The Influencing Factors and Mechanism of Tourists' Awe in Tourism Destinations: A Web Text Data Based Exploratory Research

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Abstract. Raising tourists' awe is dependent on sustainable development of tourism destinations. This paper conducted exploratory research on the influencing factors of tourists' awe of tourism destinations. Web text data were used as the data source. The researcher selected web platforms that were highly relevant to the research content and uses the keyword "awe" to search for travel notes samples. After screening, 229 eligible travel notes were finally sorted out. The grounded theory of coding technology was used for data processing. Through open coding and axial coding of the data, 144 effective concepts, 17 initial categories and 7 main categories were formed. The 7 main categories are tourists' pre-travel cognition, tourism resource base, environmental atmosphere creation, tourism innovation, tourism service environment, tourists' post-travel gains, and tourism governance system. These influencing factors can be further divided into direct driving factors, internal situational factors and external situational factors. There are differences in the mode and path of their effects on the tourists' awe. Through selective coding, this paper constructs a model of influencing factors of tourists' awe of tourism destinations, which can also be called a "resource-situation-awe" model. The tourism resource base is the direct driving factor, which plays a decisive role in generating tourists' awe of tourism destinations. Tourists' pre-travel cognition and post-travel gain are internal situational factors. The tourism environment atmosphere, tourism innovation, tourism service environment and tourism governance system are external situational factors. Both internal and external situational factors play a regulatory role in "resource-awe" generation. Therefore, raising tourists' awe of tourism destinations is a complex and systematic process. This study does not only systematically present the influencing factors of tourists' awe of tourism destinations, but also reveal their formation mechanism. It has important guiding significance for both research of and raising tourists' awe of tourism destinations.

Keywords: tourism destination · tourists' awe · influencing factors · mechanism

1 Introduction

Awe is the essential component of tourists' experience, which is also an emotional one expected the most by tourists [1], which cannot only cover tourists-tourism destinations

relationship [2], but also stimulate tourists' pro-social motivation [3–7], thus a tourism destination must be capable of instilling awe in tourists. In fact, however, tourism destinations pay less attention to tourists' awe development, which does not only influence their tourism experience, but also lead to damaged ecological environment, damaged cultural heritages and historical sites, disturbed public facilities, order, violated social customs, etc. Frequent civil anomies have caused tension between tourists and tourism destination areas, which influences a healthy development of tourism destinations. The important point is that the tourism industry in my country that shifts from high-speed tourism development to high-quality tourism development instills in tourists' emotional awe of tourism destinations that needs great attention.

But how do you inspire visitors of awe? This is the tourism destination issue that is attracts attention the most, and is also the main issue the needs solution in tourists' awe study. Due to the relatively short history of research on tourists' awe, of only about ten years, the existing studies have covered the issue above, but do not provide systematic explanation [8, 9], are unable to provide a comprehensive explanation of tourists' awe of tourism destination areas. This training provides systematically theoretical support. Therefore, this research focuses on the variable of category of tourists' awe of tourism destinations, conducts exploratory research using web text data as the source of data, and uses grounded theory's coding technique for data processing, to systematically reveal the relation between tourists' awe of tourism destinations, influencing key factors, so as to present theoretical guidelines for previous research and instill realistic awe in tourists of tourism destination areas.

2 Literature Review

Tourists' emotional awe of tourism destinations that is this research focus is tourists' emotional awe of tourism destinations, with tourists as the subject of awe, and tourism destinations as the object of awe. Research on tourists' emotional awe of tourism destinations is relatively late, and most of the existing research is based on basic theoretical framework of research on awe. Awe, as a social emotion, initially got much attention in philosophy, religion and sociology [9, 10], but until Keltner and Haidt proposed the psychological prototype of awe in 2003, research in psychology, management, and other fields just increased and arose gradually, especially quantitative research [10]. Awe is defined as an emotional experience of astonishment when a person faces something broad, extensive, and beyond what current understanding can cover, including two essential features: Extensiveness Felt and Necessity for Accommodation [11]. This is a complex emotion mixed with many feelings, which reflects positive psychological state that people respect and fear of when facing certain things [12–14]. "Respect" is embodied in pursue of positive value, while "fear" is embodied in a kind of moral discipline [15]. Tourism is a consumptive experience laden with emotional characteristics. [16] Tourists will have a complex emotional experience during their travel process, and awe is deemed one of the most valuable emotional experiences to learn [17].

In the last few years, due to salient "civilization anomie" issue in the tourism industry development in my country, study on tourists' awe of tourism destination also gets more attention. For example, the research conducted by Lu Dong et al. finds that with more commonly emotional joy in tourism, awe is more conducive to enhance tourists' moral

valuation and moral will, has importantly practical significance to hold moral tourists' moral anomie behaviors and to promote civilized tourism [17]; the research conducted by Qi Xiaoxiao et al., affirms that emotion will strengthen tourists' attachment to a place and improve tourists' environmental responsibility behavior [18]; the results of research conducted by Wang and Lyn also show that tourists' emotional awe in tourism experience process will reduce their self-importance, motivate them to implement responsibility for the environment [9]. In addition, the research conducted by Tian Ye et al., Lu Lihui and Wang Yuping also shows that awe can enhance tourists' satisfaction of and loyalty to tourism destinations [19, 20]. Therefore, awe as a positive emotion does not only have the effect of holding tourists' behaviors, but also tourism experience that tourists pursue.

