

A Research on the Influential Factors of Behavior Intention of Volunteering in Tourism Based on Extended TPB

Luying Wang

Xi'an International Studies University, Xi'an 710128, China

Abstract: In recent years, as one of the important supplementary forms of the tourism industry to serve the society, volunteering in tourism is developing rapidly, which has attracted wide attention of the society. However, the participation of college students as the main force is not optimistic. Therefore, it is necessary to conduct exploratory research on the main influential factors and operation mechanism of college students participation in volunteering in tourism. This study thus explores the factors determining volunteering in tourism by integrating the theory of planned behavior and social identity theory. Chinese respondents (336) were recruited to assess the proposed model. These findings show that college students perceived behavioral control (self-efficacy, convenience) and social identity indirectly affects their behavioral intention through attitude. The subjective norms (social pressure, personal norms) directly affect the behavioral intention, and indirectly affect the behavioral intention through attitude. The attitude has a significant effect on behavioral intention. This study proposes an innovative framework for capturing the specificities of rural scapes and highlights the importance of partnerships between industry practitioners and local stakeholders in managing rural tourism experiences.

Keywords: Extended theory of planned behavior; College students; Volunteering in tourism; Behavior intention.

1. Introduction

Volunteer service is an important part of the party and national business, and this is an important force in socialist modernization construction. In 2022, the Ministry of Culture and Tourism and the Central Civilization Office issued the 2022 Cultural and Volunteering in tourism Work Program, proposing to extensively mobilize social forces to participate in cultural and volunteering in tourism, focusing on advocating civilized tourism, and promoting the high-quality development of volunteering in tourism. As builders and promoters of the tourism service industry, college students participation in tourism volunteer activities not only improves their comprehensive quality [1], but also plays a positive role in developing and innovating tourism culture, inheriting excellent traditional Chinese culture, and building a modern public cultural service system. Volunteering in tourism is so important, but the participation of college students as the main force is still not optimistic [2]. Therefore, it is necessary to explore the driving mechanism of college students volunteering in tourism and conduct exploratory research on the main influencing factors and operation mechanism of college students participation in volunteering in tourism.

Chinese scholars research on college students volunteering in tourism mainly focuses on motivation, management mechanism, current situation analysis [3], and so on. There are few empirical studies involving the factors affecting the subjects behavior, and there is a lack of studies explaining the volunteer service behavior from a social perspective. Based on this, this paper adopts questionnaire survey, mathematical statistics, structural equation model analysis and other methods, combined with planning behavior theory and social identity theory, to explore the factors affecting college students travel volunteer service behavior and their internal mechanism, so as to theoretically enrich the empirical research on college students volunteering in

tourism behavior. In practice, it can help solve the problems existing in college students participation in tourism volunteer activities, and provide useful strategies and suggestions for the development of volunteering in tourism behavior.

2. Literature review and theoretical background

2.1. Literature review

The research on volunteering in tourism began in the 1990s. The theoretical research mainly involves the concept of volunteering in tourism, the types, motivations and the management of volunteering in tourism. The research methods are mainly descriptive and case analysis. The number of research literatures was the largest between 2001 and 2009, with 5-6 literatures published every year. Rao Huaqing studied the training mode of tourism volunteer organizations in Australia, and put forward measures such as government support, enterprise support, and improving management mechanism to develop tourism volunteer organizations in our country [4]. Denning Stephanie argued that the lack of food and holidays affected the volunteers Christian faith [5]. Zhou Yuan, Mei Qiang et al. found that attitudes, subjective norms, perceived behavioral control, personality and external environment affect tourism volunteer behavior [6].

(1) Connotation of volunteering in tourism

Volunteering in tourism refers to the voluntary behavior in the field of tourism. Rao Huaqing proposed the definition of tourism volunteer for the first time, that is, "Tourism volunteer is a volunteer who provides guidance, consultation, explanation and other major services in tourism services. Its emergence and development is a necessary supplement to the development of tourism services. It can also be said that it is the product of the development of tourism service forms to a higher stage." [5] Zhou Yuan et al. (2018) believe that

"volunteering in tourism is an activity in which volunteers promote the development of tourism-related industries by giving priority to volunteerism and taking tourism as a supplement out of the motivation of self-benefit" [7].

The academic community does not have a unified definition of volunteering in tourism. According to the definition of volunteering in tourism in the 2022 Cultural and Volunteering in tourism Work Plan issued by the Ministry of Culture and Tourism and the Central Civilization Office of China, combined with the types of college students participating in tourism volunteer activities. The definition of volunteering in tourism adopted in this paper is that volunteering in tourism aims to meet the needs of tourists for tourism activities and improve the comprehensive service quality of the tourism industry, and provides tourists with various services such as guidance, tour explanation, quality supervision, order maintenance, tour assistance for special groups, and emergency rescue.

(2) Motivation of volunteering in tourism

From the perspective of psychology, motivation is generally considered to be the basis for understanding the behavior of volunteering in tourism. Many scholars believe that volunteer motivation is comprehensive, that is, volunteer behavior and willingness are not influenced by a single motivation factor, but formed by the comprehensive promotion of different motivations, showing diversified characteristics.

In terms of volunteer motivation, there have been a lot of research, and it began to shift from double factors model to multiple factors model. Research on the multidimensional motivation of volunteer services has become a development trend of volunteer motivation research. The research is summarized as follows: (1) Two factors: Smith used the two-factor model to discover altruistic and egoistic motives [8]. (2) Three factors: In the 1990s, the United States concluded that the motivation of volunteers was mainly demand, recognition and need. (3) Multiple factors: Clary et al. believe that volunteer motivation includes six factors, such as value transmission, self-improvement, occupational type, and social altruism [9]. Esmond tested the six voluntary motivations proposed by Clary and added four, namely, identification, reciprocity, reactivity, and social influence [10].

Zhu Chenyu investigated the motivation of college students who participated in the volunteer service project of Xi'an International Horticultural Exhibition and proposed that the driving force for college students to participate in volunteer service is mainly to realize their own development, self-improvement, and contribution to themselves and the society [11]. Since 2016, scholars have considered qualifying factors such as age, gender, and time when studying volunteer motivation. Song Ting et al. investigated 343 middle-aged and elderly people in Anhui Province, and summarized the types of motivation such as interpersonal interaction, self-development, maintaining physical and mental health, and knowledge understanding [12]. CAI Mingzhen et al. found that the motivation of college students volunteer service is mainly value motivation and learning motivation, and proposed strategies to improve the quality of college students volunteer service [13].

(3) Study on influencing factors of volunteering in tourism

At present, the research on volunteer activity at home and abroad has been relatively mature, and most scholars study the influencing factors of volunteer activity from the dimensions of psychology and sociology.

In sociology, scholars mainly focus on the basic demographic characteristics, social resources and identity of volunteer groups. Zhao Zewen analyzed the factors influencing college students volunteer service function from the aspects of individual characteristics, organization and social support [14].

