

DAKA TRAVEL EXPERIENCE: AN EXAMINATION OF CHINESE MILLENNIAL TRAVELERS

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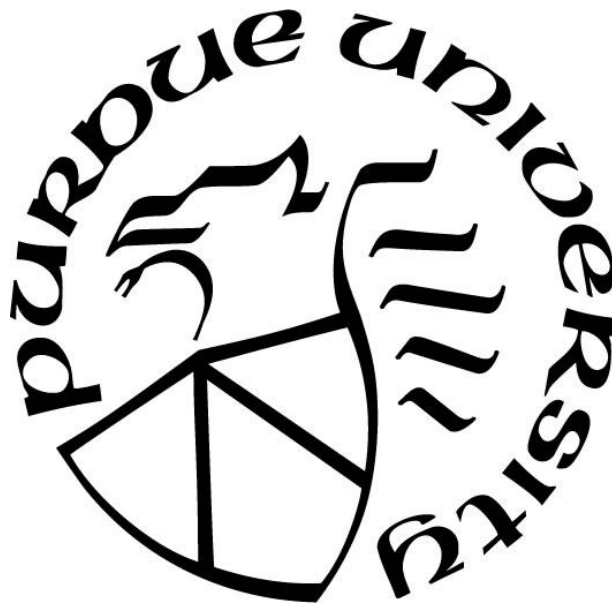
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*To my dear parents, Xuehong Ni and Xuequn Yao,
I dedicate this thesis to you,
Your sacrifice and encouragement were the greatest motives
for me to keep learning and never give up.
I want to say all your sacrifice is worthy and appreciated.
It is a great honor to be your daughter.
I love you so much.*

*Also, to my sister, Jiatian Ni,
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ABSTRACT

“Daka Travel” is trending to become a popular travel style in Chinese tourism market in recent years, especially for Chinese millennial travelers. This study is concerned with understanding the characteristics of Daka travel and deeply investigate travelers’ travel experience of Daka travel. To investigate the travel experience, a conceptual model based on experience economy was proposed and empirically tested. The context of the empirical study was conducted among Chinese millennials travelers. The study includes two steps. Firstly, 15 travelers who had Daka travel experience selected randomly via social media platforms were invited to participate in the semi-structured interview, the interviews were performed to identify interesting characteristics of Daka travelers and attributes of Daka travel. Secondly, people who had Daka travel experience was selected randomly online to participate in the survey. A total of 471 valid questionnaires were collected. Factor analysis and mediation analysis were conducted by using Statistical Product and Service Solutions (SPSS) 26.0. According to the findings of this study, there are several distinctive characteristics of Daka travelers could be concluded: 1. Daka travelers get Daka tourism information from social media especially short-video applications; 2. Social envy is one of major motivations of Daka Travel; 3. Daka travelers share travel experience with the main purposes of recording travel memory; 4. Natural scenic spots and Food & Beverage shops are the two most popular Daka destinations. For the travel experience, the research verified that all of the dimensions (includes entertainment, esthetics, education, escapism, personalization, serendipity, localness and communitas) of experience-scape model significantly influenced the perception of travel experience for Daka travelers. Further, travel experience could contribute to creating memorable travel experience which potentially influenced travelers’ sense of well-being and meaningfulness. In addition, the multiple regression analysis revealed interesting results showing that among the eight dimensions of travel experience-scape, each realm had different influence on travelers’ sense of well-being and meaningfulness. For well-being, “Entertainment” was the most influential factor, however, “Localness” did not have significant influence at all. In contrast, for meaningfulness, “Communitas” and “Personalization” played the most important role. “Entertainment”, “Esthetic” and “Escapism” did not have significant influence. The findings of this research contribute both conceptually and practically to Daka travel destination planning and management

to create a satisfying and memorable travel experience. They can improve their ability of providing tourism products and services in a more targeted and meaningful way. More detailed findings and implications will be presented in the manuscript.

CHAPTER 1. INTRODUCTION

1.1 Research Background

“Perched on a cliff above a river, Hongyadong is a still-house complex in mock-traditional style in the city of Chongqing. Last year the number of visitors surged. Furthermore, by the end of the year in 2019, the waiting time to get in was three hours and even longer.” This situation relating to Hongyadong that found mention in an article from *The Economist* (2019) alluded to a ubiquitous phenomenon in the existing tourism market of China. This phenomenon is primarily attributed to the pervasive impact of social media, especially a popular social application, TikTok, which is a short-video app that enables users to record short videos and share with the entire world (Bian & Zhu, 2020). The phenomenon responsible for the sudden internet-based popularity of a destination that has attracted thousands of travelers is becoming increasingly prominent in the Chinese tourism market. Under this trend, a new travel form——“Daka” was shaped in China (Bian & Zhu, 2020; *The Economist*, 2019; Yang, 2019). More specifically, “Daka travel,” a novel travel form, has already gained acceptance among the wide majority of Chinese travelers, especially Millennials over the past few years (Kumar, 2018; Russell, 2016).

However, the definition of “Daka travel” has not been made with precision in the extant literature. Against this backdrop, the “Daka Travel” style referred to in the present research study entails the following three characteristics: firstly, the destinations travelers choose with regard to Daka travel are popular on the Internet. More specifically, the destinations that have evinced sudden popularity on the Internet gain widespread acceptance among the masses, in particular travel enthusiasts (Bian & Zhu, 2020a; Fu, 2018; Luo et al., 2018; Yang, 2019). In such particular places, just like Hongyadong mentioned at the beginning of the aforementioned article, a large number of tourists visit and post their memorable travel moments over the Internet, especially social media platforms. Secondly, during the course of Daka travel, tourists have a proclivity to imitate the travel behaviors of other people at the same tourist destination (Bian & Zhu, 2020a; Fu, 2018; Gang, 2019; Yan, 2019). For example, in a natural scenic spot, people tend to assemble around a fixed location that has previously been shared extensively on the Internet in order to take memorable photos. As another illustration, people visiting a restaurant generally taste dishes that are strongly recommended by others on the Internet. Thirdly, for the

vast majority of Daka travelers, the primary purpose for travelling is to get a glimpse of the chosen destination before moving on to the next bucket list item that looks attractive or endearing on the Internet (Choudhury, 2020; Gang, 2019; Tang, 2019).

According to a China Youth Daily survey (Sun, 2019) that covered 2000 respondents on the issue of “Daka Travel”, the majority of whom comprised of Millennials and generation Z, approximately 81 percent of the respondents said that they knew quite a few people who are fond of “Daka Travel.” Given the growing popularity of this travel style in China, especially among the Millennial group, previous studies have roughly explored the potential reasons as to why Millennial tourists are tending to opt for “Daka Travel” as their preferred travel form. To begin with, the primary reason could be summed up as “the product of Social Network Sites” (Kumar, 2018). With the widespread proliferation of social media, its impact on the daily lives of people is continuing to deepen. As a result, millions of users are impelled to integrate these sites into their daily lives and business practices (Wang, Yu, & Wei, 2012). With the deep-rooted influence of social media, the manner in which people communicate with each other and the mode of interpersonal relationship maintenance has also witnessed significant changes. Social media platforms in China, such as Wechat, TikTok, and Weibo, which contain attractive texts, photos, or videos from trips, allow users to share travel experiences in real-time to their social networks (Liu, Wu, & Li, 2019). Thus, social media has fundamentally reshaped the way tourists acquire travel information and plan trips (Hajli, Wang, & Tajvidi, 2018). According to a report on the characteristics of Chinese Millennial travelers (CBNDATA, 2019), one significant trait of this group is that they are deeply affected by the posts of social media influencer when choosing their travel destinations and tend to rely excessively on social media platforms for seeking information and making decisions on their travel plans. According to another study conducted on Instagram, 76% of Millennials stated that they would like to incorporate Instagram as an important information channel into their vacation decisions (Cohen, 2015). Furthermore, this generation tends to finalize destinations based on its popularity on social media platforms.

Anecdotal evidence further suggests that the reason why most adults are keen to visit a destination is because they are inspired by travel-related contents from social media that showcases their friends' journeys. Moreover, a significant proportion of them chose to travel owing to envious thoughts (Murdock, 2015; Sass, 2017). Furthermore, multiple news sources have reported that Millennial consumers are more vulnerable to social comparison than other

groups and are more likely to feel envious after being exposed to the social media posts of their peers (Tribune, 2015). These studies underpin the significance of envy driven-occurrences led by social media content. The element of envy spurs people to compare themselves with others. Once people come across original photos or intriguing videos shared by others on social media platforms, they develop a strong intention to visit the same destination out of curiosity and jealousy (Yu, 2019). However, there are some tourists who merely visit the destinations for the myopic purpose of sightseeing and sharing their travel experiences on social media to elicit attention from others and to reinforce the point that they have ‘been there’ (Gangbeng, 2019). Overall, social media-led envy has catalyzed the emergence of a new travel style——“Daka Travel” among Millennials in some shape or form.

Simultaneously, as social media users show their interest in destinations based on how "Internet- popular" images of the destination appear within their social circle and people have the tendency to flaunt their positive experiences in the form of stunning pictures or videos (Macdonald, 2019), marketing organizations are at an advantageous position to capitalize on this trend. Daka destinations are invariably some picturesque places where tourists are enticed to take photos that are beautiful enough for them to share on social media platforms (Hosie, 2017). Conforming to tourists' consumption habits and the popular trend of "Daka Travel", an increasing number of destinations have started to get transformed into popular Daka destinations (Wolfgang, 2019).

For instance, some restaurants offer delicacy, to satisfy the taste buds of customers who are active on social media platforms. In some places, they even make use of some street arts, interactive performances as tourism attractions to elicit tourists' attention. The various destinations are aimed at becoming a hotspot for attracting more visitors (Wolfgang, 2019). In general, most of the consumption is one-time consumption, and consumers are keen to have a distinctive experience and satiate their innate curiosity. Moreover, marketing organizations are known to take advantage of the social media influencers' influence power to enhance brand reputation. The attractive and charming advertisements of these destinations would pique travelers' curiosity and motivate them to visit. Besides, the celebrity effect would also stimulate their followers' imitations.

With these daedal causes are intertwined, the phenomenon of “Daka Travel” become more and more common for Chinese tourists, especially the millennials. Meanwhile, with the size of

the “Daka” tribes becoming increasingly abundant, several problems associated with this phenomenon are worth thinking and investigating further. For example, there is a considerable disagreement on “Daka Travel” experience. For example, as per the report (Sun, 2019), 57.1% of the respondents thought that “Data Trip” was only to get attention from social networks, and that the travel experience was generally unitary. Besides, 42.4% of the respondents felt that they could see as many scenic spots as possible in a limited period. Although several tourism reports analyzed the pros and cons of “Daka Travel” experience, supporting empirical evidence is limited. The present research addresses this lacuna and empirically investigates the tourists’ perceptions of the “Daka Travel” experience.

Since “Daka Travel” is a just emerging travel style in recent years, this phenomenon is yet to receive adequate scholarly attention. Previous reports about this phenomenon have explored some severe issues that have transpired in recent years. For example, according to a News about the National Day Golden Week in Hangzhou (a tourist city in China), tourists spent more than two hours waiting in line just to check a bus station called “turn around immediately.” Another scenario is that travelers waited for nearly 20000 tables, just to taste an “internet-popular” hotpot restaurant in Changsha (another tourist city in China). Phenomenon like these are known to abound in the Chinese tourism market. This phenomenon in “Daka Travel” deserves our deep thinking.

Just as the examples mentioned above, in numerous trending places where visitors desire to take a glance or experience, people generally need to wait for a long time. Most of the tourists end up wasting time, which could lead to many issues such as traffic jams and severe overcrowding, which may affect tourists' experience. As a result, they only have limited time to have a deep experience, and most of them only manage to get a fleeting glance of the destination. Another serious issue is that the excessive marketing means of marketing organizations on social media may impact tourists’ authentic experience after arriving at the destination. With the emergence of this new travel style, different groups have expressed diverse opinions towards their “Daka Travels” experience depending on their different demands. Some tourists complained that quickly changing their destination without experiencing a particular location deeply makes them feel exhausted and disappointed, whereas others who show off their “Daka Travel” experiences on their social media feel satisfied in doing so. Some of them claim that “Daka Travel” could help them to experience more novel cultures and spectacular sceneries in

their limited holidays. However, it is essential to understand the attributes of "Daka Travel" and how it influences tourist experience.

1.2 Research Purposes and Objectives

The main purpose of the present study was to investigate the "experience behind Daka Travel." The tourist experience-scape model was utilized as a conceptual underpinning to examine tourist experience in multiple dimensions. Therefore, the objectives of the present research were:

- 1) What constitutes Daka style travel? This research will conceptually define Daka tourism and develop a Daka tourist profile, including Daka tourists' behavioral characteristics in different stages: trip planning, decision making and onsite travel activities.
- 2) What is a Daka travel experience like? This study will understand the manner in which Daka travelers experience a travel destination.
- 3) To what extent do the dimensions of the experience economy translate into meaningful and memorable experiential outcomes for customers?

1.3 Research Organization

In order to achieve the research objectives identified in the previous section, literature related to Daka Travel attributes, the characteristics of Chinese millennials, experience economy and tourist experience-scape model and experiential outcomes are reviewed in Chapter 2 to explore the topic and develop a conceptual model for Daka Travel experience. The methodology of the study is discussed in Chapter 3. Conclusions and discussions are summarized in Chapter 5 to explain and interpret the findings based on the results from data analysis in Chapter 4, in addition to outlining theoretical contributions and practical implications of the research. Limitations of the study and suggestions for future study are recognized in the end.

CHAPTER 2. LITERATURE REVIEW

2.1 Daka Travel and Social media

2.1.1 An overview of Daka travel in China

With the increasing influence of social media on Chinese tourism market, “Daka Travel,” a novel and prevalent travel style, has been accepted gradually by travelers in China in recent years, especially among young travelers. In general, the so-called “Daka” stands for punching the card, providing evidence that one visited “hot destination” with well-crafted video or beautiful photos posted on social media platforms (Walfgang, 2020). “Hot destinations” here generally describes destinations which are extremely popular in social media platforms. According to the year-end report for 2019 from TikTok (2020), over 660 million Daka travel moments were shared under the hashtag # Daka, garnering a total of 2.5 billion views. Moreover, according to a China Youth Daily (2019) survey of 2,000 Chinese youth born after 1980 and 1990, Millennials and Generation Z, comprising of nearly 81% of the participants, said that they knew a great number of people who were fond of “Daka travel”.

Following the development of this new youth culture, travelers who experience the “Daka Travel” are called “Daka Tribes”. So-called Daka tribes start working their way through different cities even countries, helped by special online travel guides to produce as many attractive photos or videos as possible in Daka destinations in order to elicit more attention on social networks (The Economist, 2019; Walfgang, 2020). Under this backdrop, the number of new sites has continued to increase, thus attracting an increasing number of Daka travelers. Simultaneously, tourism operators are even offering particular optimized services or products to travelers to make themselves as Daka-friendly as possible (Walfgang, 2020).

