

Study on the Impact Mechanism of Red Tourism on Ideological and Political Education among College Students

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Abstract

This study aims to explore the impact mechanism of red tourism on ideological and political education among college students. By systematically reviewing relevant literature, constructed a theoretical model linking red cultural perception, flow experience, and transformational outcomes. Empirical tests were conducted utilizing questionnaire survey data. The study targeted college student tourists visiting red tourism attractions such as Baota Mountain and Zaoyuan Revolution Site in Yan'an, Shaanxi Province, and collected a total of 227 valid questionnaires. The empirical analysis results show that red cultural perception has a significant positive impact on flow experience, and flow experience has a significant positive impact on transformation. Simultaneously, red cultural perception also has a significant positive impact on transformation. The mediation effect test reveals that flow experience partially mediates between red cultural perception and transformation. The research conclusions not only enrich the theoretical system in the fields of red tourism and ideological and political education but also provide practical guidance for universities to utilize red tourism resources to enhance the effectiveness of ideological and political education among college students.

Keywords

Red Tourism, college Students; ideological and Political Education, mediation Effect, Yan'an.

1. Introduction

Red tourism, as a special form of tourism integrating historical education, cultural heritage, and leisure experience, has gradually gained popularity and widespread attention in China and globally in recent years. Red tourism not only carries the important mission of promoting revolutionary spirit and inheriting the red gene but also plays an irreplaceable role in promoting ideological and political education among the younger generation, enhancing national identity, and pride. Among college students, red tourism has become an effective educational method, enabling students to understand and appreciate the connotation and value of red culture more intuitively and profoundly through field visits and personal experiences.

As the pillars of the country's future and successors to the socialist cause, the cultivation of college students' ideological and political quality is crucial. However, in the current diverse social environment, how to enhance the effectiveness of ideological and political education among college students effectively, enabling them to truly internalize red culture and form firm ideals, beliefs, and correct values, has become an important issue for universities and educators. Red tourism, with its unique educational function and emotional experience, provides new ideas and approaches to solving this problem. This study aims to deeply explore the impact mechanism of red tourism on ideological and political education among college students, revealing the intrinsic connections among red cultural perception, flow experience, and transformation through empirical analysis.

By systematically reviewing relevant literature, this study constructed a theoretical model linking red cultural perception, flow experience, and transformation and designed corresponding questionnaires for data collection. Through empirical analysis, This study aims to explore the impact mechanism of red tourism on ideological and political education among college students.

2. Literature Review and Research Hypotheses

2.1. Basic Concepts

2.1.1. Red Tourism

Red tourism refers to thematic tourism activities organized to commemorate the sites and symbols formed by the great achievements of the Chinese Communist Party during the revolutionary and wartime periods, focusing on the revolutionary history, deeds, and spirit they embody. It is not only a form of tourism but also a special way of cultural education and spiritual inheritance [1-2].

2.1.2. Red Cultural Perception

Red cultural perception refers to individuals' cognition, understanding, and emotional experience of red cultural elements (such as revolutionary history, spirit, and deeds) during red tourism [3]. This perception serves as an important foundation for red tourism's influence on individuals' ideological and political education.

2.1.3. Flow Experience

Flow experience refers to an individual's psychological state of being fully immersed in an activity, forgetting the passage of time, and feeling highly excited and satisfied [4-5]. In red tourism, flow experience manifests as tourists' deep immersion and high identification with red culture.

2.1.4. Transformation

Transformation refers to positive changes in individuals' psychology, beliefs, and behaviors after red tourism, manifested at the psychological level as changes in self-understanding, at the belief level as reshaping of the belief system, and at the behavioral level as adjustments to original behaviors and lifestyles [6]. This transformation is a concrete manifestation of the effect of red tourism on individuals' ideological and political education.

