



Exploring the Tourism Image of Zhongzheng New Village, Taoyuan City: Cultural Heritage and Visitor Perceptions

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Received 15/03/2025

Revised 01/04/2025

Accepted 07/05/2025

Abstract

Background and Aim: Tourism destinations are increasingly leveraging tourism imagery, experience marketing, and experience value to influence visitors' travel intentions. Understanding the relationships between these factors can help enhance destination appeal and visitor satisfaction. This study investigates the interconnections among tourism imagery, experience marketing, experience value, and travel intention in Zhongzhen New Village, Taoyuan City. The objective is to identify how these dimensions shape tourist perceptions and decision-making.

Methodology: A structured survey was conducted to assess tourists' experiences and intentions, utilizing five measurement scales: Tourist Capital Information Scale, Taoyuan Zhongzhen New Village Tourism Imagery Scale, Experience Travel Sales Scale, Experience Value Scale, and Travel Intention Scale. A total of 365 valid responses were collected between October and November 2023. The data were analyzed using structural equation modeling (SEM) to examine the relationships between the study variables.

Results: The findings reveal that the "product image" of Zhongzhen New Village significantly influences tourists' perceptions of the destination. In experience marketing, the "mobile experience" is a key factor, indicating that interactive and dynamic engagements enhance the tourism experience. In terms of experience value, tourists perceive a strong "consumer return on investment", suggesting that they find their travel experiences worthwhile. Furthermore, "willingness to recommend" plays a crucial role in travel intention, highlighting the power of positive word-of-mouth promotion. The analysis confirms a significant relationship between tourism imagery, experience marketing, experience value, and travel intention, demonstrating their interconnected influence on tourist behavior.

Conclusion: This study provides valuable insights for destination marketing, tourism development, and experience design. By focusing on compelling tourism imagery, engaging experience marketing strategies, and maximizing experience value, destinations can enhance tourists' travel intentions and advocacy. The findings contribute to the understanding of how these factors interact, offering practical implications for improving tourist satisfaction and boosting visitation rates in Zhongzhen New Village, Taoyuan City.

Keywords: Tourism Imagery; Experience Marketing; Experience Value; Travel Intention; Structural Equation Modeling (SEM)

Introduction

The Yunnan delicacy Rice Dry carries the legacy of a wandering foreign army. It has endured a history of migration and nostalgia, connecting people to their hometowns in an inseparable way (Lu, 2021). Once an ordinary dish from their homeland, it took root in Longgang, where it became a staple of daily life. Over the years, its rich flavors have gained widespread recognition, attracting food lovers from around the world. With exotic cuisine to savor, vibrant ethnic costumes to admire, distinct local accents to hear, and an indescribable sense of joy to feel, the cultural essence of this community comes alive. These once-isolated foreign troops settled in Zhongzhen New Village, forming a close-knit community. Through ethnic integration, dependency, intermarriage, and the arrival of new immigrants, settlements from Yunnan, Burma, Thailand, and other countries gradually took shape. Deeply embedded in everyday life, these communities have flourished, preserving their unique traditions. The so-called exotic customs, Burmese food culture, religious beliefs, and New Year celebrations, are vividly showcased and widely recognized by the public (Pohl, 2011; Lin, 2010).





It was originally a local specialty food, but it has gradually developed into a gourmet tour known for its Yunnan-Burmese cuisine. The Yunnan-Burmese food culture has spontaneously emerged. According to the survey of tourists' consumption and trends in Taiwan, the factors for tourists to visit Taiwan for sightseeing purposes in 2019 It is gourmet and specialty snacks (72 people per 100 people) In addition, starting at midnight on March 19, 2020, in response to the global pandemic of Coronavirus Disease 2019 (COVID-19), travel agencies organizing tours abroad and the entry of groups that receive sightseeing in Taiwan will be suspended. Therefore, tourists whose main purpose is sightseeing are only counted from January to March (73 people per 100 person-times), and the factors that come to Taiwan for sightseeing are also delicacies and specialty snacks. The data shows that the most impressive tourists in Taiwan are "delicious dishes" (transportation). Ministry of Tourism Bureau 2021), in certifying that the promotion of food tourism, the cooperation between the public sector and local non-profit organizations will help the development of tourism in the community and local marketing. The Migan economy of Zhongzhen New Village now seems to be the best representative of the gourmet landscape; the culture of the dependents' village in Zhongzhen New Village symbolizes embracing the feelings of the family and the country, and the cohesion of the nation. According to Article 3 of the Cultural Assets Preservation Law, "cultural assets" refer to tangible and intangible cultural assets that have historical, artistic, scientific, and other cultural values and are designated or registered.

The cultural preservation of the dependent villages in Zhongzhen New Village, public departments, and local people spare no effort to invest resources, including the Taoyuan Dependent Village Cultural Festival, Longgang Rice Festival, and the National Day Carnival and other festivals, which not only bring tourists but also activate the local economy. And promote the friendship of the hometown. Furthermore, the "Deep-rooted Group" belonging to local people has devoted much effort to the preservation of the culture of the military villages. After the rebuilding of the military villages and the urban renewal were completed, they tried their best to promote the establishment of the Zhongzhen New Village Cultural Park on some of the original sites. Although the legend of a lone army in a foreign land is far away, the spirit of defending the country is still there. How can this new home continue to be persistent, beautiful, coexist, and prosper, make the local characteristics sustainable, and establish an innovative business model? Let the Zhongzhen New Village Cultural Park continue to inject creativity and live water into the community and open a window to the world for this unique golden triangle.

The study's objectives are: (1) 1. Understand the current situation of tourism image, experience marketing, experience value, and travel intention of Zhongzhen New Village in Taoyuan City. (2) This paper analyzes the relationship between tourists' influence on the variables of tourism image, experience marketing, experience value, and travel intention of Zhongzhen New Village in Taoyuan City.

