

## **Exploring the factors affecting visitors' revisit intention in urban parks based on the experience economy theory**

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### **INTRODUCTION**

In recent years, many scholars have focused on studies in urban parks. As tourism destinations, parks provide convenient leisure and recreational spaces for urban residents (Kyle et al., 2004). While pursuing the intrinsic values of parks (e.g., recreation, aesthetics, spiritual fulfillment, and human health), it is also important to consider that recreational users of parks also endeavor to create extrinsic values through recreational activities (Gross & Brown, 2008).

In tourism field, some previous studies have focused more on biodiversity in urban parks; for example, Hwang et al.(2025) studied flora and fauna biodiversity in urban parks and streetscapes in Singapore. Some scholars have also researched visitor emotions in urban parks. For example, Kong et al.(2022) examined how different types and landscape attributes of urban parks influence positive visitor emotions. However, there is lack of research that explores the tourism experiences of visiting urban parks and their influence on tourists' consequent behaviors. Experience economy has been extensively studied in various tourism settings. For example, Lai et al.(2021) used experience economy theory to study tourists' destination culinary experience on electronic word-of-mouth. Zhang et al.(2021) scholars apply experience economy theory on tourists to study multiple experiences in art performance tourism. However, few research has applied the experience economy to tourism destinations like urban parks. Attitude has been extensively studied in tourism industry. For example, Wang et al.(2023) study that attitude can positively influence postmodern tourists' behavioral intention. But few articles have studied how attitude affects urban park visitors' behavioral intention.

Therefore, based on the theory of experience economy, this study constructs the model of “experience-destination attitude-place attachment-intention to revisit” , and systematically explores the formation mechanism of visitors' behavioral intention in urban parks. The theoretical contributions of this study are reflected in the following two aspects: first, integrating the four dimensions of experience economy (education, entertainment, escapism, and aesthetics) into urban park scenes, verifying their synergistic effects on the differentiated paths of attitudes and place attachment, and filling the gap of the applicability of the experience economy theory to the public leisure space; Second, revealing the relationship between “experience-behavior” and “attitude-attitude” in the urban parks , which provides a new perspective for the theory of tourist behavior. From a practical perspective, this study provides insights into the development and utilization of urban park products in the tourism market.

### **METHOD**

This study attempts to explore the relationship between experience, destination attitudes, place attachment and behavioral intentions.

Qianling Mountain Park was selected as the research site for this study. Qianling Mountain is located northwest of the Guiyang City Center, Guizhou Province. Qianling Mountain Park was selected as one of China's most famous gardens. At the same time, this destination has many urban park tourists, which is beneficial for research. A face-to-face survey was also conducted in the Qianling Mountain Park.

The questionnaire in this study used 7 points likert, consisting of two parts. The first part consisted of 24 items on the four dimensions of the Experience Economy Theory (educational, entertainment, escapism, and esthetic) and on attitudes toward visiting urban park destinations, place attachment, and tourists revisit intention. The second part is the demographic part which includes 5 items such as gender,

age and occupation. The measurement scale design in this study was based on previous studies and was then modified according to the purpose and actual situation of this study. Considering that most of the respondents were Chinese tourists, the English questionnaire was translated back into Chinese to ensure the accuracy of the measurement, and 20 questionnaires were distributed to visitors and professionals in the tourism industry to ascertain the content validity of the survey.

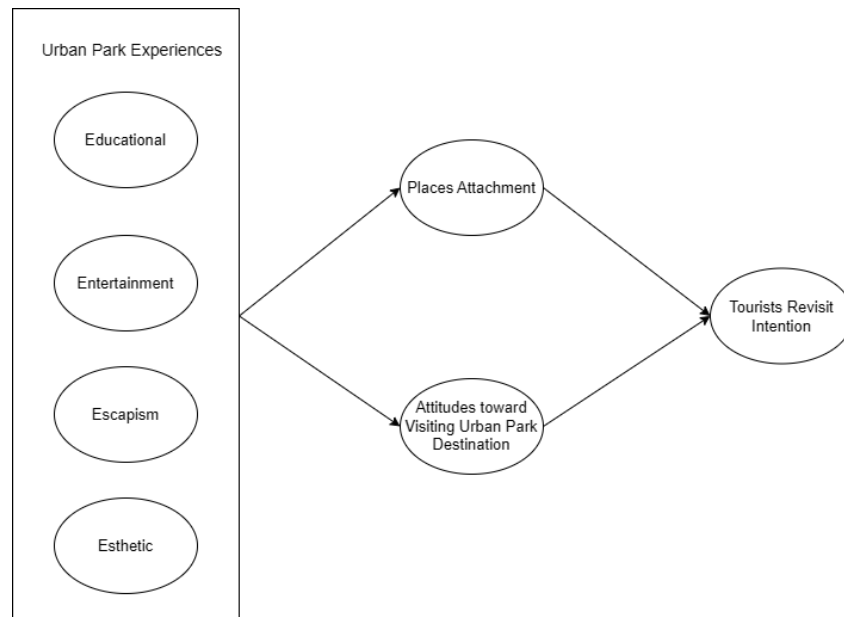


Figure 1. Hypothesis model

## FINDINGS

After screening, a total of 150 valid data were collected in this study through time-based systematic sampling, which is a commonly used probability sampling method in tourism research (Wong et al., 2020). This study examined the relationship between urban park experiences (educational, entertainment, escapism, esthetic), place attachment, attitude to visiting an urban park destination, and tourist revisit intention by using SmartPLS 4.1.0.9 for structural equation modeling (SEM). The results show that urban park experiences positively influence places attachment and attitudes toward visiting urban park destinations. Places attachment and attitudes toward visiting urban park destinations positively influence tourists revisit intention. The detailed results of this study can be found in Table 1.

Table 1. Results of the Measurement Models Testing

	Co-efficient	T statistics	P values
4E → AD	0.583	8.953	0.000
4E → PA	0.651	9.788	0.000
AD → TRI	0.407	4.749	0.000
EDUE → 4E	0.369	11.148	0.000
ENTE → 4E	0.271	8.818	0.000
ESCE → 4E	0.352	11.472	0.000
ESTE → 4E	0.325	9.335	0.000
PA → TRI	0.322	4.237	0.000
	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
4E	0.583	0.906	0.448
AD	0.651	0.885	0.661
EDUE	0.407	0.947	0.856
ENTE	0.369	0.885	0.720
ESCE	0.271	0.912	0.776
ESTE	0.352	0.911	0.774
PA	0.325	0.874	0.634
TRI	0.322	0.915	0.730

Remark: 4E= Educational, Entertainment, Escapism, Esthetic; AD= Attitude to Visiting Urban Park Destination; EDUE= Educational; ENTE= Entertainment; ESCE= Escapism; ESTE= Esthetic; PA= Place Attachment; TRI= Tourist Revisit Intention

## CONCLUSION

According to these findings, it can be concluded that the relationships within the framework have a positive impact, and the influence of urban park experiences on place attachment is stronger than that of attitudes toward visiting urban park destinations. Attitudes toward visiting urban park destinations have a stronger influence on tourists revisit intention than places attachment.

In terms of the theoretical implications, this study expands the application of experience economy theory in urban park, and enriches our understanding of urban park experiences among visitors. In practice, this study provides insights for administrators in urban parks to improve the urban park quality to generate tourists' pleasant and unforgettable experiences and further form an emotional connection and attachment to urban parks.

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