value （PV）

Cultural history and natural and cultural values of ceramics can attract tourists and generate more cultural tourism. Ceramic culture encompasses aspects of craftsmanship, social relations, spirituality, and artistic culture. Zhou (2020) identified seven key elements that tourists consider important: ecological environment, scenic area overview, ceramic culture, tourism activities, parent-child experience, tourism services, and scenic area management, with ceramic culture perception, cultural experience, and ecological environment being the most valued (Zhou, 2020). Richards (2018) defined the value of cultural tourism as tourists understanding others' lives and thoughts through learning about their historical and cultural heritage. Based on relevant literature, this paper analyzes Jingdezhen's ceramic cultural value through five dimensions: history, space, experience, products, and lifestyle.

2.3 Perceptual Enjoyment (PE）

Emotional value stems from feelings elicited by products or services through positive and enjoyable experiences. Tourism experiences comprise three key dimensions: learning, enjoyment, and escapism (Fang et al., 2025). In tourism, consumers actively participate in hedonic experiences that combine entertainment, education, and escapism . Research shows that visitors tend to remember positive travel experiences, with elements like pleasure, novelty, local culture, and knowledge forming lasting memories (Khairi et al., 2021). These memorable experiences contribute significantly to tourist satisfaction.

2.4 Behaivor intention （BI）

He and Timothy (2024) state that behavior intention refers to the likelihood that a consumer will engage in a particular activity or behavior tendency concerning a new product or business due to a purchase (He & Timothy, 2024). Behavior intention applied to tourism research Osiako (2024) believes that behavior intention is loyalty, including the intention to revisit, recommendation intention, and willingness to pay attitude level research (Osiako & Szente, 2024). According to Schönherr(2024), tourists' behavior intention refers to a confident attitude that tourists may adopt after a consumption experience(Schönherr & Pikkemaat, 2024). Chen examined the combined effects of tourists' perceptions in terms of quality of experience, perceived value, satisfaction and behavior intentions (Chen & Chen, 2010).

3.0 Methodology

3.1 Theoretical
In this paper, Structural Equation Modeling (SEM) is used to analyze the study of tourists' perception of ceramic culture and visit satisfaction in Jingdezhen, which is used to analyze the linear relationship between observed and latent variables. Structural equation modeling has been widely used in satisfaction and behavior intention studies (Gallarza & Saura, 2006). According to the characteristics presented by the ceramic culture in Jingdezhen, the model for constructing the study in this paper is shown in the following figure (Fig.1). Ceramic culture history, ceramic culture experience, ceramic culture space, ceramic culture life, ceramic culture products constitute ceramic culture value perception. Perceived enjoyment affects cultural value perception, and artistic value perception affects visit satisfaction and behavior intention. Visitors' value perception of ceramic culture affects visitors' satisfaction, and visitors' satisfaction affects consumers' behavior intention. A total of 304 questionnaires were collected for this study.
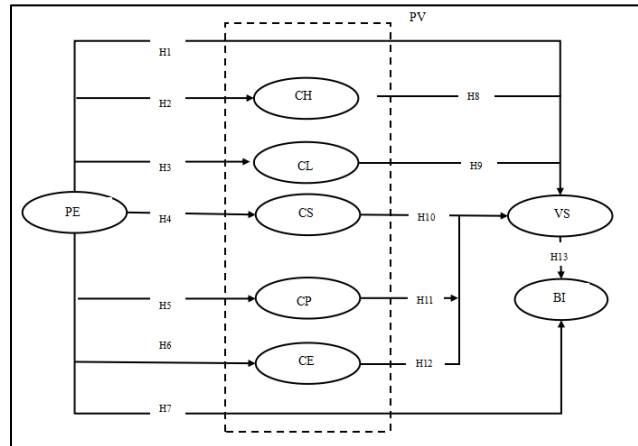

Fig. 1: Research model of this study.
(Source: Self-drawn by the authors)
Variable explanations : PE:Perceived Enjoyment; PV:(Perceived Value CH: Culture History; Cl:Cultural Live ; CS: Cultural Space; CP:Cultural Product; CE:Cultural Experience;) VS:Visit Satisfaction; BI: behavioral intentions