Literature Review

Tourism image

Originally proposed by Boulding (1956), image is a subjective cognition and something that individuals "believe to be true". The study points out that the process of interaction between the individual's internal subjective cognition of things and the new information received externally affects the behavior change. Dichter (1985) pointed out that the concept of imagery can be widely applied to products or countries, and that imagery should not be a simple descriptive feature but should be an entity. It lies in the overall impression that arises in the minds of others. "Original imagery" refers to the potential perception and perception of the tourism goal in the mind of the tourist. The induced image refers to the psychological impression accumulated by the tourist target through the acquisition of external information, and the modified induced impression refers to the result that the original impression of the tourist target will be changed and corrected by collecting, watching, or feeling more information after the tourist arrives at the tourist goal.

According to Echtner and Ritchie (1993), the conceptual framework of the image can be conceptualized as a visual image, and it is believed that the tourism image is composed of two parts: holistic and attribute, functional and psychological, and finally common and unique. Functional is described as features that can be directly observed or measured, while psychogenic refers to intangible features. This is shown in Figure 1.

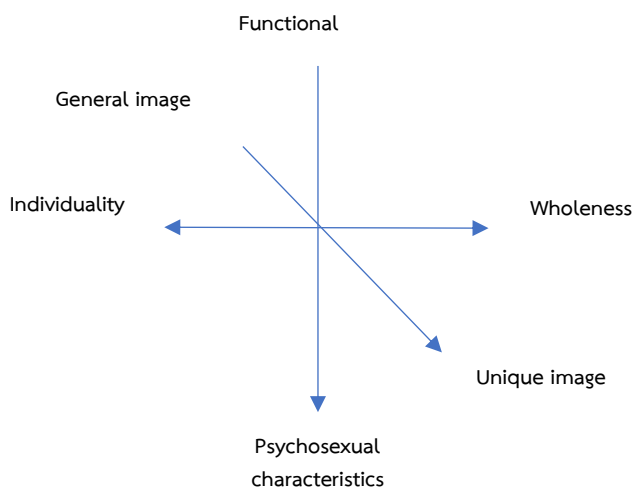


Figure 1 Composition pattern of Tourism image
Source: Echtner and Ritchie (1993), cited in Ji Shixun (2016)

Seyhmus and Ken (1999) illustrate that the measurement of tourism imagery is influenced by two factors: one is the personal factor, and the other is the stimulus factor. The personal factor includes both psychological and social aspects, and the external factor includes the source of information, prior experience, and classification, as shown in Figure 2.

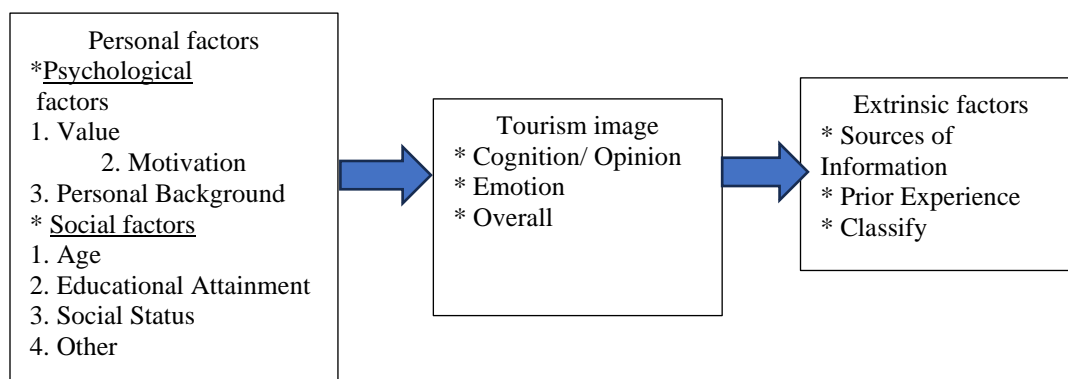


Figure 2 Diagram of the composition pattern of sightseeing (Seyhmus and Ken, 1999), cited in Chen Rongzhi (2022)



Experiential marketing

Schmitt (1999) introduced the concept of experiential marketing, defining it as a process where consumer motivation is triggered by sensory stimulation during an activity. This engagement fosters identification with the product, ultimately enhancing purchasing behavior and increasing product value. Similarly, Marketing (1999) describes experiential marketing as a way for consumers to perceive value through their senses, actions, emotions, thoughts, and associations, leading to product recognition and participation. Musa et al. (2015) further emphasize that experiential marketing is a powerful approach, enabling tourists to experience the five strategic experience modules, which have a lasting impact on individuals. Jamalet al. (2011) highlight that homestay operators use experiential marketing to enhance the perceived value of products and services by stimulating consumers' sensory experiences. Additionally, Barta et al. (2023) explain that experiential marketing operates on a psychological level, where perceived stimuli evoke relevant thoughts and emotional responses. Lastly, San Martín et al. (2008) suggest that tourism imagery is shaped by two key factors: personal and external stimuli. Personal factors include psychological and social aspects, while external factors involve information sources, prior experiences, and classification, as illustrated in Figure 2.

