

Industrial Tourism as Experiential Learning: Value Formation and Innovation Pathways in the Wellness Industry

Liqian Yang

Guangzhou College of Technology and Business

Shuxin Zhang

tristanz2018@gmail.com

Guangzhou College of Commerce

Xuyun Zhao

Rajapark Institute

Shengxiang She

Guangzhou College of Technology and Business

Article

Keywords: Industrial tourism, Experiential learning, Experience economy, Perceived value, Wellness industry

Posted Date: October 14th, 2026

DOI: <https://doi.org/10.21203/rs.3.rs-10992341/v1>

License: © ⓘ This work is licensed under a Creative Commons Attribution 4.0 International License. [Read Full License](#)

Additional Declarations: No competing interests reported.

Abstract

In the context of population aging and the expansion of the wellness and silver economies, this study examines industrial tourism as a form of experiential learning in the wellness industry. Drawing on experience economy theory and the tourist destination environment framework, a conceptual model is developed to link experiential dimensions, destination environment attributes, perceived functional and emotional value, satisfaction, and behavioral intention. Survey data were collected from participants in wellness-related industrial tourism programs in Foshan, China, and 572 valid responses were analyzed using partial least squares structural equation modeling (PLS-SEM). The results show that educational, entertainment, esthetic, and escapist experiences significantly enhance both functional and emotional value. Facilities and complementary services also play important roles in shaping value perceptions. Furthermore, functional and emotional value mediate the relationships between experiential inputs, satisfaction, and behavioral intention. Overall, the findings highlight the importance of value perceptions in sustaining engagement in learning-oriented industrial tourism and provide insights into its role in supporting innovation in the wellness sector.

Introduction

With the rapid aging of China's population, the "silver economy" has arisen as a trillion-yuan market. In 2023, the market size of China's silver economy surpassed 12 trillion yuan, and it is expected to reach 27.3 trillion by 2035 (Xia, 2025). The "Healthy China 2030" policy has made wellness and health tourism national priority, generating a wave of industry integration (Zhang, 2024). Urban pressures, aging populations, and post-pandemic lifestyle shifts have caused wellness to transcend healthcare and encompass integrated systems of leisure, culture, rehabilitation, and communal vitality (Abraham & White, 2017). It prompts many enterprises to attempt to transform and enter the wellness industry. However, fast expansion has presented additional obstacles, particularly for businesses shifting from traditional manufacturing or service industries to wellness-oriented models. Many of these organizations lack formal learning pathways for acquiring knowledge of health care, customer psychology, and innovative management. Industrial tourism has developed from factory visits and brand presentations to a dynamic learning platform that promotes cross-sector innovation. It has become a sort of "learning through immersion," in which participants absorb industrial knowledge, management procedures, and innovation logic directly from manufacturing environments (Maravilhas & Martins, 2019). Learning-oriented industrial tourism, a type of educational travel made for entrepreneurs and leaders, helps them to address the wellness industry capability gaps. Wellness industry professionals can learn about best practices, apply innovative logic, and build cross-sector collaborations through organized tours, experience-based workshops, and reflection exercises. In this regard, industrial tourism serves as an applied learning ecosystem for industrial upgrading and knowledge diffusion (Schönherr et al., 2023).

Foshan is located in the heart of the Pearl River Delta region and has become one of Guangdong province's most developed cities as a result of economic growth in the manufactural industry. Foshan's total industrial output value exceeded 3 trillion yuan in 2023, placing it fourth in the country after only Shenzhen, Suzhou, and Shanghai (Yao et al., 2024). Foshan has distinct advantages in building the silver economy. The city has built a strong industrial basis with a matured supply chain. Its biopharmaceutical, healthcare, and medical device sectors rank among the top three in Guangdong Province (Zhao, 2025). Furthermore, Foshan has established a diverse senior care service system with 92 institutions and 21,000 beds, providing a rich practical backdrop for the development of industrial tourism (Bai, 2024). Therefore, Foshan provides an excellent context for investigating learning-oriented industrial tourism in the wellness industry. The city's business showcases a unique integration of production, design, and health services.

Despite growing interest in industrial tourism, most of previous research focused on industrial heritage tourism (Chang & Hung, 2021; Han et al., 2024) or experience design based on factory tours (Badia et al., 2024). Still have limitations on the role of industrial tourism in supporting professional learning within emerging sectors, such as wellness. Moreover, wellness tourism research typically focuses on consumer experiences rather than industrial learning and knowledge transfer (Liao et al., 2023). Hence, this study integrated experience economy theory and tourist destination environment to adapt to learning-oriented industry tourism in the wellness sector. The study constructs an integrated model linking industrial tourism experience, perceived value, satisfaction, and behavioral intention. It further examines how dimensions of experience influence the learning motivation and innovation intention of professionals in the health and elderly care industry. Through this framework, the study aims to reveal the mechanism by which learning-oriented industrial tourism contributes to innovation within the health and wellness sector.

Literature Review

Industrial tourism is related to tourist exploration, which can take place in deactivated factories, such as factory museums, or in working, productive units that integrate educational and tourist attractions (Montenegro et al., 2023). Most of the previous studies focused on deactivated industrial tourism, such as industrial heritage tourism (Chang & Hung, 2021; Han et al., 2024; Yao et al., 2024). The type of industrial tourism that operates in the industry that opens its doors to visitors is scarce since most companies need to be concerned about commercial and intellectual property protection. Additionally, some scholars consider farm tourism and wine tourism, such as the industrial process of wine production, to also be included in industrial tourism (Montenegro et al., 2022).

Pine and Gilmore (2011) proposed the experience economy theory, which defines experiences as a unique economic product that generates value through memorable and emotionally engaging engagement. It makes this theory become a cornerstone of tourist studies, extending beyond leisure into education, innovation, and identity development (Hosany et al., 2016). Based on experience economy theory, it consists of four dimensions, which are education experience, entertainment experience, esthetic experience, and escapist experience, which depend on tourists' or consumers' involvement in the experience (Pine & Gilmore, 2011). Later, Stamboulis and Skayannis (2003) mentioned visiting, seeing, learning, enjoying, and living a different life in a different environment is the most significant part of the tourism experience. Educational experiences emphasize visitors' or learners' engaged involvement in interactive processes through which they construct knowledge and enhance skills, contributing to their cognitive and physical self-development (Bazha & Prohorova, 2020). Tourists learn new general and specific skills and information through educational experiences provided by tourism firms (Oh et al., 2007).

In learning-oriented industrial tourism, educational experiences are its primary function, especially for managers or business owners eager to learn from the successful experiences of the existing health and wellness industry. Entertainment experience is undoubtedly one of the most well-developed and widespread experience elements in today's tourism business environment (Luo et al., 2018). Entertainment experience implies that the economic offerings of tourism enterprises or places attract and engage tourists' attention and willingness to travel (Luo et al., 2020). Foshan is located in the heart of the Pearl River Delta region, in terms of industrial tourism resources, the city has 29 enterprises included in Guangdong Province's Industrial Tourism Resource Development Database, among which five are designated as national 3A-level scenic attractions and two are listed as provincial-level industrial tourism enterprises (Zhang, 2025). From an aesthetic experience perspective, Jeong and Lee (2006) described aesthetic experience as involving visitors' recognition and appreciation of distinctive and refined physical environments that elevate sensory perception. Moreover, Song et al. (2015) found that aesthetic experiences positively influence tourists' emotional value, fostering a deeper sense of spiritual enrichment and fulfillment. In Foshan, aesthetic experience arises from the blend of Lingnan architecture, ceramics, and modern design. This harmony of tradition and innovation enriches tourists' emotions and deepens their appreciation of local culture. Lastly, escapist experience involves visitors' active participation and deep immersion in activities situated within authentic or simulated environments (Chen et al., 2014). Yong'ai Healthcare has established the "Elderly Well-being Experience Pavilion" in Foshan, showcasing a comprehensive range of products from basic age-friendly furniture to advanced smart technologies. The exhibition features voice-controlled bed adjusters, intelligent toilets, smart monitoring systems, and safety-enhanced wearable devices, allowing visitors to engage in an immersive and escapist experience that deepens their understanding of innovative eldercare solutions (Ouyang, 2024).

