The Impact of Negative Events in Scenic Spots on Tourists' Behavioral Intention: An analysis from the perspective of event system theory

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Doctor of Management

Supervisors:
PhD Sofia Vale, Assistant Professor,
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PhD Wang Guofeng, Associate Professor,
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Marketing, Operations and General Management Department

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Jury:

PhD Nelson Antonio, Professor,
ISCTE University Institute of Lisbon
PhD Sofia Vale, Assistant Professor,
ISCTE University Institute of Lisbon
PhD XIAO Yangao, Professor
University of Electronic Science and Technology of China
PhD LI Qiang, Associate Professor
University of Electronic Science and Technology of China
PhD Wang Jincheng, Associate Professor,
Instituto Confúcio da Universidade de Lisboa,
Faculdade de Letras da Universidade de Lisboa

July, 2020

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Teng Yu

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Full name _____Teng Yu_____

Course _____Doctor of Management_____

Student number _____70800_____

Email address _____82093810@qq.com_____

Personal email address __82093810@qq.com__

Telephone number __0086 13960903355__

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Abstract

Tourism is an important economic activity in China representing about 11.04% of GDP and 10.29% of total employment. In recent years, negative events occurred frequently in Chinese tourism spots, especially in scenic spots, and tended to be promptly divulgated through social networks. The impact of these fast-running news on tourism activity is still to be appraised. This study reviews the literature on negative events, and e-word-of-mouth effects, jointly with personality characteristic theory, and consumer behavior intentions to address the impact of negative events on tourism. The study contributes to the existent knowledge by using the event theory system framework to explore how negative events affect tourists' intentions concerning visiting places where negative events took place. The results are meaningful both theoretically and practically, showing that, on the one hand, the dimensions of space and intensity proposed by the event theory system have a significant impact on tourists' behavior and, on another hand, tourists' personality, namely risk-taking tendencies and openness, has a significant impact on tourists' willingness to recommend. Further, the study addresses its limitations and proposes management contributions, and future directions of research.

Keywords: Organizational Management, Event Theory System, Negative Events, Tourism

JEL: M19, L83

Resumo

O turismo é uma atividade muito importante na China representando cerca de 11.04% do seu PIB e 10.29% do seu emprego total. Recentemente, acontecimentos negativos têm ocorrido com frequência em locais turísticos, especialmente em locais de espetáculos, e têm sido rapidamente difundidos através das redes sociais. O impacto sobre a atividade turística destas notícias aceleradas está ainda por avaliar. Este trabalho revê a literatura sobre acontecimentos negativos e efeitos de difusão eletrónica *boca-a-boca,* em conjunto com a teoria da personalidade e das intenções de consumo, para analisar o impacto de acontecimentos negativos no turismo. O estudo contribui para a literatura existente ao usar o quadro do *event theory system* para explorar como os acontecimentos negativos afetam as decisões dos turistas em visitar os locais onde estes ocorreram. Os resultados são significativos, quer do ponto de vista teórico, quer prático, demonstrando, por um lado, que as dimensões espaço e intensidade sugeridas pelo *event theory system* têm impacto significativo no comportamento dos turistas e, por outro, que a personalidade dos turistas, nomeadamente a sua tendência para aceitar o risco e a sua abertura, tem um impacto significativo na sua vontade de recomendar os locais afetados pelos acontecimentos negativos. Adicionalmente, o estudo discute as suas limitações e propõe contribuições para o processo de gestão, bem como linhas de investigação futuras.

摘　要

近年来，中国旅游产业也得到了快速的发展，且已成为战略性支柱产业之一，约占GDP 的 11.04%和总就业的 10.29%。但由风景名胜区经营主体引起的负面事件时常发生。基于这种现状和困境，本研究回顾了有关负面事件，网络口碑效应，性格特征理论和消费者行为意愿的有关文献。为了解决目前学界对于旅游业负面事件影响的研究的不足，本研究使用了事件理论系统框架，并以普罗格心理类型和大五人格分类为理论基础，拓展探索了负面事件如何影响游客的行为意愿的知识。研究结果具有理论与实践意义，证实了事件理论系统所提出的空间和强度维度对游客的行为意愿有显著影响，且游客的个性（冒险倾向和开放性）对游客的推荐意愿有显著影响。本研究以真实事件"青岛大虾事件"和"婺源上严田村事件"和"黑龙江双峰林场雪乡宰客事件"为例进行了案例分析，对事件系统理论的应用及普及、网络负面事件的影响研究、旅游业的组织管理均具有一定的理论贡献，并提出了给旅游者、景区管理者与行业管理者的管理学启示，但本研究也具有一定的局限性。

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The growth of my research and thinking is inseparable from the guidance of colleagues, friends, and teachers. I especially want to thank my family for their encouragement when the thesis is not going well and I am in a period of self-doubt. I especially want to thank my supervisor Professor Sofia Vale and Professor Wang Guofeng. I also want to thank myself for my optimism and work enthusiasm. With the encouragement, determination, and hope, I was able and will continue to get off the ground and get things done.

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List of Abbreviations

CFI	confirmatory factor index
CFA	Confirmatory factor analysis
CNTA	China National Tourism Administration
CNKI	China National Knowledge Infrastructure
EST	Event System Theory
GDP	Gross domestic product
MANOVA	Multivariate analysis of variance
RMSEA	Root mean square error of approximation
SAIC	Commerce of the People's Republic of China
SEM	Structural Equation Modeling
SRMR	Standardised Root Mean Residual
WOM	word-of-mouth
UNWTO	World Tourism Organization

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Chapter 1: Introduction

1.1 Tourism industry status in China

Tourism resources are the material basis for the sustainable development of tourism and the potential for tourism productivity growth (Guo et al., 2000). Since the beginning of the 1990s, international tourism revenue has accounted for more than 8% of the world's export revenue, surpassing the export revenue of oil, automobiles, machinery and electronics, etc. The tourism industry has officially established its status as the world's largest industry and has maintained it to this day (Liu, 2016). "WTO and the New Theory of China's Tourism Industry Development" mentioned in the book:

"Tourism is one of China's economic sectors that has been exposed to international practices and has a high level of competition. The competition will be the theme of the future development of China's tourism industry... It can enhance the objective understanding of the overall strength of China's tourism industry; it can be enhanced China's subjective initiative to participate in international tourism competition; it can provide a basis for China to formulate the correct tourism industry competition strategy." (Ma & Zhou, 2003)

Since joining the WTO, the tourism industry, as the representative of China's tertiary industry, has developed rapidly in the process of continuous reform and innovation, and has now become China's strategic pillar industry (Wu et al., 2010).

World Tourism Organization (UNWTO) reports that China's tourism industry contributes more than 10% accordingly to Gross domestic product (GDP) and employment rate, which are higher than the world's average level (Li, 2018). According to the statistics by China National Tourism Administration (CNTA) data center, from 2014 to 2017, China's final comprehensive consumption of tourism accounted for more than 14% of the final consumption expenditure at the same period, and tourism investment accounted for about 6% of the total national economic investment (Li, 2018). The government report of 2017 also points out that the total contribution of the tourism industry to GDP was CNY 8.77 trillion (USD 1.24 trillion), 11.04% of GDP, and

more than 80% came from the accommodation, catering, civil aviation and railway passenger transportation industries (Liang, 2019).

The tourism industry as a comprehensive and highly relevant economic industry, its strong international competitiveness is based on the "win-win" of supporting industries and related industries and is backed by the country's overall economic strength (Ma & Zhou, 2003). The development of tourism is indispensable to the development of the national economy, the expansion of employment, the growth of consumption, and the promotion of marginal benefits. At present, tourism behavior penetrates the life of every individual, changing the individual's consumption behavior pattern and lifestyle, and has become one of the people's rigid needs.

However, in the tourism industry with such a large employment base, there will inevitably be problems such as regulatory oversights, imperfect rules and regulations, drilling legal loopholes, and illegal acts of "playing the law." Vicious negative events can often occur in travel agencies that provide teams and free travel services, responsible units that manage tourist attractions, surrounding accommodation, catering, transportation, shopping, entertainment, and other chain tourism service links. As far as the current status of my country's tourism industry is concerned, it is still in its infancy, the domestic tourism organization is also low, and the tourism market appears chaotic (Ma & Zhou, 2003).

With the rapid development of China's economy after the reform and opening up, Chinese people have also diversified their choices of tourism, and differences have appeared in the preferences of tourist destinations. Wu, Zhu, and Xu (2000) believe that destination preference is greatly influenced by the dynamic income ladder. Travel preferences on the higher ladder tend to replace those on the lower ladder, so each tourism product has a relatively long-life cycle.

Domestic tourism has become a new economic growth point in many regions of China. It has made significant contributions to promoting regional economic growth, improving the local economic structure, promoting the development of related industries, increasing employment, and activating domestic demand (Wu, Zhu, & Xu, 2000). The demand for domestic tourism has risen rapidly, and the growth of the industry has grown rapidly. However, due to the immaturity

of the tourism industry system, various objective contradictions have emerged in parallel with high economic growth.

Ma (2007) put forward six major problems that need to be solved in the transformation of China's tourism industry. They are:

- The overall regulation of tourism effects；

- International development；

- Marketization and the construction of public-private partnerships；

- Optimization of industrial structure and industrial organization；

- The integration of tourism and urban development；

- Human development and scientific research level improvement.

The "2018 National Tourism Work Report" pointed out that there are currently three "unsuitable" aspects of the Chinese tourism industry in terms of supply and demand balance. In addition to explaining the supply and demand relationship of products and the unreasonable product structure, the document also pointed out that some local tourism markets are out of order, and the lagging of civilized tourism is not compatible with the requirements of the people to be "more satisfied" (Li, 2018).

In recent years, there have been various and endless new types of negative events such as "overcharging", "violent behavior", "blackmail", "threat to personal safety" and so on. Nowadays, consumers' consumer psychology is more mature and awareness of rights protection has increased, and service demands and cultural demands for tourist areas have also increased. The breeding of negative events not only affects people's travel destinations, willingness to recommend and consumption behaviors to tourist destinations but also affects local economic growth, creating a vicious circle, and undermining social equity.

Since 2015, Lijiang City, Yunnan Province, has continuously exposed vicious negative events such as tour guide beatings and forced consumption in scenic spots. Through the media, the Internet and other channels, it has quickly spread, and various negative events in various scenic spots have quickly become a hot topic in public opinion. Boarded the hot search rankings on Sina Weibo. In addition to causing the lack of Internet word-of-mouth, the biggest impact

behind the vicious negative events is the irreparable damage to the "Lijiang" brand image. To create a benignly competitive tourism market, standardize the supervision system and save the reputation of Lijiang's city, various regulatory authorities in Yunnan Province have paid attention to it and carried out large-scale and large-scale rectification of the tourism industry in Yunnan Province (Lijiang News, 2019).

Lijiang Yulong Tourism Co., Ltd. is a large-scale listed state-owned tourism company in Yunnan Province. Its first-half 2017 performance report shows that operating income for the first half of the year was 318 million yuan, a decrease of 11.36% from the same period last year; net profit attributable to shareholders of listed companies was 99.903 million yuan, a decrease of 13.91% year-on-year (Lijiang Tourism: 2017 half Annual report, 2017). The two main businesses of the company are the ropeway business located in Jade Dragon Snow Mountain and the large-scale live performance "Impression·Lijiang" famous throughout the country. However, the number of tourists received by both businesses decreased significantly in the first half of 2017. The three ropeways of the Jade Dragon Snow Mountain received a total of 1.6593 million tourists, down 8.13% year-on-year; Impression Lijiang received 509,500 tourists, a decrease of up to 32.65% over the same period of the previous year, causing a significant decline in operating income (Pengpai News, 2017).

Li (2017) indicates that Chinese residents traveled on average 3.7 times per capita in 2017. The annual capacity of tourism market is close to 5 billion visitors with a total tourism revenue of CNY 5.4 trillion (USD 0.76 trillion), an increase of CNY 2.81 trillion (USD 0.40 trillion) from 2012 and an average annual growth rate of 15.83% in this 5-year period. Compared with 2012, domestic tourism revenue in 2017 was CNY 4.57 trillion (USD 0.64 trillion), an increase of 101.15%. In 2017, 139 million visitors were from abroad, an increase of 5% over 2012, and an average annual increase of 1% from 2012 to 2017.

As of the end of 2017, the number of China's tourism direct employment-population reached 28.25 million (more than 80 million if the indirect employment-population is included), contributing 10.28% to social employment (Li, 2017). As many people dedicating in the tourism industry, negative events objectively exist in scenic spots and tourism services, such as accommodation services, food & beverage services, transportation services, shopping, and

entertainment (Wu, Zhu, & Xu, 2000). Therefore, research on negative events provides practical references for promoting the tourism industry to develop healthier and rapidly.

Though Chinese tourism industry is developing, there are still many existing problems. The supply of tourism products is far from the demand for traveling in China. For instance, in some cities the tourism market is disordered and undeveloped, which doesn't match with residents' increasingly high expectations for traveling (Li, 2017).

In recent years, many negative events took place in some tourist attractions. For example, there were consecutive negative events in Lijiang City since 2015, where tourists were forced to purchase something they didn't like (Li, 2017). These issues were instantly on fire and spread on the internet quickly, thereby affecting the brand image of Lijiang as a popular destination in China. Subsequently, Lijiang government has implemented a comprehensive regulation on the local tourism industry.

There is also a typical case of negative events in scenic spots in recent years that forced the tourists to "horse ride" at the Lashi Sea Racecourse on December 19, 2015. This negative event not only caused an uproar in the tourism industry but also brought travel shadows to travel consumers. It is one of the typical cases of negative events in tourist attractions in recent years.

A netizen called "Angry Audi q7" made a complaint on Weibo: "We arrived at the "Chama Impression" Racecourse 7 and were not interested in the horse riding and rowing project recommended by the scenic spot. Willing to arrange the trip, but was blocked by the staff of the racecourse. The staff said that if they do not participate in the project, they will pay the wetland protection fee. A young man without uniform on the racecourse spoke badly, insulted us, and restricted our personal freedom. " At the end of the trip, the netizen and other tourists found that the prices of the same attractions vary greatly, ranging from 100 yuan to 300 yuan. Subsequently, the tourist reflected the matter to the tourism department of Lijiang City, hoping to thoroughly investigate the matter.

Afterwards, the Lijiang Tourism Department conducted an investigation. After the investigation by the relevant administrative department, it was reported that the netizen's complaint of "angered Audi q7" was true, and the following punishment was imposed on the complained "tea horse impression" horse farm: the "young man" in the complaint was a horse

farm worker who had apologized to the tourist; "Chama Impression Racecourse No. 7 Racecourse" was rectified within a time limit, and the rectification report was submitted to the Lashihai Wetland Management Committee before January 30; the staff were expelled from the racecourse. On January 19, the Lijiang City Tourism Development Committee informed the complaining tourists about the result of the punishment by telephone (Lijiang News, 2019). After learning that the Lijiang Local Tourism Bureau had punished the horse farm, tourists said: "Although it has been a month and there have been many twists and turns, but I still want to thank the Lijiang City Tourism Development Committee and hope that Lijiang tourism will get better and better".

This case revealed that some scenic spots have irregular management, there are loopholes in personnel management, lack of training for employees, non-compliance with scenic spot codes of conduct, and disregard of laws and regulations. Secondly, the supervision and management of relevant government departments are not in place.

In the time dimension, the event eruption time is not sensitive, but the duration is long (one month). In terms of spatial dimension, the distance is long and the scenic spot is located in Lijiang, a well-known tourist city in China. In terms of intensity, the netizen suffered unreasonable treatment such as "restricted personal freedom", "forced consumption", and "price difference", and complained to the tourism department. The tourism department conducted investigations and penalties, so it was subversive. , Novelty and criticality. This negative event not only caused damage to the image of the scenic spot, but also may change the destination choices of potential tourists who intend to come to visit, but also affected the performance of the scenic spot company and the tourism industry of Lijiang City.

As the current development of the tourism market is not standardized, the relevant national regulations and policies are in the process of continuous improvement. The central government has issued more relevant regulations, especially in the last 5 years.

October 1, 2013, Standing Committee of the National People's Congress issued the Tourism Law of the People's Republic of China. In July 2015, China National Tourism Administration (CNTA) issued the Management Method to Illegal Information in Tourism Operation Service (Trial), including the Memorandum of Understanding on Jointly Punishing

the Relevant Responsible Parties with Serious Unfaithful Issues in the Tourism Field (Trail), which share a blacklist of untrustworthiness in tourism industry and conduct commitment to regulate the market. In September 2016, the CNTA releasedvised the Tourism Law of the People's Republic of China and released the Regulations on the Handling of Complaints by Tourist Operators and the "Notice on Regulating the Operations of Travel Agencies to Protect the Legal Rights of Tourists in 2017. In January 2018, the Measures for the Administration of Tour Guides came into effect officially.

Not only publishing policies and norms, the government also committed to strengthening the rectification of the tourism market. In 2017, the CNTA, in conjunction with the Ministry of Public Security of the People's Republic of China, and State Administration for Industry and Commerce of the People's Republic of China (SAIC) carried out comprehensive rectification of the order of national tourism market, including the Spring Action, Summer Rectification and Autumn and Winter Campaign (Wang & Meng, 2018; Liu, 2018a, 2018b). By the end of January 2018, during the one-year special rectification campaign throughout the country, 61,755 tourism enterprises were inspected, and 2911 cases were filed. Besides, the total amount of fines and confiscation of illegal income was CNY 35,634,600 (USD 5,023,485.96), and 52 tourism enterprises were revoked their business licenses. The number of fines exceeded the sum of that in the past three years (Lu, 2018).

He (2016) believes that the evolution of the tourism industry's productivity in the past 40 years of reform and opening up can be summarized into five areas, the most critical of which is to shift from focusing on quantity to improving quality is the goal of China's tourism industry development. The enthusiasm of the overseas travel market has sounded the alarm for the domestic tourism industry. The domestic tourism industry's shortcomings in service quality, personnel quality, and product cost performance are obvious.

It can be seen that the negative events in the domestic tourism market are calling for a change, and this study is based on the current background of the imperfect management system of China's tourism industry to explore the impact of negative events on tourism.

In recent years, the channels for tourists to obtain travel information have undergone tremendous changes, and travel products have also shifted from offline to online platforms

along with the transformation of people's shopping methods. In 2018, China's online travel market reached 360 million users, and it is estimated that in 2019 online travel users will reach 390 million. Tourism products are gradually shifting from offline to online (AIMedia Life and Travel Industry Research Center, 2019).

In the media communication channels, the earliest rely on professional travel websites, such as Ma Honeycomb, Qiyou.com, Qunar, Ctrip.com, and other comprehensive community websites. Tourists can view the travel guide and make guides for destinations, book hotels, and exchange travel experience on the website. And now popular is a new type of travel self-media similar to "Kaide impression", "Ambition", "Find Secret Travel" and so on. Self-media tourism is developed based on physiological needs, safety needs, social needs, respect needs, and self-satisfaction needs (Zhao, 2018). The value of self-media travel information in practical, enjoyment, social, and self-realization has a significant impact on tourists' consumption decisions (Yang & Ma, 2018).

The change of communication channels and the diversification of methods intuitively changed the two-dimensional presentation of the former "text + picture", and realized a new three-dimensional interaction method of "picture + text + short video + live broadcast", which greatly facilitated tourists Understand the immediate situation of the destination. Moreover, many self-media contents are published by professional travel professionals in the tourism industry. They can accurately and accurately feedback the surrounding facilities and service configuration of the tourist attractions. Although it is not ruled out that the authors are subjective and speculative, they can display the charm of the scenic area in all directions and capture the attention of netizens. The development of new media has opened the way for Internet word of mouth (Yang, 2017).

In the aspect of new media communication channels, Cui and Shu (2011) pointed that nowadays traveling websites offer guidance, hotel booking information, and customer reviews. The development of new media gives a way to online word-of-mouth (WOM), also called electronic WOM (e-WOM) (Yang, 2017). In recent years, traveling media started to display short video and live broadcast in addition to photos and text (Sârbu, Alecu, & Dina, 2018). They facilitated tourists to acknowledge the latest situation of the scenic spots faster.

Moreover, Laine and Frühwirth (2010) find that many of the contents of the media are published by professional traveling experts or online stars. They can immediately provide feedback on accommodation, shopping, transportation, and other activities of traveling, and display the charm of the scenic spots and draw the public's attention (Sârbu et al., 2018).

At the same time, communicating with millions of followers is universal and effective, and has the characteristics of increasing the frequency of interaction and reducing costs. As a result, they have become important channels for many travelers to gain information of tourism. Taking the event named "Walking through 40 Countries" from Weibo (2018) as an example, its main idea is about "Travel to Chongqing with Weibo" (Weibo, 2019). Once tourists suffer negative events in the scenic spots, they will immediately post what happened online in various applications such as pictures, texts and short videos. Once the negative events in the scenic spots are spread through the online media, they may probably influence the traveling decision of other travelers.

With the rapid development of platforms such as Weibo, WeChat, and Douyin, everyone has a "microphone" for instant speech. Once tourists suffer negative events and unfair treatment in the scenic area, they often choose to post pictures, texts, short videos, etc. on various social platforms to express their emotions. Once the negative events in the scenic spots are spread by these media, it is likely to affect the travel behavior and decision-making of other travelers.

Specifically, what aspects of these events will cause the parties and potential visitors to react? What are the reasonable or unreasonable ways of handling scenic spots? How does the tourism management department establish a corresponding system to prevent or reduce such negative events? These issues are worthy of in-depth study from a theoretical and practical perspective.

1.2 Objective

This study uses the Event System Theory (EST) proposed by Morgeson, Mitchell, and Liu (2015) to analyze the impact of negative events intuitively and three-dimensionally. The theory

provides an integrated framework of quantifiable events, and proposes three event research dimensions of time, space and intensity.

As of the end of 2019, there are fewer studys related to research on negative events in scenic spots based on event system theory (EST) and applied to China National Knowledge Infrastructure (CNKI) which is the academic portal for publications. So far, no research involving EST to study negative events in China's tourism spots has gained significant outcomes. Domestically, scholars scarcely pay attention to this area. To understand the influence of negative events transmitted through new-media networks on tourist and to try to find out the attributes which can exacerbate the influence, we will consider three dimensions (time, space and intensity) from EST to test it, which were tested by Zhang and Zhuang (2017) via 17 accidental-event studies. What's more, we also propose that the influence differs from two kinds of personality (risk-taking tendencies and openness) based on the three-dimension method.

At present, few scholars at home and abroad use the principles of event system theory to study the impact factors and impact the scope of negative events in tourist attractions on consumer (tourist) behavioral willingness. This study believes that the event system theory is very worthy of in-depth exploration in the study of changes in tourists' behavioral intentions.

The purpose of this study is to study:

whether the event system theory is suitable for the analysis of negative events in the tourism industry using new media as a communication medium;

- the impact of the intensity, space, and time dimensions of negative events on tourists' behavioral intentions;

- the interaction of event intensity, space, and time dimensions of event system theory with the tourist's behavior and decision-making, when the personality characteristics are the moderating variables;

- and the influence of tourists with different personality characteristics on the change of tourists' intention.

1.3 Research content and framework

The first chapter introduction mainly elaborates the current important impact of tourism on economic development. In the development of tourism, there are some negative impact events that have caused huge adverse effects on stakeholders, such as tourists, scenic spots, and relevant government departments. There are few literature that use event system theory to study the impact of such phenomena. Therefore, this study takes this as the research content, indicating the research purpose.

The second chapter of the literature review mainly elaborates the conceptual definition of the negative events in the scenic area and its research status, the research results of the event system theory, stakeholders, Internet word-of-mouth, tourists' adventurous and open personality characteristics, and tourists' behavioral willingness.

The third chapter research framework and hypothesis mainly elaborates on the time, space and intensity dimensions of the event system theory to construct a research framework for the negative events of scenic spots. Eight assumptions are made about the correlation between dimensions and tourist wishes.

The fourth chapter of the research design mainly explains how to determine the negative events in the scenic spot, the design of the experimental scene, the design of the questionnaire, and the questionnaire survey method.

The research results in Chapter 5 mainly explain the data analysis process. We conducted variable manipulation tests, reliability and validity tests and hypothesis tests on the data, and obtained the results.

Chapter 6 Conclusions and Discussion mainly elaborates and summarizes the results. We applied event system theory to real events to conduct case analysis, and expounded our contributions to the theoretical research of tourism management disciplines, as well as the implications, limitations, and future research directions for the application in practice.

