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Decoding the "Resource Curse" of Cultural Tourism: A Mixed-Methods Study in Fuzhou, China

By

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ABSTRACT: Many culturally endowed destinations paradoxically underperform in tourist experience quality—a phenomenon analogous to the “resource curse” in economics. This study investigates this paradox in Fuzhou, a Chinese historic city rich in cultural and ecological assets yet struggling with low destination brand recognition and experience conversion. Employing a mixed-methods design, we collected three complementary datasets: a survey of 549 micro-vacation tourists, 1,842 consumption redemption records from scenic attractions, and 12,743 social media user-generated content (UGC) posts across five major platforms. Exploratory factor analysis confirmed a four-dimensional scene value perception framework (functional, emotional, social, cognitive). K-means clustering identified four tourist segments: Hedonic Seekers (26.5%), Connected Explorers (29.4%), Solitary Escapists (13.9%), and Pragmatic Tourists (30.3%). Behavioral redemption data validated these segments: value-congruent packages achieved 77.7% redemption versus 51.2% for mismatched offerings ($\Delta = 26.5$ percentage points, $p < .001$). UGC analysis revealed platform-specific value ecosystems—Douyin content was predominantly emotional (43.5%), Bilibili cognitive (55.8%), and Weibo social (45.1%)—significantly associated with platform type ($\chi^2 = 2912.89$, $p < .001$). The triangulation of attitudinal, behavioral, and digital trace data provides robust evidence for value-based segmentation in micro-vacation markets, offering both theoretical advancement and actionable strategies for destination managers.

KEYWORDS: resource curse; micro-vacation; scene value perception; tourist segmentation; mixed-methods; social media UGC

INTRODUCTION

Cultural and natural resource endowments have long been considered the foundational assets of tourism destination competitiveness (Ritchie & Crouch, 2003). However, a persistent paradox plagues many resource-rich destinations: abundant cultural heritage and scenic assets do not necessarily translate into compelling tourist experiences or economic returns. This phenomenon—termed herein the “resource curse” of cultural tourism—mirrors the resource curse hypothesis in development economics, where resource-abundant economies paradoxically

exhibit lower growth outcomes (Sachs & Warner, 1995). In the tourism context, this curse manifests as a disconnect between resource richness and experience quality, characterized by product homogenization, low tourist satisfaction, and poor repeat visitation (Zhang et al., 2025).

Fuzhou, the capital of Fujian Province, exemplifies this paradox. Despite possessing remarkable assets—including the UNESCO-adjacent “Three Lanes and Seven Alleys” historic district, the ecologically distinctive “Three Mountains, Two Towers, One

River” urban landscape, and a celebrated hot spring culture—Fuzhou’s tourism brand recognition remains significantly lower than regional competitors. According to the China Tourism Research Institute’s 2025 City Cultural Tourism Brand Index, Fuzhou scored 62.3 out of 100, trailing Xiamen (78.5), Quanzhou (71.2), and Hangzhou (75.6). More critically, while the Three Lanes and Seven Alleys attract over 12 million annual visitors, derivative consumption (dining, accommodation, cultural products) constitutes merely 18.7% of total expenditure, far below comparable sites such as Hangzhou’s Hefang Street (34.2%).

This paradox has intensified with the emergence of micro-vacations—short-duration (1–3 days), high-frequency leisure trips to urban proximate destinations—as a dominant consumption pattern in post-pandemic China (Hu et al., 2024; Gössling et al., 2020). National data from the 2026 New Year holiday recorded 142 million domestic trips generating 84.789 billion yuan in revenue, with micro-vacations comprising the majority of short-haul travel demand. In Fuzhou specifically, holiday travel orders surged 106% year-over-year, with 90% of travelers belonging to the post-1990 demographic cohorts who prioritize emotional value and experiential quality over traditional sightseeing.

The resource curse in Fuzhou’s micro-vacation market stems from three structural failures: (1) a supply-side homogeneity trap, where 76.2% of surveyed scenic attractions offer identical “historic photography + snack street” combinations; (2) a demand-side segmentation deficit, with operators failing to differentiate experience offerings for distinct tourist value preferences; and (3) a digital ecosystem mismatch, where the platforms through which tourists discover and evaluate destinations remain poorly understood by local operators.

This study addresses these gaps through a mixed-methods research design integrating three data sources: (1) a questionnaire survey capturing value perception attitudes ($N = 549$), (2) behavioral consumption redemption data ($n = 1,842$), and (3) social media user-generated content analysis ($n = 12,743$). By triangulating attitudinal, behavioral, and digital trace data, we aim to decode the value perception architecture underlying Fuzhou’s micro-vacation market, identify distinct tourist segments based on scene value preferences, and develop evidence-based strategies for overcoming the resource curse.

The study makes three contributions. First, it extends the scene value perception framework (Zhang et al., 2023) to the micro-vacation context, validating a four-dimensional structure (functional, emotional, social, cognitive) through mixed-methods triangulation. Second, it demonstrates that value-congruent product offerings significantly outperform mismatched alternatives, providing behavioral validation of attitudinal segments. Third, it reveals platform-specific value discourse ecosystems, showing that different social media platforms privilege distinct value narratives, with implications for precision marketing.

