



Research on the Influence Mechanism of Elderly Learning Experience in Micro Tourism Activities

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Abstract. [Purpose/Significance] Taking the learning experience of elderly people in micro tourism activities as the research object, the aim is to explore their internal learning process and influencing factors, in order to supplement empirical analysis and research on learning in specific contexts, increase academic attention to the relationship between tourism and learning, and promote cross-border integration in different academic fields. [Method/Process] Empirical analysis was conducted using grounded theory to construct a model of the impact mechanism of learning experience on elderly people in micro tourism activities. The process of how tourism interaction affects learning willingness was refined. [Result/Conclusion] Motivation, tourism interaction, intergenerational interaction, relationship perception, tourist engagement, and learning willingness constitute the process of learning experience. Among them, individual tourists establish social cognition towards others, interpersonal relationships, and themselves through tourism interaction, which in turn affects people's perception of relationships between people, places, and things.

Keywords: micro tourism, learning experience, Tourism interaction, Influencing factors, grounded theory.

1 Introduction

With the improvement of people's living standards, the form of tourism has begun to shift from mass sightseeing to a combination of sightseeing and leisure vacation. With the help of the application of emerging technologies and the spread of Internet information platforms, the emergence of micro tourism has met the various needs of people to relax, return to nature, and meet curiosity and social needs in the context of Internet plus^[1].

According to the National Tourism and Leisure Outline of the State Council (2013-2020), in order to achieve the goal of building a moderately prosperous society in all respects, it is necessary to actively promote the construction of a national tourism and leisure system with Chinese characteristics, encourage the development of various tourism and leisure products such as rural vacations, self driving tours, and red tourism around cities, improve the quality of national tourism and leisure services, and meet the

growing tourism and leisure needs of the people^[2]. The White Paper on China's Comprehensive Well off Society released by the State Council in 2021 pointed out that the integrated development of culture and tourism has become an important channel for promoting and practicing socialist core values, and an important window to showcase the beauty of China^[3]. The integration of culture and tourism has become a consensus and important direction for the development of culture and tourism in various regions^[4]. The 14th Five Year Plan for the Development of Tourism Industry points out that in the face of new opportunities and challenges encountered in the development of tourism industry, it is necessary to fully utilize digital, networked, and intelligent technological innovation achievements, promote the upgrading of traditional tourism formats, and implement innovation driven development strategies to empower the tourism industry^[5].

Scholars have provided conceptual explanations of the definition and characteristics of tourism from different perspectives^[1,6,7]. As a new form of tourism, the definition of micro tourism needs to consider three dimensions: tourists, operators, and managers. Therefore, the subject, temporal and spatial scope, and connotation of business management of micro tourism have been expanded^[1]. Although middle-aged and elderly people are less likely to use information and communication technology in micro tourism activities, as a group with more abundant time and more freedom in travel, they are more suitable to become a consumer group participating in micro tourism activities. It is worth further exploring and researching how middle-aged and elderly people can use information technology related to micro tourism to develop and implement micro tourism plans at the turning point in their lives. In addition, current research on learning mechanisms in educational tourism based on process and situational perspectives has certain limitations^[8]. This study explores the learning experience of elderly people participating in learning activities in tourism contexts from the perspective of tourism interaction, providing theoretical and practical significance for empirical research on educational tourism learning mechanisms.

2 Review of Relevant Research Literature

2.1 Micro Tourism

Cao (2013) defines tourism as "the various experiences of physical and mental freedom that people use their leisure time to travel, explore, and stay in places outside of their daily life and work environment, with the main purposes of leisure, aesthetics, and knowledge acquisition", based on tourists and from a philosophical and behavioral science perspective^[6]. Urban micro travel is a product of the transformation of tourism products towards uniqueness and cultural characteristics, which has significant differences compared to traditional tourism^[9]. Micro tourism is defined as leisure activities such as sightseeing, vacation, etc. that are carried out using scattered leisure time within the realm of psychological unaccustomed circumstances, with the aim of pursuing complete relaxation and experiencing fresh life^[10]. Chen (2016), based on the micro tourism products themselves, empirically analyzed the micro tourism products of Shanghai Scarecrow Travel Agency through interviews and questionnaire surveys^[11]. The results

