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# Exploring the Dimensions of Memorable Tourism Experience: A Netnography Study on Lahore Museum

**Adeel Naqvi**, *Hailey College of Commerce, The University of Punjab, Pakistan*

**Rab Nawaz Lodhi**, *Hailey College of Commerce, The University of Punjab, Pakistan*

## ARTICLE DETAILS ABSTRACT

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*Abusive Supervision, Psychological Distress, Work-family Conflict and Family Support*

In this study, we have investigated the association of conflict between work-family and abusive supervision by moderating the function of support from families and utilizing psychological distress as a mediator. We have used the spillover theory to establish the associations between the variables. Data was acquired from Pakistan's health sector and analyzed using multiple regression to test the premise of this study. This study indicated that abusive supervision has a positive association with work-family conflict, whereas psychological distress serves as a moderator between abusive supervision and work-family conflict. This study showed that supervisors' unpleasant behaviors might contribute to poor job outcomes and greater mental stress. The study's findings focused on developing knowledge about the factors of negative supervisory behavior and workplace-family disputes.



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\*Corresponding author: [adeelnaqvi@vu.edu.pk](mailto:adeelnaqvi@vu.edu.pk)

## Introduction

Tourism is considered as one of the main industry that contributed towards the economic growth of a country (Nicolaidis, 2020)<sup>i</sup>. In tourism and hospitality industry, new technological methods are applied for gaining tourists' intention (Cheng et al., 2020)<sup>ii</sup>. Particularly in terms of creating jobs and income, the tourism industry played a vital role in the economy and through the

use of internet tourists are sharing their experiences whether positive or negative on travel websites (Perinotto et al., 2023).<sup>iii</sup>

It has also been observed that tourists who have positive memorable tourism experiences are more likely to have favorable behavioral intention and destination satisfaction (Gohary et al., 2020)<sup>iv</sup>. People have different attitudes, beliefs and values so they have different tourism experiences and researchers also found limited researches on memorable tourism experiences (Seyfi et al., 2020)<sup>v</sup>. Memory starts with the coding of experiences input and ends when information is retrieved (Wei et al., 2019)<sup>vi</sup>. Higher hedonism characteristic visitors are expected to have a pleasant, memorable experience (Tiwari et al., 2022)<sup>vii</sup>. More enjoyment and satisfaction to the destination are generated by memorable tourism experiences. (Azis et al., 2020)<sup>viii</sup>.

Cultural tourism, a main form of tourism, where the primary goals of the tourists are to discover, study, feel and engage with diverse cultural attractions, and spirituality at various tourist locations (Du Cros & McKercher, 2020; Richards, 2018). Richards (2018)<sup>ix</sup> defined it as “a practice where a traveler’s primary aim is to discover, educate, engage, and enjoy a variety of cultural attractions while visiting tourist destinations.” However it is considered as a specialized sector within the tourism industry and received less attention than mass tourism (Vergori & Arima, 2020).

Development of historical sites is therefore necessary for preserving the nation’s history and its heritage (Mahirah et al., 2020)<sup>x</sup>. Museum are considered as main cultural institutions that present cultural and historical knowledge to public (Shaffer, 2020). Through the presentation of historical objects, museums assist tourists in understanding and defining their own pasts (Khan & Afzaal, 2022) Museums are not only the main source of gathering and guard the nation history but also give nations access to their past (Higashi, 2019; Mctavish et al., 2017). Pakistan's tourism and hospitality industry have seen growth and CN Traveler magazine named Pakistan as the top vacation spot in 2021 (Rehman et al., 2022) Lahore has a history of thousand years ago and has become 2<sup>nd</sup> largest city and district of Pakistan along with this many Hindu, Greek, Muslim and British rulers rules here so Lahore has become cultural capital of Pakistan (Mahboob et al., 2020)<sup>xi</sup>. Creating meaningful connections with tourists and promoting cooperative relationships with the local people are ongoing challenges for museums in Pakistan (Majeed, 2022). Lahore museum was built by Prince Albert in 1890 but opened for general public in 1894, museum attractive red stone

domes structure at Mall road attracting tourists attention whereas residents of Lahore called it as the Ajaib Ghar, "The House of Wonder" (Ahmed, 2022)<sup>xii</sup>.

