

The Value Co-creation Mechanism of the "Liaoning Cuisine + Tourism" Model: A Consumer Perspective

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Abstract

This paper focuses on the value co-creation mechanism of the "Liaoning Cuisine + Tourism" integration development model. Drawing on the Stimulus-Organism-Response (S-O-R) theoretical framework and the value co-creation theory, the study empirically analyzes the realization path of consumers' participation in this tourism model and constructs a dual mediation theoretical model that incorporates both direct and indirect effects. The research can provide theoretical support and practical guidance for the sustainable development of the "Liaoning Cuisine + Tourism" model.

Keywords

Liaoning Cuisine; Tourism Integration; Value Co-creation; Consumer Behavior.

1. Research Background Information

In 2023, the Ministry of Culture and Tourism of China stated: "Guided by socialist core values, we should adhere to the principle of shaping tourism through culture and highlighting culture through tourism, firmly grasp the laws and characteristics of intangible cultural heritage protection, inheritance, and tourism development. On the premise of effective protection, we should promote the integration of intangible cultural heritage and tourism in a broader scope, at a deeper level, and at a higher standard, making tourism an important carrier for spreading excellent traditional Chinese culture, continuously forging a sense of community for the Chinese nation, promoting people's comprehensive development, and serving people's high-quality life." In 2024, Guangming Daily emphasized: "We should shape tourism through culture and activate new forms of in-depth tourism. Intangible cultural heritage projects possess profound cultural connotations, unique expressions, and distinctive regional and ethnic characteristics, laying a solid foundation for their integrated development with tourism." Numerous local experiences of cultural and tourism integration have verified the strong support of the "intangible cultural heritage +" model in achieving both social and economic benefits for the tourism industry. Liaoning cuisine, as the only national intangible cultural heritage project among the nine major cuisines, occupies an important position in food-related intangible cultural heritages. While enjoying government policy support, the "intangible cultural heritage +" model is actively echoed by major platforms, thus promptly conveying the concept and ideas of this model to consumers and encouraging them to participate in value co-creation within the model. Based on the "Stimulus-Organism-Response" (S-O-R) theoretical framework, this paper introduces the theory of value co-creation to empirically analyze the implementation path of consumers' participating in this tourism model, attempting to construct a direct and indirect dual mediation theoretical model to provide theoretical support for the development of the "Liaoning Cuisine + Tourism" model.

2. Literature Review

The "Liaoning Cuisine + Tourism" model is a development approach that deeply integrates Liaoning cuisine's traditional cooking techniques, a national-level intangible cultural heritage,

with tourism activities. It relies on tourism activities to showcase, experience, and disseminate the rich historical and cultural heritage, unique cooking techniques, and flavor characteristics of Liaoning cuisine. In this model, Liaoning cuisine is not only a target for tourists to savor food but also an important carrier for understanding Liaoning's regional culture, customs, and historical traditions. Regarding value co-creation in the "Liaoning Cuisine + Intangible Cultural Heritage" context, this paper mainly sorts out two aspects.

Firstly, in terms of government policies, support from the government, platforms, and other parties for this tourism model is an important external factor that encourages consumers to actively participate. In 2017, China implemented the "Revitalization Plan for Chinese Traditional Crafts," aiming to promote the protection and inheritance of intangible cultural heritage projects by revitalizing traditional crafts. Furthermore, in February 2023, the Ministry of Culture and Tourism issued the "Notice on Promoting the Deep Integration of Intangible Cultural Heritage and Tourism Development," further clarifying the direction of integration between intangible cultural heritage and tourism, emphasizing enriching tourism products, enhancing the cultural connotation of tourism, and promoting high-quality development of the tourism industry through cultural and tourism integration. As an important province in Northeast China, Liaoning actively responds to the national call by formulating a series of local regulations and policies to promote the integrated development of intangible cultural heritage and tourism. In 2024, the Standing Committee of the Liaoning Provincial People's Congress reviewed and approved the "Decision of the Standing Committee of the Liaoning Provincial People's Congress on Promoting the Coordinated Development of Tourism in the Three Provinces and One Region of Northeast China," emphasizing the full utilization of intangible cultural heritage resources to create tourism brands with international influence. These policies not only provide legal support for the protection of intangible cultural heritage but also offer policy guidance and financial support for the integrated development of intangible cultural heritage and tourism.