Since Daka travel is a relatively recent topic for research, there is a limited literature about it, and the majority of related studies only explain the surface phenomenon. For example, some research elaborated and analyzed the reasons why Daka tourism has become popular in China (Hinews, 2019). Speaking on some potential pitfalls, Li (2019) opines that travelers would miss beautiful sceneries during the Daka travel. Gang (2019) added the adverse impacts that Daka travel makes it difficult to have a deep and meaningful travel experience. In contrast, Tang (2019) observed that “Daka Travel” is a way for people to show off their true personalities and is

conducive to meet their personalized travel needs. Yuan (2019) believe that it is a suitable means for Chinese travelers based on the current Chinese present situation. However, since this is a newly emerging style, research into the essence of travel, which is the tourist experience on Daka travel, has largely remained unexplored. Moreover, the research on conceptualization, antecedents, and influences of Daka travel remains sparse in academic area. Realizing the limitations on research, this present research aims to address this lacuna and empirically investigate travelers' experience during their Daka travel.

2.1.2 Chinese Millennials and Daka Travel

“Daka travel” has become increasingly popular in China in contemporary society among different customer groups. Specifically, the present study looks into one unique customer group, Chinese Millennials, who are recognized as the backbone of existing and future tourism (CTA, 2019; Shi et al., 2019). This generation is a group born between early 1980s and beginning of 2000s. They have a lot of distinctive characteristics which set them apart from their older counterparts. Notably, Millennials are very fond of travel than any other generations, including Baby Boomers. Over 60 percent of Millennials regard travel as an important part of their lives, which is why they have more opportunities to have travel per-year.

Chinese Millennials grew up alongside the information age, and their access to the Internet is ubiquitous. Mobile technology has penetrated almost every aspect of their life, constantly connecting their daily life with the Internet (Shi et al., 2019). Therefore, they spend more time online and on mobile instead of mass media and traditional marketing (Info Cubic, 2019). Simultaneously, with the development of social media, this generation is more willing to accommodate to the online social life. Under this circumstance, Millennials are accomplished in searching and acquiring travel information through social media platforms. Also, for this age cohort, they prefer to find travel inspiration on social media platforms like TikTok and Weibo (one of the most popular social media platforms in Chinese marketing) as compared to the older generation, plan their trip based on user-generated content and others' reviews, and share their travel experience on social media, which may intrigue the curiosity and motivation among their social networks (Info Cubic, 2019).

For this generation, another important social environment is that they are the products of Chinese one-child policy (Luo et al., 2018; Shi et al., 2019). Therefore, as compared to western

counterparts, almost all Chinese Millennials are the only child in their family without any siblings, thus, contributing to the feeling of loneliness. People desire to connect with their peers, friends or people beyond family members. Therefore, they are more keen to share their joys and sorrows with their social networks than other present generations (Bian & Zhu, 2020b). They spend more time on joining niche online communities and building relationships in virtual communities. Chinese Millennials are the major group in TikTok who share Daka travel experience with hashtag #Daka and active in tourism topic discussion (Walfgang, 2020).

As travelling becomes the norm for Chinese Millennials, their travel motivation is vulnerable to a lot more changes as compared to previous cohorts (Folmer et al., 2019). They are experience-oriented and pursue experiential travel (Folmer et al., 2019; Luo et al., 2018). Chan et al. (2016) found that Chinese Millennials are mainly motivated by experiential demands to travel, for the purpose of seeking unique tourism experience and products. Moreover, they travel more for entertainment, social interaction and stress reduction. They also travel to escape their daily routine and find a new self during the travel. Therefore, they would like to customize their travel with more personalized experiences (Huang, 2019).

So far, no specialized study has investigated the travel experiences of Chinese millennials, which are the representative group of Daka tribes (Walfgang, 2020). In order to bridge this research gap, the present study intends to elucidate and extrapolate the Daka travel behavior of the Chinese Millennials and empirically assess how they experience a destination in Daka style.

2.1.3 Social media sharing tourism experience and Daka Travel

The stimulus of this new travel style in China were analyzed in related reports (Gang, 2019; Li, 2019; Tang, 2019; G. Yuan, 2019), which could be attributed to several factors. In the first place, this phenomenon is a consequence of social media. In the past decade, the Internet and social media have collectively significantly transformed all the stages of travel, including planning, sourcing recommendations, travel experience, and experience sharing, among others (Amaro et al., 2016; Chen, 2019). The social media platform enables travelers to share their knowledge and travel experiences through different formats, including photos, videos, and so forth to networks of friends or other potential tourists (García-Palomares et al., 2015). Travelers are widely adopting social media applications to “search, organize, share, and annotate their

travel stories and experiences through blogs and microblogs, online communities, media sharing sites and other tools in a collaborative way” (Leung et al., 2013). Due to the impact of social media, changes in travel demands and travel style have inevitably taken place. Instead of merely having fun, people are now flocking to remote destinations or charming tourism attractions where they could take spectacular photos to impress their friends on Instagram (The Economist, 2019). In China, Chinese social media sites such as Douyin, Wechat, and Weibo are hugely popular where. Millennials can watch and share trending videos of travel experiences of others. These contents include "scenic spots," "tasty food", "fancy construction," and so on in terms of tourism attractions (He, 2018).

Based on the contents of several leading social media platforms, travel is an incredibly popular topic for social media posts. Gigante (2018) mentioned in his report that social media users, especially Millennials, don't want to mindlessly embark on a travel trip. They also want to share their experiences online. According to a survey by MDG (Gigante, 2018), 97% of Millennials would like to share their tourism experience related to social media while traveling in terms of vacationing the social media way. Also, Cater's (2017) report mentions that 72% of people post vacation photos on a social network while still on vacation, and 76% of people post vacation photos on social networks after completing their vacation to share their tourism experience with social networks. Hence, people can obtain accurate and timely information about the tourism destinations. Besides, social media is where many potential customers hear about new brands and destinations for the first time. They might not be searching for specific information, but they do get exposed to such content when they glance at their social network (Gigante, 2018).

Therefore, social media may have an incredible potential to inspire and impact travel intention and decision during the planning stage. The importance of travel contents via social media has been proven by a recent survey (Brown, 2017). According to this survey, 87% of Millennials on Facebook said they use the social media sites for travel inspiration. On the other hand, Macdonald's (2019) report mentions that 86% of people (and 92% of Gen Z) become interested in a specific location after seeing user-generated contents. With regard to the inspiration on social networks, a report (Gigante, 2018) mentioned that 52% of Facebook users say their friends' photos inspire their travel plans, which is probably due to the fact that recommendations from friends remain the most credible form of advertising. While travelers

look for several channels when deciding where to go, social media is rapidly becoming a top source for them to depend upon. Along the way, an enormous amount of information about the tourist destinations is generated, which potential tourists can utilize prior to their trip. Social media, based on internet technology that changes the pattern of information dissemination, becomes a broad audience to many audiences.

In such situations, all sorts of travel destinations, including some restaurants, holiday resorts are well-known among different social media sites. In addition, a wide variety of remarkable and interesting posts in terms of these destinations stimulate peoples' curiosity and inspiration to visit (Yuan, 2019). Some unpopular destinations in the past, like Iceland, became one of most popular destinations worldwide, partly because of its scenery which compels people to take photos (The Economist, 2019). According to a survey by a U.K. home insurance company (Hayhurst, 2017) about the factors travelers consider when choosing a destination, 40% of U.K. Millennials say they consider how photo-worthy a location is when deciding where to go. Karr (2018) said that travelers— especially younger ones – engage in a host of other activities on social media. Among the most popular are checking in and checking in on posts. It is also notable that 39% of travelers aged 18-29 say they would visit at a cool place or destination, which is instagrammable while on vacation, whereas 32% of travelers say they have tracked the interactions on their social posts while traveling.

Under this circumstance, the new travel style we called “Daka Travel” assumes significance. In present research, the sharing of tourism experience is regarded as an antecedent of the intention to have “Daka Travel”. Social media experience sharing could be regarded as a major motivation that intrigues travelers to engage in this form of travel. Yet, the influences on “Daka travel” have not yet been specifically and deeply explored in recent studies. For this reason, this study will determine the relationship between social media and Daka travel in more concrete aspects.

2.1.4 Social media envy and Daka travel

Online social networks provide a constant and easily accessible stream of information about other's lives. Proportionately, some people are much more interested in sharing their life pieces, including travel experience with their friends or followers on social network sites. Therefore, sharing life online enables users to continuously make social comparisons. Social

comparison is defined as "the process of thinking about information about one or more people in relation to the self" (Wood, 1996). Usually, people who use social media to present themselves may minimize the negative parts of their life and accentuate some positive and amusing events with others (Lim & Yang, 2015). Naturally, the positive contents shown on social media may intrigue other users' envy and comparison (Lim & Yang, 2015).

On social media platforms, travelers generally show their appealing experience through delightful photos or videos, with some of them even giving positive comments on their vacation. The contents about the destination posted by people may be edited, which are more polished and charming than the real conditions. These attractive tourism experience posts may provoke social comparisons among the social networks. At the same time, envy may arise when individuals under 30 years of age compare themselves unfavorably with others (Hajli et al., 2018).

Social comparison to media figures correlates with a range of emotional responses as well as with behavioral intention and psychological responses (Lim & Yang, 2015). In general, depending on the comparison target's status, social comparison can be divided into two types: upward comparison and downward comparison. Upward social comparison could drive aspirational consumption behaviors. In the present study, the antecedent of social comparison is travel experience sharing on social networking sites (SNSs), which is particularly relevant to upward social comparison. This is presumably because SNSs provide a platform for self-presentation where users can publicize positive aspects of themselves to convey superiority among peers (Liu et al., 2019).

Based on the literature and related report of SNSs, the most common response of social media sharing is envy and the travel intention (Ahluwalia, 2017). Envy is defined as "a negative emotional response to another person's superior quality, achievement or possession, in which the envier either desires the advantage or wishes that the envied person lacks it" (Lange & Crusius, 2015). Envy can be conceptualized into two types: dispositional and situational envy (Hajli et al., 2018). Dispositional envy is a type of personality trait that reflects an individual's tendency to experience envy. In contrast, situational envy is a feeling of envy toward others in a specific environment. An example includes the social media platform—Facebook. The envious feelings may occur when users think about other people with themselves (Wallace et al., 2017). Similarly, in this research, social media has influenced a lot on travelers' intention for Daka

travel. Thus, the situational envy would be more applicable in this case. In reality, people share their daily life on social media platforms and interact with other viewers as well.

In current study, the social envy could be regarded as another important antecedent which leads to the form of new travel style——“Daka”. Social media have largely influenced travelers’ behaviors in various aspects, undertaking superficial talks on how social media have affected the tourism market; however, there are still no clear explanations on the relationships between social media and “Daka Travel”. For this reason, this study would specifically investigate the influences social media made on “Daka Travel” in China’s tourism market.

2.2 Theoretical backgrounds and Hypotheses

2.2.1 Tourism Experience

Today, the concept of tourism has become a cornerstone in tourism research and management (Morrison et al., 2018; Tung & Ritchie, 2011); it not only provides insights into travelers’ behavioral tendencies, but also discusses the parameters for destinations and tourism service providers to consider crafting, planning, and marketing tourism as an experienced product (Pine & Gilmore, 1998). When travelling, consumers perceive the quality of the products or services and value of the experience (Tsai, 2016; Zhang et al., 2018).

Therefore, in the hospitality and tourism industry, companies and business organizations adopt many means to enhance the quality of travelers' destination experience to deliver a memorable experience to their customers (Hosany & Witham, 2010; Pine & Gilmore, 1998; Y.-H. “Erin” Yuan & Wu, 2008). When consumers plan to travel and search related information, they often recall past travel experiences (Zhang et al., 2018). Daka travel is an emerging travel style where people who take decision relating to travel do so primarily after being influenced by social media platforms. At the same time, other customers' online comments about the destinations experience are also known to play a crucial role. Hence, providing a memorable experience to travelers is an essential means that the tourism corporations should take into consideration. Due to limited scholarly information on Daka travel experience, additional studies are required to gain a better understanding of travelers' experience using this new travel style. On the one hand, it is helpful to understand Daka travelers' behavioral tendencies for tourism industries to enhance their abilities in providing engaging and intriguing tourism experience. On

the other hand, it could guide travelers to have a meaningful and memorable tourism experience during their Daka travels.

Based on existing literature on tourism experience, Otto and Ritchie (1996) developed a scale to measure the quality of service experience in four dimensions – hedonics, peace of mind, involvement, and recognition. Following Gilmore and Pine's (1998; 2008) framework of consumption experience, Oh et al. (2007) developed a scale to assess experiences related to bed and breakfast accommodation. In addition, this scale measurement has been applied into investigating tourism experience in rural tourism, cruise tourism, medical tourism and so forth (Ghosh & Mandal, 2019; Hosany & Witham, 2010; Kastenholz et al., 2018). Kim et al. (2012) further developed a quantitative scale to measure a memorable tourism experience. The scale includes seven domains: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. In a study about the accommodation experience, Mody et al. (2017) developed an experience-scape model to investigate the tourism experience from eight dimensions, which, in turn, was expanded from four dimensions in Pine and Gilmore's (1998) economy experience. In the present study, the experience-scape model was adopted to specifically test the Daka travel experience.

2.2.2 Experience Economy and Travel Experience-scape model

In the late 20th century, Pine and Gilmore (1998) identified four realms of customer experience, which are differentiated in terms of the level of customer participation and the connection with the environment. As shown in Figure 2.1, further, they sort experiences into four broad categories according to where they fall along the spectra of the two dimensions. The entertainment and esthetics dimensions entail passive participation, where the consumer does not affect or influence the experiential outcome. In contrast, the education and escapism dimensions involve active participation wherein consumers play a key part in the process. Indeed, according to Pine and Gilmore (1998), each of the four dimensions ultimately combine to form the optimal consumer experience, referred to as the “sweet spot.” For example, Pine and Gilmore (1998) found that the wealthiest experiences – such as going to Disney World – encompass aspects of all four realms.

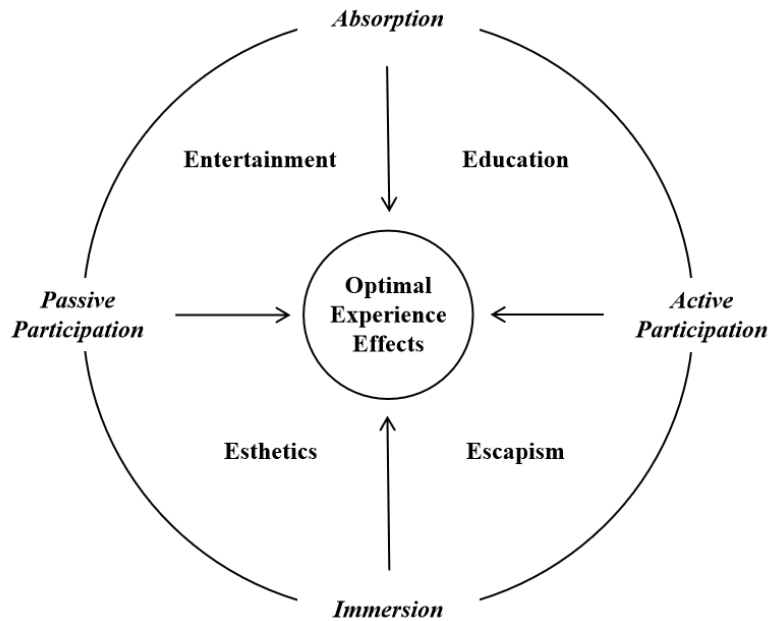


Figure 2.1 Pine and Gilmore's four realms of experience economy

Moreover, Pine and Gilmore (1998) pointed that experiences have always been at the heart of the entertainment business since intangible experiences are at the core of the products/services offered by business, the nature of the experiences, while referring to the total outcome to the customer from the combination of environment, goods, and services purchased. Therefore, in recent decades, some researchers have begun investigating tourist experience into the tourism industry. This theory can also be extended to Daka travel. The following sections discuss each of the dimensions of experience and how they relate to the tourism industry, especially Daka Travel.