Exploring cultural experiences will give a new insight into the tourism industry. Literature related to cultural tourism is in the early stages and limited studies have examined cultural tourism experiences at cultural heritage sites to measure memorable experiences (Saleem & Umar, 2023)<sup>xiii</sup>. To address the research gaps, there is a need to study tourists' experiences at the Lahore Museum, so the purpose of the study is to explore the dimensions of memorable tourism experience at Lahore Museum, a specific cultural destination, through Netnography. The research question for this study is what are the determinants of the memorable tourism experience that serve as a guide for museum administrators? The significance of this research study is that it will add contribution to existing knowledge on memorable tourism experience while taking museum as cultural attraction. Practically speaking, the findings of this study will direct museum administrators to gain tourists attention through marketing and administrative perspectives.

## **Literature Review**

### **Memorable Tourism Experience**

Kim et al. (2012)<sup>xiv</sup> defined it as "a tourism experience remembered and recalled after the event has occurred" and they also developed scale of memorable tourism experience which consisted of seven different constructs such as social interaction, novelty, meaningfulness, knowledge, refreshment, involvement, and local culture. Some researchers have studied memorable tourism experiences on coffee tourism (Chen et al., 2021), Astro tourism (Rodrigues et al., 2023), and selfie tourism (Trinanda et al., 2022)<sup>xv</sup>. Many researchers have found service quality, up to date facilities, authenticity, convenience, engagement, amenities and accessibility as the dimensions of memorable tourism experiences (Mgxeke et al., 2019; Seyfi et al., 2020). However, in literature, there is no significant clarity about how to manage the cultural cite for memorable tourism experiences (Bec et al., 2019).

### **Cultural Tourism**

According to the United Nations World Tourism Organization's (UNWTO, 2018) report highlighted cultural tourism as an important segment of the tourism industry. Cultural tourism also plays a vital role as main economic and social contributor in nation's well-being (Han et al., 2019)<sup>xvi</sup>. Tangible heritage means architecture, museums, artifacts, parks, and intangibles heritage means local culture, traditions, and literature, etc. (Taheri et al., 2020)<sup>xvii</sup>. Happiness is promoted through cultural tourism and the social dynamics created by these experiences are very important to tourists (Sanagustín-Fons et al., 2020)<sup>xviii</sup>.

Cultural heritage has great significance because it values cultural diversity and human artistic abilities whereas buildings, museums and monuments which are tangible form of cultural heritage enhances the intangible form of cultural tourism (Heritage, 2019). Local arts and crafts become the tangible representation of the tourists' experience and encourage cross-cultural communication (Handapangoda et al., 2019)<sup>xix</sup>. Cultural heritage is considered as the main resource of cultural tourism and the most important component of tourism system (Bezova & Azara, 2021)<sup>xx</sup>. Heritage visitor attractions not only aid economic sustainability but also development of more innovative marketing methods (Lan et al., 2021)<sup>xxi</sup>.

### **Online reviews**

Online reviews created by tourists have gained popularity as a reliable source of data in recent years (Nayak et al., 2023). Tourists' online reviews are becoming a key source of knowledge that influences other tourists' preference towards destination (Guo et al., 2021). Online reviews by tourists create awareness, encouraging travel motivation, helps to choose a destination and build the destination image (Jiang et al., 2021). Travel decisions and perception of a destination depends upon the tourists' reviews (Lojo et al., 2020). Reviews of tourists give a short overview of a tourists' entire trip, from information search to post-purchase behaviors (McColl-Kennedy et al., 2019). Reviews on the internet are a great source of data for tourist research (Taecharungroj & Mathayomchan, 2019). Tourists' believe that online content is reliable as it offers valuable information which converts the potential visitors into actual visitors (Ferreira et al., 2022; Garner, 2022). Online reviews have grown in popularity among researchers because they offer distinctive insights into the tourists' experience (Tan & Yeo, 2020).

## **Methodology**

### **Netnography**

To better understand the memorable tourism experiences and address the proposed research questions, this research study adopted netnography, a qualitative research technique. Netnography was developed by Kozinets (1997) as an ethnography approach to study consumer perception and behavior in online environment. To explore tourists' experiences, tourists' reviews can be analyzed through netnography (An & Alarcón, 2021). Researchers can examine consumer behavior in diverse cultures and online communities due to netnography (Ji et al., 2016). Netnography has several benefits like low cost, quick collection of different opinions, accessibility, quality of online experiences, and the attainment of useful results. Since most reviews are written by tourists after completing their trips, netnography can be a highly helpful method for analyzing those tourist experiences (Zhang & Hitchcock, 2017).

Netnography is becoming more and more common in business research due to its growing number of studies particular to analyzing consumer behavior but still not yet fully applied in tourism sector (Tavakoli & Wijesinghe, 2019). The focus of netnography is on communications through online communities and social media (Costello et al., 2017). The unique advantage of netnography is that it is excellent at telling stories, comprehending complex social phenomena, and helping researchers to explore themes from the tourists' perspective (Thanh & Kirova, 2018).

