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From Sensory Experience to Revisit Intentions: An Embodied Cognition Perspective on Replica Tourism

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Abstract: This study explores the impact of sensory experiences on tourists' experiences at replica destinations, aiming to clarify the intrinsic influence mechanisms between sensory experiences, perceived authenticity, well-being, and the intention to revisit. Utilizing embodied cognition theory, this study empirically tested its application through data collected via an online survey of tourists who visited a well-known replica destination, Window of the World in Shenzhen, within three months prior to completing the survey. The findings reveal that tourists' sensory experiences, except for smell and taste, are directly related to the intention to revisit. Positive sensory experiences influence perceived authenticity and well-being, subsequently leading to an increased intention to revisit. By providing empirical evidence on tourists' sensory experiences at replica destinations in different cultural contexts, this study enriches the existing body of research and broadens the scope of replica tourism studies. In addition, an increasing number of replica tourism destinations play an important role in protecting traditional tourist destinations, especially historical sites. This study provides valuable insights for the future development of replica tourism destinations in promoting sustainable tourism. At the same time, this study extends the application of embodied cognition theory to replica tourism, contributing to theoretical development and offering new insights into the role of sensory experiences in shaping tourist behavior.

Keywords: replica tourism destinations; sensory experience; perceived authenticity; intention to revisit; embodied cognition theory

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1. Introduction

Replica tourism destinations are becoming more common worldwide to protect heritage sites from tourist overload [1]. These destinations offer new travel experiences [2] and provide a safe, convenient way to experience cross-cultural tourism, meeting tourists' cultural and entertainment needs [3]. Research on architectural replicas has found that, even though tourists know these are imitations, the destinations enhance satisfaction by providing convenient, safe, and enjoyable opportunities that meet cultural and entertainment needs [4]. Thus, replica destinations are a significant branch of the tourism industry [5]. Research is exploring how replica tourism attracts or affects tourists [6], examining factors like distance, perceived authenticity, and tourist satisfaction [7]. However, studies on replica tourism are still scarce and mostly conducted in Europe, with insufficient research in other regions [8]. There is a need to increase research on replica destinations in diverse cultural contexts, focusing on how their characteristics affect tourist choices and enhance their attractiveness [9].

In studies on replica tourism destinations, sensory experiences are crucial for enhancing tourist satisfaction and the intention to revisit [8]. Replicas of ancient buildings aim to visually mimic the originals and provide similar hearing and touch sensations to meet tourist needs. This multi-sensory approach enhances satisfaction and revisitation [3]. The theory of embodied

cognition posits that human cognition relies on both the brain and the senses, with perception, action, and cognition intertwined [10]. Positive sensory interactions enhance perceptions of authenticity and well-being at various tourist destinations, which are important factors in the intention to revisit [11,12]. While sensory experiences play a crucial role in perceiving the value and authenticity of replicas, research on these relationships is still insufficient [13]. More research is needed to understand how sensory engagements affect tourists' perceptions and willingness to revisit replica tourist destinations [14].

This study aims to explore the influence of sensory experiences at replica tourism destinations using embodied cognition theory. It seeks to clarify the intrinsic influence mechanisms between sensory experiences, perceived authenticity, well-being, and the intention to revisit. While previous research has primarily used qualitative methods to explore factors influencing replica tourism destinations, this study employs statistical data to validate these influence mechanisms, thereby strengthening empirical research. The conclusions provide new perspectives and ideas for how replica tourism destinations can innovate services, meet tourist needs, and enhance their sustained attractiveness.

2. Literature Review

2.1. Sensory Experiences

Tourism engagements encompass both visual and non-visual aspects such as sound, smell, taste, and touch [15]. Studies highlight the importance of integrating all sensory dimensions [16]. The significance of sensory experiences in tourism has been widely studied [17]. Research shows that multi-sensory stimuli play a crucial role in creating memorable experiences [18]. These sensory experiences, combined with emotions, cognition, and behavior, form a complete tourist experience [19]. Therefore, tourists' experiences stem from various sensory stimuli in their environment and contribute to their overall perception of the destination [20].

Research on sensory experiences has important implications for enhancing tourism interactions and the intention to revisit [21]. Studies have explored how experiences at UNESCO World Heritage sites can be improved through the five senses to better engage visitors [18]. Research has also focused on integrating multiple sensory stimuli to create richer tourism experiences, including sight, hearing, smell, taste, and touch, in scenarios like wine and rural tourism [16,17]. The influence of the senses varies by context. In dining, taste is most important, followed by smell and hearing [22]. In general tourism, vision and hearing dominate most cultural experiences [23]. However, in different scenarios, taste and vision also play significant roles [24].