The graph below shows the complete structure of this study.
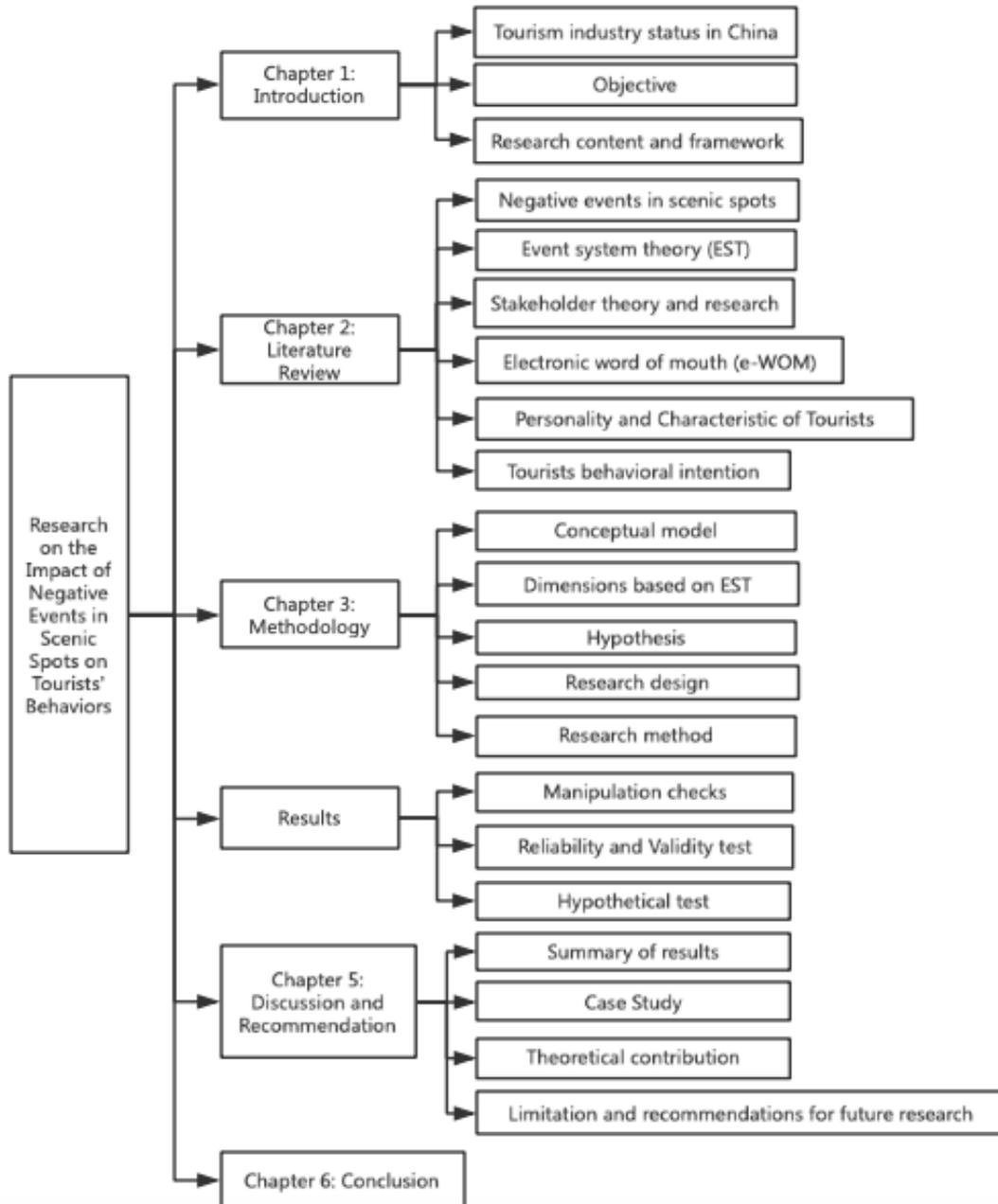
Chapter 2: Literature Review

Based on the existing Chinese-language and English-language literature on the negative events in scenic spots, in this chapter, we first introduce the definition and research status of the negative events in scenic spots. Secondly, we describe the event system theory (EST) and summarize its application in different fields. Third, we introduce the existing research on the spread of Internet word of mouth, and the uses of social networks for word of mouth marketing and how to use word of mouth to influence consumer decisions. Forth, we illustrate the Plog's psychographic model and Big Five personality traits, which are the basic theory for our questionnaire design. Finally, the concept of tourists' behavioral intentions and the factors that affect tourists' behavioral intentions are explained.

2.1 Negative events in scenic spots

2.1.1 Current research of negative events

Nowadays, there are many researches on online negative events. When searching different keywords related to online negative events in CNKI, a general knowledge of research results in the current academic field following the same research direction can be gained.

In CNKI, by the end of 2019, there are three relevant literature meeting the requirements when searching about "negative events in scenic spots" (Ye, 2016; Guan, Xie, & Pi, 2017; Zhang, 2017). However, according to research review from scholars (eg., Lin et al., 2017; Cai et al., 2018), there are 1727 results from "negative events", with only 131 results are highly matched, among which only 4 are about negative events in tourism, and most of them are about tourists' perception of negative events; 861 results appear when searching with "negative news" as a keyword, of which only 11 results match "tourism", 4 results match "tourists' behavior", and 2 results match "scenic spots". There are 3691 results in search with "negative reports" as a keyword, of which 30 results are under the context of "tourism" and 13 results match "tourists'

behavior". It can be seen that there are not many achievements in the study of "negative events in scenic spots". Studies on the tourists' feedback toward negative events are even less.

Besides, considering that "negative information", "negative word-of-mouth" and "negative events" have certain relevance, we again use "negative information" as a keyword for retrieval in CNKI, which shows 806 results. When searching "tourism + Negative Information", there are only 11 results, accounting for 2.66% of the total. When searching with "e-WOM" as the keyword, the page display 1363 results, while searching "tourism + e-WOM" only 153 results, accounting for 11.23%.. When searching "negative WOM" as the keyword, a total of 414 results are displayed while when searching with "tourism + e-WOM" as the keyword, there are only 27 results, accounting for about 6.52%.

The data above shows that due to the development of websites collecting public comments, such as group shopping applications, many types of researches have concentrated on e-WOM, previous literature shows great concern with e-WOM, negative reports, and negative news. However, researches on negative WOM only account for 30.07% of the total. Researches on negative WOM of tourism are much less, accounting for only 1.98%. Negative events in scenic spots are worth in-depth research. Thus, it is of great significance to carry out research with "the influence of negative events on tourist behavior and intentions" as an entry point.

Current research of negative tourism information mainly focuses on four aspects:

Research on the solution to negative tourism information. Pantano (2013) designs a questionnaire aimed at understanding consumers' way of complaining online, by carrying out the motivations, the object of the complaint, the wished firm's reaction, and the perception of an effective firm's reaction. His study aims to advance their knowledge on the extent to which tourists use social networks for both achieving information on possible destinations and for expressing negative judgments, in order to figure out the main consequences for tourism marketers and possible solutions, as well as to describe and detail the current shifting from e-tourism to f-tourism. His findings show the still limited usage of social networks like Facebook as an informative channel, but a large usage of this medium as a direct complaining channel. Most tourists post their bad experiences on the social network but are disappointed after the firm's reaction. Tourists expect that their opinion has taken into account by the tourist attraction

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business and get some reimbursement of the cost. Chen (2016) studies the solution to negative events through the whole traveling journey from multi-aspects, such as governing based on the law in the tourism area.

The spreading e-WOM of scenic spots. The research includes the spreading of both negative information and positive information. When TV and physical advertising gradually reduce their influence on people, Word of Mouth (WOM) provides a way to gain a significant competitive advantage. WOM has created an intangible value and brought inestimable profits in the hotel industry and tourism. When WOM becomes digital, big data analysis can capture new ways to influence behavioral decisions among consumers.

Jalilvand et al. (2012) apply the analysis of variance (ANOVA) to analyze the examination of the influences of eWOM on attitudes towards visiting Isfahan, subjective norms, perceived behavioral control, and travel intention (n=296). Their results indicate that online WOM communications have a significant impact on attitudes toward visiting Isfahan, subjective norms, perceived behavioral control, and intention to travel. In addition, travel experience has a significant impact on using eWOM and TPB constructs. Sun and Yuan (2016) acquired the outcome focuses on the spreading mechanism of tourism spots' e-WOM and the variables that influence tourism spots' e-WOM, highlighting researches on spreading motivation, reliability, and spreading effect.

The influence of negative events on scenic spots. Wen, Tang and Li (2003) conduct a study on the negative impact of tourists on scenic spots based on the level of management technology implementation. Deery and Jago (2010) examine the social impacts of events on communities and perform two case studies on the negative impacts of events. Their case study focuses on examining the social impacts of the Australian Open Tennis on the community and finds that respondents are either very positive about the event or are unconcerned about any negative effects that the event may have on the community. They take the outbreak of racial violence at the Australian Open Tennis as the scene of the negative event and substantial media coverage is dedicated to the incidents at the Australian Open Tennis events and much of the commentary is about the bad image of Australia. They consider that anti-social behavior seriously tarnished the event and people's pride in the destination. Xu, Wang, and Yang (2015) study the dilution

effect of negative online word-of-mouth on the brand equity of tourism destinations (moderated by familiarity and susceptibility), with the main aim of exploring the impact of negative events on the brand value of scenic spots.

The impact of e-WOM in tourist spots on customer behavior. It includes the influence of tourism spots' WOM on its branding and tourists' decision-making, relationship between e-WOM in scenic spots and customer loyalty, and marketing strategy matrix of tourism e-WOM. However, among the existing researches, we find that there are few studies on the impact of negative information in tourism on tourists' willingness to travel. This kind of information is usually common in news and on comprehensive portal websites, mainly entitled with "… Issues in … Scenic spots Lead to Visitor Plummet". However, most of them fails to go deeply enough.

Zhang (2017) divides negative events into 2 types, namely "Morality – Influence Experience Directly" and "Morality – Influence Experience Indirectly" and conducts systematic research. However, due to only a few independent variables and dependent variables, the results lack diversity.

Abubakar and Ilkan (2016) investigates the roles of tourist‑resident relationship and safety perception on the relationship between service quality, trip satisfaction, and word of mouth (WOM). Their results (n = 386) show that the tourist‑resident relationship and safety perception have significant effects on trip satisfaction, but only safety perception reveals a significant effect on WOM and the tourist‑resident relationship and safety perception moderate the relationship between service quality and trip satisfaction, and that the tourist‑resident relationship also moderates the relationship between trip satisfaction and WOM.

Zhou (2017) constructed the theoretical model of the impact of Internet word of mouth on tourism decision-making from the four aspects of Internet word-of-mouth information itself, the publisher, the publishing platform and the recipient, taking the psychological perception variables of tourists as intermediary variables. However, taking the choice of tourism destination as the research orientation, the research conclusions are also narrow.

Richard (2003) believes that if a tourist feels unsafe during a holiday trip or is intimidated and threatened in a certain way, they will have a very negative impression of this tourist

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destination, which will lead to a reduction in the number of tourists. Affect the development of local tourism. This effect is manifested in the following aspects:

First, tourists who plan to visit this attraction may decide not to choose this destination because of the increased or excessive local crime rate;

Second, if tourists feel unsafe at the destination, they cannot go outside the residence to participate in activities;

Third, if tourists feel unsafe after traveling, they are unwilling to come again, and they will not recommend this place to others.

Wen (2006), when studying domestic tourists' perceptions of negative events in the travel process, makes three suggestions for improvement: (1) tourism capacity should be controlled; (2) tourists' rights should be respected and management should be strengthened; (3) Should focus on the key points, taking into account the general.

Zhao and Wei (2018) analyze the current situation and development trend of current negative tourism events, and find that the distribution of negative tourism events in China differs in time and space as the followings:

● The new online media plays a pivotal role in the spread of negative tourism events.

● China's tourism negative events are regularly distributed in space and time. Spatially, it is mainly concentrated in East China, followed by South China, which is related to the distribution of China's tourism export destinations and tourism import destinations. Time is mainly concentrated in April-October, and the outbreak of negative tourism events is proportional to the number of tourists received. In general, the local tourism departments have paid attention to it, and the situation of negative tourism events has gradually improved.

● Every peak tourist season there are frequent negative events in the tourism market, especially tourists often encounter unreasonable charges. In recent years, negative news about tour guides has also been gradually exposed in the media, and tour guides have poor professional ethics and illegally solicit business. Although the problems in the tour guide service industry exist both for tourists and for the tour guide itself, it is often the tour guide's own reasons that cause negative events.

● The supervision of scenic spots is not strong enough. On the one hand, since the National Tourism Administration began the scenic spot downgrade system, scenic spots have been continuously downgraded or warned. Either the cultural relics are seriously damaged, or the environment of the scenic spot is messy, which will bring great reputation loss to the scenic spot. On the other hand, the ticket system of scenic spots is vague, causing controversy among tourists, especially high-priced tickets or illegal scalping during peak tourist season.

2.1.2 Definition of negative events in scenic spots

At present, there is no authoritative literature to classify the negative events in tourist attractions. Fiske (1980) is the first scholar who defined negative events with the conception that people would change their cognition of something by the collective cognition from the group; at the meantime, they are more likely to attracted by the negative information than the positive one and will have the impression of the negative events easily.

Yang and Wong (2012) apply spatial panel models in estimating spillover effects and other determinants of inbound and domestic tourism flow to Chinese cities. Their findings confirm the existence of spillover effects in tourism flows, suggesting that infrastructure factors, tourist attractions, and the SARS outbreak are significant determinants of both inbound and domestic tourism flows and reveal different traveling patterns, infrastructure elasticities, attraction preferences, and sensitivities to negative events between inbound and domestic tourists.

Getz and Page (2016) define the conceptualization of event tourism is discussed in terms of "the tourism perspective" is examined where event tourism is defined from both a demand and supply perspective. They review the literature by chronological, specific to event types and festivals and other cultural celebrations, and finally define the concept of event tourism as followings:

Firstly, event tourism is a sub-field of both event and tourism studies.

Second, event tourism career paths include event facilitator/coordinator, event tourism producer, event tourism planner, event tourism policy analyst and researchers, and event bidding, and event services.

Third, applying the portfolio approach to divide the tourism event into occasional mega event, periodic hallmark events, regional events, and local events.

Referring to the relevant literature available, we believe that negative events in scenic spots can be classified as three types, namely negative events related to management, security incidents, and natural disasters in scenic spots.

● Negative events of management in scenic spots mainly refer to negative events that happen due to inappropriate management (Wang, 2010), such as negative events of transportation, accommodation, food, shopping, entertainment, and etc. Management represents the comprehensive service level of a scenic spot. This kind of negative events attracts consumers' attention and receive complaints.

● Negative events of security incidents in scenic spots mainly refer to security issues that tourists suffer from personal security, property security, transportation security, food security, and etc. Security is the fundamental infrastructure of scenic spot, therefore negative events of security are significantly influential to consumers (Wang & Jing, 2011).

● Negative events of natural disaster in tourists' spots mainly refer to natural disasters that happen in scenic spots, including meteorological disasters, geological disasters and other disasters. Natural disasters are usually caused by uncontrollable factors (Zhang & Fu, 2013). Even though they have great influence on consumers, they are not the main target of consumer complaint.

2.2 Event system theory (EST)

EST is defined as anything that can be specifically expressed and has a way of continuous or stable existence (Aliport, 1940; Morgeson, 2005). The concept of "event" is defined by three aspects:

(1) is a part of the environment;

(2) is limited by space and time; and

(3) has identifiable beginning and ending.

The event is triggered by the activities of one entity to another entity or the activities gathered by multiple entities (Morgeson, 2005; Morgeson & DeRue, 2006; Morgeson, Mitchell & Liu, 2015). EST bridges variance and process theories by offering an integrative framework that consists of quantifiable events that exist uniquely in space and time and within the flow of other entities and events, forming a process over time (Morgeson, Mitchell, & Liu, 2015).

Liu and Liu (2017) believe that event system theory integrates time and space into the development of histology and enriches event-oriented theory. Event system theory effectively integrates the strengths of mutation-oriented and process-oriented theoretical paradigms. Event types are generally divided into two categories, passive events, and active events. Events are measurable and quantifiable, and their quantitative research methods are based on measurement and modeling.

According to EST, events are concluded in three factors:

First, the influencing factors of the event mainly include three characteristic factors, novelty, subversion and influence of events (Zhang & Zhuang, 2017).

Second, the time factor of the event mainly includes the timing, duration, changes and other factors of the event.

Third, the space factor of the event mainly includes the origin of the event, the horizontal and vertical diffusion range, the distance between the entity and the event, and other factors.

Any event, through these three factors, has the power to influence relevant organizations or entities. It can also be said that the theory mainly studies changes, behaviors, characteristics and subsequent behaviors that might happen to the related entities of the event under the mixed action of event influence, space and time (Weiss & Cropanzano, 1996).

The application of event system theory in management disciplines, especially in organizational management, and a lot of insights, such as leadership, prevention of security accidents, corporate responsibility, entrepreneurship, manufacturing enterprise management, public health emergencies, and patent and intellectual property protection, etc. field. Many scholars have tried or successfully used event system theory to carry out multi-dimensional and three-dimensional analysis of specific events or cases to contribute to the academic world.

In terms of leadership, Owen et al. (2015) examine the events of various features that emerged in the military context faced by Nathanael Greene in his remarkable campaign as an instrumental leader analyze his instrumental leadership through the lens of the event taxonomy and the extreme event typology, grounding in event system theory. Zhou, Jia, and Zhang (2019) also adopts EST as one of the modeling methods to conduct case analysis on two negative events in Nongfu Spring. Their research focuses on Nongfu Spring leaders and explored the interaction between extroverted leadership traits and leadership effectiveness in a crisis of corporate image.

In terms of preventing security accidents, Zhang and Zhuang (2017) establish an event influence model based on the three dimensions of EST. The three elements of event intensity (novelty, destructiveness, and criticality) are directly related to the outcome of the event relationship. They use the spatial attributes of the accident (spatial direction, spatial origin, spatial diffusion, spatial proximity) and temporal attributes (duration, timing, intensity change) as the moderating variables between the intensity of the event and the outcome of the event to study their interaction.

Yi and Ma (2019) based on the EST, comprehensively analyze the characteristics and impact of the security incidents of Didi car-hailing platform from the three dimensions of intensity, time and space. They adjust them at three levels: before, during and after the event, establishing a full-process governance model in the event of a negative security incident on the online car-hailing platform.

In terms of corporate responsibility, Zhao, Sun, and Xu (2018) used the "Wei Zexi Event" as an example to study the pseudo-social responsibility events of Internet companies. Based on the EST, from the aspects of supervision mechanism, event intensity attribute, time attribute and spatial attribute, they establish a brand-new governance model.

In terms of entrepreneurship, Zhang and Ren (2018) based on the EST, using exploratory case study methods to study the interaction between passive and active events in the entrepreneurial process, and how to image the entrepreneur's behavior and decision-making and recognition Know the change of mode.

In the management of manufacturing enterprises, Zhang et al. (2020) use the EST to study and analyze the growth path and transformation model of enterprises in Zhuhai Gree Electric Appliance and Zhejiang Geely Group. Their research divides the attributes of events into initiative and passiveness, using event intensity and dimensional event space dimensions as intermediary variables, and then discusses the role of events in enterprise innovation. Their research builds a bridge between event system theory and innovation theory.

In the study of public health emergencies, Zheng (2020) used the theory of event systems when studying the mediation effect of the new coronary pneumonia pandemic that broke out in 2020. The research uses event intensity attributes (novelty, criticality, and subversion) and risk perception as intermediary variables to establish a research framework for the impact of spatial distance perception in the epidemic on social participation willingness.

In terms of patent and intellectual property protection, Li and Zhang (2020) use the EST and analyze the event intensity, event space and event time in the case analysis of China's first NPE-ITC patent litigation case. Three dimensions have established the NPE patent risk assessment model in China. Their research was the first introduction of event system theory modeling and case analysis discussions in the field of intellectual property. Although the cases are single and lacked quantitative analysis, they also achieve certain results.

It can be seen from the above that, regardless of whether it is a positive event or a negative event, the EST has applications in various fields of management, but only the lack of negative event management in the tourism industry. Thanks to the previous experience of applying EST in the management discipline, this study will use the three dimensions of EST in the modeling of negative events in tourist attractions later.

2.2.1 Event System Theory and Open System Theory

The open system theory is originally developed by Von Bertanlanffy (1956). It immediately applies to all disciplines and defined the concept of the system, that is, the characteristics of all systems are components combination, the relationship between combinations makes them dependent on each other.

As people change from mechanical systems to organic and social systems, the interaction between the various parts of the system becomes more complex and changeable. In mechanical systems, parts are strictly restricted; in social systems, connections are loosely coupled. Also worth mentioning is the flow of matter, energy, and information across the boundaries of the system, which isolate the system from the environment.

Simpler systems mainly transmit energy, while higher-order systems transmit information. Open systems like organizations are multi-cephalous: many heads are present to receive information, make decisions, direct action (Meyer & Scott, 1992). Individuals form groups, and groups form alliances with boundaries that are amorphous, permeable, and constantly changing. But the system must exchange resources with the environment to survive.

Open System Theory provides a general framework for understanding how an organization operates. The basic principle is that the organization inputs some form of energy from the environment, converts it in different ways, and outputs it to the environment (Katz & Kahn, 1978). The theory focuses on repetitive events that help create a stable state and achieve regular organizational functions (Miller & Rice, 2001), while less attention is paid to unconventional events and how they change organizational functions (Morgeson, Mitchell, & Liu, 2015). Therefore, EST focuses on how events attract people's attention and how to affect organizational behavior, characteristics, and subsequent events across levels and times.

2.2.2 Comparison of event system theory, mutation-oriented theory and process-oriented theory

There are two main theories in the development history of organizational science: Variance-oriented Theories and Process-oriented Theories. The mutation-oriented theory mainly focuses on the problem of covariates between structures (Morgeson, Mitchell, & Liu, 2015), operating features into "variables", and then using statistical methods to calculate the relative direction (positive or negative) and degree of variables. However, mutation-oriented theory pays too much attention to the relevance of internal features of entities, and ignores the dynamic impact of events on entities (Rescher, 1962).

Process-oriented theory answers the reasons for time, place, participants, event content, and event outcome (Langley, 1999). It believes that entities exist in the form of processes, and mainly studies dynamic events experienced by entities rather than internal correlations. However, the process-oriented theory takes the event as a whole to a large extent to study the process of its impact on the entity. The essential attributes of the event and how these attributes affect the entity have not yet been explained (Liu & Liu, 2017).

Therefore, the event system theory combines mutation-oriented theory and process-oriented theory, and explains how the entity changes under the interaction of event attributes (intensity, time, space) (Morgeson, Mitchell, & Liu, 2015).

2.3 Stakeholder theory and research

2.3.1 Stakeholder theory

Stakeholder theory is a choice introduced into the corporate governance model around the 1960s, which has promoted the transformation of enterprise management methods. The key point of stakeholder theory is that it believes that with the development of the times, the position of physical capital owners in the company is gradually weakening. In the field of modern enterprise management theory, the following two theories are differentiated: The core difference between the "stakeholder theory" and the "shareholder supremacy theory" lies in the ownership of the company's residual claim rights and residual control rights. The former believes that employees of enterprises have the right to share such residual rights. The latter point of view is because corporate physical capital is more specific than human capital in terms of specificity and needs to bear the financial risks of corporate operations, so corporate investors should enjoy such rights.

Stakeholder theory is "managementist" in a sense. It involves how managers perform their duties and is closely related to business practices, value creation, and trade practices (Laplume, et al., 2008). Harrison and Wicks (2013) indicate that financial performance is important to many of a firm's stakeholders, but it is not the only aspect of value that is important to stakeholders.

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Stakeholder theory recognizes that in any organizational environment, there are various individuals and groups that support and influence the organization, and they also influence each other (Freeman, 1984). Freeman (1984) defined the stakeholder theory as any group or individual that may affect or be affected by the company's goals. Freeman (1984) believes that stakeholders have different impacts on companies because of the different resources they have. He subdivided stakeholders from three aspects:

(1) a group of people who hold company stocks, such as board members, managers, etc., are called ownership stakeholders;

(2) have economic contacts with the company Related groups, such as employees, creditors, internal service agencies, employees, consumers, suppliers, competitors, local communities, management structures, etc., are called economically dependent stakeholders;

(3) are related to the company's social interests Stakeholders, such as government agencies, media and special groups, are called social stakeholders.

Frederick (1988) divides the way stakeholders have an impact on the enterprise, and divides it into direct and indirect stakeholders. Direct stakeholders are those who have a direct market transaction relationship with the enterprise, mainly including: shareholders, employees, creditors, suppliers, retailers, consumers, competitors, etc.; indirect stakeholders are related to the enterprise Stakeholders in non-market relations, such as the central government, local governments, foreign governments, social groups, media, the general public, etc.

Charkham (1992) divides stakeholders into contractual and public stakeholders according to whether there is a contractual relationship between the relevant group and the enterprise. Wheeler and Sillanpa (1998) divide stakeholders into four categories from the perspective of whether the relevant groups are social and whether the relationship with the enterprise is directly established by real people:

(1) The main social stakeholders. They have two characteristics of sociality and direct participation;

(2) Minor social stakeholders. They form an indirect relationship with enterprises through social activities, such as government, social groups, competitors, etc.;

(3) Main non-social stakeholders. They have a direct impact on the company, but they do not affect specific people, such as the natural environment;

(4) Minor non-social stakeholders. They do not have direct contact with the enterprise, nor do they act on specific people, such as environmental pressure groups, animal interest groups, etc.

2.3.2 Related Research on Stakeholder Theory

The development of stakeholder theory focuses on the following themes: (1) traditionally defined diversity and heterogeneity within the stakeholder group; (2) attracting marginal and weaker stakeholders to participate; (3) flexibility Strategies to illustrate the changes in stakeholder motivation; (4) more collaborative relationships among stakeholders (Khazaei, Elliot, & Joppe, 2015).

Jiang and Jin (2009) systematically elaborate the stakeholder theory from two aspects:

● Looking for the economic theory basis of the stakeholder theory, and constructing an enterprise theory that is different from the traditional claim [shareholders first]-interests Stakeholder theory;

● To build a stakeholder theory management model, which not only focuses on how to embody stakeholder factors in the process of corporate strategy formulation and implementation, but also on the design of effective bilateral governance mechanisms between companies and stakeholders.

Clifton and Amran (2011) critically evaluate the stakeholder approach from the perspective of having a sustainable world and the role of companies in promoting sustainable world outcomes. They discuss whether the stakeholder approach develops in the mainstream academic and management literature is consistent with sustainable goals, and whether applying the stakeholder approach at the management level may accelerate or hinder the progress of sustainable goals. Their conclusions indicate that from the perspective of a sustainable world, the current form of stakeholder approach is insufficiently configured to assist managers in fulfilling their obligations to promote sustainable world development.

Changes in stakeholder relationships can cause problems for organizations because the interests of different stakeholders may be incompatible or competing with each other, and their expectations may be different. The organization needs to identify all involved stakeholders and determine the priority of the main stakeholders according to the specific background or situation that needs attention, especially because the crisis can transfer and expand the existing main stakeholders (Xu & Li, 2013).

Li and Zhang (2020) used stakeholder analysis, game equilibrium analysis, and empirical case analysis methods to explore the evolution of the relationship between various stakeholders in land use from the perspective of rural revitalization.

Zhang et al. (2020) selected the members of the stakeholder category of the comprehensive energy service business as evaluation objects, and conducted expert consultations and field visits.

Li et al. (2020) explored the interaction between different levels of government agencies, mining enterprises, farmers and media and other stakeholders in the process of land pollution control in mining areas and whether social networks affect interaction based on stakeholder theory.

From the perspective of stakeholders, Chen (2020) analyzes the social benefits of publishing companies from the perspective of value theory, quasi-public product theory, and principal-agent theory from the perspective of the particularity of the social benefits of publishing enterprise spirits.

2.3.3 Research on stakeholder theory in the field of tourism

Many scholars have applied stakeholder theory to tourism research to analyze various stakeholders (Zhang & Guo, 2006; Guo, 2007; D'Angella & Go, 2009; Pan & Deng, 2010; Alonso, Sakellarios, & Bressan, 2017).

D'Angella and Go (2009) focuses on tourism cooperative marketing practices, especially the relationship between destination management organizations (DMO) and tourism companies. They use stakeholder theory as a framework for such performance evaluation to study DMO's

ability to obtain decision support. Their results show that DMO helps optimize stakeholder compensation while minimizing risk.