2.2. Theoretical Hypotheses

2.2.1. Red Cultural Perception and Flow Experience

Red culture, as a special cultural resource, is often disseminated and experienced through immersive methods. For instance, red tourism, as a unique form of tourism, can evoke mixed emotions in tourists, influencing their behavioral intentions and the achievement of educational goals [7]. This emotional experience may be associated with flow experience because flow experience emphasizes an individual's wholehearted involvement and ecstatic state, while emotional experiences in red tourism often trigger profound reflections and emotional resonances with history and culture [8]. Additionally, red memory, an essential component of red culture, also affects individuals' psychological states [9]. Studies have shown that red memory is not only a top-down, centrally planned design but also a bottom-up process of meaning construction by individuals, enhancing their cultural attachment and historical identity [10]. This cultural attachment and identity further promote the emergence of flow experience as they provide clear goals and strong motives for participation [6]. Based on the above literature review and theoretical analysis, the following hypothesis is proposed:

H1: Red cultural perception has a significant positive impact on flow experience.

2.2.2. Flow Experience and Transformation

Flow experience, as a psychological state of high engagement and enjoyment in current activities, can significantly influence individuals' cognition, emotions, and behaviors. In the field of education, when students are in a state of flow, they tend to understand and absorb knowledge more deeply, form more enduring learning memories, and demonstrate higher learning motivation and interest [6]. This deep engagement and positive experience not only promotes learning effectiveness but also positively impacts learning attitudes and future behavioral choices. In tourism research, flow experience is also regarded as a crucial psychological state that significantly enhances tourists' satisfaction and loyalty [12]. When tourists experience flow during tourism activities, they are more likely to emotionally resonate with the destination's culture, history, or natural environment, forming deeper tourism memories and identities [13]. This emotional connection and identity often motivate tourists to maintain lasting interests and identifications with the destination's culture, values, or lifestyles after their trips, potentially leading to behavioral changes such as more active participation in related activities or promotion [14]. Applying this theoretical framework to the context of red tourism, when college students experience flow during red tourism, they are more likely to develop profound emotional connections and cognitive identities with red culture [15]. This positive psychological experience not only enhances their understanding and appreciation of the red revolutionary spirit but also may prompt positive transformations in their psychology, beliefs, and behaviors, such as cherishing and inheriting red culture more and participating more actively in social welfare undertakings. Based on the above literature review and theoretical analysis, the following hypothesis is proposed:

H2: Flow experience has a significant positive impact on transformation.

2.2.3. Red Cultural Perception and Transformation

Red culture, as an important legacy of China's revolutionary history, carries rich revolutionary spirits and profound historical and cultural connotations, profoundly influencing individuals' values, belief systems, and behavior patterns [6]. In previous studies, scholars have generally agreed that individuals' in-depth understanding and identification with red culture can inspire their patriotism, national pride, and social responsibility [16]. Specifically, red cultural perception positively affects individual transformation through the following aspects: Firstly, the revolutionary spirits and heroic deeds embodied in red culture can inspire individuals to maintain firm beliefs and courage in the face of difficulties and challenges [17]. This spiritual strength prompts individuals to form positive value orientations, which are manifested in more resilient and courageous behaviors [18]. Secondly, the values emphasized in red culture, such as collectivism and selfless dedication, are crucial for cultivating individuals' sense of social responsibility and teamwork spirit [19]. By perceiving red culture, individuals are more likely to develop altruistic tendencies, willing to contribute to the interests of the collective and others. Finally, the historical memory and cultural heritage embodied in red culture can enhance individuals' cultural identity and national pride [20]. This identity motivates individuals to show more respect and uphold cultural traditions, actively participating in cultural inheritance and innovative practical activities. Based on the above literature review and theoretical analysis, the following hypothesis is proposed:

H3: Red cultural perception has a significant positive impact on transformation.

Based on the above theoretical hypotheses, the following research model was constructed (Fig. 1).

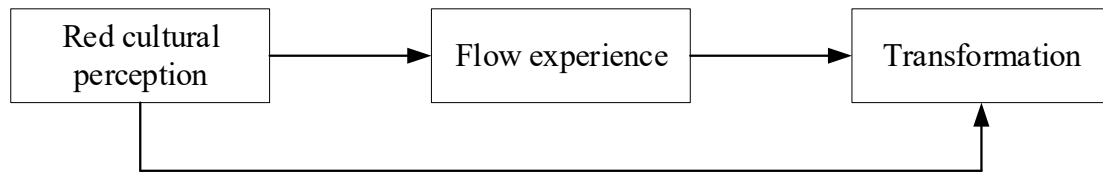


Figure 1. Theoretical research model

3. Research Design

3.1. Questionnaire Design

The questionnaire consists of three parts: a filling instruction assuring respondents of anonymity and confidentiality of the data collected, briefly explaining the research purpose; a demographic section including gender, grade, stay duration, visit frequency, and companions; and the main body comprising three latent variables—red cultural perception, flow experience, and transformation—measured using a Likert 5-point scale.