In tourism research, embodied cognition theory is used to study the relationship between sensory experiences and tourist behavior. Embodied cognition theory, proposed by Wilson [25], posits that human cognitive activities are rooted in real situations and must occur in real-time contexts. It views the environment as part of a cognitive system that relies on perception and motor control mechanisms, even in offline states. This theory emphasizes the role of human senses and experiences in cognition, asserting that bodily states and sensory systems directly influence cognitive activities [26]. Multi-sensory experiences—sight, hearing, taste, smell, and touch—form embodied metaphors [27]. These experiences affect tourists' overall travel experiences and influence their cognition and behavior [26,28] validated the theory's application to the effect of sensory experiences and bodily perceptions on tourists' behavior [29]. However, this theory has not yet been applied to the study of replica tourism destinations.

2.2. Travel Well-Being

Research generally divides well-being into hedonic and eudaimonic well-being. Hedonic well-being focuses on maximizing pleasurable feelings, while eudaimonic well-being involves enhancing life's meaning and quality through personal potential and virtue [30]. Further exploration is needed to integrate these perspectives into a comprehensive theory of well-being and explain lasting well-being [31]. Studies show that hedonic well-being arises from

passive pleasurable experiences, while eudaimonic well-being stems from active engagement and self-realization, indicating different driving factors and manifestations [32,33].

Tourism enhances personal well-being by providing both hedonic and eudaimonic benefits, offering short-term and long-term satisfaction [33,34]. Experiences involving deep cultural interactions and active social participation significantly boost well-being [35]. However, the influence on eudaimonic and hedonic well-being varies by context, requiring multiple studies in different settings [36]. Factors affecting tourists' well-being include personal characteristics, social environment, destination satisfaction, and emotions. Research should focus on the relationship between tourists' well-being and their intention to revisit in various contexts [37].

Studies have explored how embodied cognition theory influences tourists' cognitive evaluations and emotions through embodied and cognitive engagement, demonstrating the impact of sensory experiences on tourists' well-being [38]. In replica tourism destinations, tourists' well-being in replica ancient towns mainly comes from overall entertainment and relaxation experiences, with authenticity playing a secondary role [39]. Sensory experiences significantly positively enhance perceived well-being [10]. A systematic review highlights that good travel experiences influence satisfaction, loyalty, and well-being [40]. Higher quality tourism experiences more effectively enhance tourists' well-being and satisfaction [40]. Studies indicate that tourism experiences can enhance tourists' hedonic and eudaimonic well-being by satisfying sensory needs, self-transcendence, and self-discovery [41]. However, research on the impact of tourism experiences on well-being in non-Western contexts remains insufficient [42].

Based on the above, we proposed the following hypotheses:

H1. *In replica tourism, positive sensory experiences (visual [H1a], auditory [H1b], gustatory [H1c], olfactory [H1d], and tactile [H1e]) have a significant positive impact on hedonic well-being.*

H2. *In replica tourism, positive tourist sensory experiences (visual [H2a], auditory [H2b], gustatory [H2c], olfactory [H2d], and tactile [H2e]) have a significant positive impact on eudaimonic well-being.*

2.3. Perception of Authenticity

Tourists' perception of authenticity is constructed through their intrinsic feelings and shared connections with the destination [43]. These commonalities include shared cultural, historical, and social elements, such as traditional customs, architectural styles, local cuisine, and community values, which provide a deeper connection to the destination's heritage [44]. Authenticity in tourism experiences highlights the importance of genuine interactions with local culture [45]. Tourists seek opportunities to truly connect with and understand the local culture, not just superficial characteristics.

Past studies have explored how tourists perceive authenticity through embodied experiences [46]. Chhabra et al. found that greater understanding and experience of an attraction increase tourists' perception of its authenticity [47]. The quality of sensory experiences is highly correlated with their perception of the environment, as environmental attributes and sensory experiences interact to shape perceptions [48]. The integrated experience of the five senses plays a crucial role in their perception of authenticity [49]. Research into creative tourism experiences, involving artistic and cultural activities, found that sensory experiences directly influence how memorable and authentic tourists perceive these experiences to be [50].

Based on these studies, we hypothesized that, in replica tourism, tourists' positive sensory experiences would significantly affect their perception of authenticity.

H3. *In replica tourism, positive tourist sensory experiences (visual [H3a], auditory [H3b], gustatory [H3c], olfactory [H3d], and tactile [H3e]) significantly affect perceptions of authenticity.*

Perceptions of authenticity are positively correlated with hedonic and eudaimonic well-being, meaning that people who experience higher existential authenticity report higher levels of well-being [51]. Research shows that tourists' positive sensory experiences

significantly affect their perception of authenticity [52]. Tourism studies indicate that local experiences perceived as authentic are a precursor to memorable travel experiences and may mediate the relationship between sensory experiences and well-being [53]. This also reflects the influence of body perception and sensory input on tourists' emotions and behaviors discussed in embodied cognition theory [54]. Studies related to replica tourism destinations indicate that perceived cultural heritage authenticity significantly and positively influences existential authenticity, which in turn significantly and positively affects eudaimonic and subjective well-being.

We hypothesized, therefore, that perceived authenticity would mediate the relationship between sensory experiences and well-being.

