



## Experiencing Authenticity to Environmentally Responsible Behavior: Assessing the Effects of Experience Quality on Industrial Heritage Tourism

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The arrival of the post-industrial era has left a large number of industrial wasteland in the city, at the same time, these industrial wasteland always been the witness of a city's glorious history. Since 1990s, the government of China(GOC) began to pay attention to protect the urban heritage , government also started to spread the concept of urban heritage protection, and established relevant laws, regulations and management system of heritage protection, special funds also been set up for the protection of ancient cities under the State Council. In the current, large-scale urban construction and "Old City transformation" project is growing vigorous, the city's industrial heritage is in a "dangerous period". Urban industrial heritage is the historical witness of urban development and the real symbols of urban civilization. We need to strengthen the protection of precious urban heritage resources, inherit and carry forward the excellent culture of the Chinese nation by protecting the industrial heritage, which also enable to improve the country's cultural soft power.

Industrial heritage tourism as a tour of learning, experience as a feature of tourism has been welcomed, part of the reason is effective development of industrial heritage tourism resources. The development of industrial heritage tourism resources has certain reference significance for promoting the development of industrial heritage tourism, protecting urban industrial culture, improving urban functional layout and coordinating industrial land. At the same time, it should be noted that with the acceleration of urban development process, the contradiction between industrial heritage land and urban construction land is becoming increasingly prominent, for example, more and more industrial heritage is facing the danger of being demolished and disappearing, the evaluation of the development potential of industrial heritage tourism resources is conducive to the rational utilization and optimal allocation of resources, reduce the unnecessary waste of heritage resources.

As an important part of cultural heritage, industrial heritage has been paid more and more attention in recent years. Since 2017, a series of national industrial tourism-related policies and guidelines have also provided a strong policy support for the further development of industrial heritage. The study on the potential development of industrial heritage tourism resources has certain guiding significance for the resolution of the contradiction between industrial heritage and urban land use, and also has certain reference significance for the development of characteristic industrial tourism promoted by the state. at present, it is the key to promote the scientific solution of the problem of industrial heritage land use and the rational development of industrial heritage tourism resources.

In industrial heritage tourism, tourists, stimulated by the "authenticity" of tourist attractions, will have a variety of perceptions of the quality of tourism experience and perceived value, the quality of experience will further affect the customer satisfaction, environmentally friendly behavior and customer loyalty. These reasons are not only an important part of the industrial heritage tourism experience, but also have a significant impact on its subsequent tourism behavior.

However, the development of industrial heritage tourism in China didn't start very early and facing some issues, especially through the experience of authentic industrial heritage tourism to evoke tourists' awareness to protect environment. It is shown in the following aspects: (1) there are few research variables: as far as the current literature is concerned, although there are many studies related to factors such as authenticity, tourist loyalty, Satisfaction, environmental responsible behavior, etc. , however, the study mainly focused on the relationship between them, for the three of the study is relatively small, the integration of these variables for the study is not; (2) the research object is not focused: the previous research on tourism has not analyzed a certain

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type of characteristic tourism in detail; even if we study a certain characteristic tourism, the study also focuses on more conventional tourism projects such as "cultural tourism", "rural tourism", "pastoral tourism" and "Museum Tourism". At present, there are few multi-variable studies on "industrial heritage tourism". (3) the research method is relatively simple:

Previous studies on the relationship between two or three variables in tourism, the main use of factor analysis, regression analysis, etc. to verify the hypothesis, less use of S-O-R and other

theories as a guide.

Based on the above background and research situation , in order to explore if the "authenticity" of industrial heritage tourism experience tourists can get better customer satisfaction, based on SOR theory, we proposed to take into account a number of impact variables, through which tourists can experience the "authenticity" of industrial heritage, will it improve the environmentally friendly behaviour of tourists and have other far-reaching consequences.