2. Literature Review

2.1 The “Resource Curse” in Tourism

The resource curse hypothesis, originally articulated in development economics (Sachs & Warner, 1995; Frankel, 2010), posits that resource-abundant economies paradoxically exhibit lower growth, institutional quality, and development outcomes. In tourism studies, analogous dynamics have been observed: destinations endowed with exceptional cultural or natural resources frequently underperform in terms of visitor satisfaction, economic yield, and destination competitiveness (Mihalic, 2020; Zhang et al., 2025). This “tourism resource curse” manifests through several mechanisms: over-reliance on flagship attractions that crowd out experience innovation (Butler & Dodds, 2022), institutional rigidity that impedes adaptive product development (Wasudawan & Weissmann, 2025), and visitor expectation inflation that resources alone cannot satisfy (Yacoub et al., 2025).

Recent scholarship has begun examining how Chinese cultural tourism destinations navigate this paradox. Zhou et al. (2023) found that among 45 national-level historic cities, resource endowment scores explained only 23% of variance in tourist experience satisfaction, with product innovation capacity and digital engagement accounting for an additional 31%. This suggests that the resource curse in cultural tourism operates not through absolute resource deficiency, but through the failure to convert resources into experiential value—a process mediated by scene design, value co-creation, and demand-side segmentation.

2.2 Scene Value Perception in Tourism

The concept of “scene” has evolved from its dramaturgical origins (Goffman, 1959/1983) to become a central analytical unit in contemporary tourism research. In the digital era, scene value is

understood not as an inherent property of physical spaces, but as an experiential construct co-created through the interaction of temporal, spatial, social, and affective elements (Heng et al., 2023; Zhou & Wang, 2024). This experiential turn represents a fundamental shift from place-oriented to experience-oriented value creation logic.

The multidimensional structure of perceived value in tourism contexts has been extensively theorized. Building on Sheth et al.'s (1991) consumption value framework, recent tourism studies have converged on a four-dimensional model encompassing functional value (accessibility, cost-efficiency, facility quality), emotional value (relaxation, aesthetic pleasure, therapeutic atmosphere), social value (interaction, sharing, identity expression), and cognitive value (cultural learning, skill acquisition, novelty seeking) (Zhang et al., 2023; Rasoolimanesh et al., 2022). This framework has been validated across diverse tourism contexts, from heritage sites (Yu et al., 2025) to rural tourism (Zhou & Wang, 2024) and urban leisure destinations (Karagöz & Ramkissoon, 2025).

However, the application of scene value theory to micro-vacation contexts remains underdeveloped. Micro-vacations differ from conventional tourism in several key respects: shorter duration compresses the value realization timeline, higher frequency creates repeated exposure effects, and proximate geography intensifies comparison processes with everyday life (China Tourism Research Institute, 2024). These characteristics may alter the relative salience of value dimensions and their interrelationships, necessitating context-specific validation.

2.3 Value-Based Tourist Segmentation

Traditional tourist segmentation based on demographic variables (age, income, education) has been increasingly supplanted by value-based approaches that directly capture the motivational and perceptual foundations of tourism behavior (Fakfare & Wattanacharoensil, 2024; Carvache-Franco et al., 2023). Value-based segmentation identifies groups of tourists who share similar configurations of perceived value across multiple dimensions, offering more actionable insights for product development and marketing (Zhu et al., 2024).

In the micro-vacation context, value-based segmentation is particularly appropriate because the short-trip decision involves relatively low cognitive effort and is driven more by immediate value preferences than by extensive information search (Shen & Hu, 2024). Studies applying cluster analysis

to value perception data have identified typologies including experience-seekers, convenience-oriented tourists, social sharers, and family-focused visitors (Agyeiwaah & Bangwayo-Skeete, 2023; Moisa et al., 2025). However, most existing studies rely exclusively on self-reported survey data, limiting the behavioral validity of segment descriptions.

2.4 Social Media and Tourism Decision-Making

Social media platforms have fundamentally restructured the tourism information ecosystem, serving as primary sources of destination inspiration, evaluation, and post-experience sharing (Martins et al., 2025; Pop et al., 2021). Critically, different platforms cultivate distinct content ecosystems and user behaviors, creating differentiated “value information environments” through which tourists construct their destination perceptions (John & Supramaniam, 2026).

In the Chinese context, platform differentiation is particularly pronounced. Xiaohongshu (Little Red Book) emphasizes practical guides and aesthetic presentation, functioning primarily as a functional and social value channel (Soares et al., 2025). Douyin (TikTok China) privileges emotionally immersive short-video content, creating strong affective resonance (Wengel et al., 2022). Bilibili hosts in-depth analytical content appealing to cognitively motivated users, while Weibo serves as a real-time social discussion platform. These platform-specific affordances mean that tourists who primarily use different platforms are exposed to systematically different value narratives about the same destination, potentially creating divergent perception profiles.

