



Research Paper

Decoding the Drivers of Suburban Micro-Vacation Consumption: An Empirical Analysis of the Taosence Land Art Park Experience

Jin Li^{1,2}, Ziyi Li¹, Xiaoren Mei^{1,2*}

¹ School of Management, Guangdong University of Education, Guangzhou, Guangdong, China;

² Research Center for E-Commerce, Guangdong University of Education, Guangzhou, Guangdong, China

ABSTRACT: Driven by the policies of rural revitalization and the integration of culture and tourism, suburban "micro-vacation" has gradually become a new trend in tourism consumption, and the integration of agriculture, culture and tourism is its core development path. Based on the SOR theory, this paper takes Taosence Land Art Park as a case to conduct an empirical study on the impact of the three-dimensional environmental stimuli of scenic landscape, service facilities, and social atmosphere on tourists' consumption intention, and explores the mediating role of perceived value. The study collected 237 valid questionnaires through online and offline channels, and used SPSS 27.0 and Smart PLS 3 for data analysis. The study found that: (1) Scenic landscape, service facilities, and social atmosphere all have a significant positive impact on tourists' perceived value and consumption intention; social atmosphere has the strongest driving effect on perceived value, and service facilities have the most prominent direct effect on consumption intention; (2) Perceived value significantly and positively promotes consumption intention, and plays a partial mediating role between the three types of environmental stimuli and consumption intention, with the indirect effect of social atmosphere and the total effect of service facilities being optimal. This paper clarifies the internal mechanism of tourists' consumption decisions for suburban micro-vacations, verifies the scenario adaptability of the SOR theory, and provides practical countermeasures for the operation of similar agricultural, cultural, and tourism micro-vacation projects and the implementation of the rural revitalization strategy.

KEYWORDS: Integration of Agriculture, Culture and Tourism; Suburban Micro-Vacation; Consumption Intention; Perceived Value; SOR Theory

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I. INTRODUCTION

In Driven jointly by the rural revitalization strategy and the cultural and tourism integration policy, suburban micro-vacations, characterized by short trips, high travel frequency, and in-depth experiences, have now become an important development trend to revitalize rural resources and meet tourists' fragmented leisure needs. The "Report on the Development of Tourist Attractions and Resorts in China (2024-2025)" points out that the current tourism market presents a trend of "the rise of micro-vacations, personalized experiences, and rationalized consumption," where tourism and leisure are increasingly integrated into daily life, and tourists are shifting from "sightseeing and checking in" to "in-depth experiences and emotional resonance". However, some agricultural, cultural, and tourism products suffer from superficial agricultural experiences, shallow cultural expressions, and insufficient service facilities, making it difficult to form sustained attraction. The case study selected for this paper is the "Taosence Land Art Park" in Conghua District, Guangzhou, which integrates natural landscapes, ecological agriculture, and land art resources, making it a typical project of agricultural, cultural, and tourism integration and micro-vacations in South China. Using this case as a starting point, this paper conducts a systematic empirical study on the consumption decision-making mechanism of suburban micro-vacation tourists, especially how external environmental stimuli affect consumption intention through value perception, to provide theoretical and practical support for the high-quality development of the industry.

II. LITERATURE REVIEW

2.1 Integration of Agriculture, Culture and Tourism

The integration of agriculture, culture and tourism is based on agriculture, centered on culture, and carried by tourism. By integrating agricultural, forestry, animal husbandry, and fishery resources, rural cultural heritage, folk customs, and leisure scenarios, it maximizes economic, ecological, and cultural values and is an important path for rural revitalization[1]. Its core logic is to break the limitations of a single format through industrial synergy, promote the integration and upgrading of the primary, secondary, and tertiary industries in rural areas, and provide tourists with leisure products that combine natural experiences with cultural connotations.

2.2 Micro-vacation

As an emerging leisure mode, micro-vacation specifically refers to taking weekend or short holiday trips to destinations within a 2-3 hour drive from one's residence for a short holiday lasting 1-3 days[2]. Its core characteristics are geographical proximity, time flexibility, and in-depth experiences.