Strategies for Experiential Marketing

Schmitt (1999) proposed five Strategic Experiential Modules (SEMs), which can also be operated independently and integrated according to different marketing objectives or demands, and there are various experience forms to meet customers. The five steps of experiential marketing are described as follows: first, the five senses are experienced with the five senses, which are the sight, hearing, smell, taste, and touch senses generated by the eyes, ears, nose, tongue, and hands, and the second is to stimulate the customer's inner feeling and emotion. In addition to enriching the customer's life, it can also lead the customer to improve the need for self-improvement, and also generate interrelated associations. In this study, Schmitt's strategy experience module is used as follows: 1. Sense: The goal of sensory experience is to create the feeling of perceptual experience through the five senses: such as vision: such as color, pattern, shape, symbol, and landscape, etc., hearing: such as music, beat, and noise, taste: such as sour, bitter, spicy, salty, sweet and bland taste, smell: such as fragrance, smell, body fragrance and freshness, etc., and touch: such as material, thickness, smoothness, and texture, etc., through five senses, and after perceptual stimulation, it also creates sensory impact, so that consumers can get excitement, pleasure, Satisfying and beautiful. 2. Feel: The purpose of emotional experience is to make consumers generate relevant feelings and internal information through stimulation, elicit positive emotions, and are willing to participate in their experience, Understanding the key success factor is to be able to know what kind of stimuli are enough to induce consumer emotions, and let consumers actively participate, to achieve the brand, corporate image, and beautiful emotions are connected. 3. Think: Thinking of experience refers to the experience of using creative methods to enable individual consumers to elicit cognition and solve problems. It refers to the experience of thinking about the process of giving birth to a set of ideas or value judgments about related people and things and generating interest through surprise. 4. Act: Behavioral experience indicates that consumers express their personal feelings and identification with the ideas conveyed by the company, and then develop specific behavior patterns, adopt another lifestyle or even interpersonal interactions, and finally present an impactful tangible experience. The key success factor means that the consumer understands the outcome of the experience, but then transforms it into a new look. 5. Relate: Connected experience is a culture in which consumers are associated with an ideal self, role, social group, and perceived cultural values, which has an impact on potential community members, and the culture in which consumers are willing to participate can experience social identity and a sense of belonging.



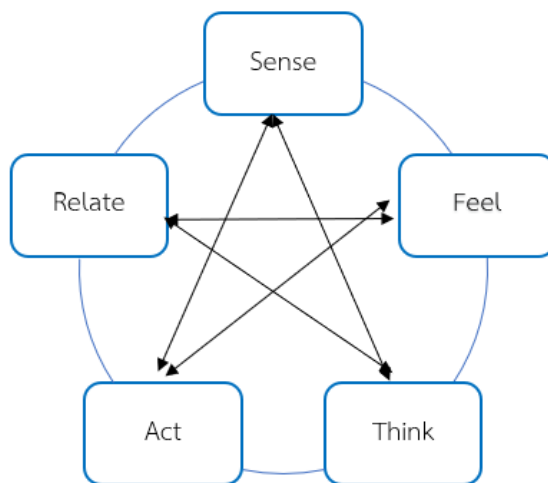


Figure 3 Strategy experience module (Schmitt, 1999/2000)

Experiential Value

Experiential value refers to the multiple values that consumers perceive when interacting with a product or service, including sensory, emotional, cognitive, behavioral, and relational aspects. These values not only affect consumer satisfaction but also further affect their loyalty and behavioral intent. For example, research shows that there is a significant positive relationship between different aspects of experiential marketing, such as thinking about experience and aesthetics, which in turn affects consumers' willingness to return and recommend (Yuan et al., 2008). Chen & Chen (2010) state that experiential value is the perceived benefit or value that an individual derives from participating in a particular activity, product, or service. This concept includes both functional aspects (such as efficiency and economic value) and emotional aspects (including enjoyment, entertainment, and escape). For example, in the context of tourism, the experiential value comes from factors such as atmosphere, enjoyment, entertainment, escape, efficiency, excellence, and economic value. The comprehensive discourse by Varshneya et al. (2017) divides the literature on experiential value into five domains: conceptualization, measurement, antecedents, outcomes, and applications. The study highlights that the value of the experience will vary by culture, store format, channel, and product category. Experiential value refers to the perceived benefits derived from an individual's interaction and participation in a product, service, or environment, beyond functional and monetary gains. It includes sensory, emotional, cognitive, and social dimensions that influence customer perception and decision-making (Kim et al., 2021). Unlike traditional economic values, experiential values are subjective and highly dependent on the environment, varying according to personal preferences, situational factors, and cultural influences (Schmitt, 1999).

Experiential value is typically broken down into four key dimensions:

1. Aesthetic Value: This pertains to the sensory attractiveness and design elegance of a product or service, where visual charm, ambiance, and overall aesthetic quality elevate the consumer experience (Brakus, Schmitt, & Zarantonello, 2009).
2. Emotional Value: The ability of a product or service to evoke positive emotions such as joy, excitement, nostalgia, or comfort contributes to its experiential value (Oliver, 1997). Strong emotional engagement fosters brand attachment and customer loyalty (Chitturi, Raghunathan, & Mahajan, 2008).
3. Cognitive Value: Consumers gain value through intellectual engagement, innovation, and learning opportunities. Products and services stimulating thought or enhancing cognitive abilities contribute to their overall experiential value.
4. Social Value: Experiential value can also stem from social connections and a sense of community. Products or services that foster



social bonding, convey status, or create shared experiences contribute to social value (Bagozzi & Dholakia, 2006) (Figure 3).

Consumer Return on Investment (CROI) refers to the perceived value return consumers receive relative to the costs. They invest in price satisfaction and the perception of obtaining superior value. Consumer Return on Investment (CROI) refers to the perceived value that visitors gain relative to the time, effort, and financial costs they invest in an experience (Mathwick, Malhotra, & Rigdon, 2001). In the context of Military Village Cultural Parks, CROI is particularly significant, as these heritage sites require visitors to engage with historical narratives, architectural preservation, and cultural heritage conservation. Visitors who perceive their investment, whether in terms of money, time, or cognitive engagement, as justified by meaningful experiences are more likely to develop a sense of satisfaction and exhibit repeat visitation intentions (Zeithaml, 1988).

