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Article

The intersection of history and modernity: A multi-dimensional experience of the Jinsha Site Museum

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Abstract: To better analyze the tourist experience of the Jinsha Site Museum, this study adopts a mixed research method, combined with questionnaire surveys, interviews, and online review data, to comprehensively analyze the tourist experience from three dimensions: cognition, emotion, and behavior. After statistical analysis of 223 questionnaire surveys and analysis of 530 online comments, it was found that tourists' overall satisfaction with the Jinsha Site Museum reached 95.3%. In the feedback on interactive exhibitions, 63.8% of tourists hoped to add more interactive elements and technological applications. The above results indicate that the Jinsha Site Museum has been widely recognized by tourists in providing historical and cultural exhibitions and modern facility services. However, to meet the needs of more tourists, museums should consider innovating and upgrading in interactive exhibitions, adding technological interactive elements, and improving the usability and responsiveness of equipment.

Keywords: Jinsha Site Museum in Chengdu; tourist experience; satisfaction; participation level; evaluation

1. Introduction

Tourism activities have become an important driving force for current cultural consumption, and multi-dimensional tourist experiences are the construction and improvement indicators that need to be emphasized in the development process of the tourism industry. In tourism experience activities, emotional reactions, behaviors, and tourists' cognitive attitudes all affect the subsequent development of tourist attractions. Choi and Choi (2018) used cognitive assessment theory to explore the determinants of emotional responses in tourism consumption and how the induced emotions affect tourism behavior. This study analyzed the mechanism of tourist cognitive experience and concluded that the emotion of pleasure dominates tourism consumption. Hadinejad et al. (2022) analyzed the impact of tourism advertising on tourist cognition and attitudes. This study used a 2 × 2 experimental approach to verify that advertisements with high emotional inspiration can enhance tourists' cognitive confidence and emotional stimulation towards tourism behavior. Zhou et al. (2023) investigated the impact of tourist peer interaction and tourist stranger interaction on the tourism experience. The research results showed that tourist peer interaction directly and indirectly affected tourist behavioral intention through positive emotions and unforgettable travel experiences, while tourist stranger interaction indirectly affected tourist behavioral intention through positive emotions and unforgettable travel experiences. It can be seen that most existing research focuses on the psychological perspective of customers to study tourist satisfaction. In the study of the

relationship between tourists' behavioral intentions, subjective feelings, and actual experiences, more emphasis is placed on exploring the influence between pairs, and there are relatively few studies that combine multiple dimensions. The study comprehensively discussed the relationship between emotional, cognitive, and behavioral dimensions and tourist experience. In the case study of the Jinsha Site Museum, a comprehensive analysis of both online and offline was adopted, expanding the multimedia attributes of the current research and investigation objects.

This study focuses on the Jinsha Site Museum and analyzes the multidimensional experiences of on-site tourists and online evaluations. The innovation of the research lies in the integration of multidimensional experiences of emotions, cognition, and behavior, and the establishment of measurement indicators suitable for archaeological museums. The purpose of the study is to promote the development of the domestic tourism industry, and to provide reference for the improvement of other museums through the experience construction of the Jinsha Site Museum as a case study.

2. Overview of Jinsha Site Museum

2.1. The historical and cultural value of Jinsha Site

The Jinsha Site preserves the historical and cultural heritage of the Shu (refers to the current Sichuan) civilization during the Shang and Zhou dynasties in China. The large number of gold, bronze, and jade artifacts unearthed at the Jinsha Site showcase to modern people the social life, religious beliefs, and cultural characteristics of the ancient Shu Kingdom 3000 years ago. The Jinsha Site Museum displays various artifacts unearthed from the site, among which the exquisitely carved Sun God Bird gold foil with a thickness of only 0.02 cm showcases the superb skills of ancient craftsmen. The totem displayed by the Golden Leaf of the Sun God Bird not only showcases the ancient Shu people's worship of the sun, but also reflects their thinking about the way the universe moves. The large number of ivory products, shell ornaments, and jade artifacts unearthed from the Jinsha Site reveal the extensive trade connections of the ancient Shu people. From these precious items, it can be inferred that the Jinsha Site was an important economic and trade center as well as a political and cultural center during the Shang and Zhou dynasties. The discovery of the Jinsha Site has expanded the connotation and extension of ancient Shu culture, and is of great significance for the rise, fall, and development of Shu culture. The Jinsha Site comprehensively showcases the glory of the ancient Shu Kingdom of Jinsha from multiple perspectives, including archaeological sites, ecological environment, production and life, religious rituals, and cultural background.