2.3 SOR Theory

The SOR theory originated from the stimulus-response theory proposed by Woodworth in 1929[3]. Mehrabian and Russell incorporated individuals' internal cognitive and emotional activities into the "organism" factor, formally constructing the SOR theory. The core logic is that stimuli brought by the external environment (S) will trigger corresponding behavioral responses (R) through the individual's internal psychological activities (O). This theory has been widely applied in tourism consumer behavior research.

2.4 Hypothesis

2.4.1 Scenic landscape and perceived value

Regarding scenic landscape, empirical research on rural tourists by Kastenholz et al. shows that the combination of the pristine nature of natural landscapes and the uniqueness of local culture can significantly enhance tourists' value perception, whereas a single resource is difficult to satisfy tourists' needs for in-depth experiences[4]. Chen indicates that the scenic landscape in micro-vacation scenarios is not a single natural scenery, but an integrated creation of natural and cultural landscapes. For example, Aranya combines coastal natural landscapes with humanities and art landscapes such as the Lonely Library and the Dune Art Museum, becoming a core carrier for Beijing's middle-class customers to achieve aesthetic satisfaction and emotional resonance, which directly strengthens their value recognition of micro-vacation products[5]. Based on this, the following hypothesis is proposed:

H1: Scenic landscape has a significant positive impact on perceived value.

2.4.2 Service facilities and perceived value

Regarding service facilities, empirical research by So et al. based on the Airbnb accommodation scenario confirms that the perfection of destination accommodation service facilities can significantly strengthen tourists' value perception by enhancing the convenience of the tourist experience[6]. Liu Shaohe et al. also emphasize that suburban micro-vacation service supporting facilities (such as traffic accessibility and the richness of leisure facilities) are important factors influencing tourists' value judgments[7]. Based on this, the following hypothesis is proposed:

H2: Service facilities have a significant positive impact on perceived value.

2.4.3 Social atmosphere and perceived value

Regarding social atmosphere, research by Wang Huixian et al. shows that interpersonal communication and social adaptability in leisure scenarios can significantly enhance tourists' emotional value perception[8]. Zhao Zixuan also found in a study of the "live streaming + tourism" scenario that a highly interactive social atmosphere can positively drive tourists' emotional value identification[9]. Based on this, the following hypothesis is proposed:

H3: Social atmosphere has a significant positive impact on perceived value.

2.4.4 Scenic landscape and consumption intention

Consumption intention is tourists' inclination to purchase, revisit, and recommend micro-vacation products, and is directly affected by external environmental stimuli[10]. Sensory stimuli related to scenic landscapes are the core dimension of brand experience, and such environmental stimuli can directly and positively affect consumers' purchase, recommendation, and other consumption intentions, providing empirical support for the direct relationship between scenic landscapes and consumption intention. Wu Lizhen et al. also confirmed that the attractiveness of natural landscapes is a key driving factor for micro-vacation consumption intention[11]. Based on this, the following hypothesis is proposed:

H4: Scenic landscape has a significant positive impact on consumption intention.

2.4.5 Service facilities and consumption intention

The perfection of service facilities can directly reduce tourists' travel costs and risk perception, thereby strengthening consumption intention. Research by Liu et al. on heritage sites in Macau shows that scenic service facilities can directly and positively affect tourists' behavioral intentions. Such facilities cover convenient services and basic amenities, and their positive correlation with behavioral intention has been verified by empirical data, providing strong support for this study[12]. Based on this, the following hypothesis is proposed:

H5: Service facilities have a significant positive impact on consumption intention.

2.4.6 Social atmosphere and consumption intention

As an important scenario attribute of micro-vacations, social atmosphere can directly drive consumption intention by satisfying tourists' social needs. From the perspective of social identity theory, an adaptable social scenario allows tourists to form a sense of group belonging, thereby strengthening their consumption inclination towards micro-vacation products[13]. Based on this, the following hypothesis is proposed:

H6: Social atmosphere has a significant positive impact on consumption intention.