Secondly, in terms of tourism models, the "Intangible Cultural Heritage +" model is an emerging approach that innovatively combines traditional intangible cultural heritage with other industries. Tourism, as one of the important protection pathways for intangible cultural heritage, has a natural fit for integration with intangible cultural heritage. The unique experience of Liaoning cuisine during tourism widely disseminates regional traditional intangible cultural heritage, earning recognition for this model. Guangming Daily mentioned in "Promoting the Integrated Development of Intangible Cultural Heritage and Tourism" that "Many local experiences of cultural and tourism integration have verified the strong support of the 'Intangible Cultural Heritage +' model in achieving both social and economic benefits for the tourism industry." During tourism, product quality, service quality, and environmental quality are important factors affecting consumers' experience. Products can make consumers feel a strong sense of regional culture and unique tourism experiences, enhancing their satisfaction and pleasure; services can make consumers feel respected and valued, effectively enhancing trust and goodwill towards the tourism destination; and the environment can stimulate consumers' desire for exploration and appreciation, enhancing aesthetic experiences and emotional resonance, effectively strengthening consumers' positive impressions of the tourism destination.

In summary, the "Intangible Cultural Heritage + Tourism" model has received widespread attention, with both government policies and platform responses playing to their respective strengths to provide policy and platform support for the effective implementation of this model. However, there is a lack of theoretical and empirical analysis on the implementation path and value co-creation mechanism of the "Liaoning Cuisine + Tourism" model from the consumer perspective. The "Liaoning Cuisine + Tourism" model not only requires the participation of governments and platforms but also the involvement of consumers. Consumers are both

important participants in this tourism model and a crucial part of inheriting and developing traditional intangible cultural heritage. Consumers' satisfaction and loyalty towards this model will directly affect the formation of the value co-creation mechanism. Therefore, this paper examines the implementation path of consumers' participation in the "Liaoning Cuisine + Tourism" model based on social identity theory, providing practical insights from the consumer perspective to further promote the development of this tourism model.

3. Theoretical Analysis and Research Hypotheses on the Value Co-creation Mechanism of the "Liaoning Cuisine + Tourism" Industry Chain Pattern

3.1. Consumer Value Co-creation in the "Liaoning Cuisine + Tourism" Pattern

The "Liaoning Cuisine + Tourism" model represents a social context involving multiple participants, and it is more appropriate to explore value co-creation behaviors from the perspective of a service ecosystem. Both the economic model and participants of the "Liaoning Cuisine + Tourism" model serve as resource integrators, with value generation within the ecosystem being co-created by the participants. Therefore, as important members within the ecosystem of this tourism model, consumers' level of participation and modes of engagement are of great significance. Yi and Gong (2013), from the perspective of co-creation behavior, categorize customer value co-creation behavior into participation behavior (i.e., in-role behavior) and spontaneous behavior (i.e., extra-role behavior)[1]. Participation behavior refers to activities in which customers directly engage during the value co-creation process, while spontaneous behavior may refer more to value co-creation activities voluntarily carried out by customers without explicit external initiation or organization. In terms of consumers, the "Liaoning Cuisine + Tourism" model falls into the category of social identity. Trepte (2013) divides social identity into cognitive social identity and emotional social identity[2]. Cognitive social identity refers to an individual's cognitive representation and understanding of their group, including cognitive categorization of the group, cognitive confirmation of group membership, and cognitive internalization of group norms and values. This identity is primarily based on individuals' cognitive processing and rational judgment, manifesting as objective recognition and evaluation of group characteristics, as well as cognitive confirmation and a sense of belonging regarding group membership. Emotional social identity refers to the emotional connections and sense of belonging that an individual experiences in relation to a specific social group while recognizing their membership in it. This identity is primarily based on individuals' emotional investment in and dependence on the group, manifesting as positive evaluations and acceptance of common characteristics, values, and behavioral norms among group members. In the process of the "Liaoning Cuisine + Tourism" model, cognitive social identity reflects consumers' rational recognition of their responsibility to inherit and disseminate intangible cultural heritage and traditional culture, with tourism serving as a concrete expression of individual participation value. Emotional social identity in this model represents consumers' emotional expression towards traditional intangible cultural heritage at the perceptual level, and is the emotional transmission among group members. Therefore, this paper examines the implementation path of the "Liaoning Cuisine + Intangible Cultural Heritage" model through the dimensions of cognitive social identity and emotional social identity.