Having been aware of the importance of tourists' awe of tourism destinations, some experts also perform initial exploration of the influencing factors. The research conducted by Powell et al. on Antarctica tourism finds that Antarctic environment will make tourists in great awe [21]. The research conducted by Pearce et al. Kimberley Coast wilderness area in Australia finds that factors that influence tourists' awe include sea animals, beautiful scenery, ecological phenomena, majestic geological landscape, and reflection time [22]. Tian Ye et al. find that Tibetan environment and religious atmosphere can raise tourists' awe [23]. The research conducted by Qi Xiaoxiao et al., Lv Lihui and Wang Yuping on religious mount tourism destinations also confirms that environment and religious atmosphere are important factor that may raise tourists' awe [18, 20]. The research conducted by Guo Junling et al. on red tourism destinations (hongse luyou) shows red figures' authority, red event legend and red heritage sacredness are the important factors that influence tourists' awe [24]. Wang et al. justify through research on black tourism destinations that the authenticity of tourists' experience is an important factor in raising tourists' awe [25]. Currently, limited research results on factors influencing tourists' awe of tourism destination areas mostly for some types of tourism destinations such as natural type and religious type lack of scientific analysis framework with significant general guidance.

In general, research on tourists' awe of tourism destinations is still in its early stage, even if its importance is gradually acknowledged, but the number of research results is still very limited. Currently research also presents phenomena that emphasize result analysis while ignoring reasons. Especially domestic research, in combination with realistic background of salient issue "anomie civilization" in my country's tourism industry development, the research focus is on tourists in tourism destination areas from awe's positive impact perspective, research on factors influencing tourists' awe of tourism destination is relatively lacking, and its systematic analysis is lacking, especially awe raising mechanism. In tourism destinations, it is still an unopened "black box". In addition, the existing research on tourists' emotional awe of tourism destination areas mostly refers to relevant foreign awe research theory, and does not have exploratory analysis for tourism situation specificity. Therefore, based on relevant domestic and foreign research results, this research specifically studies factors influencing tourists' awe of tourism destination areas, attempts to explore the main factors influencing tourists' awe of tourism destination areas, and revel their role. These influencing factors arrange the general theoretical framework of factors influencing tourists' emotional awe of tourism destination areas, and provide theoretical guidance to instill emotional awe of tourism destination areas.

3   Research Method

For research on factors influencing tourists' awe of tourism destinations, there was no systematic and established theoretical assumption and domestic and foreign research results for reference and direct application, thus it was difficult to directly design structured questionnaire without difference. Large scale quantitative research on tourists was bigger. In addition, this research aimed to arrange general theoretical framework of factors influencing awe of tourism destination areas and systematically reveal the influencing key factors and mechanism of awe of tourism destination areas to reach theoretical construction through exploratory research. Considering this, this research adopted coding technique of the procedural ground theory for data processing, extracting concept therefrom through open coding, axis coding and selective coding, and developing these concepts in terms of attribute and dimension, and finding relation between concept and category of causal relationship [26, 27], and then building theoretical model of factors influencing tourists' awe of tourism destinations. In data collection and analysis processes, this research emphasized on sustainable comparison, in order to keep improving and revising the theory, thus further data collection and analysis would almost not give new contribution to the theory construction, which was theory saturation [28].

3.1   Data Collection

From December 2020, there are 989 million netizens in my country, and Internet's popularity level is 70.4% [29]. Internet has become one of the most important channels for people to obtain, publish, and share information in their daily life. Platform sharing collect online travel notes as data. Using web text as a source of data can solve the time and space constraints in data collection, reduce the cost for data collection, and complete the task of collecting a large number of data faster [30] and other features [31]. In terms of tourists' emotion research, some scholars have made advantageous attempts using web text data, such as analysis on tourists' emotional characteristics in red tourism and outbound tourism [32, 33], analysis on tourists' emotional experience in black tourism [34], and building model of emotional evaluation of tourism destination [35] and have confirmed the practicality and reliability of web text data.

Referring to previous related research, this research chose platform sharing that is quite relevant to the research content in accordance with the basic principles of high popularity, strong interactivity, and rich information [31, 36], each contained in two main domestic websites, Mafengwo and Ctrip (Travel). The travel websites were renowned for searching for examples of travel notes with keyword "awe". The time for taking travel notes was specified from 1 January 2014 to 31 December 2020. The travel notes were chosen with over 100 visits, especially texts, some pictures, and complete content. Principally, there was only one travel note by the same chosen author. In special operation process, for minimum bias in sampling due to researcher's subjectivity, each of two researchers was respectively responsible for collecting travel notes from the two websites.

Upon screening, 229 travel notes were eligible for the predetermined conditions, including 76 from Mafengwo and 153 from Ctrip. The travel notes were rich in types, and the tourism destinations covered mountainous, coastal, desert, religious, red, heritage,

technology types, etc., including many domestic and foreign regions, thus the samples' diversity and completeness were guaranteed. For ease of research, this research classified and named the travel note samples, 2/3 which were then chosen randomly (152 articles) for coding analysis and model construction, and the remaining 1/3 travel note samples (77 articles) were used for theoretical saturation test on the results coded.