Therefore, the hypotheses are proposed:

H1a: Educational experience is positively associated with functional value.

H1b: Entertainment experience is positively associated with functional value.

H1c: Esthetic experience is positively associated with functional value.

H1d: Escapist experience is positively associated with functional value.

H2a: Educational experience is positively associated with emotional value.

H2b: Entertainment experience is positively associated with emotional value.

H2c: Esthetic experience is positively associated with emotional value.

H2d: Escapist experience is positively associated with emotional value.

Besides the experience economy theory, the tourist destination environment also influences tourists' willingness and attitude toward visiting. To ensure visitors' satisfaction, industrial tourism sites should provide comprehensive facilities and diverse services. Moreover, they need to incorporate interpretive elements that facilitate a richer understanding and appreciation of the site's cultural, historical, or industrial significance (Frew, 2008). Facilities include rest areas, lavatories, drinking fountains, indoor air conditioning, outdoor fans, and even some tourist destinations with designated smoking areas. Chang and Hung (2021) found that tourist spots' facilities significantly impact the visitors' experience satisfaction. Moreover, industrial tourism attractiveness is also related to the perceived quality of on-site and nearby tourism resources, including accessibility within and around the site, catering facilities, traffic convenience, amenities, and complementary services. Which together influences the overall factory tour experience and enhance the satisfaction and benefits gained by industrial tourists (Lee, 2016). Complementary services reflect the joint efforts of multiple stakeholders to ensure the effective operation of tourism factories. They encompass information provision, visitor support, and safety management, promoting a secure and organized environment. Through stakeholder collaboration, these services enhance visitor satisfaction and contribute to the sustainable development of industrial tourism (Lee, 2016). In 2025, Foshan initiated the development of the "Four Mountains and Two Rivers" cultural and tourism demonstration zone while advancing the city's brand identity (Zhong, 2025). The health and wellness tourism route model in Foshan emphasizes the integration of regional tourism assets with enterprises producing senior-oriented products and related care institutions to develop distinctive travel itineraries. In Foshan, a representative example is the establishment of a high-quality industrial tourism route spanning approximately 60 kilometers across Nanhai and Shunde districts, centered on the pan-home furnishing industry. Along this route, visitors are introduced to four key sectors shaping Foshan's home furnishing development: furniture, ceramics, household appliances, and sleep-related products (Nan, 2019). Therefore, the following hypotheses are proposed:

H3a: Facilities are positively associated with functional value.

H3b: Accessibility is positively associated with functional value.

H3c: Complementary services are positively associated with functional value.

H4a: Facilities are positively associated with emotional value.

H4b: Accessibility is positively associated with emotional value.

H4c: Complementary services are positively associated with emotional value.

According to Pine and Gilmore (2011), functional value related to tourists often shows unwillingness to pay entrance fees for attractions like theme parks or festival venues when the experiences provided fail to correspond to the monetary value they expect in return. Later, Rasoolimanesh et al. (2020) categorized the functional value, which included price, service quality, professionalism, and the functional value of the establishment in terms of tourism providers. Hur et

al. (2013) found that perceived functional value is significantly related to visitors' satisfaction. Additionally, tourism organizations may gain a competitive advantage by understanding how to create and enhance the emotional value of visitors' experiences, as visitors increasingly pursue meaningful and emotionally fulfilling forms of tourism engagement (Song et al., 2015). Compared with the functional value, the emotional value is more difficult to evaluate since it's related to individual visitors' internal emotions and feelings at the particular visiting moment. Rasoolimanesh et al. (2020) argued that good quality of functional services obtained to tourists' expectations could generate positive feelings in order to satisfy the tourists' travel experience. Moreover, when business managers or entrepreneurs want to learn from the successful experiences of the health and wellness industry, they can learn valuable new knowledge during an industrial tourism trip, and it can also inspire their emotional value. When tourists perceive that the value of their experience meets or exceeds expectations, they experience positive emotions that enhance their overall satisfaction. This emotional fulfillment strengthens their image of the destination and increases their likelihood of recommending it to others and revisiting in the future (Wei & Zhang, 2023). Foshan's health and wellness industrial tourism emphasizes visitor participation and experience, enhancing their understanding and awareness of products by allowing them to personally experience their use. More and more companies are introducing new technologies such as artificial intelligence and the Internet of Things to improve the intelligence level of their products and the visitor experience. Some companies are beginning to integrate the manufacturing of age-friendly products, elderly care services, and health management into a one-stop solution (Ouyang, 2024). Hence, the following hypotheses are proposed:

- H5: Functional value is positive associated with satisfaction.
- H6: Functional value is positive associated with behavior intention.
- H7: Emotional value is positive associated with satisfaction.
- H8: Emotional value is positive associated with behavior intention.
- H9: Satisfaction is positive associated with behavior intention.

The conceptual framework of this study is presented in Fig. 1.

Alt Text: Conceptual model illustrates the relationships among experiential dimensions, destination environment attributes, perceived functional value, perceived emotional value, satisfaction, and behavioral intention.

Methodology

Study area

This study was conducted in Foshan, one of the most developed cities in Guangdong province in China because of its manufacturing industry advantages. Foshan located at the center of Guangdong Province, within the core area of the Pearl River Delta. The Xijiang and Beijiang Rivers, along with their tributaries, traverse the entire region, forming a characteristic deltaic river network landscape (Li et al., 2023). Foshan consists of five districts with a total area of 3798 square kilometers, which are Naihui, Sunde, Sanshui, Gaoming, and Chancheng districts. The Foshan government has developed a senior industrial economy park, primarily located in the Shunde and Nanhai districts. The Guangdong-Hong Kong-Macao Greater Bay Area Senior Economy Industrial Park in Shunde is the largest and has already attracted numerous companies. Some senior care enterprises have integrated research and development, design, manufacturing, and experience into age-friendly furniture manufacturing companies and senior living experience centers. These centers allow visitors to understand the manufacturing process of age-friendly products, showcase innovative scenarios, and create different types of senior care environments, providing a comprehensive understanding of smart senior care solutions. They also offer educational functions, not only displaying products but also providing professional care training services (Ouyang, 2024).

Data collection

This research employed a structured questionnaire with a cross-sectional quantitative research method to collect data. Targeted respondents are the visitors who joined the Foshan wellness industry tourism. Researchers first explained the purpose of the research and obtained permission from multiple health and wellness enterprises offering industrial tourism programs in the study area. Secondly, ethical approval was obtained prior to data collection. Participants provided informed consent before completing the survey. Thirdly, researchers employed Wenjuanxing, a professional survey platform, to generate an online questionnaire with a QR code. When respondents use a mobile phone or other digital device to scan the QR code, they can see the questionnaire page. The first page of the questionnaire is an informed consent. After the respondents clicked "agree" to participate, they could start the survey. A total of 703 questionnaires were collected, of which 131 contained incomplete information. After data screening, 572 valid responses were retained for analysis. This yields 74.9% of valid responses. This study used SPSS 27 to analyze respondents' demographic characteristics and employed SmartPLS 4 to assess normality, reliability, validity, correlations, and path coefficients within the structural model. The detailed information of respondents' characteristics is displayed in Table 1.