3.2. Research Hypotheses

3.2.1. Indirect Implementation Pathways for the "Liaoning Cuisine + Tourism" Model

There are numerous indirect pathways that influence the "Liaoning Cuisine + Tourism" model, with government policies and platform responses playing pivotal roles in guiding consumer participation. In terms of government policies, in February 2023, the Ministry of Culture and

Tourism issued the "Notice on Promoting the In-depth Integrated Development of Intangible Cultural Heritage and Tourism," which further clarifies the direction for the integrated development of intangible cultural heritage (ICH) and tourism. It emphasizes enriching tourism products, enhancing the cultural connotations of tourism, and promoting high-quality development of the tourism industry through the integration of culture and tourism. In May 2024, the Standing Committee of the Liaoning Provincial People's Congress deliberated and approved the "Decision of the Standing Committee of the Liaoning Provincial People's Congress on Promoting the Collaborative Development of Tourism in the Three Provinces and One Autonomous Region of Northeast China," highlighting the importance of fully utilizing ICH resources to create tourism brands with international influence. Government support can stimulate consumers' sense of social responsibility, making them feel that participating in this tourism model and experiencing this ICH culture is part of contributing to social value creation. Platforms, as mainstream social media today, can enhance consumers' sense of social identity by disseminating positive information. Lu Juan and Sun Jin (2022) argue that government policy guidance brings high-quality resources to platforms, conducive to activating market participation capabilities[9]. On the basis, the following hypothesis is proposed:

H1: Government policies (H1a) and platform responses (H1b) in the "Liaoning Cuisine + Tourism" model positively influence consumers' cognitive social identity.

3.2.2. Direct Implementation Pathways for the "Liaoning Cuisine + Tourism" Model

The quality of goods, services, and the environment during tourism can directly affect consumers' travel experiences. High-quality goods, services, and environments can elicit consumers' emotional social identity with intangible cultural heritage. Zheng Chuqian and Zhong Hui (2024) conducted a study based on grounded theory on the factors influencing border tourism experiences, pointing out that the tourism environment, service management, and unique experiences are three factors that impact tourism experiences[8]. High-quality goods can bring consumers a pleasant and satisfying shopping experience, increasing their favorable impression, satisfaction, and cultural identity towards the tourist destination, thereby forming a word-of-mouth effect. Excellent service can enhance consumer satisfaction and loyalty, strengthening their trust in tourism service personnel. A beautiful environment can provide consumers with enjoyable visual enjoyment and mental relaxation, enhancing the attractiveness of the tourist destination and promoting sustainable development in the area. Based on this, the following hypothesis is proposed:

H2: The quality of goods (H2a), service quality (H2b), and environmental quality (H2c) in the "Liaoning Cuisine + Tourism" model positively influence consumers' emotional value identity.

3.2.3. The Relationship between Consumers' Social Identity and Value Co-Creation

Social identity is the cognition and sense of belonging that individuals form towards themselves and their respective groups in society. This identity not only influences individuals' behaviors and psychological states but also provides the foundation and motivation for value co-creation. Value co-creation is a process in which different individuals or groups, based on social identity, work together and collaborate to jointly create and share value. In this process, social identity prompts individuals or groups to recognize their common interests and goals with others, thereby strengthening their willingness to engage in cooperation and contribute their resources and abilities to achieve greater value. Dholakia et al. (2004) emphasize that as a core social influencing factor, social identity has a significant impact on individuals' spontaneous and participatory behaviors[3]. Similarly, Yi and Gong (2013) also point out that individuals' spontaneous behaviors are deeply influenced by social identity theory, implying that the higher an individual's perception of social identity, the stronger their spontaneous behaviors will be[1]. The "Liaoning Cuisine + Tourism" model, as a tourism model supported by national policies, will surely attract consumers who recognize its social identity to actively participate in value

co-creation. At the same time, the experiences this tourism model provides to consumers can also deepen their emotional social identity with the model, further triggering value co-creation behaviors. Based on this, the following hypotheses are proposed:

H3: Cognitive social identity positively influences consumers' value co-creation behaviors (H3a: participatory behaviors, H3b: spontaneous behaviors).

H4: Emotional social identity positively influences consumers' value co-creation behaviors (H4a: participatory behaviors, H4b: spontaneous behaviors).