4   Open Coding

Open coding is a basic processing stage of the web text data collected. The researcher needs to read text repeatedly, divide text effectively, summarize and marks sentences and vocabularies related to the topic, classify and summarize to generate initial concept, and produce concept category. To research researcher's subjectivity, this research attempts to use original sentence of travel text as label, extract initial concept of the sentence, and classify the initial concept. The open coding generates totally 168 initial concepts. Having invalid concept eliminated and repeated concept collected, it results in 144 effective concepts and 17 concept categories, as shown in Table 1. Given articles' limited length, for each concept category, only corresponding 3 sentences of travel notes texts and initial concepts are listed in Table 1.

Table 1. Examples of Open Coding

Category	Sentence Travel Note Text (Initial concept)
Tourism's Cognitive Pictures	XP03 Lintang Regency is quite messy, and this has been mentioned in many guides and by seniors who have been here (word of mouth) XP03 Tibet is a unique place (psychological cognition) XP56 Li Taibai once wrote "The old man left Yellow Crane Tower in the west, and fireworks descended to Yangzhou in March" (picture of classical poetry)
Tourists' Interest	MP41 My college, a geological student, came here like in pilgrimage, but I don't understand (profession background) XP06 Films I'm considerably interested in is filmed here (where the film I'm interested in is made) XP23 If you don't know anything about history and religion, Angkor may be like a pile of rocks in your eyes (relevant knowledge reserve)
Natural Tourism Resource	MP01 The space and time make people miss and scared, not only they have tenacious life, but also surprising scenery like the end of world (tenacious life, surprising scenery) MP09 Xuefeng is beautiful and mysterious. When you really walk towards it, you will be amazed at its sacredness (sacred Xuefeng) XP17 In front of rare natural heritage, I will feel quite amazed (rare natural heritage)

(continued)

Table 1. (*continued*)

Category	Sentence Travel Note Text (Initial concept)
Cultural Tourism Resource	XP01 Despite the never-ending flow of time, but it cannot melt the awe of red history away (red history) XP31 The unmatched grandeur of pyramid, and we all pass in front of it (magnificent pyramid) XP43 Pingtan is the label of Suzhou, and I am awed of this traditional art (traditional classical art)
Travel Experience	MP01 The road to go there is so long and long, and one must pass the test of space and time from day to night, from the warm spring to winter (long and long road) MP01 Itinerary is difficult and painful, and the inside across the death strait is to experience chaotic abandonment (difficult and painful journey) XP09 Only those who have had height-sick are eligible to say that they are awed by height (height-sick)
Entire Environment	XP09 In Tibet, the sacred religious sense will arise spontaneously, infecting us outsiders (religious atmosphere) XP35 Cinemas, squares, statues, etc. create strong humanistic atmosphere, worthy of becoming the capital of art (humanistic atmosphere) XP60 Kumbum Monastery has become a famous beautiful sight, Arou Da Temple is quiet, mysterious, and feels more sacred and solemn (commercialization)
Factors Influencing Personnel	MP06 Human's good nature makes this pilgrim radiate different light (human's courtesy) XP03 The bikers' hard works are beyond our understanding (bikers' hard work) XP09 Tibetan people have a very broad heart, which can accommodate their own beliefs and the world's courtesy (Tibetan people with broad heart)
Special Tourism Activities	MP01 Kayak can make you integrated more with the ice and snow (Kayak) MP76 The first time I saw the sky burial in place, I felt a little awed amidst surprise and far (sky burial) XP66 In the afternoon, you can be awed by the culture and traditional time in cultural and creative activities together with your children (cultural and creative activities)
Tourism Product Innovation	MP12 The performance was quite a surprise, as well as pride awe (tourism performing arts) XP08 The 5D theater experience was quite real, and the VR movements were too exciting (5D theater) XP20 This is a surprising experience park that combines modern technology (high-tech experience park)

Table 1. (*continued*)

Category	Sentence Travel Note Text (Initial concept)
Tourism Technology Innovation	MP19 The new projects in robotic world makes me completely feel the power and wonder of technology (Robotic World) XP60 The experience of watching dome film was quite amazing, as if I truly entered into Mogao Grottoes (dome film) XP113 The combination of high-tech and water culture Dai allows national cultures to be displayed more clearly, and the audience can also have immersive and complete experience (technology and culture integration)
In Support of Service Support	XP26 Namtso is worthy of being a sacred lake, but its accommodation condition was too bad, so I gave up on the two-day idea (accommodation condition) XP49 During this travel to Japan, what I am awed and impressed of is local specialties (local specialties) XP131 One of the most popular shops is Totoro, Totoro is original and spectacular (classical cultural and creative products)
Tourism Service Culture	XP09 This is service at a place of faith (service at a place of faith) XP49 Temporary fence for construction is also designed with apologizing cartoons, bad Japanese language (services with full concern) XP60 The guide is really worthy of praise, his explanation is spreading, and with his special love for Dunhuang culture (high quality tourist guide service)
Tourism Market order	XP03 The man acts as if he will not give money and will not let it go, so we must swallow the money and leave (swindle) XP26 Threatened like this by the Tibetan holy lake, I'm in complete longing, but I cannot hold back the disgust (of massacre) XP32 Suddenly a Tibetan grandma stopped us to charge, and at the same time I felt the blue sky, the white clouds, and green grasses disappeared (arbitrary fee)
Tourism Resource Protection	MP06 We struggle to find Shambhala, but we want to re-form Shangri-La (style destruction) MP23 Really admire them, they have reached the highest protection of epic culture (extreme culture protection) XP32 Feel that the glacier is not as holy as Yuanwang, and the development in its surroundings has dust covers the ice (development harm)
New Knowledge Acquisition	XP02 During this cave travel, I learn more about geology (acquiring knowledge) XP06 Having known that the common stone pillar was derived from quite long past, I feel it is quite miraculous and wondrous (broadening my horizon) XP59 The display of post-tsunami traumatic scenes at the museum is a good educational warning (educational warning)