Entertainment in Daka travel

Entertainment is one of the oldest forms of experience and remains an essential component of the tourism product (Hosany & Witham, 2010; Mody et al., 2017; Oh et al., 2007; Pine & Gilmore, 1998). Commonly, when tourists passively integrate into travel activities and/or performance during the trip, the entertainment experience happens (Oh et al., 2007). Thus, when people passively immersed into the environment of travel destination, entertainment experience occurs. Though, previous tourism researchers have not been concerned specifically with program-oriented entertainment offerings at particular destinations or tourism programs, the

entertainment experience has been measured as an outcome of a trip, and some researchers verified the positive influence of entertainment experience into different tourism settings (Kastenholz et al., 2018; Mody et al., 2017; Song et al., 2015) . Studies have approved that entertainment experience do has strong association with customers' travel experience. Therefore, under this circumstance, travel destinations are supposed to attract customers actively, in which gather and catch customers' attention. In this process, destinations should construct a superior travel atmosphere for customers to gain entertainment experience during the travel. Though "Daka travel" is a novel travel style, it remains the characteristics of traditional tourism activities. During Daka travel, travelers would participate in different forms of tourism activities actively. For example, in 2019, the highest play volume of Daka activities was a street art performance in Great Tang Allday Mall in Xi'an, where nearly 27 million visitors shared videos in the platform (Douyin, 2020). Hence, the entertainment would be a potential determinant on measure the travel experience of Daka travel, it is essential to detect the relationship between entertainment experience and travel experience.

Esthetics in Daka travel

Esthetics, which refers to customers' interpretation of the physical environment around them (Mody et al., 2017), plays a vital role in consumer behavior, decision making, and service evaluations. In the tourism and hospitality literature, Hosany and Witham (2010) note that the physical environment of tourism attractions is crucial in determining visitors' attitudes, future patronage intentions, and willingness to recommend. In esthetic experiences, tourists are relatively passive. They enjoy being in the destination environment without affecting or altering the nature of the environment presented to them (Hosany & Witham, 2010; Mody et al., 2017; Oh et al., 2007). Such experiences let travelers just be there with respect to what they have seen and experienced. Hence, the esthetic experience is likely to be an essential determinant of destination evaluations and the overall experience.

Gang (2019) mentioned an obvious phenomenon of Daka travel that travelers are prone to choosing the destinations with an intriguing environment where attractive photos could be looked at. It shows that environment with beautiful scenery or attractive settings would have high competitiveness and could provide a more favorable experience. It is worthy to detect the role of esthetic experience on Daka travel experience.

Education in Daka travel

Education, another vital realm in economy experience, actively engages the mind of travelers, intriguing them, and appealing to their desire to learn something new during the trip. Normally, travelers who engage in an educational experience during their vacation could increase their general/specific knowledge and skills (Oh et al., 2007). For instance, tourism attraction with local customs is one of the popular destinations for Daka travelers. When tourists visited these kinds of destinations, they are vulnerable to engaging in local customs and could be easily integrated with local communities. As a result, tourists could learn about local cultures which they are not familiar with or have never previously heard of. Ultimately, travelers should be left with the following impression: "I felt I have learned something" or "The trip made me more knowledgeable" (Oh et al., 2007). In China, a report of National Holiday (Ma, 2019) shows that during the whole holiday, 66.4% of tourists visited cultural attractions, and 59.45% of tourists visited historical and cultural blocks. These kinds of tourism destinations are designed exclusively for creating an educational experience, such as providing cultural programs, special art exhibitions, and so forth. During the trip, travelers are educated imperceptibly by educational events. With these educational experiences, a customer absorbs the events unfolding before them while actively participating through the interactive engagement of the mind and/or the body. Such experiences intrigue customers and appeal to their desire to learn something new (Mody et al., 2017).

Escapism in Daka travel

An *escapist* experience can be defined as the extent to which an individual is wholly engrossed and absorbed in the activity (Mody et al., 2017). As compared to entertainment and education, an escapist experience is more immersive and requires greater participation during the trip (Oh et al., 2007). Customers participating in escapist experiences not only look to distance themselves from their daily routines, but also want to escape to a specific place to involve actively and immerse themselves in worthwhile activities (Mody et al., 2017; Oh et al., 2007; Pine & Gilmore, 1998). Currently, traveling could provide a great deal of opportunities for travelers to enjoy escapist experiences. Holidaying is known to offer a psychological escape from the daily routine of life. Cohen (1979) further notes that the desire to look for a "self-

center" elsewhere away from daily activities is one fundamental tourism motivation. Tourists are in search of authenticity to compensate for the "inauthentic lives" they experience at home (Hosany & Witham, 2010). In this quest for satisfying and authentic experiences, tourists are prepared to travel around the world. Tourists may want to escape their natural environments to suspend the power of norms and values that govern their ordinary lives or to think about their lives and societies from a different perspective (Oh et al., 2007).

These four realms of tourist experience are at the core of Pine and Gilmore's (1998) economy experience theory and have been extensively researched in the hospitality and tourism literature. A vast body of research has sought to understand tourist experiences from a number of perspectives. Oh et al. (2007) and Zhang et al. (2018) conducted research on how destinations can improve their ability on fostering a positive memorable traveling experience on the basis of four realms experiences; other research studies put experience economy into different categories such as the cruise industry (Hosany & Witham, 2010), medical tourism (Ghosh & Mandal, 2019), rural tourism (Kastenholz et al., 2018) and temple tourism (Song et al., 2015). In this context, "Daka travel" covers numerous sectors in the tourism industry, which includes bed-and-breakfast, musical festivals and museum, medical and leisure tourism and so on. The products and services providers are leveraging more than these four dimensions in their experiential value propositions to their customers. Thus, it must leverage an expanded experience economy paradigm that incorporates these additional dimensions in order to better measure Daka travelers' experience.

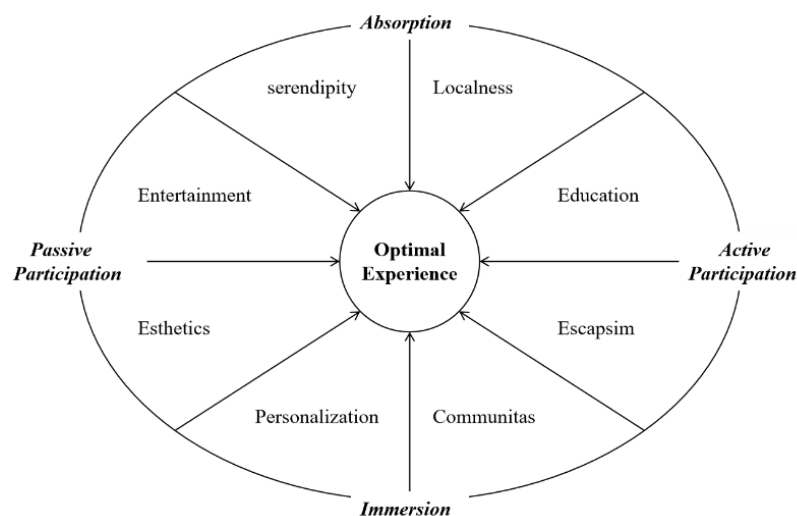


Figure 2.2 Tourism experiencescape model

In this regard, Mody et al. (2017) have successfully structured and validated an eight-dimensional construct (Figure 2.2) of the experience economy that significantly expands Pine and Gilmore's (1998) original conceptualization for the future. This new model incorporates four additional dimensions into Pine and Gilmore's (1998) original experience economy construct: serendipity, localness, *communitas* and personalization. The present research has implemented the tourism experience-scape model into investigating Daka travel experience.

Serendipity in Daka travel

Cary (2004) first proposed that serendipitous moments was an essential element on tourism moments, (Tung & Ritchie, 2011) for constructing a memorable and authentic experience. Similarly, Tung and Ritchie (2011) emphasized the important role of *serendipity*, which means unexpected, positive surprises that are above and beyond tourists' planned agendas and could create valuable travel experiences. Initially, Cohen (1972) posited that the enjoyment of tourism becomes possible only when people appreciate the strangeness and novelty which beyond their particular habitats. He added that "the experience of strangeness and novelty could excite, titillates, and gratifies customers" (Cohen, 1972b). The element of novelty here seem similar to the element of surprise and unexpectedness (Huang et al., 2014). Surprising situations create particular opportunities for human interaction, generate a unique connection with the destination and build a common bond among travelers (Mody et al., 2017). In Daka travel, for instance, travelers who could find unexpected pleasure and meaning in accidental discoveries when they visit the destinations. While people look forward to exploring new things when traveling, some of these experiences perhaps became all the more meaningful and memorable because they were accounted for by accidents. This is precisely what serendipity means for travelers. Chandralal and Valenzuela (2013) claimed that generally, independent tourism trips tend to provide more serendipitous experiences than organized tours by providing more freedom to encounter unexpected experiences. Here, the Daka travel is exactly the independent tourism that is organized by travelers themselves (Tang, 2019; Yuan, 2019).

Localness in Daka travel

Localness is an essential source of memorable and authentic experience that has been particularly recognized in previous literature on tourism and hospitality (Dlaske, 2015; Tsai, 2016). This factor has been primarily researched in food and linguistic areas in tourism literature (Dlaske, 2015; Skinner et al., 2020; Tsai, 2016). The experience of localness refers to travelers' memories of real, local experiences during their trips, which include local life, local cultures, and foods of toured destinations (Chandralal & Valenzuela, 2013). Chandralal and Valenzuela (2013) also mentioned that “ participants remembered memorable moments such as visits to real local villages, sharing locals’ actual life experiences, and exploring remote lifestyles, farming and industries” when tourists are embraced by the local communities and take part in local environments, thus gaining further memorable experiences. For Daka travelers, local communities are one of the hotspots they choose to visit. A survey from YouGov (2017) indicated that as compared to the generation Y, Millennials were more eager to explore the local culture and gain personalized experience. Daka activities include participating in local cultural festivals, tasting local food, and visiting cultural architectures in the local idiom, among others. Thus, it can be surmised that these activities are very closely related to the localness. Hence, the focus of this research is to detect the importance of localness on promoting Daka travelers to gain memorable and authentic experiences during the Daka travel.

Communitas in Daka travel

Communitas has been discussed as another essential element of extraordinary tourism experiences, especially event-related experiences in extant literature (Arnould & Price, 1993; Jahn et al., 2018). It also impacts travelers' willingness to return to a similar event or revisit similar destinations. Chandralal and Valenzuela (2013) further highlighted that *Communitas* could be another important antecedent for a memorable tourism experience. The *communitas* moments could spontaneously happen with locals, fellow travelers and other randomly met individuals during the travel. This kind of temporary *communitas* could satisfy customers’ affiliation needs, thus, contributing to an improved consumption experience (Jahn et al., 2018). Customers who satisfy this kind of social interaction may gain a memorable tourism experience and be willing to return (Chandralal & Valenzuela, 2013; Jahn et al., 2018). Under Daka travel,

the “Daka tribes” flock to the destinations. In general, they travel with the same guides which could be found online (The Economist, 2019). Here, travelers perform the same kinds of activities or consumptions in Daka sites, which could be regarded as a special travel groups to some extent. Di (2020) propounded that Chinese generation Z are more willing to engage in social activities during the travel in order to expand their social life.

Personalization in Daka travel

The final component of *personalization* reflects travelers' desire for individuality and uniqueness in a consumptive travel situation (Morrison et al., 2018). This is especially true for Millennials travelers, with the rapid advances in technology application and high-speed innovation of Internet. " Millennials have the characteristics of paying attention to personality, willing to try new things, strong brand awareness and so on (Fu, 2018). Under this circumstance, it is imperative for hospitality and tourism industry that business explore their potential to facilitate more meaningful and personalized services and experiences. This situation can also be applied to Daka travel. Since the main group of Daka travelers are Millennials, for Chinese millennials, Huang (2019) mentioned that “instead of heading for a city or province for a wide-range tour, travelers started to target specific destinations for specific personal experiences.” Thus, this generation is more concerned with personalization and quality while travelling (Di, 2020).

Together, the eight dimensions of the tourism experience-scape (Mody et al., 2017) can engender gratifying travel experiences. In order to better understand travelers’ overall experience of Daka travel, the first hypothesis is formulated:

H1: Daka travel experience is a multidimensional experience.

2.2.3 Assessing the Daka Travel experience outcomes

Although the “memorable tourism experience” is considered as the new core objective of hospitality and tourism industry, not many studies have examined the elements that contribute to creating memorable experiences (Knobloch et al., 2017b) . Kim et al. (2012) proposed that the factors that contribute to memorable tourist experiences include: Hedonism, novelty, local culture, refreshment, meaningfulness, involvement and knowledge. Chandralal and Valenzuela

(2013) further expanded other antecedents of memorable tourism experiences: perceived opportunities for encounter authentic local experiences, perceived significance, perceived opportunities for social interactions, local hospitality, serendipity and surprises, and perceived professionalism of local guides. Correspondingly, Knobloch, Robertson and Aitken (2017) pointed out that previous researches only provide useful dimensions of positive experience without outlining ways of evaluating the whole experience. They proposed that tourists' memorable experiences were strongly characterized by emotions. Further, Knobloch, Robertson and Aitken (2017) observed that experiential marketing of tourism industry should consider travel experience's broader implications on well-being and quality of life while emphasizing the value of extraordinary experience. Mody, Susse and Lehto (2017) incorporated the nested constructs of *meaningfulness* and *well-being* as the manifestations of an extraordinary consumption experience to evaluate how travel experience could translate into psychological outcomes. For Daka travel, the goal for experiential marketing is to provide travelers with satisfied and memorable experience, which could contribute to travelers' psychological health. Therefore, the study is going to examine the relationship between the dimensions of the experience economy and experience outcomes.