Despite this, most tourism studies treat social media influence as a monolithic variable rather than examining platform-specific effects. The interaction between platform ecology, value dimension emphasis, and tourist segment membership remains poorly understood.

2.5 Research Framework and Hypotheses

Integrating the above literatures, this study proposes a mixed-methods framework in which: (1) tourist scene value perceptions are captured through survey and decomposed into functional, emotional, social, and cognitive dimensions; (2) value-based segments are identified through cluster analysis; (3) segment validity is tested through behavioral redemption data; and (4) the digital information ecosystem shaping segment preferences is mapped through social media UGC analysis.

The following research questions guide this study:

RQ1: What is the factor structure of scene value perception among micro-vacation tourists in Fuzhou?

RQ2: What distinct tourist segments emerge from value perception-based clustering, and how are they characterized demographically and behaviorally?

RQ3: Do value-congruent product offerings achieve significantly higher behavioral redemption rates, validating the attitudinal segments?

RQ4: How do social media platforms differ in their value discourse patterns, and what are the implications for segment-specific marketing?

3. Methodology

3.1 Research Design

This study employed a concurrent triangulation mixed-methods design (Creswell & Plano Clark, 2018), collecting and analyzing three complementary data sources simultaneously: (1) a cross-sectional survey measuring value perception attitudes, (2) behavioral consumption redemption data from scenic attractions, and (3) social media user-generated content. The triangulation of these sources enables convergence validation—confirming that attitudinal segments correspond to actual behavioral patterns and are embedded within identifiable digital information ecosystems.

3.2 Study Context: Fuzhou

Fuzhou was selected as the research site for three reasons. First, it exemplifies the cultural tourism resource curse: rich assets but underperforming experience metrics. Second, its micro-vacation market is rapidly growing, with 106% year-over-year order growth in early 2026, providing a dynamic context for studying emerging consumption patterns. Third, its diverse attraction portfolio—spanning hot springs (Yuanmai Hot Spring Park), historic districts (Three Lanes and Seven Alleys, Liang Cuo), natural landscapes (Drum Mountain, Forest Park), and experiential venues (Yinye Tea Valley)—provides variation in scene types and value propositions.

3.3 Data Collection

Survey data (N = 549). A structured questionnaire was administered to permanent residents of Fuzhou aged 18–60 who had engaged in micro-vacation travel within the past year. The survey instrument comprised four sections: (1) a screening question confirming micro-vacation experience, (2) a 16-item scene value perception scale (4 items per dimension: functional, emotional, social, cognitive) measured on a 5-point Likert scale, (3) social media usage and dependency measures, and (4) demographic and behavioral items. Sampling employed a combination

of quota sampling (by age and gender) via the Questionstar online platform and snowball sampling through social networks. A pre-test with 31 respondents yielded satisfactory reliability (Cronbach’s $\alpha = .817$) and led to minor wording adjustments. The final survey yielded 549 valid responses after screening. The micro-vacation context, accelerated by post-pandemic travel pattern shifts (Hu et al., 2024; Gössling et al., 2020), has been shown to influence wellbeing (Lin et al., 2021), generate heterogeneous guest experiences (Li, Zhang, et al., 2023), and produce distinct trip reflections that affect life satisfaction (Lau et al., 2025).

Consumption redemption data (n = 1,842). Behavioral data were collected from six major micro-vacation attractions in the Fuzhou metropolitan area during Q4 2025 and Q1 2026. Records included package type purchased, redemption outcome, transaction amount, season, and party size. Packages were categorized into five types aligned with value dimensions: Budget Express (functional), Premium Wellness (emotional), Social Check-in (social), Family Edutainment (cognitive), and All-inclusive Bundles (mixed value).

Social media UGC data (n = 12,743). User-generated content was scraped from five major Chinese social media platforms—Xiaohongshu, Douyin, Bilibili, Weibo, and WeChat Official Accounts—using Python Scrapy between September 2025 and February 2026. Search terms included “Fuzhou micro-vacation,” “Fuzhou weekend trip,” and related hashtags. After deduplication (URL + publication time + author triple verification) and cleaning (removal of advertisements and invalid content), 12,743 posts with geolocation data were retained. Two independent coders classified each post by dominant value dimension and sentiment (inter-coder reliability: Cohen’s $\kappa = .87$). The UGC analysis approach draws on established methods for examining staycation attitudes (Zhang et al., 2022) and urban destination attraction factors (Do et al., 2023).

3.4 Analytical Procedures

Survey data (N = 549). Quantitative survey data were analyzed using SPSS 26.0 through the following sequential procedures: (1) reliability analysis using Cronbach’s alpha to assess the internal consistency of the scene value perception scale and its four subscales; (2) exploratory factor analysis (EFA) employing principal axis factoring with promax rotation to identify the underlying factor structure of

value perceptions, guided by eigenvalues greater than 1.0 and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy; (3) K-means cluster analysis on standardized factor scores to identify distinct tourist segments, with the optimal number of clusters determined by silhouette analysis; (4) one-way analysis of variance (ANOVA) with post-hoc comparisons to validate between-segment differences on each value dimension, reporting effect sizes (η^2); (5) chi-square tests of independence to examine associations between segment membership and categorical demographic variables (gender, age group, education, income, family structure), with Cramér's V reported as the effect size measure; and (6) binary logistic regression to assess the predictive effect of social media dependency on segment membership.