At the psychological level, scholars mainly start with motivation, personality, attachment and other factors, and their research is summarized as follows: (1) Motivation: Frisch and Gerrard believe that altruism and egoism will affect voluntary service intention [15]. (2) Personality: Matsuba et al. pointed out that volunteer personality, social structure, moral cognition and other factors can affect volunteer behavior [16]. (3) Attachment: Huang Yinjia conducted long-term follow-up on six volunteers and found that the attachment relationship between volunteers and their service clients would affect volunteers participation in volunteer activities [17]. (4) Subjective psychological factors: Scholars mainly use the theory of planned behavior to study the impact of subjective psychological factors on behavior. For example, Zhang Yi added social identity and value orientation on the basis of the theory of planned behavior to explore the factors that affect individuals intention to participate in red volunteering in tourism [18]. (5) External scenarios: Yu Xiaoting et al. found in their research on tourists environmental responsibility behaviors that external situational factors played an important role in the occurrence of such behaviors [19]. Yang Jing analyzed community library volunteers in the United States and found that organizational management has a significant impact on the behavior of community library volunteers [20].

(4) Study on intention of volunteering in tourism

With the trend of the development of voluntary activities to the depth, its connotation continues to expand. Among them, volunteering in tourism, as a new form of volunteer service, has gradually attracted more and more attention. In general, volunteering in tourism provides new ways and ideas for tourism development and tourist services, and also provides volunteers with broader development space and ways to realize value.

Literature search shows that the research on tourism volunteer behavior intention is still in the early stage. In the early stage, qualitative research methods such as interviews and case studies were used to explore the reasons for volunteers to participate in volunteering in tourism. Later, combined with the mixed research paradigm, in-depth discussion is carried out from a variety of perspectives. Bailey et al., based on the latent variable growth model, revealed that voluntourism has a positive impact on participants openness and civic attitude [21]. Wang Hui adopted grounded theory, field investigation and other methods to find that organizational, external and internal factors affect the intention of volunteering in tourism [22]. In terms of research perspectives, psychological and sociological perspectives have become the consensus of academic research, mainly focusing on demographic characteristics, motivation, personality and other aspects. Zhou Yuan et al. added personality traits on the basis of planned behavior theory and found that openness and agreeableness had positive effects on tourism volunteers behavioral intention [6]. In terms of research objects, the research objects of volunteering in tourism are mostly the general public, while the empirical studies on college students as an important participating group of volunteering in tourism are few. Deng Junfang et al.,

taking Zhangjiajie as an example, put forward suggestions on improving the volunteering in tourism system from the aspects of organizational leadership mechanism and team building mechanism [23]. Wang Yuanchun et al. found that self-growth, volunteer time and interest would affect college students participation in volunteering in tourism [24]. Theoretically, the theory of planned behavior, which has a good explanatory and predictive power for individual behavior, has attracted much attention, but most scholars will add new dimensions on this basis. Zhang Yi added social identity and value orientation on the basis of the planned behavior theory, and found that both social identity and value orientation affected the attitude of red volunteering in tourism [18]. Zhou Yuan applied the theory of planned behavior and found that the factors affecting the participation of catering enterprises employees in volunteering in tourism also included demographic characteristics such as gender and age [25].

(5) Review of literature

Although the research on volunteering in tourism at home and abroad has made some progress, the content is still limited, mainly focusing on the concept, organization and management, motivation and other aspects of volunteering in tourism, and the in-depth research on the factors affecting the behavioral intention of volunteering in tourism needs to be improved. From the perspective of objects, domestic and foreign scholars study volunteer service including volunteers, service objects and volunteer service organizations. Scholars have begun to study the motivation of college students volunteer service and the organization of volunteer activities, but there is still a lack of empirical research on college students participation in volunteering in tourism. In terms of methods, in the study of volunteer service, domestic and foreign scholars mainly focus on empirical quantitative analysis, and commonly used methods include questionnaire survey, field observation, in-depth interview, case study, network analysis, etc., but in general, the combination of qualitative and quantitative methods has become a research trend. Based on the theory of planned behavior and the theory of social identity, this study establishes a theoretical model of influencing college students volunteering in tourism behavior intention. By means of questionnaire survey, mathematical statistics and structural equation model analysis, it explores the factors influencing college students volunteering in tourism behavior and their internal mechanism in order to enrich the empirical research of college students volunteering in tourism behavior, and at the same time provide useful suggestions and countermeasures for the development of volunteering in tourism.

2.2. Theoretical background

(1) The theory of planned behavior

Based on the theory of rational behavior, Ajzen et al. put forward the theory of planned behavior [26]. Ajzen believes that people are not completely rational, and personal defects and external obstacles will affect behavioral intentions. In this theory, she makes a clear distinction between attitudes, subjective norms, perceived behavioral control, behavioral intention, and behavior.

Since the theory of planned behavior was put forward, many scholars have used it to study consumer behavior, teaching methods, business, agricultural economy, etc., and it has been widely used in many fields. At present, in the field of tourism management, most scholars have verified the

general applicability of planned behavior theory in the field of tourism research through the study of "rural tourism", "black tourism" and "red tourism". Ye Jueyan and Wang Huiqin took Weizhou Island, Guangxi as the research area, and based on the planned behavior theory and the Big Five personality theory, introduced three personality trait variables, namely extraverted personality, agreeableness personality and conscientiousness personality, to construct a theoretical model of environmentally friendly behavior intention of island tourists [27].

However, the literature search found that scholars rarely applied TPB theory when studying college students volunteering in tourism. Volunteering in tourism is a typical category of individual rational decision-making behavior, and TPB theory has a strong explanatory power to individual behavior, which provides a good perspective for understanding the factors affecting the behavioral intention of volunteering in tourism. Therefore, based on the theory of planned behavior, it is scientific and reasonable to deeply explore the important factors that affect the intention of volunteering in tourism.

(2) Social identity theory

In the general explanatory framework of volunteering in tourism behavior, people often analyze the causes and psychological mechanisms of volunteering in tourism behavior from the perspective of individuals. Early relevant theories could only explain the individual volunteer service behavior to some extent, but lack the explanation of volunteer service behavior from the social perspective. Therefore, it becomes a new perspective to explain volunteering in tourism behavior from the perspective of group social cognition [28].

Social identity theory holds that dominant groups will enhance their social status by discriminating against out-groups, and compare and classify themselves with others in the society [29]. In-group preference and out-group bias will be generated through social comparison and classification.

In the fields of sociology and psychology, scholars believe that volunteer is a kind of social identity, so social identity theory is regarded as an important perspective to understand the motivation and behavior of volunteers participating in volunteer activities [30]. At present, the academic researches mainly focus on roles, political parties, national identity and so on. Among them, role identity is determined by internal structure and environment. Piliavin believes that the deeper an individual's role identity is, the easier it is to generate sustainable voluntary intention [31]. Moreover, the literature search found that role identification was mostly applied to college volunteers, teachers and other groups. Party identity is not something everyone is born with, but is gradually formed on the basis of the origins of political parties and party systems [32], and is closely linked to volunteerism. Due to the origin of political parties and party system, scholars believe that political party identity and national identity in China have the same connotation, so there is no need to deliberately distinguish between the two in research [33]. Moreover, it is generally believed that volunteers generally have a high political identity [34].