Travel experience and well-being

The concept of *consumer well-being* has received considerable attention from practitioners and scholars in recent times. Different from consumer satisfaction, Grzeskowiak and Sirgy (2007) defined CWB as "consumer's perception of the extent to which a brand (a consumer good or service) contributes to positive affect in various life domains creating an overall perception of the quality-of-life impact of that brand." Thus, well-being plays many important roles in people's lives, the perception of which directly influences people's overall satisfaction of life (Hwang & Lee, 2019; Kang, 2020). Meanwhile, the contribution to well-being from tourism experience was recognized and even had a beneficial impact on the general quality of life (Knobloch et al., 2017b; Mody et al., 2017). Well-being, as an influence factor, is closely related to the quality of psychology life (Sirgy et al., 2011; Su et al., 2016). In the context of tourism literature, existing studies have commonly found that travel experience is beneficial in promoting travelers' life satisfaction and well-being, as well as reducing burnout and the stress of life (Gilbert & Abdullah, 2004). In a study from a health perspective, Hunter-Jones (2003) amply proofed the significant effects of vacation experiences on personal health, social effectiveness, personal

identity, and sense of independence among a group of cancer patients. Sirgy, Kruger, Lee, and Yu (2011) demonstrated that the positive and negative perceptions generated from leisure travel experiences affect tourists' overall sense of well-being. As living standards improve, Chinese travelers are increasingly pursuing spiritual life instead of substantial life, which is why they are becoming increasingly focused on their well-being (Tore, 2018). Therefore, in order to satisfy the travelers' demands on improving the sense of well-being, it is crucial to detect the specific relationship between travel experience and well-being. Thus, the present authors expand on the relationship between the dimensions of the experience economy and extraordinary outcomes presented in H1. Given that the construct of well-being is conceptualized as a nested manifestation of an extraordinary consumption experience, the authors hypothesize:

H2: Daka travel experience positively influences customers' sense of well-being.

Travel experience and meaningfulness

The *meaningfulness* is another important manifestation of an extraordinary consumption experience for travelers (Mody et al., 2017). According to Wilson & Harris (2006) meaningful travel involves searching for a heightened sense of self and identity, the tourism experiences incorporate more than just physical travel to a place, as they could also include psychological and physical benefits, self-development and life-change. Even more, travelers could consider their perspectives of life, society and their relationships with others. Boswijk, Thijssen and Peelen (2006) further emphasize the dynamic nature of meaningful experiences from the new perspective on the experience economy, and even proposed that meaningfulness experience only take place in specific settings which requires organizations to create a single environment or an entire portfolio of settings in physical and/or virtual space. In Daka travel setting, destinations should comply the physical and virtual world in order to ensure that they could offer desired meaningful experience to customers. More specifically, the destinations take advantages of the various dimensions of the experience economy as the platform to provide meaningful experiences.

H3: Daka travel experience positively influences customers' sense of meaningfulness.

Another important experience outcome is *memorability*, a concept at the heart of Pine and Gilmore's work. Linking memory to the experience underlines the dynamic, holistic nature of the very tourism experience, which is felt before, during, and after the visit of a particular attraction or destination (Kastenholz et al., 2018). Memories of prior tourism experiences denote

important elements for their pleasant recall and the construction of affective expectations, which, in turn, condition future evaluation and memory. According to Oh et al. (2007), a well-staged experience leads to an enhanced memory—that is, remembering a particular event—which will shape the tourist’s attitude toward the destination in a positive manner. Tung and Ritchie (2011) established the relationship between extraordinary outcomes and memorability of the experience through the notion of consequentiality – i.e. some sort of personally perceived importance from the outcome of the trip that makes it memorable. Moreover, existing research has recognized linkages between the constructs of meaningfulness and well-being – the manifestations of extraordinary experiences – and memorability (Chandralal & Valenzuela, 2013; Kim, 2014; Kim et al., 2012). Such evidence strengthens the present author’ hypothesis of a relationship between the overarching construct of extraordinary outcomes and the memorability of the customer’s experience (Figure 2.3). Therefore, the authors hypothesize:

H4a: The sense of well-being positively influence customers’ sense of memorability.

H4b: The The sense of meaningfulness positively influence customers’ sense of memorability.

2.3 Proposed Model and Hypotheses

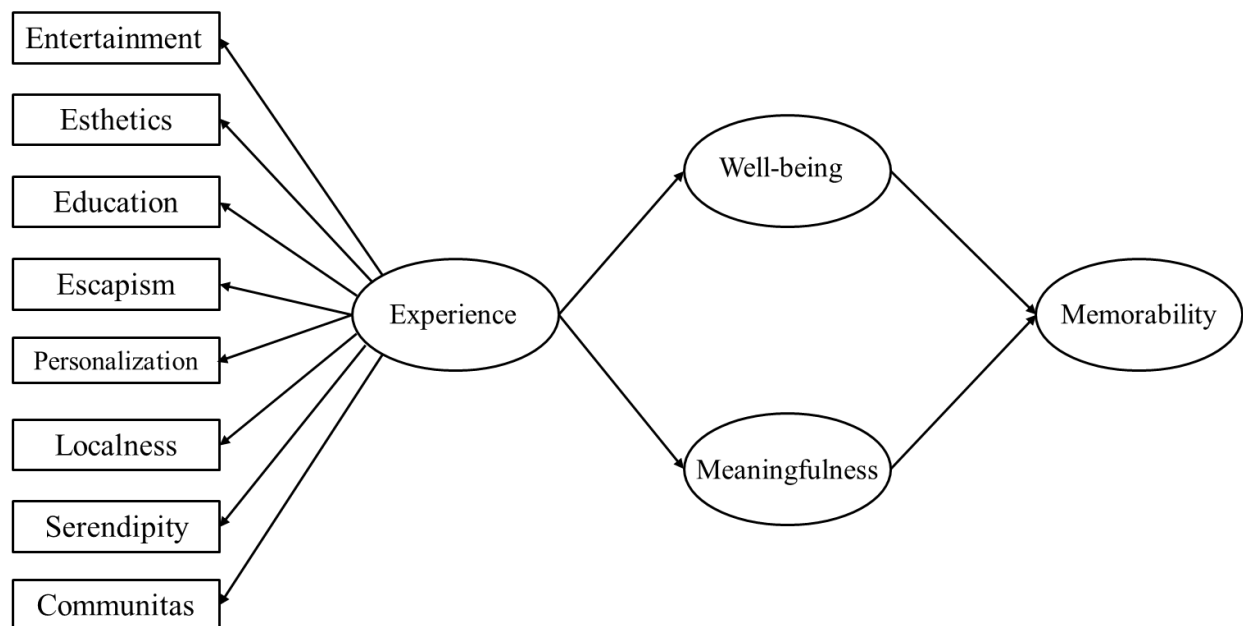


Figure 2.3 The proposed research model

The above discussion on the Daka travel experience and related variables leads the author to propose the model illustrated in Figure 2.3. Considering the theoretical background, this research aims to validate the experience-scape model proposed by Mody et al. (2017) for the accommodation industry (hotel industry and Airbnb) in the overarching context of the Daka travel experience and estimate the extent to which the dimensions of the experience economy translate into extraordinary, memorable experiential outcomes for customers?

To reiterate, the following hypotheses tested were formulated:

H1: Daka travel experience is a multidimensional experience.

H2: Daka travel experience positively influences customers' sense of well-being.

H3: Daka travel experience positively influences customers' sense of meaningfulness.

H4: The sense of well-being positively influences customers' sense of memorability.

H5: The sense of meaningfulness positively influences customers' sense of memorability.

CHAPTER 3. METHODOLOGY

The present study aimed to investigate a behavioral profile to better understand the trip characteristics and preferences of Daka travelers, detect travelers' perception of Daka travel and ascertain the relationship between Daka travel experience and participants' sense of experience outcomes: well-being, memorability and meaningfulness. Chapter 3 reports the methodology of the study, including data collection and data analysis to ensure the validity and reliability of the development process.

3.1 Data Collection

In order to meet the objectives of the study, data collection was conducted with two steps. Firstly, semi-structured interview was designed so as to detect and profile Daka travelers' characteristics. For the interview design, a thorough review of existing literature from social media influence marketing, Chinese tourism marketing, psychology, millennials and travel, and tourism studies was conducted. This was done to identify the main reasons why people choose to have Daka travel, the purposes for which people pursue travel, and some basic characteristics related to Daka travel behaviors. Fifteen participants who had experienced Daka travel in the recent three months took part in the interview. The participants, ranging from 20 to 32 years old, were selected from three common Chinese social media platforms: TikTok, Weibo, and Wechat, who shared Daka experience under the tag "Daka Travel". The individual interview lasted between 25-35 minutes.

The second step is to investigate travel experience, data sample was collected through an online survey done by a Chinese online data collection company Wenjuanxing. The company sent a link to the survey to its Millennial members randomly in its huge database, which helps maximize data accuracy and diversity. Moreover, the research company sent the survey without revealing the subject of the study before the participants entered the survey, which minimize the self-selection bias. In order to be eligible for this study, participants need to satisfy two criteria: (1) born between 1982 and 2000; (2) had Daka travel experience in recent months. Aiming to minimize inauthentic data and let every participant better discern whether they had Daka travel experience or not, there was a clear explanation of "Daka Travel" in the beginning of the

questionnaire. The survey was taken after the trip as the purpose of this study is to investigate tourists' perception of their trip experience and the further influences of trip experience outcomes.

By the end of the online survey, a total of 481 participants had responded and reviewed. Of these, 10 responses were omitted due to a significant quantum of missing data, resulting in a total number of 471 usable responses.

3.2 Instrumentation

To investigate the objectives of the current study, a questionnaire was composed of following four sections: the basic characteristics and attributes of Daka travelers, the evaluation on the travel experience, the perception of experience outcomes, and the demographic information of the participants. Details for all four sections are discussed in this chapter.

3.2.1 Travelers' characteristics

The questions in first section of the survey aimed to understand Daka travelers' characteristics and attributes, given that one of the objectives of this research is to get specific information about Daka travel style. The questions in this section involves different trip stages, including trip decision-making, trip planning and onsite travel activities. The questions include some basic information of Daka destination types travelers visited, the channels from where they availed the destination information, the factors travelers considered when choosing the destination, the travel motivation, and the reasons why they share Daka travel experience on social media platforms. The items of questions in this section are derived from the previous studies and the results of semi-structure interview in the first step. The profile of interview participants and the items are presented in Table 3.1 & 3.2.

Table 3.1 Profile of interview participants

Imformant's number	Gender	Age	Daka Destination Type	Occupation
1	F	25	Particular scenic spot	Student
2	F	24	Particular restaurant	Private enterprise employee
3	M	24	Particular scenic spot	Student
4	F	20	Particular hotel/ Airbnb	Student
5	M	28	Particular scenic spot	Self-employed
6	F	28	Spectacular cultural and arts spot	Administrative institution officials
7	M	34	Particular restaurant	Private enterprise employee
8	F	32	Particular place with custom	Administrative institution officials
9	F	36	Particular scenic spot	Enterprise manager
10	F	22	Particular restaurant	Student
11	M	32	Particular city views	Enterprise manager
12	M	24	Particular hotel/ Airbnb	Student
13	F	27	Particular restaurant	Private enterprise employee
14	M	21	Particular city views	Student
15	F	29	Spectacular cultural and arts spot	Educator

Table 3.2 Concluded items for Daka travelers' characteristics

Questions	Items
What types of experience are you looking for in Daka travel?	I am looking for the novelty in Daka travel.
	I am looking for the Excitement in Daka travel.
	I am looking for the personalization in Daka travel.
	I am looking for the challenge in Daka travel.
	I am looking for the education in Daka travel.
	I am looking for the popularity of destination in Daka travel.
	I am looking for the esthetics in Daka travel.
	I am looking for the localness in Daka travel.
	I am looking for the escapism in Daka travel.
	I am looking for the komunitas in Daka travel.
what is the main reason that motivates you to have a Daka travel?	I am looking for the entertainment in Daka travel.
	I want to meet the curiosity about the Daka tourism attractions.
	I'm a little bit envy on other people's experience sharing on social media platforms.
	I want to follow the mainstream, so I don't need much time in planning.
	I think the Daka destinations are relatively novel and interesting.
What's the main reason you share travel experience on social media platforms?	I want to take beautiful photos/videos and share on SNSs.
	I think The Daka destinations could meet my demands on travel experience.
	I want to show others that I have been there.
	I want to get others' attention and sense of identity.
	I want to share my travel experience with others
	I want to record the travel experience as a good memory.

The second section comprised of questions about participants' experiences of the trip specific to eight dimensions of the experience-scape model (Mody et al., 2017) which originated from experience economy (Pine & Gilmore, 1998). The third section of the survey included questions about the extraordinary outcomes of the travel experience, regarding the extent to which participants perceived their trip to be meaningful, conducive to their well-being, and memorable. Meanwhile the section included demographic information of the tourists.

A major part of this questionnaire mainly focused on measuring the Daka travel experience. Firstly, as presented in Table 3.3, the eight constructs of travel experience were

measured in 25 items. The constructs used in the questionnaire were based on previous travel experience studies (e.g., Kastenholz et al., 2018; Kim, 2014, 2018; Mody et al., 2017; Morrison et al., 2018; Oh et al., 2007), and could be classified into eight dimensions: Entertainment, Esthetics, Education, Escapism, Localness, Serendipity, Personalization and Communitas. Given that the original study only focused on accommodation realm, this study has a broader range which includes a whole travel experience within all kinds of travel activities. Considering this main difference, the author made minor changes on the scale items that intermix items from the previous related researches into the content of Daka travel experience. In congruence with the results of previous studies, specific items for these eight construct domains were comprehensively developed from the literature on travel experience. All items were rated on a five-point Likert-type scale, where one = strongly disagree and five = strongly agree. The content validity of the items was reviewed to identify potential sources of ambiguity and then translated into the Chinese version.

Table 3.3 The measurement of variables tested in survey

Variables	Items	References
Measurement of Daka Experience		
Entertainment	I think the Daka travel experience was fun. I think the Daka travel experience was entertaining. I really enjoyed this Daka travel experience.	(Mody et al., 2017; Oh et al., 2007)
Esthetics	During this Daka travel, the destinations I checked-in made me feel a real sense of harmony. During this Daka travel, the destinations I checked-in were very attractive. During this Daka travel, the destinations I checked-in provided pleasure to my senses.	(Mody et al., 2017; Oh et al., 2007)
Education	The Daka travel experience make me more explorative. I learned new cultures during the Daka travel. I gained a new skill from the Daka travel. I gained a lot of information during the Daka travel. The Daka travel experience stimulated my curiosity to learn new things.	(Oh et al., 2007; Sthapit & Coudounaris, 2018)
Escapism	I felt my Daka travel was a real learning experience. During this Daka travel, the destinations I check-in made me feel I completely escaped from reality. The experience of Daka travel allows me to forget about my daily routine. The experience of Daka travel allows me to have a break from routine. The experience of Daka travel gives me a chance to see myself in a new way.	(Kim et al., 2012; Oh et al., 2007)
Localness	Daka travel allowed me to experience what locals do. Daka travel allowed me to discover local attractions and offerings. On this trip, I enjoyed getting to do things on the "spur-of-the-moment"	(Mody et al., 2017)

Table 3.3 continued

Serendipity	I spontaneously experienced things I never thought I was going to do I experienced pleasant surprises during this trip I believe that during my Daka trip, the products or service I purchased were personalized.	(Mody et al., 2017)
Personalization	I believe that the experience of my Daka trip is customized to my needs. Daka travel allowed me to turn strangers into friends.	(Mody et al., 2017)
Communitas	During the Daka travel, I felt I was part of the local community Daka travel made me feel I belong to a special travel community Daka travel made me feel I belong to a special travel community	(Mody et al., 2017)
Measurement of perception of experiential outcomes		
Well-being	The Daka travel experience played an important role in enhancing my quality of life. I felt revitalized after the Daka travel experience. During the Daka travel, I did something meaningful.	(Mody et al., 2017)
Meaningfulness	During the Daka travel, I did something important. During the Daka travel, I learned about myself. I have wonderful memories about this Daka Trip experience.	(Mody et al., 2017)
Memorability	I remember a lot of positive things about this Daka trip experience. I like going back and re-experiencing the trip in my mind I have wonderful memories about this Daka Trip experience.	(Mody et al., 2017)

3.3 Statistical Data Analysis

SPSS (version 26) and AMOS 26 were used to statistically analyze the collected data. Statistical data analysis was formed in two steps: descriptive statistics and structural equation modeling (SEM).