Consumption redemption data (n = 1,842).

Behavioral redemption records were analyzed using a two-stage analytical approach. First, package preference distributions across the four tourist segments were examined using chi-square tests of independence, with Cramér's V calculated to assess the strength of association between segment membership and package choice. Second, the value-congruence hypothesis was tested by classifying each transaction as either value-matched (the purchased package aligned with the tourist's dominant value dimension) or value-mismatched, and comparing redemption rates between these two conditions using chi-square tests. The effect size was expressed as the absolute difference in redemption rates (Δ percentage points). Additionally, one-way ANOVA was employed to test for significant differences in per-capita spending across segments, with Bonferroni-corrected post-hoc pairwise comparisons. All analyses were conducted in SPSS 26.0, and statistical significance was set at $p < .05$ (two-tailed).

Social media UGC data (n = 12,743). User-generated content was subjected to a multi-method computational analysis pipeline. First, after data cleaning and deduplication, two independent coders classified each post by dominant value dimension (functional, emotional, social, cognitive) and sentiment polarity (positive, neutral, negative), with inter-coder reliability assessed using Cohen's κ . Disagreements were resolved through discussion. Second, the distribution of value dimensions across the five social media platforms was analyzed using chi-square tests of independence to determine whether platform type was significantly associated

with value discourse patterns, with Cramér's V reported. Third, engagement metrics (likes, comments, shares) were compared across platforms using one-way ANOVA to identify which platforms generated the highest user interaction. Fourth, sentiment distribution was cross-tabulated with value dimensions to examine whether certain value types elicited more positive or negative responses. Fifth, a subsample analysis of high-engagement posts (top 10% by likes) was conducted to identify which value-platform combinations drove the most viral content. Data processing was implemented in Python 3.9 using the Pandas, NumPy, and SciPy libraries, with visualization generated via Matplotlib and Seaborn.

4. Results

4.1 Sample Characteristics

The survey sample ($N = 549$) was predominantly female (72.7%), young (56.7% aged 18–25), well-educated (76.5% holding college or bachelor degrees), and single (72.7%). The mean daily social media usage was 3.2 hours, and 86.6% of respondents reported having chosen a micro-vacation destination based on social media recommendations. The majority (70.9%) had undertaken 1–3 micro-vacation trips in the past year, with single-trip per-capita spending concentrated in the 301–800 CNY range (30.8%). Overnight stays accounted for 67.6% of most recent trips.

4.2 Measurement Model: Scene Value Perception

Reliability. The overall scale demonstrated excellent internal consistency (Cronbach's $\alpha = .890$). Subscale reliability coefficients were satisfactory: functional value ($\alpha = .802$), emotional value ($\alpha = .762$), social value ($\alpha = .689$), and cognitive value ($\alpha = .765$).

Preliminary tests. The Kaiser-Meyer-Olkin measure of sampling adequacy was .883, exceeding the .80 threshold for factor analysis. Bartlett's test of sphericity was significant ($\chi^2 = 1446.92$, $df = 120$, $p < .001$), confirming sufficient inter-item correlations.

Exploratory factor analysis. Principal axis factoring with promax rotation extracted four factors with eigenvalues exceeding 1.0, collectively explaining 60.21% of total variance. As shown in Table 1, the pattern matrix revealed clean simple structure: items loaded predominantly on their theoretically designated factors with cross-loadings below .30 in most cases. Factor 1 (Emotional Value, 17.34% variance) captured relaxation, aesthetic pleasure, and therapeutic atmosphere. Factor 2 (Social Value, 12.34%) reflected sharing, interaction, and social display. Factor 3 (Cognitive Value, 17.19%)

encompassed cultural learning, educational activities, and novelty. Factor 4 (Functional Value, 13.36%) represented accessibility, cost, and facility quality.

Table 1. Pattern Matrix of Scene Value Perception (Promax Rotation)

Item	Emotional	Social	Cognitive	Functional	Communality
E1 – Relaxation and stress relief	.964	-.115	-.164	.044	.971
E2 – Pleasant natural environment	.802	-.117	-.055	.099	.670
E3 – Healing/artistic atmosphere	.587	.430	-.059	-.220	.582
E4 – Quality accommodation/dining	.314	.233	.046	.338	.269
S1 – Trending/hot check-in location	-.105	.798	.048	.003	.651
S2 – Suitable for social media sharing	-.075	.906	-.194	.148	.887
S3 – Enhances interpersonal interaction	.404	.199	.310	-.167	.326
S4 – Group activity experiences	-.038	.370	.456	-.002	.347
C1 – Local history and culture	.271	-.210	.676	-.054	.577
C2 – Educational workshops/study tours	-.062	-.115	.831	.059	.712
C3 – Educational for children/families	-.365	.080	.959	.032	1.060
C4 – Novel experience content	.276	-.031	.526	.086	.362
F1 – Short travel time (<1 hour)	-.086	.057	-.065	.875	.781
F2 – Within budget	-.069	.014	.088	.753	.580
F3 – Complete facilities	.322	-.054	.117	.546	.418
F4 – Transparent pricing	.417	.035	-.026	.517	.443
% Variance	17.34	12.34	17.19	13.36	60.21

Note. N = 549. Extraction method: principal axis factoring. Rotation: promax.