In cultural tourism, CROI encompasses multiple dimensions, including educational value, emotional engagement, and social significance. The Military Village Cultural Park provides historical insights into the lives of military families through immersive exhibitions, narrative experiences, and interactive activities, further enhancing visitors' cognitive stimulation and emotional connection to the past. When visitors perceive that their engagement leads to knowledge acquisition, nostalgic memories, or strengthened social bonds, their perceived CROI increases, positively influencing their overall tourism experience (Sheth, Newman, & Gross, 1991). To enhance CROI, Military Village Cultural Parks can incorporate interactive experiences, digital storytelling, and guided tours to foster deeper visitor engagement. Moreover, offering tailored experiences, such as augmented reality (AR) reconstructions of historical events or immersive cultural activities, can further enhance the perceived return on investment, supporting a sustainable approach to cultural heritage tourism (Tussyadiah, 2020). By maximizing visitor value, these cultural parks can promote long-term participation and play a crucial role in preserving and transmitting cultural heritage.

Service Excellence reflects consumers' appreciation for the exceptional performance of a service system, such as service quality, professionalism, and overall efficiency. Recent studies have highlighted the transformative impact of augmented reality (AR) and virtual reality (VR) in enhancing visitor experiences at cultural heritage sites. Boboc et al. (2022) provide a comprehensive review of AR applications in cultural heritage over the past decade, emphasizing their effectiveness in creating immersive and educational experiences. Similarly, Jiang et al. (2023) demonstrate that AR significantly enhances memorable tourism experiences by offering interactive and engaging content that deepens visitors' connections to heritage sites. With the growing prominence of smart tourism, there is a strong focus on leveraging information and communication technologies (ICT) to improve both tourist experience and resource management. Gretzel et al. (2015) discuss the fundamental principles and advancements of smart tourism, underscoring the significance of technology in creating adaptive and customized travel experiences. Through the integration of advanced digital technologies and the implementation of smart tourism principles, Military Village Cultural Parks can create highly personalized and interactive experiences that appeal to modern audiences. This initiative not only improves tourist engagement but also strengthens efforts toward the sustainable preservation of cultural heritage. Aesthetics involves consumers' sensory responses to the visual attractiveness and artistic design of a product or service setting. Military villages were initially established as residential areas exclusively for military personnel and their families. However, over time, they have gradually transformed into cultural parks that preserve historical narratives and architectural heritage. Such cultural parks play a crucial role in fostering historical awareness, reinforcing national identity, and promoting cultural tourism (Smith, 2006). This study examines the evolving definitions of aesthetic principles in military village cultural parks in recent years, with a particular focus on spatial design, materiality, symbolic meanings, and visitor engagement.

First, at the spatial design and layout level, the Military Village Cultural Park typically retains the original military grid structure, embodying principles of order and discipline. Recent developments have prioritized adaptive reuse and sustainability, incorporating green spaces and smart city planning strategies





to enhance environmental and functional resilience (Lee & Chen, 2018). Conservation efforts focus on preserving the architectural integrity of barracks, administrative buildings, and public spaces while integrating contemporary pathways and signage to improve accessibility. Achieving a balance between historical authenticity and modern functionality is essential to ensuring both long-term preservation and practical usability. Next, at the architectural and material aesthetics level, several key features can be identified. The use of brick, concrete, and wooden structures reflects the wartime pragmatism that characterized the original construction. More recent conservation projects have adopted eco-friendly materials and restoration techniques to promote sustainability and structural preservation. In terms of color schemes, earth tones and camouflage patterns are strategically employed to evoke and reinforce military traditions. In terms of restoration techniques, the adaptive reuse of buildings aligns with the principles of sustainable conservation while preserving historical authenticity. The integration of digital fabrication and 3D printing technologies has further revolutionized restoration practices, enhancing both precision and efficiency (Kantaros et al., 2023).

Subsequently, at the level of symbolism and cultural expression, symbolism plays a crucial role in the aesthetics of military villages, serving as a visual narrative of the past. Memorials, statues, and plaques commemorate historical events and figures, reinforcing national heritage. The integration of military insignia, murals, and preserved artifacts fosters an immersive experience, connecting visitors to historical realities. In recent years, augmented reality (AR) and interactive media have been employed to enhance storytelling and deepen visitor engagement (Lin, 2021). Finally, at the level of visitor engagement and interpretive design, modern military village cultural parks incorporate interactive exhibits, guided tours, and AR experiences to captivate visitors. Educational programs and historical reenactments further enhance cultural appreciation, transforming passive observation into active learning. With technological advancements, AI-driven virtual guides and immersive VR experiences have become integral components of visitor engagement strategies (Recupero 2018).

As discussed above, the Military Village Cultural Park's aesthetic framework connects historical heritage with modern engagement, blending preservation efforts with contemporary participation. Through the conservation of architectural authenticity, the reinforcement of symbolic expressions, and the integration of interactive features, such parks remain vital cultural and educational institutions. Ongoing progress in conservation techniques and visitor engagement strategies has further reinforced the significance and sustainability of military village heritage sites. Playfulness refers to the enjoyment and pleasure consumers experience during the process of interaction. In recent years, the concept of playfulness in Military Village Cultural Parks has garnered increasing attention from scholars and practitioners, particularly within the contexts of cultural heritage tourism and interactive engagement. Playfulness in these parks is typically characterized by the integration of interactive, immersive, and gamified experiences that encourage visitor participation while fostering a deeper understanding of historical narratives. Advances in digital technologies, such as augmented reality (AR) and virtual reality (VR), have significantly enhanced the entertainment value of these cultural sites, allowing visitors to engage with historical settings in novel and engaging ways (Jiang et al., 2023).