3.2. Variable Measurement

Red Cultural Perception: Drawing on existing research [6, 21], four items were selected to represent red cultural perception, focusing on the spiritual connotation of red tourism, including "Your level of understanding of major historical events in Yan'an's red revolution," "Your degree of identification with the Yan'an red spirit," "Your willingness to spread Yan'an's red culture in the future," and "The degree to which Yan'an's red revolutionary sites touch your inner feelings."

Flow Experience: Referring to Zhao Jianchao et al.'s research [22], flow experience was characterized from three aspects: immersion, knowledge acquisition, and integration. Items included "When visiting Yan'an's red tourism attractions, I can immerse myself and forget the time," "Visiting Yan'an's red tourism attractions has increased my knowledge of the revolution," and "During my visit to Yan'an's red tourism sites, I feel integrated with the surrounding environment."

Transformation: Drawing on Wang Yong et al., Liu Huan et al., and Clark's research [6, 23, 24], transformation was characterized from three levels: psychological, belief, and behavioral changes. Items included "After the tour, I was deeply inspired and educated by the red revolutionary spirit," "After the tour, some of my views and attitudes have undergone positive changes," and "After the tour, I realize that some of my previous behaviors were not entirely correct."

3.3. Data Source

From August 3rd to 5th, 2024, a random sampling questionnaire survey was conducted among college student groups at red tourism attractions in Yan'an, Shaanxi Province, including Baota Mountain, Zaoyuan Revolution Site, Yangjialing Revolution Site, Former Site of the Northwest Bureau of the CPC Central Committee, and Yan'an Revolution Memorial Hall. A total of 250 questionnaires were distributed, with 23 invalid questionnaires excluded, resulting in 227 valid questionnaires, for a response rate of 90.8%.

4. Empirical Analysis

4.1. Descriptive Statistics Analysis of the Sample

Among the 227 valid questionnaires, the demographic characteristics are as follows (Table 1): The gender ratio is roughly equal, with females accounting for 56.4%; in terms of grade, freshmen and sophomores account for 51.9%, and juniors and seniors account for 48.1%; in terms of stay duration, 50.2% of respondents left the destination on the same day, 36.6% stayed

for one night, and 13.2% stayed for two nights or more; regarding visit frequency, 60.4% of respondents were first-time visitors to Yan'an, and 33.9% were second-time visitors; in terms of companions, 15.9% traveled with family members, 22.9% with friends, 39.6% participated in group tours, and 21.6% traveled in other forms. Overall, the sample's demographic and tourism characteristics are representative, meeting the subsequent empirical research's data requirements.

Table 1. Sample descriptive statistical results

Demographic	Type	Frequency	Rate/%
Gender	Female	128	56.4
	Male	99	43.6
Grade	Freshman	43	18.9
	Sophomore	75	33.0
	Junior	70	30.9
	Senior	39	17.2
	today	114	50.2
Stay time	1 night	83	36.6
	2 night	23	10.1
	3 nights and more	7	3.1
Visit times	One time	137	60.4
	Two time	77	33.9
	Three or more times	13	5.7
Partner	Family	36	15.9
	Friends	52	22.9
	Team	90	39.6
	others	49	21.6

4.2. Reliability and Validity Test of the Scale

Table 2. The test of reliability and validity

Dimensions	Items	Unstd.	SE	Z	P	Std.	Cronbach'a	CR	AVE
Red cultural perception	RCP1	1				0.722	0.860	0.827	0.544
	RCP2	1.059	0.145	7.318	***	0.750			
	RCP3	1.265	0.160	7.907	***	0.764			
	RCP4	1.079	0.153	7.040	***	0.714			
Flow experience	FE1	1.000				0.867	0.894	0.897	0.745
	FE2	1.123	0.061	18.536	***	0.952			
	FE3	0.823	0.059	13.902	***	0.759			
Transformation	TRA1	1.000				0.930	0.925	0.925	0.804
	TRA2	0.974	0.046	21.011	***	0.899			
	TRA3	0.928	0.048	19.154	***	0.860			