### **Data Collection**

Authors extracted 183 online reviews from TripAdvisor because many researchers used this site for exploring tourists' experiences and perception towards different sites and hotels (Liu et al., 2022; Nayak et al., 2023; Perinotto et al., 2023). Authors used selenium automation, a web crawler technique, which is an open source framework and have the ability to fully simulate the browser operation to get desired results from web page (Chen et al., 2020).

### **Data Analysis**

The authors used NVivo software (version 12) for content analysis and sentiment analysis.

### **Research Ethics**

All comments will be retrieved from tripadvisor website where everyone knows that their comments are viewable by anybody. TripAdvisor is a public communication platform that does not require permission to analyze public reviews and their identification is not required (Gholamhosseinzadeh et al., 2021; Khan & Fatma, 2023). So, there are no ethical concerns because the information was not confidential, and no one was at risk.

### **Data Analysis**

The basic aim of this research study is to explore the specific dimensions underlying the creation of a memorable tourism experience at Lahore Museum. To achieve this objective, a netnography emerges as the most appropriate methodological approach (Saleem & Umar, 2023). Authors used NVivo software as previous studies (Jyotsna & Maurya, 2019; Liu et al., 2022; Shin, 2023) also used this and performed content and sentiment analysis on reviews.

The 100 most used words were identified through the content analysis technique. From these words, the authors found the main themes. To better understand what these words really mean in different situations, authors run textual analysis to see how they are used. By using a textual analysis tool called NVivo, authors can easily pinpoint exactly where a word appears in the reviews. This helped authors to gain insights into how and why that word is used in the reviews. Authors also performed word tree analysis as previous studies (Bogicevic et al., 2013; Saleem & Umar, 2023) used it to analyze how visitors have written reviews using particular words, phrases,









**Table 1. Thematic Design of Memorable Tourism Experience**

Themes	Frequently Repeated Words	Frequency
Authenticity	History, Collections, Old, Arts, Artifacts, Culture, Paintings/Pictures, Civilization, items, Miniature,	504
	Ancient, People, Information, Sculptures, Weapons Buildings, Gallery, Beautiful, Allowed, Inside, Room,	
Atmospherics	Shop, Areas, Small, Stuff, Maintained	173
	Interesting, Great, Love, Enjoy, Nice, Famous,	
Engagement	Attraction, Amazing	160
Behavioral Intention	Recommend, Visit, Highly, Locals	150
Quality of Services	Ticket, Better, Good, Best	102
Place Attachment	Place, See, Worth, Learn, Knowledge	167

As the objective of this study is to find out the determinants of memorable tourism experience, for this purpose authors gather online reviews about Lahore Museum and found six themes/factors contributing towards memorable tourism experiences. Among these six themes, authenticity has the most frequency of occurrence whereas newly explored determinant “place attachment” has 167 times frequency of occurrence.

### **Authenticity**

MacCannell (1973) defined authenticity as “genuineness of a tourist destination” as it considers as the main concept in cultural tourism (Castéran & Roederer, 2013). Seyfi et al. (2020) by using content analysis found authenticity as strong determinant of memorable cultural tourism experience and our analysis also support this theme as history, collections, artifacts, culture, civilization, ancient and sculptures lead to authenticity. Authors have presented some of the original reviews regarding this theme in Table 2.

**Table 2.** Sample Response: Authenticity

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*It had artifacts from Burma, Buddha and Hindu history /culture, while own culture of Pakistan,  
I saw in Museum very old things I am surprised what a collection in this museum.*

*One of the best collections of arts and artifacts in its galleries in South Asia.*

*Contemporary art, paintings, wood work Gandhara art, Islamic Art and Pakistan movement are few worth mentioning galleries.*

*Good displays with a lot of information about Pakistan area history of more than 4000 years old civilization*

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### **Atmospherics**

The second determinant that researchers were found is “atmospherics.” Tourists have mentioned buildings, galleries, beautiful, inside, room, shop, areas, small, stuff, maintained under this category. Authors have displayed some reviews regarding this category in Table 3.

#### **Table 3.** Sample Response: Atmospherics

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*However, the building gives you good old vibes and the history is pretty good.*

*Built by bhai Ram Singh during British raj, it is very beautiful building.*

*Cell phones and cameras are not allowed in the museum.*

*Pleasantly surprised to explore room after room of artifacts from various regions and eras of Pakistani history.*

*There is a bookstore and a souvenir shop attached to the museum accessible outside the entrance.*

*Very well maintained with good security.*

---

This term was first introduced by Kotler (1973) as design for physical environment and later Baker (1986) renamed it as “service environment.” Tan and Yeo (2020) reviewed TripAdvisor and found atmospherics as a significant determinant for tourism experience.