Voluntary service in contemporary society is not compulsory, but based on the principle of voluntary participation and free choice. The participation of college students in volunteer service not only depends on the spirit of volunteerism, the enthusiasm of volunteers, and the sense of responsibility, but also must consider the relationship between individuals and society. Identity theory offers an entirely new

perspective on what happens to volunteers in an organizational environment to generate voluntary behavior. Literature search shows that there are few studies combining tourism volunteer and social identity. The combination of tourism volunteer and social identity theory is helpful to understand the behavioral motivation of volunteering in tourism, and further strengthen the cultivation of volunteers spiritual quality and the emphasis on volunteer activities, so as to provide guarantee for the development of volunteer service.

3. Hypothesis and model construction

3.1. Hypothesis

TPB theory holds that subjective norms will affect an individuals behavioral intention, that is, the more the surrounding groups support and affirm an individuals behavior, the stronger his behavioral intention will be. Qiu Hongliang proved that subjective norms affect civilized behavior and attitude of outbound tourists, and also found that subjective norms can indirectly affect behavior intention through behavior attitude [35]. Xie Dengming et al. confirmed that subjective norms positively and significantly affect the formation of behavioral intentions, and at the same time, subjective norms positively and significantly affect the formation of attitudes. Accordingly, the following assumptions are put forward [36]:

H1: Subjective norms positively affect college students attitude towards volunteering in tourism;

H1a: Social pressure positively affects college students attitude towards volunteering in tourism;

H1b: Personal norms positively affect college students attitude towards volunteering in tourism;

H2: Subjective norms positively influence college students volunteering in tourism behavior intention;

H2a: Social pressure positively affects college students volunteering in tourism behavior intention;

H2b: Personal norms positively influence college students volunteering in tourism behavior intention;

According to the TPB theory, the higher the individuals perceived behavioral control is, the more convenience the individual perceives and the smaller the expected obstacles are, the easier it is to generate behavioral intention. Qiu Hongliang proved through empirical research that perceived behavioral control can effectively predict behavioral attitudes [37]. Yang Kai found that self-efficacy and convenience have a positive impact on consumers behavioral intentions [38]. Zhang Qiongrui et al. established a theoretical model of tourists environmental responsibility behavior for eight country parks in Beijing, and confirmed that perceived behavioral control can affect environmental protection intentions through attitudes [39]. Accordingly, the following hypothesis is proposed:

H3: Perceived behavioral control positively affects college students attitude towards volunteering in tourism;

H3a: Self-efficacy positively affects college students attitude towards volunteering in tourism;

H3b: Convenience positively affects college students attitude towards volunteering in tourism;

H4: Perceived behavior control positively affects college students volunteering in tourism behavior intention;

H4a: Self-efficacy positively affects college students volunteering in tourism behavior intention;

H4b: Convenience positively affects college students

volunteering in tourism behavior intention;

Identity plays an important role in understanding volunteerism and participation in social movements. Specifically, college students with a higher degree of social recognition have a stronger intention to volunteer for tourism. Liu Li analyzed celebrity recognition and found that tourist celebrity recognition significantly affected their attitude towards the destination endorsed by the celebrity and their travel intention to the destination [40]. Based on identity theory and social exchange theory, Nunkoo and Gursoy et al. found that social identity has a direct impact on tourism development attitude [41]. Palmer and Lewis conducted a survey of Welsh residents and found that identification has a positive impact on attitudes [42]. Based on this, the following hypothesis is proposed:

H5: Social identity positively affects college students attitude towards volunteering in tourism;

H6: Social identity positively affects college students volunteering in tourism behavior intention;

According to TPB theory, attitude can directly affect behavior intention. Taking ZJ community in Beijing as an example, Feng Yan established a model and found that attitude had a greater impact on Beijing citizens willingness to participate in volunteer service projects [43]. Li Weifei found that college students attitudes toward volunteer travel significantly affected their behavioral intentions [44]. Zhou Yuan et al. demonstrated through an empirical study that attitudes affect travel volunteer service intention [7]. Based on this, the following hypothesis is proposed:

H7: Attitude positively affects college students volunteering in tourism behavior intention.

3.2. Model construction

Based on the theory of planned behavior, this study constructs a structural equation model to explore the relationships among college students attitudes, subjective norms (social pressure, personal norms), perceived behavioral control (self-efficacy, convenience), social identity and behavioral intention. Bootstrap self-sampling method was used to test the mediating effect of attitude between college student volunteers self-efficacy and behavioral intention, convenience and behavioral intention, social identification and behavioral intention, personal norms and behavioral intention, and social pressure and behavioral intention. The model formed according to the research hypothesis is shown in Figure 1.

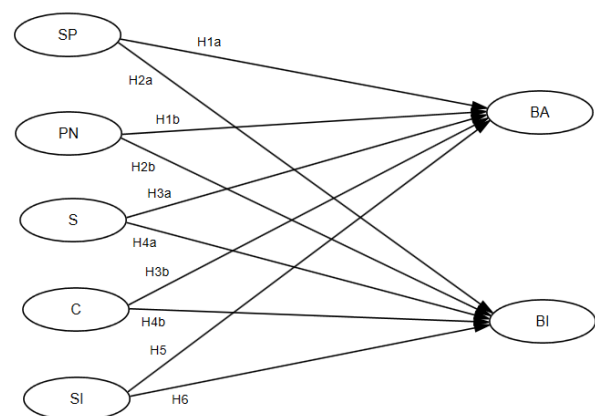


Figure 1. Hypothetical model

4. Research design and data collection

4.1. 4.1 Questionnaire design

At present, there is a lack of literature on college students volunteering in tourism intention, and there are not many mature scales for reference. Therefore, when designing the scale, we mainly refer to the literature and scale related to the intention of volunteering in tourism. The measurement indicators of each variable in this paper are designed with reference to domestic mature research to ensure the reliability of the scale. The items and reference sources of the scale are shown in Table 1. The scale consists of two parts. The first part is the basic information of the population, with a total of 10 items; the second part is the measurement of behavioral intention, social pressure, personal norms, social identity,

self-efficacy, convenience and attitude of volunteering in tourism, with a total of 24 items. The measurement items of attitude, subjective norms, perceived behavior control, and behavioral intention refer to the scale developed by Zhou Yuan and Mei Qiang[7], because the scale was developed with reference to domestic and foreign mature scales, and necessary additions and omissions were made based on interview information and tourism volunteer situations, so as to complete the initial scale. There are few studies on the combination of social identity and volunteering in tourism, so the social identity scale mainly refers to the scale related to volunteer service, namely the social identity scale in the studies of Zhang Yi[18] and Liu Xiaolu[45]. College students volunteering in tourism behavior intention scale adopts Likert 5-level scale, 1-5 indicate strongly disagree, disagree, general, agree and strongly agree respectively.