Tabel 1: Characteristics of the respondents.

Control Variables	Items	Frequency	Percentage
GENDER	Male	320	55.9%
	Female	252	44.1%
AGE	18–25	29	5.1%
	26–35	97	17.0%
	36–45	187	32.7%
	46–55	132	23.1%
	56–65	109	19.1%
	66–75	13	2.3%
	More than 76	5	0.7%
EDU	Senior high school or below	98	17.1%
	Junior college	176	30.8%
	Bachelor	198	34.6%
	Master	94	16.4%
	Ph.D or above	6	1.0%
INCO	Below 5,000	89	15.6%
	5,001–10,000	205	35.8%
	10,001–15,000	166	29.0%
	15,001–20,000	85	14.9%
	More than 20,001	27	4.7%
PurVisit	Holiday/vacation/leisure	84	14.7%
	Business/mission/work	330	57.7%
	Education (Conference/School)	122	21.3%
	Others	36	6.3%
Note: EDU=Education, INCO=Monthly income, PurVisit=Purpose of visit			

Measurement

This research was based on a cross-sectional survey and utilized a structured questionnaire for data collection. The measurement items for each construct were developed based on the established scales that have been empirically validated in prior studies. A total of eleven constructs were measured using seven-point Likert scales, ranging from 1 (strongly disagree) to 7 (strongly agree). Based on experience economy theory, four dimensions of experience were operationalized: educational experience (four items), entertainment experience (four items), and escapist experience (five items), with measurement scales adapted from Wei and Zhang (2023) and Zhang et al. (2024). Esthetic experience, consisting of four items, was measured using scales developed from prior studies by Luo et al. (2018) and Song et al. (2015). Moreover, the tourist destination environment contains three dimensions, which are facilities (four items), accessibility (three items), and complementary services (four items). The facilities measurement scale was adopted based on Chang and Hung (2021). Accessibility and complementary services are developed based on Lee (2016). The functional value and emotional value measurement scales were adopted based on Qiu et al. (2024). Both constructs contained three items. Satisfaction was adopted from Qiu et al. (2024) and Wei and Zhang (2023), which include four items. Lastly, the behavior Intention measurement scale was adopted based on Zhang et al. (2024) and contained four items. The questionnaire was originally developed in English. As the target population primarily consisted of Chinese-speaking respondents, a standardized forward–backward translation procedure was adopted. Two bilingual experts independently conducted the translation from English to Chinese and the subsequent back-translation into English. The Chinese version was then pretested with a small sample of Chinese speakers to assess item clarity and content accuracy. Following data collection, all responses were translated back into English for reporting purposes.

Results and Findings

As a preliminary step, the normal distribution of the data was assessed to examine normality and verify the appropriateness of the dataset for subsequent statistical analyses. Skewness and kurtosis are criteria to measure normality. Data normality was evaluated by examining skewness and kurtosis, which reflect distributional symmetry and tail thickness, respectively. Values within the range of -1 to $+1$ were regarded as of approximate normality (Cain et al., 2017). As shown in Table 2, excess kurtosis values ranged from -1.949 to 0.221 , while skewness values ranged from -0.11 to 0.532 . Overall, both univariate and multivariate skewness and kurtosis values fell within the commonly accepted thresholds for normality. The only exception was the kurtosis value for

gender, which slightly exceeded the recommended range, likely reflecting the unequal gender distribution in the sample, with male respondents exceeding female respondents by 11.8%. Overall, the results provide support for the approximate normality of the data.

Table 2
Normal distribution and Factor loading

Construct	Item Code	Excess kurtosis	Skewness	Factor loading
Gender	Gender	-1.949	0.24	-
Age	Age	-0.341	0.135	-
Education	Education	-0.785	0.043	-
Income	Income	-0.473	0.376	-
PurVisit	PurVisit	0.221	0.532	-
Education experience	EduE1	-0.737	-0.01	0.826
	EduE2	-0.72	-0.041	0.842
	EduE3	-0.755	-0.016	0.8
	EduE4	-0.914	0.084	0.813
Entertainment experience	EntE1	-0.757	0.007	0.851
	EntE2	-0.775	-0.011	0.831
	EntE3	-0.785	0.01	0.839
	EntE4	-0.799	-0.01	0.816
Esthetic experience	EstE1	-0.868	0.031	0.835
	EstE2	-0.646	-0.055	0.816
	EstE3	-0.663	0.033	0.795
	EstE4	-0.751	0.077	0.76
Escapist experience	EscE1	-0.8	0.029	0.824
	EscE2	-0.787	0.085	0.811
	EscE3	-0.787	0.009	0.835
	EscE4	-0.734	0.016	0.809
Facilities	Fac1	-0.772	-0.055	0.821
	Fac2	-0.671	0.007	0.798
	Fac3	-0.683	-0.071	0.808
	Fac4	-0.801	0.005	0.802
Accessibility	Acc1	-0.681	0.06	0.809
	Acc2	-0.802	0.019	0.833
	Acc3	-0.764	-0.093	0.776
Complementary Services	CS1	-0.598	-0.072	0.858
	CS2	-0.721	-0.047	0.768
	CS3	-0.614	-0.066	0.79
Functional Value	FV1	-0.754	-0.054	0.942
	FV2	-0.674	-0.005	0.936
	FV3	-0.708	-0.028	0.927
Emotional Value	EV1	-0.678	0.159	0.946
	EV2	-0.884	-0.007	0.94
	EV3	-0.797	0.038	0.927
Satisfaction	SAT1	-0.753	-0.086	0.923
	SAT2	-0.672	-0.098	0.903
	SAT3	-0.681	-0.057	0.896
	SAT4	-0.684	-0.11	0.874

Construct	Item Code	Excess kurtosis	Skewness	Factor loading
Behavior Intention	INT1	-0.654	-0.015	0.932
	INT2	-0.685	0.009	0.915
	INT3	-0.722	-0.005	0.889
	INT4	-0.646	-0.025	0.898

Table 3

Correlations among variables; reliability; and VIF values Note: **p < 0.01, *p < 0.05 PurVist= purpose of visit, EdE= Education Experience, EntE=Entertainment Experience, EscE=Escapist Experience, Faci=Facilities, Acc=Accessibility, CS=Complementary Services, FV=Functional Value, EV=Emotional Value, SAT=Sat
AVE= Average variance extracted, SQ AVE=Square root of AVE, CR=Composite reliability, VIF= Variance Inflation Factor