### **Engagement**

Authors found service of quality as third determinant of memorable tourism experience. In this research study, authors found interesting, great, love, enjoy, nice, famous, attraction and amazing were the most frequent words mentioned by tourists in online reviews. Sample reviews regarding quality of services are given in Table 4.

**Table 4.** Sample Response: Engagement

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*It's great fun with kids when visited there.*

*A lovely place in heart of Lahore where history is preserved from the making of Pakistan till now*

*I am sure you will enjoy your visit of Lahore Museum.*

*These collections attract research scholars, students, and tourists from all over the world*

---

According to Taheri et al. (2014), engagement typically entails a strong emotional bond with affection, passion, and commitment to a travel destination. Some researchers claimed it as a main determinant of memorable tourism experiences and found engaged tourist has a greater destination loyalty (Alrawadieh et al., 2019; Chen & Rahman, 2018).

**Behavioral Intention**

The fourth determinant that researchers were found is “behavioral intention.” Tourists have more frequently mentioned recommend, visit, highly and locals while writing online reviews. Some of the reviews regarding behavioral intention are presented in Table 5.

**Table 5.** Sample Response: Behavioral Intention

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*If you are on Mall Road or in Anarkali then I am sure you can't avoid to visit Lahore.*

*Museum if you already visited it.*

*Recommended for every person who have keen interest in history.*

*It is most recommended and must visit place for all the locals and foreigners.*

---

Some research studies found behavioral intention as an important dimension for evaluating memorable tourism experience and contains recommendation and revisit intention (Liu et al., 2022; Michael et al., 2018).

**Quality of Services**

The authors discovered that the fifth factor influencing a great travel experience was service quality. In this research study, authors found ticket, better, good and best were the most

frequent words mentioned by tourists in online reviews. Sample reviews regarding quality of services are given in Table 6.

**Table 6.** Sample Response: Quality of Services

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<i>Ticket is not very expensive.</i>
<i>The museum needs better historical explanation.</i>
<i>Good displays with a lot of information about Pakistan area.</i>
<i>Some of the world's best preserved(not) miniature paintings from Mughal era are in this museum.</i>

---

Urry (1997) characterizes the difference between the expectations of visitors and their evaluations of the service's execution as the level of service quality. Some researchers found it as the main dimension that enhances tourism experiences (Seyfi et al., 2020; Tan & Yeo, 2020).

### **Place Attachment**

The last and novel determinant that authors found in this study is “place attachment.” In this research study, authors found place, see, worth, learn and knowledge were the most frequent words mentioned by tourists in online reviews. Sample reviews regarding place attachment are given in Table 7.