H4. *In replica tourism, perceived authenticity mediates the relationship between sensory experiences (visual [H4a], auditory [H4b], gustatory [H4c], olfactory [H4d], and tactile [H4e]) and hedonic well-being.*

H5. *In replica tourism, perceived authenticity mediates the relationship between sensory experiences (visual [H5a], auditory [H5b], gustatory [H5c], olfactory [H5d], and tactile [H5e]) and eudaimonic well-being.*

2.4. Revisit Intention

Sensory experiences can enhance overall user satisfaction and intention to reuse by improving perceptions of authenticity and subjective well-being [55]. In tourism, sensory experiences such as participating in cultural activities and viewing natural landscapes can strengthen tourists' perception of authenticity [56]. Rich sensory experiences boost this perception, further enhancing hedonic well-being [41]. The hedonic dimension of tourism experiences increases satisfaction, thereby influencing the intention to revisit [57]. In cultural heritage tourism, tourists with a higher perception of authenticity are more likely to intend to revisit [58].

Some studies have used embodied cognition theory to explore the relationship between tourists' experiences and their intention to revisit [59]. Research on replica tourism indicates that the main factor driving the intention to revisit is related to authenticity. When authentic tourism experiences are limited, perceived authenticity is lower, leading to a poorer overall tourist experience [13]. These studies suggest that tourists' sensory experiences shape their perceptions of authenticity and well-being, which in turn affect their intention to revisit.

H6. *Tourists' sensory experiences (visual [H6a], auditory [H6b], gustatory [H6c], olfactory [H6d], and tactile [H6e]), perceptions of authenticity, and hedonic well-being in replica tourism will have a significant impact on their intention to revisit the destination.*

H7. *Tourists' sensory experiences (visual [H7a], auditory [H7b], gustatory [H7c], olfactory [H7d], and tactile [H7e]), perceptions of authenticity, and eudaimonic well-being in replica tourism will have a significant impact on their intention to revisit the destination.*

3. Methodology

3.1. Data Collection and Sampling

This study collected data through an online survey on the Credamo platform (https://www.credamo.com accessed on 1 July 2024), which helps researchers recruit participants for various studies. Tourists who had recently visited Window of the World in Shenzhen were eligible to participate. Window of the World showcases global landmarks, hosts creative activities and performances, offers innovative themed experiences, integrates educational and entertainment functions, and organizes seasonal festivals. It provides tourists with a modern travel destination to experience global cultures and history without leaving their own country. They can enjoy comprehensive sensory experiences, gain cultural knowledge, and participate in interactive activities [60]. We chose Window of

the World for this study as it is a condensed landscape replicating world landmarks [61]. Figure 1 shows Window of the World, Shenzhen.



Figure 1. Window of the World, Shenzhen. Source: https://gs.ctrip.com/html5/you/sight/shenzhen26/5072832.html, accessed on 1 July 2024.

The survey used attention check and open-ended questions to ensure data quality. In the final sample of 500 (Table 1), 63.8% were female, mainly concentrated in the 25-to-45 age group (77.2%), and most had a bachelor's degree (73.0%). Nearly 80.1% of the sample had traveled at least twice in the past year. The study also included questions about travel memories and the most recent visit to Window of the World to ensure that all respondents had visited recently.

Table 1. Demographic data.

Demographic	Item	Frequency	(%)
Gender	Male	181	36.2
	Female	319	63.8
Age	Under 18	77	15.4
	25–35	284	56.8
	36–45	102	20.4
	46 and above	37	7.4
Education Level	Primary school and below	1	0.2
	General high school/secondary school/technical school/vocational high school	13	2.6
	Specialty	42	8.4
	Undergraduate	365	73.0
	Master's degree or above	79	15.8
Monthly income	Below 5000	72	14.4
	5000–8000	111	22.2
	8000–12,000	144	28.8
	12,000–20,000	131	26.2
	More than 20,000	42	8.4
Number of trips per year	1–2	89	17.8
	3–5	288	57.6
	6–8	92	18.4
	8–10	16	3.2
	More than 10	15	3.0

3.2. Instrument

Table 2 shows the specific content of the scale items. The scales used in this study were adapted from existing research scales, with modifications to the wording of the survey questions to suit the research context. Sensory experience was measured across five dimensions: auditory, gustatory, visual, olfactory, and tactile, each comprising three or four items [62]. The intention to revisit was assessed with three items [62]. Perception of authenticity was measured with four items based on [63]. Hedonic well-being was assessed using two dimensions: hedonic well-being (four items) and eudaimonic well-being (five items), all adapted from the scales by Schwartz and Conti [64] and Park and Ahn [65]. A seven-point Likert scale was used, ranging from 1 (strongly disagree) to 7 (strongly agree). The survey also included demographic questions.

Table 2. Sources of measurement scale items.