Alonso, Sakellarios, and Bressan (2017) uses stakeholder theory (ST) as a theoretical framework to explore the relationship between craft beer and tourism. The main stakeholder groups they studied were craft beer operators in the craft beer industry, mainly owners, directors and brewers.

Most of the scenic spots in China have entered the development stage, and some scenic spots have entered the mature stage. However, in the later stage of the development of tourist attractions, its operation process is associated with many stakeholders. These stakeholders have put forward different or even conflicting interest requirements for tourist attractions. With the rising of various profitable business activities in tourist attractions, the potential commercial value of the scenic spots has become increasingly prominent, and the diversification of stakeholders has also become increasingly prominent (Guo, 2007).

The hidden conflicts of interest and conflicts have gradually become more prominent, such as the neglect of the interests of community residents and limited benefit from tourism development; scenic resources and inadequate environmental protection and supervision; messy, low-level construction and landscape pollution.

Conflicts and contradictions among stakeholders such as government departments, investors, community residents, and tourists involved in the income generation process of scenic spots frequently occur. These conflicts are essentially the imbalance of interest distribution among various stakeholders, which reflects Conflicts of their interests.

Therefore, in order to fundamentally solve the problems and contradictions in the development of scenic spots, it is necessary to reasonably allocate the interests of tourist attractions in order to coordinate to meet the needs, rights and expectations of these stakeholders. Moreover, the effectiveness of profit distribution has a very close relationship with the healthy operation and stable development of tourist attractions, as well as the construction of a harmonious operating environment.

Zhang and Guo (2006) believe that individuals and groups that can influence the realization of the goals of the scenic spots or are affected by the goals of the scenic spots are the stakeholders of the scenic spots.

Pan and Deng (2010) extended their research and proposed that the core interests of tourist attractions are most closely related to the development of scenic spots. Without their participation in cooperation, the development of tourist attractions cannot be carried out, including countries, territorial governments, tourism developers, and community residents. , Planning experts and tourists.

Xia (2003) proposes that the stakeholders of travel agencies are divided into three levels and six categories of basic maps: core layer, strategic layer and peripheral layer.

Song (2004, 2005) proposes three levels and nine types of atlases for the core, compact and loose layers of eco-tourism stakeholders.

Zhang and Guo (2006) in the study of ticket price adjustment in scenic spots, propose that the stakeholders in tourist attractions are divided into core stakeholders, dormant stakeholders, and marginal stakeholders.

Wang and Huang (2012) take Kaiping Diaolou and villages in Guangdong as an example to conduct an empirical study on the classification of stakeholders in cultural heritage sites, and divided stakeholders into core stakeholders based on the three dimensions of initiative, importance and urgency, Dormant stakeholders and marginal stakeholders.

Before the application of stakeholder theory to scenic area governance, it has been used in large-scale regional tourism planning (Liu & Feng, 2019).

Bao and Zhong (2002) in the Guilin City Tourism Development Master Plan (2001-2020), used a combination of stakeholder analysis and feedback analysis to systematically analyze and explain the problems in the development of Guilin City. Good results have been achieved.

Zhang and Wu (2002) construct a framework system combining qualitative and quantitative in the tourism planning of Leshan City, Sichuan, and put forward the application method of "interested subject" theory in the regional tourism development planning in my country.

From the perspective of technology application, some scholars have studied how to build a more reasonable digital scenic spot that meets the diverse needs of tourists.

Buhalis and Laws (2001) discussed the application of Internet and other information technologies in the development of scenic spots from the perspective of distribution channels. Emad and Hanan (2010) pointed out the importance and convenience of mobile clients in providing tourist information guides for tourists.

At the level of theoretical research, Buhalis and Amaranggana (2013) studied the conceptual framework and characteristics of smart tourism destinations from the perspective of smart cities. Their research results show that smart tourism destinations use various modern technological means to enhance the tourist experience.

The stakeholders of smart attractions are diverse, and there are differences in the degree of interest related to smart attractions. The five core stakeholders of smart attractions can be defined as tourists, attraction managers, tourism companies, tourism authorities and community residents (Ruan, 2017). There are differences in the core stakeholders from their own interests to specific interest claims, and the degree of understanding of each interest claim:

1) For tourists, the focus of attention is mainly on the service of attractions; and the attraction of attraction managers is the convenience and efficiency of attraction management;

2) Tourism enterprises are more concerned about corporate profits from their own interests, and aim at intelligent marketing of enterprises to maximize profits;

3) What tourism authorities consider is how to better supervise and manage scenic spots in order to provide perfect social public services;

4) Community residents are concerned about their own level of participation, hoping to increase employment opportunities and participate in scenic spot management.

When Yang and Wang (2020) construct a tourism effectiveness evaluation system, he used stakeholder theory to divide tourism stakeholders into residents' interests, tourists' interests, corporate interests and government interests.

Resident interests. Tourism requires the realization of "organic integration of regional resources". Residents in tourist destinations are important carriers of tourism resources. A good

resident attitude can effectively increase tourist satisfaction and increase the image of tourist destinations. At the same time, because of being in a tourist area, community residents are also suffering from various impacts brought by tourism. Under the traditional tourism development model of scenic spots, on the one hand, it is caused by the influx of large numbers of tourists, such as traffic jams, price increases, and cultural alienation.

On the other hand, it is "different inside and outside the scenic spot." The infrastructure inside the scenic area is good, while the environmental quality outside the scenic area is often poor. In the process of benefit distribution, the interests of community residents are often not taken seriously, and they bear the negative impact of tourism development, but they cannot enjoy the benefits of tourism development accordingly. In the long run, residents in tourist destinations will experience a series of negative emotions, which is not conducive to the sustainable development of tourism.

Tourist interest. Tourists not only promote the development of the local economy by purchasing tourism products launched by tourist destinations, but also obtain a tourism experience by themselves, thereby achieving a win-win situation with other stakeholders. In the tourist stage of scenic spots, due to the problem of charging, the order of the tourist market is relatively chaotic, and incidents that damage the interests of tourists often occur. The prawn incident in Qingdao, Shandong, in October 2015, and the beating of female tourists in Lijiang, Yunnan, in February 2017 were both extreme cases of damage to tourists' interests. There are also many incidents of compulsory shopping and insulting tourists, which have a huge negative impact on the sustainable development of tourism.

Business interests. Tourism enterprises are an important part of the tourism market. In the process of creating tourist attractions, not only the interests of tourists and community residents, but also the interests of tourism enterprises must be fully considered. The enterprise obtains good economic benefits by providing tourism services and selling tourism products, and at the same time obtains the support of local residents and the government by fulfilling its social responsibilities, cultivating a good external development environment and improving its competitive advantage.

Government interest. The public nature of the government determines that the government's interest demands are dominated by public interests. The government's public interests are mainly manifested in driving local economic and social development, increasing government revenue, in order to better serve local people and increase the employment rate of residents. At the same time, the government will also consider the interests of its departments, hoping to realize the public interest, thereby improving the government's image.

2.4 Electronic word of mouth (e-WOM)

The development of new media gives a way to online WOM is known as e-WOM (Yang, 2017). Many authors (e.g., Filieri & McLeay, 2014) consider e-WOM reviews to be electronic versions of traditional WOM reviews, Huete-Alcocer (2017) summarize the literature review and listed main changes compared with traditional WOM:

1) Less credibility (Sotiriadis & Van Zyl, 2013; Veasna, Wu, & Huang, 2013; Hussain et al., 2017). Since the anonymity can raise the risk of fake information transmission.

2) No privacy protection. It can be reviewed by more people at different time without noticing the owners (Cheung & Thadani, 2012).

3) Faster diffusion speed. Because e-WOM is published, i.e., on the Internet (Gupta & Harris, 2010).

The quantity of e-WOM research is impressive, and these researches include following directions.

2.4.1 Research on the spreading of e-WOM.

There are researches on how online social networks influence WOM, researches on the spreading mechanism of WOM, and so on. Andrew and Donald (2016) investigate how to create positive influence on consumers by applying positive WOM spreading quickly. They come up with a mechanism based on networks, which is encouraging their customers to choose WOM receiver with high social connection, thus spreading WOM faster and meet the goal of efficient marketing.

Olmedilla, Martínez-Torres, and Toral (2019) investigate the coexistence of the superhit effect and long tail phenomenon from a quantitative perspective and proposes two different methods to mathematically indicate the presence of both phenomena in 28 different product categories during the spread of e-WOM. They have drawn the conclusion that e-WOM promotes either the long tail phenomenon or superhit effect depending on the different product categories and they can coexist.

2.4.2 Research on how to use social network to conduct WOM marketing

Based on the fact that social networks can create positive influences on consumers, many overseas scholars conduct in-depth research on how to use social networks to improve the marketing effect. Barreda et al. (2015) believe that, when staying online, the trust will create a positive effect on satisfaction while satisfaction can moderate the influence of trust to branding behavior, motivation and WOM. Aghakhani et al. (2018) use the Elaboration Likelihood Model and Affect-As-Information Theory to conduct research on WOM influence of Facebook. They identify product information, source reliability, peer image, and relationship strength as theoretical key variables and study their effects on cognition and emotion.

Hajli (2018) concludes that people are using online communities, but they are concerned with information credibility through the WOM in these platforms. As more and better-quality information about products is made available, social media is becoming increasingly influential in shaping individuals' decision-making. In his research, a social WOM model highlights the role of social media and social support in social networking sites, identifying the important role of the increasing credibility and information usefulness resulting in an ethical environment when one adopts WOM. Nowadays, social media pass information to audience like the way virus spread.

Alhabash and McAlister (2014) indicate that virality on social media comprises three dimensions: reach (e.g., the volume of sharing online, forwarded messages, posts, and reposts); evaluation (e.g., number of likes, favorites); and deliberation (e.g., comments).

2.3.3 Research on how WOM influence consumers' decision making

Many overseas scholars use different methods to study how e-WOM influence consumers' decision making. It involves many areas like online social network payment service. For example, Courtney Clare Green and Hartley (2015) use graph theory to value paying and nonpaying customers in a social network that links the customer lifetime value to word-of-mouth social value. Nam et al. (2010) study the influence of continuous WOM effect on consumers in video-on-demand business. Their results find that contiguous word of mouth affects about 8% of the subscribers with respect to their adoption behavior, and advertising and the retail environment also play a role in adoption.

According to Sparks and Browning (2011), there is a growing reliance on the Internet as an information source when making choices about tourism products. They conduct a research within the hotel context to explore the role of four key factors that influence perceptions of trust and consumer choice. After investigating several independent variables, they draw a conclusion that consumers seem to be more influenced by early negative information, especially when the overall set of reviews is negative.

Social commerce (s-commerce), as one of the innovative business models, leads the bargaining power to transfer from sellers to buyers. Busalim (2018) analyze the influence of eWOM engagement on consumers' purchase intention in s-commerce and the result shows that information characteristics, consumer behavior and technological factors can exert a positive influence on consumer's purchase intentions. All hypotheses between attitude toward EWOM, information credibility, innovativeness, website quality and EWOM engagement are significant. Also, EWOM engagement has a significant positive influence on consumer purchase intention.

Roy et al. (2019) have explored the role of mixed neutral WOM valence and rich eWOM content on online purchase intention. They combined the qualitative analysis method and inductive analysis to form various codes and categories in explaining eWOM constructs. 14 experts and online shoppers from diverse fields are selected to be involved in in-depth interviews. Content analysis is also used to analyze the importance of various factors in key constructs (themes) affecting online behavior. The findings have confirmed that both mixed neutral eWOM and rich eWOM content positively affect online purchase intention.

2.3.4 Research on the influence of WOM in tourism

Many overseas scholars have also noticed that the influence of WOM in the tourism sector keeps rising. Thus, they research on how e-WOM influence consumers. Some researchers are conducted broadly. For example, Jalilvand et al. (2012), scholars from the department of the economy at the University of Tehran and Tehran Trading Research, use sample survey to research on the relationship among e-word-of mouth in the tourism industry, destination image, traveling attitude and traveling motivation. They use maximum likelihood estimation to conduct structure equation model test and study the relationship among variables and come up with the conclusion that EWOW creates a positive influence on destination image, traveling attitude and traveling motivation; destination image is related to consumers' traveling attitude and traveling motivation; destination image creates a positive influence on consumers' traveling attitude.

To confirm how Travel 2.0 applications have influenced tourist decision-making behavior, Spanish scholars Hernández-Méndez et al. (2015) conducted researches and found that, when arranging a travel, tourists continue to be influenced by the comments and opinions of friends and relatives (WOM). In their research, different groups of tourists are classified according to their socio-demographic characteristics to explain the degree to which these information sources influence travel decisions. The study demonstrates that official travel destination websites are the most widely used online platform when tourists try to seek information, followed by travel blogs and travel social network sites.

Some researches focus on the influence of tourism spots' WOM on tourists' willingness to revisit. Phillips et al. (2013) surveyed visitors' perceptions of the destination's image, value, and satisfaction, as well as the relationship between these variables and future behavior, with particular emphasis on the visitor's intention to return to the destination and make recommendations to others. Their research model takes perceived value as a direct premise of tourists' wishes and satisfaction as a moderating variable between perceived values and tourists' wishes. The results show that the destination image directly affects tourists' values and willingness to revisit, and indirectly affects tourists' satisfaction and willingness to recommend. The image of the destination and the satisfaction of tourists are good indicators of willingness

to revisit and WOM, respectively. Keeping the attributes and overall satisfaction of tourists at a high level is crucial for the destination to bring a positive WOM to potential tourists.

It can be seen from the above classification of Western countries' research results that research on online WOM has been very popular, but not many of them have adopted EST to carry out negative network WOM research in scenic spots. This is also the starting point for us to study the negative events of scenic spots based on the EST.

2.5 Personality and Characteristic of Tourists

Tourism is not only related to economy, but also to society, psychology and culture. The development of tourism psychology is based on the theoretical basis of general psychology. Studying tourist psychology can help define travel behavior and understand motivations that encourage people to organize travel spontaneously. Studying the psychological characteristics of tourists can also answer the following questions: What are the different needs of tourists based on their age or personal identity information? What factors influence the tourist decision-making process?

Tourists often want to escape the daily boring life and huge work pressure, leaving familiar places to find a new way of life to release themselves. Tourists with an adventurous tendency will tend to seek new experiences, and tourists with an open mind will often be able to accept situations where atopy or irregularity occurs. Virdi and Traini (1990) pointed out that the behavior of each tourist not only reflects the personal and social aspects of their free time, but also their motivation. In addition, any such actions are not only economic investments, but also personal emotional investments.

Visitors' motives, roles, and all factors that may influence their decisions are defined by psychologists as a form of appropriate communication with such customers or as the main factor or input used to achieve an ideal destination (Šimková, 2014). Šimková (2014) describes verbal and nonverbal communication, social cognition of interpersonal behavior, and intercultural communication.

In addition to tourists' psychology, tourism psychology will also involve some providers of services and products and local business issues. Considering the fact that the supply of contemporary tourism exceeds the demand, the added value of any service comes from the service quality and personnel quality provided by the local tertiary industry, especially for educated tourists (Ryglová, Burian, & Vajčnerová, 2011; Hošková-Mayerová, 2011). The following are the main capabilities of the personnel:

- Effective and decent communication skills;

- Full and clear understanding of customer groups;

- The ability to understand and meet customer expectations;

- Employee loyalty;

- Ability to adapt to emergencies.

Good people should play the role of "reporter" or "information provider", have the ability to listen to customers deeply, pay attention to key issues and quickly respond to negative indicators, but this operation should not affect customer privacy and /Or comfort (Šimková, 2014). Because the cost of psychological research is higher, it is difficult for small and medium-sized enterprises to adopt it in practice. SMEs can learn from real life (hence the term "self-learning business"), but the new management model and research results are out of reach (Šimková, 2014).

This study summarizes the two psychology theories that are widely used in the tourism industry. They are Plog's (1973) psychological type and McCrae and Costa's (1997) big five personality theory.

2.5.1 Plog's psychographic model

In psychology, a schema is a cognitive framework that helps organize and interpret information in the world around us. Guo (2015) identifies psychological schema as the network of knowledge and experience in the human brain. He indicates that people tend to be empiricist so that as experience will have an impact on the process and results of their future understanding. Psychological schema can be seen as a sociological concept. Everyone, as an independent

individual, has a different experience with an independent event, and the resulting cognition and coping methods are also different.

In the study of negative events in scenic spots, the psychological schema is mainly used to study whether tourists have an active schema for such events after knowing the news of negative events in scenic spots. If they do have a similar experience, tourists will make reasoning, and judgment according to their own experience in mind to form their cognition, judgment and behavior results about such events. If tourists do not have an active schema for the event, then tourists will form coping actions and methods for the first time and passively construct a new psychological schema in their minds. Once they encounter similar events, they will start to have an active schema for coping.

In Plog's psychographic typology, tourists are classified based on personality traits along a continuum, with allocentrics on one end of the spectrum and psychocentrics on the other (Cruz-Milan, 2017). Plog (1973) divided travelers into two categories, namely, psychocentric tourists and allocentric tourists.

According to Plog's research, psychocentric travelers are characterized by daily anxiety, risk aversion, preference for receipt, and frequent destinations preference. They also tend to go to leisure and sunbathing places, which is also in line with their preference to arrange activities as little as possible during travel. On the contrary, allocentric travelers prefer to travel to small crowds without planning and to have as much contact with local culture as possible. They are confident, free from anxious, fond of new things, risk-taking, and like to travel to places where they can challenge their physical limits and explore the cultural world. The situation is much more complicated in the light that most people are neutral and have the qualities of both allocentric and psychocentric travelers, so their personality traits are difficult to distinguish.

Hoxter and Lester (1988) find that for female college students, psychocentrics had lower neuroticism and higher extraversion scores than allocentrics. Their results show that extraversion is found for both travel destinations and vacation activities, whereas the association with neuroticisms is found only for vacation activities and then only weakly ($P = 0.10$).

In 2002, Plog referred to his psychographic model as the "venturesomeness" concept, and used data from a large annual tracking survey (n=7,961) to show venturesomeness as a better predictor of travel behavior than demographic variables (Camilleri, 2019). Adventurous tourists do not like to be constrained in the travel process, so they do not like the form of package travel but prefer unorganized travel. And people with a tendency to take risks are also more inclined to choose novel destinations. Non-adventurous tourists prefer regular, familiar tourist areas rather than completely unfamiliar destinations. In the choice of tourism form, they prefer to choose the organized package tour form. Plog's venturesomeness concept indicates that tourists with risk-taking trait may change their destination choices.

Pizam et al. (2004) analyze the effects of the combined psychological characteristics of risk-taking and sensation seeking on the travel behavior and preferred tourist activities of young adults on leisure trips and find that respondents with high combined risk-taking and sensation-seeking(RSS) scores differed significantly in their travel behavior, mode of destination choice, preferred tourist activities and demographics, from those who had low RSS scores. It is suggesting that the personality characteristics of risk-taking and sensation-seeking are correlated with specific travel behaviors and tourist activities preferences of young adults.

2.5.2 Trait Theory and Big Five personality traits

In 1921, Carl Jung proposed there were two types of personality types. The first is introverts, who get their energy from "the inner world," or being alone with themselves. The second group are extroverts, who derive energy from "the outside world" or interactions with others.

There are two basic psychological attitudes, introversion and extroversion, which are also the basic psychological modes for each of us to adapt to life. The former has energy and interest oriented towards the inner world, while the latter has energy and interest oriented towards the outer world. Just as there are two children in a family, one of whom always likes to play outside and the other always likes to play inside, leaning in and leaning out are not necessarily good or bad (Shen, 2004). Extroverts have the dominant drive to develop outwards, while introverts

have the drive to develop inwards. However, when any tendency develops to the extreme or discordant, it will often become the source of psychological conflict or psychological complex.

In the 1930s, Allport and Odbert (1936) proposed Trait Theory by classifying words that distinguished differences in human behavior to find personality structures. The theory believes that trait is an effective component of personality, an individual's stable and difficult-to-change psychological characteristics, and has an influence on an individual's attitude and behavior. The research results of Trait theory are rich, and currently widely recognized is the five-factor model (FFM), also known as Big Five personality traits (Big Five) developed by McCrae and John (1992). The five broad personality traits described by the theory are extraversion (also often spelled extroversion), agreeableness, openness, conscientiousness, and neuroticism (Abu-Sbeih et al., 2019).

Agreeableness is usually described as friendly, cooperative, and altruistic, reflecting the characteristics of an individual's interpersonal relationship. A agreeableness individual is polite and courteous and kind. Openness means imagination and curiosity, reflecting the creativity and openness of the individual. Individuals with a high degree of openness to experience like new things, new knowledge and new experiences. Extroversion is considered enthusiastic, talkative, and energetic, and reflects the external characteristics of individual behavior. Individuals with high extroversion are full of energy and good at socializing. Neuroticism is mainly related to negative emotions and reflects the characteristics of individuals' negative emotions and sensitivities. Individuals with low emotional stability show anxiety, negativity, worry and insecurity. Conscientiousness represents organized, efficient and systematic, reflecting whether the individual's style of doing things is fair, restrained and rigorous. Conscientiousness individuals have a plan for goals, persistent efforts, and a strong desire to achieve achievements.

The Big Five Model's five-factor structure is a general model that integrates personality traits and is a systematic classification of personality traits. Since the Big Five personality model is universally cross-cultural (McCrae & Costa, 1997), its different language versions have been validated in more than ten countries, in psychology and other disciplines such as human resource management, consumer behavior and many other fields are used to predict

individual attitudes, performance and behavior, and show the characteristics of stable results and high reliability.

Komarraju et al. (2011) conduct a research on how the personality and learning styles influence students' academic achievement. Their results find that two of the Big Five traits, conscientiousness and agreeableness, were positively related with all four learning styles, whereas neuroticism was negatively related with all four learning styles (Komarraju et al., 2011).

The Big Five personality theory is still the mainstream personality theory, mainly reflected in the following aspects:

● Conceptualization of features in five categories breaks through the limitation of dichotomy;

● Putting personality traits in context (exploring how personality changes based on context and time);

● Emphasize the biological basis of personality and behavior.

This study mainly focuses on the study of tourists' open psychology. Openness can also be referred to as openness to experience. It describes to the extent an individual having broadmindedness, imagination, intellectually curious, and novel characteristics with artistic features (McCrae & Costa, 1985). Openness can be described as people who have a vivid imagination, or not interested in abstract ideas, or have difficulty understanding abstract ideas, or do not have a good imagination (Donnellan et al., 2006; Milfont & Sibley, 2012; Kvasova, 2015).

As can be seen from the above, Plog's psychological type of risk-taking tendency and the openness of the Big Five personality are complementary concepts. Therefore, this study introduces the risk-taking tendency and the openness in the Big Five personality model to measure the personality characteristics of tourists, and is used to predict their impact on tourist behavior.

2.6 Tourists behavioral intention

The concept of behavioral intention stems from the theory of attitude, which refers to the intensity of the willingness of customers to implement a specific future behavior. Fishbein and Ajzen (1977) states a theory of reasoned action that behavioral intention is the focal antecedent. Such behaviors include both actual future consumption behavior and behaviors that arise in response to specific goals, such as the willingness to recommend, not actually generate consumption rather than by influencing others to buy (Blackwell et al., 2001). This behavior includes both the customer's willingness to maintain a relationship with the company and the motivation to prefer the brand most.

Zeithaml (1988) states that there are positive and negative behavioral intentions of customers. Positive behavioral intentions include: willingness to pay a premium price, willingness to keep buying the product or service, good word-of-mouth advertising for the firm, willingness to pay a premium for the product or service, willingness to pay a premium for the product or service, and willingness to pay a premium for the product or service. Negative behavioral intentions include intending to reduce the purchase volume of the product, intending to boycott the product or the firm, complain to others about the product or service, make adverse publicity to the company, etc.

Services are intangible (invisible and unreachable before purchase), indivisible (production and consumption occur at the same time), and variability (production and communication of services mainly rely on people, and people cannot guarantee consistent performance every time), perishability (cannot be stored for future use) and other characteristics. As a result, it is difficult for customers to evaluate service performance before actually consuming the service, and customers perceive a greater degree of risk than with real goods.

Customers pay more attention to the external information related to the service before purchasing the service, and this information includes other customers' service experience. It is one of the most reliable sources of information. Therefore, customer's willingness to promote and recommend is very important in the field of the research service industry (Zeithaml. et al.

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2000). As one of the representatives of the service industry, tourism has always been the main part of tourism products. Tourists' behavioral willingness has also been a popular research topic for scholars in the field of tourism management. Jang (2009) believes that the behavior of tourists can be used to predict tourists' behavior more effectively.

Jones and Sasser (1995) and others pointed out that customer loyalty is also an intention, which is the customer's intention to repeat purchases of specific products and services in the future. Tourist loyalty is also a kind of customer loyalty. But compared to general products, tourism products have their particularities. The single consumption of tourism consumption is relatively large, and the interval between re-consumption is relatively long, and it does not occur continuously. Therefore, the loyalty behavior of tourists is more concealed, mainly reflected in the willingness to act in the future (Oppermann, 1999).

Enrique Bigné et al. (2001) believe that tourist loyalty is a willingness to revisit and recommend tourist destinations. Hutchinson, Lai, and Wang (2009) defines visitor loyalty as the willingness to revisit, the willingness to recommend and lower motivation to find alternative travel. Ma et al. (2013), referring to Hutchinson's definition, believes that tourist loyalty includes three aspects, namely the tendency to revisit, word-of-mouth publicity, and attitude towards alternative tourist destinations. By sorting out the above concepts of tourist loyalty, we believe that tourist loyalty is essentially a different expression of tourists' behavior.

The existing research on tourists' behavioral intentions focuses on four aspects, as followings：

● Willingness to travel. Intention to travel or willingness to commit to traveling in the future. Planning behavior was correlated positively with activities and the perceived importance of facilities but negatively with attraction visiting behavior (Johns & Gyimóthy, 2002).

● Willingness to recommend or word of mouth. Willingness to recommend or actively promote to others.

● Willingness to revisit. Willingness to intend to travel again in the future.

● Willingness to pay a premium price. Willingness to pay a higher price for tourism services.

