

Enhancing Tourist Consumption in Urban Culture and Business Travel Complexes: A Theory of Planned Behavior Approach

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Abstract: As the era of Cultural Tourism 4.0 unfolds, cultural tourism consumption has emerged as a pivotal concept within the tourism industry. The urban culture and business travel complex represents a novel commercial model in China's tourism sector. This study, grounded in the Theory of Planned Behavior, empirically examines the data from 188 tourists visiting these complexes in China to investigate how behavioral attitudes, subjective norms, and perceived behavioral control influence consumer behavior within these complexes. It also explores the mediating role of consumption intentions between these factors. The findings reveal that consumption intentions significantly mediate the relationships between Behavioral Attitudes, Subjective Norms, and consumer behavior, while the mediating effect of Perceived Behavioral Control is negligible. Most tourists are willing to spend within these complexes, finding the experience enjoyable and satisfying. The support and praise from peers and social media further encourage spending, despite a low sensitivity to the alignment of internal and external resources or the quality and practicality of products. Based on these findings, the study proposes strategies including integrating technology with tourism branding and local culture, enhancing technology investment and innovation with multimedia, AR/VR, and 5G technologies, and building a diversified brand system to create immersive urban cultural tourism IPs.

Keywords: Urban Culture and Business Travel Complexes; Cultural Tourism Consumption; Theory of Planned Behavior; Industry Integration

1. Introduction

As China's cultural tourism industry advances through its initial, growth, and maturity phases into a new era of cross-sector integration (4.0), the imperative challenge is the integration of cultural, commercial, and tourism sectors to cultivate unique tourism industries. Meanwhile, shifts in domestic consumption and market polarization have spurred the emergence of low-cost and exclusive, high-end tourism, reflecting a demand for quality and experiential urban cultural tourism. Urban culture and business travel complexes have been developed to address this need, accommodating diverse business forms and combating the monotony of urban tourism by establishing new cultural landmarks. Examples include the "Chang'an Twelve Hours + Datang Everbright City," Wuzhen's integrated town, and Xiamen's Gulangyu, which illustrate the potential of these complexes to harmoniously blend culture, commerce, and tourism. Nonetheless, these complexes face challenges such as extensive investment needs and lengthy construction periods, with a return on investment that does not always match the high visitor numbers, impacting both consumer experience and long-term industry growth. Addressing the equilibrium of culture, commerce, and tourism in these complexes is vital, with the Theory of Planned Behavior suggesting a focus on understanding tourists' attitudes, subjective norms, and perceived behavioral controls to enhance consumption behaviors and aid stakeholders in strategic planning for economic advancement.

2. Urban Culture and Business Travel Complexes

The concept of "complex" was first introduced by Soviet geographers, later inspiring the domestic adoption of "regional complexes," leading to terms such as "urban complexes," "tourism complexes," and "urban culture and business travel complexes." Ping Wenyi (2004)

[1] was the first to clearly articulate the concept of a tourism complex. In 2007, Wu Jianguo [2] emphasized their interconnected development and the potential to infuse cultural elements into commercial and tourism activities, thereby creating new commercial value and tourism experiences. In 2010, You Zhihui [3] further emphasized the importance of "commerce, tourism, and culture" linkages. In 2012, Sun Honggang [4] also highlighted the blend of commercial, cultural, and tourism elements to create new business models and tourism experiences. In 2013, Zhang Min [5] indicated a symbiotic development model where various elements of culture, commerce, and tourism are intertwined within the complex. The theoretical study of urban tourism complexes began relatively late, mainly involving concept construction and development models, with many theoretical gaps still present. For example, Li Mingde and Zhu Shengdong (2012) [6] categorized urban tourism complexes into four types—entertainment, leisure vacation, convention, and commercial—Base on their core functions, proposing sustainable development strategies for these types. However, besides the BA attributes of "space" and "industry," cultural attributes are increasingly recognized by Chinese scholars. Liu Ping (2014) [7] directly stated that culture is the soul of urban tourism complexes, which are central leisure areas in cities BA on certain tourism resources and land, with culture as the soul and amusement as the attraction.