Items	Adapted from
VE (Visual experience)	[62]
The buildings, monuments, and decorations at Window of the World in Shenzhen are attractive.	
The landscapes, like street plants, flowers, and artworks at Window of the World in Shenzhen, are beautiful.	
There are many things to see, from shops to street shows, at Window of the World in Shenzhen.	
The colors, lighting, and layout at Window of the World in Shenzhen are harmonious.	
AE (Auditory experience)	
I can hear pleasant city sounds at Window of the World in Shenzhen, like people talking and distant traffic.	
The music at Window of the World in Shenzhen, like street performers and shop music, is nice.	
The sounds of people in streets, restaurants, and malls at Window of the World in Shenzhen create a local feel.	
TE (Taste experience)	
The food at Window of the World in Shenzhen has a good texture and is satisfying.	
The food at Window of the World in Shenzhen tastes good and is enjoyable.	
The food I tasted at Window of the World in Shenzhen is similar to local dishes from its origin, giving an authentic feel.	
OE (Olfactory experience)	
I can smell pleasant food aromas, like traditional dishes and snacks, at Window of the World in Shenzhen.	
In tea houses and restaurants at Window of the World in Shenzhen, I can smell appealing aromas, like tea and other drinks.	
During my visit, I smelled different food aromas, like barbecue and seafood, which made my experience better.	
Walking around Window of the World in Shenzhen, the mix of smells, like food and spices, made my experience more pleasant.	
TCE (Tactile experience)	
I feel the warm sunlight on my skin at Window of the World in Shenzhen, which is comforting.	
A gentle breeze on my face and arms at Window of the World in Shenzhen makes my visit more enjoyable.	
The decorations on monuments and buildings at Window of the World in Shenzhen make me want to touch them.	
I enjoy touching handicrafts or traditional items at Window of the World in Shenzhen.	

Table 2. *Cont.*

Items	Adapted from
VE (Visual experience)	[62]
I want to visit Window of the World in Shenzhen again. I would like to return to Window of the World in Shenzhen. I plan to revisit Window of the World in Shenzhen soon.	
PA (Perception of authenticity)	[63]
Most attractions at Window of the World in Shenzhen look like real foreign places. This trip to Window of the World in Shenzhen shows foreign life and culture well. This experience feels like I actually visited a foreign country. I learned new things about foreign countries from this trip to Window of the World in Shenzhen.	
HTW (Hedonic tourism well-being)	[64]
This trip gave me great joy. I felt comfort and satisfaction throughout this trip, like a personalized experience. This trip brought me the most enjoyment. I felt warm happiness on this trip.	
ASW (Achieve a sense of well-being)	[65]
This trip made me feel truly alive. I felt more engaged in this experience than in most other activities. This experience felt like something I was meant to do. I felt more complete and fulfilled during this experience. I felt a special connection while participating in this experience.	
RI (Revisit intention)	[62]
I am inclined to visit this place again. I a very willing to come again. I believe I will return to this place in the near future.	

3.3. Data Analysis

We used partial least squares structural equation modeling (PLS-SEM) to analyze the data. All samples were used to validate the inner model, assess model fit, and test the significance of path coefficients, covering hypotheses H1 to H7. A seven-point Likert scale measured tourists' sensory experiences, perceptions of authenticity, well-being, and intention to revisit. With a maximum of five items for any variable, the sample size met the research requirements based on the 10-times rule (50) [66].

4. Results

4.1. Outer Model

The reliability and validity of the constructs were first evaluated (Table 2). Cronbach's alpha and composite reliability (CR) tested the reliability, with all constructs having alpha and CR values greater than 0.7. Convergent validity was assessed through factor loadings and average variance extracted (AVE), with all standardized factor loadings above 0.7 [67] and AVE values above 0.5 [68]. The Fornell-Larcker criterion results (Table 3) indicated that the square root of the AVE for each construct was greater than the correlation coefficients between constructs [68]. For discriminant validity, the heterotrait-monotrait ratio of correlations (HTMT) criterion with a threshold of 0.9 was used [69]. HTMT values (Table 4) in this study were less than 0.90, indicating good discriminant validity [70]. Based on this comprehensive analysis, the proposed model had good reliability, validity, and discriminant validity.

Table 3. Measurement model results.

Construct	Indicator	Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
AE	AE1	0.348	0.850	0.855	0.770
	AE2	0.397			
	AE3	0.394			
ASW	ASW1	0.218	0.892	0.894	0.699
	ASW2	0.241			
	ASW3	0.243			
	ASW4	0.251			
	ASW5	0.242			
HTW	HTW1	0.287	0.902	0.903	0.774
	HTW2	0.289			
	HTW3	0.287			
	HTW4	0.273			
OE	OE1	0.295	0.890	0.895	0.751
	OE2	0.320			
	OE3	0.250			
	OE4	0.289			
PA	PA1	0.303	0.876	0.877	0.729
	PA2	0.280			
	PA3	0.280			
	PA4	0.308			
RI	RI1	0.386	0.891	0.893	0.820
	RI2	0.373			
	RI3	0.345			
TCE	TCE1	0.282	0.880	0.882	0.736
	TCE2	0.309			
	TCE3	0.292			
	TCE4	0.282			
TE	TE1	0.365	0.866	0.867	0.789
	TE2	0.393			
	TE3	0.368			
VE	VE1	0.297	0.907	0.908	0.782
	VE2	0.276			
	VE3	0.275			
	VE4	0.284			

Note: AE: Auditory experience; ASW: Achieve a sense of well-being; HTW: Hedonic tourism well-being; OE: Olfactory experience; PA: Perception of authenticity; RI: Revisit intention; TCE: Tactile experience; TE: Taste experience (gustatory); VE: Visual experience.

