

Influence Mechanism of Youth Tourism Emotional Value on Decision-Making under the Orientation of Instant Enjoyment: A Dual-Method Study Based on LDA and Grounded Theory

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Abstract. Against the backdrop of the prevalence of instant enjoyment culture and the transformation of consumption concepts, young people have become a key group in the tourism consumer market. Most existing studies follow the rational decision-making framework and pay insufficient attention to emotional value. Based on texts from the Xiaohongshu platform and in-depth interview data, this paper adopts a dual-method approach combining the LDA topic model and grounded theory to conduct the research. The results show that there is a significant positive correlation between youth tourism emotional value and decision-making behavior. Emotions can directly affect decision-making by bypassing cognition, and three types of decision-making paths are formed: emotional compensation, novelty exploration, and social pleasure. Value perception plays a mediating role between the two, and the orientation of instant enjoyment further strengthens this correlation. This study fills the existing theoretical gap, revises the limitations of the traditional rational decision-making model, and enriches theories related to youth tourism decision-making and emotional consumption.

Keywords: emotional value, instant enjoyment, youth tourism decision-making, LDA, grounded theory

1. Introduction

The consumption concepts of contemporary youth are undergoing obvious changes. Focusing on personal experience, relieving inner pressure, and releasing healing emotions have become new consumption pursuits of young people [1]. In the field of tourism, young people pursue more diverse emotional values such as stress relief and healing, pleasure and enjoyment, self-identity, and social companionship. Tourism behaviors represented by "go on a trip at once", "set off immediately" and "instant enjoyment" have become increasingly common. This reflects the instant enjoyment orientation of young people who value current experience and are unwilling to delay gratification, and also shows that youth tourism behavior is shifting from rational trade-offs to emotional experience-driven patterns. The experiential consumption concept is a consumption view centered

on subjective experience and feelings during the consumption process, and is also closely related to youth's construction of identity [1]. From the perspective of market practice, the youth group, with its large scale, strong consumption potential and outstanding communication power, is a core force for the upgrading of the cultural and tourism industry. Youth tourism behavior is jointly driven by social acceleration, involution anxiety, social media performance and the logic of social monetization [2]. Therefore, understanding "why young people travel, how they make decisions, and what they value" helps platforms, scenic spots and enterprises accurately develop products and improve service quality.

However, there are still obvious deficiencies in existing research: most studies follow the rational decision-making framework and pay insufficient attention to subjective factors such as emotion, experience and psychological satisfaction; few studies combine emotional value with the orientation of instant enjoyment, making it difficult to explain the uniqueness of youth decision-making; most studies adopt a single method, with quantitative research lacking mechanism explanation and qualitative research lacking data support. Based on this, this paper takes the orientation of instant enjoyment as the research context, adopts a mixed research idea of "quantitative mining + qualitative interpretation", explores the constituent dimensions and action paths of youth tourism emotional value, as well as the deep-seated correlation between emotional value and decision-making behavior, so as to provide support for the optimization of tourism market supply.

2. Literature review

Domestic academic research on youth tourism decision-making mainly unfolds around two contexts. First, it focuses on the influence effect of external information channels such as social media and opinion leaders. Qin Tianfeng takes the Douyin platform as the research scenario and empirically analyzes the influence of online opinion leaders' content output on female youth's tourism destination selection [3]. Zhang Miaomiao, based on the mountain tourism scenario, discusses the shaping mechanism of social media marketing content on young tourists' decision-making preferences [4]. Liu Yuying further confirms the profound influence of online self-media as an external information channel on young college students' tourism destination choice behavior [5]. Second, it takes segmented youth groups as research objects to explore their tourism behavior characteristics. Zhou Qi takes mainland college students studying in Taiwan as samples to analyze the tourism motivation, consumption patterns and decision-making constraints of this special youth group [6]. Zhu Renpeng takes college students in Xi'an as research objects to systematically sort out the tourism demand, decision-making influencing factors and behavior rules of young students [7].

Foreign studies have expanded the research objects to cross-border young tourists. Godoeva takes young tourists from Tajikistan to China as samples to explore the influence of cultural differences, tourism experience and other factors on their tourism decision-making [8]. Elvis takes foreign students in China as samples to analyze the role of social media in their tourism decision-making process [9]. On the whole, existing studies have not fully based on the consumption psychological trait of youth's "instant enjoyment" to deeply analyze the internal correlation between emotional value and tourism decision-making, and lack in-depth deconstruction of the subjective psychological driving mechanism, which also becomes the breakthrough point of this study.

3. Research design and methods

3.1. Research framework and ideas

This paper adopts a mixed research design of "quantitative first, qualitative deepening" to achieve the research objectives in two stages. The first stage is the quantitative mining stage. Taking youth tourism texts on the Xiaohongshu platform as the data source, text analysis is carried out through the LDA topic model, and a dimension system is constructed by manual coding in the middle, so as to empirically test the correlation between emotional value and tourism decision-making and clarify the external correlation between the two. The second stage is the qualitative interpretation stage. Based on 20 in-depth interview data, grounded theory is used to conduct open coding, axial coding and selective coding to deconstruct the internal causal chain of emotional value affecting tourism decision-making and extract specific action paths. The two stages confirm each other. On the one hand, the objectivity of research conclusions is guaranteed through quantitative data; on the other hand, the theoretical depth of the research is enhanced by using qualitative analysis to explore the deep-seated mechanism.