2.4.7 Perceived Value and Consumption Intention

As the "organism (O)" in the SOR theory, perceived value is the core mediating variable connecting environmental stimuli and consumption intention, and its positive impact on consumption intention has been confirmed by multiple studies. Oliver's cognitive model points out that when tourists perceive the experience as "value for money," they are more inclined to generate consumption behavior[14]. Empirical research by Liu et al. based on historical heritage sites in Macau shows that perceived value has a significant positive direct impact on tourists' behavioral intentions. Based on this, the following hypothesis is proposed:

H7: Perceived value has a significant positive impact on consumption intention.

2.4.8 The Mediating Role of Perceived Value

According to the SOR theory, external environmental stimuli need to exert a profound impact on behavioral responses (consumption intention) through internal psychological variables (perceived value). In the study of the "live streaming + tourism" scenario, Zhao Zixuan confirmed that perceived value plays a significant mediating role between environmental stimuli and consumption intention[9]. Empirical research by Ren Han et al. on rural ecotourism also showed that the quality of tourism experience, as the core dimension of value perception, plays a mediating role between value co-creation environmental stimuli and post-tour behavioral intentions, and environmental stimuli need to be transformed through positive value perception to strengthen consumption inclination[13]. Based on this, the following hypotheses are proposed:

H8: Perceived value plays a mediating role in the relationship between scenic landscape and consumption intention.

H9: Perceived value plays a mediating role in the relationship between service facilities and consumption intention.

H10: Perceived value plays a mediating role in the relationship between social atmosphere and consumption intention.

2.5 Theoretical Model

Based on the SOR theory and research hypotheses, this study constructs a mediation research model for tourists in and around Guangzhou(Fig. 1).

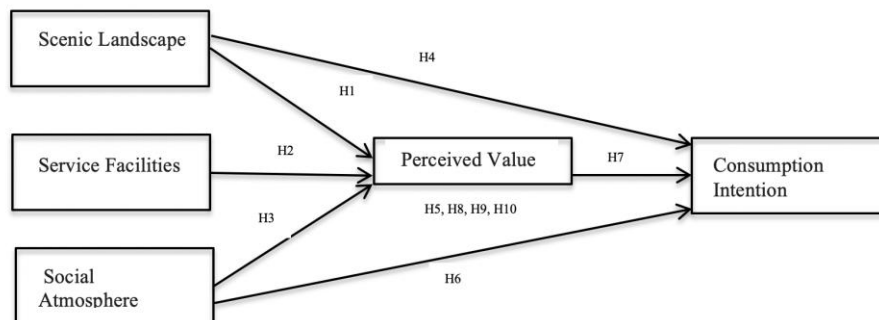


Fig. 1. Theoretical model of consumption intention of suburban micro-vacation

III. METHODOLOGY

The subjects of this study are tourists who have suburban micro-vacation needs and have visited or plan to visit the "Taosence Land Art Park" in Conghua, with no age limits. The variables in this study include environmental stimuli (scenic landscape, service facilities, social atmosphere), perceived value, and consumption intention. According to the previous research hypotheses and theoretical model, a measurement questionnaire for each variable was designed. The core part of the questionnaire uses a 5-point Likert scale, where 1 represents "strongly disagree," 2 represents "somewhat disagree," 3 represents "neutral," 4 represents "somewhat agree," and 5 represents "strongly agree". This study conducted a pre-survey, distributing questionnaires online via WeChat, and collected a total of 48 questionnaires, of which 42 were valid, resulting in an effective recovery rate of 89.5%. Using SPSS 27.0, reliability and validity analyses showed that the Cronbach's α coefficient for each dimension was >0.7 , and the item factor loadings were all ≥ 0.5 . The overall reliability and validity indicators of the scale met the pre-survey requirements, with no need to delete any items, ultimately determining the item composition of the formal survey scale. The formal survey data collection used a combination of online and offline methods, collecting a total of 235 questionnaires. After excluding the questionnaires with too short response times or regular response patterns, there were 195 valid questionnaires, with a recovery rate of 83%. This study combined the 42 valid data from the pre-survey with the 195 valid data from the formal survey, ultimately forming a merged data sample of 237.