Building on this background, this article defines urban culture and business travel complexes as venues that integrate urban culture and folklore, focusing on tourism with supplementary commercial services meeting diverse needs such as food, lodging, sightseeing, and entertainment. These complexes aim to fuse culture, commerce, and tourism efficiently, enhancing local cultural experiences, demonstrating city hospitality, and establishing new urban landmarks.

3. Data Sources and Methods

3.1. Theory of Planned Behavior

Initially, in the 1980s, American social psychologists M. Fishbein and I. Ajzen [8] introduced the Theory of Reasoned Action (TRA), which presumes that individuals are

rational and consider the consequences before deciding to engage or not engage in a specific behavior. To address the limitation of the model's assumption that people always have control over their behaviors—which is not always the case in reality—Ajzen (1985, 1988) [9] introduced Perceived Behavioral Control (PBC) as an indirect measure of actual behavioral control. The inclusion of PBC enhanced the accuracy of behavior prediction and led to the emergence of a new theoretical model—Theory of Planned Behavior. This theory has been widely cited in research and has proven successful in explaining aspects of consumer behavior. Its applicable behavioral domains include consumer behavior, dietary actions, drug addiction, clinical or screening behaviors, exercise behaviors, and social and learning behaviors. Since the 1990s, the Theory of Planned Behavior (TPB) has been widely used to accurately formulate corporate marketing strategies. Qing Ping and Li Chongguang (2005) [10] formally discussed the Theory of Planned Behavior from an academic perspective, defining it as follows: The Theory of Planned Behavior posits that when consumers engage in rational consumption behaviors, they are influenced by three factors: their attitudes towards the product, others' judgments of their consumption behaviors, and their own assessment of the extent to which they can control their consumption behaviors. Each of these factors is determined by its own set of influences.

Behavior is the act of an individual taking action. Behavioral intentions are influenced by three related factors: personal attitudes toward the behavior (Attitude), external subjective norms (which are the perceived social pressures to perform or not perform the behavior). Attitude formation can be explained through the importance of beliefs about the outcomes of specific behaviors and the evaluation of these outcomes. This study establishes the following hypotheses:

a1: Behavioral Attitudes (BA) have a significant positive impact on tourists' Consumption Intention (CI) in urban culture and business travel complexes.

c1: Behavioral Attitudes (BA) have a significant positive impact on tourists' Consumption Behavior (CB) in urban culture and business travel complexes.

Subjective Norm is interpreted as the subjective perception of standardized behavior patterns of others, also referring to the influence that influential individuals or groups have on whether a person will engage in a specific behavior. This study establishes the following hypotheses:

a2: Subjective Norm (SN) has a significant positive impact on tourists' Consumption Intention (CI) in urban culture and business travel complexes.

c2: Subjective Norm (SN) has a significant positive impact on tourists' Consumption Behavior (CB) in urban culture and business travel complexes.

Perceived Behavioral Control refers to the cognition of factors that can facilitate or impede the effectiveness of behavior. When an individual perceives that they have ample resources and opportunities, and anticipates fewer obstacles, their intuitive control over their behavior is stronger. This study establishes the following hypotheses:

a3: Perceived Behavioral Control (PBC) has a significant positive impact on tourists' Consumption Intention (CI) in urban culture and business travel complexes.

c3: Perceived Behavioral Control (PBC) has a significant positive impact on tourists' Consumption Behavior (CB) in urban culture and business travel complexes.