indicate that differences from daily experiences, communication and interaction with others, cultural aspects of products, tourism infrastructure, personalized services provided by tour leaders, and ease of travel all affect the quality of micro tourism experiences. Xue and Li (2024) focus on urban micro travel activities organized by micro travel enterprises and led by commentators, exploring micro travel products themselves and their cultural connotations from two dimensions: cultural representation content and interpretive practice forms^[12]. Wu and Xu (2023) conducted an empirical study on tourists' product cognition and travel behavior intention under the background of smart tourism from the perspective of tourist behavior, using a questionnaire survey method, to understand the travel preferences of micro tourism product consumers^[13]. Morgan (2006) adopted the ethnographic research method of online chronicles (Netnograph), and took the discussion of Sidmouth Folk Festival regular visitors on the Internet message board as the research object to build a model of interaction between managers and tourists and explore the elements of tourist experience^[14]. Li and Wang (2023) explored how destination image perception plays a mediating role in the influence of tourists' motivation and preferences on their willingness to experience micro vacation destinations based on a three-dimensional model of "cognition emotion whole" tourism destination image perception^[15]. Xue, et al (2023) took urban micro travel activities in Shanghai as the research object, starting from the perspective of tourism experience and using habitual environment as the theoretical entry point, exploring how tourism experience becomes possible in habitual environment, and how tourists discover the process and significance of experience in it^[16]. Li, et al (2022) conducted a study on the application of AR digital technology in intangible cultural tourism through questionnaire surveys and observations, exploring the relationship between new technologies and learning experiences in lantern tourism from the perspective of tourists^[17]. The author combines the main variables of the Technology Acceptance Model (TAM) with the Results of General Learning (GLOs), and combines intangible cultural heritage, education, and technology to expand TAM and construct a new model for studying the learning experience of intangible cultural heritage sites. With the widespread application of information technology, traditional business models of tourism enterprises need to be innovated to meet the new demands of consumers in the context of tourism informatization. Chen (2024) provided suggestions and opinions on how to make good use of information technology for the development of tourism enterprises^[18]. Yang ,et al(2024) proposed that efforts should be made to improve the teaching practice of tourism explanation in universities and actively respond to the direction of tourism informatization development^[19].

2.2 Tourism Based Learning

Tourism Based Learning Experience and Learning Mechanism.

The Relationship Between Learning and Travel Experience. Experience is an important topic in tourism research and the core of tourist satisfaction evaluation. Cultural tourism is an activity in which people travel to understand, comprehend, and appreciate the

specific content of human civilization^[20]. The core content of tourism experience includes four components: emotional changes, receiving information and knowledge, skill practice, physiological and psychological changes, as well as other experiential content such as social interaction^[21]. Tourists gain information and knowledge from their travel experiences, which may be intentional or accidental. Purposeful learning is the main content of various learning trips, while most other trips may include valuable scattered knowledge, thus forming two distinct forms of information experience. The learning in educational tourism is a process based on the unique experiences or experiences brought by the educational tourism context, which triggers relatively consistent changes in individual behavior or behavioral potential. It is a process formed by the interaction between new and old experiences in the educational tourism context, enriching or adjusting one's own experience structure^[8]. Generally, the tourism experience process covers three stages: pre travel, travel itself, and post travel^[21,22]. In Aho's (2001) tourism experience process model, the seven stages of sparking interest, making pre travel decisions, visiting, evaluating, storing memories, reflecting, and enriching memories may not necessarily occur simultaneously in one experience process, and the intensity of each stage's impact on the experience varies depending on the situation^[21]. Zheng and Zhong (2024) used the grounded theory analysis method to construct a model of factors influencing tourism experience, covering three stages: pre trip expectations (travel motivation, travel decision-making), in trip experiences (travel environment, service management, characteristic experiences), and post trip aftertaste (evaluation and feedback, expectations and suggestions)^[23].

Learning Mechanism in Educational Tourism. The research content of tourism based learning covers the needs, experiential processes, outcomes, and impacts of tourists. Based on the perspective of tourists, research practices need to be able to explore and discuss the conditions and learning rules for tourists to enter learning in different learning forms and activity types of tourism based learning^[24]. Interpreting the learning mechanism in educational tourism from both process and situational perspectives requires consideration of the relationship between tourism context and learning, as well as the specific manifestations of learning behavior^[8]. Firstly, individuals entering learning activities need to meet certain learning conditions, and demographic, travel, and psychological characteristics have a significant impact on the travel choices of the elderly^[22]. The resources possessed by individuals, such as money, time, knowledge, skills, attitudes, and social networks for transmitting and sharing information, affect to varying degrees the experience and feelings of tourists during tourism^[21]. The motivations for tourism include physical entities, spiritual significance, and social factors. Revitalization (rest and relaxation), socialization (meeting new friends), intimate time (family and friends), intelligence and self actualization (special interest activities), nostalgia, and health are the most common travel motivations for the elderly^[22]. According to the push-pull theory, Fan divides tourism motivations into push motivation and pull motivation^[25]. Pushing motivation is an internal driving force that affects an individual's travel decisions, including family, social, challenging oneself, and improving skills. Pull motivation refers to the external environment's attraction to tourists, including nat-