Gender	Gender	Age	Education	Income	PurVist	EdE	EntE	EstE	EscE	Faci	Acc	CS	FV
	1												
Age	0.023	1											
Education	0.001	-0.036	1										
Income	0.061	-0.092*	0.307**	1									
PurVist	-0.035	0.028	-0.011	-0.028	1								
EdE	-0.005	0.010	-0.035	0.023	-0.088*	1							
EntE	0.000	0.001	-0.009	0.000	-0.049	0.199**	1						
EstE	0.046	-0.047	-0.008	-0.034	-0.006	0.176**	0.190**	1					
EscE	0.093*	-0.012	0.008	-0.076	-0.030	0.246**	0.251**	.183**	1				
Faci	0.031	-0.080	0.039	0.004	0.026	0.155**	0.143**	0.091*	0.142**	1			
Acc	0.042	-0.076	-0.077	0.000	0.063	0.038	0.134**	0.082	0.099*	0.130**	1		
CS	0.045	-0.009	-0.051	-0.065	0.026	0.095*	0.080	0.063	0.109**	0.173**	0.140**	1	
FV	0.025	-0.058	-0.011	-0.032	-0.026	0.456**	0.434**	0.441**	0.410**	0.450**	0.243**	0.299**	1
EV	0.054	0.020	-0.052	-0.041	-0.007	0.355**	0.564**	0.286**	0.506**	0.333**	0.303**	0.412**	0.636**
SAT	0.022	0.001	-0.010	-0.026	-0.011	0.304**	0.453**	0.314**	0.405**	0.308**	0.252**	0.309**	0.701**
BI	0.028	-0.062	0.026	-0.003	-0.014	0.339**	0.431**	0.310**	0.410**	0.354**	0.245**	0.288**	0.690**
Cronbach's α	n/a	n/a	n/a	n/a	n/a	0.838	0.855	0.815	0.838	0.822	0.732	0.732	0.928
AVE	n/a	n/a	n/a	n/a	n/a	0.673	0.696	0.643	0.672	0.652	0.65	0.65	0.874
SQ AVE	n/a	n/a	n/a	n/a	n/a	0.820	0.834	0.802	0.820	0.807	0.806	0.806	0.935
CR (rho_a)	n/a	n/a	n/a	n/a	n/a	0.839	0.856	0.819	0.838	0.822	0.737	0.754	0.928
CR (rho_c)	n/a	n/a	n/a	n/a	n/a	0.891	0.902	0.878	0.891	0.882	0.848	0.847	0.954
VIF	1.008	1.019	1.108	1.118	1.003	1.116	1.131	1.078	1.145	1.081	1.05	1.057	2.167

Table 4 Heterotrait-Monotrait Ratio (HTMT) Matrix

	Gender	Age	EDU	Income	PurVist	EdE	EntE	EstE	EscE	Faci	Acc	CS	FV	EV	SAT	BI
Gender																
Age	0.023															
EDU	0.001	0.036														
Income	0.061	0.092	0.307													
PurVist	0.035	0.028	0.011	0.028												
EdE	0.018	0.033	0.038	0.025	0.096											
EntE	0.026	0.033	0.01	0.015	0.068	0.235										
EstE	0.051	0.052	0.018	0.037	0.021	0.213	0.226									
EscE	0.101	0.022	0.042	0.083	0.049	0.293	0.297	0.221								
Faci	0.035	0.089	0.043	0.021	0.028	0.187	0.171	0.112	0.171							
Acc	0.049	0.089	0.09	0.017	0.074	0.068	0.169	0.126	0.115	0.167						
CS	0.056	0.037	0.06	0.076	0.031	0.121	0.102	0.089	0.139	0.223	0.191					
FV	0.026	0.061	0.021	0.033	0.027	0.518	0.487	0.507	0.465	0.516	0.295	0.363				
EV	0.056	0.021	0.054	0.042	0.01	0.402	0.632	0.328	0.573	0.381	0.367	0.499	0.684			
SAT	0.027	0.018	0.02	0.027	0.019	0.346	0.511	0.362	0.461	0.355	0.307	0.376	0.758	0.752		
BI	0.029	0.064	0.027	0.017	0.015	0.384	0.484	0.357	0.465	0.404	0.297	0.349	0.743	0.722	0.74	

Next, the internal consistency reliability of the measurement scales was assessed using Cronbach's alpha and composite reliability coefficients. According to Taber (2018), Cronbach's alpha and composite reliability values exceeding 0.70 indicate an acceptable level of internal consistency reliability. As shown in Table 3, Cronbach's alpha values ranged from 0.732 for accessibility to 0.931 for emotional value. The composite reliability coefficients also exceeded the recommended thresholds, with rho_a values ranging from 0.737 to 0.932 and rho_c values ranging from 0.847 to 0.956. These results indicate that the measurement constructs demonstrate satisfactory internal consistency reliability. Subsequently, convergent validity and discriminant validity were assessed. According to Cheung et al. (2024), an average variance extracted (AVE) value exceeding 0.50 is generally regarded as indicative of satisfactory convergent validity for constructs with multiple indicators. As shown in Table 3, the AVE values for each construct range from 0.643 to 0.879, and the square roots of the AVE values range from 0.802 to 0.938. Additionally, factor loading is another main indicator to assess convergent validity. Hair et al. (2019) recommended that factor loadings greater than 0.70 are generally considered acceptable. As shown in Table 2, all factor loadings ranged from 0.76 to 0.946, exceeding the recommended threshold. These results provide support for convergent validity. To evaluate discriminant validity, both the Heterotrait–Monotrait ratio (HTMT) and the Fornell–Larcker criterion were applied. Henseler et al. (2015) recommend that discriminant validity is supported when HTMT values are below the threshold of 0.85. In Table 4 shown that the largest HTMT value is 0.758, which below the suggested threshold. Additionally, Voorhees et al. (2016) suggest that discriminant validity is supported when the square root of the AVE for each latent construct exceeds its correlations with other constructs. As reported in Table 5, the Fornell–Larcker results indicate that the measurement model demonstrates adequate discriminant validity. After establishing the reliability and validity of the measurement model, the variance inflation factor (VIF) was employed to assess potential multicollinearity among the variables. Henseler et al. (2015) suggest that the VIF values below 3.3 are preferable. Moreover, according to Tsagris and Pandis (2021), a VIF value greater than 10 is commonly interpreted as evidence of serious multicollinearity. As shown in Table 3, the lowest VIF value is for purpose of visit (1.003), and the highest is for behavior intention (2.489). With all VIF values remaining within acceptable limits, there is no indication of problematic multicollinearity in this study. After establishing normality, reliability, validity, and acceptable levels of multicollinearity, the structural relationships were examined by estimating the path coefficients within the structural equation model (SEM).

Table 5
Fornell-Larcker Criterion

Gender	Gender	Age	EDU	Income	PurVist	EdE	EntE	EstE	EscE	Faci	Acc	CS	FV	EV	SAT	B
	1															
Age	0.023	1														
EDU	0.001	-0.036	1													
Income	0.061	-0.092	0.307	1												
PurVist	-0.035	0.028	-0.011	-0.028	1											
EdE	-0.004	0.009	-0.035	0.023	-0.089	0.82										
EntE	0	0.001	-0.009	0	-0.049	0.199	0.835									
EstE	0.045	-0.047	-0.007	-0.035	-0.004	0.173	0.191	0.802								
EscE	0.093	-0.011	0.007	-0.076	-0.029	0.246	0.252	0.183	0.82							
Faci	0.031	-0.08	0.039	0.004	0.025	0.155	0.144	0.093	0.142	0.807						
Acc	0.04	-0.075	-0.077	-0.001	0.064	0.042	0.135	0.084	0.099	0.129	0.806					
CS	0.049	-0.014	-0.056	-0.069	0.027	0.09	0.086	0.063	0.111	0.176	0.142	0.806				
FV	0.025	-0.059	-0.011	-0.032	-0.026	0.457	0.436	0.442	0.41	0.451	0.245	0.305	0.935			
EV	0.054	0.02	-0.052	-0.041	-0.007	0.355	0.564	0.287	0.506	0.333	0.304	0.418	0.636	0.938		
SAT	0.022	0.002	-0.011	-0.026	-0.011	0.305	0.454	0.315	0.406	0.31	0.253	0.313	0.701	0.697	0.899	
BI	0.027	-0.062	0.026	-0.002	-0.014	0.34	0.433	0.31	0.411	0.353	0.246	0.29	0.69	0.672	0.686	0.