2.2. Facilities and services of the Jinsha Site Museum

The Jinsha Site Museum was built to protect, study, and showcase Jinsha culture and ancient Shu civilization. Its exhibition area mainly consists of relic halls and exhibition halls. The Ruins Museum is the excavation site of a large-scale sacrificial activity site at the Jinsha Site, which includes sacrificial relics and supplies that showcase the cultural activities of ancient Shu (Lin, 2019). The exhibition hall is a square all steel frame building with a sloping shape, and the themed exhibition consists

of five exhibition halls, showcasing the material environment and spiritual world of the ancestors during the Jinsha period. At the same time, the exhibition area fully utilizes modern technological means in interpreting the Jinsha culture and displaying important relics and relics. It vividly and vividly showcases the brilliance and glory of the ancient Shu Jinsha from multiple perspectives such as ecological environment, architectural form, production and life, funeral customs, religious rituals, etc. (Diao, 2023).

In terms of interactive construction of the Jinsha Site Museum, the exhibition utilizes the latest audio-visual technology and has service facilities such as a press conference hall, academic lecture hall, Jinsha characteristic souvenir store, dining bar, service consultation desk, and storage area. At the same time, the Jinsha Site Museum has also set up a simulated archaeological site. These interactive services provide tourists with the opportunity to get up close to the ancient Shu civilization (Şahin and Kılıçlar, 2023).

In terms of rest area construction, the Jinsha Site Museum has improved the construction of tourist rest areas through the construction of garden landscapes, the sublimation of natural landscapes, and the design concept of nature and interesting flowers and plants. In addition, the Jinsha Site Museum has also set up the Jinsha Theater for tourists, which often holds academic exchange activities and artistic performances related to Jinsha culture and ancient Shu civilization (Skavronskaya et al., 2020). The overall architectural style of the Jinsha Site Museum is quiet and tranquil, and the interactive and rest areas are effective extensions of the museum's functions.

3. Multi-dimensional experience of Jinsha Site Museum

3.1. Introduction to specific research methods

This study adopts a mixed method of qualitative analysis and quantitative analysis for investigation. The research process first makes hypotheses based on User Experience theory and Cognitive-Emotional-Behavioral theory. User experience refers to the internal psychological stimulation of tourists by the external environment and things in cultural tourism. This psychological stimulus is generally manifested through the emotions of tourists, while also affecting their cognition and behavior (Sharma and Nayak, 2020; Saleh, 2023). Generally speaking, a positive user experience brings positive behavioral performance and promoting cognitive activities to tourists. The research on countermeasures proposes the following assumptions:

H1: The quality of experience has a direct positive impact on tourist cognition.

H2: The quality of experience has a direct positive impact on tourist emotions.

H3: The quality of experience has a direct positive impact on tourist behavior.

H4: The quality of experience has a direct positive impact on tourist satisfaction.

The purpose of proposing the above assumptions is to clarify the multidimensional impact mechanism of the experience quality of Jinsha Site Museum on tourists, and to provide guidance for the specific evaluation of museum experience quality (Wu et al., 2022). In qualitative analysis, this study uses a questionnaire survey to obtain tourist experience evaluations. In the questionnaire design, this study divides tourists' tourism experience into three dimensions: cognitive, emotional, and

behavioral (Rodrigues et al., 2023). The questionnaire is based on the Experience Economics Scale and covers three types of content: cognitive experience, emotional experience, and behavioral experience. **Table 1** shows the specific measurement items for different dimensions of experience.

Table 1. Measurement items for different dimensions of experience.