Additionally, the incorporation of role-playing activities, hands-on exhibits, and community-driven events has contributed to a dynamic and enjoyable atmosphere, transforming military heritage from a passive learning experience into an interactive cultural journey (Kim, 2021). This shift aligns with broader trends in experiential tourism, where playfulness serves as a crucial factor in enhancing visitor satisfaction and fostering emotional connections with historical spaces. As cultural policies increasingly emphasize public engagement and heritage sustainability, the playful redesign of Military Village Cultural Parks is expected to continue evolving, ensuring their relevance for future generations (Tussyadiah 2020). In summary, based on the growing scholarly and practical interest in play within Military Village Cultural Parks, particularly in the domains of cultural heritage tourism and interactive engagement, the conceptualization of play as an integration of interactive, immersive, and gamified elements has been well-



articulated. This framework underscores its critical role in enhancing visitor engagement with historical narratives (Figure 4).

Conceptual Framework of Study

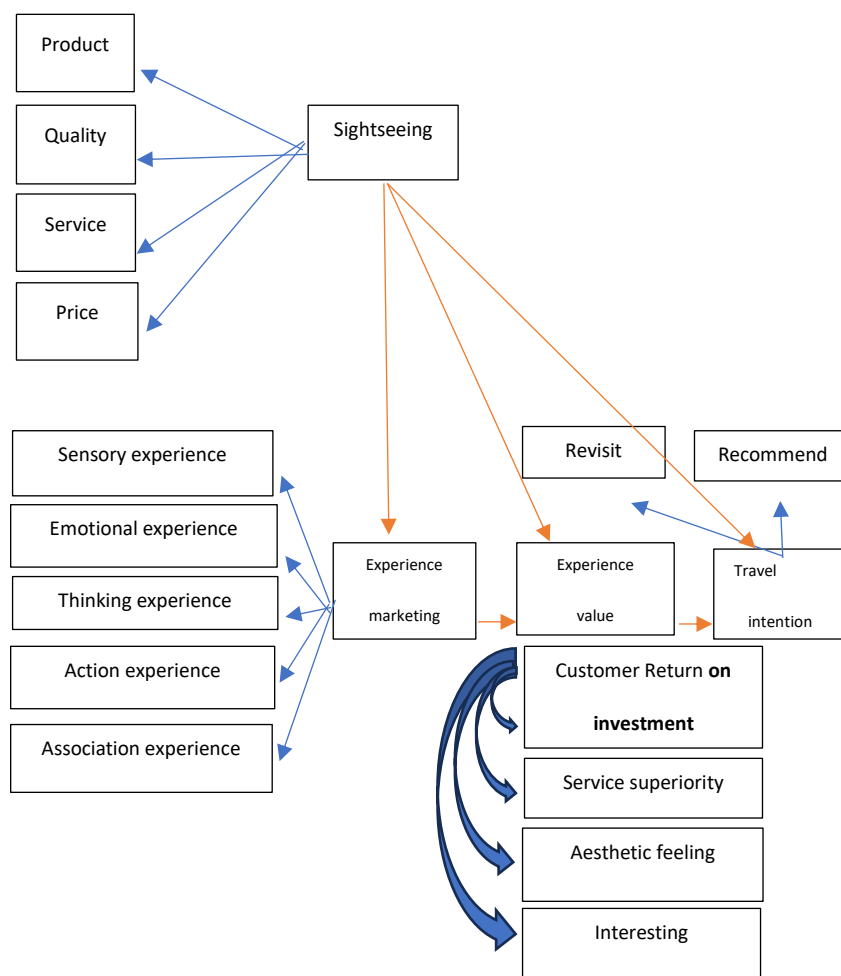


Figure 4 The Conceptual Framework

Methodology

The research site is located in Taoyuan's "Zhongzhen New Village Cultural Park" (Figure 5). There are 8 venues in the park. The venues that are currently in operation are "Amemigan 1981", "Addicted Food Sanctuary", "Ice Unique Ice Cream Shop", and "Black Mountain Yinhua National Cultural and Creative Museum." In addition, there are currently 4 venues under construction, namely the "Lone Army Memorial Plaza", "Exotic Story Hall", "Golden Triangle Cultural Experience Hall", and "Spy Hall". Regarding the operation and management of this park, and whether it can be operated sustainably, we will explore its operation mode and give suggestions and improvements.

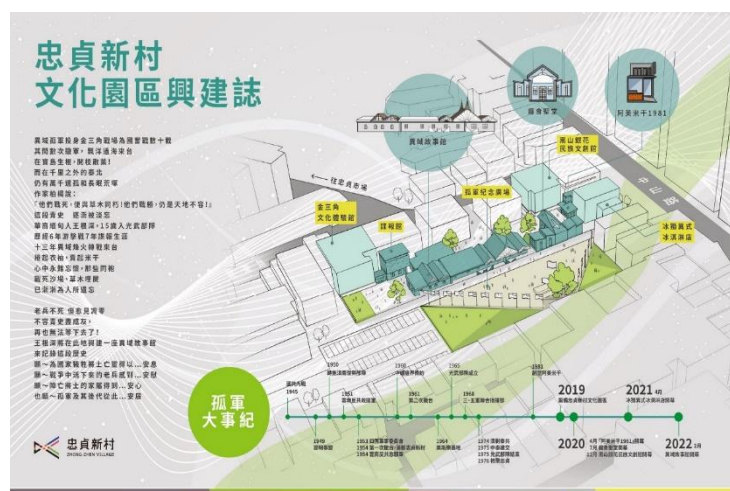


Figure 5 History of Zhongzhen New Village Cultural Park
Source: <https://www.zz-village.com/>

Population and Sampling Procedures

Research population

The population in this research is tourists who visit the Zhongzhen New Village, Taoyuan City, Taiwan.