Note: EDU=Education, PurVist= purpose of visit, EdE= Education Experience, EntE=Entertainment Experience, EstE=Esthetic Experience, EscE=Escapist Experience, Faci=Facilities, Acc=Accessibility, CS=Complementary Services, FV=Functional Value, EV=Emotional Value, SAT=Satisfaction, BI=Behavior Intention

Table 6
Results of path analysis

Hypotheses	Path	β	T-Value	P-Value
H1a	EduE $\rightarrow$ FV	0.26	9.113	0
H1b	EntE $\rightarrow$ FV	0.219	7.737	0
H1c	EstE $\rightarrow$ FV	0.278	10.307	0
H1d	EscE $\rightarrow$ FV	0.171	6.221	0
H2a	EduE $\rightarrow$ EV	0.138	5.036	0
H2b	EntE $\rightarrow$ EV	0.38	13.661	0
H2c	EstE $\rightarrow$ EV	0.094	3.518	0
H2d	EscE $\rightarrow$ EV	0.293	10.466	0
H3a	Faci $\rightarrow$ FV	0.288	9.54	0
H3b	Acc $\rightarrow$ FV	0.104	4.097	0
H3c	CS $\rightarrow$ FV	0.16	6.051	0
H4a	Faci $\rightarrow$ EV	0.136	5.349	0
H4b	Acc $\rightarrow$ EV	0.151	5.667	0
H4c	CS $\rightarrow$ EV	0.289	10.524	0
H5	FV $\rightarrow$ Satisfaction	0.433	13.707	0
H6	FV $\rightarrow$ BI	0.323	8.631	0
H7	EV $\rightarrow$ Satisfaction	0.421	13.065	0
H8	EV $\rightarrow$ BI	0.292	7.32	0
H9	Satisfaction $\rightarrow$ BI	0.257	6.371	0
Note: EduE= Education Experience, EntE=Entertainment Experience, EstE=Esthetic Experience, EscE=Escapist Experience, Faci=Facilities, Acc=Accessibility, CS=Complementary Services, FV=Functional Value, EV=Emotional Value, BI=Behavior Intention				

After confirming that the data satisfied the assumptions of normality, reliability, validity, and acceptable levels of multicollinearity, the next step involved examining the path coefficients within the structural equation model (SEM). Hypotheses H1a–H1d proposed that the four dimensions of the experience economy, namely educational experience, entertainment experience, esthetic experience, and escapist experience, are positively associated with functional value. As shown in Table 6, the results indicate that all four paths are positive and statistically significant ($\beta = 0.260$, $\beta = 0.219$, $\beta = 0.278$, and $\beta = 0.171$, respectively; all $p < 0.001$), thereby providing empirical support for Hypotheses H1a–H1d. Hypotheses H2a–H2d examined the effects of the four experience economy dimensions, namely educational experience, entertainment experience, esthetic experience, and escapist experience, on emotional value. As shown in Table 6, all four dimensions exert significant positive effects on emotional value ($\beta = 0.138$, $\beta = 0.380$, $\beta = 0.094$, and $\beta = 0.293$, respectively; all $p < 0.001$). These findings provide empirical support for Hypotheses H2a–H2d. Hypotheses H3a–H3c focused on the relationships between tourist destination environment attributes and functional value. The results indicate that facilities, accessibility, and complementary services all have positive and statistically significant effects on functional value. Specifically, facilities exhibit the strongest influence ($\beta = 0.288$), followed by complementary services ($\beta = 0.160$) and accessibility ($\beta = 0.104$), with all path coefficients reaching statistical significance (all $p < 0.001$). Therefore, Hypotheses H3a–H3c are supported. The findings further demonstrate that tourist destination environment play an important role in shaping emotional value. Specifically, facilities, accessibility, and complementary services all show significant positive associations with emotional value ($\beta = 0.136$, $\beta = 0.151$, and $\beta = 0.289$, respectively; all $p < 0.001$), providing empirical support for Hypotheses H4a–H4c. Hypothesis 5 examined the relationship between functional value and satisfaction. As shown in Table 6, functional value has a strong and positive effect on satisfaction ($\beta = 0.433$, $p < 0.001$), indicating that higher perceived functional value significantly enhances tourists' satisfaction. Thus, H5 is supported. Hypothesis 6 proposed that functional value positively influences behavioral intention. The results reveal a significant positive association between functional value and behavioral intention ($\beta = 0.323$, $p < 0.001$), suggesting that functional value directly contributes to tourists' intention to engage in future behaviors. Therefore, H6 is supported. Hypothesis 7 addressed the effect of emotional value on satisfaction. Emotional value exhibits a significant and positive impact on satisfaction ($\beta = 0.421$, $p < 0.001$), demonstrating that emotional experiences play an important role in shaping tourists' satisfaction. Therefore, H7 is supported. Hypothesis 8 examined the relationship between emotional value and behavioral intention. The empirical results indicate that emotional value is positively and significantly associated with behavioral intention ($\beta = 0.292$, $p < 0.001$), suggesting that emotionally enriched experiences increase tourists' likelihood of favorable behavioral responses. Thus, H8 is supported. Hypothesis 9 proposed that satisfaction positively influences behavioral intention. The findings show that satisfaction has a significant positive effect on behavioral intention ($\beta = 0.257$, $p < 0.001$), confirming that higher satisfaction levels lead to stronger behavioral intentions. Therefore, hypothesis 9 is supported.

Moreover, the explanatory power of the structural model was evaluated using the coefficient of determination (R^2). The adjusted R^2 values indicate that emotional value and functional value are explained at levels of 64.6% and 60.6%, respectively, by the experience economy dimensions and destination environment attributes. With respect to the outcome variables, satisfaction and behavioral intention exhibit adjusted R^2 values of 0.596 and 0.593,

respectively. These results suggest that functional value and emotional value provide substantial explanatory power for both satisfaction and behavioral intention. Detailed R^2 and adjusted R^2 values are reported in Table 7.

Table 7
Coefficient of Determination

R squared	Functional Value	Emotional Value	Satisfaction	Behavior Intention
	0.611	0.651	0.597	0.599
Adjusted R squared	0.606	0.646	0.596	0.593

Table 8
Model Fit

SRMR	Saturated model	Estimated model
	0.033	0.034
d_ULS	1.112	1.208
d_G	0.534	0.525
Chi-square	1858.279	1808.635
NFI	0.872	0.876

In addition, the overall model fit was evaluated using multiple goodness-of-fit indices. As shown in Table 8, the standardized root mean square residual (SRMR) values for both the saturated model (0.033) and the estimated model (0.034) are well below the recommended threshold of 0.08, indicating a satisfactory model fit (Henseler et al., 2014). The discrepancy measures d_ULS and d_G for the estimated model (1.208 and 0.525, respectively) are comparable to those of the saturated model, suggesting an acceptable level of model approximation, as recommended for PLS-SEM model evaluation (Dijkstra & Henseler, 2015). Furthermore, the normed fit index (NFI) values for the saturated and estimated models are 0.872 and 0.876, respectively, approaching the commonly accepted cutoff value of 0.90, which provides additional support for the adequacy of the proposed structural model (Hair, 2014). Taken together, these results indicate that the proposed structural model demonstrates an adequate and robust fit to the data.

Discussion

This study draws on experience economy theory and the tourist destination environment framework. It investigates learning-oriented industrial tourism in the wellness industry, with particular attention to how experiential and environmental factors work together to shape value perceptions and behavioral intentions. The results show that educational, entertainment, esthetic, and escapist experiences all have significant positive effects on both functional value and emotional value. Together, these findings suggest that experiential learning in industrial tourism operates through both cognitive and affective pathways. Educational and esthetic experiences exhibit comparatively stronger influences on functional value. This pattern indicates that participants primarily assess learning-oriented industrial tourism in terms of knowledge relevance, professional content, and presentation clarity. The results align with previous study found that experiential learning environments generate utilitarian value when they facilitate knowledge acquisition, benchmarking, and skill transfer, rather than focusing solely on enjoyment (Lin, 2020). In contrast, entertainment and escapist experiences are more strongly related to emotional value. This finding is consistent with prior research suggesting that immersive and engaging experiences, as well as temporary detachment from routine, foster affective responses such as inspiration and enthusiasm, which are critical for innovation-oriented learning (Rather et al., 2019).