ural scenery, regional culture, management, infrastructure, and tourism reception services. During travel, elderly people can gain learning experiences such as understanding themselves, trusting others, learning about the world's culture, humanities, and geography, and re-examining their families^[26]. The research on the impact of tourism experience on tourists mainly focuses on two aspects: tourists' attitudes and behavioral intentions, and tourists' own growth^[27]. Ahn and Janke (2011) analyzed the relationship between the perceived benefits and motivation of elderly people participating in educational tourism experiences from the perspective of successful aging, and indicated that participating in educational tourism is the best way to promote aging among middle-aged and elderly people^[28]. Secondly, tourism experience can be regarded as a non-habitual experience in which people use their leisure time to interact with themselves, society, and the natural world, perceive the environment through sensory perception, construct cognition based on reflection, and gain meaning^[16,29]. Interactive behavior promotes the self-growth of tourists, but there is still limited research on how this process occurs and how it is influenced^[30]. Wang (2022) constructed a conceptual model of the impact of tourism interaction on tourists' learning willingness based on the S-O-R theoretical framework, exploring how various interactive behaviors in tourism contexts stimulate and influence tourists' attitudes, cognition, etc., thereby promoting stronger learning willingness among tourists^[30]. In-depth exploration and research on the content, process mechanism, and impact of tourism interaction can enhance people's understanding of tourism contexts and deepen their understanding of tourism-based learning experiences.

2.3 Tourism Interaction

The Concept of Intergenerational Interaction. Intergenerational interaction is an extension and development of intergenerational relationships. According to the frequency of intergenerational interaction, it can be divided into high-frequency interaction and low-frequency interaction^[31]. Zhang (2022) defined intergenerational interaction as various interactive behaviors between two generations that involve emotional communication based on emoticons^[31]. The intergenerational interaction between adult children and parents in a family context is a focus of scholars' research. The content of intergenerational family interaction is the material and emotional support and assistance provided by children to their parents, as well as the emotional companionship and material feedback provided by parents to their children^[32]. Intergenerational relationships in families involve nurturing, supporting, and exchanging relationships. The two-way exchange relationship between generations often occurs among parents and children who are in their prime of life and have the ability to work and sustain themselves through their own labor. The age range is mainly between 20 and 60 years old, and they help each other and exchange services and material resources. The content of intergenerational family relationships mainly includes three aspects: economic support, life care, and emotional communication^[33]. Intergenerational interaction is an important aspect of intergenerational family relationships, manifested in two forms: intergenerational conflict and intergenerational support. Intergenerational support in tourism mainly refers to elderly tourists receiving economic and emotional support from their

children, such as support or accompanying them on trips, sharing, recalling, and evaluating their travel experiences together^[34]. Intergenerational conflicts in tourism often manifest in explicit ways such as complaints, arguments, outbursts, verbal harm, and lack of cooperation, as well as implicit ways such as sulking, feeling down, and implying unwillingness. The main reason is that the needs and preferences of both parents and children are inconsistent, their concepts are inconsistent, and their behavior is inconsistent^[35]. Wang ,et al (2023) indicate through research that the travel experiences and perceptions formed by elderly tourists during their travel interactions can affect their interaction and communication with adult children, thereby affecting their perception of travel happiness^[34]. When designing elderly tourism projects, tourism enterprises need to create intergenerational interaction opportunities for sharing, recalling, and evaluating tourism experiences, in order to enhance the happiness of elderly people in tourism.

The Concept of Tourism Interaction. Although there is no clear definition of tourist interaction in domestic and foreign research, Chen, et al (2017) attempted to define tourist interaction as "various forms of communication and behavioral interaction, whether verbal or nonverbal, that occur between tourists and other tourists actively or passively during group tourism^[36]. The interaction among tourists discussed refers to the interpersonal interaction that occurs within the temporary social group formed by group tourism, often referring to the interaction between unfamiliar tourists. The results of empirical research show that positive interactions among tourists in group tourism can promote social connections among tourists, thereby enhancing their subjective well-being.