Table 4. Fornell-Larcker criterion.

	AE	ASW	HTW	OE	PA	RI	TCE	TE	VE
AE	0.877								
ASW	0.511	0.836							
HTW	0.475	0.501	0.880						
OE	0.327	0.330	0.349	0.866					
PA	0.466	0.531	0.481	0.355	0.854				
RI	0.412	0.455	0.443	0.273	0.479	0.906			
TCE	0.418	0.463	0.432	0.286	0.464	0.394	0.858		
TE	0.422	0.495	0.430	0.305	0.441	0.333	0.369	0.888	
VE	0.372	0.468	0.443	0.273	0.442	0.428	0.379	0.374	0.884

4.2. Inner Model

Collinearity analysis used the variance inflation factor (VIF) as the evaluation metric. The VIF values for all observed variables were below 5, indicating no collinearity issues [71]. The path analysis employed a 5000-times resampling iteration. The explanatory power of the model was evaluated using the R-squared (R2) value of endogenous latent variables. In this study, the R2 values for the explained variables ASW, HTW, PA, and RI ranged between 0.328 and 0.477, suggesting good explanatory power. The model's predictive relevance was assessed by its ability to accurately predict the values of endogenous latent variables. The test results (Table 5) showed that the relevance of the predicted variables ASW, HTW, PA, and RI were all greater than 0, indicating good predictive relevance.

Table 5. Heterotrait-monotrait (HTMT) method.

	AE	ASW	HTW	OE	PA	RI	TCE	TE
AE								
ASW	0.586							
HTW	0.539	0.556						
OE	0.372	0.364	0.386					
PA	0.536	0.599	0.540	0.400				
RI	0.473	0.508	0.493	0.307	0.541			
TCE	0.482	0.521	0.485	0.322	0.527	0.444		
TE	0.490	0.562	0.486	0.344	0.504	0.380	0.423	
VE	0.421	0.519	0.489	0.300	0.493	0.476	0.424	0.422

The path model results (Table 6) show that tourists' positive sensory experiences had a significant positive contribution on hedonic well-being, supporting hypothesis H1. Most positive sensory experiences significantly affected eudaimonic well-being, but olfactory experiences did not ($p > 0.05$), partially supporting hypothesis H2. The positive effect of sensory experiences on perceived authenticity was statistically significant ($p < 0.05$), supporting hypothesis H3. The study found that visual, auditory, and tactile experiences had a significant positive influence on tourists' intention to revisit ($p < 0.05$), while gustatory and olfactory experiences did not significantly affect the intention to revisit ($p > 0.05$), partially supporting hypothesis H4.

Table 6. Coefficient of determination results.

Endogenous Latent Variables	R-Square	Q2
ASW	0.477	0.327
HTW	0.407	0.310
PA	0.393	0.280
RI	0.328	0.264

Figure 2 shows the path relationships between sensory experience, perceived authenticity, well-being, and the intention to revisit. The indirect effects results (Table 7) showed that tourists' perception of authenticity had a significant positive impact between sensory experiences and hedonic well-being, acting as a mediator, supporting hypothesis H4. Perception of authenticity also mediated the relationship between sensory experiences and eudaimonic well-being, with statistically significant results ($p < 0.05$), supporting hypothesis H5. The specific indirect effects test (Table 8) further demonstrated these relationships. Tourists' sensory experiences, except for olfactory experience, along with their perception of authenticity and hedonic well-being, had a statistically significant positive impact ($p < 0.05$) on their intention to revisit the destination, supporting hypothesis H6. While most of the tourists' sensory experiences, perception of authenticity, and eudaimonic well-being positively affected their intention to revisit, olfactory experiences ($p > 0.05$) did not significantly influence the intention to revisit, only partially supporting hypothesis H7.