3.2 Hypothetical
This study proposes the research hypotheses based on a comprehensive literature review. Fig1 illustrates the path relationships among the constructs, followed by detailed explanations of these hypotheses.
H1: Perceived enjoyment (PE) is expected to elevate visitors' satisfaction (VS).
H2: Perceived enjoyment (PE) will positively influence the perception of cultural history (CH).
H3: Perceived enjoyment (PE) is anticipated to strengthen cultural live perception (CL).
H4: Perceived enjoyment (PE) demonstrates a positive correlation with cultural space perception (CS).
H5: Perceived enjoyment (PE) is predicted to enhance cultural product evaluation (CP).
H6: Perceived enjoyment (PE) is expected to amplify the quality of the cultural experience (CE).
Perceived enjoyment (PE) will stimulate visitors' post-visit behavioral intentions (BI).
H8: The level of culture history (CH) contributes positively to visit satisfaction (VS).
H9: The degree of culture live (CL) is anticipated to augment visit satisfaction (VS).
H10: The perception of culture space (CS) demonstrates a positive impact on visit satisfaction (VS).
H11: Cultural product (CP) shows a positive association with visit satisfaction (VS).
H12: Cultural experience (CE) is expected to enhance visit satisfaction levels (VS).
H13: Visit satisfaction (VS) will drive positive behavior intention(BI).

This study employed questionnaire surveys and statistical analysis methods, using a 7-point Likert scale to examine tourists' perceived value, perceived enjoyment, visit satisfaction, and behavioral intentions towards Jingdezhen (Table 1). The questionnaire consisted of two parts: basic demographic information (gender, age, education, monthly income, and occupation) and latent variables. The latent variables included: (1) ceramic cultural space, (2) ceramic cultural products, (3) ceramic art life, (4) ceramic cultural experience, (5) ceramic cultural history, (6) perceived enjoyment, (7) satisfaction, and (8) behavioral intention. The measurement items for each variable were adapted from relevant established scales.

Data was collected nationwide through the Questionnaire Star platform, yielding 304 valid questionnaires. The sample size was 30 times the number of questionnaire items (15), meeting the requirements for structural equation modeling. Among respondents, females accounted for 66.4%; males 33.6%; 50.7% were aged 18-25; 28.3% were 26-35; 60.9% held bachelor's degrees; and 72% had annual incomes below 100,000 yuan.

Table 1: Descriptive Statistics of Survey Respondents(N=304)

Sample	Category	Number	Percentage
Gender	Male	102	33.6%
	Female	202	66.4%
Age	18-25	154	50.7%
	26-35	86	28.3%
	36-45	42	13.8%
	45-55	22	7.2%
Education	Middle school	20	6.6%
	High school	28	9.2%
	Junior school	34	11.2%
	Bachelor's degree	185	60.9%
	Master's degree	37	12.2%
Income	Under 100,000RMB	219	72%
	100,000-200,000RMB	58	19.1%
	200,000-300,000RMB	9	3%
	Above 300,000RMB	18	5.9%
Occupation	Government institution	14	4.6%
	Service industry	22	7.2%
	Manufacturing industry	14	4.6%
	Freelance work	23	7.6%
	Education/Training	56	18.4%
	Internet	6	2%
	Culture and entertainment	10	3.3%
	Other	159	52.3%

(Source: Created by the authors using SPSS)

4.0 Findings

4.1 Reliability and validity Analysis

Reliability and validity analyses were conducted using SPSS 24.0 see Table 2. Reliability testing showed that all measurement variables achieved Cronbach's α values above 0.9 (reference value > 0.6; Eisinga et al., 2013), with item-total correlations exceeding 0.8 (reference value > 0.5). For validity testing, the KMO values exceeded 0.9, and Bartlett's test was significant ($p < 0.05$), indicating suitability for factor analysis (Kaiser, 1974; Norusis, 1992). Principal component analysis extracted four factors with eigenvalues > 1, with cumulative variance contribution rates above 50%. All items showed commonality > 0.5 and factor loadings > 0.6, meeting the suggested criteria (Peterson, 2000), demonstrating excellent reliability and validity of the measurement scale.