In existing research, few researchers have analyzed the interaction process of tourists on social platforms. With the rapid development of information and communication technology, a mobile learning mode has emerged that utilizes modern communication terminals such as mobile phones, PDAs, and other devices (usually excluding laptops with wireless internet access) for remote learning. A new form of interaction has emerged between mobile users and their devices, known as Perceived Interaction. Network interaction is the process of information exchange between information recipients and information sources, which can be computers or individuals^[37]. Qi (2023) defines perceived interactivity as the psychological feeling of communication and interaction between users and the product, as well as with other users, when watching advertising videos of products. Wang (2023) conducted research on consumers' intentions and behaviors from the perspective of interactive perception^[38]. Human computer interaction perception is defined as the level of interaction perceived by consumers and technology/systems during human-computer interaction. Previous scholars have divided users' perceived interactivity on websites into three dimensions: perceived control, perceived response, and perceived personalization. Perceived control refers to the control of website navigation, interaction rhythm, and accessed content. Perceived response is the acquisition of responses from website owners, navigation clues, and individuals on the internet. Perceived website personalization is the website's desire to know and understand website users like humans. Personalization specifically refers to the degree to which tourism information or services can be developed and meet the personalized

needs of users [39]. Song, et al Research has shown that perceived interaction does not directly form tourism purchasing behavior, but rather has a significant impact on the formation of tourism product purchases through the mediating role of tourism perceived information value and tourism perceived social value. Relevant scholars have summarized various types of interactions that may exist during the tourism process, as shown in Table 1.

Table 1. Types of Tourism Interaction

Interactivity Type	Source
Interaction between tourists and unfamiliar tourists, interaction between tourists and service personnel, interaction between tourists and companions, interaction between tourists and environmental resources ^[30]	Wang N.(2022)
Interaction between tourists and local residents, interaction between tourists and service providers, and interaction between tourists ^[40]	Lin H. X.(2020)
Positive and negative interactions among tourists ^[36]	Chen et al.(2017)
Etiquette interaction, social interaction ^[41]	Grove&Fisk (1997)
Small scale interactions between hosts and guests in homestays and family farms include information interaction, product/service interaction, and interpersonal interaction ^[42]	Wang J.Q.(2018)
Usability, two-way communication, proactive control, responsiveness, destination connectivity, and personalization are the six important dimensions of perceived interaction on tourism social networking platforms ^[39]	Song et al.(2019)

3 Theoretical Basis

3.1 Travel Experience

Pine and Gilmore (1999) first explored The Experience Economy in their article, and subsequently, research on experience began to receive attention from academic researchers [43,44]. Psychologist Mihaly Csikszentmihalyi described the importance of experience in providing excitement and enjoyment, and his book "Flow" became a guide for people to improve their happiness^[45]. In the new century, tourism experience has become a hot topic of discussion in the domestic academic community [46]. Before conducting research on the psychology and behavior of tourists, it is necessary to grasp the basic principles of tourism experience and understand the essence of tourism experience.

Firstly, tourism is an activity of experiencing differences and pursuing pleasure, which is a special experience that is detached from daily life [16]. During the tourism process, tourists strive to meet and fulfill their expectations before the trip [47]. From the perspective of tourists, tourism is a leisure experience that people obtain in a different place during their leisure time. "Leisure" and "another place" are important characteristics that distinguish tourism from other experiences [48].

Secondly, tourism experience is an experience beyond people's daily experiences, a special experience in unconventional situations [16,29,49]. The relationship between habitual environment and non habitual environment has always been regarded as a binary opposition. Chen (2017) advocates that "non habitual environment" rather than "remote

location" should be regarded as the core concept of tourism^[29]. Tourism experience is the experience that people engage in outside their usual environment during their leisure time. The habitual environment refers to the environment within a person's line of sight or range, or it can be an environment space that has not yet been explored but has already formed a certain level of cognition. However, with the rise of online media, people often establish their perception and understanding of the world through new media, reducing their connection with the surrounding environment. The study by Xue, et al. (2023) on tourist gaze behavior in urban micro tourism activities is essentially an exploration of non habitual experiences in habitual environments^[16]. By embedding non routine tourism activities into people's daily lives, reflecting on oneself and the environment from a gaze perspective, reshaping oneself and actively responding to life. Therefore, tourism experience can be regarded as a non habitual experience in which people use their leisure time to interact with themselves, society, and the natural world, perceive the environment through sensory perception, construct cognition based on reflection, and gain meaning^[16,29].

In addition, tourism experience has four attribute characteristics: embodiment, contextuality, fluidity, and generativity^[50]. Future research should return to the tourist subject and focus on the real-time experience, embodied perception, emotion, and behavior of tourists in natural scenes based on non representational theory. Field, process, and meaning are the three dimensions of urban micro travel characteristics^[16]. By observing the "presence" experience of tourists, we can explain the patterns and characteristics of their psychology and behavior^[51].

3.2 Related Theories of Social Interaction

Social Interaction Theory. Social interaction theory explains people's behavioral interactions at a micro level, studying how people interact in daily life and how to make this interaction meaningful, focusing on exploring people's motivations, purposes, goals, and ways of understanding the world. Social interaction theory is a systematic conclusion that studies the process, characteristics, essence, methods, etc. of social interaction^[52]. Social interaction theory mainly includes social exchange theory, symbolic interaction theory, and social network theory.