Table 1. (*continued*)

Category	Sentence Travel Note Text (Initial concept)
Having Physical and Mental Comfort	MP24 People here are open minded, they forget problems and get united with the world (open minded) XP09 Tibet allows you to find some things purest in human nature (sublimation of human nature) XP21 When I come to this vacant land, my body's exhaustion is swept away (relaxed body)
Acquiring Life Insight	MP01 They always calmly face the harsh environment; this is what we should learn (keep mind calm) MP03 The inclusivity and extensiveness here make you think of greater propositions (Think about greater propositions) XP02 This cave travel makes me aware that all living beings are quite valuable (awareness of the importance of life)

Note: MP** and XP** respectively represent text sentence of first travel notes Ma Fengwo and *Ctrip* (Travel), and words in brackets at the end of each sentence represent initial concept obtained by coding text sentence

4.1 Spindle Code

Spindle coding is to group and analyze the initial categories formed in the open coding stage, find potential logical relation between different categories, and rearrange them, form the main categories, and clarify corresponding subcategories and category connotation [37, 38]. In this research, according to logical association of the 17 early categories formed by the open coding at conceptual level, it results in 7 main categories through reclassification. Table 2 shows the main categories and related subcategories and category connotations derived from main axis coding.

4.2 Optional Coding

Note: Internal and external situational factors are based on division of factors that influence tourists' awe of tourism destination areas from tourists' perspective. Internal situational factor is tourists' internal factor that may cause tourists' internal awe of tourism destination areas; external situational factor is tourism destination's factor that may be external cause of tourists' awe of tourism destination areas.

Selective coding is to explore dominant core categories through a systematic analysis on the main categories found by the main axis coding, and then to systematically sort out correlation between the core categories, main categories and initial categories, thus the main categories are formed by the main axis coding. Category correlation is determined further, and the "flow of story" that can connect different categories is developed, revealing typical correlational structure between different categories, and forming systematic theoretical framework.

Through analysis on the 17 initial categories and 7 main categories formed by the open coding and main axis coding, and then comparing and interacting with original data, this research finds the "factors influencing and mechanism of tourists' awe of tourism

Table 2. Main categories formed out of spindle code

| Main Category	Subcategory	Category Connotation
Tourists' Pre-Travel Cognition	Tourism Image Cognition	Tourists' image cognition of tourism destinations formed through various paths
	Tourists' Interest	Tourism destinations in line with tourists' hobby and personal pursuit
Basis of Tourism Resources	Natural Tourism Resource	Tourism destination's great natural tourism resources
	Cultural Tourism Resource	Tourism destination's unique cultural tourism resources
Creation of environmental atmosphere	Travel Experience	Difficulties, challenges, etc. experienced by tourists during their travel or at destination
	Extensive Environment	Whole environmental atmosphere of tourism destinations, such as cultural atmosphere and commercialization
	Employee Influencing Factors	Human factor, such as inhabitants of tourism destination areas, other tourists, etc.
	Special Tourism Activities	Participatory cultural and entertaining activities at tourism destination areas
Innovative Behaviors in Tourism	Tourism Product Innovation	Sustainable Product Innovation Behavior at Tourism destinations
	Tourism Technology Innovation	Development and implementation of latest technology facilities at tourism destination areas
Tourism Service Environment	In Support of Service Supports	Services in support of tourism such as accommodation, catering, transportation, shopping, etc. at tourism destination areas
	Tourism Service Culture	Service quality, characteristics, employee quality, etc. are service culture of tourism destinations
Tourism Governance System	Tourism Market Order	Market order arrangement level at tourism destination areas
	Tourism Resource Protection	Protection of natural and cultural tourism resources at tourism destination areas
Having Tourists	Acquiring New Knowledge	Tourists have new knowledge and achieve learning and growth through tourism
	Having Physical and Mental Comfort	Tourists have physical and mental relaxation, spiritual baptism, human sublimation, etc. through tourism
	Acquiring Life Insight	Tourists acquire new insights and self-reflection or human behaviors through tourism
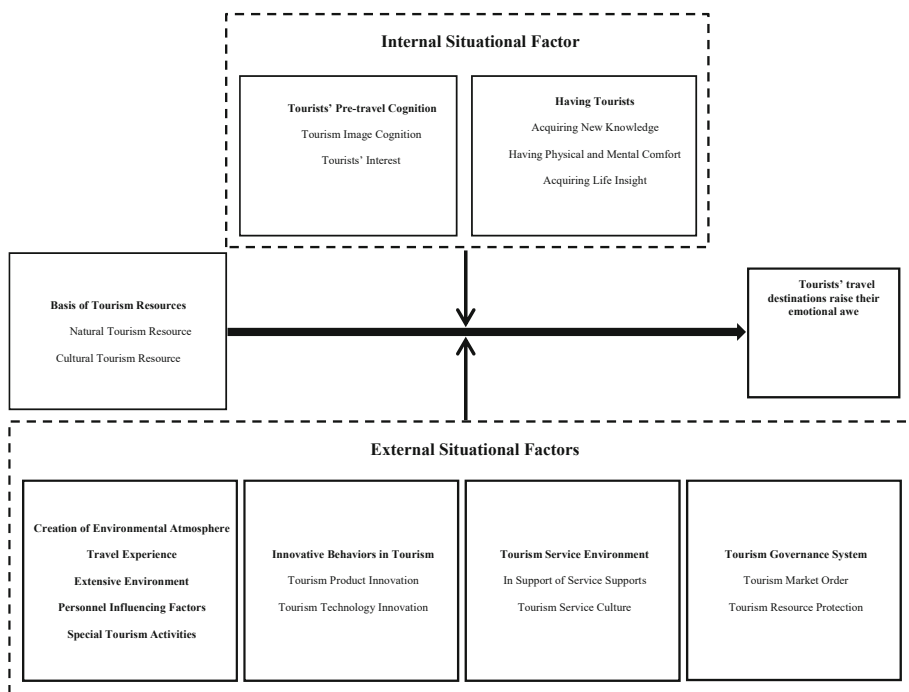
Fig. 1. Model of factors influencing tourists' awe of tourism destination areas