Dimension	Measurement items	Number
Cognitive experience (A)	Clear display theme	A1
	Rich and culturally valuable exhibits	A2
	The textual explanation is accurate and clear	A3
Emotional experience (B)	Landscape design has aesthetic appeal	B1
	The exhibition hall is clean and comfortable	B2
	Cultural atmosphere and theme coordination	B3
	Proper application of modern technology	B4
Behavioral experience (C)	Rich theme experience activities	C1
	Strong interactivity in display	C2
	The staff provided adequate service	C3
	Free browsing without overcrowding	C4

Cognitive experience is basically interrelated with the cultural experience of museums. In cultural experience, the more explicit content includes museum cultural themes, quality of cultural relics and artworks, etc. Therefore, this study believes that the display themes, exhibits, and auxiliary explanations of the Jinsha Site Museum affect the cognitive experience of tourists. Emotional experience affects the comfort experience of tourists during the exhibition process, so the dimension of emotional experience mainly emphasizes the importance of the museum's environmental atmosphere on tourist satisfaction (Stankov and Gretzel, 2020). This study suggests that the landscape architecture design, atmosphere, optoelectronic technology, and environmental cleanliness of the Jinsha Site Museum affect the emotional experience of tourists (Rasoolimanesh et al., 2022). The final behavioral experience mainly emphasizes the impact of museum service communication and interactive experience on tourist satisfaction (Dillette et al., 2021). This study suggests that the interactive activities, work services, and browsing routes of the Jinsha Site Museum affect the emotional experience of tourists.

3.2. Data sources

In quantitative analysis, this study collected tourist comments on the Jinsha Site Museum from the internet. The study used User Generated Content (UGC) to crawl tourism evaluations of relevant Jinsha Site museums on virtual tourism network platforms such as Weibo and Xiaohongshu (Guan and Huang, 2022). The data collection period was from January 2022 to January 2024. After removing irrelevant samples, a total of 530 comments were captured. In online data collection, standardize the format of content crawled from different websites, delete images and other content that do not match the research purpose, and unify the processing of keyword names. During the review, based on the sentiment dictionary, emotion vocabulary is

specifically extracted to screen out content with emotional and experiential analysis value.

3.3. Data processing methods

In the process of conducting propensity analysis on crawled network data, Rost CM6 segmentation software and GooSeeker crawling tool are used to mine and analyze tourist perspectives and experiential opinions in text data. After collecting the comment text, perform denoising and convert it into TXT text format. Use Rost CM6 to perform sentiment analysis on the processed data. Based on the sentiment dictionary, specialized extraction of sentiment vocabulary can be conducted, enabling analysis and emotional experience of content such as Weibo, websites, and text fields. Segmenting the original data, filtering the data to obtain word selection results, and labeling the selected words to obtain specific segmentation effects, can complete the overall experience analysis of text data content, emotional feature high-frequency word statistical analysis, and emotional feature social network semantic analysis. Using the sentiment analysis function in GooSeeker software, positive words expressing positive experiences are obtained, and positive and negative words appearing simultaneously in neutral comments from tourists are screened.

This study also utilizes emotion feature word extraction to classify and judge the emotional orientation of text content (Seyfi et al., 2020). To assess the effectiveness of data sample capture and sentiment classification, this study uses reliability tests to supervise the classification process (Wong et al., 2020). Sixty texts are randomly selected from the text data of the Jinsha Site Museum crawled from 2017 to 2019 as the test subjects. It is randomly divided into three groups, with the number of tourism concepts of the Jinsha Site Museum in each group's text set as N_1, N_2, and N_3, $M_{1,2}$ represents the number of consistent conceptual outcomes among different groups (Kachniewska, 2021). If K is set to represent the similarity between text groups, its calculation formula is as shown in Equation (1).

$$K_{1,2} = \frac{2M_{1,2}}{N_1 + N_2} \tag{1}$$

When the value of $K_{1,2}$ is greater than 0.8, it indicates that the content captured by network text is relevant.

4. Analysis of museum visitor experience

4.1. Demographic characteristics of tourists

In terms of qualitative analysis, the study focuses on tourists visiting the Jinsha Site Museum from December 2023 to February 2024. Random sampling is used to select survey subjects in the survey. The distribution and collection of questionnaires will be conducted in person. In order to ensure the diversity of the survey respondents, the questionnaire will be distributed over 12 weekends. During the process, as many tourists of different ages and genders were surveyed as possible, and survey personnel familiar with the questionnaire content explained the questionnaire to the tourists. During this period, 240 questionnaires were distributed and 228 were collected. After excluding invalid questionnaires, 223 valid questionnaires were obtained with an

effective response rate of 92.92%. **Table 2** shows the distribution of demographic characteristics of tourists in this survey.