4.3 Cluster Analysis: Four Tourist Segments

K-means clustering was performed on standardized factor scores. Silhouette analysis indicated that the 4-cluster solution (silhouette coefficient = .415) was optimal, consistent with the theoretical four-dimension framework. As shown in Table 2, the four segments were labeled based on their dominant value profile:

Hedonic Seekers (26.5%, n = 145) were primarily driven by emotional value (M = 4.06), seeking relaxation, aesthetic pleasure, and therapeutic experiences. They were predominantly young (61.9% aged 18–25), female (69.8%), and single (82.5%), with high social media influence sensitivity (88.9%).

Connected Explorers (29.4%, n = 161) exhibited the highest social value orientation (M = 3.91) combined with strong cognitive value (M = 3.81), indicating a segment that values sharing, interaction, and learning simultaneously. This group showed the most diverse age distribution and highest income levels, with the strongest social media dependency (M = 3.53).

Solitary Escapists (13.9%, n = 76) prioritized emotional value (M = 3.95) but scored low on social (M = 2.80) and cognitive (M = 2.94) dimensions, revealing a preference for personal emotional escape without social display or learning motives. They were predominantly young (69.7% aged 18–25) and single (81.8%), with the lowest travel frequency.

Pragmatic Tourists (30.3%, n = 166) were distinguished by the highest functional value

orientation ($M = 3.84$), prioritizing convenience, cost-efficiency, and facility quality. They included the highest proportion of married respondents with

children (23.6%), suggesting family-oriented practical considerations.

Table 2. Profile of Four Tourist Segments

Variable	Hedonic Seekers (n=145)	Connected Explorers (n=161)	Solitary Escapists (n=76)	Pragmatic Tourists (n=166)
Functional	3.49	3.64	3.69	3.84
Emotional	4.06	3.72	3.95	3.50
Social	3.61	3.91	2.80	2.94
Cognitive	3.10	3.81	2.94	3.38
Female (%)	69.8	72.9	78.8	72.2
Age 18–25 (%)	61.9	45.7	69.7	56.9
Married w/ children (%)	15.9	17.1	15.2	23.6
Income >10K CNY (%)	19.1	29.9	18.2	12.5
SM influenced (%)	88.9	84.3	87.9	86.1
Overnight trips (%)	69.8	75.7	63.6	81.9

Note. Bold values indicate the highest score within each dimension across segments.

One-way ANOVA confirmed significant between-segment differences on emotional ($F = 4.36$, $p < .001$, $\eta^2 = .024$), social ($F = 88.16$, $p < .001$, $\eta^2 = .329$), and cognitive ($F = 28.95$, $p < .001$, $\eta^2 = .139$) value dimensions. Chi-square tests revealed that family structure was significantly associated with segment membership ($\chi^2 = 18.25$, $df = 9$, $p = .032$, Cramér's $V = .160$), while gender, age, education, and income showed no significant associations.

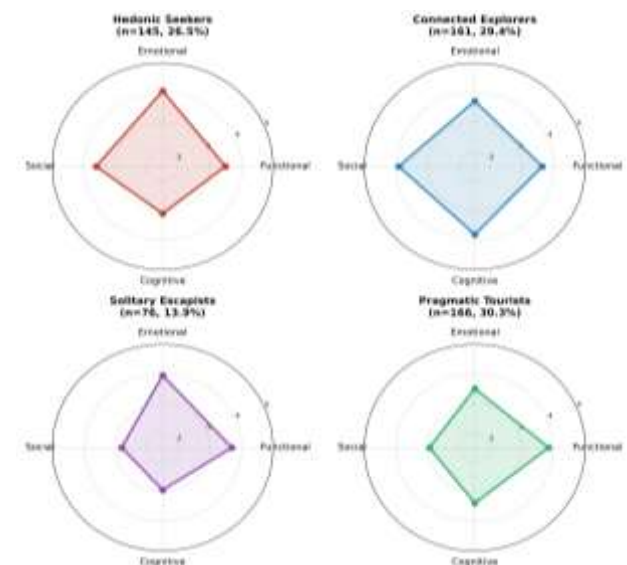
The radar chart in Figure 1 illustrates the distinct value profiles of each segment, visually confirming the differentiation pattern.

Figure 1. Value Perception Profiles of Four Tourist Segments

4.4 Behavioral Validation: Consumption Redemption Data

The consumption redemption dataset ($n = 1,842$) provided critical behavioral validation of the survey-identified segments. Three key findings emerged.