destination" of the core category. The "flow of story" around the core categories can be summarized as: tourists' pre-travel cognition, basis of tourism resources, creation of environmental atmosphere, tourism innovation behavior, tourism service environment, tourism governance system, and tourists' post-travel gains. Tourists' awe has significant impacts; basis of tourism resources are the direct supporting factors for tourists' emotional awe of a tourism destination, and plays a determining role in tourists' awe of a tourism destination; tourists' pre- and post-travel cognition is an internal situational factor. Creation of environmental atmosphere, tourism innovation behavior, tourism service environment, and tourism governance system are external situational factors that regulates correlation between "tourism resource base-tourists' awe", and correlation between tourism resources based on basis of tourism resources and tourists' awe, intensity and direction of influence. According to the "flow of story" above, this research builds "model of factors that influence tourists' awe of tourism destination area", also referred to as the "awe-situation-resource" model, and proposes new factors influencing awe of tourism destination areas. The theoretical framework is presented in Fig. 1.

4.3 Theoretical Saturation Test

This study used 1/3 of the travel notes samples (77 articles) reserved before the coding analysis started to test the theoretical saturation. The results of test data analysis show that the categories in the model have been developed quite richly, for the seven

main categories that influence tourists' awe of tourism destinations (tourists' pre-travel cognition, basis of tourism resources, creation of environmental atmosphere), tourism innovation behavior, tourism service environment, tourism governance system, tourists' post-travel gains) and 17 sub-categories contained therein, no new category and correlation are found. Therefore, we can say that "Model of Factors Influencing Tourists' Awe of Tourism Destinations" built in this research is theoretically saturated.

5 Interpretation of Model of Factors Influencing Tourists' Awe of Tourism Destinations

Through the analysis above, it is found that "Model of Factors Influencing Tourists' awe of Tourism destinations" can effectively explain the tourists' awe of tourism destination areas formation mechanism. Specifically, the factors influencing tourists' awe of tourism destinations can be summarized into seven main categories: tourists' pre-travel cognition, basis of tourism resources, creation of environment and atmosphere, tourism innovation behavior, tourism service environment, tourism governance system, and tourists' post-travel gains. However, there are difference in their action mechanism on tourists' awe of tourism destination areas, which can be divided into direct driving factors, internal situational factors and external situational factors. These three influencing factors will be explained in detail below.

5.1 Direct Drivers of Awe of Tourism Destinations

Basis of tourism resources (including natural tourism resources and cultural tourism resources) are direct driving factors of tourists' awe of tourism destinations. In previous studies, the influence of basis of tourism destination resources on tourists' awe has been acknowledged. Beautiful natural phenomena, great historical heritage, sacred religious gods, and elegant art works are deemed awe inspiring for tourists [39, 40], and previous research on factors influencing tourists' emotional awe of tourism destinations specifically focuses on the analysis on the anthology of resources. As the direct driving factor of tourists' awe of tourism destinations, basis of tourism resources has three characteristics as follow: (1) massive. This is the core feature of awe raising factors proposed by Keltner and Haidt [11], and the raising factors of tourists' awe of tourism destinations also need to have this core feature. For basis of tourism resources, perhaps this "massiveness" is a very big physical measure, or perhaps an intangible factor such as long history, precious value, and in-depth culture. Create awe ", "XP39 in awe since it is old". (2) Various types. Tourism resources that drive tourists' awe can be natural or cultural, traditional or modern, covering three types of driving factors: physical, social and cognitive [11]. For example, "Mount XP21 Siguniang can be admired from afar with awe", "XP36 will raise awe in front of the altar", "XP140 Mogao Grottoes crates Dunhuang Study, a discipline that attracts many scholars. The knowledge that has been researched throughout his life, as a tourist, he can only look up in awe." (3) aesthetic connotation. Awe, as a primitive emotion, is derived from obedience experience of the inferior to the superior in social relationship [11, 12], and this experience often has certain stress factors and negative components. In tourism activities, due to isolation, tourists are separated from

daily social network, and awe generation involved less in power factor in social relationship. As the direct driving factor of tourists' awe, basis of tourism resources often contains "aesthetic connotation" and delivers positive emotional experience to tourists. This is in line with Keltner and Haidt's choice of using "Vastness" instead of "Power" to summarize awe. The original intention of the core characteristics of predisposition factors is to catch more "aesthetic cases of awe" [11]. For example, "The whole world XP21 is quite broad, it looks only you and this mountain, this flow, some horses, and some yaks that have you awed by the nature." It is kind of sacred, mysterious, majestic, open, strong beauty, strong, simple and wild ".