Social Exchange Theory. American sociologist Brow believed that there are three types of social exchange, namely, internal sexual rewards as the purpose, external sexual rewards as the purpose, and mixed social exchange with both types of rewards. Intrinsic rewards refer to the benefits obtained from social interactions, such as social approval, love, etc; External rewards refer to benefits obtained outside of social interaction, such as money, obedience, etc. Compared to intergenerational exchange, intergenerational interaction is essentially an exchange, but research on intergenerational interaction focuses more on equal resource exchange and reciprocal interaction relationships, with a focus on communication between parents and offspring^[53].

Symbolic Interactionism. Symbolic interactionism was founded by American sociologist Mead and developed by Blumer, Goffman, and others. It has now become a theoretical school that studies society from a psychological perspective. Symbolic interactionism holds that interaction between people is mainly composed of communication, which is achieved through language, gestures, and actions^[54]. Mead attempted to explain that humans are animals with "information attributes" and the ability to communicate using symbols. Being able to communicate information is the most important characteristic that distinguishes humans from animals. Blumer believed that the premise of symbolic interactionism is that humans are not just reactive organisms, but rather individuals with subjectivity who interact with others, giving meaning and explanation to their own actions. Symbols refer to anything with symbolic meaning, which can be empirical things such as words, actions, objects, or non empirical or abstract things such as concepts^[40].

4 Research Ideas and Process

4.1 Research Approach

Micro tourism products have rich cultural connotations and provide a special learning environment for informal learning activities. Tourism based learning has the characteristics of general learning and differs from traditional learning activities^[30]. Therefore, based on the theoretical foundation of tourism experience and the perspective of social interaction, exploring and analyzing the learning process mechanism of elderly people in micro tourism situations has certain theoretical and practical significance.

According to the definition of tourism experience, people use their senses to perceive the environment, construct cognition and gain meaning based on reflection in the context of micro tourism, and interact with themselves, society, and nature. Field, process, and significance are the three important dimensions of urban micro tourism, and qualitative research methods are often used in consumer experience research. In future research on tourism psychology and behavior, data on tourists' "presence" can be obtained by observing their "presence" experience, in order to explain the patterns and characteristics of tourists' psychology and behavior^[51].

This study aims to construct a model of the learning experience impact mechanism of elderly people in specific practical activities based on social interaction and tourism experience perspectives. According to the research framework of tourism based learning proposed by Bai (2018), tourists entering tourism based learning activities need to meet certain conditions, and both internal and external factors will affect the learning process^[24]. So, first use interview methods to conduct qualitative exploratory research and collect first-hand information to understand the learning mechanism of intergenerational learning. Then, the grounded theory method is used to encode and analyze the collected data, extract core concepts, and ultimately establish connections between concepts to form theoretical viewpoints.

4.2 Data Collection

This study focuses on the social interaction content of elderly people in tourism contexts and how it affects their willingness to learn. The social interaction content in the tourism context, namely tourism interaction, includes positive social interaction between unfamiliar tourists in the tourism context, as well as perceived interaction among tourists on social networking platforms. The content of perceived interaction includes interpersonal communication based on social media usage and interactive behavior between people and systems. Intergenerational interaction manifests in two forms: intergenerational conflict and intergenerational support. The tourism experience includes both the psychological and behavioral states of tourists during the tourism process, as well as their willingness to learn. Therefore, the research object of this study is the retired population who have reached retirement age and have participated in micro tourism activities. The research phenomenon is various interactions in tourism, as well as the tourism experience process and results related to tourism interactions.

The main purpose of this exploratory study is to identify the types of tourism interaction and the core content or concepts of the tourism experience process and results. It is necessary to interview individuals who have had tourism experience, and to understand the phenomenon of tourism interaction and its impact on tourism style learning experience through their memories of interactions with other tourists, perceived interactions formed through the use of tourism social media, and tourism participation experiences during the tourism process. At the same time, useful information can be obtained from their ideas and meaning constructions. This study used semi-structured interviews to collect data.

Interview research analysis.

Interviewee and Purpose. The interviewees of this study are micro tourists who participate in micro tourism activities and have reached the legal retirement age. Micro tourism is an impromptu travel behavior that mainly targets young college students, white-collar workers, and middle-aged and elderly people. They use their scattered leisure time to visit nearby scenic spots and non scenic spots, and use modern communication devices such as WeChat and Weibo to obtain and share travel information, engage in social interaction, relaxation, and experience leisure life [1,4,7,11]. The travel mode of micro tourism is "just pack your backpack and leave", full of randomness and unplanned nature. The travel distance is 2-4 hours' drive from the surrounding areas [15]. Micro tourism destinations are cities, villages, and natural attractions within a 300 kilometer radius [11].