IV. RESULT

4.1 Reliability and Validity Testing

To ensure the reliability and validity of the measurement tools used in subsequent analyses, this study first purified the items of the initial scale. After the above purification, the Cronbach's α coefficients of all latent variables ranged from 0.566 to 0.678, all higher than the acceptable threshold of 0.500, indicating that the scale has good internal consistency. Detailed data are shown in Table 1.

Table 1. Reliability and Validity Test

| Variable | Items | Factor Loading | Cronbach's α | C.R. | AVE |
|----------|--------------------|----------------------------|---------------------|-------|-------|
| SCN | SCN1, CN2, SCN3 | 0.732, 0.690, 0.793 | 0.588 | 0.783 | 0.547 |
| SER | SER1, SER2, SER5 | 0.764, 0.673, 0.751 | 0.566 | 0.774 | 0.534 |
| SOC | SOC2, SOC4, SOC5 | 0.708, 0.769, 0.722 | 0.569 | 0.777 | 0.538 |
| PV | PV1, PV2, PV4 | 0.737, 0.715, 0.803 | 0.616 | 0.796 | 0.566 |
| CI | CI1, CI2, CI3, CI4 | 0.716, 0.739, 0.639, 0.756 | 0.678 | 0.805 | 0.509 |

The square root of AVE for each variable was greater than the Pearson correlation coefficient between that variable and other variables, indicating good discriminant validity of the scale (Table 2).

Table 2. Discriminant Validity Test

| Variable | CI | PV | SCN | SER | SOC |
|----------|--------------|--------------|--------------|--------------|--------------|
| CI | 0.713 | | | | |
| PV | 0.508 | 0.752 | | | |
| SCN | 0.521 | 0.446 | 0.740 | | |
| SER | 0.518 | 0.448 | 0.334 | 0.731 | |
| SOC | 0.559 | 0.509 | 0.489 | 0.446 | 0.733 |

4.2 Structural Model Testing

This study used Smart PLS 3 software to evaluate the structural model through multiple coefficients of determination R², predictive relevance indicator Q², standardized root mean square residual (SRMR), and

Goodness of Fit (GoF). The R2 test results showed that the variance explained by the model for suburban micro-vacation tourists' consumption intention (CI) and perceived value (PV) was 47.8% and 35.7%, respectively, indicating that the model possesses an intermediate or higher explanatory level, providing a solid foundation for subsequent analysis.

The predictive relevance indicator Q2 is used to evaluate the predictive ability of the model. In this study, the Q2 values for suburban micro-vacation tourists' consumption intention (CI) and perceived value (PV) were 0.230 and 0.191, respectively, both greater than 0, indicating that the exogenous variables have effective predictive capabilities for the endogenous variables, among which the predictive performance for consumption intention is more prominent.

The standardized root mean square residual (SRMR) is used to measure the fitting residual of the model. The SRMR value of the model in this study was 0.087, which is less than the critical value of 0.10, indicating a good degree of residual fit for the model. The Goodness of Fit (GoF) is a comprehensive indicator measuring the overall quality of the model. After calculation, the GoF value for this study was 0.239, which falls within the acceptable range ($0.1 \leq \text{GoF} < 0.25$), indicating that the adaptability of the overall model to the data meets academic standards.

4.3 Hypothesis Testing

As shown in Table 3, H1-H7 all passed the significance test, meaning the hypotheses are established: scenic landscape (SCN), service facilities (SER), and social atmosphere (SOC) all have a significant positive impact on perceived value (PV) (H1: $\beta=0.222$, $p=0.002$; H2: $\beta=0.244$, $p=0.000$; H3: $\beta=0.291$, $p=0.000$) ; scenic landscape (SCN), service facilities (SER), and social atmosphere (SOC) also have a significant positive impact on consumption intention (CI) (H4: $\beta=0.244$, $p=0.000$; H5: $\beta=0.256$, $p=0.000$; H6: $\beta=0.244$, $p=0.000$) ; perceived value (PV) also has a significant positive impact on consumption intention (CI) (H7: $\beta=0.160$, $p=0.006$). From the perspective of path coefficient values, social atmosphere (SOC) has the strongest positive impact on perceived value (PV), and the positive effect of service facilities (SER) on consumption intention (CI) is relatively prominent, verifying the core logic in the SOR theory that stimulus (S) transmits to response (R) through the organism (O).