5.2   Internal Situational Factors of Tourists' Awe of Tourism Destination Areas

Tourists' pre-travel cognition (tourists' hobby and tourism image cognition) and post-travel gains (new knowledge acquisition, physical and mental comfort, and life insight gains) are internal situational factors that influence tourists' awe generation. Destination serves as a situational factor. Variable works by influencing the power or direction of relationship between "basis of tourism resources-tourists' emotional awe", which are moderation variables. According previous research, brand logo, communication work, spokesman, customers' word of mouth, etc. can raise emotional awe [10], and tourism destination information acquired from tourists via online comments and travel agents before departure are quite important to stimulate their emotional awe [9]. Coghlan et al. also show that formation of awe of tourism destination requires comparison with past experience [1], and hobby can also help tourists form a better immersive experience, feel deeply the immensity of tourism resource, which may then lead to awe. Therefore, tourists' reasonable pre-travel awareness of tourism destination can help stimulate their awe. However, false cognition, insufficient cognition, or excessive cognition may negatively influence tourists' awe. For example, "the old man XP03 told us disappointedly that there is no longer Shangri-La. The travel was to find Shangri-La as he thought. I have gone far away and not found it." The effect of regulation of tourists' pre-travel cognition in the relationship between "basis of tourism resources-tourists' awe" is relatively complicated, showing a reversed U-shaped relationship.

The other internal situational factor, the effect of situation of tourists' post-travel gain, is relatively simple. This plays a positive role in regulating the relationship between "basis of tourism resources-tourists' awe". The more the tourism resources and experience felt from Hue, the stronger the awe caused by tourism resource is, but on the contrary, the weaker the tourists' awe is. For example, "Visit XP02 allows us learn new geological knowledge and new understanding of life, and idea of appreciating the growth of life in our heart." As shown in Best's study, knowledge acquisition may enhance tourists' emotional experience [41]. Besides, through text data analysis, it is found that the post-travel gains that stimulate tourists' emotional experience of awe are mainly focused on spiritual level, which also confirms the perspective of Shiota et al., which is rich information stimulation triggers awe, instead of material reward [2].

5.3   External Situational Factors of Tourists' Awe of Tourism Destinations

Creation of environmental atmosphere (travel process experience, entire environmental atmosphere, personnel influencing factors, tourism activity characteristics), tourism innovation behavior (tourism product innovation, tourism technology innovation), tourism service environment (support for supporting services, tourism service culture) and tourism governance system (Tourism market order, tourism resource protection) are external situational factors that influence tourists' awe of tourism destination areas. Together with internal situational factors, they act as situational variables and influence the power of relationship and direction of relationship between "tourism resource base-tourist awe". Besides, it plays a role, which is of moderation variable.

Creation of environment and atmosphere refers to creation of natural and human environment and atmosphere around basis of tourism resources. Tourism resources are the basis for creation of environmental atmosphere, which may create a better immersive experience for tourists and allow tourists be awed by tourism resources more deeply. Researchers have shown in previous studies of religious tourism, mount tourism, red tourism, black tourism, etc. that environmental atmosphere has the most important impact on tourists' awe generation [19, 20, 24, 25]. Specifically for cultural tourism resources, tourists are more sensitive to the environment. Therefore, creation of environmental atmosphere plays a positive regulatory role in the relationship between "basis of tourism resources-tourists' awe", and has the effect of strengthening tourists' awe of tourism destination areas caused by tourism resources. For example, "MP52 looks like a primary-colored high torii gate that grows naturally. With high trees on both sides, they make the atmosphere more mysterious and solemn. The path of worship made of gravels renders people unable to walk fast and slowing down physically and mentally. All is done in awe." In addition, the process of developing tourism destinations greatly requires balanced relationship between originality and commercialization, which significantly influence instilling awe in tourists. The perception of originality may stimulate tourists' awe experience [15], while commercialization, otherwise, will weaken tourists' awe experience [9, 42].