3.2.4. The Relationship between Participatory Behaviors and Spontaneous Behaviors

Spontaneous behavior refers to actions driven by an individual's intrinsic motivation without external coercion or incentives. Participatory behavior, on the other hand, is actions taken by individuals in specific situations or organizations to achieve common goals or interests. Spontaneous behavior is primarily influenced by an individual's intrinsic desires, pursuits, and interests. Participatory behavior can be influenced by various factors, including external rules, expectations, incentives, as well as an individual's sense of identity and belonging towards a specific situation or organization. Revilla-Camacho (2015) points out that an individual's spontaneous behavior is a result of participatory behavior, and participatory behavior can in turn enhance an individual's spontaneity[4]. When consumers experience the "Liaoning Cuisine + Tourism" model and realize their self-worth while contributing to the ICH dissemination, they will exhibit positive spontaneous behavior. At the same time, the unique experiences gained by consumers during the tourism process and the emotional connections cultivated with the place during participation will also motivate them to engage in spontaneous behavior. Based on this, the following hypothesis is proposed:

H5: Consumers' participatory behavior positively influences spontaneous behavior in the "Liaoning Cuisine + Tourism" model.

3.3. Research Model

In summary, this paper constructs a theoretical model with government policies and platform responses as indirect factors, product quality, service quality, and environmental quality as direct factors for the independent variables, cognitive social identity as the mediator through a rational path, emotional social identity as the mediator through a perceptual path, and value co-creation (including participatory and spontaneous behaviors) as the dependent variable. This model is used to analyze the evolution mechanism of value co-creation in the "Liaoning Cuisine + Tourism" model.

4. Research Design and Empirical Analysis of the Value Co-creation Mechanism in the "Liaoning Cuisine + Tourism" Model

4.1. Scale Design and Data Sources

The scales used in this paper are all sourced from or adapted from existing literature. Specifically, the scales related to the indirect realization path factors of the "Liaoning Cuisine + Tourism" model are based on the research by Zhang Yueli and Jiang Qin'er (2022)[10]; the direct realization path factors of the model, cognitive social identity, emotional social identity, and value co-creation are adopted from the study of Tong (2017)[5]; Bergami and Bagozzi (2000)[6]; Bagozzi and Lee (2002)[7] and Yi and Gong (2013)[1] respectively. The questionnaire adopts a 5-point scale, where 1 represents "very dissatisfied" and 5 represents "very satisfied", as well as a 2-point scale ("yes" and "no") (see Table 1 for details). The survey targets consumers who have traveled to Liaoning or residents of Liaoning. Data collection was conducted from July to August 2024, with 33 invalid questionnaires removed, leaving 310 valid representing an effective rate of 90.37%.

4.2. Reliability and Validity Testing

In this paper, SPSS 27.0 is used to test the reliability of the data. The results in Table 1 show that: Cronbach's Alpha for the product impact is 0.860, indicating high internal consistency and good reliability. For service quality, Cronbach's Alpha is 0.812, showing high internal consistency and fair reliability. For environmental quality, Cronbach's Alpha is 0.973, indicating very high internal consistency and excellent reliability. For identification and sharing, Cronbach's Alpha is 0.952, showing very high internal consistency and excellent reliability. For overall satisfaction, Cronbach's Alpha is 0.769, indicating high internal consistency and fair reliability. In terms of the significance of the Bartlett's Test of Sphericity, the significance for all constructs is less than 0.001, indicating a significant correlation between variables and suitability for factor analysis. After the reliability test, a validity test was conducted, and the results show that: from the perspective of the items in the table, each item under a construct is related to that construct. For example, the items under "product impact" are all related to products, and the items under "service quality" are all related to services, indicating good content validity. The factor loadings for each item are listed in the table. Generally, a factor loading greater than 0.5 is considered significant. From the table, it can be seen that most factor loadings are greater than 0.5, indicating that these items have a strong correlation with their corresponding constructs and good structural validity.