Sample size

A structured survey was conducted to assess tourists' experiences and intentions, utilizing five measurement scales: Tourist Capital Information Scale, Taoyuan Zhongzhen New Village Tourism Imagery Scale, Experience Travel Sales Scale, Experience Value Scale, and Travel Intention Scale. A total of 365 valid responses were collected between October and November 2023. The data were analyzed using structural equation modeling (SEM) to examine the relationships between the study variables. The sample size of the research sample is representative of the population that lives in Taiwan and has used a restaurant reservation system. Because the population size is large and the number is unknown. Therefore, the sample size was calculated from W.G. Cochran's unknown sample size formula, with a confidence level of 95% and an error level of 5%. The specific calculation formula is below.

$$n = \left(\frac{Z}{2E} \right)^2$$

A total of 365 valid samples were collected after the formal distribution of questionnaires, with a valid questionnaire rate of 71%. SPSS 29.0 and AMOS 29.0 statistical applications were used as analytical tools. The Amos 29 application software was used to analyze questionnaire data by performing structural equation modeling and then completing the conceptual model.

Results

1. Conceptual model analysis

Table 1 presents data on tourism and related figures for different years (2019, 2020, 2021, and 2023). In 2019, the total number of people was 11,864,105, with 8,444,024 of them being tourists, making up



71.17% of the total. In 2020, the numbers significantly decreased due to the pandemic, with only 140,479 people, and just 156 of them being tourists, which is 0.11% of the total. By 2021, the total number of people was 1,377,861, with 694,187 tourists, representing 50.38% of the total. In 2023, there was a recovery with 4,983,081 total people and 3,186,521 tourists, which made up 63.94% of the total. The table also mentions that gourmet or specialty snacks accounted for 72% and 73% of the total in 2021 and 2023, respectively. However, the years 2020 and 2021 for "Gourmet or specialty snacks" do not have data provided, possibly due to changes in tourism patterns or business operations during the pandemic.

Table 1 Statistics on the number of tourists coming to Taiwan for sightseeing purposes

Year (Month)	2019	2021	2020	2021	2023 (1-10)
Total number of people	11,864,105	1,377,861	140,479	895,962	4,983,081
Number of tourists	8,444,024	694,187	156	254,686	3,186,521
Percentage %	71.17	50.38	0.11	28.42	63.94
Gourmet or specialty snacks	72	73	-	-	-
		(1-3moon)			

Source: Compiled by the study

Table 2 the structural model, the latent variables refer to the Standardized Regression Weights (Standardized Regression Weights) of "Tourism Imagery", "Experience Marketing", "Experience Value", and "Travel Intent" among the four major aspects of this study), which also represents the direct effect value (or influence) between potential variables, which is also the normalized path coefficient, and in the measurement model, the standardized regression weighting coefficient of the latent variable to the observed variable (surface) is called the normalized factor load. In the squared multiple correlations (R^2) of the normalized factor load, which refers to the explanatory variation of the latent variable to the observed variable, the index that can evaluate the internal structure of the facet, and the multivariate correlation square $R^2 > 0.50$, indicating that the load of the standardized factor is at least above 0.71, that is, the latent variable has good individual reliability of the observed variable (Fornell, C., & Larcker, D. F. 1981).

Table 2 Standardized Regression Weights.

		Estimate
Experiential marketing	←	Sightseeing imagery .822
Experience value	←	Experiential marketing .720
Experience value	←	Sightseeing imagery .192
Travel intentions	←	Experience value .567
Travel intentions	←	Sightseeing imagery .322
Product imagery	←	Sightseeing imagery .769
Quality imagery	←	Sightseeing imagery .794
Service imagery	←	Sightseeing imagery .857
Price imagery	←	Sightseeing imagery .823
Sensory experience	←	Experiential marketing .768

			Estimate
Emotional experience	←	Experiential marketing	.929
Think about the experience.	←	Experiential marketing	.919
Action experience	←	Experiential marketing	.891
Associate experiences	←	Experiential marketing	.883
Consumer return on investment	←	Experience value	.777
Service superiority	←	Experience value	.904
Aesthetic feeling	←	Experience value	.920
Interesting	←	Experience value	.904
Revisit willingness	←	Travel intentions	.835
Willingness to recommend	←	Travel intentions	.883