Interview Outline Design. According to the research objectives, the interview was designed with the following questions:

Q1: For what reason do you want to travel in this way? Have the reasons or motivations that initially drove you to travel changed after the trip?

Q2: What do you hope to gain or what is the purpose of your trip through this travel method?

Q3: Under what circumstances would you search for information? What social media will be used during travel, such as Tiktok, WeChat, Weibo, Kwai, Little Red Book, Zhihu and Bilibili, etc. What kind of interaction occurs when using social media? Will these interactive behaviors affect one's psychological and behavioral state? What difficulties do you encounter when using social media?

Q4: Do you interact with other tourists during your travels? What are the ways of interaction? Will there be support from family or disagreements during travel? Will these interactive behaviors affect one's psychological and behavioral state?

Q5: Please recall your most recent travel experience and describe your travel and learning experiences during the trip. Will using social media for online interaction and interacting with other tourists affect your willingness to learn through tourism?

Q6: Basic information of the interviewee, including gender, age, education level, city of residence, etc.

Sample Method. The selection criteria for the respondents in this study are: tourists who have reached retirement age and have had experience in micro tourism. In the specific sampling process, this study used convenience sampling and snowball sampling methods.

Convenient sampling method. Convenient sampling was used in the initial selection of respondents. The people that can be met or contacted in micro tourism activities can be regarded as samples.

Snowball sampling. Expand the diversity of interviewees by recommending and introducing other interviewees who meet the screening criteria through the initial interviewees.

Interview Process. During face-to-face interviews, it is necessary to record the interviewee's quotes in real time, capturing the psychological state and behavioral attitude behind their facial expressions, tone, and actions. Before the interview, relevant documents and an informed consent form should be presented to the interviewee, indicating the purpose of the interview and reducing their guard mentality. In addition, basic information needs to be filled in before asking questions. Finally, express the interview content as clearly as possible to achieve mutual understanding and obtain the interviewee's true thoughts.

Sample Overview. This study conducted semi-structured interviews with a total of 15 individuals, including 6 for convenience sampling and 9 for snowball sampling, numbered A1-A15. The interview duration ranged from 15 minutes to 25 minutes. The personal information of the interviewee is shown in Table 2. The male to female ratio is 4:11, and the age distribution is between 50-75.

Table 2. Basic Information of Respondents

Number	Gender	Age	Education	Occupation
A1	female	54	junior high school	unemployed

A2	female	51	High School	Beautician
A3	female	56	High School	unemployed
A4	female	50	High School	unemployed
A5	male	65	junior high school	freelancer
A6	female	60	junior high school	unemployed
A7	male	58	undergraduate	freelancer
A8	female	52	High School	unemployed
A9	female	51	High School	Service Industry
A10	male	60	vocational school	unemployed
A11	female	56	High School	unemployed
A12	male	58	specialist	driver
A13	female	51	associate degree	unemployed
A14	female	75	Primary School	unemployed
A15	female	51	undergraduate	teacher

4.3 Grounded Analysis of Interview Content

Category Extraction. Grounded theory is a data analysis method proposed by sociologists Glaser and Strauss (1967), which provides a complete set of methods and steps for inducing and constructing theories from raw data, enabling researchers to develop concepts and construct theories through systematic analysis of empirical data^[55]. Researchers are rooted in real data, and through repeated comparison and analysis, they directly induce concepts and categories from the facts of the data, ultimately abstracting new propositions and viewpoints. This article will summarize the learning mechanism characteristics in the context of micro tourism based on organizational coding and data analysis, construct a preliminary theoretical model, and provide reference for the analysis of the impact mechanism on learning experience in the later stage.

Open Coding. Open coding is a process of data collection and analysis, which involves screening and decomposing raw data word for word and sentence by sentence, conceptualizing them, breaking down and integrating abstract initial concepts, and extracting concepts and categories. To ensure the reliability and effectiveness of the coding results, the interviews in this article were conducted simultaneously with open coding, and the data was organized and coded immediately after each interview. On the basis of defining phenomena, use Nvivo12.0 software to summarize and integrate them into concepts. On the basis of conceptualization, further classify, extract, and abstract concepts, discover the relationships between concepts to form categories. This article selects 15 micro tourism participants aged 50 and above as the research subjects, labeled as A1-A15. Because open coding involves a large number of sample statements, in order to reduce space, only representative coding processes are listed here, as shown in Table 3.