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Firstly, Cronbach's α value was used to test the scale's reliability. The results showed that the Cronbach's α values of the three factors were 0.760, 0.894, and 0.925, respectively, all higher than 0.700, indicating good scale reliability. The measurement items in the study were revised and pre-tested by experts, ensuring high content validity. Secondly, Amos 24.0 was used to establish a confirmatory factor model, and the model's fit indices were $\chi^2/df=2.057$, GFI=0.942, AGFI=0.900, CFI=0.974, TLI=0.963, IFI=0.974, RMSEA=0.068, and SRMR=0.045. According to

Wu Minglong's recommended standards [25], all indices were acceptable. The factor loadings of each measurement item were higher than 0.700, the composite reliability of each variable was higher than 0.700, and the AVE value was higher than 0.500 (Table 2), indicating excellent convergent validity [26]. The diagonal bold values in Table 3 are the arithmetic square roots of the AVE values of each variable, which are greater than the correlation coefficients between the corresponding variable and other variables, indicating excellent discriminant validity [27].

Table 3. The test of discriminant validity

Dimensions	Mean	SD	1	2	3
1.Red cultural perception	4.376	0.504	0.738		
2.Flow experience	4.320	0.721	0.474	0.863	
3.Transformation	4.470	0.706	0.394	0.544	0.897

4.3. Path Hypothesis Testing

This study employs a stepwise regression approach to verify the relationships among red cultural perception, flow experience, and transformation, while controlling for demographic variables. According to Table 4, red cultural perception significantly and positively influences flow experience ($\beta=0.466$, $P<0.001$), flow experience significantly and positively influences transformation ($\beta=0.355$, $P<0.001$), and red cultural perception significantly and positively influences transformation ($\beta=0.249$, $P<0.001$). These data indicate that both red cultural perception as an independent variable and flow experience as a mediator have significant positive effects on transformation. Therefore, hypotheses H1, H2, and H3 are supported.

Table 4. Results of regression analysis

Variables	Flow experience (M1)				Transformation(M2)			
	Unstd.	SE	Std.	t-value	Unstd.	SE	Std.	t-value
Constant	1.717	0.425		4.043***	1.587	0.415		3.826***
Gender	0.067	0.088	0.046	0.762	-0.057	0.083	-0.040	-0.687
Grade(Freshman is the reference group)								
Sophomore	0.016	0.124	0.010	0.129	0.066	0.117	0.044	0.564
Junior	-0.011	0.127	-0.007	-0.085	-0.028	0.119	-0.019	-0.237
Senior	0.148	0.143	0.077	1.036	0.085	0.135	0.045	0.629
Stay time	0.065	0.056	0.071	1.159	0.011	0.053	0.012	0.209
Visit times	0.009	0.073	0.007	0.119	0.088	0.069	0.075	1.275
Travel								
Partner(Family is the reference group)								
Friends	0.191	0.142	0.111	1.340	-0.063	0.135	-0.037	-0.464
Team	0.577	0.130	0.392	4.437***	0.203	0.128	0.141	1.585
others	0.534	0.144	0.305	3.708***	0.209	0.140	0.122	1.493
Red gene sensing	0.466	0.087	0.325	5.373***	0.249	0.087	0.178	2.869***
Flow experience					0.355	0.064	0.362	5.534***
Observations		227				227		
R-squared		0.245				0.304		
Adj R-squared		0.210				0.269		
F		6.993				8.553		

Note: *** $p<0.001$, ** $p<0.01$, * $p<0.05$

4.4. Mediation Effect Test

Previous studies often used the Baron and Kenny (B-K) method for mediation testing, supplemented by the Sobel test. Due to its higher validity and precision, the Bootstrap method has gradually replaced the B-K method and Sobel test, becoming a widely recognized mediation analysis approach in academia [29]. This study adopts the Bootstrap method to examine the mediating role of flow experience between red cultural perception and transformation. With 1000 Bootstrap samples and a 95% confidence level, the mediation effect is considered significant if the 95% confidence interval for the indirect effect does not include 0 [28]. The results are presented in Table 6. The mediation effect reveals that the path "Red cultural perception → Flow experience → Transformation" is significant ($\beta=0.165$, $P<0.001$), with a confidence interval of [0.077, 0.270] that does not include 0. The direct effect shows that the path "Red cultural perception → Transformation" is also significant ($\beta=0.249$, $P<0.001$), with a confidence interval of [0.078, 0.586] that does not include 0. The mediation effect accounts for 40% of the total effect.