Table 1. Specific Items of the Scale and Tests for Reliability and Convergent Validity

Construct	Measurement Item	Factor Loading
For satisfaction with products, services, and the environment Cronbach's Alpha = 0.769 KMO Measure of Sampling Adequacy = 0.616 Bartlett's Test of Sphericity Significance < 0.001	How satisfied are you with the Liaoning cuisine you have tried?	0.679
	How satisfied are you with the service during your travel?	0.886
	How satisfied are you with the travel environment?	0.897
Product Impact Cronbach's Alpha = 0.860 KMO Measure of Sampling Adequacy = 0.642 Bartlett's Test of Sphericity Significance < 0.001	Does good food quality affect your satisfaction with tourism?	0.960
	Does good souvenir quality enhance your purchase intention?	0.795
	Does good product quality affect your consumer experience?	0.948
Service Quality Cronbach's Alpha = 0.812 KMO Measure of Sampling Adequacy = 0.644 Bartlett's Test of Sphericity Significance < 0.001	Does good service quality enhance your travel experience?	0.791
	Is your identification with the culture of the tourist destination affected by service quality?	0.927
	Will you have more desire to consume due to good service quality?	0.949
Environmental Quality: Cronbach's Alpha = 0.973 KMO Measure of Sampling Adequacy = 0.500 Bartlett's Test of Sphericity Significance < 0.001	Does good environmental quality enhance your travel experience?	0.987
	Will your sense of security during travel increase due to good environmental quality?	0.987
Identification and Sharing Cronbach's Alpha = 0.952 KMO Measure of Sampling Adequacy = 0.500 Bartlett's Test of Sphericity Significance < 0.001	Will you pay attention to the "Intangible Cultural Heritage + Tourism" model and plan to adopt this tourism model for travel?	0.978
	Will you share and promote the "Intangible Cultural Heritage + Tourism" model?	0.978

4.3. Hypothesis Testing

In order to establish relationships between variables, this paper formulates hypotheses and tests them, as shown in Table 2. The Structural Equation Modeling (SEM) test is conducted using SPSSPro, leading to the conclusion.

The SRMR (Standardized Root Mean Square Residual) value in this paper is below 0.05, which is lower than the standard threshold of 0.08, and the NFI (Normed Fit Index) value is above 0.9, exceeding the standard value of 0.8. These indicate that all goodness-of-fit indices of the model meet the criteria for model adaptation, demonstrating good model quality.

Table 2. The Structural Equation Modeling (SEM) test is conducted using SPSSPro, leading to the conclusion

Hypothesis	Variable Influence Path	Unstandardized Coefficient	Standardized Coefficient	Standard Error	Significance Level	Conclusion
H1	H1a Government Policy → Cognitive Social Identity	0.830	0.852	0.019	0.000	supported
	H1b Platform Support → Cognitive Social Identity	0.856	0.819	0.019	0.000	supported
H2	H2a Product Quality → Emotional Social Identity	0.912	0.836	0.013	0.000	supported
	H2b Service Quality → Emotional Social Identity	0.674	0.750	0.027	0.000	supported
	H2c Environmental Quality → Emotional Social Identity	0.797	0.822	0.016	0.000	supported
H3	H3a Cognitive Social Identity → Participation Behavior	0.782	0.780	0.021	0.000	supported
	H3b Cognitive Social Identity → Spontaneous Behavior	1.041	0.882	0.013	0.000	supported
H4	H4a Emotional Social Identity → Participation Behavior	0.790	0.788	0.020	0.000	supported
	H4b Emotional Social Identity → Spontaneous Behavior	0.980	0.854	0.014	0.000	supported
H5	Participation Behavior → Spontaneous Behavior	1.230	0.935	0.010	0.000	supported

The results indicate that government policy (standardized coefficient = 0.852, $p < 0.001$) and platform support (standardized coefficient = 0.819, $p < 0.001$) positively influence consumers' cognitive social identity, supporting Hypothesis H1. As the consumer market evolves, individual consumption cognition becomes increasingly rational, making it imperative for the "Liaoning Cuisine + Tourism" model to seek value from both the government and platforms at the market level. Collaborative creation is thereby essential to provide support and assurance for more consumers to engage rationally.

The product quality (standardized coefficient = 0.836, $p < 0.001$), service quality (standardized coefficient = 0.750, $p < 0.001$), and environmental quality (standardized coefficient = 0.822, $p < 0.001$) of tourist destinations positively affect consumers' emotional social identity, supporting Hypothesis H2. When engaging in the "Liaoning Cuisine + Tourism" model, consumers are not entirely rational. Instead, a special emotional bond is established between these three intrinsic factors of tourist destinations product quality, service quality, and environmental quality and consumers, influencing their emotional social identity.