3.3.1 Descriptive Statistics

Under the first step, the descriptive analysis was conducted to identify the characteristics of sample profiles. The basic descriptive analysis was conducted by SPSS (version 26.0). In order to obtain information on the sample profiles and tourists' travel behaviors, the frequency and percentage test was conducted. The mean score and standard deviation of items under key variables of motivation.

3.3.2 Structural Equation Modeling

Second, a structural equation modeling (SEM) approach was conducted in this study in order to test research hypotheses in the proposed model. As recommended by Anderson and Gerbing (1988), the data were analyzed using a two-step approach. In the first stage, a confirmatory factor analysis (CFA) within maximum likelihood estimation was performed to identify whether items in the measurement reliably reflected the latent constructs (i.e., entertainment, esthetics, education, escapism, localness, serendipity, personalization, communitas, well-being, meaningfulness, memorability) using the covariance matrix. To begin with, the dimensionality of the Daka travel experience constructs on the first component of the proposed model (Figure 2.3) was estimated. The author first utilized a separate CFA to validate this component since one of the objectives of the study was to validate the dimensions that underlie travelers' experiential involvement in Daka travel experience. Subsequently, an CFA was conducted to validate the various constructs in the context of the overall research model. The adequacy of each item and the composites were assessed using commonly accepted measures of reliability and validity. Cronbach's alphas, construct reliabilities as well as average variance extracted (AVE) were computed to ascertain whether the measured items were reliable in evaluating each construct. The convergent validity and the discriminant validity of the model were also tested using AVE. The AVE value should exceed 0.50 in order to ensure convergent validity (Hair, Anderson, Tatham, & Black, 1998). The discriminant validity test done by Fornell and Larcker (1981) was also performed, where the variance extracted in each measure was required to exceed the respective correlation estimate among factors.

In the second stage, the author conducted the structural equation modeling (SEM) to test the proposed conceptual model as well as the research hypotheses in the structural model. This

research study tested the chi-square statistics (Mulaik & Millsap, 2000) in order to test the goodness of fit of the proposed model. However, since the results of the chi-square test tend to be significant in large samples (Jöreskog, 1993), additional fit indices such as the Comparative Fit Index (CFI), the Normed Fit Index (NFI), the Tucker-Lewis index (TLI), and the Root Mean Square Error of Approximation (RMSEA) were also estimated to determine the overall fit of the models (Bentler & Bonett, 1980; Steiger, Shapiro, & Browne, 1985; Tucker & Lewis, 1973). Regardless of the sample size, these additional indices were proved to be robust (Marsh, Balla, & McDonald, 1988).

CHAPTER 4. RESULTS

4.1 Demographic Profiles

Table 4.1 summarizes the demographic information of the sample. As shown in the table, the sample consisted of 292 females (62%) and 179 males (38%). The ratio of different genders verified the fact that in female travelers accounted for more than half of the total travelers in the Chinese tourism market. The statistic from Lvmama (a Chinese OTA) stated that the ratio of female travelers to male travelers was 3:2 in 2018 (Wang, 2019). The age distribution of the respondents are relatively uniform: for age between 20-25 (42.5%), 25-30 (31.4%) and 20-38 (26.1%). It was reported that 86.2% of the participants reported had a higher than college-level education background, thus indicating that overwhelming majority of the sample are highly educated. The median household income fell in the range of CNY100,001 to CNY 150,001 per year (24.7%). For travel group, only 15.1% of the participants chose to travel alone. Other respondents traveled in group during the Daka trip, 29.9% of the participants preferred traveling with their spouses, and 34.2% of the participants were traveling with their friends, indicating that Chinese Millennial travelers prefer traveling in groups for the Daka trip.

Table 4.1 Demographic profiles of participants

Demographics	N	%	Demographics	N	%
Gender			Household income (per year in RMB)		
Male	179	38.0	<=30000	38	8.1
Female	292	62.0	30001-50000	61	13.0
Age			50001-80000	57	12.1
20-25	200	42.5	80001-100000	58	12.3
26-30	148	31.4	100001-150000	104	22.1
31-38	123	26.1	150001-200000	74	15.7
			>200001	79	16.8
Occupation			Education Level		
Agricultural	1	0.4	Primary and under primary level	0	0
Private enterprise employee	133	31	Secondary level	12	2.6
Self-employed	18	7.5	High school	5	1.1
Enterprise manager		14.9	Some college, but no degree	48	10.2
Educator	8	3.1	Bachelor's degree	348	73.9
Unemployed	2	0.8	Master's degree	47	10.0
Student	133	23.9	Doctoral degree and higher	11	2.3
Administrative institution officials/ civil servants	43	16.9			
others	5	1.6			
Travel Group					
Alone	71	15.1			
With wife/husband	141	29.9			
Family members	55	11.7			
With children	40	8.5			
Friends/relatives	161	34.2			
Others	3	0.6			

4.2 Characteristics of Daka Travel

The first part of the questionnaire listed the questions about Daka travelers' behavioral characteristics in different travel stages include trip planning, decision making and onsite travel activities. These series of questions contribute to further understand the specific characteristics of Daka travelers and what attributes constitutes the Daka travel.

4.2.1 Travel destination types of Daka Travelers

The statistical results of the travel destination specified scenic spots are the most popular type of tourism attraction, followed by the internet-famous restaurants. It was observed that 29.8% of the participants visited particular natural scenic spots and 22.6% of the respondents chose internet-famous restaurants as their Daka travel destinations. According to the findings, food is considered as an important factor as tourism attractions among Chinese Millennial customers. During the Daka trip, travelers are willing to spend more time and energy on discovering delicious food.

Table 4.2 Travel destination types of Daka travel

Items	Response	
	N	Response Rate (%)
Particular scenic spot	161	29.8
Spectacular cultural and arts spot	61	17.1
Particular city views	80	14.4
Particular place with custom	16	3.4
Particular restaurant	97	22.6
Particular hotel/ Airbnb	45	10.6
Others	8	2.0

4.2.2 Information channel use pattern of Daka Travelers

Gathering travel information is an important step for travelers during the stage of travel planning. Based on the results shown in Table 4.2, 59.5% of the respondents obtained tourism-related information about Daka destinations from social media platforms. Among these group, 27.3% of the participants intentionally or unintentionally obtained the information from short video applications such as TikTok (called “Douyin” in China). Additionally, 20% of the participants sourced information from other people’s oral recommendations. As compared to these channels, the traditional media accounts for only 7.1%.

Table 4.3 The Channels travelers got Daka tourism information

Items	Response	
	N	Response Rate (%)
Short-video app	177	27.3
Other Social media platforms	209	32.2
OTA	86	13.3
Traditional media	46	7.1
Oral recommendations from others	130	20
Others	1	0.1

4.2.3 The purposes for Daka Travel

Table 4.5 summarizes the results of purposes for Daka travel. According to the findings, 59% of the respondents responded that they were going to have a Daka style travel to understand why Daka destinations became so popular on the Internet. Meanwhile, 54.6% of the respondents claimed that they were motivated because the Daka destinations are relatively more novel and interesting than the traditional tourism attractions, wherein travelers could gain distinctive travel experience. Besides, 49% of the participants said that they are motivated by the social envy on social media platforms. Nearly half of the respondents said they were driven by social envy on the posts about charming tourism experiences. However, no distinct differences were found between different genders and among different age groups.

Table 4.4 Travel purposes for Daka travel

Items	Gender				Total (n=471)	
	Male (n=179)		Female (n=292)			
	N	%	N	%	N	%
Meeting the curiosity about the Daka tourism attractions	99	55.3	179	61.3	278	59.0
I feel envy on other people's experience sharing on social media platforms.	83	46.4	148	50.7	231	49.0
Following the mainstream, and I don't need much time in planning.	76	42.5	131	44.9	207	44.0
The Daka attractions are relatively novel and interesting	91	50.8	166	56.9	257	54.6
I want to take beautiful photos/videos and share on SNSs.	83	46.4	117	40.1	200	42.5
The Daka attractions could meet my travel demands	71	39.7	148	50.7	219	46.5

4.2.4 The purposes of sharing travel experience on social media platforms

For the purposes of showing travel experience on social media platforms, no obvious difference was found in different genders ($p=0.536>0.05$) or among different age groups. According to the findings, 85.4% of the participants agreed that the main purpose of sharing their travel experience is to record their travel experience. However, 67.1% of the respondents agreed that they share travel experience for sharing their interesting and memorable travel experience with others. In addition, 43.5% of the respondents responded that they want to show off to their social networks that they have been there.

Table 4.5 Purposes of sharing travel experience

Items	Gender				Total (n=471)	
	Male (n=179)		Female (n=292)			
	N	%	N	%	N	%
To show off that I have been there	82	45.8	123	42.1	205	43.5
I want to get others' attention and sense of identity	48	26.8	86	29.5	134	28.5
I want to share interesting travel experience with others	112	62.6	204	69.9	316	67.1
I want to record the travel experience as a good memory	149	83.2	316	86.6	402	85.4
Others	0	0	1	0.3	1	0.2

4.3 Structural Model and Hypotheses Testing

In order to test the hypotheses, this study utilized a structural equation modeling (SEM) method. As per the recommendations of Anderson and Gerbing (1988), a two-step approach was used to analyze the data. CFA was first conducted to empirically validate the measurement model with proposed constructs and measurement items. Thereafter, a structural model with latent variables via AMOS 26.0 was tested to investigate the hypotheses.

4.3.1 Measurement Model: Confirmatory Factor Analysis

In order to test the hypotheses 1 and identify the dimensions that underlie the travelers' experiential involvement with Daka destinations, the author firstly conducted a separate CFA to validate the first component of the model depicted in Figure 3. The results showed in Table 4.6 and Table 4.7 indicated that the model fit the data well in this sample ($\chi^2/df=1.804$, p-Value=0.000, CFI=0.964, TLI=0.957, RMSEA=0.041). Initially, the author checked the reliability of each constructs of experience economy, as illustrated in Table 4.7. The Cronbach's alphas of all above the recommended 0.70 level that range from 0.72 to 0.86. The results showed high reliability. In addition, the author ascertained the validity of the CFA model using three items: Standard loadings, AVE and Construct reliability (CR). All items were loaded on to their respective constructs with high and significant ($p = 0.000$) standardized factor loadings ranging from 0.68 to 0.87, indicating convergent validity. Further, the average variance extracted for each construct was found to be well above the standard of 0.5. The CR of each construct ranged from 0.71 to 0.86, exceeding the minimum criterion of 0.70 for reliability. Therefore, the results of these two items further demonstrated convergent validity. The criterion used to assess discriminant validity was proposed by Fornell and Larcker (1981) and suggests that the square root of AVE should be higher than the correlations among the constructs in the model. In this study, as shown by Table 4.8 shows, all constructs have discriminant validity because all correlations were lower than the square root of the variances extracted, thus demonstrating that all indicators are better explained by their respective constructs than by alternative constructs. The results validated the model for the dimensions of the experience economy and further supported hypothesis 1.

Under the second step, the author conducted CFA for the overall model. The summary of the statistics of the results is shown in Table 4.7. Barring the basic results mentioned in first part, the standard loadings for the left measurement items in the overall model were between 0.69 and 0.79, and all of the items were found to be significant ($p=0.000$). The Cronbach's alphas of each constructs ranged from 0.78 to 0.80, all of which were above the recommended 0.70 level, indicating the reliability of all constructs in this model. Furthermore, the AVE of each constructs were well above the standard of 0.5. CR of each construct ranged from 0.71 to 0.86, exceeding the minimum criterion of 0.70 for reliability. Hence, the items used in this study showed adequate internal consistency, meaning that the items consistently represent the same latent construct. Further, as shown in Table 4.9, all correlations were lower than the square root of the variances extracted, which showed that the indicators are better explained by their respective constructs than by alternative constructs.

Regarding the “model fit test”, a good model should meet the following criteria: the comparative fit index (CFI), the normed fit index (NFI), and the Tucker-Lewis Index (TLI) should be higher than 0.9; root mean square error of approximation (RMSEA) should be less than 0.1; and the normed chi-square which is the value of the chi-square divided by the degrees of freedom (χ^2/df) should not be greater than 3.0 (Anderson and Gerbing, 1988; Hair, Anderson, Tatham, & Black, 2006). The results of CFA ($\chi^2/df = 1.928$, CFI = .939, TLI = .934, RMSEA = .044,) suggested that the overall fit indices reasonably fit the data.

Table 4.6 Confirmatory Factor Analysis

Constructs and Measurement items (Cronbach's alphas)	Mean	SD	Standardi zed Item Loading	AVE	CR
<i>Entertainment (0.82)</i>	4.07	0.78		0.60	0.81
I think the Daka travel experience was fun	3.98	0.73	0.74		
I think the Daka travel experience was entertaining	4.16	0.81	0.76		
I really enjoyed this Daka travel experience	4.07	0.80	0.81		
<i>Esthetics (0.78)</i>	3.98	0.82		0.54	0.78
The Daka destination made me feel a real sense of harmony	3.87	0.80	0.76		
The Daka destination was very attractive	4.00	0.84	0.68		
The Daka destination provided pleasure to my senses	4.06	0.82	0.77		
<i>Education (0.84)</i>	3.91	0.81		0.57	0.84
Daka travel made me more explorative.	3.86	0.80	0.76		
I gained a lot of information during the Daka travel	3.84	0.85	0.73		
Daka travel stimulated my curiosity to learn new things	4.05	0.78	0.72		
I felt my Daka travel was a real learning experience	3.88	0.82	0.80		
<i>Escapism (0.86)</i>	3.72	0.93		0.61	0.86
Daka travel made me feel I completely escaped from reality	3.63	0.95	0.73		
Daka travel allows me to forget about my daily routine	3.84	0.95	0.79		
Daka travel allows me to have a break from routine	3.75	0.92	0.81		
Daka travel gives me a chance to see myself in a new way	3.67	0.89	0.80		
<i>Localness (0.81)</i>	3.91	0.86		0.59	0.82
Daka travel allowed me to engage with local people and the local culture	3.70	0.92	0.79		
Daka travel allowed me to experience what locals do.	3.97	0.87	0.79		
Daka travel allowed me to discover local attractions and offerings.	4.06	0.79	0.72		
<i>Serendipity (0.78)</i>	3.96	0.83		0.54	0.78
On this trip, I enjoyed getting to do things on the "spur-of-the-moment"	3.85	0.84	0.70		
I spontaneously experienced things I never thought I was going to do	3.85	0.84	0.77		
I experienced pleasant surprises during this trip	3.88	0.80	0.73		

Table 4.6 continued

<i>Personalization</i> (0.72)	3.82	0.88		0.56	0.71
I believe that during my Daka trip, the products or service I purchased were personalized.	3.77	0.87	0.75		
I believe that the experience of my Daka trip is customized to my needs.	3.86	0.88	0.74		
<i>Communitas</i> (0.82)	3.51	0.91		0.62	0.83
Daka travel allowed me to turn strangers into friends.	3.48	0.86	0.78		
During the Daka travel, I felt I was part of the local community	3.64	0.87	0.87		
Daka travel made me feel I belong to a special travel community	3.40	1.00	0.71		
<i>Well-being</i> (0.78)	4.04	0.76		0.55	0.78
The Daka travel experience played an important role in my well-being	3.98	0.70	0.69		
The Daka travel experience played an important role in enhancing my quality of life	4.09	0.78	0.78		
I felt revitalized after the Daka travel experience	4.05	0.80	0.75		
<i>Meaningfulness</i> (0.80)	3.67	0.91		0.56	0.79
During the Daka travel, I did something meaningful	3.87	0.84	0.79		
During the Daka travel, I did something important	3.63	0.93	0.76		
During the Daka travel, I learned about myself	3.50	0.95	0.69		
<i>Memorability</i> (0.78)	4.08	0.76		0.54	0.78
I have wonderful memories about this Daka Trip experience.	4.20	0.71	0.75		
I remember a lot of positive things about this Daka trip experience.	4.06	0.79	0.72		
I like going back and re-experiencing the trip in my mind	3.97	0.79	0.73		

Notes: CFA1: $\chi^2/df=1.804$, p-Value=0.000, CFI=0.964, TLI=0.957, RMSEA=0.041.