Table 1. Measuring scale of variables

Variables	Code	Measurement item	Reference
Attitude	BA1	You want to help the city improve its tourism image through tourism volunteering	Zhou Yuan & Mei Qiang (2018)
	BA2	You are happy to help tourists improve their travel satisfaction	
	BA3	You want to learn new knowledge and skills and gain relevant professional experience	
	BA4	You want to reach out to society, expand your network, and increase your life experience	
Social pressure	SP1	Friends/classmates/family members will encourage you to participate in the travel volunteer service	Zhou Yuan & Mei Qiang (2018)
	SP2	Experienced travel volunteers encourage and assist you in your travel volunteering activities	
	SP3	A friend/classmate/family member recommends you to volunteer for travel	
Personal norm	PN1	You enjoy the deep touch and comfort brought by travel volunteer service	Zhou Yuan & Mei Qiang (2018)
	PN2	Your current position and status should assume certain social responsibilities	
	PN3	You adhere to the concept of "giving is more meaningful than giving back" and contributing to society	
	PN4	The desire for self-growth and self-actualization drives you to volunteer for travel	
Self-efficacy	S1	You are very familiar with the city of tourism volunteering	Zhou Yuan & Mei Qiang (2018)
	S2	You have the professional knowledge and ability to complete the travel volunteer service	
	S3	You will have plenty of free time to complete your travel volunteer activities	
Convenience	C1	You can obtain tourism volunteer service information through multiple channels, and participate in many activities	Zhou Yuan & Mei Qiang (2018)
	C2	The participation process is simple and convenient, and the service task is easy to execute and complete	
	C3	The service location is close and the transportation is very convenient	
Social identity	SI1	You like the travel volunteer title and image	Zhang Yi (2022)
	SI2	Travel volunteering is an important part of your life	Liu Xiaolu (2019)
	SI3	The progress and development of society require us to actively participate in volunteer service activities	
	SI4	The good development of tourism volunteer service gives you great motivation	
Intention	BI1	You are willing to participate in the travel volunteer service under the current conditions	Zhou Yuan & Mei Qiang (2018)
	BI2	After the experience, you are willing to participate in the volunteer service again	
	BI3	You are willing to recommend and bring others along to volunteer for travel	

4.2. Questionnaire Collection

After the questionnaire was completed on the Wenjuanxing platform, a pilot survey was conducted from March 10th to 11th, 2023 to determine the reasonableness of the questionnaire design and the understandability of each item. The pilot survey targeted college students who had participated in volunteering in tourism. A total of 32 questionnaires were distributed and all were collected,

resulting in an effective rate of 100%. The overall Cronbachs α was 0.842, and the Cronbachs α for each dimension were all greater than 0.7, indicating good consistency of the questionnaire. Therefore, all the items of the scale were retained.

On March 12th, 2023, the questionnaire was officially distributed. The distribution mainly took place online through platforms such as WeChat groups and Xiaohongshu, with a small number of questionnaires randomly distributed offline

on campus. In order to ensure that the surveyed participants were college students who had participated in volunteering in tourism, the questionnaire was primarily distributed in relevant WeChat groups for tourism volunteer activities. As of April 3rd, 2023, a total of 349 questionnaires were collected (325 online and 24 offline), 13 invalid questionnaires were excluded, resulting in 336 valid questionnaires. The response rate of the questionnaire was 96.28%.

5. Data Analysis and Hypothesis Testing

5.1. Descriptive Statistics

As shown in Table 2, in terms of gender distribution, there were more females than males. This is mainly because the number of males in the WeChat groups where the questionnaires were distributed was smaller than the number of females, and in general, the number of females participating in tourism volunteer activities is higher than males. This result is consistent with the reality and verifies that females are generally more willing to participate in volunteer activities than males. The statistics on political affiliation indicate that college students with party member or Communist Youth League member status are more likely to participate in volunteer service activities. The results

regarding student cadres indicate that college students with experience as student cadres have a higher frequency of participation in volunteer service activities. The income statistics show that individuals with a monthly income below 2000 yuan often participate in volunteer activities, which is consistent with previous research: higher-income groups are less likely to participate in volunteer activities because they perceive that participating in volunteer activities would incur higher opportunity costs. Therefore, they would rather do other things to maintain or achieve a higher quality of life [46]. According to the frequency of participation in volunteer service, the majority of college students have a low frequency of participation in tourism volunteer activities, indicating a low level of continuity and long-term effectiveness of volunteer service. The statistics on registration methods indicate that volunteering in tourism is not only an individuals self-participation, but more of an organized participation [18], and college students tend to participate in organized volunteer activities. As for the types of activities, college students participate more in civilized tourism guidance, large-scale events, and sports events, as these activities require a larger number of volunteers and volunteers participate more frequently. The number of participants in tourism service quality supervision, the creation of civilized city services, and tourism emergency rescue services is relatively small because these activities are not held for a long time and the number of participants is limited.

Table 2. Sociodemographic Characteristics of Participants at Baseline (N=336)

Baseline characteristic	Category	Frequency	Effective percentage
Gender	Male	159	47.3
	Female	177	52.7
Political status	Members of the Chinese Communist Party (including preparatory)	126	37.5
	Member of the Communist Youth League	177	52.7
	Mob	31	9.2
	Democratic parties	2	0.6
Student cadre	Volunteer to organize student cadres	51	15.2
	Cadres of other student organizations	143	42.6
	He did not serve as any student leader	142	42.3
Frequency	At least once a week	21	6.3
	Once a month	40	11.9
	Once every two or three months	23	6.8
	Semiannual	15	4.5
	There is no fixed frequency, when there are volunteer activities, depending on their own situation	237	70.5
Monthly income	Less than 1000 yuan	147	43.8
	1000-2000 yuan	150	44.6
	2001-5000 yuan	32	9.5
	More than 5000 yuan	7	2.1
Registration method	Organize registration	187	55.7
	Individual registration	149	44.3
Activity Type (multiple choices)	Civilized tourism guidance	162	25.2
	Scenic tour explanation	78	12.1
	Tourism service quality supervision	52	8.1
	Tourism advisory service	94	14.6
	Tourism emergency rescue services	25	3.9
	Special services to create a civilized city	43	6.7
	Major events and events	143	22.2
	Other	47	7.3

5.2. Reliability and Validity Test

In this study, factor analysis was used to test the reliability and validity. The factor loading values were all greater than the standard value of 0.6. The Cronbachs α for attitude, social

pressure, personal norms, self-efficacy, convenience, social identification, and behavioral intention were 0.859, 0.898, 0.705, 0.872, 0.839, 0.711, and 0.822 respectively. The overall Cronbachs α was 0.893, indicating good internal

consistency of the questionnaire for further analysis. For convergent validity, the standardized coefficients ranged from 0.701 to 0.919, all greater than 0.5, indicating high representativeness of each item. The composite reliability (CR) ranged from 0.798 to 0.900, all exceeding the standard of 0.7. As for the average variance extracted (AVE), except for personal norms which was 0.498, below 0.5, the rest were

all above 0.5. However, due to their high factor loadings and CR values, this result is acceptable, as shown in Table 3. Finally, as shown in Table 4, the AVE values of the latent variables in this study were larger than the square of the correlation coefficients between variables. Therefore, the discriminant validity of the model in this study is good.