Sun and Yuan (2016) suggest that after problems occur in the tourism services or products provided by the scenic spots, timely measures should be taken to remedy them. Actively apologizing to tourists and compensating for the losses can effectively alleviate the dissatisfaction of tourists, and if the scenic spot can actively find and solve potential problems in tourist products or services, it will greatly enhance the satisfaction of tourists. Some scholars based on the theory of psychological contract violations to study the impact of travel agency's irresponsible behavior on tourists. Gong, Xie, and Peng (2014) confirmed that tourists will have a negative impression of the travel agency and even related scenic spots. They believe that their needs are not met, and they will have a sense of distrust towards the enterprises, scenic spots, hotels, etc. involved in the entire tourism activities.

Toledano and Riches (2014) indicate the potential of events to deliver effective social marketing messages and impact behavior change is appealing and empowering. When negative events are exposed, consumers' attention to the events will cause them to have a negative perception (Wang et al., 2010).

The consumer's negative perception of the direct harmful effect on the product or brand of the incident is the negative willingness to act. For example, companies that intend to reduce the purchase of the product; companies that intend to boycott the product or provide the product; complain to others about the product or service; make unfavorable publicity to the company, etc.

Dong Yani et al. (2009) studied the impact of corporate product strategy (product maintenance strategy, defect improvement strategy, function enhancement strategy) on purchase intention after the product crisis. Empirical studies have found that function enhancement strategies have a significant positive impact on purchase intention, while the other two have no difference. In other words, after a product defect event, companies often have to pay more aggressive product strategies to restore consumers, and simply correcting defects cannot satisfy consumers.

If people's hostility toward a country is regarded as a negative event, once the concept of hostility is introduced into tourism marketing, it will not only affect the country's commodity consumption, but also affect the willingness of tourists to visit the country. Sánchez and Alvarez

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(2018) reveal that there are various types of animosity, depending on the country analyzed, the influence of which on the intention to visit does not always have a significant effect. A better understanding of the causes of hostility towards a country can help destination managers greatly reduce the impact of hostility on the country's tourism industry.

Negative events of natural disasters, such as severe weather conditions, can also have an impact on tourists' willingness to travel. Kim et al. (2017) explore the impacts of weather on tourist satisfaction and intention to revisit sites utilizing a survey of 1736 domestic tourists in South Korea. The results of this study show that the perceived quality of weather affects tourist satisfaction and revisit intention directly and indirectly and that it correlates with the perceived quality of physical attributes, and service and to sustain tourist satisfaction and revisit intention, efforts to moderate the negative impacts of uncomfortable weather conditions are required, especially in rainy weather. After the Asian tsunami disaster in 2004, the number of tourists heading to the affected destinations was greatly reduced, which severely damaged the tourism industry in the region. However, the reconstruction of destinations affected by the tsunami is almost complete, but Asian tourists return to the affected destinations at a much slower rate than Western tourists (Henderson 2005).

Chen and Gursoy (2001) point out that due to the impact of tourism experience and the psychology of seeking new ideas and seeking differences, even if the time interval is longer, repeated purchases are difficult to appear. The value of tourists' behavioral intentions is reflected in consumers' word-of-mouth advertising to other groups in the marketplace, rather than a return to their old haunts (Pitt, Myung, & Zhang, 2002).

Tu, Xiong, and Huang (2017) showed that the destination image can significantly influence tourists' behavioral intentions, and positive emotions are the incentives for tourists' behavioral intentions, and can significantly influence the tourists' behavioral intentions.

Zhang et al. (2016) take the grape industry tourism of Helan Mountain as an example, find that perceived quality and perceived value have an indirect effect on behavioral intention through satisfaction, and analyze the role of different tourist destination image types. Their research find that the emotional image of wine tourism destination is greater than the cognitive image has a direct impact on tourists' behavioral intentions.

When investigating the influence of value on affective attitude and behavioral intention toward tourism destinations, the survey operated on outbound Chinese tourists, indicates that values, both internal and external, have significant impacts on tourist behavioral intention toward destinations. But only internal value exerts a significant influence over the affective attitude of tourists toward visiting destinations, while the relationship between external value and tourist attitude was not significant (Li et al. 2016).

Therefore, this study defines tourists' behavioral intentions as a willingness to travel and willingness to recommend.

According to the above literature review, this study considers the shortcomings of the existing research as follows:

● Existing research on negative events in the tourism industry lacks the division of event attributes and an integrated theoretical framework;

● There are few empirical studies through scene experiment methods, and the division of scenes lacks comprehensive theoretical framework guidance;

● From the perspective of negative events, there are few literatures that use tourists' personality characteristics as moderator variables to study tourists' behavioral decision-making.

This study will proceed from the perspective of event cognition and the characteristics of tourists, taking the EST as a conceptual framework, and comprehensively consider the impact of their respective main effects and interaction effects on tourists' behavioral intentions. And according to consumers' behavioral wishes, tourists' behavioral intentions are divided into travel willingness and recommendation willingness.

Chapter 3: Theoretical framework and Hypothesis

3.1 Theoretical framework

In recent years, traveling has become an important part of the daily life of urban consumers, but related negative tourism news has occurred frequently, especially during the Golden Week. However, negative news related to scenic spots has occurred frequently, especially during some special holidays, such as the National Day that has 7 days off. Therefore, it is of practical significance to study the impact of tourism negative events on tourists' behavior and decision-making.

Based on the existing literature review in China, there are few empirical studies on EST, and the application of EST in tourism is even rarer. Starting from the theoretical framework of the EST, we describe and analyzes the time, space and intensity dimensions of the negative events in the scenic spots. Once a negative event occurs, tourists may have a new understanding of the brand image of the scenic spots where the event occurred, and changes in these understandings will further affect tourists' decision-making. The decision-making willingness is the best predictors of subsequent behavior of the tourists.

In addition, we will study the negative events in the scenic area as a complex, whether the bad travel experience reflected in the event will affect the behavioral intention of tourists, and whether the personality characteristics of tourists will affect the relationship between the negative events in the scenic spots and the tourists behavior and decision-making. Clarifying these issues will help the scenic spots managers to respond immediately and quickly resolve the negative events in the scenic spots. Therefore, on the basis of literature research, we proposes a theoretical model of this study as shown in Figure 3-1.
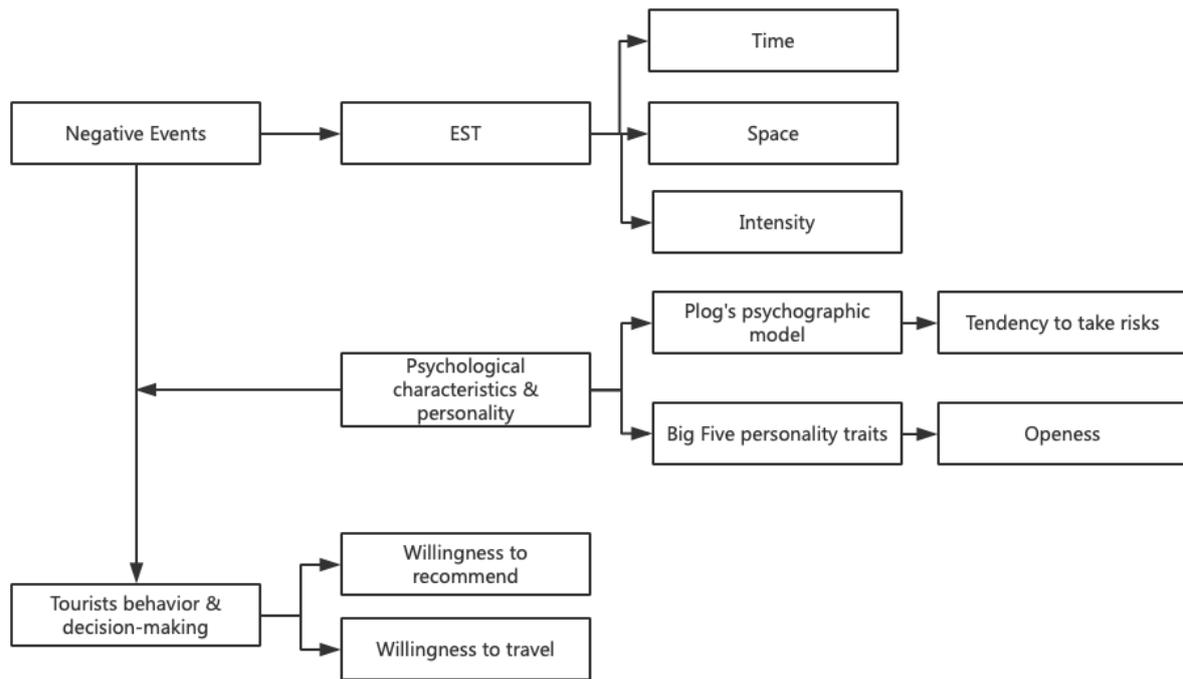
Figure 3-1. Theoretical model

3.2 Dimensions based on EST

3.2.1 Intensity dimension

The influence factor of negative events in scenic spots is mainly studied from three index factors: novelty of events, destructiveness or subversion of events, and key factors of events (Morgeson & DeRue, 2006).

The novelty of an event means that there are obvious differences in behavior, characteristics, and degree between the event and the events encountered in the past, and it is seldom or never experienced by the audience (Lee & Mitchell, 1994; Morgeson, 2005). For negative events in scenic spots, novelty events generally refer to the negative behaviors that tourists have never encountered, the existence of new negative features in scenic spots, and the degree of negative events in scenic spots that is much higher than that of such events they normally encounter. These events tend to arouse tourists' higher attention and thus have a greater influence on tourists' decisions and other behaviors.

The destructiveness of an event (also called subversion in some cases) refers to the change in the external environment in which the event occurs, which then causes the event to deviate from the normal operation rules, resulting in abnormal consequences of the event (Zellmer-Bruhn, 2003). In order to control the progress of the event, the main body of the event adopts adaptive or controlling behaviors in order to offset or reduce the impact of the event. For the negative events in the scenic spots, destructive events generally refer to these events that call for solutions from scenic spot management subjects or relevant responsible subjects after negative impacts aroused by either breaking order or conducting abnormal behaviors (Zhang & Fu, 2013).

The key to events refers to the factors playing a decisive role in the scope and effect of events. These factors tend to affect the allocation of resources and change the behavior of the subject or object of events (George et al., 2011). For the negative events in scenic spots, the key events are essential events that not only have a significant impact on tourists' tourism, but also affect the operation of scenic spots, change the management strategy or mode of scenic spots, and trigger a reform or innovation in one aspect of the scenic spots (Zhang, 2017).

3.2.2 Time dimension

The time factor of negative events in scenic spots is mainly studied from the three index factors: the outbreak time, duration, and influence changes (Morgeson, Mitchell, & Liu, 2015; Zhang, 2017).

The outbreak time of negative events in scenic spots mainly refers to the specific time point when the event occurs in the main body of scenic spots. The more matching this time point with the popular site and hot time, the more likely it is to trigger the behavior, characteristics, and new subsequent events of the event (Morgeson & Hofmann, 1999). On traditional Chinese holidays as Labor's Day, National Day holidays, Dragon Boat Festival, and the winter and summer vacations, when the business and services in the scenic spot will be paid much more attention by people than usual. Once negative events occur in the scenic spot, the impact will be higher than usual.

The duration of negative events in scenic spots mainly refers to the period from the event outbreak to the event handling (Berrien, 1961). In general, for negative events with same influence that erupt at the same time point, the longer the continuous event, the greater the impact of the event, the more chain behaviors, characteristics, and subsequent related events will arouse (Abbott, 1984). For example, the negative events such as continuous rainstorms and typhoons in the scenic spots, the longer the duration, the direct impact on the number of tourists in the scenic area, tourism projects, and tourist experience.

The intensity of negative events in scenic spots mainly refers to the dynamic development process of the events, including the change cycle of events either from strong to weak or from weak to strong (Morgeson, Mitchell, & Liu, 2015). In most cases, negative events are developed from strong to weak. For example, tourists used to complain to the industry and commerce and market supervision departments when experiencing a rip-off and problems will finally be resolved. In this process, the public's attention to the event will be reduced after the investigation results are released and reasonable disposal is carried out. However, some negative events develop from weak to strong. Take a traffic accident as an example. There was a traffic accident near a gas station in a scenic area, causing damage to the vehicles, casualties and traffic jams. In the process of handling the event, due to the concentration of personnel and vehicles, the vehicle suddenly caught fire, igniting the tanker at the gas station, and thus gradually upgraded the influence of the event, increasing the consequences and negative effects of the event (Zhang, 2013; Zhang, 2017).

3.2.3 Space dimension

The space factor of negative events in scenic spots is mainly studied from two aspects: the location of the events and the scope of the impact. Its scope not only refers to the size of geographical space, but also includes the scope of the impact on the audience (Blatt et al., 2006; Zhang, 2013; Zhang, 2017).

The locations of negative events in scenic spots can mainly be divided into four-space levels: individual tourists, tourist groups, scenic spot organizations, and scenic spot environment (Morgeson & Hofmann, 1999). Some of the events occur in several intersecting

space subjects at the same time. For example, frequently occurred events of a tourist being cheated involve multiple spaces such as individual tourists and scenic spot organizations. Negative events at different levels have different characteristics in conducting and influencing each other in four levels of space. Event spatial direction of negative events in scenic spots have three main types as follows:

The first is the single-level effects (Morgeson, Mitchell, & Liu, 2015). Specifically, negative events arise and spread impact at the same hierarchical level among individual tourists, tourist groups, scenic spot organizations, and scenic spot environments. For example, the illegal use of electricity by scenic businesses leads to fires, the illegal driving of tourists in scenic areas leads to traffic accidents, the damage of garbage collection trucks in scenic areas results in untimely garbage removal, and the imperfect fire control plan in scenic areas leads to untimely fire evacuation. These are all negative events transmitted at the same level.

The second is the direct effects from the bottom to the top (Vaara, 2003). Specifically, it occurs in the individual space of tourists, then from individual tourists to tourist groups, and then to the scenic spot organizations and the scenic spot environment. The influence is continuous and direct (Abbott, 1984). Through the negative events encountered by individual tourists, the tourist groups would respond, resulting in the scenic spot organizations and scenic spot environment to change and thus forcing the scenic spots to make changes in management and environmental construction. For example, an overcharging event (Zhang & Li, 2019) that room prices have increased more than online booking prices, and scenic products are several times higher than ordinary retail prices occurred in December 2017 in Snow Town, Heilongjiang Province is a typical bottom-up spatial transmission event. Although cheating on tourists was a negative event that happened to individuals, it triggered a short-term sharp drop in the number of tourists in Snow Town, which had a direct impact on the tourist group. At the same time, it triggered the Heilongjiang Dahailin Forestry Tourism Bureau to close down the businesses involved and the Snow Town Scenic Spot for rectification, standardize the environmental settings such as scenic spot signs and price publicity, and subsequently push Heilongjiang province to issue the "Notice of the General Office of Heilongjiang Provincial People's Government on Strengthening the Comprehensive Supervision of the Winter Tourism

Market in the Province" to comprehensively regulate and supervise the tourism market in the whole province.

The third is the direct effects from the top to the bottom (Liu et al., 2012). Specifically, it occurs in the environmental space (Ipe, 2003; Wen et al., 2003). Then it has a continuous direct impact on scenic spot organizations, tourist groups and individual tourists. The outbreak of negative events are on the environmental level, which affects directly the organization and management of scenic spots, and thus affects the tourist behavior of groups and individuals (Morgeson, Mitchell, & Liu, 2015). For example, on March 11, 2013, a fire occurred in the scenic spot of Lijiang Old City and destroyed 107 houses and burned 2243.46 square meters for three hours. The main reason is that the rivers in the city have insufficient water and the stress are too narrow, which makes it difficult to extinguish the fire (Wei, 2015). Consequently, more than forty tourists have been evacuated because of such event. Relevant departments have subsequently rebuilt the ancient city and comprehensively improved fire-fighting facilities and water intake conditions. A more serious accident of the same type also occurred in Dukezong ancient city, Shangri-La that boosts a history for more than 1300 years. On January 11, 2014, a fire took place in the ancient city and, though it is an event of the environmental level, it caused changes at the organizational level. The local government poured CNY 1.22 billion in 2016 for reconstruction, which also affected the tourist reception in the past two years (Xie, 2016).

3.3 Hypothesis

The goal of this exploratory research is to expand and clarify our currently limited understanding of the impact mechanism of negative events in scenic spots on tourists' behaviors and decision making through EST, the "Big 5" personality traits and Plog's psychograhic model. The time factor, space factor, influence factor, and the personality and characteristics are comprehensively considered. Our hypothesis will be based on two major aspects: the impact of negative events and the impact of tourists' personality.

3.3.1 The impact of negative events in the scenic spots on tourists' behavior and decision-making

Tourism consumption has become an important part of people's life consumption. More and more people choose to relax by traveling and gain a sense of pleasure. However, on the one hand, the demand of the Chinese tourism market is increasing, on the other hand, the capacity of tourism resources is limited, and the overall service level of tourism is insufficient.

The current tourism industry has exposed many problems, such as environmental pollution caused by excessive tourist reception, irrational distribution of benefits leading to complaints and demonstrations from surrounding residents, excessive commercialization leading to "distortion" of characteristic culture, and the prevalence of fraudulent tourists leading to a tourist trust crisis.

At the same time, with the rise of online communication media (forums, post bars, Facebook, Twitter, Weibo, WeChat, etc.), these negative events will spread faster, spread more widely, and have a stronger impact. It can be seen that the tourism industry is also facing major challenges while facing opportunities. How to effectively deal with negative events has become an urgent problem to be solved by tourism marketing managers. Since the occurrence of negative events cannot be avoided, clarifying the mechanism of its impact is conducive to the rational allocation of resources by tourism enterprise managers to deal with the crisis in a targeted manner.

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In the process of forming an overall impression, people will pay more attention to negative information. Compared with positive information, people are more affected by negative

information (Fiske, 1980). The rational choice theory proposed by Coleman in the 1990s believes that people are motivated by self-interest, and the pursuit of personal interests is the only rational behavior of mankind. Personal interests are direct incentives to drive their actions (Wuthnow, 1991).

Tourist experiences can be described as outstanding occurrences that are situated in time and space (Maslow, 1970; Zakrisson & Zillinger, 2012). Under different dimensions and combinations of negative events in scenic spots, the experience of tourists is directly affected. If the direct interests of tourists are damaged, it may lead to dissatisfaction with the destination and reduce the subsequent positive traveling willingness.

Therefore, we propose that the more sensitive the time point of occurrence of negative events, the higher the frequency of occurrence, and the longer the duration, the greater the impact of public opinion and the greater the impact on tourists' behavior decisions. Since the influence range of a negative event cannot be determined by only one of the factors, it is necessary to adopt the experimental method to make the result objective.

In this light our hypothesis is emphasized as followings:

H1. *The time dimension of negative events in a scenic spot is negatively correlated with tourists' behavior and decision-making.*

The more sensitive the timing, the longer the duration, the stronger the impact on the change of tourists' behavior and decision-making. Conversely, the less sensitive the timing, the shorter the duration, the weaker the impact on the change of tourists' behavior and decision-making

H2. *The space dimension of negative events in a scenic spot is negatively correlated with tourists' behavior and decision-making.*

The smaller the popularity, the longer the distance, and the smaller the spread of the outbreak of the negative events in the scenic spot, the smaller the impact on the change of tourists' behavior and decision-making. Conversely, the greater the popularity, the closer the distance, and the wider the spread of the outbreak of the negative events in the scenic spot, the greater the impact on the change of tourists' behavior and decision-making.

H3. The intensity dimension of negative events in a scenic spot is inversely related to tourists' behavior and decision-making.

The weaker the subversiveness, novelty, and criticality of the negative events in the scenic spot, the smaller the impact on the changes of tourists' behavior and decision-making. Conversely, the more subversive, novel, and critical the negative events in the scenic spot, the greater the impact on tourists' behavior and decision-making.

H4. The interaction of time, space, and intensity dimension of negative events in scenic spots is negatively correlated with tourists' behavior and decision-making.

The more common the timing of the outbreak of the negative events in a scenic spot, the shorter the duration; the less popular the scenic spot and the farther the scenic spot location, the smaller the spread range; the weaker the disruption, novelty, and criticality of the events, the smaller the impact on tourists' behavior and decision-making. Conversely, the more sensitive the timing of the outbreak of a negative event in a scenic spot, the longer the duration; the more popular the scenic spot and the closer the scenic spots location, the greater the spread range; the greater the disruption, novelty, and criticality of the event, the greater the impact on tourists' behavior and decision-making.

3.3.2 The impact of tourist personality characteristics on tourists' behavior and decision-making

A general preference for psychographics as a basis for segmenting tourism markets is evidenced by their continuing adoption for studying "novel" tourism products such as nature-based tourism (Silverberg, et al., 1996; Johns & Gyimóthy, 2002). Hultman (2015) indicates that destination personality promotes tourist satisfaction, tourist–destination identification, positive word-of-mouth, and revisit intentions, and satisfaction encourages identification and word-of-mouth, and identification enhances word-of-mouth and revisit intentions.

Kvasova (2015) conducts research among 227 foreign tourists who visited Cyprus, which aimed to identify the relationships between the Big Five personality dimensions and tourists' environmentalism. His results revealed that Agreeableness, Conscientiousness, Extraversion, and Neuroticism are positively associated with pro-environmental tourist behavior, but no significant relationship was observed between Openness and ecological action. Because

Kvasova's study only focuses on the eco-friendly tourism and uses a shortened 20-item mini-IPIP scale, his results may have some limitations. Under such situation, we utilize a more traditional and rigorous measurements of the Big Five and our research objective is the negative events happened in tourism.

Plog (1990), who has developed a tourism-specific personality, hypothesised a continuum of tourist personality: from psychocentrics to midcentrics to allocentrics. Allocentrics is adventurous, explore alone, prefer new experiences, seek unexplored destinations that are not touristy, accept basic amenities, like other cultures (Jackson et al., 2001). Plog (2002) proposes a venturesomeness concept that represents the aadventurous and risk-taking tourists. There is a strong relationship between participation in adventurous recreational activities and the personality predisposition of risk-taking (Pizam et al., 2004).

Tourists with high risk-taking tendency (high openness) and low risk-taking tendency (low openness) do not have the same feedback on the negative events in the scenic spot. According to Plog (2002)'s psychographic typology , tourists with a high risk-taking tendency (high openness) have strong perception, meticulous observation, imagination, strong analytical ability, high efficiency, and generally have certain adventurous traits, and tend to be exposed to new things, while tourists with low risk-taking tendencies (low openness) are prone to anxiety, are sensitive to risks, tend to avoid risks, and tend to go to the familiar destinations.

When examining the moderating role of emotional awareness in the relationship between emotion regulation strategies and emotional information processing, Szczygiel et al. (2012) find that the potentially damaging impact of negative emotions on the processing of emotional information can be prevented by a high emotional awareness or with the implementation of reappraisal as an emotion regulation strategy.

While the H1 to H4 have explored the concept and correlates of event dimensions towards tourists, few have investigated the role of personality in this process. We will explore the moderating effects of personality traits on the relationship between tourists' behavior and negative events' dimensions.

In this light the last two hypothesis is emphasized as followings:

H5. *Tourist personality characteristic (risk-taking tendencies) have a significant impact on tourist behavior and decision-making.*

H6. *Tourist personality characteristic (openness) have a significant impact on tourist behavior and decision-making.*

3.3.3 The impact of tourist personality characteristics on the relationship between the time, space, and intensity dimensions of certain events and tourist behavior and decision-making.

The tourism industry is not just a commercial activity, but also a way for humans to understand and understand each other. It can enable people to communicate with each other, promote the development of society, economy, culture, and science and technology, effectively transform the consciousness, and trigger and inspire the creative spirit. Therefore, the tourism industry is not only for rest and income generation, but if it can be properly guided, it can also play an important role in developing the regional economy, building spiritual civilization, and cultivating good national awareness. Mastering the psychological characteristics of tourists, doing what they like, and innovating the business model of tourist attractions in a targeted manner will maximize the benefits. Here, this study takes tourists' risk-taking tendency and openness as intermediary variables, and proposes the following assumptions:

H7. *Tourist personality characteristic (risk-taking tendencies) have a significant impact on the relationship between the time, space, and intensity dimensions of certain events and tourist behavior and decision-making.*

H8. *Tourist personality characteristic (openness) have a significant impact on the relationship between the time, space, and intensity dimensions of certain events and tourist behavior and decision-making.*

Chapter 4: Research Method

4.1 Research design

Considering the existing research methods in the field of negative events, combined with the conceptual framework and objective, we choose the commonly used questionnaire method as the main survey method in the following study. In the questionnaire, negative events are used as stimulus materials, mainly real event materials and simulated event materials. The material of real events generally comes from recent events in real life. The advantage of using this stimulating material is that the respondent's reaction is real.

Zhuang and Yu (2011) used this method when studying the spillover effect of negative exposure events of morally related brands. They selected the popular "Shuanghui Clenbuterol" event and the "Carrefour Price Fraud" event as the negative event stimulus materials in the questionnaire. Simulated events are based on real events, according to the strength and weakness of different dimensions, to develop test indicators that meet that dimension. The advantage is that it can prevent other factors from interfering with the research.

This study simulates the combination of time, space, and intensity dimensions of negative events that occur in scenic spots to describe materials. According to the research hypothesis, the research samples are randomly divided into 8 groups, each group corresponding to a different dimension combination of negative events related to a scenic spot. Then, use SPSS24 to process and analyze the results.

4.1.1 Determination of negative events in scenic spots

In the study of negative events, most of the research objects are tangible products. Negative events of such products have attracted the attention of enterprises and scholars because their products are common and necessary in people's lives. With the rise of the service industry and the improvement of people's living standards, the rapid growth of consumer service consumption demand is inconsistent with the increase in service industry service types and the

speed of service quality improvement. Negative events such as service failure events also occurred, and scholars in the field of negative events began to shift their focus from studying tangible products to intangible services. At present, the research objects of negative events in the field of service consumption mainly include accommodation services, catering services and aviation services (Tuo et al., 2014; Zhang, Xu, & Fu, 2014).

Chen, Su, and Cui (2017) used the "Qingdao High-Price Shrimp" negative event as an example. By measuring the structure of social media influence and fan behavior, they comprehensively compared the position role of social media and the guiding ability of online public opinion to provide strategic directions for destination cities to weaken the negative deviations. Zeng (2018) took "Lijiang Lashi Horse Farm Event" as an example to study the impact of negative events in the self-media era on the image of tourist destinations. Hu et al. (2020) based on trust theory and scene crisis communication theory, through three scene experiments, from a dynamic perspective to examine the impact of negative events on tourist destinations and coping strategies.