Beyond experiential design, the results also indicated that destination environment attributes are critical to functional and emotional value. Facilities exert the strongest influence on functional value, underscoring the role of infrastructure quality and technological readiness in supporting learning effectiveness. Accessibility plays a weaker significant role, suggesting that it serves mainly as a foundational condition. Additionally, complementary services are more strongly associated with emotional value. This study also found that functional value and emotional value serve as key mediating mechanisms linking industrial tourism experiences to satisfaction and behavioral intention. Functional value shows the strongest association with satisfaction, suggesting that participants in learning-oriented industrial tourism primarily evaluate their experiences in terms of perceived usefulness and applicability to professional practice. Moreover, emotional value also plays a significant role in shaping satisfaction and behavioral intention, indicating that affective experiences enhance motivation for continued participation and recommendation. The results consistent with contemporary value–satisfaction–behavior frameworks in tourism and service research, which emphasize the complementary roles of utilitarian and hedonic value in shaping post-experience behavior (Su et al., 2023).

Implications

This study based on experience economy theory and the tourist destination environment, advances the industrial tourism literature by repositioning factory-based visits as a learning-oriented experiential system rather than a purely heritage product. Previous studies on industrial tourism have mainly focused on the industry heritage tourism context, with comparatively limited attention given to its potential role in learning and capability development (Montenegro et al., 2023; Valverde-Roda et al., 2022). This study focuses on wellness industry tourists and extends the concept of industrial tourism to encompass knowledge acquisition and professional interpretation. Second, this study refines experience economy theory by demonstrating a dual-value mechanism in learning-oriented industrial tourism. The four experiential dimensions jointly shape functional and emotional value, suggesting that experiential learning involves both cognitive evaluation and affective engagement. In this sense, value perceptions serve as key mechanisms through which experience design

translates into satisfaction and behavioral intention. Third, by integrating destination environment into the experience economy framework, this study extends prior research that has often examined experience design separately from the service setting (Schaefer et al., 2025). The findings indicate that the environment could shape how industrial tourism experiences are interpreted in terms of professionalism, credibility, and continued engagement, thereby filling the research gap in industry tourism research.

This study also provides several practical implications for the development of learning-oriented industrial tourism in Foshan, a city characterized by a strong manufacturing base and an expanding wellness and silver-economy sector. First, for industrial tourism providers in Foshan, the findings suggest that factory-based visits should be designed as structured learning experiences rather than simple production showcases. The strong effects of educational and esthetic experiences on functional value indicate that tours should emphasize professional interpretation, clear process explanation, and innovation narratives related to the wellness and elderly-care industries. In addition, well-organized spatial layouts and professional presentation can further enhance participants' perceptions of learning usefulness. Second, the critical role of complementary services in shaping emotional value emphasizes the need of guided interpretation, interactive activities, and professional interaction opportunities. In Foshan, where the manufacturing, healthcare, and senior-care industries are inextricably linked, industrial tourism programs that encourage cross-sector interaction and reflection may increase participants' inspiration and involvement. Third, the results highlight the significance of learning-supportive facilities and high-quality infrastructure for destination managers and local authorities in Foshan. Investing in cutting-edge infrastructure and technological preparedness can assist establish industrial tourism as a reliable venue for professional development and the spread of innovation. Finally, the findings indicate that learning-oriented industrial tourism can be a useful strategy for connecting Foshan's manufacturing strengths with the growth needs of the wellness industry, hence promoting knowledge transfer and innovation within the silver-economy ecosystem.

Limitations and Further Study

This research also has several limitations. First, this study focuses on Foshan, a city characterized by a strong manufacturing base and an emerging wellness and silver-economy sector. Although this context is appropriate for research purposes, regional conditions may influence the results. Future studies are encouraged to test the model in other regions with different economic and industrial settings. Second, this study is based on cross-sectional survey data, which limits the ability to examine changes in learning perceptions and behavioral intentions over time. Learning-oriented industrial tourism may produce delayed or cumulative effects, particularly with respect to innovation application and professional development. Future research could adopt longitudinal or mixed method approaches to better capture how experiential learning outcomes develop after participation. Third, although this study examines functional value and emotional value perceptions as key mediating mechanisms, other psychological or organizational factors may also influence learning outcomes in industrial tourism contexts. Future research could incorporate variables such as learning orientation, prior industry experience, or organizational support to further extend the explanatory framework. Finally, this study focuses on behavioral intention rather than actual post-visit behaviors or innovation outcomes. Future research could examine how participation in learning-oriented industrial tourism translates into concrete actions, such as collaboration, adoption of new practices, or business innovation, to further clarify the link between experiential learning and industry transformation.

Declarations

Author Contribution

LY was the primary author who drafted the main manuscript. SZ collected and analyzed the data, and also wrote the methodology section. XZ provided assistance with data analysis. SS gave suggestions and supervised the revision of the manuscript. All authors critically reviewed the manuscript and made necessary amendments.

Data Availability

Data Availability Statement The raw data supporting the conclusions of this study are available from the corresponding author upon reasonable request.

References

1. Abraham J, White KM (2017) Tracking the changing landscape of corporate wellness companies. *Health Aff* 36(2):222–228. <https://doi.org/https://doi.org/10.1377/hlthaff.2016.1138>
2. Badia F, Galeone G, Shini M (2024) Sustainable strategies of industrial tourism in the agri-food business: an exploratory approach. *Br Food J* 126(1):327–346. <https://doi.org/https://doi.org/10.1108/BFJ-11-2022-1031>
3. Bai T (2024) 2024 Foshan Municipal Government Work Report. Retrieved October from https://www.foshan.gov.cn/gkmlpt/content/5/5906/post_5906904.html#27
4. Bazha V, Prohorova V (2020) The experience economy: work is theater and every business is stage. *World Econ Int Bus* 1(17):97–109. <https://doi.org/http://edoc.bseu.by:8080/handle/edoc/85351>
5. Cain MK, Zhang Z, Yuan K-H (2017) Univariate and multivariate skewness and kurtosis for measuring nonnormality: Prevalence, influence and estimation. *Behav Res Methods* 49(5):1716–1735. <https://doi.org/https://link.springer.com/article/10.3758/s13428-016-0814-1>
6. Chang AY-P, Hung K-P (2021) Development and validation of a tourist experience scale for cultural and creative industries parks. *J Destination Mark Manage* 20:100560. <https://doi.org/https://doi.org/10.1016/j.jdmm.2021.100560>