The primary objective of this paper is to enhance tourists' CB within urban culture and business travel complexes. In reality, several factors affect tourists' purchasing intentions, such as changes in attitudes due to overall benefits of consumption, shifts in subjective norms prompted by others' consumption opinions, and pure volitional elements; this also includes the confidence tourists have in controlling their CB, known as PBC. After transforming into CI, a gap may still exist between these intentions and actual behavior, thus examining the mediating effects of CI between attitudes, SN, PBC, and CB is crucial. Therefore, this paper posits that the Theory of Planned Behavior is suitable for explaining tourists' CB in urban culture and business travel complexes. Base on this, the following hypothesis is proposed:

b: Consumption Intention (CI) within urban culture and business travel complexes has a significant positive impact on tourists' Consumption Behavior (CB) in these

complexes.

In summary, this paper presents the following conceptual model (see Figure 1). Aiming to examine the applicability of the Theory of Planned Behavior in the development scenario of urban culture and business travel complexes. The goal is to explain and predict tourists' CB in these contexts under urban development scenarios.

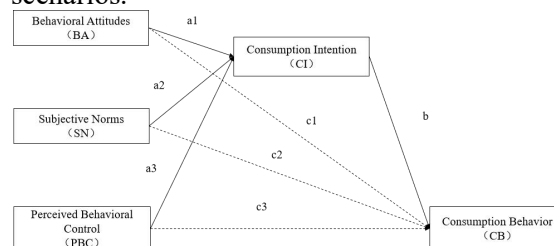


Figure 1. Studies the Conceptual Model

3.2. Research Methods

This study employed a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) based on Ajzen's Theory of Planned Behavior, adapted across various projects to evaluate consumer behaviors. The questionnaire was refined through offline interviews with tourists and finalized after a pilot test with 10 respondents ensured question clarity and simplicity. Data collected encompassed tourists' gender, education, age, income, occupation, and their interactions with urban culture and business travel complexes, with each survey section containing at least three items and conducted in Chinese.

3.3. Data Collection and Sampling

Purposeful sampling was employed for selecting participants. Data were gathered both online and offline from January to March 2024, at locations such as Wuzhen in Jiangnan, Jingdezhen in Jiangxi, and Gulangyu in Xiamen, with online responses primarily from the Jiangsu-Zhejiang-Shanghai area. Offline surveys were conducted face-to-face to enhance response rates and ensure data quality. Researchers provided a small incentive of approximately 20 yuan to each participant to minimize refusal rates.

4. Data Analysis and Discussion of the Results

Out of 188 questionnaires distributed, 160 were validated after consistency checks, yielding a 94.68% response rate and 85.10% validity. The demographic profile revealed a

majority of female university students aged 20-30 (66.9% female, 83.8% with university education), primarily students (67.5%), reflecting travel preferences. Data on income and household size were collected to explore correlations with purchasing intentions in urban culture and business travel complexes, with most incomes ranging from 1,000 to 3,000 yuan. Survey results, with all 160 respondents completing each item, showed scores from 1 to 5, averaging around 4, indicating positive evaluations of purchasing willingness. The low kurtosis suggests a flat response distribution, highlighting mild dissatisfaction despite generally positive skewness.

4.1. Measurement Process

Measurement processes frequently encounter sampling errors, measurement errors, and biases. Testing the reliability of the scale is crucial to ensure the consistency and dependability of the data. The scale tested included variables like Behavioral Attitudes (BA), Subjective Norm (SN), Perceived Behavioral Control (PBC), Consumption Intention (CI), and Consumption Behavior (CB). Reliability analysis revealed that the questionnaire’s Cronbach’s alpha coefficient is 0.958, indicating highly reliable measurement outcomes suitable for subsequent validity assessments.