In general, there are not many studies on tourism negative events, and fewer studies using EST. For this reason, we believe that choosing to study the impact of negative events on tourists in a tourist scene has important practical significance and theoretical value. For the research design, the selection of real events is mainly used to describe the intensity dimension. Table 4-1 below shows the negative events that occurred in the real scenic spots selected in this study.

Table 4-1. Real negative events in scenic spots

Event	Description
Free local traveling for Shaoxing people	Shaoxing, Zhejiang, launched the "Free Shaoxing Tour for Shaoxing People" in May 2014. It is the first prefecture-level city in China to launch free local tours for major local scenic spots.
Lijiang mosquito pet event	The event happened in 2017 at the Fenghuaxueyue Chain Inn in Lijiang Old Town. Guests responded that there was a mosquito in the room and they could not sleep at midnight. The front desk staff of the hotel replied: "This (mosquito) is our pet. If the mosquito is dead, you will have to pay a hundred yuan."
Free for local tourists Lijiang	When buying tickEST, tourists who can speak the local dialect or show their identity documents to prove that they are local residents can enter the scenic

Event in Lugu Lake Scenic Spot	spot for free, while non-local people must pay 100 yuan. The managers of Lugu Lake Scenic Spots indicated that locals in other charged items in the scenic area are also more preferential than non-locals.
Preferential events for local tourists in Beihai Silver Beach	In order to further enrich the Silver Beach tourism activities, the scenic spot started to hold the "North Sea Silver Beach Carnival" series of activities in May 2018, and began to charge. The admission fee is 100 yuan per person for the event, and the preferential price for Beihai citizens is 10 yuan per person.

4.1.2 Scene experiment event design

In the actual investigation and demonstration process, not only should we comprehensively consider the time, space and intensity of the negative events in the scenic area from the perspective of EST, but also consider the impact of the three factors on tourists in the time dimension. The design of the questionnaire also needs to be based on these three levels.

The questionnaire survey in this study takes the method of scene experiment investigation. The virtual scenes that are adapted to simulate real events, because they have the stimulating factors in real events, can make the respondents resonate and make better choices based on their feelings. On the one hand, it reduces the interference of the real events that have occurred on the result, on the other hand, it increases the reliability of the result and reduces the error. The key to the simulation is that it is a dynamic rather than a fixed experience. The scene will change according to the behavior of the participants, and the participants will adjust according to the changes in the scene. In a sense, simulation is a mechanism whereby learners can obtain real-time feedback about their behavior.

Accurately simulate the actual occurrence of negative events and similar circumstances when they pass by. In this scenario, tourists will change their requirements and willingness to prioritize due to complex factors. Similar exercises also work well in other disciplines that involve creating artifacts for customers (such as graphic design, architecture, contract law, etc.) (Ian Glover, 2014). The key to the success of the simulation scene experiment is that the experimental plan should reflect the actual practice and the authenticity of the content, and the situation should be as close as possible.

The questionnaire survey adopts the experimental method. The questionnaire method can be used in a wide range to facilitate quick understanding of the respondents' ideas and opinions. Large sample surveys can obtain the accuracy of survey results, characterized by fast, low cost, large amount of information, and wide coverage. The disadvantage is that only general information can be obtained. Questionnaires such as the customer's feelings cannot be accurately counted. The scene experiment method can lead us to understand customers' thoughts and feelings of things in more detail. The disadvantage is that the scope of the survey object is too narrow, the amount of information is small, the survey is difficult, and the cost is high. This study uses scene experiments, the main purpose is to understand the customer's experience and feelings, the information can not be obtained through the questionnaire.

We studies how the news media communication channels and the time, space and influence of negative events in scenic spots affect tourists' decision-making when there are 8 kinds of different events. Since events are defined by having an obvious beginning and an end, as well as being confined to a particular place (Getz, 2008), all the scene experiments are limited in both time and space (Zakrisson & Zillinger, 2012).

When setting up the scene questionnaire, combined with the actual situation of an event, we first define the three dimensions of time, space and influence, and then superimpose the new media communication channels of network negative events, and then carry out the standardized combination, and finally form different 8 kinds of specific events. Table 4-2 below presents the specific description of every variable.

● Time variables

The time dimension of negative events in scenic spots focuses on three aspects: the time, frequency and duration of the events.

The keyword "Strong" in the time dimension can be illustrated as:

(1) timing, which can be described as "the National Day holiday";

(2) duration of the negative event, which can be described as "the tourist deleted the negative Weibo one week later".

The keyword "Weak" in the time dimension also can be illustrated as:

(1) timing, which can be described as "As usual on weekends, you plan to travel to a scenic spot";

(2) the short duration information of the event can be described as "The tourist deleted the negative Weibo one day later".

- Space variables

The space dimension of negative events in scenic spots focuses on the location of events and the scope of the influence.

The keyword "Strong" in the space dimension can be illustrated in three scenes:

(1) the space location awareness information of the event (origin) and proximity of the subject to the negative event landscape (distance) information can be described as "Travel to a well-known scenic spot in the neighboring city in a half-hour drive";

(2) the spatial sphere of influence (spread) can be described as "the number of visitors who have almost the same comment on Weibo has increased to more than a dozen and has been reposted many times".

The keyword "Weak" in the space dimension can be illustrated in such scene:

(1) the space location awareness information of the event (origin) and proximity of the subject to the negative event landscape (distance) information can be described as "go to an ordinary scenic spot in another province in a two-hour drive";

(2) the spatial sphere of influence (spread) can be described as "the tourist is the only one who suffered".

- Intensity variables

The description of the influence dimension of negative events in scenic spots focuses on how common and destructive those events are, and what's the decision of tourists.

The keyword of "Strong" in the intensity dimension means uncommon new negative events, very destructive events. The novelty of the event information, selected from the 2017 Lijiang mosquito pet event that attracted greater attention. Many netizens said "never seen" this before, so its novelty is strong, which can be described as "compensate the hotel for 20 yuan per mosquito". Subversive information of the event, selected from common local and non-local

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tourists' attractions ticket prices are different events, can be described as "Non-locals buying tickets to scenic spot A are 50 yuan more expensive than locals". The impact on the tourist is defined as criticality, which can be described as "the tourist complained to the scenic spot A and related departments through the phone, and finally settled in a day".

The keyword of "Weak" in the intensity dimension can be illustrated as common negative events with less disruptive. The novelty of the event information, can be described as "an additional charge of 5 yuan is required to apply for the mosquito coil", which is a common service fee and the price is reasonable. The subversive message of the event can be described as "Non-locals buying scenic spot A tickets are 10 yuan more expensive than locals". The criticality information can be described as "The tourist reached a settlement after a half-hour private consultation with scenic spot A manager".

Table 4-2. The specific description correspondence of variables

Variables	Indicators	Strong Description	Weak Description
Time	Time	On the National Day holiday, you are planning to travel to the scenic spot...	As usual on weekends, you are planning to travel to...
	Duration	The tourist deleted the negative Weibo one week later	The tourist deleted the negative Weibo one week later
Space	Origin	To the well-known scenic spot A...	Travel to an ordinary scenic spot...
	Distance	...located in the neighboring city in a half-hour drive.	...in another province in two-hour drive.
	Spread	who suffer almost the same... more than a dozen and has been reposted many times	Only that tourist complained
Intensity	Novelty	Being asked to compensate the hotel for 20 yuan per mosquito	An additional charge of 5 yuan is required to apply for the mosquito coil
	Subversion		

	Non-locals buying tickEST to scenic spot A are 50 yuan more expensive than locals	Non-locals buying scenic spot A tickEST are 10 yuan more expensive than locals
Criticality	The tourist complained to the scenic spot A and related departments through the phone, and finally settled in a day	The tourist reached a settlement after a half-hour private consultation with scenic spot A manager

We combine the descriptive keywords of the above 3 variables shown in Table 4-2 and the 8 categories of events in Table 4-3. Table 4-3 below shows the combinations of strong and weak changes in each dimension of the 8 different categories of events. To avoid respondents being influenced by the orientation of the event at the time of the survey and to maintain the initial objectivity of the survey, there are no remaining variables to interfere with the control other than the strong and weak changes in the time, space, and intensity dimensions of the control.

Table 4-3. The "Strong" and "Weak" of each dimension of 8 different events

Scene Event	Time Dimension	Space Dimension	Intensity Dimension
Scene Event 1	Strong	Weak	Weak
Scene Event 2	Strong	Weak	Strong
Scene Event 3	Strong	Strong	Weak
Scene Event 4	Strong	Strong	Strong
Scene Event 5	Weak	Weak	Weak
Scene Event 6	Weak	Strong	Weak
Scene Event 7	Weak	Strong	Strong
Scene Event 8	Weak	Weak	Strong

● Scene experiment event 1

On the National Day holiday, you are planning to travel to the scenic spot A of other provinces within a two-hour drive. You saw a tourist comment on scenic spot A on Weibo: Non-locals buying ticket are 10 yuan more expensive than locals buying ticket. And because the

scenic hotels do not provide free mosquito coils, there is an additional charge of 5 yuan. You continue to pay attention to the follow-up development of this Weibo and find that only this tourist post complaint, and the tourist reached a settlement after privately negotiating with scenic spot A for half an hour. A week later, visitors deleted the negative comment on Weibo.

Table 4-4. Description of scene experiment event 1

Scene Event	Time Dimension	Space Dimension	Intensity Dimension
	Strong	Weak	Weak
Scene Event 1	"National Day" and other sensitive time points have long duration and high outbreak frequency.	No specific location; no engagement with group or government, but an individual tourist.	Common negative events, less destructive events have little intensity on tourists' decision.

Table 4-4 above presents the description of scene experiment event 1. From the perspective of time dimension, "Strong" is reflected in the negative events encountered during the 7-day off National Day holiday, which indicates the time of events is sensitive, the duration is long and the incidence of negative events is frequent. In terms of the "Weak" space dimension, there is no specific geographic location of the scenic spots and the complainant is just one individual tourist. In the intensity dimension, this event is designed as a common negative event such as scenic spot ticket consumption and accommodation service surcharges. It ends with private negotiation and settlement, which shows that it is less destructive. In the new media communication channel, one of the most popular social network and microblog service Weibo is used.

The following events are designed based on the above conceptual framework, so we only discussed in detail after event 1 to 3.

● Scene experiment event 2

On the National Day holiday, you are planning to travel to the scenic spot A of other provinces within a two-hour drive. You saw a tourist comment on scenic spot A on Weibo: Non-locals buying ticket to scenic spot A are 50 yuan more expensive than locals. Moreover, the hotel in the scenic area does not provide mosquito coils. The tourist complained to the hotel

staff after killing several mosquitoes but was asked to pay a compensation of 20 yuan per mosquito. You continue to track the development of this negative event and find that only that tourist complained about the scenic spot. The tourist continuously called the scenic spot A and related departments to complain, and finally reached a settlement a day later. The visitor deleted that Weibo one week later.

Table 4-5. Description of scene experiment event 2

Scene Event	Time Dimension	Space Dimension	Intensity Dimension
	Strong	Weak	Strong
Scene Event 2	National Day holidays with long duration and high frequency.	No specific location; no engagement with group or government, but an individual tourist.	Uncommon negative events, which are more destructive and have a stronger impact on tourists' decision.

Table 4-5 above presents the description of scene experiment event 2. In the design of scene experiment event 2, from the perspective of the time dimension, "Strong" is reflected in the negative events encountered during the 7-day off National Day holiday, which indicates a long duration and frequent negative events. The space dimension is weak given no specific geographical location of scenic spots, and it only engaged with the individual tourist without others feedback or repost. Regarding the intensity dimension, it is designed as an unreasonable compensation request from the hotel, but it is actually a relatively new type of negative incident such as overcharging. It is finally ended with a complaint and the intervention of the relevant management and regulation department. It is destructive and has a greater influence on tourist decision-making.

● Scene experiment event 3

On the National Day holiday, you are planning to travel to the well-known scenic spot A of the neighboring city in a half-hour drive. You saw a tourist complaining about scenic spot A on Weibo: Non-locals buying ticket to scenic spot A are 10 yuan more expensive than locals. And because the hotel does not provide mosquito coils, an additional charge of 5 yuan is required to apply for mosquito coils. You continue to follow this incident and find that the

number of visitors who have the same comment on Weibo has increased to more than a dozen and has been reposted many times. The tourist reached a settlement after a half-hour private consultation with scenic spot A. The visitor deleted the negative Weibo one week later.

Table 4-6. Description of scene experiment event 3

Scene Event	Time Dimension	Space Dimension	Intensity Dimension
	Strong	Strong	Weak
Scene Event 3	National Day holidays with long duration and high frequency.	Specific scenic spot location, influence on the tourist group and the local organizations.	Common negative events, less destructive events have little influence on tourists' decision.

Table 4-6 above presents the description of scene experiment event 3. In the time dimension, it is reflected in the long holiday time of National Day, the long duration of negative events, the sensitive time of outbreaks, and the frequent occurrence of events. In terms of space dimension, the spot location is well-known, which reflects the specific location, and has a greater impact on the decision-making of tourist and the brand of the scenic spot. In terms of intensity, the event is designed as a common negative event such as scenic ticket consumption and accommodation consumption. It ends with private negotiation and settlement, which shows that it is less destructive.

● Scene experiment event 4

On the National Day holiday, you are planning to travel to the well-known scenic spot A of the neighboring city in a half-hour drive. You saw a tourist complaining about scenic spot A on Weibo: Non-locals buying tickEST to scenic spot A are 50 yuan more expensive than locals. The hotel in this scenic spot did not provide free mosquito coils. The tourist complained to the hotel staff after killing several mosquitoes but was asked to compensate the hotel for 20 yuan per mosquito.

You continue to follow this incident and find that the number of visitors who have almost the same comment on Weibo has increased to more than a dozen and has been reposted many times. The tourist complained to the scenic spot A and related departments through the phone,

and finally settled in a day. The visitor deleted the Weibo of the negative event a week later. Table 4-7 below presents the description of scene experiment event 4.

Table 4-7. Description of scene experiment event 4

Scene Event	Time Dimension	Space Dimension	Intensity Dimension
	Strong	Strong	Strong
Scene Event 4	National Day holidays with long duration and high frequency.	Specific scenic spot location, influence on the tourist group and the local organizations.	Uncommon negative events, which are more destructive and have a stronger impact on tourists' decision.

In the design of scene experiment event 4, in the time dimension, it is reflected in "National Day Holiday" and "Visitors deleted the news Weibo one week later". The outbreak timing is sensitive and the duration is long. In terms of spatial dimension, it is reflected in "a well-known scenic spot A half an hour's drive from the neighboring city", "the number of tourists who have continuously broke the news has increased to more than a dozen, and it has been commented and forwarded by many parties." In terms of the subversiveness, novelty, and criticality of the intensity dimension, "strong" is reflected in "50 yuan more expensive for tickets", "requires compensation of 20 yuan per mosquito", "tourists continue to complain with the relevant departments and finally settled in one day."

● Scene experiment event 5

As usual on weekends, you are planning to travel to normal scenic spot A in a two-hour drive. You saw a visitor's comments on scenic spot A on Weibo: Non-locals buying scenic spot A tickEST are 10 yuan more expensive than locals. Because the mosquito coils are not provided free in the scenic area hotels, an additional charge of 5 yuan is required to apply for the mosquito coil. You continue to track the subsequent development and find that only the tourist has suffered unfair treatment. The tourist reached a settlement after a half-hour private consultation with scenic spot A manager. The tourist deleted the negative Weibo one day later. Table 4-8 below presents the description of scene experiment event 5.

Table 4-8. Description of scene experiment event 5

Scene Event	Time Dimension	Space Dimension	Intensity Dimension
	Weak	Weak	Weak
Scene Event 5	Common weekend, short duration, low frequency.	No specific location; no engagement with group or government, but an individual tourist.	Common negative events, less destructive events have little influence on tourists' decision.

In terms of time, "as usual weekends" and "visitors deleted the news Weibo one day later" all reflect the insensitivity and short duration of the incident.

In terms of space dimension, it is reflected in "ordinary scenic spot A within two hours' drive from other provinces" and "only one tourist is reported". The distance is long, the scenic spot is generally unknown, and the space spread is small.

In terms of the subversiveness, novelty, and criticality of the intensity dimension, it is reflected in "10 yuan more expensive for tickets", "5 yuan extra fee for applying for the mosquito coil service" and "the tourist reached a settlement after a half-hour private consultation with scenic spot A manager".

● Scene experiment event 6

As usual on weekends, you are planning to travel to the well-known scenic spot A of the neighboring city in a half hour drive. You saw a visitor's negative comments on scenic spot A on Weibo: non-locals buying ticket to scenic spot A are 10 yuan more expensive than locals buying ticket. Scenic hotels do not provide mosquito coils, an additional charge of 5 yuan is required to apply for mosquito coil services. You continue to follow the development of the incident and find that the number of tourists who have published almost the same comments has increased to more than a dozen, and the original post has been reposted many times. You learned that the tourist reached a settlement after privately negotiating with scenic spot A for half an hour on the day. The visitor deleted the negative Weibo one day later. Table 4-9 below presents the description of scene experiment event 6.

Table 4-9. Description of scene experiment event 6

Scene Event	Time Dimension	Space Dimension	Intensity Dimension
	Weak	Strong	Weak
Scene Event 6	Common weekend, short duration, low frequency.	Specific scenic spot location, influence on the tourist group and the local organizations.	Common negative events, less destructive events have little influence on tourists' decision.

● Scene experiment event 7

As usual on weekends, you are planning to travel to the well-known scenic spot A located in the neighboring city in a half-hour drive. You saw a visitor's negative comments on Scenic Area A on Weibo: Non-locals bought ticket for Scenic Area A by 50 yuan more than locals. And because the scenic hotel does not provide mosquito coils, the tourist complained to the hotel service staff after killing a few mosquitoes, but the hotel service staff demanded compensation of 20 yuan per mosquito. You continue to follow the development of the incident and find that the number of tourists who have encountered the same increase to a dozen. The original Weibo was commented and reposted many times. You learned that the tourist complained continuously to the scenic spot A and related departments by phone, and finally settled in a day. The visitor deleted the negative comment Weibo a day later. Table 4-10 below presents the description of scene experiment event 7.

Table 4-10. Description of scene experiment event 7

Scene Event	Time Dimension	Space Dimension	Intensity Dimension
	Weak	Strong	Strong
Scene Event 7	Common weekend, short duration, low frequency.	Specific scenic spot location, influence on the tourist group and the local organizations.	Uncommon negative events, which are more destructive and have a stronger impact on tourists' decision.

In terms of time, it is reflected in "Weekend" and "Weibo deleted after one day". The time is not sensitive, and the duration is short.

In terms of space dimension, it is reflected in "a well-known scenic spot A half an hour's drive from the neighboring city", "the number of tourists who have encountered the same increase to a dozen", and has been commented and forwarded by many parties.

In terms of intensity, it is reflected in "outsiders to A scenic area are 50 yuan more expensive than local tickets", "the hotel service staff requires compensation of 20 yuan per mosquito", "tourists continue to call A scenic area and related departments by phone complaints, and finally settled in one day".

● Scene experiment event 8

As usual on weekends, you are planning to travel to ordinary scenic spot A in a two-hour drive. You saw a visitor's negative comments on Scenic Area A on Weibo: Non-locals bought ticket for Scenic Area A by 50 yuan more than locals. And because the scenic hotel does not provide mosquito coils, the tourist complained to the hotel service staff after killing a few mosquitoes, but the hotel service staff demanded compensation of 20 yuan per mosquito. You continue to follow the development of the incident and find that only the tourist was publicly accusing the hotel. You learned that learned that the tourist complained to the scenic area A and related departments through the phone, and finally settled in a day. The visitor deleted the negative comment Weibo a day later. Table 4-11 below presents the description of scene experiment event 8.

Table 4-11. Description of scene experiment event 8

Scene Event	Time Dimension	Space Dimension	Intensity Dimension
	Weak	Weak	Strong
Scene Event 8	Common weekend, short duration, low frequency.	No specific location; no engagement with group or government, but an individual tourist.	Common negative events, which are more destructive and have a strong impact on tourists' decision.

In terms of time, it is reflected in "Weekend" and "Visitors deleted Weibo one day later". The outbreak time (timing) of the event is not sensitive and the duration is short.

In terms of space dimension, it is reflected in "ordinary scenic spot A in a two-hour drive", "only the tourist was publicly accusing the hotel", the distance is far, the attractions are generally unknown, and the spatial spread is small.

In terms of intensity, it is reflected in "tickets are 50 yuan more expensive", "requires compensation at the price of 20 yuan per mosquito", "tourists continue to complain to the scenic area A and related departments through the phone, and finally settle in one day." This shows that the event has a strong disruption, novelty and criticality.

4.1.3 Questionnaire design

The questionnaire is mainly to investigate the reaction of people who receive negative information on scenic spots. We will choose MBA program students as the target population, therefore, some basic personal information such as gender, age, education level, type of job, and monthly salary will be taken into account in our design. The target sample is current MBA students, based on the following considerations:

● First, young people are the main group of people who surf the Internet. Most of the MBA students as this group have had travel experience and therefore are highly representative and explanatory.

● Second, this group has a high homogeneity in demographics, and being a respondent can prevent the interference of irrelevant demographic variables on the results, giving the study a high internal validity.

4.1.3.1 Scene experiment questionnaire

Based on the variable design and questionnaire design mentioned above, we added tourist variables and event variables to study the impact of negative events in the scenic area on tourists' behavioral intentions. Respondents answered questions by reading descriptions of experimental events in different scenarios. We introduced the result variable as an indicator to measure the change of the interviewee's behavioral willingness, including two variables of travel willingness and recommendation willingness.

According to Woodside and Lysonski, S. (1989)'s design model, we adopt the item of "I may travel to this destination in the future after this event" as one of the items in the travel willingness variable. At the same time, Fan (2010) put forward "Will you switch from other tourist attractions to this tourist attraction after this incident?" was also included as another item in the variable of willingness to travel.

In terms of willingness to recommend, Chen and Tsai (2007) used "After this incident, I will also recommend this destination to friends in the future" in a questionnaire that studies the structural relationship between variables at different stages of tourism behavior.

Xu (2012) designed the question "After this incident when other people want me to provide suggestions on a tourist destination, I am also willing to recommend the destination" after studying the impact of rural tourism destination image on tourists' behavioral intention.

Lee and Mitchell (1994) designed three items under the recommendation willingness variable: recommending to family or friends, speaking positively to others, and recommending to those in need.

Therefore, we designed eight corresponding questionnaires (Questionnaire A, B, C, D, E, F, G, H, see Appendix 1) in combination with the eight scenarios introduced in last part. First, we set items 1 to 12 for time, space, intensity variables, and outcome variables (including the willingness to travel and the willingness to recommend) as the scene experiment questionnaire (See Table 4-12).

Table 4-12. Scene questionnaire items

Variables	Items
Time	• If you choose the travel time in the above scenarios, how much will meet the needs of you and your family for deep leisure? • What do you think of the duration of this negative event on Weibo?
Space	• The popularity of the scenic spot A you visited is... • The distance between the scenic area and you is... • What is the scope of this negative event on Weibo?
Intensity	• To what extent has this negative event on Weibo changed your understanding of tourist attractions?

	● How much time and energy the tourist spent on solving this negative event?
	● The difference between the above negative events and the events you have encountered or heard before is...
	● Would you still go to scenic spot A as originally planned?
Travel willingness	● To what extent will you choose other tourist attractions instead of scenic spot A?
Recommendation willingness	● After learning the above Weibo, would you still recommend the scenic spot A to a friend?
	● When others want you to provide suggestions for tourist destinations, to what extent are you willing to recommend the scenic spot A?

4.1.3.2 Personality and characteristics questionnaire

Psychology has a place in the tourism industry because if applied properly, psychology can provide information about "hidden" customer needs (Šimková, E., 2014). Therefore, tourist psychology can help our research and discipline development from the following aspects:

1) Define the psychological picture of tourists in all aspects from negative events and tourist attractions

2) Study tourists' needs and requirements for service and quality;

3) Determine the relationship between product quality and existing prices;

4) Study customer satisfaction at specific destinations;

5) From the perspective of tourists' tourism perception, study the life cycle of a scenic spot or a destination city to improve its competitiveness;

6) Study how to enhance the attractiveness of scenic spots.

Villamira (2001) states that the goals of tourism psychology research are those who act like tourists. Therefore, it is necessary to analyze not only the tourism industry from the perspective of the three dimensions of negative events but also the behavior of tourists when they are affected by emotional and personality factors, to understand whether the tourists' real willingness to travel and recommendation will be regulated by psychological factors.

This study takes the risk-taking tendency and open personality characteristics as the adjustment variables to test whether these two variables have an adjustment effect on the

influence of negative events on tourists' behavioral intentions and whether they produce positive or negative adjustment effects respectively.

- Tendency to take risks

In the design of the questionnaire on the psychological characteristics of the interviewees, this study mainly uses David B. Weaver's questionnaire model to collect data on tourists' risk propensity. Weaver (2012) conducted a survey on the psychological characteristics (risk tendency) of 976 tourists interviewed in the Francis Bedler Forest in South Carolina, USA. In terms of interviewee characteristics and overall travel habits questionnaire design, based on the doctrines of Plog (1990), Smith (1990) and Weaver and Lawton (2002) and others, they raised specific questions in the following ten aspects:

1) physical challenge (I am willing to inconvenience myself physically to see something that interests me when I travel),

2) off-the-beaten-track destinations (I often travel to out-of-the-way places to observe rare or unusual attractions),

3) spontaneity (When I travel, I tend to be open to unplanned or spontaneous experiences),

4) physical activity (I like to be physically active when I travel),

5) curiosity (It is important to me to learn as much as possible about the places I visit),

6) self-reliance during travel (I don't expect a lot of services when I travel),

7) pre-travel self-reliance (I prefer to make all of my travel arrangements myself),

8) novelty (I prefer to visit places that I have never visited before),

9) mental stimulation (Mental stimulation is an important reason why I travel), and

10) relatively high-risk tolerance (I like to experience an element of risk when I travel).

The above 10 questions correspond to item 13 to 22 of this research questionnaire (see Appendix 1), and the respondents are asked to choose the degree of identification of each item, adopting a 5-point system, strongly disagree (1 point) and strongly agree (5 points).

- Openness

In the design of questionnaires for tourists' personality, we use the psychology questionnaire of Swiss psychologist Carl Gustav Jung to analyze the introvert and extrovert personality of tourists. In 1913, Carl Gustav Jung proposed an introvert and extrovert personality, and proposed eight psychological types, generally distinguishing introvert and extrovert. He pointed the psychological orientation of the person to the individual's internal world and defined it as "introverted". The introverted character is quiet, imaginative, thinking, shrinking, shy and defensive, and is indifferent to people's interest; Pointing people's psychological orientation to the individual's external environment, defined as "extrovert", that "extrovert personality is love communication, good going out, frank, easy-going, helpful, credulous, easy to adapt to the environment.