Table 2: Descriptive Statistics of Survey Respondents(N=304)

Dimension	Items	Corrected Item-to-Total Correlation	Cronbach's α if Item Deleted	Cronbach's α
	CH1	0.833	0.919	
	CH2	0.834	0.919	
CH	CH3	0.831	0.92	0.935
	CH4	0.818	0.922	
	CH5	0.82	0.922	
	CE1	0.833	0.921	
	CE2	0.841	0.92	
CE	CE3	0.833	0.921	0.936
	CE4	0.825	0.923	
	CE5	0.818	0.924	
CP	CP1	0.806	0.909	0.926
	CP2	0.801	0.91	

	CP3	0.803	0.909	
	CP4	0.802	0.91	
	CP5	0.816	0.907	
	CS1	0.838	0.91	
	CS2	0.787	0.92	
CS	CS3	0.813	0.915	0.93
	CS4	0.789	0.919	
	CS5	0.852	0.907	
	CL1	0.828	0.91	
	CL2	0.8	0.915	
CL	CL3	0.806	0.914	0.929
	CL4	0.827	0.91	
	CL5	0.804	0.915	
	PE1	0.848	0.904	
	PE2	0.795	0.915	
PE	PE3	0.802	0.913	0.928
	PE4	0.812	0.911	
	PE5	0.797	0.914	
	VS1	0.836	0.917	
	VS2	0.814	0.921	
VS	VS3	0.816	0.921	0.934
	VS4	0.82	0.92	
	VS5	0.84	0.917	
	BI1	0.83	0.924	
	BI2	0.853	0.92	
BI	BI3	0.833	0.924	0.938
	BI4	0.84	0.922	
	BI5	0.81	0.928	

(Source: Created by the authors using SPSS)

4.2 Confirmatory Factor Analysis

Using AMOS software, confirmatory factor analysis was conducted. All factor loadings exceeded 0.6, and squared multivariate correlations (SMCs) were above 0.4 (Adaileh et al., 2020). The composite reliability (CR) values were greater than 0.7, and average variance extracted (AVE) values exceeded 0.5, meeting the recommended criteria (Churchill Jr, 1979; Fornell & Larcker, 1981). These results confirm the model's convergent validity.

Drawing upon the methodological framework proposed by Fornell et al. This research evaluates scale discrimination through a comparative analysis of AVE square roots and inter-variable correlations. The analysis confirms discriminant validity when AVE square root values exceed the corresponding correlation coefficients. An examination of Table 3, reveals robust relationships among the study's key constructs (CH, CE, CP, CS, CL, PE, VS and BI), while simultaneously demonstrating AVE square root values that surpass the inter-variable correlation coefficients. These findings substantiate the discriminant validity of our measurement scales.

Table 3: Square Roots of the AVES Versus Correlations.

	CH	CE	CP	CS	CL	PE	VS	BI
CH	0.857							
CE	.490**	0.864						
CP	.558**	.550**	0.845					
CS	.545**	.521**	.604**	0.854				
CL	.596**	.603**	.657**	.649**	0.851			
PE	.643**	.618**	.699**	.662**	.706**	0.849		
VS	.591**	.579**	.663**	.631**	.683**	.736**	0.861	
BI	.607**	.608**	.671**	.656**	.697**	.739**	.730**	0.867

** At the 0.01 level (two-tailed), the correlation was significant
Note: The bolded part of the diagonal line indicates the square root of AVE

(Source: Created by the authors using SPSS)

Comparison of Fit Degree

According to the suggestion of Xiong (Xiong et al., 2012), adding common method factors" was used to test the problem of standard method bias further, as shown in Table 4. Construct model M1 without adding the common method factor and model M2 with the standard method factor added, and compare the fitting degrees of the two models. According to the results of model fitting, we found that there is no significant change in the indicators between M2 and M1. Therefore, compared with M1, M2 does not reduce RMSEA. NFI, TLI, RFI, and CFI are all greater than 0.9, and the values after adding the common method factor are slightly larger than before. In terms of the M2 metric, M2 produces better fitting results. The incorporation of a common method factor led to notable model enhancement, indicating effective management of potential standard method bias concerns in our research design.