7. Chen T-L, Gau L-S, Wu T-F (2014) Apply ground theory to interpret escapist experiences in Mudanwan Villa. *Open J Social Sci* 2(3):44–47. <https://doi.org/http://dx.doi.org/10.4236/jss.2014.23009>
8. Cheung GW, Cooper-Thomas HD, Lau RS, Wang LC (2024) Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pac J Manage* 41(2):745–783. <https://doi.org/https://link.springer.com/article/10.1007/s10490-023-09871-y>
9. Dijkstra TK, Henseler J (2015) Consistent partial least squares path modeling. *MIS Q* 39(2):297–316. <https://doi.org/https://www.jstor.org/stable/26628355>
10. Frew EA (2008) Industrial tourism theory and implemented strategies. In *Advances in culture, tourism and hospitality research* (pp. 27–42). Emerald Group Publishing Limited. [https://doi.org/https://doi.org/10.1016/S1871-3173\(08\)02002-8](https://doi.org/https://doi.org/10.1016/S1871-3173(08)02002-8)
11. Hair JF (2014) A primer on partial least squares structural equation modeling (PLS-SEM). Sage
12. Hair JF, Risher JJ, Sarstedt M, Ringle CM (2019) When to use and how to report the results of PLS-SEM. *Eur Bus Rev* 31(1):2–24. <https://doi.org/https://doi.org/10.1108/EBR-11-2018-0203>
13. Han C, Song Y, Zhao Y (2024) An Evaluation Study on Tourists' Environmental Satisfaction after Re-Use of Industrial Heritage Buildings. *Sustainability* 16(7):3032. <https://doi.org/https://doi.org/10.3390/su16073032>
14. Henseler J, Dijkstra TK, Sarstedt M, Ringle CM, Diamantopoulos A, Straub DW, Calantone RJ (2014) Common beliefs and reality about PLS: Comments on Rönkkö and Evermann (2013). *Organizational research methods*, 17(2), 182–209. <https://doi.org/https://doi.org/10.1177/1094428114526928>
15. Henseler J, Ringle CM, Sarstedt M (2015) A new criterion for assessing discriminant validity in variance-based structural equation modeling. *J Acad Mark Sci* 43(1):115–135. <https://doi.org/https://link.springer.com/article/10.1007/s11747-014-0403-8>
16. Hosany S, Zeglat D, Odeh K (2016) *Measuring Experience Economy Concepts in Tourism: A Replication and Extension* 2009 TTRA International Conference
17. Hur WM, Kim Y, Park K (2013) Assessing the effects of perceived value and satisfaction on customer loyalty: a 'green' perspective. *Corp Soc Responsib Environ Manag* 20(3):146–156. <https://doi.org/https://doi.org/10.1002/csr.1280>
18. Jeong J-H, Lee K-H (2006) The physical environment in museums and its effects on visitors' satisfaction. *Build Environ* 41(7):963–969. <https://doi.org/https://doi.org/10.1016/j.buildenv.2005.04.004>
19. Lee C-F (2016) An investigation of factors determining industrial tourism attractiveness. *Tourism Hospitality Res* 16(2):184–197. <https://doi.org/https://doi.org/10.1177/1467358415600217>
20. Li R, Cui J, Peng J, Yen T-FT (2023) A Study of the Construction of Smart Healthy Elderly Care City: An Aspect of Foshan City, Guangdong Province. *Asian J Educ Social Stud* 49(4):454–466. <https://doi.org/https://hal.science/hal-05170429/>
21. Liao C, Zuo Y, Xu S, Law R, Zhang M (2023) Dimensions of the health benefits of wellness tourism: A review. *Front Psychol* 13:1071578. <https://doi.org/https://doi.org/10.3389/fpsyg.2022.1071578>
22. Lin C-H (2020) Industrial tourism: moderating effects of commitment and readiness on the relationship between tourist experiences and perceived souvenir value. *Int J Cult Tourism Hospitality Res* 14(4):545–564. <https://doi.org/https://doi.org/10.1108/IJCTHR-02-2019-0027>
23. Luo JM, Lam CF, Fan DX (2020) The development of measurement scale for entertainment tourism experience: A case study in Macau. *Curr Issues Tourism* 23(7):852–866. <https://doi.org/https://doi.org/10.1080/13683500.2018.1556251>
24. Luo Y, Lanlung C, Kim E, Tang LR, Song SM (2018) Towards quality of life: The effects of the wellness tourism experience. *J Travel Tourism Mark* 35(4):410–424. <https://doi.org/https://doi.org/10.1080/10548408.2017.1358236>
25. Maravilhas S, Martins J (2019) Strategic knowledge management in a digital environment: Tacit and explicit knowledge in Fab Labs. *J Bus Res* 94:353–359. <https://doi.org/https://doi.org/10.1016/j.jbusres.2018.01.061>
26. Montenegro Z, Marques J, Sousa C (2022) Understanding the concept of Industrial Tourism: A systematic review of the literature. *Proceedings of the 5th International Conference on Tourism Research*
27. Montenegro Z, Marques J, Sousa C (2023) Industrial Tourism as a Factor of Sustainability and Competitiveness in Operating Industrial Companies. *Sustainability*, 15(19), 14243. <https://www.mdpi.com/2071-1050/15/19/14243>
28. Nan F (2019) *Unlock new ways to enjoy industrial tourism*. Retrieved October from <https://static.nfapp.southcn.com/content/201911/11/c2794151.html>
29. Oh H, Fiore AM, Jeoung M (2007) Measuring experience economy concepts: Tourism applications. *J travel Res* 46(2):119–132. <https://doi.org/https://doi.org/10.1177/0047287507304039>
30. Ouyang SL, Xin (2024) *How can Shunde strike gold by making efforts in the new track of the silver economy?* Nanfang Daily Retrieved October from <https://static.nfnews.com/content/202411/01/c10213964.html?appversion=11800&colID=40&enterColumnId=40&firstColID=2329>
31. Pine BJ, Gilmore JH (2011) The experience economy. Harv Bus Press. <https://doi.org/https://enlillebid.dk/mmd/wp-content/uploads/2012/03/Welcome-to-the-Experience-Economy-Pine-and-Gilmore.pdf>
32. Qiu N, Li H, Pan C, Wu J, Guo J (2024) The study on the relationship between perceived value, satisfaction, and tourist loyalty at industrial heritage sites. *Heliyon*, 10(17). [https://doi.org/https://www.cell.com/heliyon/fulltext/S2405-8440\(24\)13215-X](https://doi.org/https://www.cell.com/heliyon/fulltext/S2405-8440(24)13215-X)
33. Rasoolimanesh SM, Iranmanesh M, Amin M, Hussain K, Jaafar M, Ataeishad H (2020) Are functional, emotional and social values interrelated? A study of traditional guesthouses in Iran. *Int J Contemp Hospitality Manage* 32(9):2857–2880. <https://doi.org/https://doi.org/10.1108/IJCHM-03-2020-0193>
34. Rather RA, Hollebeek LD, Islam JU (2019) Tourism-based customer engagement: The construct, antecedents, and consequences. *Serv Ind J* 39(7–8):519–540. <https://doi.org/https://doi.org/10.1080/02642069.2019.1570154>
35. Schaefers T, Hülsebusch D, Cziehso G (2025) Come and visit us! The effects of factory tour participation on customers. *Ind Mark Manage* 125:169–178. <https://doi.org/https://doi.org/10.1016/j.indmarman.2025.01.004>