In the field of psychology, to better detect the introversion and extroversion of personality, there are many different kinds of test scales. The directional inspection card of Tamaro Luziro of Japan has strong adaptability and representativeness and is also called *Tamaro Luziro directional inspection card* (see Appendix 2). The scale has designed a total of 50 test questions, respectively from the test subject's self-assertion strength, attitude towards others, interest in the new environment and adaptation, and friendship status as important signs of internal and external judgments (Che, 2019).

As mentioned in the literature review, Plog divides the tourists into psychocentric tourists and allocentric tourists. Among them, the main feature of psychocentric tourists is introverted, and the main feature of allocentric tourists is extroverted. Plog's psychological distinction is consistent with Jung's introverted and extroverted patterns. To study the personality tendency of tourists, we make a simple distinction between the personality of tourists by choosing the topic.

Based on Carl Jung's theory, American psychologist Cairnlin Briggs and her daughter proposed a theoretical model of personality classification, called Myers - Bgiggs Type Indicator (MBTI). Since our goal is to test the introvert and extrovert personality of the tourists, and not to explore the middle type, we only selected 15 questions about introvert (I) and extrovert (E) from the 93 questions in the MBTI (Quenk & Hammer, 1998) (see Appendix 3) as a reference.

Based on Carl Jung (1913)'s classification of introverts and extroverts, Tamaro Luziro (2019)'s directional inspection card, Plog's psychological hypothesis, and MBTI personality test, this study sEST up 10 items in the questionnaire for the personality of tourists, corresponding to the items 23 to 32 (See Appendix 1). Each item is designed as a set of adjectives with opposite semantics, namely:

1) Unresponsive - Responsive

2) Not good at analysis - Analytical

3) Not thinking - Hard thinking

4) Indifferent - Curiosity

5) Unimaginative - imaginative

6) lack of creativity - Creative

7) Inexperienced - Experienced

8) Narrow knowledge - Knowledgeable

9) Ignorant - Well-informed

10) Lowly educated - Educated

A 7-point system is adopted, with two ends representing opposite semantics (from one extreme to the other extreme), where the minimum value "1" represents the set of adjectives on the left is more consistent; the maximum value "7" represents the set of adjectives on the right is more consistent; the median "4" represents neutrality.

4.2 Research method

In addition to the variables mentioned above, we also controlled for demographic variables, such as gender, age, income, and occupation. Based on eight different scene events, more than 40 people are sampled for each scene event. A sufficient number of survey samples facilitates subsequent screening and improves the accuracy of the research.

The data in this study are all original data, not second-hand data. Although the second-hand data has the advantages of convenience, easy access, and low time cost, the second-hand

data is less time-sensitive and reliable than the original data. Inappropriate data of second-hand data, in a sense, auxiliary data sources can provide a lot of information, but the amount does not mean appropriateness. This is simply because it has been collected to answer different research questions or objectives. For example, this inadequacy may be because the data was collected many years ago and lacks control over the quality of the data. Although government or other official agencies are usually the guarantees of data quality, this is not always the case. However, by collecting raw data, we can answer different research questions or goals more accurately and have a strong correlation. Therefore, this study chose to collect raw data.

In empirical research, the time variable, influence variable, and space variable of negative events in scenic spots are independent variables. Tourists behavior and decision-making are dependent variables and are jointly influenced by the time variable, space variable and influence variable of negative events in scenic spots. Tourists' decisions and their affiliated behaviors are taken as outcome variables, and the key time influencing factors of tourists' decisions are found through empirical research. The data obtained through the face-to-face survey was analyzed using SPSS 24 statistical software.

According to the empirical analysis after the questionnaire survey, the specific research conclusion of the key event indicator that tourists are most vulnerable to is drawn, which provides decision-making reference for the intervention of scenic spots to resolve negative events and mainly suggest the timing of intervention, the method of intervention and the effect of intervention.

Chapter 5: Results

In this chapter, the experimental manipulation results are analyzed first, and then the reliability analysis and confirmatory factor analysis (CFA) of each variable scale are carried out using SPSS 24 and Mplus8. The results show that the reliability and validity of the measurement scale meet the requirements. On this basis, the overall model of this study is tested. The test results show that the overall model fit index, basic match index, and internal structure match index of the hypothetical model are well-realized and have reached universal application standards. We use the results of multivariate analysis of variance to test the previously proposed research hypothesis and discuss further influences in groups. The direction of the main effect and the direction of the interactive effect have been further verified.

- Data Collection and Demographic Profile

The questionnaires are designed and issued reference by Chapter 3. There are a total of 295 questionnaires retrieved after canceling the invalid ones from 373 questionnaires. the valid efficiency is 79%. Among the respondents, there are 128 male respondents and 167 female respondents. The education level distribution indicates that the high school level or below is 0.7%, college-level is 3.1%, undergraduate level is 33.2%, master degree and above is 63.1%. The income distribution shows CNY 3000 or below takes 16.6%, between CNY 3,001- CNY 6,000 takes 20.3%, CNY 6,001- CNY 10,000 takes 21%, CNY 10001 or above takes 42%. The industry sector distribution is distributed in the Staff of state-owned enterprises and institutions takes 26.4%, the private enterprise takes 29.8%, the foreign company sector and civil servants takes 4.7%, the student takes 18.3%, and others are 15.9%.

This research is through a 2×2×2 model to test the three independent variables manipulated by each hypothesis are time (strong & weak), space (strong & weak), and intensity (strong & weak). Each independent variable is artificially manipulated into two different levels, and there are eight scene experiment questionnaires.

5.1 Manipulation checks

Before testing the hypothesis, it is necessary to check that the three independent variables were successfully manipulated. The normal analysis showed that all were normally distributed ($p < 0.001$) and we used a multivariate analysis of variance (MANOVA) to the three independent variables were verified to be manipulated separately.

Table 5-1 below presents the results of the manipulated Variable test. The sample has a mean value of 2.72 for the weak time dimension, 2.94 for the strong time dimension, and an F value of 1.139, $p > 0.05$, the difference between the manipulation of time in the strong and weak dimensions is not statistically significant. The mean value of the weak space dimension is 3.13, the strong space dimension is 3.43, and the F value is 9.427, and is statistically significant ($p < 0.001$), indicating a statistically significant difference in the control of the space dimension of strength and weakness. The mean value of the weak intensity dimension is 2.67, the mean value of the strong strength is 3.41, and the F value is 18.363, $p < 0.001$, indicating that significant differences between the strong and weak manipulations of the intensity dimension.

In summary, the samples show significant differences in the means of the two different manipulation levels of the space and intensity dimensions ($p < 0.001$), but the difference is not significant in the time dimension ($p > 0.05$). Therefore, it can be judged that the experimental variables are successfully manipulated in both space and intensity dimensions.

Table 5-1. Manipulated Variable test results

Manipulated Variable	Manipulated Level	M（SD）	F	p-value
Time	Weak(n=146)	2.72（0.80）	1.139	0.321
	Strong(n=149)	2.94（0.81）		
Space	Weak(n=146)	3.13(0.64)	9.427	0.000
	Strong(n=149)	3.43(0.60)		
Intensity	Weak(n=146)	2.67(0.71)	18.363	0.000
	Strong(n=149)	3.41(0.74)		

5.2 Reliability and Validity test

Reliability reflects the reliability of the characteristics of the tested object, is a technical parameter of the consistency of the evaluation results under different conditions, and is a parameter that measures the reliability and consistency of the evaluation tool. Internal consistent reliability is an assessment of the reliability of the scale based on the consistency of the internal structure of the scale. Before conducting data analysis, first perform reliability analysis on the variables involved in this part of the research.

In this study, Cronbach's (1951) alpha is used to test the reliability of tourists' willingness to travel and recommendation, and personality characteristic (risk-taking intention/openness). SPSS24 software is used to test the reliability. The test results are shown in Table 5-2. The Cronbach α coefficients of all variables exceeded 0.7, which met the research standard.

Table 5-2. Reliability Test results (N=295)

Variables	Cronbach α	M(SD)
Willingness to travel	0.797	2.844 （1.014）
Willingness to recommend	0.906	2.620 （0.995）
Risk-taking intention	0.736	3.487 （0.554）
Openness	0.867	4.848 （0.946）

Validity refers to the degree to which the evaluation tool has obtained the authenticity and accuracy of the characteristics of the object that you really want to evaluate, that is, the validity of the evaluation. The higher the validity, the higher the truthfulness that the test results can represent the characteristics of the evaluation object, and the more it can achieve the purpose of evaluation. In addition to the scene experiment design, the questionnaire questions in this study are all based on the questions developed in the literature. Before the questionnaires were formally distributed, in the process of preparing the subscales, we listened to the opinions of management experts and finally designed the questions of the formal questionnaires. Therefore, each subscale has the appropriateness of the measurement tool content, and has Content validity. Each confirmatory factor is analyzed to check the validity.

Confirmatory factor analysis is used to verify the degree of fit between the factor model and the actual data, and is a special case of Structural Equation Modeling (SEM). In confirmatory factor analysis, latent variables (factors) have no distinction between exogenous and endogenous, and only focus on the correlation between factors, not on the causality between factors. Therefore, confirmatory factor analysis is actually a structural equation model with only measurement equations and no structural equations. In this study, Mplus8 software was used for confirmatory factor analysis.

Table 5-3. Confirmatory factor analysis of tourist behavior and decision-making measurement

χ^2/df	RMSEA	SRMR	CFI	TLI
0.872	0.000	0.004	1.000	1.001
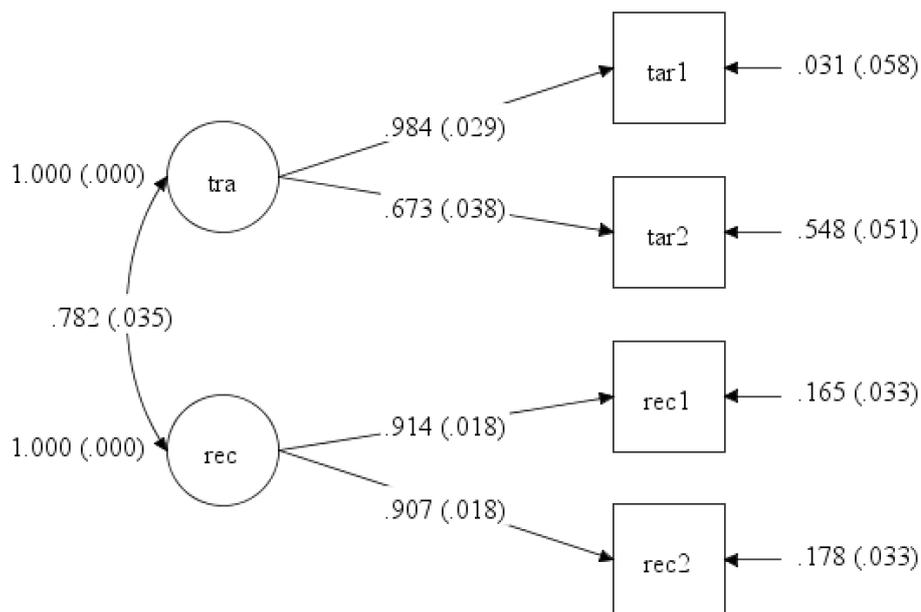
Figure 5-1. The confirmatory factor analysis model of tourist behavior and decision-making measurement

Table 5-3 presents the results of the confirmatory factor analysis of tourist behavior and decision-making measurement and the verification model is shown in Figure 5-1. From the Table 5-4, the analysis results show that the value of χ^2/df is 0.872, less than 3, and the fit is ideal. The RMSEA is 0.000, less than 0.06, and the fit is good. The SRMR is 0.004, less than 0.08, the CFI is 1, and more than 0.9, the fit is ideal. TLI is 1.001, greater than 0.9, the results

are well adapted. Overall, the willingness to travel and willingness to recommend models are well adapted.

Table 5-4. Confirmatory factor analysis of tourist behavior and risk-taking

χ^2/df	RMSEA	SRMR	CFI	TLI
1.909	0.056	0.054	0.967	0.956
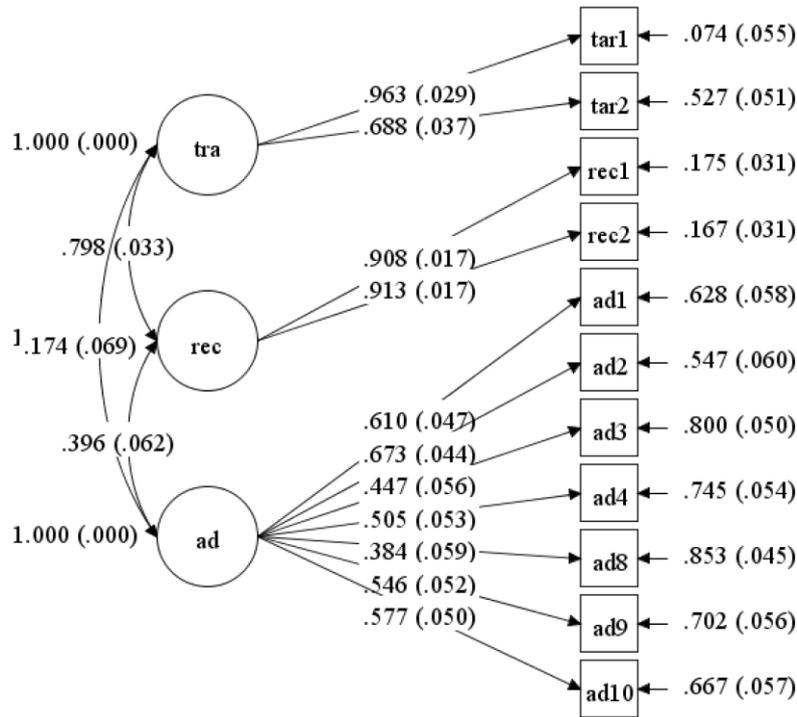
Figure 5-2. A confirmatory factor analysis model of tourist behavior and risk-taking

Figure 5-2 shows the process and results of the confirmatory factor analysis model of tourist behavior and risk-taking. After modifying the model, the analysis results show that the value of χ2/df is 1.909, which is less than 3, and the fit is ideal. RMSEA is 0.056, less than 0.08, and the fit is good. SRMR is 0.054, less than 0.08, CFI is 0.967, TLI is 0.956, both are greater than 0.9, the fit is ideal. On the whole, the travel willingness, recommendation willingness and risk-taking model fit well.

Table 5-5. Confirmatory Factor Analysis of Tourist Behavior and Openness

χ^2/df	RMSEA	SRMR	CFI	TLI
2.443	0.070	0.041	0.971	0.960
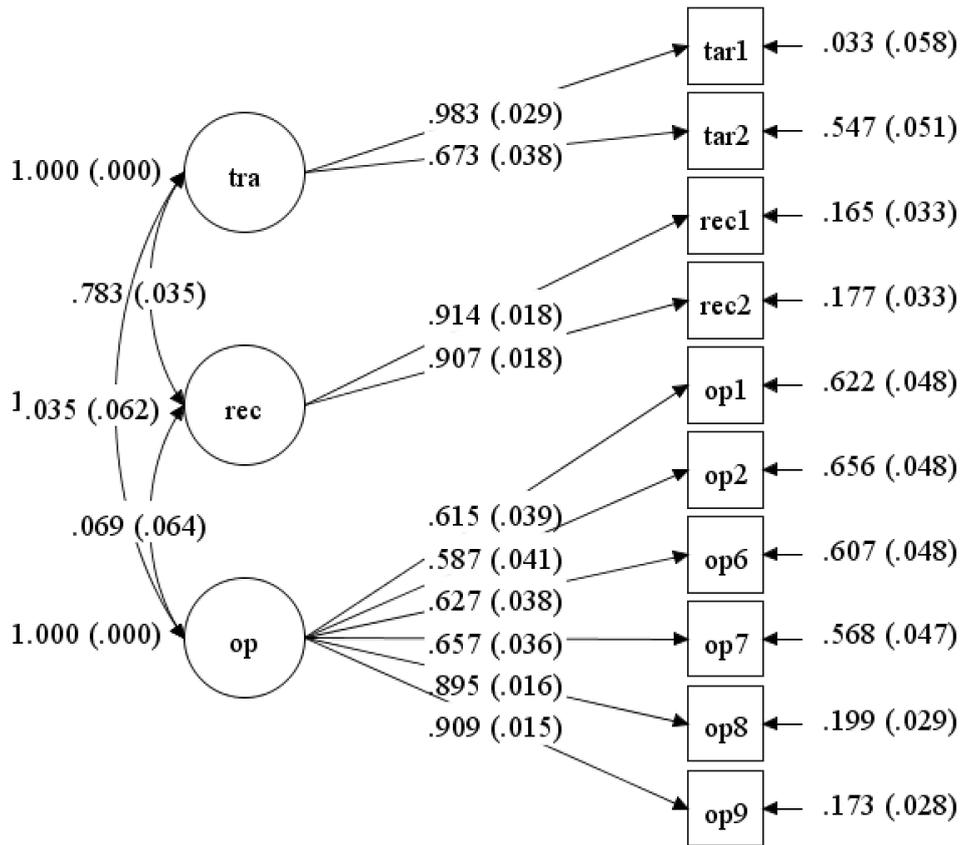
Figure 5-3. The confirmatory factor analysis model of tourist behavior and openness

The results of the confirmatory factor analysis of the adjustment variables on openness are shown in Table 5-5, and the verification model is shown in Figure 5-3. After modifying the model, the results show that the value of $\chi 2/df$ is 2.443 (<3), the fit is ideal; RMSEA is 0.070 (<0.080), the fit is good. SRMR is 0.041 (<0.08), CFI is 0.971 (> 0.9), TLI is 0.960 (>0.9), the fit is ideal. Overall, the willingness to travel, the willingness to recommend and openness model are well adapted.

5.3 Hypothetical test

5.3.1 Impact of event dimension on tourist behavior and decision-making

To clearly show the relationship between time, space, and intensity of events and visitor behavior in the preliminary analysis, we discretized the continuous variables - time, space, and intensity scores - and classified their statistical values into "weak" and "strong" with a cutoff

value of three. In this study, multivariate analysis of variance (MANOVA) is used to verify the hypothesis, and the analysis results are shown in Table 5-6.

Table 5-6. MANOVA results (Time*Space*Intensity)

	Willingness to travel					Willingness to recommend				
	Type III SS	df	MS	F	p	Type III SS	df	MS	F	p
Time	1.686	1	1.686	2.018	0.157	0.319	1	0.319	0.324	0.570
Space	15.171	1	15.171	18.814	0.000	7.032	1	7.032	7.131	0.008
Intensity	26.890	1	26.890	32.189	0.000	4.803	1	4.803	4.871	0.028
Time* Space* Intensity	0.337	1	0.337	0.402	0.527	0.027	1	0.027	0.027	0.869
Gender	1.036	1	1.036	1.235	0.267	0.044	1	0.044	0.044	0.834
Age	0.112	1	0.112	0.133	0.715	2.168	1	2.168	2.188	0.140
Education	0.033	1	0.033	0.040	0.842	2.143	1	2.143	2.163	0.142
Salary	0.436	1	0.436	0.520	0.471	0.002	1	0.002	0.002	0.961
Job	0.534	1	0.534	0.636	0.426	0.181	1	0.181	0.183	0.669

The Box's M test showed that the variance covariance matrices of the two dependent variables in each group of the independent variable were equal (p=0.670); the Levene's test showed that the variance of the dependent variable in each group of the independent variable was equal (p>0.05). It can be seen from Table 5-6 above that the influence of the time dimension on tourists' willingness to travel and recommend is not significant (p>0.05), so H1 is not supported. However, the space dimension and intensity dimension have significant positive effect on tourists' willingness to travel and recommend (p<0.05).

In addition, the three interactions of time, space, and intensity are not significant, indicating that the three interactions of time, space, and intensity have no significant differences in tourist behavior. Therefore the hypothesis H4 is rejected.

To further analyze the influence of "weak" and "strong" level among the time, space, intensity dimensions on the willingness to travel and the willingness to recommend, we

conducted a grouped mean comparison. Table 5-7 presents the results of mean comparison, the difference in time, space, and intensity of the event between "weak" and "strong" has different impacts on tourists' willingness to travel and recommendation. The average travel willingness of tourists in the weak space dimension is 3.127, and the average travel willingness in the strong space dimension is 2.567. The average recommendation willingness in the weak space dimension is 2.801 while in the strong space dimension is 2.433. That is to say, the tourists' willingness to travel and recommend in the weak space dimension are higher, while the tourists' willingness to travel and recommend in the strong space dimension are lower. Thus, the statistic results support H2.

The average travel willingness of tourists in the weak intensity dimension is 3.137, while the average travel willingness in the strong space dimension is 2.557; the average willingness to recommend in the weak intensity dimension is 2.736, while in the strong space dimension is 2.507. The results suggest that the tourists' willingness to travel and recommend in the weak intensity dimension are higher, while the tourists' willingness to travel and recommend in the strong intensity dimension are lower. Thus, the statistic results support H3.

Table 5-7. Mean comparison results (Time/Space/Intensity)

Variable	Level	Willingness to travel	Willingness to recommend
Time	Weak	2.911	2.640
	Strong	2.799	2.601
Space	Weak	3.127	2.801
	Strong	2.567	2.433
Intensity	Weak	3.137	2.736
	Strong	2.557	2.507

5.3.2 Influence of tourists' personality and characteristic

5.3.2.1 The impact of risk-taking tendency on tourist behavior and decision-making

To clearly show the relationship between risk-taking tendency and tourists' behavior in the preliminary analysis, we discretize the scores of continuous variable risk propensity and divide their statistical values into "low risk-taking tendency" (M=2.703, N=97) and "high risk-taking

tendency" (M=3.738, N=198) with a cut-off value of 3. To verify the hypothesis, we use MANOVA and the results are shown in Table 5-8 below.

Table 5-8. MANOVA results (Risk-taking tendency)

	Willingness to travel					Willingness to recommend				
	Type III SS	df	MS	F	P	Type III SS	df	MS	F	P
Risk-taking tendency	0.494	1	0.494	0.499	0.481	13.766	1	13.766	14.101	0.000
Gender	1.221	1	1.221	1.232	0.268	0.475	1	0.475	0.486	0.486
Age	1.237	1	1.237	1.248	0.265	7.444	1	7.444	7.625	0.006
Education	2.588	1	2.588	2.613	0.107	0.154	1	0.154	0.158	0.691
Salary	0.001	1	0.001	0.001	0.981	0.630	1	0.630	0.645	0.422
Job	0.125	1	0.125	0.126	0.723	0.004	1	0.004	0.004	0.952

From Table 5-8, the result of Box's M test shows that the variance covariance matrix of the two dependent variables in each group of the independent variable is equal (p = 0.051), while the result of Levene's test shows that the variance of the dependent variable in each group of the independent variable is not equal (travel-p > 0.05, recommendation-p < 0.05), but the analysis of variance results are still robust. It is suggesting that the risk-taking tendency has no significant difference in willingness to travel (p = 0.481), and the risk-taking tendency has a significant difference in willingness to recommend (p=0.000). In addition, the age of tourists also has a significant influence on the willingness to recommend.

Table 5-9. Mean comparison result (Risk-taking tendency)

	Willingness to travel	Willingness to recommend
Low risk-taking tendency	2.799	2.320
High risk-taking tendency	2.866	2.768

Table 5-9 presents the results of mean comparison of the influence of tourists with low risk tendency and high risk tendency on the willingness to travel and the willingness to recommend. The average recommendation willingness of tourists with low risk-taking tendency is 2.320,

while the average recommendation willingness of tourists with high risk-taking tendency is 2.768, the difference is statistically significant. That is to say, the willingness to recommend for tourists with low risk-taking tendency is significantly lower than that for tourists with high risk-taking tendencies.

Therefore, the above factor analysis results only partially verify the H5.

5.3.2.2 The impact of openness on tourist behavior and decision-making

To present the relationship between openness and tourist behavior more clearly in the preliminary analysis, we discretize the scores of continuous variable openness, and divide their statistical values into "low openness" "(M=3.520, N=84) and "high openness" (M=5.145, N=211) with a cut-off value of 4. We use MANOVA to test the hypothesis and the analysis results are shown in Table 5-10.

Table 5-10. MANOVA results (Openness)

	Willingness to travel					Willingness to recommend				
	Type III SS	df	MS	F	P	Type III SS	df	MS	F	P
Openness	0.011	1	0.011	0.011	0.916	0.312	1	0.312	0.305	0.581
Gender	1.103	1	1.103	1.112	0.293	0.187	1	0.187	0.183	0.669
Age	1.164	1	1.164	1.173	0.280	6.524	1	6.524	6.378	0.012
Education	2.455	1	2.455	2.475	0.117	0.343	1	0.343	0.335	0.563
Salary	0.000	1	0.000	0.000	0.993	0.380	1	0.380	0.372	0.542
Job	0.163	1	0.163	0.164	0.686	0.105	1	0.105	0.103	0.749

From Table 5-10, the result of Box's M test shows that the variance covariance matrices of the two dependent variables in each group of independent variables are equal ($p = 0.166$), while the Levene's test result shows that the variance of the independent variables in each group of independent variables is equal ($p > 0.05$). The impact of openness on the willingness to travel is not significant ($p = 0.916$), and the impact on the willingness to recommend is not significant ($p = 0.581$). In addition, the impact of the age of tourists on the willingness to recommend is significantly different ($p = 0.012$). Therefore, the H6 is rejected.

5.3.3 The Influence of tourist personality and characteristic on the relationship between event dimension (time, space & intensity) and tourists' behavior and decision-making

5.3.3.1 The impact of risk-taking tendencies on the relationship between event dimension (time, space & intensity) and tourists' behavior and decision-making

According to the "weak" and "strong" groupings of the event dimension and the grouping of high risk-taking and low risk-taking above, we use MANOVA for hypothesis testing.