Table 1. The Reliability Analysis of the Cronbach's α Coefficient

Latent Variable	Name	Corrected Item-Total Correlation (CITC)	Alpha if Item Deleted	Cronbach’s Alpha Coefficient	Cronbach’s Alpha Coefficient
BI	BI1	0.587	0.958	0.874	0.958
	BI2	0.665	0.957		
	BI3	0.75	0.956		
	BI4	0.82	0.955		
CE	CE1	0.77	0.955	0.830	
	CE2	0.807	0.955		
	CE3	0.731	0.956		
BA	BA1	0.623	0.957	0.845	
	BA2	0.798	0.955		
	BA3	0.806	0.955		
SN	SN1	0.73	0.956	0.895	
	SN2	0.802	0.955		
	SN3	0.797	0.955		
	SN4	0.799	0.955		
	SN5	0.704	0.956		
PBC	PBC1	0.653	0.957	0.823	
	PBC2	0.52	0.958		
	PBC3	0.416	0.959		
	PBC4	0.7	0.957		
	PBC5	0.71	0.956		
	PBC6	0.661	0.957		

Source: Authors' own compilation.

The study conducted an exploratory factor analysis (EFA) using principal component analysis and varimax rotation to extract underlying structures of the questionnaire related to consumption in urban culture and business travel complexes. Items with loadings greater than 0.4 were considered significant contributors to their respective factors. Items with communalities below 0.4 were evaluated for potential removal to enhance the questionnaire's precision. (As shown in Table 1).

Table 2. KMO and Bartlett Tests

KMO Value		0.934
Bartlett's Test of Sphericity	Approximate Chi-Square	2531.784
	Degrees of Freedom (df)	210
	p-value	0.000

Source: Authors' own compilation.

The factor analysis revealed five factors accounting for 73.65% of the total variance, representing CI, CB, BA, SN, and PBC. Notably, the BI series had the highest loadings

on Factor 3, associated with CI, while the CE series was dominant on Factor 1, linked to CB. The BA series showed high loadings across several factors, indicating its multifaceted nature. Similarly, SN and PBC series were significant on Factors 1, 2, and 4, illustrating the influence of SN and perceived control across different aspects of consumer behavior.

Most items showed adequate communalities above 0.4, with BA1 as an exception at 0.549, yet still contributing sufficiently to the model. Given these results, no items were removed, validating the questionnaire's structure for further analysis. (As shown in Table 2).

Table 3. Shows the Factorial Variance

Factor	Item	Factor Loadings					Cumulative % of Variance Contributed	Communality (Common Factor Variance)
		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5		
BI	BI1	0.361	0.056	0.768	0.056	-0.019	55.39746	0.726
	BI2	0.221	0.314	0.762	0.11	0.072	61.27431	0.745
	BI3	0.267	0.362	0.701	0.284	0.052	66.07166	0.778
	BI4	0.424	0.376	0.585	0.323	0.068	70.04462	0.774
CE	CE1	0.598	0.293	0.411	0.26	0.017	73.6529	0.68
	CE2	0.57	0.337	0.428	0.236	0.179	76.80532	0.71
	CE3	0.703	0.163	0.295	0.242	0.16	79.47299	0.691
BA	BA1	0.564	0.134	0.333	0.087	0.306	81.9822	0.549
	BA2	0.693	0.291	0.441	0.092	0.072	84.39183	0.773
	BA3	0.644	0.312	0.419	0.186	0.107	86.60453	0.734
SN	SN1	0.803	0.258	0.133	0.165	0.098	88.66702	0.765
	SN2	0.691	0.364	0.259	0.204	0.151	90.50681	0.742
	SN3	0.52	0.536	0.249	0.318	0.041	92.16691	0.723
	SN4	0.558	0.531	0.167	0.341	0.107	93.57889	0.749
	SN5	0.283	0.584	0.243	0.485	-0.056	94.81152	0.719
PBC	PBC1	0.369	0.452	0.095	0.594	-0.061	95.93897	0.707
	PBC2	0.213	0.004	0.224	0.79	0.318	97.00474	0.821
	PBC3	0.208	0.227	0.001	0.143	0.867	97.95962	0.867
	PBC4	0.266	0.603	0.281	0.229	0.289	98.84397	0.649
	PBC5	0.309	0.715	0.273	0.036	0.249	99.51623	0.744
	PBC6	0.228	0.844	0.209	0.011	0.119	100	0.822
Eigenvalue		11.633	1.234	1.007	0.834	0.758		
Percentage of Variance Explained		55.40%	5.88%	4.80%	3.97%	3.61%		
Cumulative Percentage of Variance Explained		55.40%	61.27%	66.07%	70.05%	73.65%		
Degrees of Freedom (df)		210						
p-value		0						

Source: Authors' own compilation.