Table 3. Reliability and convergence validity examination

Scale	item	Unstd.	S.E.	Z	P	Std.	Cronbachs α	CR	AVE
Intention	BI1	1.000				0.908	0.822	0.839	0.643
	BI2	0.944	0.050	18.854	***	0.883			
	BI3	0.669	0.060	11.127	***	0.671			
Social pressure	SP3	1.000				0.794	0.898	0.900	0.750
	SP2	1.303	0.069	18.773	***	0.919			
	SP1	1.223	0.067	18.125	***	0.881			
Attitude	BA1	1.000				0.839	0.859	0.863	0.680
	BA2	1.038	0.055	18.808	***	0.919			
	BA3	0.727	0.051	14.115	***	0.701			
Personal norms	PN4	1.000				0.654	0.705	0.798	0.498
	PN3	1.252	0.156	8.032	***	0.714			
	PN2	1.105	0.142	7.777	***	0.692			
	PN1	0.885	0.130	8.812	***	0.759			
Convenience	C3	1.000				0.786	0.839	0.840	0.638
	C2	1.130	0.076	14.932	***	0.867			
	C1	0.958	0.071	13.396	***	0.738			
Social identity	SI3	1.000				0.848	0.711	0.849	0.653
	SI2	0.464	0.068	16.867	***	0.815			
	SI1	0.805	0.072	11.170	***	0.759			
Self-efficacy	S3	1.000				0.730	0.872	0.875	0.702
	S2	1.301	0.086	15.169	***	0.883			
	S1	1.398	0.092	15.189	***	0.891			

Note. Cronbach α is the Kronbach coefficient; CR is the combination reliability; AVE is the average variance extracted; *** indicates $P < 0.001$.

Table 4. Discriminate validity examination

Scale	Self-efficacy	Social identity	Convenience	Personal norm	Social pressure	Attitude	Intention
Self-efficacy	0.838						
Social identity	0.617	0.699					
Convenience	0.104	0.373	0.799				
Personal norm	0.021	0.362	0.402	0.615			
Social pressure	0.072	0.535	0.425	0.414	0.866		
Attitude	0.154	0.452	0.516	0.447	0.474	0.825	
Intention	0.074	0.400	0.428	0.465	0.492	0.544	0.802

Note. The diagonal bold of the discriminative validity interval is the square root value of AVE, and the lower triangle is the Pearson correlation of dimension.

5.3. Model Fit Analysis

The model fit was tested using AMOS 24.0 software. The results of the test showed that $\chi^2/df=1.891$, $GFI=0.913$, $TLI=0.943$, $CFI=0.953$, $RMSEA=0.052$, $SRMR=0.044$. The

AGFI in this model was 0.883, which is close to 0.9, indicating an acceptable result. Overall, the fit indices met the standard, indicating the effectiveness of the model, as shown in Table 5.

Table 5. Goodness of fit index of structural equation model

Measure	χ^2/df	GFI	AGFI	CFI	IFI	RMSEA	SRMR
Threshold	≤ 3	>0.900	>0.900	>0.900	>0.900	<0.080	<0.080
Estimate	1.891	0.913	0.883	0.953	0.954	0.052	0.044

Note. SRMR is Standardized Root Mean Square Residual; RMSEA is Root Mean Square Error of Approximation; GFI is Goodness-of-Fit Index; AGFI is Adjusted Goodness-of-Fit Index; TLI is Tucker-Lewis Index; CFI is Comparative Fit Index.

5.4. Hypothesis Testing

(1) Direct Effect Testing

Most of the hypotheses proposed in this study are supported by the data (Table 6). The results of the data analysis confirm that attitude significantly influences college students intention to engage in volunteer tourism, thus

supporting H7. Social pressure and personal norms have a positive impact on college students intention to engage in volunteer tourism and their attitudes, supporting H1a, H1b, H2a, and H2b. Although self-efficacy, convenience, and social identity do not have a direct impact on college students intention to engage in volunteer tourism, they do influence their attitudes. Therefore, H4a, H4b, and H6 are not supported,

while H3a, H3b, and H5 are supported.

Table 6. The test results of path relationship

Hypotheses	Paths	Unstd.	S.E.	Z	P	Std.	Results
H3b	C→BA	0.381	0.085	4.46	***	0.287	Support
H1a	SP→BA	0.208	0.085	2.443	0.015	0.164	Support
H1b	PN→BA	0.384	0.139	2.763	0.006	0.194	Support
H5	SI→BA	0.228	0.085	2.685	0.007	0.186	Support
H3a	S→BA	0.142	0.067	2.127	0.033	0.108	Support
H2b	PN→BI	0.359	0.133	2.698	0.007	0.194	Support
H4b	C→BI	0.118	0.081	1.452	0.146	0.095	Support
H2a	SP→BI	0.245	0.08	3.06	0.002	0.207	Support
H7	BA→BI	0.266	0.065	4.077	***	0.285	Support
H6	SI→BI	0.063	0.079	0.792	0.429	0.055	Reject
H4a	S→BI	0.002	0.062	0.037	0.971	0.002	Reject

Note. Unstd. is a non-standardized coefficient; S.E. is standard error; Std. is the standardization coefficient; ***: $P < 0.001$.

(2) Mediation Effect Testing

According to the AMOS calculation results, three direct effect paths in the model are not significant, namely self-efficacy → intention, convenience → intention, and social identity → intention. Therefore, this study has three complete mediation paths. Attitude partially mediates the relationship between social pressure and intention, as well as between personal norms and intention. This study uses the bias-corrected non-parametric percentile bootstrap method to test

the mediation effects, with 1000 samples and a 95% confidence interval. The results of the mediation effect test (Table 7) show that the confidence interval between social pressure and intention does not include 0 and $P < 0.05$, indicating a significant mediating effect of attitude. The confidence interval between personal norms and intention also does not include 0 and $P < 0.05$, suggesting a significant mediating effect of attitude.