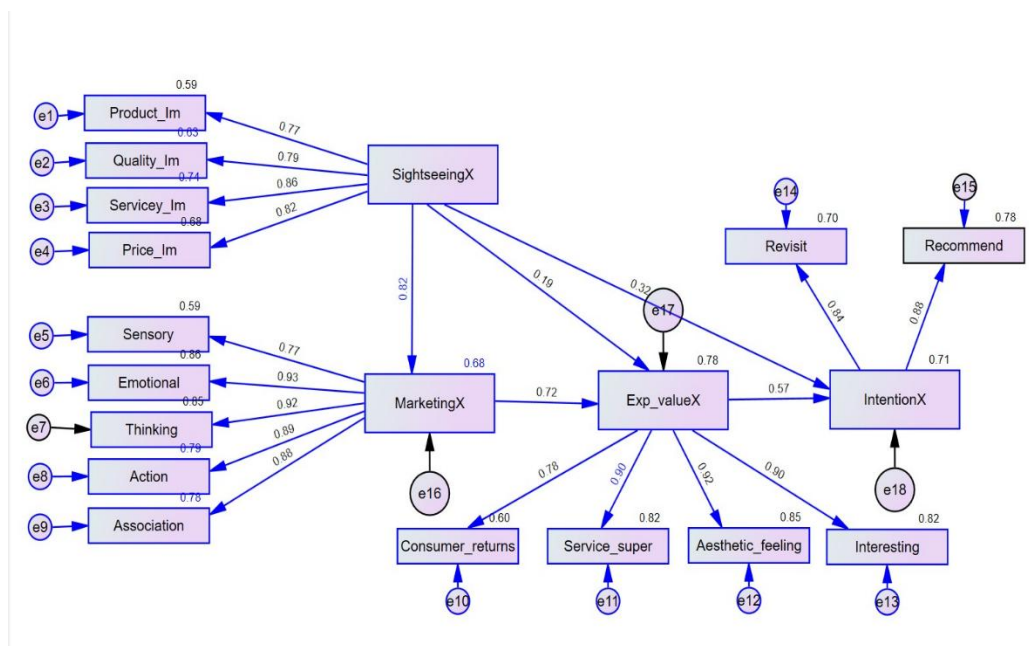


Figure 6 Conceptual model analysis: The degree of correlation between the path coefficients, the determination coefficients, and the influencing effects of the variables in the conceptual model

Firstly, see Figure 6. The tourism image of Zhongzhen New Village in Taoyuan City has a significant effect on the service image, price image, quality image, and product image at $p = 0.05$, and the path coefficients are 0.86, 0.82, 0.79, and 0.77 from high to low. It should be noted that the tourism image of Zhongzhen New Village in Taoyuan City has the strongest correlation with the "service image", while the tourism image of Zhongzhen New Village in Taoyuan City has the weakest correlation with the product image. In addition, when considering the coefficient of determination, the total variation of the tourism image of Zhongzhen New Village in Taoyuan City for the corresponding explanations of the above four observed variables was 74%, 68%, 63%, and 59%, respectively.

According to the above display, the correlation between these four variables and the tourism image of Zhongzhen New Village in Taoyuan City is very high and statistically significant (Hopkins, 2002). Then, as shown in Figure 8, the path coefficient shows that experiential marketing has a strong impact on

emotional experience, and when $p=0.05$, thinking experience, action experience, association experience, and sensory experience have a significant impact, and the path coefficients are 0.93, 0.92, and 0.89, 0.88 and 0.77. It is important to note that experiential marketing has the strongest correlation to emotional experience, while experiential marketing has the weakest correlation to sensory experience. In addition, when considering the coefficient of determination, the total variation of experiential marketing for the above five observed variables is 86%, 85%, 79%, 78%, and 59%, respectively.

Based on the above display, the correlation between these five variables and experiential marketing is almost perfect and very important (Hopkins, 2002). Furthermore, Figure 8 shows that based on the path coefficient, the experience value significantly affects the aesthetic feeling, service superiority, interest, and consumer return on investment at $p = 0.05$, and the path coefficients are 0.92, 0.90, 0.90, and 0.78, respectively. It should be noted that the correlation between experience value and aesthetic feeling is the strongest, while the correlation between experience value and consumer return on investment is the weakest. In addition, when considering the coefficient of determination, the total variation of experience value for the corresponding explanations of the above four observed variables is 85%, 82%, 82%, and 60%, respectively.

Based on the above displays, the correlation between these four variables and experiential value is very high and statistically significant (Yuan et al., 2008). Then, as shown in Figure 8, based on the path coefficient, tourists' travel intention has a strong impact on tourists' willingness to recommend the place to others and tourists' willingness to revisit the place, and the path coefficient ranges from 0.88 to 0.84 when the travel intention is $p=0.05$. It should be noted that the correlation between tourists' travel intention and recommendation intention is the strongest, while the correlation between tourists' travel intention and revisit intention is slightly weaker. In addition, when considering the coefficient of determination, the total variation of tourists' travel intention for the corresponding explanations of the above two observed variables is 78% and 70%, respectively.

Based on the above conclusions, the correlation between these two variables and tourists' travel intentions is very high and statistically significant. Finally, Figure 8 clearly shows the degree of correlation between the four facets. The direct effect of one latent independent variable on another latent dependent variable is called the direct effect, and the indirect effect is when one latent independent variable affects another latent dependent variable through other latent variables. The combination of direct and indirect effects is called the Total effect. In the model diagram, "1" represents the tourism image of Zhongzhen New Village in Taoyuan City, "2" represents experience marketing, "3" represents experience value, and "4" represents tourists' travel intentions. The results showed that Zhongzhen New Village in Taoyuan City had a significant direct impact on experiential marketing, with a moderate direct impact on tourists' travel intention ($P41 = 0.32$) and a small direct impact on experiential value ($P31 = 0.19$) at $P = 0.05$ ($P21 = 0.82$). In addition, experiential marketing had a significant direct impact on experience value ($P32 = 0.72$) and a moderate indirect effect on tourists' travel intent ($P42 = 0.72 \times 0.57 = 0.41$). Finally, the value of the experience has a considerable direct impact on tourists' travel intent ($p43 = 0.57$) as shown in Table 3.

Table 3 Summary of the effects of the overall model

Independent variables	Sightseeing imagery	Experiential marketing		Experience value	Travel intentions	
	Direct	Direct	Indirect	Direct	Direct	Total effects
Experiential marketing	0.82 *	-	-	-	-	0.82
Experience value	0.19 *	0.72 *	-	-	-	0.91
Travel intentions	0.32 *	-	0.41 (0.72*0.57)	0.57 *	-	1.30



Independent variables	Sightseeing imagery	Experiential marketing	Experience value	Travel intentions
Squared Multiple Correlations		0.68	0.78	0.71

Note: 1. The "*" table has a significant $P < 0.05$ at a significant level of 0.05