Table 5. Mediation effect analysis results

Path Relationship	Point Estimate	Product of Coefficients		95% CI		Proportion/%
		SE	Z	Lower	Upper	
Mediation effect						
Red cultural perception→Flow experience→Transformation	0.165	0.049	3.367	0.077	0.270	40.00%
Direct effect						
Red cultural perception→Transformation	0.249	0.087	2.862	0.078	0.421	60.00%
Total effect						
Red cultural perception→Transformation	0.414	0.087	4.758621	0.243	0.586	100%

5. Conclusions and Discussion

5.1. Research Conclusions

This study aims to explore the influence mechanism of red tourism on ideological and political education among college students. Through a questionnaire survey, 227 valid data sets were collected, and an empirical analysis was conducted on the relationships among red cultural perception, flow experience, and transformation. The research conclusions are as follows:

- (1) Red cultural perception has a significant positive impact on flow experience. College students' in-depth understanding and identification with red culture during red tourism can significantly enhance their flow experience, namely, increasing their immersion, knowledge acquisition, and integration.
- (2) Flow experience has a significant positive impact on transformation. The flow experience of college students during red tourism further promotes positive changes in their psychology, beliefs, and behaviors, manifested as a profound understanding and identification with the red revolutionary spirit, as well as subsequent positive changes in attitude and behavior.
- (3) Red cultural perception indirectly influences transformation through flow experience. Red cultural perception not only directly affects the transformation of college students but also has an indirect impact through the mediating variable of flow experience. This indicates that cultural perception and emotional experience in red tourism promote each other and jointly influence the ideological and political education of college students.

In summary, red tourism promotes the transformation of college students' ideological and political education by enhancing their red cultural perception and flow experience. This influence mechanism has been verified in this study.

5.2. Theoretical Contributions and Practical Implications

(1) Theoretical Contributions

This study reveals the important role of red tourism in the ideological and political education of college students and constructs a theoretical model among red cultural perception, flow experience, and transformation, providing a theoretical basis for the educational function of red tourism. Through empirical analysis, this study verifies the influence path of red cultural perception on flow experience and transformation, enriching the theoretical system in the fields of red tourism and ideological and political education.

(2) Practical Implications

Colleges and universities should fully utilize red tourism resources and organize students to participate in red tourism activities to enhance their red cultural perception and flow experience, thereby promoting their ideological and political education. In the design and implementation of red tourism activities, attention should be paid to improving tourists' participation and experience, stimulating their emotional resonance and ideological identification through rich interactive experiences and in-depth cultural interpretation. Colleges and universities and red tourism attractions should strengthen cooperation to jointly develop educational red tourism products that meet the needs and expectations of college students for red culture.

5.3. Research Limitations and Future Directions

(1) Research Limitations

Firstly, this study only surveyed red tourism attractions in the Yan'an area, and the sample size is relatively small, which may not fully reflect the overall impact of red tourism on the ideological and political education of college students. Secondly, data were collected using a questionnaire survey, which may have some subjectivity and bias. Future research can combine multiple methods such as interviews and observations to obtain more comprehensive and objective data.

(2) Future Directions

Firstly, future research can expand the sample size to cover red tourism attractions in more regions and college student groups from different backgrounds to more comprehensively explore the impact of red tourism on the ideological and political education of college students. Secondly, further research can be conducted on the influence of other factors in red tourism on the ideological and political education of college students, such as travel motivation and travel satisfaction, to construct a more complete theoretical model. Thirdly, more advanced data analysis techniques and methods, such as fuzzy-set qualitative comparative analysis and neural networks, can be adopted to more accurately reveal the relationship between red tourism and ideological and political education among college students.

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