Tourism innovation behavior refers to innovation activities performed by tourism destination around basis of tourism resources, especially product and technology innovations, which may create new tourism experience for tourists, exceeding tourists' current understanding, and making them have a deeper awe that comes along with tourism resources. For tourism destinations to inspire tourists' awe, they need to create unexpected elements in tourism experience [9]. Among many tourism innovation behaviors, tourists are likely to have clear feeling of tourism product innovation and technology innovation, and these innovative behaviors are often integrated with and promoting each other. Wang et al. show in their research on factors that influence tourists' awe of dark-skinned tourism destination that dark-skinned tourism destinations can use virtual reality technology to enhance tourists' perception of originality to stimulate tourists' awe [25]; Guo Junling et al. Research on local tourists' awe also shows that various technical method can be used for more innovation in red tourism products, present red tourism culture, and enhance tourists' awe [24], besides, according to Guo et al., products such as Tesla and iPhone can inspire consumers' awe, and the similarity of these products is innovation [43]. Therefore, tourism innovation behavior plays a positive regulatory role

in the relationship between "tourism resource base-tourists' awe". For example, "XP113 perfectly integrates state of the art technology and red culture, and presents authentic ethnical culture from international perspective. This is the most beautiful performance I've ever seen."

Tourism service environment covers soft and hard cultural aspects of tourism service and supporting service facilities. A good tourism service environment assures that tourists feel awe experience brought by tourism destination's resources, otherwise, awe experience may decline. For example, "XP26 Namtso is worthy of being a sacred lake, but its accommodation condition was too bad, so I gave up on the two-day idea." Therefore, this research believes that tourism service environment plays a positive regulatory role in the relationship between "tourism resource base-tourist awe". The research conducted by Wang and Lyn also finds that professional interpretation service can present a beautiful display of destination's natural and cultural history, and latest information and the best choice of tourism activities, which are quite important to raise tourists' awe [9]. In previous studies on factors that influence tourists' awe of tourism destinations, however, the role of tourism service environment is involved less, and this adaptation path still needs to be analyzed and verified. In addition, in the process of text data analysis, this research also finds that although tourists occasionally complaint about tourism service environment, but their awe of tourism destinations is not yet shaken, especially in some "spiritual tourism destinations" [12]. Besides, compared to hard environment, tourism service culture tends to inspire tourists' awe of tourism destination more, for example, "XP49 touched by an airport bus service staff first time I arrived in, and the service was good".

Tourism governance system reflects the level of tourism development standardization at destination. The more perfect a tourism governance system, the healthier the tourism market order is, the better the tourism resource protection is, and the stronger the tourists' awe of tourism destinations is, otherwise tourists' awe experience will decline. For example, "XP26 threatened like this by the Tibetan holy lake, I'm in complete longing, but I cannot hold back the disgust." Therefore, tourism governance system plays a positive regulatory role in the relationship between "tourism resource base-tourist' awe". The research conducted by Mo Shenjiang and others shows that without an effective ethical accountability mechanism, it will be difficult to form a true reverence, and reverence realization cannot be separated from an effective institutional norm, otherwise, there will only be "respect" without "fear", which will easily lead to opportunistic behavior [13]. The research conducted by Wang and Lyn finds that swindle incidents in some holy religious places negatively influence tourists' awe experience [9]. Therefore, realization of tourists' awe of tourism destination areas cannot be separated from a perfect tourism governance system, which does not only create a good tourism experience environment for tourists, but also allows tourists to clarify the ethical basis and feel the beauty of tourism correctly, the feeling of awe.

6   Research Conclusion and Implication

6.1   Research Conclusion

Based on the web text data exploratory research, this paper finds that formation of tourists' awe of tourism destination areas is a complex process. Tourists' pre-travel cognition, basis of tourism resources, creation of environmental atmosphere, tourism innovation behavior, tourism service environment, tourism governance system and tourists' post-travel gains will influence awe of tourism destination areas, and these influencing factors can be re-divided into three categories: direct driving factors, internal situational factors and external situational factors, forming three paths with different actions: (1) main path "resource—awe". As a direct driving factor, basis of tourism resources plays a determining role in raising awe of tourism destination areas, and the resources' characteristics (such as type, scale, value, etc.) determine whether tourists will be awed by tourism destination, and the extent of awe; (2) Internal context regulatory path. As an internal situational factor, tourists' pre-travel cognition and post-travel gains plays a regulatory role in the main path "awe—resource". International situational factors are tourists' subjective factors and uncontrollable; (3) External situational adaptation path. Creation of environmental atmosphere, tourism innovation behavior, tourism service environment and tourism governance system, as external situational factors, also have regulatory effect on the main path "awe of resources". External situational factors are objectives factors of tourism destination and controllable.

Proposal for main path "resource—awe" clarifies the core source of tourists' emotional awe of tourism destination, and can also explain why tourists are likely to have significant differences in emotional awe experience of different tourism destinations, which are basically consistent with the conclusion of previous research. However, differently from previous research, this research adds the "situation" variable based on main path. On the one hand, the main path "awe—resource" is regulated by external situational factors, which may explain why there is possibly significant difference in tourists' awe experience of various tourism destinations when the basis resources are similar; on the other hand, the main path "resource—awe" is also regulated by internal situational factor, which means that despite facing the same tourism destination, there may be significant difference in tourists' awe experience.

This research's theoretical contribution is mainly reflected in three aspects: first, this paper uses online travel notes as its data, and uses the coding technology grounded theory for data processing, and systematically presents factors that influence and factors that arrange tourists' awe of tourists. Research on factors that influence tourists' awe of tourism destinations presents scientific analysis framework with general guidance meaning, and also puts the basis for further measurement scale development; tourists' awe of tourism destinations, builds the model "resource-situation-awe", opens the "black box" mechanism of forming tourists' awe of tourism destinations, and present the next measures for empirical research on factors that influence tourists, awe of tourism destination and development of awe in instilling realistic emotion provides theoretical basis; finally, this paper uses qualitative research method to conduct exploratory research on the factors influencing tourists' emotional awe of tourism destination, and proposes theoretical analysis framework that can be used better in tourism situation, which will help

to reach betterment. A good understanding of path and law grows tourists' emotional awe of tourism destination, and has enriched the theoretical system of research on awe.