Table 7. Mediating analysis

Path relationship		Estimate	Product of coefficient		Bootstrapping		
			SE	Z	LLCI	ULCI	P
Direct effect, indirect effect, total effect, indirect effect proportion of SP							
SPDE	SP→BI	0.291	0.103	2.825	0.080	0.491	0.008
SPIE	SP→BA→BI	0.064	0.037	1.730	0.009	0.164	0.025
SPTE	SPDE+SPIE	0.355	0.101	3.515	0.161	0.551	0.002
PSPIE	SPIE/SPTE	0.181	0.138	1.312	0.024	0.640	0.029
Direct effect, indirect effect, total effect, indirect effect proportion of PN							
PNDE	PN→BI	0.410	0.165	2.485	0.115	0.762	0.008
PNIE	PN→BA→BI	0.116	0.078	1.487	0.022	0.344	0.011
PNTE	PNIE+PNDE	0.527	0.168	3.137	0.271	0.924	0.002
PPNIE	PNIE/PNTE	0.221	0.161	1.373	0.041	0.686	0.015

Note. SP is social pressure; BI is intention; BA is attitude; PN is personal norm; SE is standard error; The LLCI is the lower limit of 95% confidence interval; The ULCI is the upper limit of the 95% confidence interval.

6. Conclusion and Prospect

6.1. Conclusions

(1) The perceived behavioral control of college students on tourism volunteer behavior (self-efficacy, convenience) indirectly influences behavioral intention through attitude. College students perceived behavioral control can influence their intention to engage in volunteering in tourism through attitude as an intermediary. In this study, perceived behavioral control mainly refers to the ability of college students to control their tourism volunteer behavior, including self-efficacy and convenience. On one hand, when individuals believe they have the ability to complete volunteer service, their attitude towards volunteering in tourism becomes more positive, making it easier for them to participate in volunteer activities. On the other hand, when college students participate in volunteer activities, they need to find relevant activities and travel to the destination themselves. If the information is easily accessible and transportation is convenient, college students will perceive tourism volunteer behavior as very convenient and easy, making it easier for them to participate in volunteer activities.

(2) The social identification of college students with

tourism volunteer behavior indirectly influences behavioral intention through attitude. Research has shown that social identification is one of the important influencing factors of behavioral intention in volunteering in tourism. When individuals identify themselves as part of the volunteer group, this sense of identification and belonging can stimulate their sense of social responsibility and obligation, enhance their connection and identification with the group, and strengthen their motivation and enthusiasm, thus promoting their active involvement in volunteering in tourism, enhancing their sense of collective identity and group belonging, and further fostering a more positive attitude towards volunteer service, thereby promoting the deepening and sustainable development of individual volunteer services. This is consistent with the research findings of Liu Yating [47] and Shen Caiyun [32].

(3) The subjective norms of college students on tourism volunteer behavior (social pressure, personal norms) not only directly influence behavioral intention but also indirectly influence it through attitude. The research results indicate that social pressure and personal norms can directly influence college students behavioral intention towards tourism volunteer behavior, indicating that family support, approval from friends and tourists, and strong self-restraint have a

significant impact on volunteers' intention for volunteering in tourism. Furthermore, college students' social pressure and personal norms can influence their attitude towards tourism volunteer behavior, which in turn affects their intention and behavior. This suggests that the more support college students receive from their surrounding groups for tourism volunteer activities, the more positive their attitude towards tourism volunteer activities becomes, reflecting a conformity psychology.

(4) The attitude of college students towards tourism volunteer behavior has a significant positive influence on their behavioral intention. Research shows that the attitude of college students towards tourism volunteer behavior is one of the important factors influencing their behavioral intention, with a significant positive influence. This is consistent with the existing relevant research results of Qiu Hongliang [35] [37], Zhou Yuan [6], Zhang Di [48], and it also validates the Theory of Self-Regulation (TSR). This means that college students with a positive attitude are more likely to continue participating in volunteering in tourism and play a better role in volunteer service. This also aligns with the characteristic of contemporary college students following their own inner thoughts.

6.2. Suggestions

(1) Respect individual needs and cultivate a positive attitude. Relevant government departments in our country need to strengthen the promotion and education of volunteer tourism services for college students, improve their understanding and evaluation of such behavior, and enhance their positive attitude towards volunteer tourism services, thereby promoting the generation and development of intention and behavior. For example, through recommending exemplary volunteers to college students, they can experience the charm and joy of volunteer service, enhancing their interest and love for volunteer service. Universities should pay attention to the needs of student volunteers and affirm the important role they play in volunteer tourism services; at the same time, they should provide both spiritual encouragement to enhance volunteers' confidence and motivation, and material incentives to provide necessary financial support for volunteers. For example, priority should be given to young volunteers from disadvantaged families and with higher education levels in various scholarship evaluations, party membership, and performance evaluations, so as to enhance their attitude and intention to participate in volunteer tourism activities.

(2) Guiding multiple entities and creating a good social atmosphere together. Government departments, schools, families, communities, organizations, tourism practitioners, family and friends, and other different entities in our country should continue to guide and, more importantly, make use of the influence of significant others and the strong conformity psychology of college students to motivate them to participate in volunteer tourism activities. On one hand, college students can be encouraged to shape the image of volunteer service by sharing examples, exchanging and discussing typical figures in volunteer service, promoting the spirit of volunteering, and encouraging active participation. In addition, the power of online media should be actively utilized. Through means that college students enjoy, such as public service advertisements, they can internalize social public opinion, trends, and other factors, effectively stimulating their participation in volunteer tourism activities.

(3) Create convenient conditions and enhance self-efficacy. Organizers need to establish a convenient and practical volunteer service information platform to provide college students with information and resources for volunteer service recruitment, training, registration, and other aspects, thereby raising the participation threshold and efficiency of volunteer service. At the same time, comprehensive logistical support and service facilities should be provided according to needs to meet the daily needs and service requirements of student volunteers, improving the comfort and convenience of volunteer service, reducing the cost and risks for college students to participate in volunteer service, and enhancing the efficiency and effectiveness of volunteer service. Additionally, universities should provide more resources and training opportunities, organize online or offline lectures, forums, practical activities, volunteer training, and other events to allow college students to interact with volunteer service workers, social organizations, beneficiaries, and others, enabling them to truly understand the benefits and behavioral significance of volunteer service, and enhance their self-efficacy, thus better serving society.

(4) Strengthening Promotion and Education, Enhancing Identity Awareness. Volunteer activity organizers can use popular social media platforms such as TikTok and Bilibili to attract the attention of college students through various forms of promotion, such as artistic performances, documentaries, and promotional posters, to promote the spirit of volunteerism. This will awaken the internal drive and passion for volunteer service among college students, and enhance the public awareness and social recognition of volunteer service. Universities should also actively guide students' attitudes, emphasize the consistency between behavior and spirit, and create a positive atmosphere for volunteer service through immersive, experiential, and interactive promotion. This will enhance students' sense of identity and promote their willingness to participate in volunteering in tourism activities.

6.3 Insufficient Research and Prospects

There are some limitations in this study. In terms of research methods, this paper uses structural equation modeling and only employs questionnaire surveys. In the future, it can be combined with in-depth interviews or experimental methods for further research. In terms of research data, the main limitation lies in the sample representativeness. For example, the majority of the samples in this study come from certain regions of Shaanxi Province and cannot reflect the overall societal situation. Subsequent research can expand the scope to the entire country and investigate the applicability of the planned behavior theory in volunteering in tourism among college students nationwide. In terms of research content, this study focuses on subjective norms, perceived behavioral control, and social identification as research variables, and delves into the mechanisms that influence college students' intention to engage in volunteering in tourism. Other emotional factors and external environmental factors have not been considered. Subsequent research can incorporate external or other factors to further improve the explanatory mechanisms.