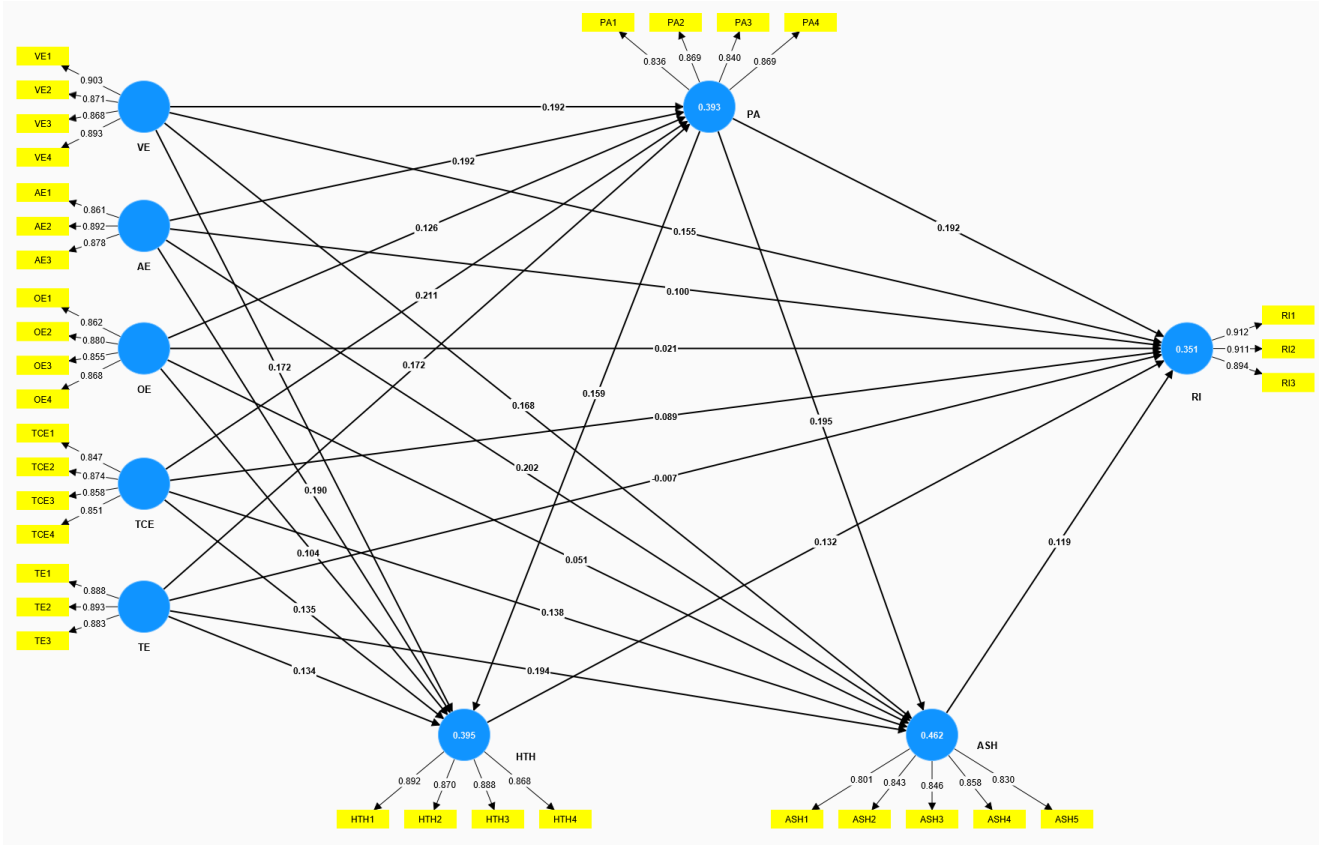


Figure 2. Path model result.

Table 7. Path relationship test.

Hypothesis	Path	Coefficients	T	*p*	Results
H1a	VE -> HTW	0.172	5.067	0.000	Yes
H1b	AE -> HTW	0.190	5.001	0.000	Yes
H1c	TE -> HTW	0.134	3.686	0.000	Yes
H1d	OE -> HTW	0.104	2.966	0.003	Yes
H1e	TCE-> HTW	0.135	3.650	0.000	Yes
H2a	VE -> ASW	0.168	5.016	0.000	Yes
H2b	AE -> ASW	0.202	5.339	0.000	Yes
H2c	TE -> ASW	0.194	5.577	0.000	Yes
H2d	OE -> ASW	0.051	1.652	0.099	No
H2e	TCE -> ASW	0.138	4.104	0.000	Yes
H3a	VE -> PA	0.192	5.863	0.000	Yes
H3b	AE -> PA	0.192	4.817	0.000	Yes
H3c	TE -> PA	0.172	4.869	0.000	Yes
H3d	OE -> PA	0.126	3.402	0.001	Yes
H3e	TCE -> PA	0.211	6.348	0.000	Yes
H4a	VE -> RI	0.155	3.650	0.000	Yes
H4b	AE -> RI	0.100	2.668	0.008	Yes
H4c	TE -> RI	−0.007	0.163	0.870	No
H4d	OE -> RI	0.021	0.579	0.563	No
H4e	TCE -> RI	0.089	2.342	0.019	Yes

Table 8. Specific indirect effects test.