2. "-" indicates that there is no such effect

Discussion

Tourism in Zhongzhen New Village presents a significant opportunity for economic growth, particularly in the hospitality, crafts, and agriculture sectors. By integrating local products and services into the tourism experience, the village can create employment opportunities and stimulate local businesses. This approach aligns with Sustainable Development Goal (SDG) 8, which emphasizes sustained, inclusive, and sustainable economic growth. Encouraging the sale and promotion of locally sourced products, such as traditional snacks and handmade crafts, not only provides direct economic benefits to small businesses but also fosters a stronger local identity. Additionally, reducing reliance on external markets enhances economic resilience, making the village less vulnerable to economic fluctuations and external shocks (Liao, 2014). A key factor in ensuring the sustainability of this economic model is the active participation of the local community. Community-based tourism (CBT) is an effective strategy that enables residents to play a direct role in tourism planning and management. Studies on Taiwanese eco-villages suggest that when locals are involved in decision-making, there is higher satisfaction among both residents and visitors, as community members take pride in their cultural and natural heritage (Lee, 2009). Implementing a similar CBT framework in Zhongzhen New Village would ensure that tourism benefits are equitably distributed, fostering social inclusion and economic empowerment. This participatory model can also enhance the authenticity of tourist experiences, as visitors engage with locals and gain deeper insights into the village's history, traditions, and culinary practices. The long-term success of the village's tourism sector hinges on environmental sustainability. Rapid tourism growth can place pressure on natural and cultural resources, leading to degradation if not managed properly.

Eco-tourism practices such as carbon offset programs, energy-efficient infrastructure, and waste reduction initiatives are crucial in minimizing negative environmental impacts. By adopting green infrastructure and encouraging responsible visitor behavior, Zhongzhen New Village can align its tourism development with SDG 13 (Climate Action). Furthermore, environmental education programs can be integrated into the visitor experience to raise awareness about conservation efforts, reinforcing a culture of sustainable and responsible tourism (Hu et al., 2013). Another critical aspect of sustainable tourism development in Zhongzhen New Village is cultural heritage preservation. The village's historical and cultural assets, including its unique military-style architecture, traditional cuisine, and local customs, serve as key attractions for visitors. Preserving these elements is essential for maintaining the village's distinct identity and enhancing its appeal to cultural tourists. Sustainable tourism models in other Taiwanese villages demonstrate the importance of maintaining cultural landscapes and traditional practices (Shi & Lin, 2021). By integrating cultural heritage into the tourism business model, such as heritage tours, storytelling experiences, and culinary workshops, Zhongzhen New Village can attract tourists who seek authentic and meaningful travel experiences. This aligns with SDG 11 (Sustainable Cities and Communities), which emphasizes inclusive, safe, resilient, and sustainable urban and rural spaces (Chaiboonsri et al., 2024). In conclusion, the development of tourism in Zhongzhen New Village must balance economic growth, community participation, environmental sustainability, and cultural preservation. A well-planned community-based and eco-friendly tourism model can maximize the benefits for residents while ensuring long-term sustainability. By integrating economic resilience, environmental responsibility, and cultural authenticity, Zhongzhen New Village can emerge as a model for sustainable rural tourism in Taiwan and beyond.



Conclusion

This study examines the tourism image of Zhongzhen New Village in Taoyuan City, considering four sub-domains: product image, quality image, service image, and price image. Among these, "product image" received the highest average rating (4.51). Notably, Question 11, which highlights local dried rice and snacks as a specialty, had the highest average score (4.62). The findings indicate that local delicacies, particularly dried rice, are a major attraction, reflecting the recognition of Zhongzhen New Village's cuisine among tourists. The variety of flavors across restaurants enhances visitors' choices and contributes to the village's diverse culinary appeal. The study also explores experience marketing as an underlying variable, encompassing five components: sensory, emotional, thinking, action, and associated experiences. Among these, "action experience" had the highest overall rating (4.45), with Question 16, "Would you want to return?" scoring the highest (4.48). The results suggest that well-planned exhibitions and experiential activities encourage visitors to stay longer and participate more actively. Additionally, the growing trend of sharing experiences on social media reinforces tourists' willingness to revisit, highlighting the park's effective event planning. Regarding experience value, the study identifies four sub-components: consumer return on investment, service superiority, aesthetics, and fun. "Consumer return on investment" received the highest average rating (4.40), while "aesthetics" in Question 8 had the highest score (4.45). Tourists perceive their visit as intellectually enriching and aligned with their expectations, making Zhongzhen New Village a worthwhile destination. The village's atmosphere, designed to create a military-style sensory experience, enhances visitors' immersion and overall satisfaction. Travel intention, another key variable, consists of "revisit intention" and "recommendation intention." The latter had the highest average rating (4.43), with the statement "I would actively recommend Zhongzhen New Village to my relatives and friends" receiving a score of 4.44. This suggests that tourists not only appreciate their experience but also become enthusiastic advocates, enhancing the village's reputation through word-of-mouth marketing. Overall, the study finds a significant relationship between independent and dependent variables, with experience marketing playing a crucial role in shaping tourism imagery. Effective planning and execution enhance tourist engagement, increase visibility, and encourage sharing, ultimately strengthening Zhongzhen New Village's appeal as a tourist destination.

Research Recommendations

Zhongzhen New Village in Taoyuan City is already widely known, but according to the statistics, only 0.8% of the information sources come from TV commercials, so to expand the visibility of the place, the marketing part of TV advertisements can be increased, and the number of tourists can be increased. In terms of quality imagery, in question 18, I think the average of 3.89 is the lowest, indicating that tourists agree that the local tourism environment is highly artificial, and it is not easy to transform the military village into a cultural park, and the old buildings cannot be effectively protected after years of baptism. In terms of experiential value, the average number of interesting goods sold in cultural and creative shops and restaurants in Question 14 was 4.32, which was the lowest in the creation of an exotic and military atmosphere, but if the style of cultural and creative products can be changed, the slightly cute route or the design can be integrated into the modern fashion trend, which will increase the visibility and interest of the young people.

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