First, package preferences differed significantly across segments ($\chi^2 = 552.76$, $df = 12$, $p < .001$, Cramér's $V = .316$), confirming that value



perceptions translate into distinct behavioral choices. As shown in Table 3, Hedonic Seekers overwhelmingly preferred Premium Wellness packages (44.8%), Solitary Escapists similarly favored Premium Wellness (44.5%), Connected Explorers chose Social Check-in packages (38.2%), and Pragmatic Tourists predominantly selected Budget Express packages (40.8%).

Table 3. Package Preference by Tourist Segment (%)

Package Type	Hedonic Seekers	Connected Explorers	Solitary Escapists	Pragmatic Tourists
Premium Wellness	44.8%	38.2%	44.5%	30.1%
Social Check-in	38.2%	38.2%	38.2%	38.2%
Budget Express	30.1%	30.1%	30.1%	40.8%

Budget Express (Functional)	9.7	9.8	14.0	40.8
Premium Wellness (Emotional)	44.8	14.9	44.5	11.6
Social Check-in (Social)	14.4	38.2	4.5	12.0
Family Edutainment (Cognitive)	11.4	22.7	10.2	12.2
All-inclusive (Mixed)	19.7	14.4	26.8	23.4

Note. Bold values indicate modal package choice within each segment.

Second, a critical value-congruence effect emerged. When tourists purchased packages aligned with their dominant value orientation, the redemption rate reached 77.7%, compared to 51.2% for value-mismatched packages ($\chi^2 = 133.02$, $p < .001$, $\Delta = 26.5$ percentage points). This 26.5 percentage point difference provides strong behavioral evidence that the attitudinal segments identified through survey data correspond to meaningful behavioral distinctions. The value-congruence effect is

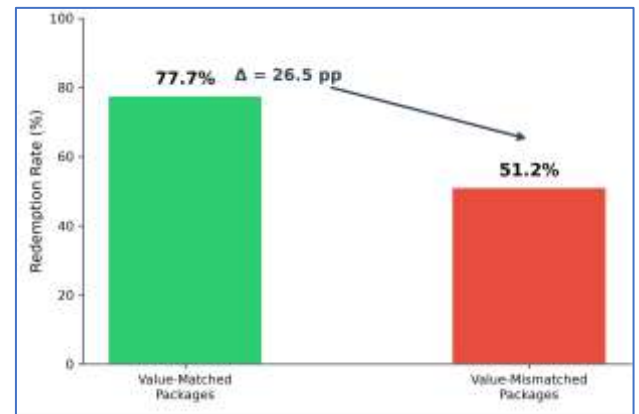


Figure 2. Value-Congruence Effect on Redemption Rate

Third, spending levels differed significantly across segments ($F = 67.30$, $p < .001$). Hedonic Seekers ($M = 528$ CNY) and Solitary Escapists ($M = 523$ CNY) exhibited the highest per-capita spending, both gravitating toward premium wellness offerings. Connected Explorers spent moderately ($M = 420$ CNY), while Pragmatic Tourists had the lowest average expenditure ($M = 374$ CNY), consistent with their functional orientation. Figure 3 presents the redemption and spending patterns across segments.

Figure 3. Behavioral Validation: Redemption Rates and Average Spending by Segment

4.5 Digital Ecosystem: Social Media UGC Analysis

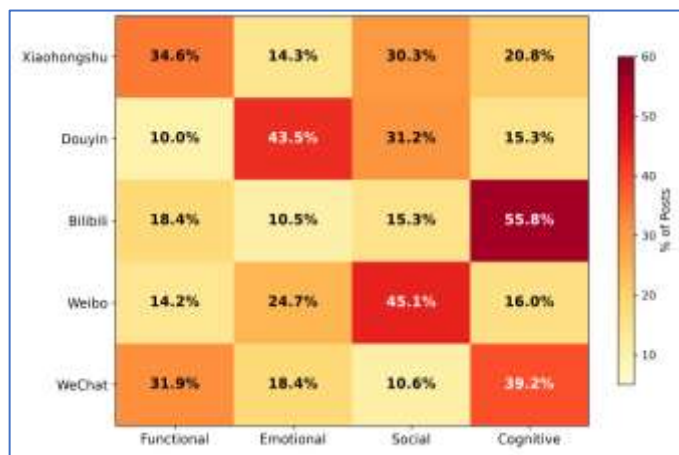
The UGC dataset ($n = 12,743$) revealed a highly differentiated platform-value ecosystem. As shown in Table 4, the distribution of dominant value dimensions varied significantly across platforms ($\chi^2 = 2912.89$, $df = 12$, $p < .001$, Cramér's $V = .276$).

Table 4. Value Discourse Distribution Across Social Media Platforms (%)

Platform	Functional	Emotional	Social	Cognitive	Total Posts
Xiaohongshu	34.6	14.3	30.3	20.8	4,471 (35.1%)
Douyin	10.0	43.5	31.2	15.3	3,795 (29.8%)

illustrated in Figure 2.

