

Research on the Internal Mechanism and Countermeasures of Cultural and Tourism Consumption to Promote Tourists' Happiness



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Abstract: With the advancement of globalization and the improvement of people's living standards, tourism has increasingly become an emerging strategic pillar industry and a people's livelihood and happiness industry with significant characteristics of the times. Tourism has not only become a key force to promote economic growth, but is also regarded as an important way to improve people's happiness and quality of life. This paper discusses the internal impact mechanism of cultural tourism consumption on tourists' happiness, and puts forward corresponding countermeasures. The study divided cultural tourism consumption into three stages: pre-trip, in-trip and post-trip, and analyzed how each stage promoted the improvement of tourists' happiness. The study pointed out that in the pre-departure stage, the psychological stimulation of tourism consumption makes tourists look forward to and prepare for happiness; In the mid-trip stage, the core of the tourism experience lies in emotional resonance, and the satisfaction and loyalty of tourists are enhanced through well-designed emotional elements. In the post-trip stage, visitors continue their well-being by summarizing and sharing their travel experiences. In addition, this paper discusses the external effects of cultural tourism consumption in promoting tourists' happiness, and proposes to enhance the happiness of cultural tourism consumers by optimizing marketing strategies, improving the sense of experience of tourism products, and constructing feedback mechanisms. This study provides theoretical support and practical guidance for the development of cultural tourism industry, aiming to promote cultural tourism consumption and improve residents' happiness and quality of life.

Keywords: Cultural and Tourism Consumption; Tourist Happiness; Intrinsic Mechanism; Countermeasure Research

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1 Cultural Tourism Consumption and Tourist Happiness Correlation

Happiness is an eternal pursuit of humanity. Consumption, apart from its practical value, also has symbolic value and is one of the main ways people obtain happiness (Fan Xiucheng, Chen Xiao & Ruan Yanwen, 2023) [1].

Therefore, by improving the form of consumption and enhancing the happiness of the people, it has a significant practical significance for enhancing the overall well-being of humanity, and for promoting social harmony and pro-

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gress. Maslow proposed a hierarchical theory of needs that develops from lower to higher levels, similar to a ladder, in his work "A Theory of Human Motivation." Cultural and tourism consumption is essentially spiritual consumption, whose psychological needs stem from the pursuit of the human spiritual world. In short, it is a need for spirituality, which is opposite to material needs and represents a higher level of need (Xu Wang, 2023) [2]. The happiness threshold of residents is getting higher and higher; only by continuously meeting the needs of the spiritual level can people gain more happiness. According to the 2024 China Consumer Market Insight Report, tourism consumption has fully recovered. Among all sub-industries, cultural and tourism consumption ranks first, becoming the main way for people to obtain happiness. Therefore, we should optimize the forms of cultural and tourism consumption to maximize its effectiveness in enhancing the happiness of tourists.

2 Intrinsic Mechanism of Cultural Tourism and Tourist Happiness

Based on the research stance of enhancing consumer well-being, Van Boven and Gilovich (2003) [3] demonstrated through questionnaire surveys and behavioral experiments that spending money on experiential consumption is more conducive to increasing one's happiness than spending on material consumption. The author divides cultural and tourism consumption into three stages: pre-, mid-, and post-consumption, and explores how cultural and tourism consumption promotes the happiness of tourists from these three stages.

2.1 Happiness Before Traveling

Cultural and tourism consumption is a purposeful and consciously active behavior of tourists, and consumer psychology acts on the whole process of consumption behavior (Xu Wang, 2023) [2]. When the tourism consumption psychology is stimulated by the external consumption culture (such as some tourism hot spot) and marketing activities, it often leads to the amplification of the tourism consumption demand, then, weak demand into strong demand —— tourists began to prepare for travel, then generate pre-trip expectations, tourism demand is partially meet, eventually into people's happiness before departure. Pre-travel happiness is reflected by the prepa-

rations for departure, the expectations of the journey and the beautiful fantasies about what is going to happen during the trip. It may contain both imaginary levels of happiness, such as the expectation of people, things, scenes and food during the journey; It may also include a substantive action level of happiness, such as carefully planning, packing, the pleasure of making hair for the trip and buying clothes. Tourists' pre-travel preparation activities can not only improve tourists' ability to cope with various risks during travel (Tang Binli, Su Lujun & Yang Xiaojie, 2025; ZHANG J, HUANG R, CHEN Q, et al., 2022) [4, 5], but also have an immediate happiness effect, that is, they can improve tourists' well-being in the pre-travel stage, so travel preparation may be a key pre-factor affecting pre-travel well-being (Tang Binli, Su Lujun & Yang Xiaojie, 2025; FURUYA-KANAMORI L et al., 2020) [4, 6].

2.2 Happiness During Traveling

The core of tourism consumption in the middle term lies in the sense of experience in the travel, and ultimately realizes the transformation of the sense of value. Tracing back to the source, is to return to the essence of tourism and the transmission of emotional value. Tourism consumption needs to have emotional resonance with tourists, emotional resonance means that tourism products can touch the hearts of tourists, trigger resonance through carefully designed emotional elements, so as to improve the tourism experience, so that tourists feel happy and relaxed during travel. Such positive emotions can improve tourists' satisfaction and loyalty to tourism products, enhance their sense of identity and belonging, and eventually turn them into the happiness of tourists.