Table 4: M1 and M2 Comparison of Fit Degree

Common indices	c^2/df	RMSEA	NFI	TLI	RFI	CFI	SRMR
Judgment criteria	<5	<0.08	>0.9	>0.9	>0.9	>0.9	<0.08
M1	1.17	0.024	0.931	0.988	0.924	0.989	0.024
M2	1.14	0.021	0.933	0.99	0.926	0.991	0.028

(Source: Created by the authors using AMOS)

Model Fit Degree

Confirmatory factor analysis yields several key fit indices for scale evaluation. The model demonstrates robust structural validity when meeting established thresholds: a chi-square/df ratio below 5, RMSEA and SRMR values under 0.08, TLI, NFI, and CFI exceeding 0.9, and GFI approximating 0.9. An examination of Table 5 reveals that our measurement model satisfies these benchmark criteria, with all indices falling within recommended parameters, thus validating the structural integrity of our scales see Table 4.

Table 5: Model Fit Degree

Common indices	c^2/df	RMSEA	NFI	TLI	RFI	CFI	SRMR
Judgment criteria	<5	<0.08	>0.9	>0.9	>0.9	>0.9	<0.08
CFA Value	1.17	0.024	0.931	0.988	0.924	0.989	0.024

(Source: Created by the authors using AMOS)

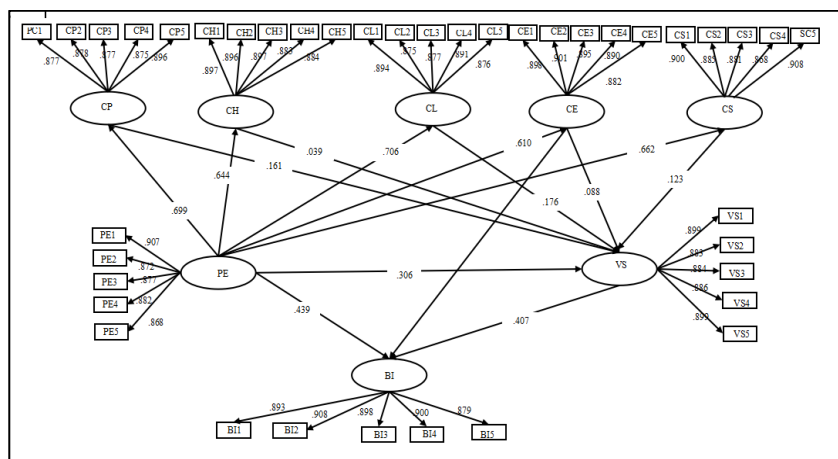*4.3 Structural Modeling Critical Factors and Path Analysis*

Fig. 2: Path Coefficient
(Source: Created by the authors using PLS)

Smartpls was also used to test the proposed hypothesis. The path analysis results of the model are shown in Fig.2. The research results show that, as shown in Table 5, it is assumed that the path coefficient of H1~H7 is more significant than 0.5, which has a significantly strong impact; the path coefficient of hypothesis H13 is close to 0.5, which has a medium impact level. H9~H11 have weak impact levels, and H8 and H12 have no significant impact. This study further used the Bootstrap bias correction percentile method to conduct 5000 samplings within the confidence interval to analyze the test model's direct, indirect, and total effects. The results show that perceived enjoyment (PE) has a significant impact on ceramic cultural history (CH), ceramic art life (CL), ceramic space (CS), ceramic cultural products (CP), ceramic cultural experience (CE), visit satisfaction (VS), Behavioral intention (BI) has a significant direct effect (p < 0.05)

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and produces a substantial direct effect, indicating that the sample data and the hypotheses support these hypotheses are established. After this path analysis, the hypotheses H1 to H13 were verified.