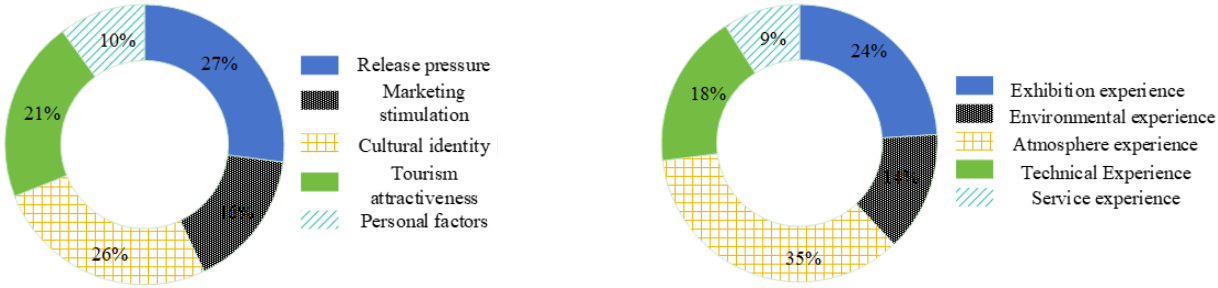
Table 2. Population distribution of visitors to the Jinsha Site Museum.

Variable	Project	Tourist quantity	Proportion
Gender	male	109	48.9%
	female	114	51.1%
Visiting in groups	yes	176	78.9%
	no	47	21.1%
Annual tourism frequency	0–1 times	23	10.3%
	2–5 times	184	82.5%
	More than 5 times	16	7.2%
Educational background	primary school	4	1.8%
	middle school	61	27.4%
	College or undergraduate degree	145	65.0%
	Graduate or above	13	5.8%

The data in **Table 2** is sourced from visits to basic information of tourists in a questionnaire survey. From the table, it can be seen that in terms of gender statistics, there are 109 males, accounting for 48.9%, and 114 females, accounting for 51.1%, in the valid sample 223. The slightly higher number of women than men indicates that women are more enthusiastic about traveling to the Jinsha Museum. From the perspective of individual and group travel among tourists, 176 people traveled as a group, accounting for 78.9%, while the remaining 47 people traveled as individual tourists, accounting for 21.1%. The number of group trips far exceeds the number of individual tourists, indicating that during holidays, the travel experience and social relationships interact with each other. From the annual distribution of tourist trips, it can be seen that 184 people engage in 2–5 tourism activities per year, accounting for 82.5%; Only 23 people travel 0–1 times a year, while 16 people travel more than five times a year. Indicating that tourism activities are gradually becoming mainstream in consumer experience. In the statistics of educational background, it can be seen that 145 people have a university or undergraduate degree, accounting for 65%; Secondly, 27.4% of tourists have a high school education, 61 people have a mutual aid degree, and 13 tourists have a master's degree or above, accounting for 5.8%.

4.2. Analysis of tourist motivation and expected experience

This study first investigated the motivation and expected experience of tourists visiting the Jinsha Site Museum, with 223 on-site visitors as the survey subjects. The specific results are shown in **Figure 1**.



(a) Tourism motivation. **(b)** Tourism expectations.

Figure 1. Tourist motivation and expected experience.

In **Figure 1a**, 27% of tourists participate in museum tourism to alleviate social and life pressures. 16% of tourists are stimulated by marketing through advertising and other media. 26% of tourists engage in tourism activities based on their recognition of the Jinsha Site culture. 21% of tourists participate in tourism activities due to their attractiveness. The remaining 10% of tourists are due to personal factors. In **Figure 1b**, 24% of tourists believe that the expected travel experience is the exhibition experience. 14% of tourists expect an environmental experience during their travels. 35% of tourists expect an atmosphere experience during their travels. 18% of tourists expect a technological experience during their travels. The remaining 9% of tourists expect a service experience.

4.3. Analysis of the actual experience of tourists

The experiment uses Likert quantitative indicators to analyze the experience measurement items of tourists, where 1 represents extremely poor experience, 2 is insufficient experience, 3 is average experience, 4 is good experience, and 5 is excellent experience. **Table 3** shows the actual experience analysis results of 223 on-site tourists.

Table 3. Actual experience quality results for tourists.