Table 5-11. MANOVA results in time dimension (risk-taking tendency)

		Willingness to travel					Willingness to recommend				
		Type III SS	df	MS	F	p	Type III SS	df	MS	F	p
Independent variable	Time	1.522	1	1.522	1.794	0.182	0.399	1	0.399	0.368	0.545
Moderator	AD_t	0.034	1	0.034	0.040	0.842	11.173	1	11.173	12.130	0.001
Adjustment item	Time *AD_t	0.001	1	0.001	0.002	0.968	1.326	1	1.326	1.440	0.231
	Space	15.731	1	15.731	18.532	0.000	6.299	1	6.299	6.838	0.009
	Intensity	27.032	1	27.032	31.845	0.000	4.192	1	4.192	4.551	0.034
Control variable	Gender	0.704	1	0.704	0.829	0..363	0.168	1	0.168	0..182	0.670
	Age	0.543	1	0.543	0.640	0424	5.102	1	5.102	5.539	0.019
	Education	0.455	1	0.455	0.536	0.465	1.073	1	1.073	1.164	0.281
	Salary	0.450	1	0.450	0.531	0.467	0.332	1	0.332	0361	0.549
	Job	0.039	1	0.039	0.043	0.836	0.755	1	0.755	0.889	0.347

Table 5-11 above shows the results of multivariate analysis of variance in the time dimension. The result of Box's M test shows that the variance covariance matrix of the two dependent variables in each group of independent variables is equal ($p = 0.154$), while the result of Levene's test shows that the variance of the dependent variable in each group of independent variables is not equal (travel-$p > 0.05$, recommendation-$p < 0.05$), but the results of MANOVA are still robust. The adjustment items of time dimension and risk-taking tendency are not significant ($p > 0.05$), which is suggesting that the difference between the influence of risk-taking tendency on time dimension and tourist behavior and decision-making is not statistically significant.

Table 5-12. MANOVA results in space dimension (risk-taking tendency)

		Willingness to travel					Willingness to recommend				
		Type III SS	df	MS	F	p	Type III SS	df	MS	F	p
Independent variable	Space	12.426	1	12.426	14.686	0.000	7.108	1	7.108	7.713	0.006
Moderator	AD_t	0.042	1	0.042	0.050	0.824	11.493	1	11.493	12.47	0.000
Adjustment item	Space*AD_t	0.786	1	0.786	0.929	0.336	1.177	1	1.177	1.277	0.259
	Time	1.487	1	1.487	1.758	0.186	0.102	1	0.102	0.111	0.739
	Intensity	27.582	1	27.582	32.599	0.000	3.795	1	3.795	4.118	0.043
	Gender	0.632	1	0.632	0.748	0.388	0.269	1	0.269	0.291	0.590
Control variable	Age	0.423	1	0.423	0.500	0.480	5.439	1	5.439	5.902	0.016
	Education	0.468	1	0.468	0.553	0.458	0.944	1	0.944	1.024	0.312
	Salary	0.389	1	0.389	0.460	0.498	0.139	1	0.139	0.151	0.698
	Job	0.706	1	0.706	0.834	0.362	0.124	1	0.124	0.134	0.714

Table 5-12 above shows the results of multivariate analysis of variance in the space dimension. The result of Box's M test shows that the variance co-variance matrix of the two dependent variables in each group of independent variables is equal (p=0.109), while the result of Levene's test shows that the variance of the dependent variable in each group of independent variables is not equal (travel-p>0.05, recommendation-p<0.05), but the results of MANOVA are still robust. The main effect of space dimension on tourist behavior is significant, but the adjustment items of space dimension and risk-taking tendency are not significant, which is suggesting that the difference between the influence of risk-taking tendency on space dimension and tourist behavior and decision-making is not statistically significant.

Table 5-13. MANOVA results in intensity dimension (risk-taking tendency)

		Willingness to travel					Willingness to recommend				
		Type III SS	df	MS	F	p	Type III SS	df	MS	F	p
Independent variable	Intensity	26.708	1	26.708	31.860	0.000	4.100	1	4.100	4.312	0.039
Moderator	AD_t	0.021	1	0.021	0.026	0.873	11.878	1	11.878	12.494	0.000
Adjustment item	Intensity * AD_t	0.806	1	0.806	0.961	0.328	0.063	1	0.063	0.066	0.798
	Time	1.722	1	1.722	2.055	0.153	0.068	1	0.068	0.072	0.789
	Intensity	14.769	1	14.769	17.617	0.000	6.004	1	6.004	6.316	0.013
Control variable	Gender	0.712	1	0.712	0.849	0.358	0.222	1	0.222	0.234	0.629
	Age	0.558	1	0.558	0.666	0.415	5.172	1	5.172	5.440	0.020
	Education	0.476	1	0.476	0.568	0.452	0.946	1	0.946	0.995	0.319
	Salary	0.493	1	0.493	0.589	0.444	0.194	1	0.194	0.204	0.652

Job	0.747	1	0.747	0.891	0.346	0.097	1	0.097	0.102	0.750

Table 5-13 above shows the results of the variance analysis of the intensity dimension. The result of Box's M test shows that the variance covariance matrices of the two dependent variables in each group of the independent variable are not equal (p = 0.047), and the result of Levene's test also shows that the variance of the independent variable in each group of the independent variable is not equal (travel-p<0.05, recommendation-p<0.05). Therefore, the results of the MANOVA are not stable, that is, the risk-taking tendency has no significant difference between the intensity dimension and the tourists' behavior and decision-making.

In summary, tourists with risk-taking tendencies do not have a significant impact on the relationship between the time, space, and intensity dimensions of certain events and tourist behavior and decision-making. Thus, H7 is not supported.

5.3.3.2 The impact of openness on the relationship between event dimension (time, space & intensity) and tourists' behavior and decision-making

According to the "weak" and "strong" groupings of the event dimension and the grouping of "high openness" and "low openness" above, we use MANOVA for hypothesis testing.

Table 5-14. MANOVA results in time dimension (openness)

		Willingness to travel					Willingness to recommend				
		Type III SS	df	MS	F	p	Type III SS	df	MS	F	p
Independent variable	Time	0.472	1	0.472	0.565	0.453	0.018	1	0.018	0.018	0.893
Moderator	OP_t	0.231	1	0.231	0.277	0.599	0.467	1	0.467	0.475	0.491
Adjustment item	Time * OP_t	1.398	1	1.398	1.674	0.197	2.387	1	2.387	2.429	0.120
Control variable	space	16.330	1	16.330	19.548	0.000	7.613	1	7.613	7.747	0.006
	Intensity	27.352	1	27.352	32.742	0.000	5.159	1	5.159	5.249	0.023

	Type III SS	df	MS	F	p	Type III SS	df	MS	F	p
Gender	0.699	1	0.699	0.837	0.361	0.03	1	0.032	0.033	0.856
Age	0.531	1	0.531	0.635	0.426	4.322	1	4.322	4.398	0.037
Education	0.307	1	0.307	0.367	0.545	1.668	1	1.668	1.697	0.194
Salary	0.345	1	0.345	0.413	0.521	0.071	1	0.071	0.072	0.789
Job	0.654	1	0.654	0.783	0.377	0.240	1	0.240	0.244	0.622

Table 5-14 above presents the results of the variance analysis of the time dimension. The results of Box's M test show that the variance covariance matrix of the two dependent variables in each group of independent variables are equal (p=0.608), while the results of Levene's test show that the variance of the dependent variables in each group of independent variables are not equal (travel-p>0.05, recommendation- p<0.05), so the results of MANOVA are still robust. The adjustment items are not significant, which shows that the impact of openness on the time dimension and the tourists' behavior and decision-making is not significant.

Table 5-15. MANOVA results in space dimension (openness)

		Willingness to travel					Willingness to recommend				
		Type III SS	df	MS	F	p	Type III SS	df	MS	F	p
Independent variable	Space	16.976	1	16.976	20.330	0.000	10.886	1	10.886	11.152	0.001
Moderator	OP_t	0.242	1	0.242	0.277	0.599	0.470	1	0.470	0.482	0.488
Adjustment item	Space * OP_t	1.492	1	1.492	1.787	0.182	4.757	1	4.757	4.882	0.028
Control variable	Time	1.572	1	1.572	1.883	0.171	0.239	1	0.239	0.246	0.621
	Intensity	26.471	1	26.471	31.699	0.000	4.565	1	4.565	4.684	0.031

Gender	1.030	1	1.030	1.234	0.268	0.230	1	0.230	0.236	0.627
Age	0.673	1	0.673	0.806	0.370	4.971	1	4.971	5.101	0.025
Education	0.333	1	0.333	0.399	0.528	1.653	1	1.653	1.696	0.194
Salary	0.504	1	0.504	0.604	0.438	0.003	1	0.003	0.003	0.954
Job	0.888	1	0.888	1.064	0.303	0.499	1	0.499	0.512	0.475

Table 5-15 presents the results of the variance analysis of the space dimension. The Box's M test results show that the variance covariance matrix of the two dependent variables in each group of independent variables is equal (p=0.247), while Levene's test shows that the variance of the dependent variable in each group of independent variables is not equal (travel-p>0.05, recommendation-p <0.05), but the results are still robust. As the main effect is significant, the adjustment item is not significant to the willingness to travel but significant to the willingness to recommend, which indicates that the openness has a significant difference in the relationship between the space dimension and the willingness to recommend.

To further analyze the more intuitive impact of low-openness and high-openness tourists on the relationship between the space dimension and the willingness to recommend, an interaction effects plot for openness is drawn, as shown in Figure 5-4 below.
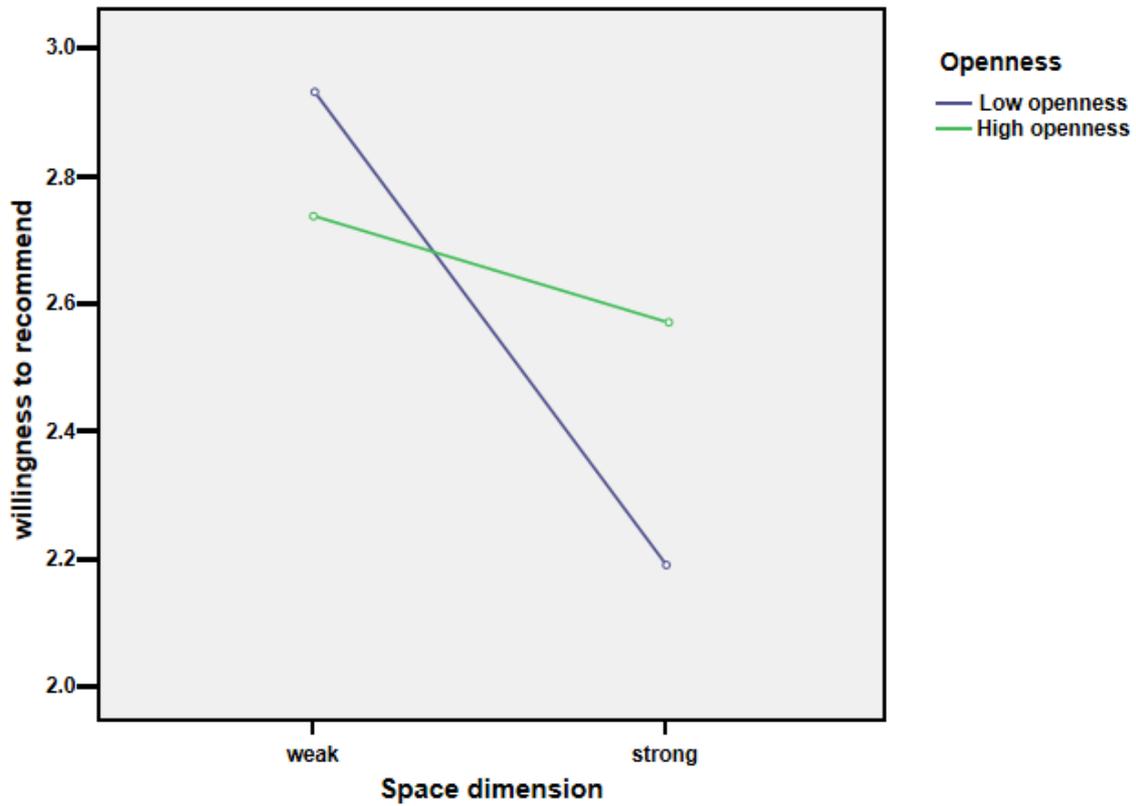
Figure 5-4. Interaction effects plot for openness

As shown in Figure 5-4, tourists with low openness and high openness decrease their willingness to recommend as the space dimension increases. The downward trend of high-openness tourists is relatively gentle, that is, under the influence of the increased space dimension, high-openness tourists have a mitigating and counteracting effect on the decline of recommendation willingness. With the increasing influence of the space dimension of low-openness tourists, their willingness to recommend has decreased more obviously, which means it is easier to change their willingness to recommend.

Table 5-16. MANOVA results in intensity dimension (openness)

		Willingness to travel					Willingness to recommend				
		Type III SS	df	MS	F	p	Type III SS	df	MS	F	p
Independent variable	Intensity	26.490	1	26.490	31.673	0.000	5.358	1	5.358	5.415	0.021
Moderator	OP_t	0.347	1	0.347	0.415	0.520	0.604	1	0.604	0.610	0.435
Adjustment item	Intensity * OP_t	1.127	1	1.127	1.347	0.247	0.459	1	0.459	0.464	0.496
	Time	1.601	1	1.601	1.914	0.168	0.290	1	0.290	0.293	0.588
	Space	14.988	1	14.988	17.933	0.000	5.358	1	5.358	5.415	0.021
	Gender	0.834	1	0.834	0.997	0.319	0.070	1	0.070	0.071	0.790
Control variable	Age	0.670	1	0.670	0.801	0.371	4.630	1	4.630	4.679	0.031
	Education	0.381	1	0.381	0.456	0.500	1.459	1	1.459	1.474	0.226
	Salary	0.377	1	0.377	0.451	0.502	0.052	1	0.052	0.053	0.818
	Job	0.817	1	0.817	0.976	0.324	0.340	1	0.340	0.343	0.558

Table 5-16 above presents the results of the variance analysis of the intensity. The Box's M test results show that the variance covariance matrix of the two dependent variables in each group of the independent variable is equal ($p = 0.254$), while Levene's test shows that the variance of the dependent variable in each group of the independent variable is not equal (travel-$p > 0.05$, recommendation-$p < 0.05$), but the analysis of variance results are still robust. The adjustment item is not significant, indicating that the effect of openness on the intensity dimension and tourists' behavior and decision-making is not significant.

In summary, the impact of openness on the relationship between the event dimensions and the tourist behavior and decision-making is not statistically significant. Though H8 is not completely supported, the evidence proves that the impact of openness on the relationship

between space dimension and the willingness to recommend is significantly different. So we consider that it is partially proved the H8.

Chapter 6: Discussion and Recommendation

6.1 Summary of results

Under the guidance of event system theory, our results prove that the space and intensity dimensions of negative events will have a significant impact on the behavior of tourists. After further comparative analysis of group means, the results show that the space dimension and intensity dimension of negative events will have a negative impact on tourist behavior and decision-making. In terms of the influence of tourists' personality on tourists' behavioral intentions, the research results show that there is a significant difference in the risk-taking tendency on tourists' willingness to recommend, that is, tourists with low risk-taking tendency have significantly lower recommendation willingness than tourists with high risk-taking tendency.

When verifying the adjustment effect hypothesis, the results show that the openness personality has a significant difference in the relationship between the space dimension and the willingness to recommend. Interaction effects plot for openness more clearly shows that tourists with psychological characteristics of low openness and high openness decrease their willingness to recommend as the space dimension increases and showed a negative correlation. The slope of tourists with high openness personality is smaller than that of tourists with low openness personality. Therefore, the downward trend of the high openness curve is relatively smooth, indicating that when the high openness tourist is affected by the conditions of the stronger space dimension, the decline of its willingness to recommend has a mitigating and offsetting effect. When tourists with low openness are affected by the stronger space dimension, tourists' willingness to recommend decreases more significantly, which means they tend to change their willingness to recommend to others.

Table 6-1. Hypothesis testing results

Hypothesis	Proposition	Status
H1	The time dimension of negative events in a scenic spot is negatively correlated with tourists' behavior and decision-making.	Reject
H2	The space dimension of negative events in a scenic spot is negatively correlated with tourists' behavior and decision-making.	Accept
H3	The intensity dimension of negative events in a scenic spot is inversely related to tourists' behavior and decision-making.	Accept
H4	The interaction of time, space, and intensity dimension of negative events in scenic spots is negatively correlated with tourists' behavior and decision-making.	Reject
H5	Tourist personality characteristic (risk-taking tendencies) have a significant impact on tourist behavior and decision-making.	Tourist personality characteristic (risk-taking tendency) only have a significant impact on tourists' willingness to recommend.
H6	Tourist personality characteristic (openness) have a significant impact on tourist behavior and decision-making.	Reject
H7	Tourist personality characteristic (risk-taking tendencies) have a significant impact on the relationship between the time, space, and intensity dimensions of certain events and tourist behavior and decision-making.	Reject
H8	Tourist personality characteristic (openness) have a significant impact on the relationship between the time, space, and intensity dimensions of certain events and tourist behavior and decision-making.	Tourist personality characteristic (openness) have a significant impact on the relationship between the space dimension and the willingness to recommend.

Table 6-1 above shows that hypothesis H1, hypothesis H4, hypothesis H6, and hypothesis H7 are rejected, hypothesis H2 and hypothesis H3 are accepted, and hypothesis H5 and hypothesis H8 are partially verified.

The reasons for H1, H4, H6, and H7 are rejected are as follows:

(1) There may be problems with the setting of the scene experiment, and the time dimension is not better controlled;

(2) The time dimension in the EST may have a weak role in the study of negative events in scenic spots;

(3) The scene experiment in this study only use the National holiday to describe the "strong" time dimension and the "weak" time dimension is described as "as usual weekends". Nowadays many people have a different view on the long-term vacation, cross-peak traveling has become the optimal choice for many tourists. Therefore, different respondents may be disturbed by the setting of the scene and make deviation choices;

(4) The strong and weak perceptions of event time, space, and intensity dimensions has to be various on different individuals;

(5) Openness has a weak influence on the willingness to travel, which is not statistically sufficient to achieve significant results;

(6) The adjustment effect of risk-taking tendency is not statistically significant;

(7) Some random factors in the analysis cannot be controlled, which affects the accuracy of the results.

The reason why H5 is partially verified may be that: (1) The psychological characteristics of risk-taking tendencies may have a weaker impact on the change of tourists' travel willingness, which is not statistically significant; (2) The lack of sample size reduces the credibility of the results degree. The reason why H8 is partially verified may be that respondents with openness personality are not sensitive to the interaction between the time dimension and intensity dimension of negative events and tourists' behavior and decision-making and have no statistical significance.

Based on the discussion of the above results, we use the theoretical framework of the EST proposed in this study to conduct a case analysis in the actual event.

6.2 Case study

Based on the discussion of the above results, we use the theoretical framework of EST proposed in this study to analyze the real events "Qingdao prawn event", "Wuyuan Shangyantian village event" and "Heilongjiang Shuangfeng forest farm snow town Xuexiang Zaike event".

These three case studies have carried out a comprehensive analysis of the impact of the entire event from the perspective of time, space and intensity. They can analyze the impact of the occurrence, passing and ending of the entire event, which can give the current small and medium-sized enterprise managers in the tourism industry. And some enlightenment from the supervision and supervision department of the tourist city.

6.2.1 "Qingdao prawn event"

Event review

On October 4, 2015, Mr. Zhu from Nanjing and Mr. Xiao from Sichuan each ordered a plate of grilled prawns when they dine in a restaurant called "Sand BBQ" in Qingdao. When ordering, the price of grilled shrimp on the menu is 38 yuan, but at checkout, the boss charges CNY 38 per shrimp. After consultations, Mr. Zhu and Mr. Xiao paid CNY 2,000 and CNY 800 respectively and left.

When the two tourists were arguing with the boss, the boss excessively demanded that all the dishes ordered by the two guests should be calculated on a piece-by-piece basis and threatened with force. When the two tourists called to the relevant department to complain, they encountered refusal to accept. Both the police station and the price bureau shirk their responsibilities and are unwilling to solve the problem. After ending the tour, Mr. Xiao and Mr. Zhu posted their experiences on Weibo, which caused many netizens to repost and comment.

Event analysis

● In the time dimension, the event occurred during the National Day holiday, so the outbreak timing is sensitive and long in duration. So the event has a strong time dimension.

● In terms of space dimension, Mr. Zhu in Nanjing and Mr. Xiao in Sichuan are far away from Qingdao. Qingdao is a well-known tourist city with a large spatial spread. So the event has a strong space dimension.

● In the intensity dimension, the operator uses the "two-sided menu", when tourists order CNY 38 a plate of shrimp, but at checkout it becomes CNY 38 a piece, to "fraud" tourists (Zhang & Xu, 2017), It can be seen that this negative event is novel. The police station and the price bureau shirk their responsibilities to each other, and the tourists who did not receive assistance in the end must pay the full amount. The phenomenon of "slaughtering" in this incident formed a huge gap with the tourism brand image of "Hospitable Shandong Province", reflecting the strong subversive nature of this event. In addition, the attitude of the relevant management staff was indifferent and ignored the incident. The relevant departments shirk their responsibilities and accelerated the seriousness of the development (Zuo, 2016). Reposted and commented on Weibo responded strongly and was crucial. After publishing on Weibo, as of 8 o'clock on October 8, there were 4,162 related news reports, 1221 forum posts, 482 blog posts, 223 reports in various newsstudys, and 574,920 reviews on Weibo (Zhou, 2015).

Price fraud and the mutual refusal of relevant government departments have spread rapidly through WeChat, Weibo and other online media, causing a sensation in the whole society and forming a tourism brand crisis. The eWOM of the destination have been destroyed obliviously. This event not only has a negative impact on Qingdao's tourism image, but also causes a devastating blow to the "Hospitable Shandong Province" tourism brand image that has been worked hard for many years by the Shandong Province government and cost hundreds of millions of yuan (Zhang & Xu, 2017).

This negative event can be regarded as a combination of multiple small negative events. The negative impact on Qingdao, a well-known tourist city in China, is huge, and the scope of the impact also affects the tourists' willingness and decision-making. The widespread dissemination of negative event on Weibo directly caused damage to the eWOM of the Qingdao government departments and Qingdao merchants, which in turn affected the traveler's willingness to travel and recommendations.

6.2.2 "Shangyantian Village, Wuyuan Event"

Event review

On March 17, 2018, a tourist of the Zhejiang Tourism Group posted a Weibo under the account "I am Heyi" saying that they were on the trip to watch rape flowers from Zhejiang to Wuyuan, Jiangxi. When they were ready to leave after taking the photos, the villagers in Shangyantian Village suddenly appeared, blocked the intersection with motorcycles and cars, and charged tourists 200 yuan for "Environmental cleaning fee" before they were allowed to leave. The tourist had to pay as required and leave. On the day after leaving, the tourist called the relevant department to complain and posted such negative event on Weibo.

Once this event was exposed, it attracted many netizens' attention and reposted it. On March 19th, an unofficial certified account named "Jiangxi Wuyuan Yuanshang Hanshan Tea" posted feedback on the handling of the event in the comment area, which again caused public dissatisfaction and doubts.

Then, on March 20, the Wuyuan Tourism Market Joint Law Enforcement and Dispatch Center of Jiangxi held accountability for the Yantian Tourism Cooperative in question, and stopped the chaotic phenomenon of illegally collecting "Environmental cleaning fee", and ordered the villagers to return 200 yuan and apologize to tourists. On that day, the tourist deleted the complaint Weibo.

Event analysis

● In the time dimension, the outbreak timing of the event is not a long vacation, but it is in the peak tourist season of Wuyuan rape blossoms, so the outbreak timing is sensitive and the duration is short.

● In terms of space dimension, Zhejiang and Jiangxi are far away. Wuyuan, as a famous tourist city in Jiangxi Province, is famous all over the country for rapeseed. The spatial spread is large.

● In the intensity dimension, charging "Environmental cleaning fee" is a new type of unreasonable scenic spot charging, which reflects the novelty of this event. Villagers threaten violence and force charging, which is a relative and typical negative event, causing many

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netizens to watch. Although the relevant departments handled the event quickly two days later, the improper handling method once again stimulated the doubts of public opinion, and finally had to be issued by the tourism market joint law enforcement dispatch center to end. It can be seen that this negative event is highly subversive and critical.

On March 14, 2018, China Railway Nanchang Bureau Group Co., Ltd. just opened the Wuyuan Flower Blossom Crossing Train from Nanchang City to Wuyuan City (Li, 2018), the purpose is to speed up the development of new "Flower viewing train" and "High Speed Rail + Travelling" business model and build a new image of Wuyuan tourism. However, the unexpected event of villagers illegal over-charging for illegal violations and the inappropriate and informal handling of related departments have damaged the brand image of the newly established Wuyuan Tourism. The government's law enforcement departments respond quickly this time, the scope of the negative event is quickly reduced. However, in dealing with illegal behaviors, it reflects problems such as inadequate work of local relevant departments, weak supervision, and incomplete punishment measures, which may still affect passengers' willingness to act.

6.2.3 Heilongjiang Shuangfeng Forest Farm's "Xue Xiang Zaike" event

Event review

On December 29, 2017, a tourist named "Yimuxing" published an study on the Sina Weibo social platform, titled "Snow in the Snow Town can't hide the hearts of pure black people!" Stop going to Xuexiang! ". The study disclosed a series of scandals such as "slaughtering", "calling high prices", "fraud", and "black guide" at a scenic hotel "Zhao Family Courtyard" in Shuangfeng Forestry, Heilongjiang.

On the eve of New Year's Day, the tourist and his family departed from Guangzhou to Heilongjiang Shuangfeng Forest Farm to book a three-person room in the "Zhao Family Courtyard" inn on Ctrip for a price of 276 yuan/night. After arriving at the hotel, he was informed that the room booked online is now priced at more than 1,000 yuan per night, and the visitor is required to make up the difference before checking in. Moreover, the visitor is only allowed to stay in a triple room for one night, and only for multiple rooms on the second night.

The tourist does not accept and ask for a refund, but the hotel staff threatened not to give a bad review, otherwise no money will be refunded. And the hotel also provides high-priced meals, a plate of small fried meat 288 yuan, a bowl of rice 20 yuan.

When a family of tourists is visiting a scenic spot, the tour guide of the scenic spot forces the tourists to purchase tickets for non-compliant operating projects. A male tour guide has also beaten at least two tourists, because the tourists are not willing to be forced to shop. The instant noodles in the visitor center are sold at a price higher than the market price of 60 yuan/box. On the same day, the tourist called the relevant department to report the complaint, and the tourism bureau of Dahailin Forestry Region in Heilongjiang launched an investigation on the same day.