Table 6: Hypothesis Test Results

Hypothesis	Path	Direct effect		Indirect effect		Total effect		Support
		β	B-C Sig.	β	B-C Sig.	β	B-C Sig.	
H1	PE -> VS	0.306	0.001*	/	/	0.736	***	Yes
H2	PE -> CH	0.644	***	/	/	0.644	***	Yes
H3	PE -> CL	0.706	***	/	/	0.706	***	Yes
H4	PE -> CS	0.662	***	0.121	0.002*	0.783	***	Yes
H5	PE -> CP	0.699	***	/	/	0.699	***	Yes
H6	PE -> CE	0.619	***	/	/	0.619	***	Yes
H7	PE -> BI	0.439	***	0.3	0.002*	0.445	***	Yes
H8	CH -> VS	0.089	/	/	/	0.089	/	NO
H9	CL -> VS	0.176	0.002*	/	/	0.176	0.002*	Yes
H10	CS -> VS	0.123	0.002*	/	/	0.123	0.002*	Yes
H11	CP -> VS	0.161	0.002*	/	/	0.161	0.002*	Yes
H12	CE -> VS	0.088	/	/	/	0.088	/	NO
H13	VS -> BI	0.407	***	0.43	0.001*	0.837	***	Yes

(Source: Created by the authors using PLS)

5.0 Discussion

This study investigates the relationships among perceived enjoyment, cultural value perception, visit satisfaction, and behavioral intentions in Jingdezhen's ceramic cultural tourism see Table 6. The findings reveal that perceived enjoyment significantly influences visit satisfaction (β=0.736), which in turn strongly affects behavioral intentions (β=0.837). This suggests that the emotional aspects of tourism experiences play a crucial role in shaping visitors' overall satisfaction and their subsequent behaviors(Chen et al., 2025).

The research also indicates that ceramic art life, cultural space, and cultural experience have limited impact on visit satisfaction, while ceramic cultural history and art experience show surprisingly minimal influence (path coefficients < 0.1). These findings challenge traditional assumptions about the direct influence of cultural and historical elements on tourist satisfaction, highlighting the need to reconsider how cultural heritage is presented and experienced (Wang et al., 2025).

Based on these findings, several recommendations emerge for enhancing Jingdezhen's cultural tourism. Priority should be given to developing more interactive and immersive ceramic art experiences, strengthening emotional engagement in cultural presentations, and focusing on creating enjoyable moments throughout the visitor journey. These improvements would help bridge the gap between tourists' expectations and actual experiences, ultimately contributing to higher satisfaction levels and positive behavioral intentions. (Zainal Abidin et al., 2021).

6.0 Conclusions

This study analyzes 304 valid questionnaires to examine tourists' value perception and satisfaction towards Jingdezhen's ceramic culture. Using Structural Equation Modeling (SEM), the research validates factors influencing tourists' perceived enjoyment and satisfaction, addressing previous research gaps in ceramic cultural tourism. Results demonstrate that perceived enjoyment significantly impacts tourist satisfaction (β=0.736) and subsequent consumer behavioral intentions (β=0.837), highlighting the importance of experiential elements. Given Jingdezhen's comprehensive ceramic industry chain, the city should leverage its resources to enhance visitor experiences through diverse cultural activities. To maintain competitiveness in the tourism sector, the government should implement strategic planning across multiple dimensions, including cultural spaces, heritage preservation, artistic lifestyle integration, experiential activities, and innovative product development, thereby establishing a distinctive cultural tourism pathway that differentiates Jingdezhen from other destinations.

6.1 Limitations
First, while the research focuses on Jingdezhen's unique ceramic heritage and tourism development, the sample primarily consists of young visitors (aged 18-35), which may not fully represent all tourist demographics. Second, the research mainly examined emotional and experiential factors, while other elements such as service quality and infrastructure development were not fully explored.

6.2 Recommendations
Developing more comprehensive frameworks for measuring tourist enjoyment in cultural tourism contexts, particularly examining how interactive experiences can enhance satisfaction.Exploring ways to create more immersive and accessible ceramic art experiences to bridge the gap between cultural presentation and visitor engagement.Examining the role of social media and digital platforms in shaping pre-visit expectations and post-visit behavioral intentions.

Acknowlegment

Paper Contribution to Related Field of Study

This work contributes significantly to the existing body of knowledge in industrial ceramic and design.

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