Bilibili	18.4	10.5	15.3	55.8	1,547 (12.1%)
Weibo	14.2	24.7	45.1	16.0	1,597 (12.5%)
WeChat	31.9	18.4	10.6	39.2	1,333 (10.5%)

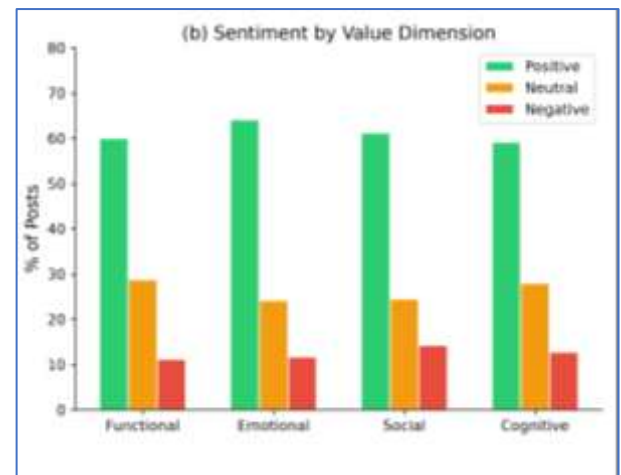


Note. Bold values indicate the dominant value dimension for each platform.

Douyin content was predominantly emotional (43.5%), reflecting the platform's strength in short-form immersive video that conveys affective experience. This aligns with the highest average engagement on Douyin ($M = 1,172$ likes per post), suggesting that emotional content drives virality. Xiaohongshu, by contrast, was the most functionally oriented platform (34.6%), consistent with its reputation as a practical guide-sharing community. Bilibili exhibited the strongest cognitive orientation (55.8%), with in-depth analytical content about cultural heritage and local history. Weibo was distinctly social (45.1%), serving as a real-time discussion and trending topic platform. WeChat Official Accounts split between cognitive (39.2%) and functional (31.9%) content, reflecting long-form informational articles.

Sentiment analysis further revealed value-specific patterns. Emotional content generated the highest positive sentiment (64.1%), followed by social (60.9%), functional (59.9%), and cognitive (59.2%) content. However, Weibo exhibited the highest negative sentiment (30.6%) across all value dimensions, likely reflecting the platform's function as a space for complaint and controversy.

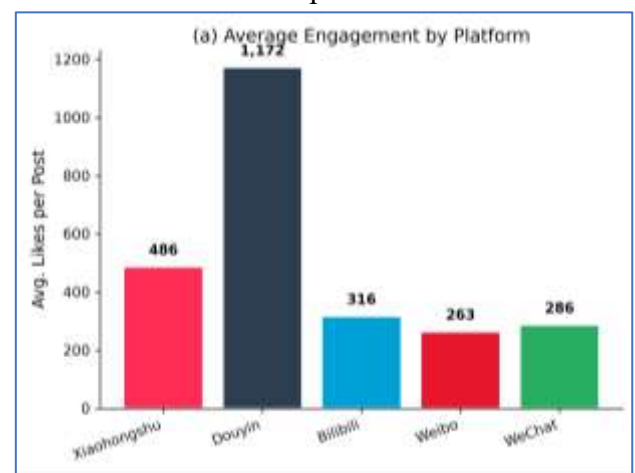
The analysis of high-engagement posts (top 10%, likes $\geq 1,235$) showed that social (397 posts) and emotional (376 posts) content dominated the most viral material, with Douyin accounting for 725 of the



top-decile posts. Figure 4 presents the platform engagement and sentiment patterns.

Figure 4. Social Media UGC: Engagement and Sentiment Analysis

The heatmap in Figure 5 provides a consolidated visualization of the platform-value discourse



ecosystem, illustrating the distinctive content niches of each platform.

Figure 5. Value Discourse Distribution Across Platforms (Heatmap)

5. Discussion

5.1 Triangulating the Resource Curse: Integrated Findings

The integration of three data sources reveals the mechanism through which Fuzhou's resource curse operates and suggests pathways for overcoming it.

The survey data established that tourists differentiate micro-vacation experiences along four value dimensions, and that distinct segments emerge with markedly different value configurations. The behavioral data demonstrated that these attitudinal segments predict real purchase behavior: when product offerings are congruent with a tourist's dominant value orientation, redemption rates increase by 26.5 percentage points. The UGC data revealed that this value differentiation is embedded within platform-specific information ecosystems, where different social media platforms privilege different value narratives.

This triangulation yields a more nuanced understanding of the resource curse than any single data source could provide. The curse does not stem from resource inadequacy—Fuzhou's attractions offer substantial value across all four dimensions. Rather, it operates through a supply-demand mismatch: the supply side offers homogeneous products that fail to address the heterogeneous value preferences of distinct tourist segments, while the digital information ecosystem fragments tourists into platform-specific value silos that operators do not effectively target.