CFA2: $\chi^2/df=1.928$, p-Value <0.01, CFI=0.939, TLI=0.934, RMSEA=0.044.

Table 4.7 Correlations among the constructs of experience economy

Measurements	1	2	3	4	5	6	7	8
Communitas	0.78							
Serendipity	0.52 ***	0.73 ***						
Localness	0.58 ***	0.45 ***	0.77 ***					
Personalization	0.57 ***	0.63 ***	0.63 ***	0.75 ***				
Escapism	0.48 ***	0.44 ***	0.44 ***	0.56 ***	0.78 ***			
Education	0.42 ***	0.46 ***	0.52 ***	0.60 ***	0.51 ***	0.76 ***		
Esthetics	0.54 ***	0.52 ***	0.55 ***	0.71 ***	0.57 ***	0.55 ***	0.74 ***	
Entertainment	0.38 ***	0.41 ***	0.56 ***	0.68 ***	0.46 ***	0.52 ***	0.63 ***	0.77 ***

Values on the diagonal (in bold) represent the square root of average variance extracted. Lower diagonal values indicate factor correlations; *** p=0.000.

Table 4.8 Correlations among the constructs of overall model

Measurements	1	2	3	4	5	6	7	8	9	10	11
1.Entertainment	0.77										
2.Esthetics	0.67	0.74									
3.Education	0.43	0.45	0.76								
4.Escapism	0.38	0.46	0.44	0.78							
5.Localness	0.46	0.45	0.43	0.37	0.77						
6.Serendipity	0.33	0.41	0.37	0.36	0.35	0.73					
7.Personalization	0.52	0.56	0.47	0.44	0.49	0.47	0.75				
8.Communitas	0.31	0.45	0.36	0.42	0.46	0.43	0.46	0.78			
9.Well-being	0.55	0.57	0.47	0.49	0.41	0.48	0.57	0.45	0.74		
10.Meaningfulness	0.41	0.48	0.48	0.43	0.47	0.43	0.54	0.51	0.56	0.75	
11.Memorability	0.52	0.51	0.41	0.33	0.47	0.43	0.48	0.41	0.58	0.54	0.73

Values on the diagonal (in bold) represent the square root of average variance extracted. Lower diagonal values indicate factor correlations; p-Value of all the correlations=0.000.

4.3.2 The performances of dimensions on experience

To test the performance of dimensions on experience economy and experience outcomes customers perceived, the mean scores were calculated as the average score of the three items

used to measure each construct. The results are presented on Table 4.7. Respondents on this sample all has high mean scores on both the experience economy and experience outcomes. To more specifically, comparing each respondent of dimensions on experience economy, “Entertainment” (mean=4.07) and “ Esthetics” (mean=3.98) have the highest mean score, on contrast, “Escapism” (3.72) and “Communitas” (mean=3.51) have the lowest mean score. For the respondents of experience outcomes, all the mean score are above the average level.

4.3.3 Structural Model and Hypotheses Testing

The proposed structural model was estimated by SEM, which included a test of the overall model fit and individual tests for gauging the significance of the relationships among the constructs. Hypotheses were tested based on the proposed structural model. Results of the tests of the relationship among the constructs are presented in Table 4.9. Among the three relationships hypothesized, all of the relationships were supported. The parameter estimates presented in Table indicated that the dimensions of the experience economy significantly and positively influenced the experience outcomes: well-being ($\beta=0.738$, $p<0.000$) and meaningfulness ($\beta=0.729$, $p<0.000$). Thus, H2 and H3 were supported. The significant, positive relationship between the experience outcomes and memorability (Well-being: $\beta=0.340$, $p<0.000$, Meaningfulness: $\beta=0.342$, $p<0.000$) provides support for H4 and H5.

Table 4.9 Results of Structural Equation Modeling

Path		Estimate ^a	C.R. ^b
Exp Economy	→ Entertainment	0.642	c
Exp Economy	→ Education	0.607	8.427
Exp Economy	→ Escapism	0.604	8.349
Exp Economy	→ Esthetics	0.707	9.548
Exp Economy	→ Serendipity	0.615	8.512
Exp Economy	→ Localness	0.653	8.953
Exp Economy	→ Personalization	0.714	9.624
Exp Economy	→ Communitas	0.623	8.611
Exp Economy	→ Meaningfulness	0.729	9.777
Exp Economy	→ Well-being	0.738	9.873
Well-being	→ Memorability	0.340	5.718
Meaningfulness	→ Memorability	0.342	5.745

Notes: $\chi^2/df=2.925$, p-Value <0.01, CFI=0.926, TLI=0.906, RMSEA=0.087, SRMR=. ^a standardized estimates ^b; all estimates are significant at p = 0.000; ^c Parameter fixed to 1 for identification

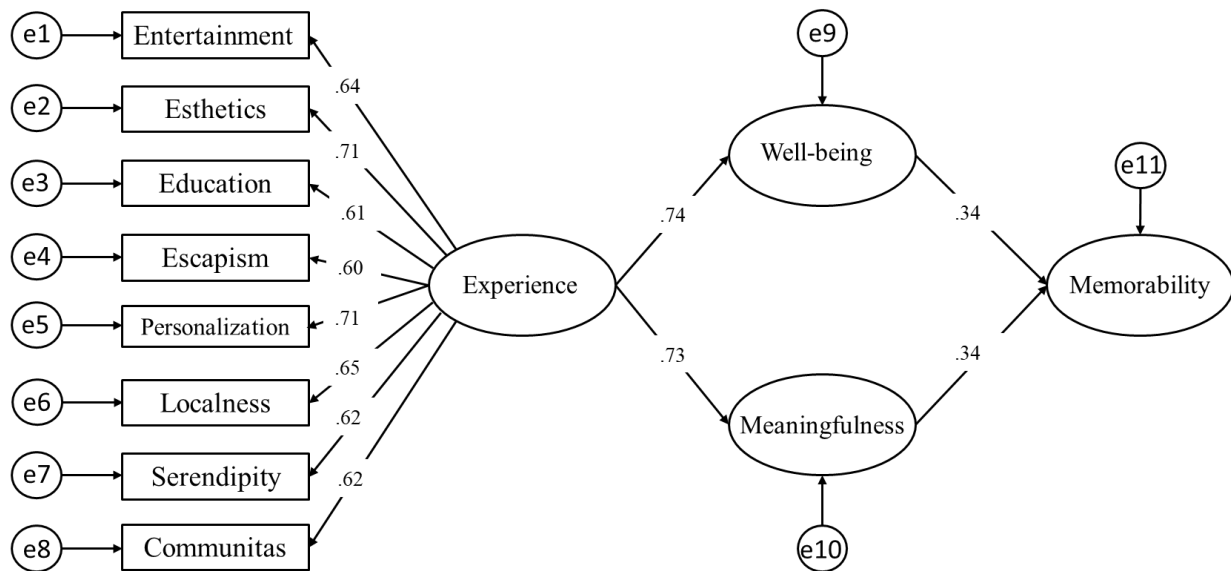


Figure 4.1 Structural model

4.3.4 Relationships between experience-scape and experience outcomes

With the third objective that detecting to what extent do the dimensions of the experience economy translate into extraordinary, memorable experiential outcomes for customers, general linear model (GLM) multivariate analysis of variance (ANOVA) were conducted.

Table 4.10 Results of relationships between experience-scape and extraordinary outcomes

Dependent Variables	Parameters	Coefficients	Std.	F	Sig.	R ²
Well-being	Intercept	0.666	0.164	4.066	0.000**	0.512
	Entertainment	0.207	0.044	4.482	0.000**	
	Esthetics	0.121	0.045	2.481	0.013*	
	Education	0.089	0.038	2.217	0.027*	
	Escapism	0.146	0.032	3.656	0.000**	
	Localness	-0.014	0.036	-0.348	0.728	
	Serendipity	0.162	0.036	4.133	0.000**	
	Personalization	0.18	0.037	4.008	0.000**	
	Communitas	0.092	0.033	2.236	0.026*	
Meaningfulness	Intercept	-0.032	0.209	-0.151	0.880	0.443
	Entertainment	0.023	0.056	0.464	0.643	
	Esthetics	0.064	0.058	1.235	0.218	
	Education	0.162	0.049	3.805	0.000**	
	Escapism	0.076	0.041	1.791	0.074	
	Localness	0.118	0.046	2.707	0.007**	
	Serendipity	0.095	0.046	2.296	0.022*	
	Personalization	0.196	0.047	4.129	0.000**	
	Communitas	0.196	0.042	4.506	0.000**	

Based on the results, the influences of each dimensions in experience economy on extraordinary outcomes were summarized. Since all items in the present study were measured in the same scale (the 5-Likert scale), it is appropriate to compare the magnitude of each parameter based on their coefficients.

$$1) \text{ EO}_{\text{wellbeing}} = 0.666 + 0.074 * \text{E}_{\text{Communitas}} + 0.148 * \text{E}_{\text{Personalization}} + 0.149 * \text{E}_{\text{Serendipity}} + 0.118 * \text{E}_{\text{Escapism}} \\ + 0.085 * \text{E}_{\text{Education}} + 0.112 * \text{E}_{\text{Esthetics}} + 0.197 * \text{E}_{\text{Entertainment}}$$

Among all the dimensions of experience scape, expect the localness dimension, all others had significant effects on participants' sense of well-being. Entertainment was identified as the most influential dimension by comparing the coefficients. Personalization and Serendipity also had great affects on feelings of well-being. Comparatively speaking, Communitas and Education had relatively low influence on sense of well-being. Practically, for Daka travel, entertainment, personalization and serendipity would most easily affected travelers' sense of well-being.

$$2) \text{ EO}_{\text{meaningfulness}} = 0.209 + 0.196 * \text{E}_{\text{Communitas}} + 0.196 * \text{E}_{\text{personalization}} + 0.095 * \text{E}_{\text{Serendipity}} + 0.118 * \text{E}_{\text{Localness}} \\ + 0.162 * \text{E}_{\text{Education}}$$

Comparing to the influences on well-being, there are less dimensions influence participants' sense of meaningfulness of the travel. Esthetics, Escapism, and Entertainment all had no significant relationship with sense of meaningfulness. Personalization and Communitas were most influential because of their coefficient being the largest. The impacts of serendipity is relatively lower than the other realms which affect the sense of meaningfulness.

CHAPTER 5. KEY FINDINGS AND IMPLICATIONS

The final chapter provides a general discussion of the study's key findings. Both managerial and theoretical implications are highlighted, which is then followed by the discussion of the limitations of the current study and suggestions for future research.

5.1 Summary of the study

This study's primary goal was to explore Daka travel experience. As mentioned in the introduction section, Daka travel is a novel travel style that has not been exhaustively studied so far. In other words, this is a relatively new research area. Therefore, an understanding of Daka travelers' characteristics and preferences on Daka travel, and how travelers evaluate their Daka travel experience and determining whether Daka travel experience could influence travelers' life from the perspective of psychology is essential to gain new insights into Daka travel. Additionally, this information can provide travel and destination marketers with better insight for attracting more potential travelers and providing better travel experience.

The results of this study answered the above research questions. First, the findings helped to better understand Daka travel behavioral characteristics, which, in turn, facilitated a better understanding of this new form of travel style among Chinese tourism market. The findings also revealed the dimensions of Daka travel experience and experience outcomes, which provided a baseline for future studies to estimate travelers' experience on the same types of Daka travel. The summary of hypotheses tests is illustrated in Table 5.1. Interpreting tourists' travel experience provides managerial implications to the Daka travel destinations and related travel organizations, thereby contributing to theoretical study.

Table 5.1 Summary of results of hypotheses testing

Hypotheses		Test results
H1	Daka travel experience is a multidimensional experience.	Support
H2	The dimensions of the experience economy positively influence travelers' perception of the well-being resulting from their experiences..	Support
H3	The dimensions of the experience economy positively influence travelers' perception of the meaningfulness resulting from their experiences.	Support
H4	Travelers' perception of the well-being resulting from their experiences positively influence the memorability of the experience..	Support
H5	Travelers' perception of the meaningfulness resulting from their experiences positively influence the memorability of the experience..	Support

5.2 Key Findings and Discussion

5.2.1 Characteristics of Daka Travelers

During the first stage of exploring Daka travelers' profile, some key findings revealed more specific attributes about Daka travel as compared to previous studies. The author generalized some notable characteristics from the results of the survey.

Characteristic 1: Daka travelers get Daka tourism information from social media especially short-video applications

Several antecedents of Daka travel have been introduced in the literature review part, which includes the push from the development of social media platforms. In this study, the results confirmed this fact and further found that people has already regarded social media platforms as their main source of travel information rather than traditional medias. This study also verified the previous perspective that social media platforms, and especially user generated contents created on social media platforms, have impacted the tourism industry significantly (Ong & Ito, 2019). Meanwhile, further research has revealed that Daka travelers tend to catch and access travel information through short-video applications. Therefore, short-video

application could be considered as an important transmitting channel for travelers to gather and share their Daka travel experiences. At the same time, short-video application could also be regarded as an important form which stimulates people to experience Daka travel. Travelers could record and produce glamorous contents regarding their travel experience with the aid of short-video applications. Meanwhile, visual and dynamical contents are more easily to attract users' eyes in a more fun and engaging way of showing off destinations (Hylink, 2019).