2.3 Happiness After Traveling

Post-travel happiness involves combing through, summarizing, and refining their travel experience after returning home, especially in the process of sharing their travel experience through social platforms (Tang Binli & Su Lujun, 2024; DILLETTE A K et al., 2018; Zhang Tianwen et al., 2014) [7-9]. It may contain the happiness of sensory enjoyment, such as the pleasure of organizing travel photos and travel experience, and recommending the travel strategy to those in need (Tang Binli & Su Lujun, 2024; ZHANG Tianwen et al., 2014) [7, 9]; It may also include the self-realization level, such as the deep spiritual experience generated by the pursuit of life

and the realization of the meaning of life during reflection and tourism experience (Tang Binli & Su Lujun, 2024; FILEP S *et al.*, 2019) [7, 10]. With the end of the trip, those beautiful experiences do not disappear. Instead, by sharing the stories of the trip, happiness continues, and the happy value of travel continues to be displayed.

3 The External Effects of Cultural and Tourism Consumption in Promoting Tourists' Happiness

In the Introduction to the Critique of Political Economy, Marx deeply analyzed the interaction between production and consumption. He stressed that production and consumption are two links that are interdependent and mutually reinforcing. Production is the premise of consumption, without production activities, consumption is out of the question; Similarly, without the demand for consumption, production also loses its power and purpose. Cultural and tourism consumption is the key to meeting people's needs for a better life, and also an important way to improve residents' happiness. As a booming sub-industry in the today's happiness industry, the development of happiness industry strongly depends on cultural tourism consumption. The party's 20th annual report points out that Chinese-style modernization is a modernization that coordinates material civilization and spiritual civilization. The development of cultural and tourism industry is an important pillar industry to show the construction of national culture and spiritual civilization, and has more diversified space for value mining and imagination space for scene innovation. We should improve the form of cultural and tourism consumption, make continuous innovation to accelerate the development of the new cultural and tourism industry, and at the same time use the development of the cultural and tourism industry to drive and help the development of other related industries and the transformation of traditional industries, the integration of multiple industries will jointly promote consumers to gain happiness through cultural and tourism consumption, so that cultural and tourism consumption will gradually become an important thrust to boost the economic growth of the happy industry.

4 Strategies to Promote Consumer Happiness Through Cultural and Tourism Consumption

Therefore, combined with the internal mechanism of cultural tourism consumption to promote tourists to obtain happiness, the author believes that in order to promote cultural tourism consumers to obtain happiness, we must start from the following aspects.

4.1 Improve the Cultural and Tourism Consumer Marketing Strategy

The emerging tourism model is quietly rising, and the tourism industry is undergoing a change. Faced with this new market situation, tourism practitioners must think deeply about how to adapt to and seize the opportunity. Market segmentation, in-depth analysis of the consumer psychology of tourists and the formulation of effective marketing strategies are the key for tourism to get out of difficulties and revitalize (Xie Qing, 2022) [11]. Through detailed analysis of different dimensions of tourists' age, gender and income, targeted marketing plans are formulated, and residents' interest in tourism is stimulated through personalized marketing means, so as to generate a strong desire for travel, enhance the expectations of tourists before travel, and then enhance the happiness of tourists before travel.

4.2 Optimize the Experience Sense of Tourism Products

Continuous product and service innovation is the key to promote the integration of culture and tourism to high quality. Its core goal is to enhance the quality of consumer experience, immersive experience and interactive fun. In the innovation process of cultural and tourism products, it is necessary to keep up with the market dynamics and design with the basic needs of tourists as the core. Focus on different regional markets, different consumer groups and other groups, insight into the core needs of different markets, correctly analyze the tourist satisfaction, establish the correct tourist satisfaction evaluation and analysis model, correctly handle the tourist satisfaction information and data, use scientific

and technological power to create cultural travel experience scene, accurately develop personalized, differentiated, customized, digital quality experience products in line with the target market needs (He Minghua & Jiang Yujun, 2024; Xu Feifei et al., 2021; Wen Yanyun, 2024) [12-14], highlight the experience and satisfaction of tourists in the tourism life, so as to enhance the pleasure of tourists in the process of tourism and in the consumption process of tourism products, and maximize the happiness acquisition of cultural tourism consumers.

4.3 Build a Feedback Mechanism After Cultural and Tourism Consumption

In real life, we often see friends and families who have just returned from a trip, happily sharing their travel stories on various social networks. Although the travel itself is over, their happiness is continued by sharing these experiences, and the happiness of their travel activities continues to work. When tourists get more shared feedback, from the perspective of social identity theory, tourists' sense of self-esteem and sense of belonging will be improved (Tang Binli & Su Lujun, 2024) [7], so as to obtain positive social identity, and this positive social identity will strengthen tourists' post-tourism happiness. Therefore, we should build a feedback mechanism after cultural tourism consumption. For example, encouraging tourists to share their travel experience on major we-media platforms, and push them, helping tourists to get enough post-travel feedback, so that their happiness after tourism will last longer.

5 Conclusion

Tourism has increasingly become an emerging strategic pillar industry and a people's livelihood industry and happiness industry with obvious characteristics of the times, which is of great significance and value for improving people's happiness and quality of life. This study explores the impact mechanism of cultural and tourism consumption on tourists' happiness and proposes corresponding countermeasures and suggestions. The research divides cultural and tourism consumption into three stages: pre-, mid-, and post-consumption, and examines how these stages promote tourists' happiness. The study also discusses the external effects of cultural and tourism consumption in promoting tourists' happiness and proposes

strategies to enhance consumer happiness through cultural and tourism consumption.

In conclusion, this paper confirms the importance of cultural tourism consumption as a powerful tool to improve human well-being. By understanding and harnessing its internal mechanisms, we can pave the way for a more fulfilling and harmonious society. Future research should continue to explore innovative methods of cultural tourism consumption, and build tourism into a livelihood industry and happiness industry with significant characteristics of the times, which is of great significance and value for improving people's happiness and quality of life.

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