36. Schönherr S, Eller R, Kallmuenzer A, Peters M (2023) Organisational learning and sustainable tourism: the enabling role of digital transformation. *J Knowl Manage* 27(11):82–100. <https://doi.org/https://doi.org/10.1108/JKM-06-2022-0434>
37. Song HJ, Lee C-K, Park JA, Hwang YH, Reisinger Y (2015) The influence of tourist experience on perceived value and satisfaction with temple stays: The experience economy theory. *J Travel Tourism Mark* 32(4):401–415. <https://doi.org/https://doi.org/10.1080/10548408.2014.898606>
38. Stamboulis Y, Skayannis P (2003) Innovation strategies and technology for experience-based tourism. *Tour Manag* 24(1):35–43. [https://doi.org/https://doi.org/10.1016/S0261-5177\(02\)00047-X](https://doi.org/https://doi.org/10.1016/S0261-5177(02)00047-X)
39. Su L, Pan L, Wen J, Phau I (2023) Effects of tourism experiences on tourists' subjective well-being through recollection and storytelling. *J Vacation Mark* 29(4):479–497. <https://doi.org/https://doi.org/10.1177/13567667221101414>
40. Taber KS (2018) The use of Cronbach's alpha when developing and reporting research instruments in science education. *Res Sci Educ* 48(6):1273–1296. <https://doi.org/https://link.springer.com/article/10.1007/S11165-016-9602-2>
41. Tsagris M, Pandis N (2021) Multicollinearity. *American journal of orthodontics and dentofacial orthopedics*, 159(5), 695–696. [https://doi.org/https://www.ajodo.org/article/S0889-5406\(21\)00104-9/fulltext](https://doi.org/https://www.ajodo.org/article/S0889-5406(21)00104-9/fulltext)
42. Valverde-Roda J, Moral-Cuadra S, Aguilar-Rivero M, Solano-Sánchez MÁ (2022) Perceived value, satisfaction and loyalty in a world heritage site alhambra and generalife (Granada, Spain). *Int J Tourism Cities* 8(4):949–964. <https://doi.org/https://doi.org/10.1108/IJTC-08-2021-0174>
43. Voorhees CM, Brady MK, Calantone R, Ramirez E (2016) Discriminant validity testing in marketing: an analysis, causes for concern, and proposed remedies. *J Acad Mark Sci* 44(1):119–134. <https://doi.org/https://link.springer.com/article/10.1007/S11747-015-0455-4>
44. Wei C, Zhang T (2023) Authenticity and quality of industrial heritage as the drivers of tourists' loyalty and environmentally responsible behavior. *Sustainability* 15(11):8791. <https://doi.org/https://doi.org/10.3390/su15118791>
45. Xia XL, Kangfu (2025) *Foshan is making efforts in the silver-haired blue ocean to seize the trillion-level new track*. Retrieved October from <https://www.nfnews.com/content/Y3MpOxbPy1.html>
46. Yao L, Gao C, Zhuang Y, Yang H, Wang X (2024) Exploring the spatiotemporal dynamics and simulating heritage corridors for sustainable development of industrial heritage in Foshan City. *China Sustainability* 16(13):5605. <https://doi.org/https://doi.org/10.3390/su16135605>
47. Zhang B (2025) *The Municipal Political Consultative Conference conducts a special inspection on the development of food industry tourism*. Retrieved October from https://www.foshan.gov.cn/zwgk/zwtd/bmdt/content/post_6613966.html
48. Zhang J (2024) Health Tourism Development in Zhaoqing: Sojourn Trend Strategy. *Int J Manage Organ* 2(1):1–10. <https://doi.org/https://www.itiptw.com/IJMO/IJMO-19-DOI.pdf>
49. Zhang T, Wang Y, Xie Y (2024) Raising the Curtain: The service theater model as a tool of industrial tourism and effects on customer experience. *J Infrastructure Policy Dev* 8:4513. <https://doi.org/10.24294/jipd.v8i6.4513>
50. Zhao X (2025) *Seizing the Trillion-Yuan Track: Foshan Releases Action Plan for the Silver Economy*. Retrieved October from https://www.toutiao.com/article/7517549165652574732/?upstream_biz
51. Zhong Q (2025) *Foshan solves the problem of Industry + Tourism, and the Four Mountains and Two Rivers Industrial Alliance activates a new sample of humanistic economy*. Retrieved October from https://www.toutiao.com/article/7544222858315137582/?upstream_biz=doubao&source=m_redirect

Figures

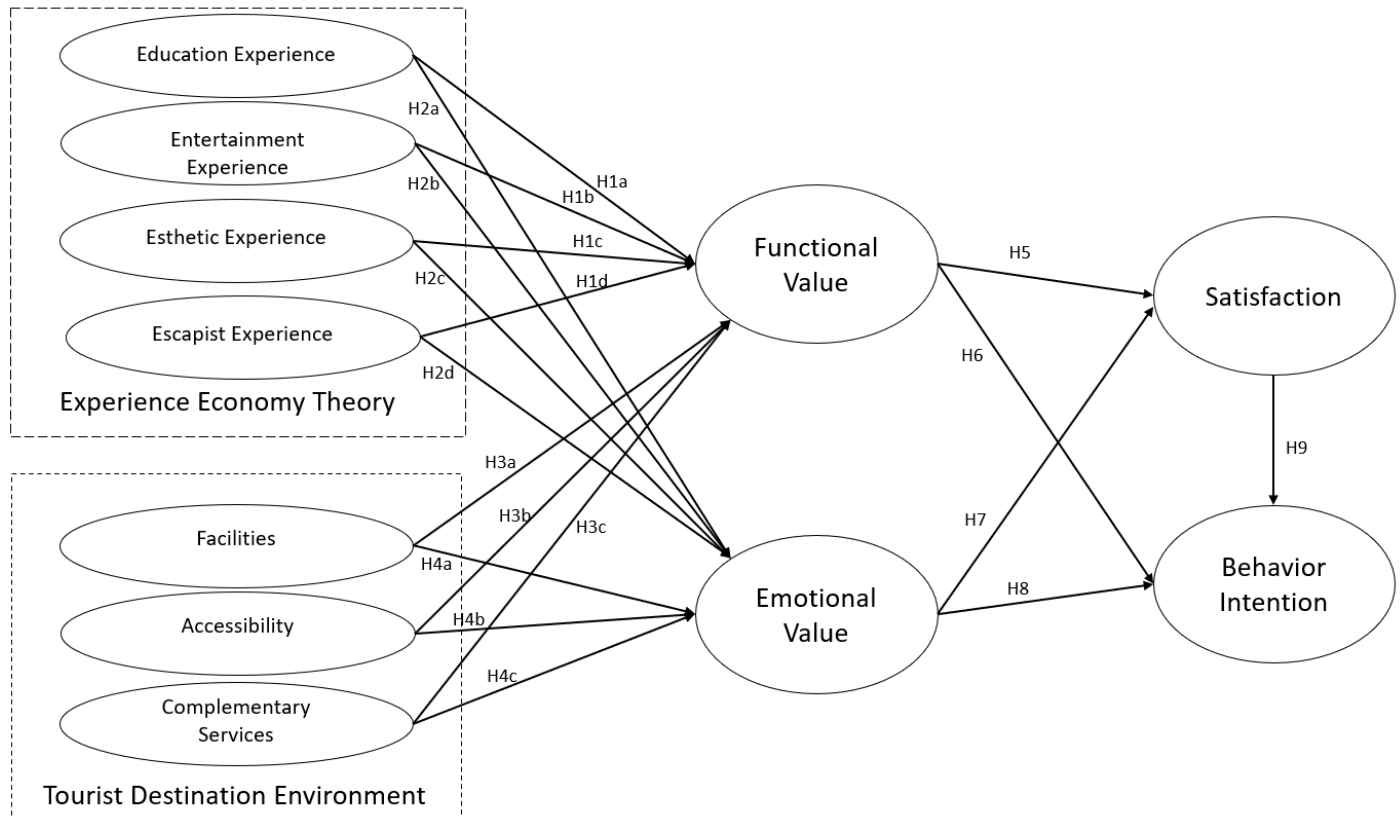


Figure 1

Conceptual framework

Alt Text: Conceptual model illustrates the relationships among experiential dimensions, destination environment attributes, perceived functional value, perceived emotional value, satisfaction, and behavioral intention.

Supplementary Files

This is a list of supplementary files associated with this preprint. Click to download.

- [SupplementaryTable.docx](#)
- [Questionnaire.docx](#)
- [RowData.xlsx](#)