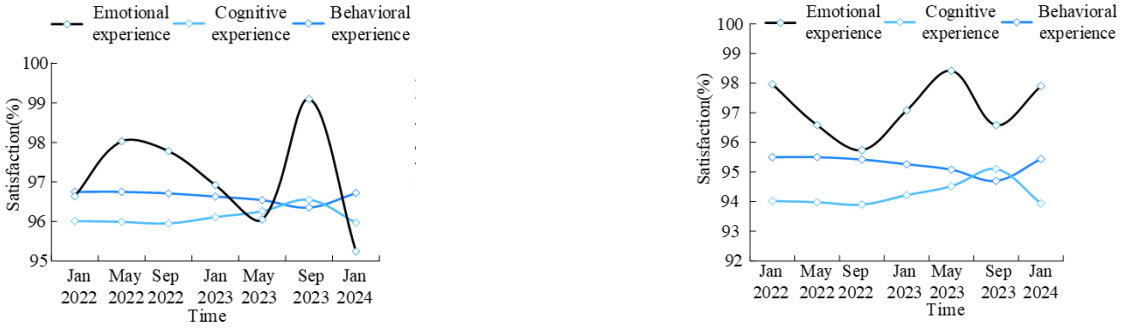
Number	Average	Median	Standard deviation	Approval rate (%)	Neutral (%)	Opposition rate (%)
A1	4.33	4.5	1.428	48.7	19.9	31.4
A2	4.26	4	1.743	47.7	21.1	31.2
A3	4.39	4	1.69	48.5	22.9	28.6
B1	4.14	4	1.386	44.9	23.7	31.4
B2	4.36	4.5	1.614	46.3	22.9	30.8
B3	4.54	4.5	1.686	46.7	21.9	31.4
B4	4.21	4	1.627	46.5	23.1	30.4
C1	4.45	4.5	1.541	46.1	23.3	30.6
C2	4.19	4	1.730	49.7	19.8	30.3
C3	4.57	4.5	1.691	49.9	20.5	29.6
C4	4.34	4	1.627	48.1	19.3	32.6

In **Table 3**, the average values of the three sub measurement indicators of cognitive.

From the table, it can be seen that the average values of the three sub measurement indicators of cognitive experience are 4.33, 4.26, and 4.39, respectively, and the average experience evaluation of cognitive experience is 4.327. At the same time, the average opposition rate among tourists was 30.4%, indicating that various cognitive indicators have played a positive role in the tourism experience, thus H1 is valid. The average values of the four sub measurement indicators of emotional experience are 4.14, 4.36, 4.54, and 4.21, respectively, and the average experience evaluation of emotional experience is 4.312. This indicates that tourism experience has a positive impact on emotional experience, therefore H2 is established. The average values of the four sub measurement indicators of the final behavioral experience are 4.45, 4.19, 4.57, and 4.34, respectively, and the average experience evaluation of the behavioral experience is 4.387. This indicates that tourism experience has a positive impact on tourist behavior experience, therefore H3 is established. Meanwhile, the indicators below the median are A1 and C1, indicating that tourists perceive the average experience quality of the Jinsha Site Museum to be lower than the median level in cultural theme expression and cultural activity development.

4.4. Analysis of tourist satisfaction and improvement measures

This study will conduct a survey on the satisfaction of online evaluations and on-site tourists with the Jinsha Site Museum tourism and suggestions for improvement measures. The satisfaction evaluation of tourists is **Figure 2**.



(a) On site tourist evaluation. **(b)** Network user evaluation.

Figure 2. Satisfaction evaluation of tourists.

In **Figure 2a**, the proportion of emotional experience satisfaction among on-site tourists fluctuates between 95.3% and 99%, with significant differences in variation. The average emotional experience satisfaction during the entire period is 97.4%. The cognitive experience and behavioral satisfaction of on-site tourists account for 96%–97%, with small differences in variation. The average cognitive experience satisfaction during the entire period is 96.3%, while the average behavioral experience satisfaction during the entire period is 96.8%. Overall, the multidimensional experience satisfaction of on-site tourists is 96.8%. In **Figure 2b**, the proportion of emotional experience satisfaction among online tourists fluctuates between 95.9% and 98.3%, with significant differences in variation. The average emotional experience