It was not until January 3, 2018 that the Tourism Bureau of Dahailin Forestry Region in Heilongjiang released the investigation results saying that after investigation, the hotel did indeed commit fraud and imposed a fine of 59,000 yuan on the hotel in accordance with the regulations and made rectification within a time limit; 150,000 yuan. In addition, after verification, the netizen "Yimuxing" was suspected of publishing false news. "Zhao Family Courtyard" also released news that the netizen just wanted to blackmail compensation. The details of the incident reported by major media have caused public opinion to heat up rapidly, and the sentiment of comments on Weibo, WeChat, and the web has soared. Finally, after investigation, the incident was true. The owner of the "Zhao Family Courtyard" did indeed conduct dishonest operations, and included the "Zhao Family Courtyard" in the hotel's "blacklist."

Event analysis

● In the time dimension, the event occurs during the holidays of New Year's Day, and it is the peak season of seasonal tourist attractions, and the outbreak time of the event is sensitive. Prior to this, Xuexiang has had many incidents of slaughtering customers. Once the incident was exposed on social platforms, the negative events again caused netizens to forward comments, which lasted a long time.

● In terms of space dimension, the family of tourists departs from Guangzhou to Heilongjiang, the geographical distance spans are large, and the Xuexiang scenic spot is very famous, and the spatial spread range is large.

● In terms of intensity, "slaughtering", "calling high prices", "fraud", and "black guide" are all negative events with strong novelty. The occurrence, process and results of this incident have been subject to multiple controversies. After the hotel released relevant inappropriate comments again, it intensified negative public opinion in the society, and the investigation process of the relevant departments was tortuous and highly subversive. "Xuexiang Jaike" has been labeled before, but it is now discredited again, proving that there are still loopholes in the rectification of "Xuexiang". However, this incident was seriously dealt with by relevant departments, and public opinion subsided. This again negatively affected the long-term sustainable development of the scenic area. It can be seen that this incident is critical.

The high unreasonable fees charged by hotels and threats to personal safety are typical scenic frauds in recent years, which reflects the typical nature of this negative event in the tourism industry; hotels use violent threats and forced charges, and the plot is relatively bad, causing netizens to target The scenic spot has a high-intensity negative public opinion. Although the relevant departments dealt with the incident quickly after the news was released, the handling method was not appropriate. The results of this investigation stimulated doubts from public opinion and affected the network reputation of Xuexiang again.

According to the results of this study, the spatial dimension and intensity dimension of negative events are negatively correlated with tourists' wishes. Scenic spot managers and local tourism departments may consider reducing the spread of event fermentation as much as possible in emergency management to control the spread of public opinion. Law enforcement agencies handle the incidents as early as possible and increase supervision to control the intensity of the incidents to avoid the overturning of the incidents and the generation of superimposed negative incidents, which has led to a second outbreak of public opinion and a negative effect of negative word-of-mouth.

Such negative events are endless in the tourism industry, and the relevant departments should improve the supervision mechanism to prevent the occurrence of such events as price escalation and price fraud, to ensure social fairness and create a fair competition environment. Law enforcement agencies should seriously deal with local violence and threats to personal safety, and ensure that tourists are protected by law. Managers of a small, medium, and micro-

enterprises or individual business operators should improve their corporate ethics and standard codes of conduct, and improving service and product quality is the key to sustainable development.

6.3 Theoretical contribution

Our objective is to study the impact of negative event happened in the scenic spot on consumers' decision-making and behavior in the light of EST. This study also includes the research how tourists' personality characteristic impacts their behavior and decision-making process, and the negative impact of scenic spot event towards the consumers' decision-making process and their behavior to gain some insights of how these factors influences tourists' behavior and decision-making. This study has theoretical contributions to the application and popularization of event system theory, the future study of the impact of online negative events, and the organizational management of tourism.

● Provide a reference for how to apply event system theory to specific research areas

The research field of EST is still in its infancy. At present, there are few theoretical studies on qualitative or quantitative event systems, especially relatively few empirical studies on normative science. Jenkins and Owen (2016) use EST to analyze leadership cases and Xie et al. (2019) use discrete EST to study unconventional parallel public health events through parallel simulation decision-making methods.

Tung and Lu (2014) identify the negative events in the web blog posts through the proposed Enhanced Event Extraction method that includes Enhanced Lexicon Feature, POS pattern, and event-emotion pair. It can be seen that both the leadership field and the public health field have adopted the EST and obtained some research results. Despite the research on negative Internet events, there is still a lack of research on the use of EST for tourism topics. Therefore, our research on online negative events in scenic spots makes contribution to the tourism organizational management. It also can provide a reference for the introduction of EST as part of conceptual model in other fields.

The system is based on the time, space and intensity dimensions of the event system theory, and compiles local event scene indicators based on actual tourism events, providing a reference for how to use the event system theory to analyze specific research areas. EST outlines how the dynamic process of event characteristics is expressed in a multi-level system, which helps to bridge the major gaps in our understanding of the dynamics, changes, and interrelationships of tourist attractions when online events occur. The influence of three dimensions of time, space, and intensity on tourists' behavioral expectations. Because organizations are dynamic and characterized by both stability and change, while events are dynamic and evolutionary (Morgeson, Mitchell, & Liu, 2015), the study of the organizational management discipline is also of great significance. However, how to put the EST into practice and how to apply it specifically to various research fields to become a powerful and operable theoretical tool remains to be explored.

This study uses specific real events, combined with three dimensions as independent variable intensity control, comprehensively compiles the theoretical scheme of the event system, and conducts face-to-face interviews, questionnaire surveys, and experimental surveys for qualitative and quantitative analysis. The data is true and reliable, and the arguments are reasonable, which provides an exploration basis for the subsequent application of the event system theory and can provide a reference for subsequent research.

● Specific research on expanding the impact of event attributes

This study introduces the EST, uses empirical analysis methods, sEST specific scenes as part of the questionnaire based on real event simulation. We adjusted the attributes of the negative events in the scenic spot by controlling the variables of various dimensions, and studied the influence of each variable on the tourists' willingness to travel and the willingness to recommend.

● Incorporate the personality characteristics of tourists into the interaction effects

Based on Plog's classification of psychological types and the Big Five theory, this study takes tourist personality characteristics as moderating variables and tests their interaction effects. This not only makes the conclusions drawn by the negative events of the scenic spot on

tourists' behavior intentions more credible, but also further expands the mechanism of tourists' behavior intentions.

6.4 Limitation and recommendations for future research

Negative events are not classified. Although we adopted the EST to analyze the events comprehensively and holistically, we did not divide the negative events clearly in the study. There are two main types of negative events today, including moral-type negative events and ability-type negative events (Li et al., 2019). Li et, al. (2019) believe that ability-type negative events can reduce the evaluation of tourist destinations through ability trust, and moral-type negative events can reduce the evaluation of tourist destinations through good faith trust. Compared with ability-type negative events, moral-type negative events have a greater negative impact. Therefore, we suggest that future research can further explore the impact of negative events on tourists' behavior intention based on the moral and ability classification.

Ignore the mechanism of the negative events in the scenic area on tourists' behavior intentions. This study does not consider the impact of consumer perception on variables. Xue and Zhao (2015) believe that perception is the psychological basis of consumer behavior, and any consumer behavior is formed on the basis of perception. Zeithamlt (1988) believes that perceived quality is a product evaluation after consumers perceive the overall superiority or comprehensiveness of the product.

Mitra and Golder (2006) introduced the concept of consumer expectations in the interpretation of the concept of perceived quality, arguing that perceived quality is affected by the consumer's or others' experience. The formation of consumer perception does not require consumers' personal experience of the product, and other non-experience information associated with it also affects consumer perception. Perceived quality is an important antecedent that affects satisfaction, which indirectly affects behavioral willingness. For example, consumers will process some information related to product quality via sensing the surrounding, which in turn affects the consumer's later decision-making process (Steenkamp, 1990; Hui, 2006).

Prior (2013) regards perceived value as intangible value. His research results show that the four main categories of activities (communication, planning, risk management, and coordination) are important sources of intangible value (conceptualized as emotional, social, and functional outcomes).

Therefore, future research can use consumer perception and perceived value as intermediary variables to study the mechanism of the negative events of scenic spots on tourists' behavioral intentions.

The lack of survey on tourists' initial behavior intentions makes it impossible to measure the degree of change of tourists' behavior intentions before and after the occurrence of negative events. In future research, we suggest that a survey of tourists' initial behavioral willingness can be added before the scene experiment questionnaire. This can better measure the difference between the change in the strength of each dimension of the negative event and the change in the initial state.

Limitations of research methods. This study mainly uses a network questionnaire survey, and the environment of the respondents may cause interference to it. Wright, K. (2005) indicates that there are also disadvantages that should be considered by researchers contemplating using online survey methodology, such as sampling Issues, generating a sample from an online community (e.g. It is difficult to obtain an accurate sampling frame or an accurate estimate of the population characteristics), and access issues (e.g. consider this type of posting to be "spam"). Secondly, this study uses a combination of real events and simulated events to compile materials. Although it provides a more realistic reference background for the experimental scene, the interviewee may still associate the material event with a specific real event that has formed a fixed impression, thereby affecting the empirical results. We suggest that future research can make up for the deficiencies of a single research method through more diverse research methods.

Chapter 7: Conclusion

In most countries in the world, tourism is an important economic activity. In addition to the direct economic impact, the industry also has significant indirect and induced impacts. In recent years, negative events in the Chinese tourism industry have occurred frequently, especially those caused by the responsible party as the main body of tourism destination management. This not only brought a bad WOM effect to its branding, but also caused tourism consumers to have a crisis of confidence in local travel, which has damaged China's tourism industry.

Based on the current situation and dilemma of China's tourism industry, this study collects and organizes literature reviews on negative events, E-WOM effects, psychological traits test theory, and consumer behavioral intentions. The purpose of this study is to explore how negative events affect tourists' behavior and decision-making. Based on the literature review, this study stated eight hypotheses, proposed the conceptual model based on the EST, set up a scene experiment questionnaire and a tourist personality questionnaire, and carried out qualitative and quantitative analysis of the data and variable manipulation test, reliability test and hypothesis test on the results to ensure that the credibility. In this study, the relationship between the time, space, and intensity dimensions of negative events and tourists' behavioral intentions, with time, space, and intensity dimensions as independent variables, and the choice of tourists' behavioral willingness as dependent variables; second, study risk-taking tendencies and openness Two personality traits regulate the negative events in the scenic area and tourists' behavioral intentions, of which the risk-taking tendency and openness are used as regulating variables.

This research investigates tourists' behavior and decision-making by constructing a more comprehensive model, which is based on event system theory. The questionnaire design in this study is divided into the scene experiment part and the tourists' psychological characteristics part, as well as the collection of the department's personal information. The collected data are

all original data and are authentic and reliable. Although many scholars have researched the public opinion of the negative events in the scenic spot, few scene experiments have been used to simulate real events. Also, the moderating role of tourists' personality traits between negative events and tourists' behavioral intentions is worth being included in the research category, but it is often overlooked in previous studies. This study is different from previous studies. It considers the influencing factors of the time, space, and intensity dimensions of the event in the negative event model, and takes into account the destination's Internet word-of-mouth and the personality psychology of the tourists in the tourist behavior willingness model.

The results of our research can bring some enlightenment to the management and organization of tourism scenic spots, allowing managers to reasonably allocate the best resources and use the most cost-effective way to manage and remedy.

Our results suggest that space and intensity dimension of negative events in a scenic spot is negatively correlated with tourists' behavior and decision-making. Tourists with risk-taking tendencies have a significant impact on tourists' willingness to recommend. Tourists with openness personality have a significant impact on the relationship between the space dimension and the willingness to recommend. Our results are in consistent with the research results of Enrique Bigné et al. (2001), Hutchinson et al. (2009), and Su (2011).

We consider that the willingness to recommend, representing tourist loyalty, is affected by the negative event that happened in the scenic spots and tourism destinations. Our results also show that the Big Five personality traits and Plog's psychographic model have a positive role in predicting tourists' behavioral intentions (Jang, 2009), indicating that they are both interdisciplinary and cross-culturally universal (McCrae & Costa, 1997). The result also indicates that negative events have potential to deliver effective management and marketing messages and impact tourists behavior change, which is consistent with Toledano and Riches (2014). Our research contributes to the application and expansion of EST, future research on the impact of online negative events, and tourism organizational management.

According to the findings of this study and based on the stakeholder theory, the following management implications for tourism are proposed:

1) From the perspective of tourists. Differences in the personality of tourists often affect their perception and acceptance of unexpected or fraudulent incidents they encounter on the trip. The occurrence of the same event in different individuals can also cause huge differences, not only because of the individual's different cognition, but also because of the difference in the individual's psychological characteristics. If tourists can correctly recognize the negative events, the damage caused by the negative events will be reduced and the scope will be reduced, and the changes of tourists' behaviors (traveling willingness and recommendation willingness) and decision-making will be reduced accordingly. This also needs to allow tourists to obtain detailed information from multiple channels as much as possible, so that tourists can have a more detailed understanding of the space and intensity of the event, which helps to correct tourists' prejudices.

2) From the perspective of the scenic spot managers. Scenic spots management are supposed to respond quickly after the occurrence of a negative event, and control from the dimension and intensity of the event, which will help to quickly deal with the scope of subsequent impact of an emergency negative event. Secondly, after the event, managers are supposed to have a proper understanding of individual tourists' psychology and make financial compensation and mental comfort for tourists to prevent the occurrence of changes in tourists behavior and decision-making, which can help to remedy the WOM damage caused by negative events to the scenic brand. We recommend that managers of scenic spots companies take the lead in taking emergency actions on the hotel's official website. For example, the pages provided and daily updates contain information about the daily activities of the hotel. These transparent and open information management may offset the information provided by tourists to some extent, and may have a positive impact on the management of tourists' expectations and behaviors.

3) From the perspective of the industry officials. Under appropriate circumstances, event management can play a key role in the direction of public opinion, the standardization of the industry market, and the prevention of similar negative events. A fast and suitable event management solution is conducive to the increase in market value. This study believes that negative event management may often be an effective part of promoting tourist destinations and

scenic spots. Scenic spots, tourism industry practitioners and regulators need to be alert to the risks of negative events and the consequences of their impact, and to control the influencing factors of negative events, such as space and intensity dimensions. Such organizations can also strengthen cooperation and mutual supervision, jointly face risks and meet opportunities, and seek an appropriate balance between commercial and non-commercial interests, not only to achieve profit-making goals, but also to stimulate local economic growth and contribute to GDP. In the past two years, with the prosperity of domestic tourism, travel agencies in many tourist reception areas have developed rapidly, and there are now more than 6,000 in the country. However, there are some problems with these travel agencies, some of which are even illegal operations. The quality of employees is also uneven, some do not understand the business at all, and the tour guides have not been professionally trained, and the complaint rate of tourists is high, which affects the image of the domestic tourism industry. Tourism authorities at all levels should effectively strengthen the construction of software for the quality of tourism practitioners, the level of tourism management, and the quality of tourism services, and gradually formulate laws and comprehensive service quality standards related to domestic tourism, and establish designated services, management supervision, and complaint systems.

Future research can further consider big data analysis or a combination of multiple research methods, such as big data analysis through network data crawling, combining scene experiment research and survey research. Or consider the adjustment effect brought by the action factors at the scenic area level or the government level, so that the research on the impact of tourist behavior is more comprehensive, rich and integrated.

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Appendix

Appendix 1 Tourist Questionnaire

(A)

Introduction

Hello! We are researching on the impact of negative events on scenic spots. We are calling to hear your opinions regarding the existing problems and future improvement of the tourism industry. Your responses will be kept confidential and combined with other responses when reporting the results. Thank you!

Please read the scenario based on real events, and tick the most appropriate option.

On the National Day holiday, you are planning to travel to the scenic spot A of other provinces within a two-hour drive. You saw a tourist comment on scenic spot A on Weibo: Non-locals buying ticket are 10 yuan more expensive than locals buying ticket. And because the scenic hotels do not provide free mosquito coils, there is an additional charge of 5 yuan. You continue to pay attention to the follow-up development of this Weibo and find that only this tourist post complaint, and the tourist reached a settlement after privately negotiating with scenic spot A for half an hour. A week later, visitors deleted the negative comment on Weibo.

1. If you choose the travel time in the above scenarios, how much will meet the needs of you and your family for deep leisure [Multiple Choice]*

Not at all   ○1   ○2   ○3   ○4   ○5   Completely

2. The popularity of the scenic spot A you visited is [Multiple Choice] *

Unknown   ○1   ○2   ○3   ○4   ○5   Very famous

3. The distance between the scenic area and you is [Multiple Choice] *

| Very close | ○1 | ○2 | ○3 | ○4 | ○5 | Very far |

4. What is the scope of this negative event on Weibo? [Multiple Choice] *

| Not at all | ○1 | ○2 | ○3 | ○4 | ○5 | Very huge |

5. What do you think of the duration of this negative event on Weibo [Multiple Choice]*

| Very short | ○1 | ○2 | ○3 | ○4 | ○5 | Very long |

6. To what extent has this negative event on Weibo changed your understanding of tourist attractions [Multiple Choice] *

| Not at all | ○1 | ○2 | ○3 | ○4 | ○5 | Completely |

7. How much time and energy the tourist spent on solving this negative event [Multiple Choice] *

| Not at all | ○1 | ○2 | ○3 | ○4 | ○5 | A lot |

8. The difference between the above negative events and the events you have encountered or heard before is [Multiple Choice]*

| Not at all | ○1 | ○2 | ○3 | ○4 | ○5 | A lot |

9. Would you still go to scenic spot A as originally planned? [Multiple Choice] *

| Very unwilling | ○1 | ○2 | ○3 | ○4 | ○5 | Full of longing |

10. To what extent will you choose other tourist attractions instead of scenic spot A [Multiple Choice] *

| Not at all | ○1 | ○2 | ○3 | ○4 | ○5 | Completely |

11. After learning the above Weibo, would you still recommend the scenic spot A to a friend? [Multiple Choice] *

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Not at all   ○1   ○2   ○3   ○4   ○5   Completely

12. When others want you to provide suggestions for tourist destinations, to what extent are you willing to recommend the scenic spot A [Multiple Choice] *

Not at all   ○1   ○2   ○3   ○4   ○5   Completely

Please answer the following questions according to your actual situation:

13. When you are traveling, you are willing to see something interesting, even if you are physically inconvenient [Multiple Choice] *

Strongly disagree   ○1   ○2   ○3   ○4   ○5   Strongly agree

14. You often travel to remote places to observe rare or unusual attractions [Multiple Choice]*

Strongly disagree   ○1   ○2   ○3   ○4   ○5   Strongly agree

15. When traveling, you tend to accept unscheduled or impromptu visits [Multiple Choice] *

Strongly disagree   ○1   ○2   ○3   ○4   ○5   Strongly agree

16. When you travel, you like to be active [Multiple Choice] *

Strongly disagree   ○1   ○2   ○3   ○4   ○5   Strongly agree

17. It is important for you to know as much as possible about the places you visit [Multiple Choice] *

Strongly disagree   ○1   ○2   ○3   ○4   ○5   Strongly agree

18. You don't expect a lot of services when you travel [Multiple Choice] *

Strongly disagree   ○1   ○2   ○3   ○4   ○5   Strongly agree

19. You like to arrange travel plans by yourself [Multiple Choice] *

Strongly disagree   ○1   ○2   ○3   ○4   ○5   Strongly agree

20. You prefer to visit places that you have never visited before [Multiple Choice] *

Strongly disagree   ○1   ○2   ○3   ○4   ○5   Strongly agree

21. Mental stimulation is an important reason why you travel [Multiple choice] *

Strongly disagree   ○1   ○2   ○3   ○4   ○5   Strongly agree

22. You like to experience an element of risk when you travel [Multiple choice] *

Strongly disagree   ○1   ○2   ○3   ○4   ○5   Strongly agree

Your self-evaluation

There are two sEST of phrase for each topic, and there are seven answers in the middle for selection. Please answer the following questions with 1 = the phrase on the left is completely suitable suitable for you, 4 = No Opinion, and 7 = the phrase on the right is completely suitable for you.

23. [Multiple choice] *

○Unresponsive   ○2   ○3   ○4   ○5   ○6   ○Responsive

24. [Multiple choice] *

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○Not good at analyzing ○2 ○3 ○4 ○5 ○6 ○Analytical

25. [Multiple choice] *

○Not thinking ○2 ○3 ○4 ○5 ○6 ○Hard thinking

26. [Multiple choice] *

○Indifferent ○2 ○3 ○4 ○5 ○6 ○Curious

27. [Multiple choice] *

○Unimaginative ○2 ○3 ○4 ○5 ○6 ○Imaginative

28. [Multiple choice] *

○Lack of creativity ○2 ○3 ○4 ○5 ○6 ○Creative

29. [Multiple choice] *

○Inexperienced ○2 ○3 ○4 ○5 ○6 ○Experienced

30. [Multiple choice] *

○Unlearned ○2 ○3 ○4 ○5 ○6 ○Knowledgeable

31. [Multiple choice] *

○Ignorant ○2 ○3 ○4 ○5 ○6 ○Well-informed

32. [Multiple choice] *

○Lowly
educated   ○2   ○3   ○4   ○5   ○6   ○Educated

Personal information

33. Are you: [Multiple choice] *

　　○Male 　　○Female

34. What is your age? [Multiple choice] *

　　○ <18 　　○18~25 　　　○26~45 　　　　○46~60 　　　　○>60

35. What is your highest education? [Multiple choice] *

　　○High school (secondary school) and below

　　○College

　　○Undergraduate

　　○Master degree and above

36. Your monthly salary is: [Multiple choice] *

　　○ < 3,000 yuan

　　○ 3001-6000 yuan

　　○ 6001-10000 yuan

　　○ > 10000 yuan

37. What is your job? [Multiple choice] *

　　○Staff of state-owned enterprises and institutions

　　○Private enterprise staff

○Foreign company staff

○Civil Servants

○Student

○Others

Note. Appendix 1 only presents the questionnaire of scene experiment 1. The questionnaire items of other scene experiments are the same as the Appendix 1, except the scenes.

Appendix 2 Tamaro Luziro directional inspection card

Each question has three options: "yes", "no" and "indefinite". When the test subjects fill out the questionnaire, they do not consider how they should be done. Each question must be answered as soon as possible. Do not think too much, but ask for truthful answers to how you usually do it. If the problem is suitable for your situation, then choose "Yes", if the problem is not suitable for your situation, then choose "No", if it is between suitability and non-compliance, choose "indefinite".

Question	yes	no	indefinite	Question	yes	no	indefinite
1. Are you worried about trifles?				26. Do you talk too much?			
2. Can you make a quick decision?				27. Are you a disagreeable person?			
3. Do you become a verbose person who need a lot of time before handling important things?				28. Do you like to joke?			
4. Can you change your mind halfway?				29. Are you easily incited?			
5. Do you prefer doing than thinking?				30. Are you stubborn?			
6. Are you melancholy?				31. Do you often feel dissatisfied?			
7. Are you still bitter about your failure?				32. Are you worried about what people think of you?			
8. Do you take it easy in the face of challenge?				33. Dare to criticize others?			

9. Do you seldom speak？

10. Are you emotional？

11. Do you fond of lively places？

12. Are emotions easy to change?

13. Are you keen on things?

14. Are you good at tolerance?

15. Do you like to tell truths?

16. Are you easy to overreact in discussing issues?

17. Are you cautious?

18. Are you agile?

19. Do you work meticulously?

20. Do you like to do conspicuous things?

21. Do you crazy about work?

22. Are you a dreamer?

34. Can you trust others to handle your own affairs?

35. Are you unwilling to accept guidance from others?

36. Can you manage well in higher position？

37. Do you honestly listen to other people's opinions?

38. Are you smart?

39. Do you fond of hiding?

40. Do you hold sympathy for others?

41. Do you trust others too much?

42. Do you bear resentment for a lasting time?

43. Are you shy?

44. Do you like loneliness?

45. Do you try your best for friends?

46. Can you speak casually in front of others?

47. Do you hold back in conspicuous places?

23. Are you a mysophobia?	48. Can you make friends with someone holding different opinions?
24. Do you throw things at your will?	49. Are you a nosy person?
25. Do you waste much?	50. Are you generous to others?

Source: Retrieved from: Che. 2019. Entrepreneurship psychology. Song Ye culture.

Note. According to the results of the questionnaire, the extroversion index (V.Q) can be obtained, and its formula is V.Q = (Total Extroversion + 1/2 Total number of "not sure") / 25 x 100. The total number of extroversive reactions in the formula refers to the number of questions with extroversive reactions. The number of extroversion questions is: 2, 4, 5, 8, 10, 11, 12, 18, 20, 21, 24, 25, 26, 28, 29, 34, 36, 37, 38, 40, 41, 46, 48, 49 and 50. The remaining 25 questions are psychocentric questions. If the extroversion index is greater than 115, the personality type belongs to extroversion type; if the extroversion index is less than 95, the personality type belongs to introversion type; if the extroversion index is between 95 and 115, the personality type belongs to intermediate type.

Appendix 3 MBTI personality test (1998 edition)

Which of the following answers better describes your general feelings and behavior?

1. You usually	easy to get acquainted with (E)	relatively calm or reserved (I)
2. You are	easy to understand (E)	difficult to understand (I)
3. Most people consider you are	reticent (I)	straightforward (E)
4. In a large group of people, you usually	introduce yourself to everyone (E)	let others introduce you (I)
5. You like to spend a lot of time in	staying alone (I)	Staying with others (E)
6. When staying with other people	You feel much active (E)	You feel tired (I)
7. When participating in a party, you feel	Sometimes depressed (I)	Always happy (E)
8. You think people needs	Long time to know you (I)	Short time to know you (E)
9. In social occasions, you feel	Difficult to make a conversation with some people (I)	Talk to most people calmly (E)
10. With a group of people, you usually	Talk to an individual you are familiar with (I)	Talk to strangers (E)
11. At a social gathering, you are	the one who talks a lot (E)	let others talk (I)
12. You will talk continually with	people with common interests (I)	everyone (E)
13. Which of the following words is more to your liking	Privacy (I)	Openness (E)
14. Which of the following words is more to your liking	Reserved (I)	Talkative (E)

15. Which of the following words is more to your liking	Less friends (I)	Many friends (E)

Source: Retrieved from: Myers, I. B., McCaulley, M. H., Quenk, N. L., & Hammer, A. L. (1998). MBTI manual: A guide to the development and use of the Myers-Briggs Type Indicator (Vol. 3). Palo Alto, CA: Consulting Psychologists Press.