The data analysis via factor analysis corroborates the questionnaire's robust construct validity. It is noteworthy that, although item BA1 exhibits relatively low communality, it provides valuable insights into the Behavioral Attitudes (BA) dimension and was retained.

The data reveal significant correlations among variables, suggesting robust relationships suitable for further regression analysis.

Specifically, Consumption Intention (CI) is significantly correlated with Consumption Behavior (CB) ($r=0.797, p<0.01$), BA ($r=0.747, p<0.01$), Subjective Norm (SN) ($r=0.743, p<0.01$), and Perceived Behavioral Control (PBC) ($r=0.683, p<0.01$). CB also strongly correlates with BA ($r=0.844, p<0.01$), SN ($r=0.853, p<0.01$), and PBC ($r=0.735, p<0.01$). BA's significant correlations with SN ($r=0.791, p<0.01$) and PBC ($r=0.706, p<0.01$) are

noteworthy. Additionally, the reverse-coded item PBC3 shows a significant negative correlation with all variables, suggesting that higher price perceptions might reduce CI, thus aiding respondents' comprehension of pricing dynamics.). (As shown in Table 3).

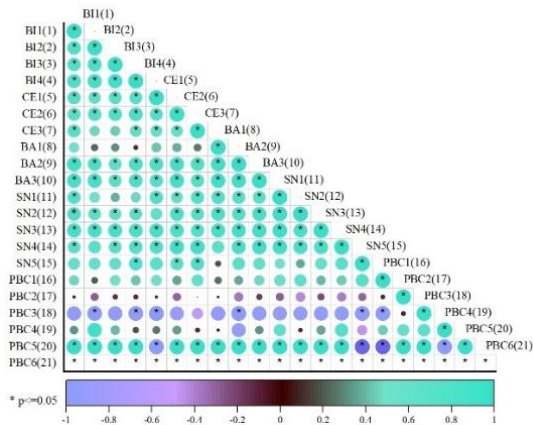


Figure 2. Correlation Analysis

From Figure 2, to further explore the mediating role of CI between BA, SN, PBC, and CB, this study defines BA (X_1), SN (X_2), and PBC (X_3) as independent variables, CI (M) as the mediating variable, and CB (Y) as the dependent variable. The direct effect model examines the direct impact of BA (X_1), SN (X_2), and PBC (X_3) on CB (Y), represented by the following equation:

$$Y = c_1X_1 + c_2X_2 + c_3X_3 + e_1 \quad (1)$$

Where c_1, c_2 , and c_3 represent the direct effect coefficients of BA, SN, and PBC on CB, respectively, and e_1 is the error term. The mediation effect model looks at the impact of BA (X_1), SN (X_2), and PBC (X_3) on CI (M), expressed as:

$$M = a_1X_1 + a_2X_2 + a_3X_3 + e_2 \quad (2)$$

Where a_1, a_2 and a_3 respectively signify the effect coefficients of BA, SN, and PBC on CI, with e_2 as the error term. The comprehensive model considers the combined effects of BA (X_1), SN (X_2), and PBC (X_3), and CI (M) on CB (Y), formulated as:

$$Y = c'_1X_1 + c'_2X_2 + c'_3X_3 + bM + e_3 \quad (3)$$

In this model, c'_1, c'_2 , and c'_3 denote the direct effect coefficients of the independent variables controlling for the mediating variable M on CB, b represents the effect coefficient of CI on CB, and e_3 is the error term.