(1) To strengthen the combination of traditional hand embroidery skills and modern industrialization. In the development of contemporary embroidery art, traditional embroidery is made by hand, so the overall production quality has been greatly guaranteed. However, because of labor, the cost is higher and the efficiency is slower. Facing the contemporary fashion design needs, mass production cannot

be carried out. Therefore, it is necessary to meet the needs of consumers, properly carry out industrialization treatment, and make the development of the whole embroidery art serve the marketization, thus providing help for the promotion of artistic influence. For relevant personnel, let hand embroidery and modern industry be effectively combined. By using intelligent modern manufacturing technology instead of traditional manual methods, embroidery art can develop sustainably. New technologies and processes can improve the quality of embroidery production. Moreover, through the new technology, under the requirements of high standards, it can not only preserve the original aesthetic feeling, but also satisfy peoples love for free art. Therefore, when designing clothing, it is necessary to consider whether the machinery and equipment can be produced, print and dye the pattern in the clothing, and form a hollow design, which can further enhance the aesthetic feeling of the whole design. However, fashion designers should not rely too much on machines and equipment, and still focus on traditional techniques. In the embodiment of all artistic values, combined with the designers own ideas, let the traditional embroidery art and modern fashion design coordinate with each other, form a complementary effect, and let the modern fashion art develop in the long run.

(2) Appropriately weaken the significance of traditional Chinese embroidery patterns. In the production process of traditional embroidery art, many styles have their own meanings, which leads to the pattern can only be used for specific scenes or only for minority groups. However, in the process of fashion design, there are more people and more diverse scenes, so it is necessary to appropriately weaken the moral of the pattern and expand the scope of influence. It can not only make the performance make the design form more diverse, but also meet peoples personalized needs. For example, dragon patterns can only be used for emperors or princes, but ordinary people cannot use them. However, with the long-term social development, dragon patterns can be used at will. But it can also lead to abuse. In view of this situation, when designers make patterns, they are not limited to traditional patterns, but can combine with modern fashion design needs, transform patterns, and use abstract expressions to make modern fashion design have modern charm and present artistic beauty of clothing.

(3) Innovating the decorative mode of traditional embroidery. Traditional embroidery has developed for thousands of years. Has its own characteristics. The very fixed pattern is accepted by more and more young people. Therefore, in the process of fashion design, there is a monotonous problem, and the decorative pattern is fixed, so the overall variability is less. Clothing has a very strong personal characteristics, which will produce too vulgar when designing, and the effect is also very inflexible, which cannot meet peoples aesthetic needs. In fashion design, according to the degree of peoples love, taking into account the diversity of fashion design changes. When designing, we must conform to the concept of human development, and innovate the decoration mode because of the change of human aesthetic taste. Therefore, the traditional form of expression of scientific facilities, the location of its decoration and the mode of transformation, so that it has a modern design atmosphere. Therefore, in the process of modern clothing development, designers need to put traditional embroidery patterns into more diverse parts of clothing. For example, shoulders and waist can effectively break through the traditional mindset

and give people a refreshing feeling. For designers, when using embroidery, they should also deal with the traditional embroidery art scientifically, and further optimize the effect of patterns according to the current consumers needs and fashion frontiers, so that the overall decoration and color matching are more fashionable. For example, in some haute couture conferences, many design products will use bead embroidery, plate gold and other three-dimensional embroidery to decorate the whole clothing, which makes the three-dimensional effect of the whole clothing stronger and elegant.

References

- [1] WU Yimian. A brief discussion on how college student volunteer service activities enhance the comprehensive quality of college students—Taking Changsha Social Commerce and Tourism Polytechnic as an example [J]. *Economic and Social Development Research*, 2014(10): 160.
- [2] ZHOU Yuan, MEI Qiang, HOU Bing. A study on the influencing factors of tourism volunteer service behavior based on Grounded Theory [J]. *Tourism Tribune*, 2020, 35(9): 74-89.
- [3] GUO Xuedao, ZHU Long. Thoughts on the current situation of etiquette literacy and the effectiveness of teaching for college student tourism volunteers [J]. *International Public Relations*, [6]2019(4): 57.
- [4] RAO Huaqing. The enlightenment of Australian tourism volunteer organizations to China's tourism industry [J]. *Journal of Chongqing University of Science and Technology (Social Sciences Edition)*, 2010(6): 96-98.
- [5] Stephanie D. The effect of volunteering upon volunteers' Christian faith: Food poverty and holiday hunger[J]. *Geoforum*, 2021,119:52-60.
- [6] Zhou, Y., Mei, Q., & Hou, B. A study on the influencing factors of tourism volunteer behavior based on grounded theory[J]. *Tourism Tribune*, 2020,35(9), 74–89.
- [7] Zhou, Y., & Mei, Q. A study on the influencing factors of willingness to participate in tourism volunteer services based on TPB theory[J]. *Tourism Science*,2018, 32(3), 63–79.
- [8] Smith D H. Altruism, Volunteers, and Volunteerism[J]. *Nonprofit and Voluntary Sector Quarterly*, 1981,10(1):21-36.
- [9] Clary E G, Snyder M, Ridge R D, et al. Understanding and assessing the motivations of volunteers: a functional approach.[J]. *Journal of personality and social psychology*,1998,74(6):1516-1530.
- [10] Esmond J, Dunlop P. Developing the Volunteer Motivation Inventory to Assess the Underlying Motivational Drives of Volunteers in Western Australia[J].*Developing the Volunteer Motivation Inventory*,2004(2):35-37.
- [11] Zhu, C. Y. A study on the participation mechanism of volunteers in higher education institutions (Master's thesis). Xi'an: Northwest University,2012.
- [12] Song, T., Wang, D., Jin, Y. C., et al. Investigation on the current status of functional motivation among 343 middle-aged and elderly volunteers in Anhui Province[J]. *Journal of Nursing Administration*, 2017.24(11), 38–41.
- [13] Cai, M. Z., Cheng, B. Q., & Zhang, H. L. Research on participation motivation and behavioral incentives for college students' tourism volunteer services[J]. *Tourism and Photography Journal*,2022(14), 40–43.
- [14] Zhao, Z. W., & Shao, C. L.. Study on influencing factors and effective utilization paths of college students' volunteer service functions[J]. *Chinese Journal of Multimedia and Network-Based Education (Upper Division)*,2022(10), 231–234.