Table 3. Open coding process for the study of factors influencing the learning experience of elderly people

Original data (initial concept)	Categorization
A1:Experience a comfortable and comfortable feeling, feel relaxed and relaxed. (Comfort and relaxation of the environment)	Perception of human environment relationship
A3:Not a wasted trip. I also tasted the delicious food there, or saw that the scenery there is some of the unique features of the scenic area. I have tried their unique tourist attractions and specialties, that's what I mean. Being able to see things that have not been seen. (Satisfaction with acquiring knowledge)	
A4:He can take you to scenic spots with the tour group, but don't take us shopping. If the customer needs something from our tour group, you can take us there again, right? (Sense of control over itinerary content)	
A7:Unless for social purposes, I generally dislike unnecessary interactive activities. (Interactive)	Perception of interpersonal relationships
A2:If they shoot us well, then they will definitely be very happy (helping each other)	
A12:Often, there is a certain gap between some comments and reality, so it is difficult for me to judge the authenticity of some comments when using social media. (Difficulty in identifying false information)	Perception of the Relationship between People and Things
A2:It's completely reassuring. The meaning of trust. The feeling of trust relaxing. You must believe that you already don't understand (trust)	
A10:I haven't encountered any difficulties in using it, but the content of my travel notes is too much and complicated. When referring to them, I need to integrate suggestions from multiple platforms. (Interference caused by information overload)	
A11:Because we can discuss the joy of the journey with our family, every sharing makes our mood feel better; Taking A4 photos, posting photos, and filming videos can make people feel happy and joyful	
A1:Photography is just an ornament of life. Taking Tiktok makes people feel confident in life (self-efficacy)	
A6:Will receive emotional and companionship support from family members (emotional and companionship support)	Intergenerational support
.....	

Axial Coding. Spindle coding is a further exploration of the similarities and logical relationships between initial categories based on open coding. By reorganizing and exploring the categorical relationships between initial categories (concepts), it combines them with similar logical connections to extract categories^[56]. Analyze and summarize the 12 categories obtained in the previous stage, and ultimately form 7 main categories, as shown in Table 4.

Table 4. Axial coding

Main category	Corresponding category	Category connotation
Relationship Perception	Perception of human environment relationship	By perceiving the external environment, one can form judgments about the relationship between oneself and the environment.
	Perceived interpersonal relationships	Through interactive and mutual aid tourism communication activities, the perception and evaluation of relationships between tourists are formed.
	Perception of the Relationship between People and Things	The perception of the relationship between people and information content is generated through the interaction between people and information sources such as social media.
Intergenerational interaction	Intergenerational support	Obtain financial and emotional support from children.
Perceived interaction	perceived personalization	The degree to which personalized user needs are met through the use of social media information and services.
	Perception control	Control website navigation, interactive pace, and accessed content.
Interaction among tourists	Nonverbal interaction	Interactive methods independent of verbal interaction
	Verbal interaction	Language communication with others and sharing of knowledge about scenic spots.
willingness to learn	Learning tendency	Focusing on students' learning attitudes, awareness, and habits.
Motivation for tourism experience	Extrinsic motivation	By influencing individual behavior through external factors such as praise, prizes, bonuses, honors, etc., expected results can be achieved.
	intrinsic motivation	Individuals participate in activities independently, spontaneously, and voluntarily, driven by personal interests, and their behavior is easier to maintain, not result oriented
Travel experience process	Tourist investment	The degree of involvement in various activities during the tourism process.

Select Encoding. Selective coding requires sorting out the systematic associations and logical relationships between each category and the main category within the discovered concepts and categories, positioning the core category, and then using a "storyline" to sort out the relationship structure between the core category and each main category, forming a substantive theoretical research framework [57]. In the process of organizing textual materials, the core category of "factors influencing the learning experience of elderly people in micro tourism" can be identified, and the "storyline" developed around this core category is: elderly tourists form perceptions of interpersonal, character, and place relationships through tourism interaction and intergenerational interaction in micro tourism activities, which affect their behavioral attitudes, namely tourist engagement, and subsequently influence their willingness to learn. The typical relationship structure between main categories is shown in Table 5.

Table 5. Typical Relationship Structure of Main Categories

Typical relationship	Relationship Structure	The connotation of relational structure
Motivation for tourism experience → Tourism interaction	causality	Motivation is the internal psychological process that drives behavior to occur
Tourism interaction → Relationship Perception	causality	The occurrence of interaction and perceived interaction among tourists during the tourism process affects the elderly's perception of interpersonal relationships, people place relationships, and character relationships
Intergenerational interaction → Relationship Perception	causality	The intergenerational support such as emotional, economic, and companionship in the family affects the elderly's perception of interpersonal relationships, person place relationships, and character relationships
Tourism interaction → Intergenerational interaction	Intermediary relationship	The use of social media and interpersonal communication in tourism directly affect the generation of intergenerational interaction, which in turn affects people's perception of human environment relationships, interpersonal relationships, and character relationships
Relationship Perception → Tourist investment	causality	The perception of the relationship formed by the interaction between people and the external environment, information resource services, and other groups of people will affect the degree to which people invest in various activities in tourism
Tourist investment → willingness to learn	causality	The depth of tourists' involvement in cognition, emotion, behavior, and other aspects can affect their learning attitudes, awareness, and habits.