**Table 7.** Sample Response: Place Attachment

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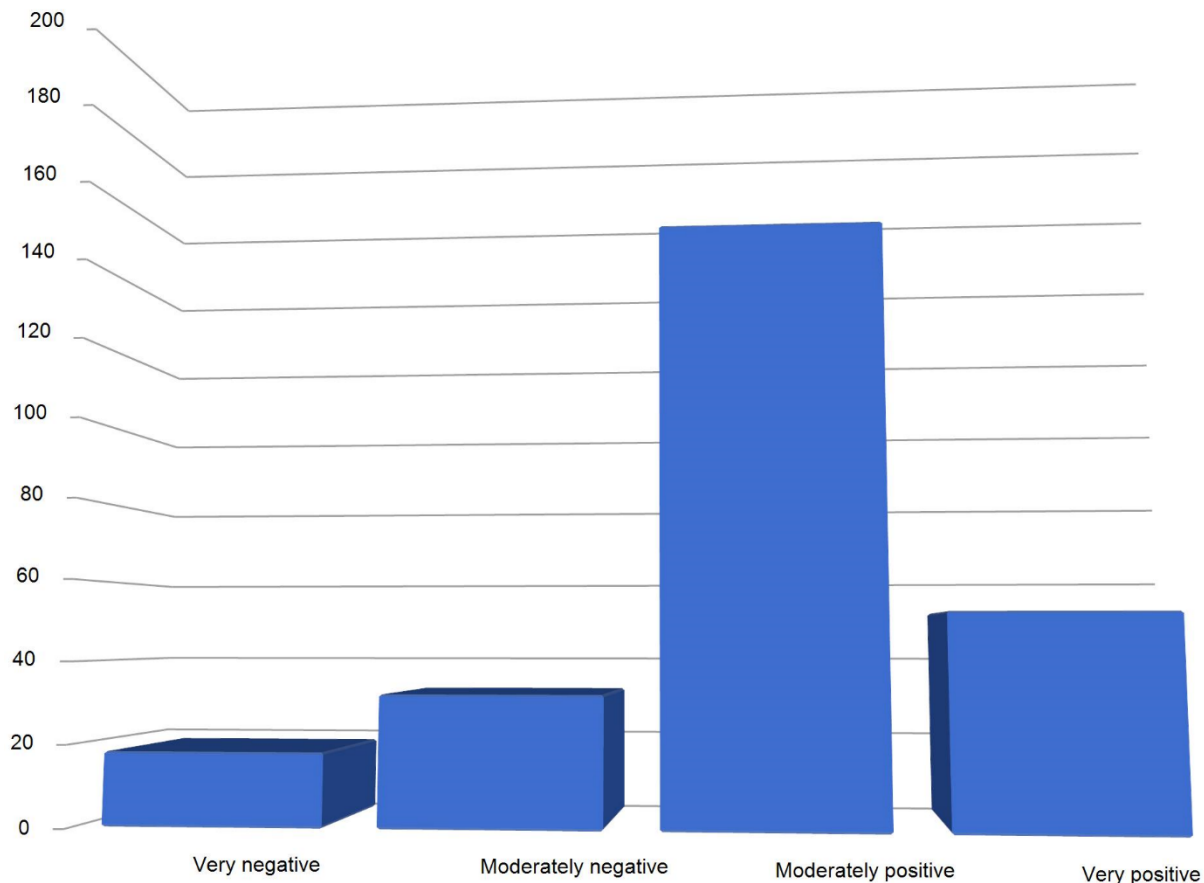
<i>It's one of best and famous historic places to go not only in Lahore, Pakistan but around the world.</i>
<i>A must see place in Lahore is the Museum for those love to explore history.</i>
<i>It is worth spending at least 4 hours here - one of the world's best collections</i>
<i>You can easily spend several hours here and learn about the culture.</i>

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Place attachment is defined as a feeling of attachment of a visitor to a place (Cheng et al., 2013). According to Vada et al. (2019), there are many factors that can influence tourist's place attachment, but tourist's experience is considered as most influential. In conclusion, place attachment is a feeling of emotional attachment to a traveler's destination. Place attachments will generate many benefits for a tourist destination. It has also been noticed that tourists who have strong place attachment will be loyal and revisit to that destination (Zhang et al., 2019).

## Sentiment Analysis

Authors also performed sentiment analysis in NVivo to find out the emotions/sentiments attached with their experience/visit at Lahore Museum. For this purpose, authors used NVivo 12 to understand the sentiment behind the reviews. Sentiment analysis describes sentiments as either positive or negative and NVivo software grouped emotions into four categories: very negative, moderately negative, moderately positive, and very positive (Alaei et al., 2017; Liu et al., 2022). Sentiment analysis is a technique used in natural language processing and information extraction for gathering the emotions in positive or negative sentiments from comments, reviews, inquiries, and it's utilization is widely acceptable (Abdullah & Zolkepli, 2017).



*Figure 3. Sentiment Analysis*

Figure 3 explains the tourists' sentiment about Lahore Museum and it is clearly understandable that mostly tourists have positive sentiments at Lahore Museum while some people just talk about its low lighting and parking issues as negative sentiments.

## Conclusion

Currently, memorable tourism experiences are attracting the interest of numerous researchers, however, prior studies argue that there is a limited literature on the elements that go into a memorable tourism experience (MTE). This research study tries to enhance how memorable tourism experiences are understood and interpreted within the context of the Lahore Museum. To achieve study objective, qualitative data from the well-known travel website TripAdvisor was gathered, and then analyzed using an ethnography technique to acquire insights. The study identified six dimensions of memorable tourism experience; authenticity, atmospherics, engagement, behavioral intention, quality of services, and place attachment. Notably, this study added a novel perspective to the existing knowledge on memorable tourism experiences and place attachment. Managers of museums will find memorable tourism experiences valuable because they promote revisits and lasting relationships with tourists.

## Limitations and Future Research

This study has many limitations as the authors didn't include the demographic characteristics of the tourists who sent reviews on TripAdvisor. Authors only used text reviews whereas YouTube videos of travel vloggers are widely acceptable among audiences. It would be better to merge offline data from focus groups and personal interviews with online data from ethnography. So future researchers can do similar research on other categories of cultural tourism, like festivals and cultural heritage, and combine different types of qualitative methodologies to get more generalization of findings.

## Declaration of Interest Statement

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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