satisfaction during the entire period is 97.1%. The proportion of cognitive experience and behavioral satisfaction among online tourists ranges from 94% to 96%, with small differences in variation. The average cognitive experience satisfaction during the entire period is 94.6%, and the average behavioral experience satisfaction during the entire period is 95.4%. Overall, the multidimensional experience satisfaction of online evaluation is 95.7%. By integrating the satisfaction of on-site tourists and online evaluations, the overall satisfaction rate of tourists is 96.3%. Combining **Figures 1** and **2**, it can be proven that emotional experience, cognitive experience, and behavioral experience all have a positive impact on tourist satisfaction. Therefore, hypotheses H1, H2, and H3 are valid. From **Figure 2**, it can be seen that tourism experience has a positive impact on tourist satisfaction, therefore hypothesis H4 holds. Finally, this study provides five experience improvement measures for tourists and analyzes their level of recognition of the measures. The specific results are shown in **Figure 3**.

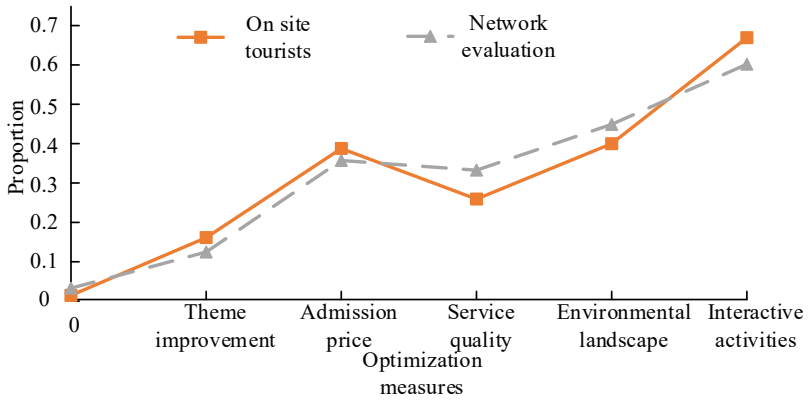


Figure 3. The level of recognition of measures by tourists.

In **Figure 3**, the recognition of theme improvement is the lowest, with only 13.6% of tourists in online evaluations believing that it is necessary to improve the main exhibition topic of the Jinsha Site Museum, while only 18% of on-site tourists agree. Among the improvement measures, tourists believe that the environmental landscape and cultural interaction activities need to be improved the most. In the on-site tourist evaluation, 40.2% of tourists believe that there is a need to improve the environmental landscape, while 63.8% of tourists believe that cultural activities or interactive experience projects should be added.

5. Conclusion and recommendations

Since the opening of the Jinsha Site Museum in 2007, the unique cultural themes and exhibits in the Jinsha Site have received widespread attention. Therefore, this study focused on the online information and on-site tourists of the Jinsha Site Museum from 2022 to early 2024, and analyzed the multi-dimensional tourism experience of the Jinsha Site Museum. The results showed that in the actual tourist experience survey, the average experience evaluation of cognitive experience was 4.327, the average experience evaluation of emotional experience was 4.312, and the average experience evaluation of behavioral experience was 4.387. Meanwhile, the multi-dimensional experience satisfaction of on-site tourists was 96.8%, while the multidimensional experience satisfaction of online evaluations was 95.7%. 40.2% of tourists believed

that there was a need to improve the environmental landscape in the improvement suggestions, while 63.8% of tourists believed that cultural activities or interactive experience projects should be added. Based on the above survey results, it can be proven that emotional experience, cognitive experience, and behavioral experience have a positive impact on tourist satisfaction, and tourism experience has a positive impact on tourist satisfaction. Therefore, the hypotheses H1, H2, H3, and H4 in the study are all valid.

Firstly, heritage museums should focus on creative design of cultural elements, enhance the interactive experience of tourists, increase the density of cultural activities, and thus enhancing tourists' sense of identification with Jinsha culture and ancient Shu civilization. Specifically, educational experience programs can be set up to develop related study tourism courses, or knowledge information can be displayed in functional spaces (Ahsanah and Artanti, 2021). Secondly, the Site Museum provides tourists with a more comfortable public rest space and comfortable locations. More convenient seats and brackets can be installed inside and outside the museum to meet the rest needs of tourists. At the same time, landscape facilities should be improved, sanitation facilities should be improved, and more friendly service conditions should be provided to tourists (Okumus, 2021).

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