Table 4. Results of Mediation Effect Analysis (n=160)

	CB	CI	CB
Constant	1.161*	3.449**	0.715

	(2.270)	(3.989)	(1.318)
BA	0.550** (7.834)	0.693** (5.840)	0.460** (5.741)
SN	0.265** (4.098)	0.090 (0.821)	0.253** (3.981)
PBC	-0.037 (-0.783)	0.131 (1.632)	-0.054 (-1.146)
CI			0.130* (2.187)
R ²	0.853	0.733	0.860
Adjusted R ²	0.848	0.725	0.854
F Value	F (3,96) =185.560, p=0.000	F (3,96) =87.918, p=0.000	F (4,95) =145.848, p=0.000

* $p < 0.05$ ** $p < 0.01$, F (t-value)

Source: Authors' own compilation.

As indicated in the Table 4, BA (X_1), SN (X_2), and PBC (X_3) all have a significant direct positive impact on CB (Y), confirming hypotheses c1, c2, and c3. CI significantly mediates the relationship between BA (X_1), SN (X_2), and CB (Y), but its mediating role between PBC (X_3) and CB (Y) is not significant, thus hypotheses a1, a2, and b are supported, while hypothesis a3 is not. The specific model equations are as follows:

$$Y = 1.161 + 0.550 * X_1 + 0.265 * X_2 - 0.037 * X_3 \quad (4)$$

$$M = 3.449 + 0.693 * X_1 + 0.090 * X_2 + 0.131 * X_3 \quad (5)$$

$$Y = 0.715 + 0.460 * X_1 + 0.253 * X_2 - 0.054 * X_3 + 0.130 * M \quad (6)$$

Base on this framework, the study employs the Bootstrap method to test the mediation effects. BA, SN, and PBC serve as independent variables (X), BI as the mediating variable (M), and CB as the dependent variable (Y). The analysis yields the following results: (As shown in Table 5).

Table 5. Summary of Mediation Tests for Willingness to Consume

	Effect	Boot SE	95% CI	
Direct Effects			LLCI	ULCI
BA	0.34		0.228	0.452
SN	0.249		0.163	0.336
PBC	-0.013		-0.079	0.054
Indirect Effects				
BA	0.095**	0.036	0.034	0.176
SN	0.044	0.042	0.007	0.167
PBC	0.02	0.023	-0.006	0.083
Total Effects				
BA	0.435		0.325	0.545
SN	0.293		0.205	0.382
PBC	0.007		-0.063	0.077

* $p < 0.05$ ** $p < 0.01$, Butstrap Type: Percentile Butstrap

Source: Authors' own compilation.

The direct effects analysis shows that Behavioral Attitudes (BA, X_1) and Subjective Norms (SN, X_2) significantly influence Consumption Behavior (CB, Y), with effect coefficients of 0.34 ([0.228, 0.452], 95% CI) and 0.249 ([0.163, 0.336], 95% CI) respectively. Perceived Behavioral Control (PBC, X_3) has a negligible direct effect of -0.013, with a 95% CI of [-0.079, 0.054]. Indirect effects reveal that BA affects Consumption Intention (CI, M) significantly, contributing to a 0.095 indirect effect on CB ([0.034, 0.176], 95% CI). SN's indirect effect is 0.044 ([0.007, 0.167], 95% CI), whereas PBC's is minimal at 0.02 [-0.006, 0.083], 95% CI). Total effects analysis shows that BA and SN have significant impacts on CB, with total effects of 0.435 ([0.325, 0.545], 95% CI) and 0.293 ([0.205, 0.382], 95% CI) respectively, confirming their important mediating roles. In contrast, PBC's overall influence is minimal. (As shown in Figure 3).