Hypothesis		Path	Effect	T	*p*	2.50%	97.50%	Results
H4	H4a	VE -> PA -> HTW	0.031	2.873	0.004	0.013	0.055	Yes
	H4b	AE -> PA -> HTW	0.031	2.919	0.004	0.013	0.054	Yes
	H4c	TE -> PA -> HTW	0.027	2.911	0.004	0.011	0.048	Yes
	H4d	OE -> PA -> HTW	0.020	2.659	0.008	0.007	0.037	Yes
	H4e	TCE -> PA -> HTW	0.034	3.143	0.002	0.015	0.057	Yes
H5	H5a	VE -> PA -> ASW	0.038	3.382	0.001	0.019	0.062	Yes
	H5b	AE -> PA -> ASW	0.038	3.593	0.000	0.019	0.060	Yes
	H5c	TE -> PA -> ASW	0.034	3.463	0.001	0.017	0.055	Yes
	H5d	OE -> PA -> ASW	0.025	2.807	0.005	0.009	0.043	Yes
	H5e	TCE -> PA -> ASW	0.041	3.663	0.000	0.021	0.066	Yes
H6	H6a	VE -> PA -> HTW -> RI	0.004	2.055	0.040	0.001	0.009	Yes
	H6b	AE -> PA -> HTW -> RI	0.004	2.068	0.039	0.001	0.009	Yes
	H6c	TE -> PA -> HTW -> RI	0.004	2.089	0.037	0.001	0.008	Yes
	H6d	OE -> PA -> HTW -> RI	0.003	1.993	0.046	0.001	0.006	Yes
	H6e	TCE -> PA -> HTW -> RI	0.004	2.199	0.028	0.001	0.009	Yes
H7	H7a	VE -> PA -> ASW -> RI	0.004	2.111	0.035	0.001	0.009	Yes
	H7b	AE -> PA -> ASW -> RI	0.004	2.120	0.034	0.001	0.009	Yes
	H7c	TE -> PA -> ASW -> RI	0.004	2.089	0.037	0.001	0.008	Yes
	H7d	OE -> PA -> ASW -> RI	0.003	1.869	0.062	0.001	0.007	No
	H7e	TCE -> PA -> ASW -> RI	0.005	2.162	0.031	0.001	0.010	Yes

5. Discussion and Implications

5.1. General Discussion

Through sensory experiences, tourists can better immerse themselves in the culture and features of a destination, which further enhances their travel experience and increases their perception of authenticity. Although many studies in tourism research have explored the relationship between sensory experiences and perception of authenticity, this relationship has not been fully studied in the context of replica destinations. Therefore, this study examines the relationship between sensory experiences and perception of authenticity in replica destinations and further analyzes which senses affect tourists' perception of authenticity.

Tourism engagements can enhance tourists' hedonic and eudaimonic well-being through satisfying sensory experiences [41]. However, current research does not explore which specific sensory experiences improve tourists' well-being. In our study, we found that all sensory experiences, except olfactory experience, positively impacted tourists' hedonic and eudaimonic well-being. Some studies suggest that the influence of olfactory experience on well-being usually needs interaction with other senses, and that olfactory experience alone does not have a clear effect on improving tourists' well-being [72].

The direct positive correlation between sensory experiences and revisit intention was not true for all sensory dimensions. We found that gustatory and olfactory experiences did not significantly affect revisit intention, which aligned with previous research findings that have pointed out that vision is one of the most significant factors in tourism experiences, while olfactory experiences contribute the least and do not significantly affect loyalty [73]. In wine tourism studies, although olfactory and gustatory importance is relatively high, auditory and visual factors have a greater impact on tourists' satisfaction and revisit intention.

Through this study, we also found that perceived authenticity and well-being mediate the relationship between tourists' sensory experiences and their intention to revisit. In replica tourism destinations, perceived authenticity is considered a key factor influencing revisit intentions and experience quality. Tourists' travel decisions are influenced by emotional experiences and well-being, among other non-economic factors [74]. In studies of simulated or recreated cultural activities, a high perception of activity authenticity leads

to higher revisit intentions [63]. This suggests that even simulated cultural interactions can effectively increase tourists' likelihood of returning if they contain elements perceived as authentic [75].

5.2. Theoretical Implications

This study enriches research on replica tourism destinations through empirical data. Research on sensory experiences and revisit intention has been lacking, within the context of replica destinations. Previous studies on replica tourism primarily conducted in Western contexts, without sufficiently exploring the five human senses or other cultural contexts. Our study extends research in this area and also comprehensively explores the influence of the five senses on perceptions of replica destinations. This study answers that call by providing new quantitative evidence of the relationship between tourists' sensory experiences and replica tourism destinations in an Asian cultural context.

In addition, our study applied embodied cognition theory to the study of replica tourism and sensory experiences, taking a new perspective to uncover the antecedents of perceived authenticity and well-being in their influence on tourism intention. The potential of embodied cognition theory has not been fully explored, especially in the field of cultural and creative tourism [38]. Our findings reveal that better sensory experiences at tourism destinations enhance tourists' perceptions of authenticity and well-being, thereby directly and indirectly promoting the intention to revisit. This conclusion further supports the notion in embodied cognition theory that human cognitive processes are closely related to the environment, as decision-making is influenced not only by internal brain states but also by the physical and social characteristics of the external environment. The results of this study deepen understanding of embodied cognition theory from the perspective of sensory experiences and expand the scope for its application.