- [15] Frisch M B, Gerrard M. Natural helping systems: A survey of Red Cross volunteers[J]. *American Journal of Community Psychology*, 1981,9(5):567-579.
- [16] Matsuba M K, Hart D, Atkins R. Psychological and social-structural influences on commitment to volunteering[J]. *Journal of Research in Personality*, 2006,41(4):889-907.
- [17] Huang Yinjia. A Qualitative Study on the Driving Factors of Volunteers' Sustainable Voluntary Service[D]. Wuhan: Huazhong University of Science and Technology, 2013.
- [18] Zhang Yi. Research on the Influence Mechanism of Behavioral Intention of Red Tourism Volunteers[D]. Yangzhou: Yangzhou University, 2022.
- [19] Yu Xiaoting, Wu Xiaogen, Zhang Yuling, et al. Research on Driving Factors of Tourists' Environmental Responsibility Behavior—A Case Study of Taiwan[J]. *Tourism Tribune*, 2015, 30(7): 49-59.
- [20] Yang Jing. An Analysis of Volunteer Management Modes in American Community Libraries[J]. *Library Development*, 2017(2): 90-96.
- [21] Bailey A W, Russell K C. Predictors of Interpersonal Growth in Volunteer Tourism: A Latent Curve Approach [J]. *Leisure Sciences*, 2010, 32(4): 352-368.
- [22] Wang Hui. Study on Influencing Factors of Community Residents' Participation in Government-Dominated Tourism Voluntary Service[D]. Xiamen: Huaqiao University, 2021.
- [23] Deng Junfang, Zhu Yanping, Su Juan. Research on the Construction of Tourism Volunteer Service System in Tourist Cities[J]. *Modern Business*, 2019(3): 37-39.
- [24] Wang Yuanchun, Lin Tao, Shi Ting, et al. Research on the Willingness and Behavior of College Students to Participate in Tourism Voluntary Service — A Case Study of Sanya[J]. *The Theory and Practice of Innovation and Entrepreneurship*, 2020, 3(9): 1-3.
- [25] Zhou Yuan. Analysis on Influencing Factors of Catering Employees' Behavioral Intention of Tourism Voluntary Service[J]. *Cuisine Study*, 2016, 33(3): 48-52.
- [26] Ajzen I. The theory of planned behavior[J]. *Organizational Behavior and Human Decision Processes*, 1991,50(2):179-211.
- [27] Ye Yuyan, Wang Huiqin. Study on Influencing Factors of Environmentally Friendly Behavior Intention of Island Tourists[J]. *Journal of Taiyuan Urban Vocational College*, 2023(2): 34-39.
- [28] Bai Xiaoli, Qishisan. Pro-environmental Behavior in Groups: From the Perspective of Social Identity Process[J]. *Journal of Psychological Science*, 2022, 45(2): 439-445.
- [29] Hogg M A, Terry D J. Social Identity and Self-Categorization Processes in Organizational Contexts[J]. *The Academy of Management Review*,2000,25(1):121-140.
- [30] Americus R, Adam K, Stephanie F, et al. I don't want the money, I just want your time: How moral identity overcomes the aversion to giving time to prosocial causes.[J]. *Journal of personality and social psychology*, 2016,110(3):435-57.
- [31] Piliavin J A, Grube J A, Callero P L. Role as Resource for Action in Public Service[J]. *Journal of Social Issues*, 2002,58(3):469-485.
- [32] Shen Caiyun, Wang Enxu, Liu Jun, et al. Are Tourists with Stronger Ethnic Identity More Willing to Revisit? — A Case Study of the Memorial Hall of the Victims in Nanjing Massacre by Japanese Invaders[J]. *Tourism Tribune*, 2021, 36(4): 83-95.
- [33] Yan Yufan, Ye Nanke. Identity and Participation: A Study of the Logic of Urban Residents' Community Public Cultural Life[J]. *Sociological Studies*, 2019, 34(2): 147-170+245.
- [34] Pu Qingping, Zhao Nan, Wang Jie. The Impact of Volunteer Service on Volunteers' Political Identity — A Big Data Survey Based on the National Volunteer Service Project Competition[J]. *Journal of Chongqing University (Social Science Edition)*, 2017, 23(2): 129-137.
- [35] Qiu Hongliang. Research on the Influence Mechanism of Outbound Tourists' Civilized Tourism Behavioral Intention Based on the Extended TPB Model[J]. *Tourism Tribune*, 2017, 32(6): 75-85.
- [36] Xie Dengming, He Biao, Cai Jiangying, et al. Research on the Behavioral Intention of Potential Tourists for Forest Wellness — From the Perspective of the Theory of Planned Behavior[J]. *Forestry Economics*, 2019, 41(3): 33-39+71.
- [37] Qiu Hongliang. Moral Norms and Tourists' Civilized Tourism Behavioral Intention — An Extended Model Based on TPB[J]. *Zhejiang Social Sciences*, 2016(3): 96-103+159.
- [38] Yang Kai. Research on College Students' Behavioral Intention to Consume Green Hotel Products[J]. *Journal of Beijing Union University (Humanities and Social Sciences Edition)*, 2017, 15(4): 49-60.
- [39] Zhang Qiongrui, Wang Zhongjun. Research on the Driving Factors of Tourists' Environmental Responsibility Behavior Based on TPB — A Case Study of Beijing Bajiaye Country Park[J]. *Journal of Arid Land Resources and Environment*, 2018, 32(3): 203-208.
- [40] Liu Li. Research on the Influence Mechanism of Celebrity Endorsement in Tourism Destinations — From the Perspective of Identity Theory[J]. *Journal of Technical Economics & Management*, 2016(10): 16-20.
- [41] Nunkoo R, Gursoy D, Juwaheer T D. Island residents' identities and their support for tourism: an integration of two theories[J]. *Journal of Sustainable Tourism*, 2010,18(5):675-693.
- [42] Palmer A, Koenig-Lewis N, Lisa Elinor Medi Jones. The effects of residents' social identity and involvement on their advocacy of A incoming tourism[J]. *Tourism Management*, 2013,38:142-151.
- [43] Feng Yan. A Study on Behavioral Intention of Urban Residents Participating in Community Volunteer Service[D]. Beijing: Minzu University of China, 2006.
- [44] Li Weifei. A Study on College Student Volunteers' Tourism Cognition, Attitude and Behavioral Intention Based on the Theory of Planned Behavior[J]. *Youth Exploration*, 2014(4): 66-73.
- [45] Xiaolu Liu. A Study on the Motivation of College Students' Volunteer Service Activities and Promotion Strategies[D]. Nanjing: Nanjing University of Science and Technology, 2019.
- [46] Sun Baoyun, Sun Guangsha. Subjects, Motivations and Mechanisms of Volunteer Behavior: Also on the Misreading of the Volunteer Movement in China[J]. *Probe*, 2007(6): 118-121.
- [47] Liu Yating. A Study on the Influence of Tourists' Tourism Experience and Place Identity on Resource Conservation Attitude[D]. Yanbian: Yanbian University, 2018.
- [48] Zhang Di. A Study on Influencing Factors of Farmers' Willingness to Participate in Volunteer Service Based on the Theory of Planned Behavior[J]. *Science and Technology Innovation & Productivity*, 2021(4): 17-19+22.