Characteristic 2: Meeting social envy is one of major purposes of Daka Travel

Throughout the purposes of Daka travel, excepting meeting the curiosity and pursuing novelty, social envy could be one of the main motivations of Daka travel (curiosity=19.9%, novelty=18.4%, social envy= 16.6%). With more users employing social media platforms, an increasing number of contents about peoples' life are shared via social media platforms. Simultaneously, the sharing of life experience could bring an imperceptible influence on interpersonal comparison, which leads to social envy among social networks. Social envy would stimulate people to imitate other peoples' amusing experience in some ways, under this circumstance, imitating others' travel experience becomes more and more normal. The complex tourist motivations gave rise to the new travel style——Daka.

Characteristic 3: Daka travelers share travel experience with the main purposes of recording travel memory.

For Daka travelers, showing their travel experience on social media platforms is regarded as an important step. There are various of reasons why people share their memorable experience through social media platforms. According to the responses of the survey, the results showed that the most common reason is that people would like to record their travel experience rather than showing off and getting attention from social networks. Consequently, creating extraordinary and memorable experience is a vital thing for destinations to think about. In addition, it is worth mentioning that Chinese millennials are open-minded unlike the previous generation who keep things to themselves; they are willing to share things they have seen and heard during their trips with others.

Characteristic 4: Natural scenic spots and Food & Beverage shops are the two most popular Daka destinations

Among different kinds of destinations, for Daka travelers, scenic spots and food beverage stores are the most welcomed destinations by travelers. It was observed that “Gastronomy” is

becoming increasingly popular among Chinese millennial travelers. Kivela and Crotts (2005) demonstrated that travel destination's gastronomy contributes to the tourists' quality of experiences while traveling. Since the connection between gastronomy and tourism has become increasingly tight, gastronomy plays an important role in the way tourists experience the destination (Kivela & Crotts, 2005). Therefore, people are willing to spend more time and energy on exploring and tasting delicious food during their trip. "Gastronomy" could be one of the competitive factors for tourism attractions to draw travelers' attention. Meanwhile, female travelers are more interested in Food & Beverage destinations (Female=23%, Male=16%), whereas male travelers are more willing to visit natural scenic spots (Female=30%, Male=41%).

5.2.2 Travel experience and experience outcomes

Drawing on the Pine & Gilmore (1998) experience economy concepts, Oh et al. (2007) developed a more specific measurement to estimate travelers' travel experiences. This scale has been tested and further validated in different tourism settings, especially bed-and-breakfast accommodation. On the basis of the original conceptualization, Mody et al. (2017) further expanded it to a more elaborate experience model to estimate customers' experience, one of the main objective of this study is to explore the dimensions of Daka travel experience and to validate whether the experience-scape model could be applied into estimating Daka travelers' experience. The findings indicated that Daka travelers' experience could be represented in terms of eight dimensions within experience-scape model. Data analysis indicated that the multiple dimensions of experience demonstrate adequate reliability and validity, which means the experience-scape model fits in evaluating travelers' Daka travel experience. Further, Daka travel experience significantly contributes to psychological and behavioral outcomes, which include well-being and meaningfulness for customers' life. The results of this study are in line with the previous studies found that tourism have strong impacts on customers' wellbeing and travel experience promoted customers to perceive the meaningfulness of the travel. With regard to the degrees of each eight dimensions, the dimension "Personalization", "Serendipity" and "Entertainment" have larger influence on customers' perception of well-being, which contrast with that of the Mody, Susse and Lehto (2017) study, where in "Communitas", "Escapism" and "Esthetics" were found to significantly influence well-being in the context of accommodation. The results revealed that during the Daka travel, millennial travelers look for "personality", and

therefore personalization of tourism products or services provided by destinations contribute to a positive experience. “Serendipity” was found to be an important domain of value for Daka travelers. This is not surprising consider the millennials focus more on novelty of the destination. Catching consumers’ consuming psychology of curiosity is an effective way on fostering the ability of provide a memorable experience of “Daka travel”. The study also revealed that “Localness” do not significantly influence customers’ perception of well-being. This is perplexing and may need further study to understand why. Perhaps this could be due to the fact that Daka travelers tend not to stay long enough at a destination and that they tend to be seeking a specific predefined type of activity or attraction. Though, authenticity and localness have been examined as a determinant factor of memorable tourism experience (Chandralal & Valenzuela, 2013), it is valued as much in the case of its influence on perceived well-being. The influences of the eight experience dimensions on meaningfulness on the other hand are different from on well-being. The dimension “communitas”, “personalization” and “education” showed significant influence the travelers’ perceived meaningfulness. With regard to other dimensions within the experience-scape model, “Escapism” “entertainment” and “esthetics” have relatively small effects on travelers’ perception of meaningfulness. Put succinctly, travelers’ experience on the dimensions of escapism, entertainment and esthetics are relatively insignificant for travelers’ perception of meaningfulness from Daka travel experience.

Further results indicated that the perception of well-being and meaningfulness from Daka travel experience positively influence the memorability of the travel experience. Regarding of why travelers are keen to share their experience on social media platforms, travelers would like to record their memorable travel experience. Therefore, investigating how Daka destinations and destination managers to create memorable experience is a top priority. Since the essence of experience economy is to create memorable experience for customers, the results indirectly validated that experience economy could contribute to gaining memorable travel experience for Daka travelers.

5.3 Managerial Implication

Since Daka travel is a new prevailing travel style that is bereft of any deep research in this field, this research investigated specific characteristics of Daka travel and travelers’ attributes,

and estimated travel experience. These results are meaningful and have important practical implications for Daka travel destinations and some related travel organizations.

First, since short-video application is an efficient means for advertising, the majority of Chinese Millennials share their life via these kinds of applications. Daka destinations could take advantage of short-video applications to do marketing, thus, directing users' attention and attracting more potential travelers to Daka travel. In addition, under the Big Data era, Daka destinations could align well with customers' constantly changing demands and interest according to big data. Second, from the results of each dimension's influence on experience outcomes, Chinese millennials seem to exhibit distinctive travel characteristics. Destination marketing organizations aiming to attract Daka travelers could make marketing plans based on travelers' characteristics. For example, since travelers are interested in novelty, the innovations of tourism products and services are vitally important for Daka destinations if they want to be at the forefront of the tourism market. Another interesting finding is that different genders place different emphasis on demands when considering the destinations which reinforce that travel destinations could concentrate on niche marketing. For instance, as Chinese youth feminine consumers are high on taking charming photos during the trip and they focus more on the esthetics of the destinations, destination marketing organizations could create attractive enough atmosphere to cater to customers' demand. Third, for male visitors, the top three welcomed destinations are natural scenic spots, city views spots and food and beverage shops. It is clear that gastronomy tourism is increasingly popular among this generation and gastronomy becomes very attractive in tourism marketing. Therefore, in future, traditional restaurants or food service organizations could catch this trend to attract more tourists. They could innovate their marketing methods, and take advantage of the effects of social media. Based on their traditional products or services, they could create more original food and improve their way of providing services. For instance, one of the popular Daka destination – Changsha Hotpot restaurant attracts thousands of customers to visit per day, since the restaurant has a retro decoration of the 90s style. Another example is that a famous restaurant in Turkey attracts numerous customers around the world is because the chief's fantastic performance during the cooking process. Therefore, attracting customers' interest points on time and properly improving the products and services could turn traditional restaurants into popular Daka restaurants. Other travel attractions could also adopt this practical suggestion.

In the structural equation modeling test, this study found that the experience of Daka travel has positively influences on travelers' perception of well-being and meaningfulness. Meanwhile, the perception of well-being and meaningfulness also have positive effect on the memorability of travel experiences. Since travel experience have significant impacts on forming memorable experience, therefore, Daka destinations and destination marketing organizations are recommended to provide satisfactory products and services for customers. With regards the specific marketing measures, they could consider carefully the eight dimensions of an experience. According to the findings of this study, the degree of the influence are different. With the goal of enhancing destinations' ability of provide a memorable travel experience, destination manager could utilize the related dimensions used in this study to better understand how customers evaluate their travel experience. Therefore, Daka destinations could use the instrument of this study to examine the strengths and weaknesses assessed by the travelers. As a result, operators should strengthen the strength and improve the weakness following the results of their own analysis to succeed in business. For example, destinations could evaluate the performance of each dimensions of the experience-economy they provided and make improvements according to visitors' evaluation while taking into consideration of what tourism resources they have at the destination. Among the eight dimensions, the sample revealed that "Escapism" and "Communitas" have the relatively lower mean values, however, these two dimensions are influential factors on affecting customers' perceived well-being and meaningfulness. Thus, destinations could take measures to improve the deficiencies. More specifically, the dimension "Personalization", "Serendipity" and "Entertainment" have larger influence on perception of well-being, hence, Daka destinations could improve customers' experience mainly from the perspective of these three dimensions. As mentioned above, one of the obvious characteristics of Chinese millennials is that they relatively focus on personalization, in the other words, they are no longer in the favor of common style and they are more emphasize on their own personalized demands towards tourism products and services. Understanding and responding to travelers' individual demands is recommended to destinations. Based on the existence of individualized differences, travelers' demand levels are different, therefore, the customized products or services are especially welcomed. Moreover, pursuing novelty is another obvious characteristic of millennials; thus, destinations need to pay attention on customers' constantly changing demands. Novelty could rouse customers' curiosity and make the

destinations more mysterious and desirable. Moreover, creating Serendipitous incidents contributes to create a more positive and memorable travel experience (Chandralal & Valenzuela, 2013). From the perspective of meaningfulness, the influence factors are relatively few. The most influential determinants are “personalization”, “communitas” and “education”. As mentioned in the literature review, Chinese millennials are the group keen to share joys and sorrows with social networks, the importance of “communitas” accord with the fact that travelers seek for sense of belonging to the travel community (Shi et al., 2019). In Pop culture tourism and Fan tourism, one of the tourist’ motives is social belonging, which includes tribal connection and cultural connections (Lundberg & Lexhagen, 2014), in the context of Daka travel, the Daka tribe also establish the temporary community for travelers to connect with each other during the travel, which is beneficial to travelers. Also, Similar to selfie tourism, a big tour group tend to visit prominent landmarks at the travel destination, wanting to capture a moment during the travel as their special memories in the future (Tony, 2018). However, selfie tourism completely misses the point of travel. It treats each destination as a commodity to be consumed and discarded (Tony, 2018). Not something to be valued, respected or learned. In Daka travel, it found that travelers do attached much significance to learn something new during the travel. “Education” has a great impact on travelers’ perception of meaningfulness from their travel experience. Therefore, destinations could take advantage of this consumer psychology that they want to learn about different cultures and histories to provide a more memorable travel experience. In addition, destinations managerial organizations should take steps to satisfy this travel group’s social demand.

Overall, destination mangers and marketers should consider how to enhance visitors’ travel experience from all of the eight dimensions to successfully operate an attractive enough Daka destination and to market this destination; such effort will benefit the destination and make it more competitive.

5.4 Theoretical Implication

Since Daka travel is a very novel travel style in China, it merits further investigation. The research related to this new travel style is relatively sparse, which is why this study fills the research gaps in comparison to previous studies. The present study offers several theoretical implications for future research. Firstly, throughout the previous studies of Daka travel, there is

no research that discusses the specific characteristics of Daka travelers in a detailed manner. There is no clear demarcation between Daka travelers and non-Daka travelers, nor are there distinct features that define this travel group. This study has identified some specific characteristics of Daka travelers and attributes of Daka travel. In this study, the specific motivations of Daka travel was discussed from the perspective of travelers' psychology, indicating that social comparison and social envy motivate consumers to have Daka travel . The results explained the main reasons why travelers are encouraged to have Daka travel.

In this study, the author validated the scales of experience economy into Daka experience and verified appropriate items to estimate travelers' Daka travel experience. Since no prior research studies have measured Daka travelers' experience, although, the measurement of experience economy was used to test customers' experience in the field of accommodation and food & beverages. However, based on the existed measurements in studies in multiple tourism settings, the author selected the items that are available for Daka travel experience and translated them into Chinese versions. This study explored all items related to each of the constructs of experience and experience outcomes and create new structures to measure the influence of each dimension of experience economy on experience outcomes. In other words, this study detected each dimensions' influence on perceived well-being and meaningfulness. Since in previous studies, the experience economy theory has been validated on different contexts of tourism industry. Considering the complexity of the context of Daka travel, this study compared the role of each dimension in experience-model of travel experience and concluded that for different experience outcomes, each dimension plays different role. Some should be treated as more important factor affecting customers' perception of travel experience outcomes, however, some do not have any effect. The recent study specialized the experience economy influence on travelers' perception of well-being and meaningfulness, and investigated the relationships between experience economy and experience outcomes in detail, which can provide a framework to further studies using which travelers' experience during the trip can be estimated.

This study is valuable because it is the first to understand the specificities of the Daka travel from an experiential angle, the association between travel experience and experience outcomes. Previous studies have only superficially discussed the phenomenon of the Daka travel without an intensive study on how travelers perceived their travel experience. However, this study has attempted to measure travelers' experience and further investigated the relationship

between travel experiences and experiential outcomes. The previous studies presented somewhat lopsided views of Daka travel (Gang, 2019; Li, 2019), this study investigated Daka travel experience in a more objective perspective, showing how travelers perceived their travel experience.

Another theoretical implication is that this study defined the antecedents of the rise of Daka travel from the perspective of psychology, which includes social envy, social identity and existential authenticity. This research found that some consumer psychological features play vital role on influencing Daka travel motivation. The results of the current study that meeting social envy and social identity are the main purposes of Daka travel could be other evidence for future researchers when investigating the features of Daka travelers' psychology characteristics or investigating the role of social comparison on influencing travel experience.

5.5 Limitations and Future Study

Although the current study substantially contributed to both the literature and management, it is not bereft of limitations. First, this study has only undertaken a general analysis of the Daka travel experience. In other words, not much information could be sought on kind of destination people like to visit, nor was a separate test carried out on travelers' experience. According to the results, the top three kinds of destination travelers visit are natural scenic spots, food & beverage shops and city views. People who visited different may have different perceived value of experience and their perception of eight dimensions of experience may also differ. Therefore, in future, researchers could investigate a specific popular kind of destinations to better understand travelers' experience. Moreover, researchers could catalog travelers into different groups and compare multiple groups to get more specific and precise realizations of the experience from Daka travel. Furthermore, for different tourism settings, the eight dimensions may differ, which means all the dimensions of experience economy might not apply to every field. In this case, future researchers could examine the scales to find the most appropriate constructs to estimate travelers' experience.

Second, the recent study chose a specific group - Chinese millennials - as its research objective. However, Millennials are distinct from previous generations with regard to their perception on Daka travel experience. Also, there are apparent differences among different

travelers for different regions. Therefore, future researchers could extend the field of investigation and compare the differences among different generations or regions.

Third, the survey instrument was a self-administrated questionnaire. The survey asked participants to recall their recent travel experience by filling out the questions. Although it is not difficult to recall the memories of their experience, the possibility of memory bias cannot be ruled out. Investigating the spots in real time is recommended for future research, using which results may more precise and valuable. Also, the survey was employed by an online survey. Although all participants were asked to fill out the questionnaire, some untrustworthy results could still not be avoided. Thus, an in-depth face-to-face interview survey instrument is suggested for future studies to investigate more about the actual perceptions of respondents. Also, it is expected that an interview with content analysis might contribute more interesting findings to gain a better understanding of Daka travel style.