Based on the storyline summarized in the previous text, a preliminary theoretical model of the factors influencing the learning experience of elderly people in micro tourism activities is summarized, as shown in Figure 1.

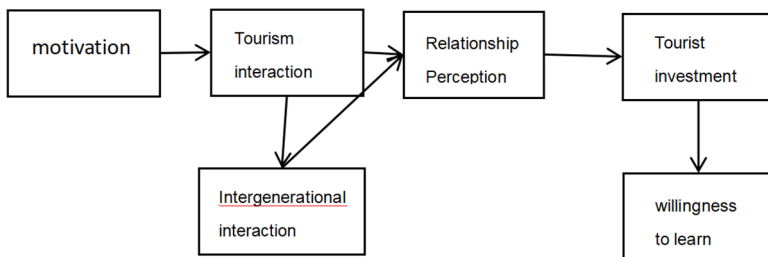


Fig. 1. Model of the Influence Mechanism of Elderly Learning Experience in Micro tourism Activities

Theoretical Saturation Test. Theoretical saturation test can be used as a criterion for stopping sampling in grounded analysis method, which refers to the saturation of the theory when additional data is used for testing and no new categories are generated [58]. This article uses three supplementary interview records for testing, and no new categories are generated. At this point, the theory has reached saturation.

5 Analysis of Research Results

The motivation for tourism has changed before and after the trip, and the travel experience is deeply influenced by it. The reasons for changes in tourism motivation mainly include four attributes: passive consumption, revisiting old places, fatigue during the journey, and indistinguishable tourist scenery. During the tourism process, tourists are forced to purchase various tourism goods and services, lacking the choice and autonomy of travel content, which reduces the tourism experience. The interaction theory holds that the various interactive relationships formed between individuals and others give rise to diverse social patterns. From the statement 'always waking up with a tour group at what time every day, and then running to the place where you sell things instead of going to see anything, making you feel less at ease', it can be analyzed that tourists establish social cognition of others, interpersonal relationships, and themselves through tourism interaction, which in turn affects people's perception of relationships between people, places, and things.

This study is based on the perspective of tourism interaction, reflecting the conceptual connotations of interpersonal communication and human system interaction from two aspects: interaction between tourists and perceived interaction, enriching the types of tourism interaction. In the process of the impact of tourism interaction on the learning willingness of elderly people, comfort, relaxation, satisfaction, and control are characterized by individuals' perception of human environment relationships, interaction and mutual assistance in tourism communication are characterized by individuals' perception of interpersonal relationships, and the difficulty in identifying false information, trust, interference from information overload, pleasure, and self-efficacy are characterized by individuals' perception of the relationship between people and things. According to the theory of planned behavior, behavioral attitudes, subjective norms, and perceived behavioral control influence a person's behavioral intentions, which in turn affect their actual behavior. The individual's perception of various relationships affects their behavioral attitude, namely tourist engagement, which in turn affects their willingness to learn.

Given the S-O-R theory in cognitive psychology, motivation and information retrieval behavior are individual internal factors that affect pre trip decision-making [26]. Various interactive behaviors in tourism contexts can be seen as stimuli brought by external environments. Organisms undergo emotional and cognitive changes upon receiving environmental stimuli, that is, tourists establish their own perception of relationships with the outside world (relationship perception), which in turn affects their attitudes and behavioral responses during tourism, namely tourist engagement and learning willingness.

6 Conclusion

Firstly, this study refers to the tourism based learning research framework proposed by Bai (2018), and based on the perspectives of social interaction and tourism experience, uses the grounded theory method to construct a model of the learning experience impact mechanism of elderly people in micro tourism activities.

Secondly, this article explores the interactive experience of elderly people in micro tourism activities from the perspective of tourism interaction, filling the research gap in the participation of middle-aged and elderly groups in micro tourism activities and providing certain guidance for the specific practical research of tourism based learning.

However, due to the limitations of the researchers' own conditions, this study has certain shortcomings and needs further improvement. Due to the significant differences in urban micro travel activities conducted by tourists themselves and the lack of tracking channels, the sample size collected is small and the representativeness is limited. In this study, the proportion of female population is relatively large, and the sample population has certain limitations. Further exploration and improvement are needed in the future. In the future, the patterns and characteristics of tourists' psychology and behavior can be explained by observing their "presence" experience.

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