Consumers' cognitive social identity (standardized coefficient = 0.780, $p < 0.001$) positively influences participation behavior, and cognitive social identity (standardized coefficient = 0.882, $p < 0.001$) positively influences spontaneous behavior, supporting Hypothesis H3.

Similarly, consumers' emotional social identity (standardized coefficient = 0.788, $p < 0.001$) positively influences participation behavior, and emotional social identity (standardized coefficient = 0.854, $p < 0.001$) positively influences spontaneous behavior, supporting Hypothesis H4. Participation behavior is necessary for adequate performance in value co-creation, while spontaneous behavior requires higher emotional investment and commitment from consumers. After experiencing the "Liaoning Cuisine + Tourism" model personally, consumers are prone to emotionally resonate and advocate others to join in the value co-creation of "Liaoning Cuisine + Tourism" through emotional identification.

Consumers' participation behavior in "Liaoning Cuisine + Tourism" (standardized coefficient = 0.935, $p < 0.001$) positively influences spontaneous behavior, supporting Hypothesis H5.

Therefore, new impetus should be injected into the development of the "Liaoning Cuisine + Tourism" model through the dual paths of participation and spontaneous behavior, endowing the "ICH + Tourism" model, including the "Liaoning Cuisine + Tourism" model, with higher value and meaning. Consumers are urged to engage in value co-creation, maximizing the value effect of the "ICH + Tourism" model from participation to spontaneous behavior.

5. Conclusion and Implications

5.1. Research Conclusion

Based on the social identity theory, this paper empirically analyzes two implementation paths for consumers to achieve cognitive social identity and emotional social identity in the "Liaoning Cuisine + Tourism" model, and draws the following conclusions: Firstly, different factors of this tourism model have different influence paths on consumers' social identity. Government policies and platform responses in the "Liaoning Cuisine + Tourism" model affect consumers' cognitive social identity, while the product quality, service quality, and environmental quality of this tourism model influence consumers' emotional social identity. This confirms that government policies and platform responses impact the indirect implementation path of this tourism model, while product quality, service quality, and environmental quality influence the direct implementation path. Secondly, social identity plays a crucial role in realizing the value co-creation mechanism of the "Liaoning Cuisine + Tourism" model, as cognitive social identity and emotional social identity both positively influence participation behavior and spontaneous behavior. Therefore, based on individual consumers' different cognitions, both direct and indirect paths are significant for achieving value co-creation. Finally, participation behavior in value co-creation positively influences spontaneous behavior. Participation behavior can strengthen consumers' identity with this tourism model, enable them to better understand local culture, and contribute more effectively to local tourism promotion. In contrast, spontaneous behavior emphasizes recommendation and promotion, feedback, and suggestions, representing a higher form of value co-creation behavior. Therefore, the "Liaoning Cuisine + Tourism" model should not only attract consumers' participation behavior but also achieve their spontaneous behavior through various means to exert a greater value effect.

5.2. Management Implications

1) The quality of Liaoning cuisine should be enhanced to satisfy consumers' taste demands. Liaoning cuisine is an effective factor in attracting tourism consumers. The "Liaoning Cuisine + Tourism" model relies on the influence of Liaoning cuisine. Therefore, it is necessary to improve the current quality of dishes by ensuring their characteristics while keeping up with the times to meet the needs of most consumers. In terms of product optimization, various characteristic

ICH restaurants should investigate consumers' taste preferences to promote their social identity.

2) Service quality should be maintained, and the tourism environment should be enhanced in order to stimulate consumers' desire for tourism and consumption. Considering direct implementation paths of this tourism model, service quality and environmental quality similarly cannot be ignored in their influence on consumers' desire for consumption. According to survey data, most consumers are currently satisfied with the service quality in tourist areas, but satisfaction with environmental quality is lower than that of service quality. Local governments should focus on improving the community environment, presenting a better regional appearance to serve foreign tourists and attract consumers' attention.

3) Multiple parties' participation should be integrated to achieve value co-creation. Consumers' active participation is also an important aspect of realizing value co-creation in the "Liaoning Cuisine + Tourism" model. The government should provide policy support for this tourism model to promote its dissemination. Platforms should provide convenient online promotion spaces for this tourism model, encouraging consumers to actively participate in discussions and interactions. Meanwhile, it is necessary to strengthen consumers' awareness of value co-creation, stimulate their cultural identity, and actively call on consumers to participate in this tourism model.

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