Table 3. Model Path Test Results

| Hypothesis | Path | Coefficient | T-value | P-value | Result |
|------------|-----------|-------------|---------|---------|-----------|
| H1 | SCN -> PV | 0.222 | 3.106 | ** | Supported |
| H2 | SER -> PV | 0.244 | 6.849 | *** | Supported |
| H3 | SOC -> PV | 0.291 | 4.478 | *** | Supported |
| H4 | SCN -> CI | 0.244 | 4.386 | *** | Supported |
| H5 | SER -> CI | 0.256 | 4.120 | *** | Supported |
| H6 | SOC -> CI | 0.244 | 3.642 | *** | Supported |
| H7 | PV -> CI | 0.160 | 2.727 | ** | Supported |

4.4 Mediation Effect Test

This study used the Bootstrapping method (with 5000 resamples) to test the mediating role of perceived value (PV), and the results are shown in Table 8. As can be seen from the table, the 95% confidence intervals for the indirect effects of the three stimulus dimensions—scenic landscape (SCN), service facilities (SER), and social atmosphere (SOC)—on consumption intention (CI) do not include 0, indicating that the mediating role of perceived value between the stimulus dimensions and consumption intention is significant. At the same time, the 95% confidence intervals for the direct effects of each stimulus dimension on consumption intention also do not include 0, demonstrating that after incorporating the mediating variable, the stimulus dimensions still have a significant direct impact on consumption intention. Therefore, perceived value (PV) plays a partial mediating role in the SOR model of this study.

Table 4. Mediation Effect Test

| Path | Direct Effect | 95%CI (Direct) | Indirect Effect | 95%CI (Indirect) | Total Effect | 95% CI (Total) |
|-----------|---------------|----------------|-----------------|------------------|--------------|----------------|
| SCN→PV→CI | 0.244 | [0.136, 0.354] | 0.036 | [0.010, 0.080] | 0.280 | [0.169, 0.388] |
| SER→PV→CI | 0.256 | [0.127, 0.370] | 0.039 | [0.012, 0.081] | 0.295 | [0.177, 0.402] |
| SOC→PV→CI | 0.244 | [0.107, 0.365] | 0.047 | [0.012, 0.101] | 0.291 | [0.150, 0.414] |

V. CONCLUSIONS

5.1 Main research conclusions

This study takes the SOR theory as a supporting framework and selects the Taosence Land Art Park in Conghua, Guangzhou as an empirical research case. After empirical testing, all research hypotheses were supported by data, and the core conclusions are as follows: 1). The three-dimensional environmental stimuli composed of scenic landscape, service facilities, and social atmosphere all have a significant positive impact on tourists' perceived value, and the impact strength of the three presents obvious differences. 2). All three types of environmental stimuli can directly and positively affect tourists' consumption intention, among which the direct driving effect of service facilities is the most significant ($\beta=0.256$, $p<0.001$), and the direct effect values of scenic landscape and social atmosphere are similar (both $\beta=0.244$, $p<0.001$).

5.2 Managerial Implications

Firstly, focus on social needs and create differentiated social experience scenarios. Secondly, consolidate the service foundation and build a convenient and high-quality service system. Thirdly, deepen landscape integration and create core attractions with profound connotations. Fourthly, precisely target the customer base and carry out youthful and socialized marketing.

5.3 Research Limitations and Prospects

Although this study has achieved certain results, it still has obvious limitations constrained by factors such as research design and data collection. The research sample focuses solely on the single case of Guangzhou Taosence Land Art Park, with a relatively high proportion of youth groups and students, and a relatively single age and occupational structure, resulting in limited sample representativeness. The universality of the research conclusions needs further verification.

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