6.2   Research Implication

This study systematically reveals factors that influence and the mechanism of awe of tourism destination areas, and has implication on instilling of awe of tourism destination areas as follows:

First, further exploration of natural and cultural tourism resources of tourism destinations. Tourists' emotional awe of a tourism destination area is their emotional experience of a tourism destination area, and awe object is the tourism destination. Tourism destination area is a complex system with many elements, among which is that tourism resource is the main attraction of a tourism destination area, serving as the determinant factor whether tourists will be awed by a tourism destination area. Instilling tourists' awe of tourism destination area should build a "resource-based view", focus closely on creation of tourists' awe experience based on the tourism resource, explore deeply natural and cultural tourism resources of a tourism destination area, and focus on realization of awe in the process of building and using resource element. In addition, the driving factors of tourists' awe of tourism destination vary. In the process of growing tourists' awe, a tourism destination should create tourists' awe experience pursuant to their resources' characteristics, realize originality, realize creation of awe with different experience, and focusing on self-formation of awe experience's characteristics. Tourism destination should explore more deeply its resources and characteristics; thus, tourists can have positive awe experience in the process of feeling the beauty of the nature and humanity.

Second, management of external situational factors of tourists' awe of tourism destinations. Tourism destinations should also prioritize situational factors management, especially external situational factors which are objective factors of destination and controllable. First, we should pay attention to creation of environmental atmosphere. Around core tourism resources, creation of environment and atmosphere of experience process, entire atmosphere, member factor, special activity aspects, etc. are to be implemented. Specifically for cultural tourism destination, tourists pay more attention to the environment and the atmosphere, and these are needed to avoid over-commercialization and destruction of core attractions, Integrity and originality, both to drive tourism innovation behavior. Relying on basis of tourism destination resources, actively implementing tourism product innovation and technology innovation, especially for tourism destination with relatively basis resources, more attention should be paid to present unique, amazing experience to tourists through innovation, especially in consideration of new things. Technology developing resources and application in product design process, also, there is a need to improve tourism service environment. In addition, it is to improve various supporting services such as catering, accommodation, transportation, explanation, shopping, etc. at tourism destinations, and to prioritize development of tourism services culture at tourism destination. Compared to good hardware facilities, tourism service culture can raise tourists' awe. Lastly, there is a need to improve tourism governance system. It is to improve tourism destination environment and system development, standardize tourism market order, strengthen tourism resource protection, create good environment

of tourists' experience, and establish a clear moral and ethical basis, strengthen tourists' awe resource, and ensure continuous building of tourism destination.

Third, management of internal situational factors of tourists' awe of tourism destinations. Instilling tourists' awe of tourism destination areas should be performed through three stages: pre-tourism, in-tourism, and post-tourism. The basis of tourism resources factors and external situational factors are of in-tourism stage, while the internal situational factors are of pre-tourism and post-tourism stages. In-tourism stage determines tourists' actual awe experience, while pre-tourism and post-tourism stages serve to initiate and strengthen tourists' emotional awe. Managing internal situational factors of tourists' awe of tourism destination areas requires two work aspects: on the one hand, it is necessary to guide tourists' pre-travel cognition reasonably through marketing of tourism destinations, implementation of tourism destination's image development, improving tourists' understanding of tourism destination's resources, stimulating tourists' interest in tourism, and improving pre-tour guide on tourists' awe; otherwise, increasing tourists' gain after travel. Various ways are to be used comprehensively to explore further connotation of tourism resources at destination, in consideration of express presentation of resource connotation, thus tourists can have in-depth experience of tourism resource, thus tourists can have knowledge, perception and physical and mental comfort after tour. Specifically for humanistic tourism resources, more attention should be paid to in-depth exploration and clear presentation of resource resources. Tourism destinations should promote cultural integration and in-depth tourism; thus, tourism can become a process of understanding Chinese culture and enhancing cultural self-confidence.

6.3   Shortage and Prospect of the Research

The model of factors influencing tourists' awe of tourism destinations proposed in this paper is based on the exploratory research and uses web text data as the source of data. Its reliability, validity and promotion still need to undergo statistical test with big samples. In the future, there is a need to develop a standard measuring scale for the categories of variables involved in the model, and to apply questionnaire survey with big samples to determine the relationship between variables in the theoretical model through empirical test. In addition, under guidance of entire theoretical framework, future research can be improved further: First, this research does not differentiate various types of tourism destinations. In the future, there is a possibility to learn generation of emotional awe among tourists at tourism destinations with different basis of resources, and in-depth analysis on the characteristics of resources that causes tourists' awe. Second, in-depth research is also needed for external situational factors of tourists' awe of tourism destination areas, such as the mechanism and influence of technology innovation and governance system on tourists' awe of tourism destinations. Furthermore, different types of tourists can have different emotional awe and triggering factor in the same tourism situation. In the future, a specific analysis on factors that influence emotional awe can be conducted out through segmentation of tourists.

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