5.2 Theoretical Contributions

First, this study extends the scene value perception framework to the micro-vacation context, demonstrating that the four-dimensional structure (functional, emotional, social, cognitive) is robust across data sources. The EFA confirmed the factor structure in survey data (cumulative variance = 60.21%), while the UGC analysis independently validated these dimensions as distinct discursive categories that differentially populate different platforms. This cross-method convergence strengthens the construct validity of the framework beyond what single-method studies can achieve, aligning with recent evidence on perceived value dimensionality in tourism (Das et al., 2025; Sorakunnas, 2022; Brochado et al., 2022).

Second, the value-congruence effect ($\Delta = 26.5\text{pp}$, $p < .001$) provides a novel behavioral validation mechanism for tourist segmentation studies. Most segmentation research relies on attitudinal data alone, leaving open the question of whether identified segments correspond to meaningful behavioral distinctions. By demonstrating that value-matched packages achieve dramatically higher redemption rates, this study establishes that the four-segment

typology captures genuine heterogeneity in tourist decision-making.

Third, the platform-value ecosystem analysis contributes to the emerging literature on digital tourism ecosystems. The finding that each platform cultivates a distinctive value discourse ($\chi^2 = 2912.89$, $p < .001$) implies that tourists who primarily use different platforms inhabit different “value information environments,” potentially developing systematically different destination perceptions even when exposed to the same physical attractions. This has implications for both segmentation theory (suggesting that segment membership may be partially shaped by platform ecology) and marketing practice (implying that platform-specific content strategies are necessary).

5.3 Practical Implications

The findings offer actionable guidance for destination managers seeking to overcome the resource curse:

Value-congruent product development. The 26.5 percentage point redemption gap between value-matched and mismatched packages provides a compelling business case for differentiated product development. For Fuzhou's four identified segments, this translates into: (1) Hedonic Seekers—premium wellness experiences emphasizing therapeutic atmosphere and aesthetic design (e.g., private hot spring suites with curated ambiance); (2) Connected Explorers—social-interactive experiences that generate shareable content (e.g., collaborative cultural workshops, themed photo installations); (3) Solitary Escapists—quiet, low-social-density experiences that maximize personal emotional restoration (e.g., solitary nature trails, meditation gardens); and (4) Pragmatic Tourists—standardized, transparent, efficiently delivered packages (e.g., one-click booking, clear pricing, convenient transport links).

Platform-specific content marketing. The UGC analysis reveals that each platform serves a different value-information niche. Marketing strategies should be platform-differentiated: Douyin for emotional storytelling (targeting Hedonic Seekers and Solitary Escapists), Xiaohongshu for practical guides and aesthetic presentation (targeting Pragmatic Tourists), Weibo for social buzz and trending campaigns (targeting Connected Explorers), and Bilibili for in-depth cultural narratives (targeting Connected Explorers with cognitive orientation). These strategies align with the stimulus-organism-response framework (Li, Su, & Ma, 2023), wherein scene

stimuli (environmental design, content) activate value perceptions (organism) that drive segment-specific behavioral responses.

Overcoming homogeneity through segment prioritization. The finding that Pragmatic Tourists constitute the largest segment (30.3%) but are the most underserved by current offerings suggests a low-hanging fruit for destination improvement. Developing transparent, convenient, high-quality budget offerings for this segment could yield immediate returns in visitor satisfaction and repeat visitation.

5.4 Limitations and Future Research

Several limitations should be acknowledged. First, the cross-sectional survey design cannot establish causal relationships between value perception and behavioral outcomes; longitudinal designs would strengthen causal inference. Second, the sample over-represents young, female, and well-educated demographics, limiting generalizability to older and less digitally connected populations. Third, the consumption redemption data, while providing valuable behavioral validation, cover only six attractions and may not represent the full diversity of micro-vacation experiences. Fourth, the social media UGC analysis relies on automated content classification; qualitative analysis of specific posts could provide richer insights into value construction processes.

Future research should pursue longitudinal designs tracking tourist value evolution across multiple trips, incorporate experimental manipulation of value-congruent offerings to establish causal effects, extend the framework to other cultural tourism destinations to test generalizability, and employ natural language processing for more granular analysis of value discourse in social media content.

6. Conclusion

This study decoded the “resource curse” of cultural tourism in Fuzhou through a mixed-methods design integrating survey data (N = 549), consumption redemption records (n = 1,842), and social media UGC (n = 12,743). The findings reveal that Fuzhou’s paradox of resource richness with experience poverty stems not from insufficient assets but from a structural mismatch between heterogeneous tourist value preferences and homogeneous supply-side offerings. Four tourist segments—Hedonic Seekers, Connected Explorers, Solitary Escapists, and Pragmatic Tourists—were identified through value perception clustering and behaviorally validated

through a 26.5 percentage point redemption gap between value-congruent and mismatched packages. Social media platforms were shown to cultivate distinct value discourse ecosystems, with implications for precision marketing. These findings advance scene value theory by demonstrating cross-method convergence and provide destination managers with an evidence-based framework for transforming resource endowments into experiential value.

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