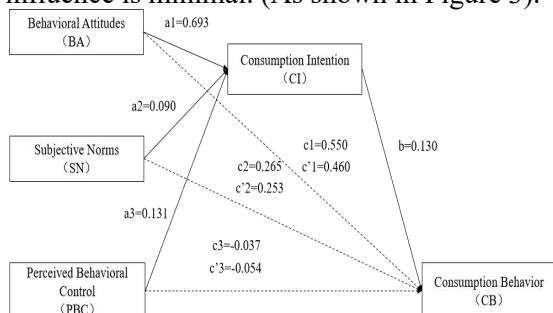


Figure 3. A Ram of Intermediary Paths between Behavior Attitude, SN, Intuitive Behavior Control and CB

4.2. Discussion

The findings indicate that BA and SN play a significant mediating role between consumption intentions and consumption behaviors, whereas PBC shows a negligible mediating effect. BA exert the strongest influence on consumption intentions within urban culture and business travel complexes, followed by SN. This suggests that consumers value their personal experiences and emotional satisfaction highly during their visits to these complexes and moderately consider the influence of family, friends, neighbors, colleagues, and social media on their consumption behaviors. The limited impact of

PBC on consumption behaviors suggests that consumers do not perceive a significant increase in their ability to control consumption as barriers decrease, further highlighting that consumers prefer to consume BAed on the positive experiences they gain in these complexes.

4.3. Theoretical and Practical Significance

Reviewing tourism literature reveals that research on consumption within urban culture and business travel complexes remains underdeveloped, with existing studies primarily focusing on cultural tourism consumption, nighttime cultural tourism, and tourism destinations. This study, one of the first empirical studies on consumer behavior in urban culture and business travel complexes, enriches the limited empirical research on this topic. Additionally, it contributes academically by elucidating the relationships between tourists' consumption behaviors, BA, SN, PBC, and consumption intentions in these complexes. The findings help policymakers better plan and organize cultural and business travel marketing activities from the tourists' perspective, merging cultural experiences with exciting urban cultural performances to diversify urban offerings and stimulate consumption in these complexes.

5. Conclusion

The results indicate that consumption intention significantly mediates the relationship between behavioral attitudes, subjective norms, and consumer behavior, while perceived behavioral control shows no significant mediating effect. The findings demonstrate that most tourists are willing to spend in urban cultural and business travel complexes, perceiving these experiences as enjoyable and pleasurable. Such complexes, offering extraordinary experiences and satisfaction, tend to encourage higher spending among tourists. Additionally, the support and praise from peers and social media for spending in these complexes increase tourists' propensity to spend, despite a low sensitivity to the match between internal and external resources and the quality and practicality of products. The results further reflect tourists' demand for high-quality integration of urban cultural elements with commercial activities such as dining, accommodation, transportation, tourism, shopping, entertainment, sports,

education, healthcare, and spiritual pursuits.

6. Recommendations

This study suggests several strategies to enhance consumer behavior in urban culture and business travel complexes. Marketing strategy and market adaptation should focus on three integrations: combining technology with tourism brands to create personality-driven IPs and become industry leaders; merging cultural and business tourism with local culture to deepen cultural experiences; and upgrading marketing and services to provide high-quality services to specific customer groups, thus increasing tourist satisfaction. Additionally, leveraging new technologies like AI, VR, and big data can deepen experiences and make decision-making more responsive, giving a competitive edge. Building a diversified brand system and creating immersive urban cultural tourism brands can also enhance market recognition and attract more visitors by integrating local culture creatively with modern trends.

7. Limitations and Prospects for Future Research

Despite its contributions, this study on China's Urban Culture and Business Travel Complexes has limitations. The small sample size, attributed to the concept's novelty and limited practical application, calls for more extensive future research. Moreover, focusing exclusively on visitors to these complexes restricts the findings' applicability to other destinations. Nevertheless, the research highlights the complexes' significance in urban cultural tourism and offers insights for both marketers and scholars. It establishes a foundation for further studies, aiming to address the evolving challenges and opportunities in this sector.

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