Despite these limitations, this study was still able to fill the research gaps in Daka travel research. This study further investigated some key characteristics of Daka travel and an experience economy model was developed and validated in Daka travel experience to offer helpful directions for future research in this area.

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APPENDIX A SURVEY INSTRUMENT IN ENGLISH

Dear participant,

I am a graduate student from Purdue University, majoring in Hospitality and Tourism Management. I am doing a research on investigating tourists' experience based on your recent Daka Travel. Your participations are subject to privacy policies. The survey is absolutely anonymous and will be used only for this research. Your participation is highly appreciated. I sincerely thank you for your collaboration.

Purdue University
February 2020

Daka Travel Definition: “Daka Travel” has become a new travel style. “Daka Travel” generally has the following features: 1. The destinations travelers choose for Daka travel are Internet-popular that have been shared by many people. 2. Travelers generally follow others' sharing contents (video, photos etc.) to specific destinations and show similar consumer behavior during their travel experiences, for example, purchase the same things or pose the similar gesture. 3. Travelers generally share their Daka travel experience on social media platforms after travel to show they have been there. This series of consumption processes in travel is been called “Daka Travel” in China.

Part 1: Activities

1. Have you had a Daka travel experience in recent three months?

☐ Yes ☐ No

2. What kind of destinations/attraction did you choose for your most recent Daka trip?

☐ A particular scenic spot

☐ A spectacular cultural and arts spot

☐ A particular place with city views

☐ A particular place with local customs

☐ A particular restaurant

☐ A particular hotel/Airbnb

☐ others

3. What was your main practice for Daka Travel?

- ☐ Just taking photos
- ☐ Besides taking photos, I still did consumption and have an experience
- ☐ Besides above, I still did other consumption
- ☐ Others

4. Where did you first find out about this Daka destination? (more than one answer may be applied)

- ☐ Short video app (Douyin, Kuaishou, Huoshan etc.)
- ☐ Social media platform (Wechat, QQ, Weibo, Redbook etc.)
- ☐ OTA (Ctrip, Mafengwo, Qunar etc.)
- ☐ Media (TV show, Newspaper, Magazine etc.)
- ☐ Friends/Colleagues/Family members' recommendation
- ☐ Others

5. During your travel, what is the main purpose motivates you to have a daka travel? (more than one answer may be applied)

- ☐ Meeting the curiosity about the Daka tourism attractions.
- ☐ I'm a little bit envy on other people's experience sharing on social media platforms.
- ☐ Following the mainstream, so I don't need much time in planning.
- ☐ The Daka destinations are relatively novel and interesting.
- ☐ I want to take beautiful photos/videos and share on SNSs.
- ☐ The Daka destinations could meet my travel demands.
- ☐ Others

6.What's the main reason you share travel experience on social media platforms? (more than one answer may be applied)

- ☐ To show others that I have been there.
- ☐ I want to get others' attention and sense of identity.
- ☐ I want to share my travel experience with others
- ☐ I want to record the travel experience as a good memory.
- ☐ Others

Part 2: Travel Experience

<i>Entertainment</i>	Strongly disagree	disagree	neutral	agree	Strongly agree
7.I think the Daka travel experience was fun					
8.I think the Daka travel experience was entertaining					
9.I really enjoyed this Daka travel experience					
<i>Esthetics</i>	Strongly disagree	disagree	neutral	agree	Strongly agree
10.During this Daka travel, the destinations I check-in made me feel a real sense of harmony.					
11.During this Daka travel, the destinations I check-in were very attractive					
12.During this Daka travel, the destinations I check-in provided pleasure to my senses					
<i>Education</i>	Strongly disagree	disagree	neutral	agree	Strongly agree
13. The Daka travel experience make me more explorative.					
14. I gained a lot of information during the Daka travel					

15. The Daka travel experience stimulated my curiosity to learn new things					
16. I felt my Daka travel was a real learning experience.					
<i>Escapism</i>	Strongly disagree	disagree	neutral	agree	Strongly agree
17. During this Daka travel, the destinations I check-in made me feel I completely escaped from reality.					
18. The experience of Daka travel allows me to forget about my daily routine.					
19. The experience of Daka travel allows me to have a break from routine.					
20. The experience of Daka travel gives me a chance to see myself in a new way.					
<i>Localness</i>	Strongly disagree	disagree	neutral	agree	Strongly agree
21. The Daka travel experience allowed me to engage with local people and the local culture.					
22. Daka travel allowed me to experience what locals do.					
23. Daka travel allowed me to discover local attractions and offerings.					
<i>Serendipity</i>	Strongly disagree	disagree	neutral	agree	Strongly agree
24. On this trip, I enjoyed getting to do things on the "spur-of-the-moment"					
25. I spontaneously experienced things I never thought I was going to do					
26. I experienced pleasant surprises during this trip					
<i>Personalization</i>	Strongly disagree	disagree	neutral	agree	Strongly agree

27.I believe that during my Daka trip, the products or service I purchased were personalized.					
28.I believe that the experience of my Daka trip is customized to my needs.					
<i>Communitas</i>	Strongly disagree	disagree	neutral	agree	Strongly agree
29. Daka travel allowed me to turn strangers into friends.					
30. During the Daka travel, I felt I was part of the local community					
31. Daka travel made me feel I belong to a special travel community					

Part 3: Satisfaction

<i>Well-being</i>	Strongly disagree	disagree	neutral	agree	Strongly agree
32.The Daka travel experience played an important role in my well-being					
33.The Daka travel experience played an important role in enhancing my quality of life					
34.I felt revitalized after the Daka travel experience					
<i>Meaningfulness</i>	Strongly disagree	disagree	neutral	agree	Strongly agree
35. During the Daka travel, I did something meaningful					
36. During the Daka travel, I did something important					
37. During the Daka travel, I learned about myself					
<i>Memorability</i>	Strongly disagree	disagree	neutral	agree	Strongly agree
38. I have wonderful memories about this Daka Trip experience.					

39. I remember a lot of positive things about this Daka trip experience.					
40. I like going back and re-experiencing the trip in my mind					

Part 4: Personal information

41. What's your gender?

☐ Male ☐ Female

42. What is your age?

20——38

43. What is the highest level of education you have completed?

☐ Primary and under primary level ☐ Junior high school level ☐ Secondary level

☐ College level ☐ Bachelor's degree ☐ Master's degree

☐ Doctoral degree or higher

44. What is your occupation?

☐ Agricultural producer ☐ Private enterprises employee ☐ Self-employed

☐ Enterprise Manager ☐ Administrative institution officials ☐ Civil servants

☐ Educator ☐ Unemployed ☐ Student

☐ Others

45. What is your current household income (per year) in RMB?

☐ 30000 or under ☐ 30001-50000 ☐ 50001-80000

☐ 80001-100000 ☐ 100001-150000 ☐ 150001-200000

☐ 200000 or over

46. Who did you travel with for this Daka trip? (more than one answer may be applied)

☐ Alone ☐ with wife/husband ☐ with children ☐ Other family members ☐ Friends/relatives

☐ Organized groups ☐ Others

APPENDIX B SURVEY INSTRUMENT IN CHINESE

关于打卡式旅游体验调查

尊敬的参与者：

您好，我是美国普渡大学旅游与酒店管理学院的学生。正在做一个关于游客对打卡式旅游体验的研究。您的合作对我们了解相关信息和研究工作有重要意义。答案不涉及是非对错，请您真实回答问卷中的问题。您的回答仅用于本次研究，我们将严格保密。对于您的合作与支持，我们表示衷心的感谢！

概念解析：“打卡式旅游”为近年来兴起的新的旅游方式，并且受到越来越多人的欢迎。所谓“打卡式旅游”，通常具备以下几个特征：1. 旅游者因通过各种途径了解到某个流行的网红旅游地（诸如网红餐厅、网红建筑物、网红风景区等）或旅游吸引物（诸如网红美食、网红纪念品/活动等）等而前往旅游目的地进行打卡；2. 当游客到达打卡地时，通常以网上流行的方式进行旅游体验，如在同一地点拍照，消费同一种网红美食等；3. 同时记录旅游过程并分享在社交媒体上。

第一部分：旅游活动

（本部分用于了解您此次打卡旅游的基本情况，请在符合您的信息中打“√”）

1. 请问您是否有过以上描述中的打卡式旅游经历？

☐ 有 ☐ 没有

2. 请问您最近一次打卡旅行中，您选择的打卡地类型是？

☐ 自然风光型（网红自然景观）

☐ 人文艺术型（网红涂鸦墙/网红博物馆/网红艺术展/街头艺术表演等）

☐ 都市风光型（网红建筑物/网红街景/城市风光等）

☐ 民俗风情型（特色民俗活动/居民街巷等）

☐ 网红餐饮型（网红餐厅/街头美食等）

☐ 网红酒店住宿型（网红民宿/酒店/度假区等）

☐ 其他

3. 请问您此次打卡旅游的主要方式是什么？

☐ 在打卡地拍照留念

☐ 在打卡地除拍照留念外，按照他人分享的旅行经验进行消费体验

☐ 除上述外，在打卡地进行其他旅游消费体验，并在社交媒体上分享

☐ 其他

4. 请问您是通过何种方式了解到您所打卡的目的地信息的？（多选）

☐ 短视频软件（抖音、快手、火山小视频等）

☐ 其他社交平台（微信、QQ、微博等）

☐ OTA（携程、马蜂窝、去哪儿等）

☐ 传统媒体（电视电影、广播、报纸、杂志等）

☐ 朋友、同事、家人等推荐

☐ 其他

5. 您选择打卡旅游的主要原因是？（多选）

☐ 对于网红打卡地为何受欢迎而感到好奇，想去看看究竟

☐ 社交媒体上他人分享的关于打卡地的旅游体验及内容令我心生羡慕

☐ 根据社交媒体上他人分享的网红旅游目的地一一打卡，不需要花太多时间做攻略

☐ 网红打卡地较为新奇有趣，能够收获与众不同的旅游体验

- ☐ 网红打卡地能够满足旅游者不断变化的个性需求，且符合我的旅游需求
- ☐ 想要亲历网红打卡地并拍下较具吸引力与美感的照片（或视频）分享在社交媒体上
- ☐ 其他

6. 您将打卡旅游体验分享在社交媒体上的主要原因是？（多选）

- ☐ 向大家展示我去过这里并获得满足感
- ☐ 想要得到他人的关注和认同
- ☐ 希望与他人分享打卡目的地的所见所闻
- ☐ 记录旅行中的美好片段留作记忆
- ☐ 其他

第二部分

旅游体验度感知（本部分用于了解您在此次打卡旅游体验度的感知，请选择您对于该观点的同意度）

娱乐方面	完全不同意	不太同意	中立	同意	非常同意
7. 我认为打卡式旅游很有趣。					
8. 我认为打卡式旅游让我感到愉快。					
9. 我认为我十分享受打卡旅游的过程。					
审美方面	完全不同意	不太同意	中立	同意	非常同意
10. 打卡式旅游中，打卡地环境让我身心舒畅。					
11. 打卡式旅游中，打卡地环境对我来说十分具有吸引力。					

12. 打卡式旅游中，打卡地环境让我觉得很愉悦。					
<i>教育方面</i>	完全不同意	不太同意	中立	同意	非常同意
13. 打卡式旅游提高了我的见识。					
14. 在打卡旅游过程中，我学到了很多新知识（如新技能、文化等）。					
15. 打卡式旅游提高了我对新鲜事物的好奇心。					
16. 我认为打卡旅游是一段难忘的学习经历。					
<i>远离性方面</i>	完全不同意	不太同意	中立	同意	非常同意
17. 打卡旅游能够使我暂时逃离现实的烦恼。					
18. 打卡旅游能够使我忘记日常的工作/学习生活的烦恼。					
19. 打卡旅游能够使我精神焕发，做与平时不一样的自己。					
20. 打卡旅游可以让我重新审视和认识自己。					
<i>民俗风情方面</i>	完全不同意	不太同意	中立	同意	非常同意
21. 打卡旅游有助于我融入当地的生活和文化。					
22. 打卡旅游使我拥有许多能够体验当地文化和生活的机会。					
23. 打卡旅游使我体验了具有当地特色的（旅游）项目。					
<i>奇遇方面</i>	完全不同意	不太同意	中立	同意	非常同意
24. 在打卡旅行中，我享受“心血来潮”带来的快乐。					

25. 在打卡旅行中，我尝试了曾经从未想过要做的事情。					
26. 在打卡旅行中，我收获到了意外的惊喜。					
个性化方面	完全不同意	不太同意	中立	同意	非常同意
27. 我认为此次打卡旅行使我的旅行变得独特。					
28. 我认为我此次打卡旅行满足了我个性化的需求。					
交际方面	完全不同意	不太同意	中立	同意	非常同意
29. 打卡旅行使我遇到了同来打卡的朋友。					
30. 打卡旅行让我更好地融入到目的地的社会环境。					
31. 打卡旅行使我感受到我属于与众不同的游客群体。					

第三部分：旅游体验结果感知（本部分用于了解您在此次打卡旅游体验结果的感知，请选择您对于该观点的同意度）

幸福感	完全不同意	不太同意	中立	同意	非常同意
32. 打卡旅游使我身心舒畅。					
33. 打卡旅游使我感到幸福。					
34. 打卡旅游使我重新焕发活力。					
意义	完全不同意	不太同意	中立	同意	非常同意
35. 我认为打卡旅游十分有意义。					
36. 我认为打卡旅游有助于我了解自己。					

37. 我认为打卡旅游使我重新认识了自己。					
难忘性	完全不同意	不太同意	中立	同意	非常同意
38. 这次打卡旅游给我留下了美好回忆。					
39. 这次打卡旅行令我记忆深刻。					
40. 我时常回忆起这段旅行经历。					

第四部分：基本信息（本部分用于了解您的基本信息，请在符合您的信息中打“√”）

41. 您的性别？

☐ 男 ☐ 女

42. 您的年龄？

☐ 20-25 ☐ 26-30 ☐ 31-40 ☐ 40 及以上

43. 您的学历？

☐ 小学及以下 ☐ 中学（初中、高中） ☐ 中专 ☐ 大专 ☐ 本科 ☐ 硕士 ☐ 博士及以上

44. 您的职业？

☐ 农业生产者 ☐ 私营企业员工 ☐ 个体经营者 ☐ 自由职业者

☐ 企业经营管理者 ☐ 事业单位职员 ☐ 公务员 ☐ 教育工作者 ☐ 待业 ☐ 学生

☐ 其他

45. 您的家庭年收入？

☐ 30000 及以下 ☐ 30001-50000 ☐ 50001-80000

☐ 80001-100000 ☐ 100001-150000 ☐ 150001-200000

☐ 200000 及以上

46. 您这次打卡旅行是与谁一起?

☐ 独自旅游 ☐ 配偶 ☐ 其他家庭成员 ☐ 带孩子游玩 ☐ 朋友/亲戚 ☐ 其他

47. 您此次在打卡地逗留的时间为?

☐ 1 小时以内 ☐ 2-3 小时 ☐ 3-5 小时 ☐ 其他