We found a close relationship between the five senses and the perception of tourism quality. The sensory marketing theory suggests that tourists' vision, hearing, smell, taste, and touch are important factors during the pre-consumption, actual consumption, and post-consumption stages [76]. Good sensory experiences can effectively create memorable travel memories for tourists [77]. Therefore, the more comprehensive the environment and service quality of the tourism destination, the more positive the effect on visitors' well-being, thus positively influencing their intention to revisit. These findings offer a new perspective for exploring the relationship between sensory experiences and service quality at tourism destinations, filling a research gap on sensory experiences applied to replica tourism destinations.

From a methodological standpoint, most studies have relied on case studies and theoretical analyses, which have limitations, and there is still considerable space for quantitative research on replica tourism destinations. This study explores a theoretical pathway for sensory experiences impacting replica tourism destination experiences through empirical data, laying a foundation for future research.

5.3. Practical Implications

This study provides empirical evidence that good sensory experiences can effectively enhance tourists' perceptions of authenticity and hedonic well-being at replica tourism destinations, thereby attracting repeat visits. Replica tourism destinations, such as Window of the World in Shenzhen, should focus on enhancing tourists' sensory experiences, particularly gustatory and olfactory. For instance adding more international restaurants, introducing local and international food festivals, holding regular tasting events, and setting up fragrance zones with plants and spices to create specific scent memory points. Additionally, adding features from different parts of the world, such as promotional videos and music, can enhance tourists' auditory experience. Tactile art installations, interactive exhibitions, and activities like craft-making can enhance both touch and auditory experiences. Incorporating these technologies can also create immersive historical and cultural stories to enhance visual and auditory experiences, achieving a comprehensive experience

of all five senses. These strategies can help improve tourists' immediate experiences and strengthen their emotional connections with the destination in the long term.

Enhancing sensory experiences can also improve tourists' perceptions of authenticity in their tourism experience. For example, hosting local specialty food events at replica tourism destinations can effectively enhance tourists' perceptions, thereby increasing the authenticity of their experience [13]. Additionally, improving tourists' emotional attachment to the destination, such as creating cultural activities with local characteristics or unique experiences specific to Window of the World in Shenzhen, can enhance tourists' perceived authenticity at Window of the World and improve their experience [77]. Hence, we suggest that Window of the World in Shenzhen could add more events and food festivals from around the world in the future to increase tourists' perceived authenticity and promote their revisit intention.

In addition, the survey results indicate that younger tourists, especially millennials, are the main visitors to replica tourism destinations. Marketing efforts should be targeted towards younger generations to attract more visitors. Replica tourism destinations should refine their offerings to cater to the diverse sensory needs of each tourist, continuously enhancing their hedonic well-being. By doing so, these destinations can not only improve individual tourist experiences but also increase loyalty and revisit intentions on a broader socio-cultural level.

6. Conclusions and Future Directions

This study examined how tourists' sensory experiences at replica tourism destinations affect perceived authenticity and well-being, and how these sensory experiences, along with perceived authenticity and well-being, ultimately influence tourists' intention to revisit. The study conducted an online survey with visitors who had been to the "Window of the World" in Shenzhen. The findings reveal that tourists' sensory experiences, except for smell and taste, are directly related to the intention to revisit. Positive sensory experiences influence perceived authenticity and well-being, subsequently leading to an increased intention to re-visit. This research provides deeper insights into replica tourism destinations and expands the study of replica tourism. Furthermore, the study extends the application of embodied cognition theory.

This study has several limitations. First, the sample collection was limited to online data, and no field data were collected from Window of the World in Shenzhen. Consequently, the findings may not account for seasonal changes or specific days, preventing more detailed analysis. Studies show that offline surveys are more representative than online surveys. Offline surveys, in particular, have a higher average response rate and are more reliable [78]. Future research could validate this model by collecting both online and offline data from replica tourism destinations, including Window of the World.

Second, this study only examined tourists' intentions to revisit replica tourism destinations and did not explore their intentions to visit real destinations, which would be a valuable avenue of research [79]. Since replica tourism is a relatively new research topic, many variables still need to be explored. Through in-depth interviews and field surveys, new variables beyond this model could be identified, enriching this line of research.

For example, additional variables affecting consumer tourism experiences, such as personality and attitudes towards tourism [80]. Additionally, consumer knowledge, identification, and perceptions of tourism destinations may also influence travel decisions to some extent [81]. It could also explore variables such as tourists' emotional involvement, cultural affinity, or novelty-seeking behavior, as these variables might mediate or moderate the relationship between tourists and tourism destinations [82]. Therefore, future research could incorporate multiple variables to further refine studies on replica tourism destinations.

Finally, research could collect data from the same group of tourists at different points in time regarding their perceptions of Window of the World in Shenzhen. By comparing their perception changes, this would help to understand how changes at replica tourism

destinations affect tourists' experiences and behaviors over the long term. Additionally, this type of study should collect data from non-replica destinations to compare the sensory experiences of tourists at both replica and non-replica destinations. However, Window of the World in Shenzhen mixes attractions from around the world, making it difficult to do such a comparison study.

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