3.2. Concept definition

To clarify the research boundary, it is necessary to explain the core concepts first. In essence, emotional value refers to the emotional experience of spiritual pleasure obtained by individuals in value activities [10], covering five dimensions: stress relief and healing, pleasure and enjoyment, self-compensation, self-identity and social emotion. With such emotional pursuit, young people tend to show an orientation of instant enjoyment when making decisions, that is, an attitude that values current satisfaction and refuses delayed waiting, which includes two dimensions: presentism and anti-delay gratification. Driven by emotion and catalyzed by this orientation, it finally falls on youth tourism decision-making. According to the definition by Qiu Fudong [11], it is a process in which young tourists make comprehensive evaluation and optimization of options such as destinations, travel arrangements and consumption structure through information search based on internal needs and motivations, and finally form travel intentions and carry out tourism activities. It mainly shows five characteristics: improvisation and instantaneity, experience priority, appearance orientation, high cost performance and social drive. These concepts are logically connected from internal drive to situational conditions and then to behavioral foothold, which lays a conceptual foundation for the construction of the research framework below.

3.3. Theoretical basis

This study selects the C-A-B model and C-E-V model as theoretical support to construct a dual-theoretical analysis framework. The logic of the C-A-B model is "cognition-affect-behavior", that is, an individual's cognitive evaluation of external information will directly stimulate the corresponding emotional response, and the emotional state will eventually be transformed into specific behavioral intentions. Existing studies based on this model have verified how cognitive image and affective image jointly affect tourists' memorable tourism experiences and revisit intentions [12]. The C-E-V model was proposed by Holbrook in 1986, emphasizing that consumers' cognitive evaluation will trigger consumption emotion, and emotion needs to be transformed through the mediation of value perception before finally forming consumption experience and affecting behavioral decision-making [13]. Existing studies following this model have verified that consumers' evaluation of websites will

affect their consumption emotion, which in turn affects repurchase intention and final experience value [14].

In this study, the C-A-B model provides a basic framework for the logical deduction of "emotion trigger-emotional experience-decision-making behavior", while the C-E-V model highlights the mediating link of "value perception". The two complement each other and jointly provide theoretical guidance for coding analysis and mechanism construction, effectively making up for the explanatory limitations of a single theory and ensuring the rigor of research logic and theoretical adaptability.

4. Quantitative research results: correlation test based on LDA model

4.1. Construction of emotional value and tourism decision coding system

Based on the literature review and preliminary content analysis, this paper selects 533 pieces of data containing youth tourism behavior information on the Xiaohongshu platform for manual coding. This paper mainly studies the emotional performance and decision-making behavior of tourists in tourism activities, and uses systematic induction to summarize ten common emotional value dimensions EV1-EV10 and eight important tourism decision factors TD1-TD8 in the tourism process, thus forming the classification framework shown in Table 1. This coding scheme not only provides empirical support for the parameter setting of the subsequent topic model, but also promotes the transformation of data analysis methods from traditional qualitative research to quantitative statistical analysis, improving the application value and accuracy of research conclusions.

Table 1. Youth tourism emotion-decision framework

First-level Dimension	Second-level Dimension	Dimension Definition
EV Youth Tourism Emotional Value	Perceived Value of Youth Scarcity (EV1)	Perceiving the unique window period advantages such as time, energy and student discounts in the university stage, and generating the emotional motivation of "travel while young", which is the pre-perception under the background of instant enjoyment orientation
	Experience Value of Freedom and Control (EV2)	Independently deciding the itinerary, rhythm and destination, getting rid of external constraints, obtaining instant pleasure and sense of control, which conforms to the core of instant enjoyment
	Healing Value of Stress Release (EV3)	Escaping from academic and life internal friction, relieving anxiety and fatigue, obtaining emotional relaxation and peace of mind, and realizing short-term psychological repair and long-term emotional comfort
	Acquisition Value of Self-Growth (EV4)	When challenging oneself and overcoming difficulties, tourism participants obtain the self-efficacy cognition of "I can do it" and a sense of success through practical actions. This situation shows the interaction of many emotional expressions and the characteristic of integration.

Table 1. (continued)

TD Youth Tourism Decision- Making Behavior	Perceived Value of Authentic Experience (EV5)	Rejecting internet-famous check-in, follow-the-trend consumption and utilitarian travel, pursuing native local experience, and obtaining pure and real emotional satisfaction
	Emotional Value of Peer Socialization (EV6)	Traveling with friends or couples, maintaining intimate relationships, obtaining a sense of companionship and belonging, and retaining common youth memories
	Expansion Value of Life Experience (EV7)	Broadening horizons, experiencing diverse cultures, breaking cognitive boundaries, enriching life experience, and reshaping world outlook and values
	Realization Value of Self- Identity (EV8)	Breaking through the comfort zone, completing self-challenges, rediscovering oneself, and gaining self-confidence, sense of worthiness and self-value identity
	Retention Value of Long-term Memory (EV9)	Tourism experience is transformed into long-term spiritual assets, becoming the emotional endurance power to resist life pressure in adulthood, and generating sustained emotional value
	Emotional Value of Personality Adaptation (EV10)	Due to differences in personality types (P/J type, etc.), different travel adaptation feelings and emotional comfort are produced, explaining the differential impact of personality traits on emotional benefits
	Timing Selection Decision (TD1)	Prioritizing the university window period and off-peak travel in off-season, avoiding time constraints after work, marriage and childbirth, reflecting the decision preference of "travel while young"
	Consumption Budget Decision (TD2)	Adhering to acting according to one's ability, realizing low-cost budget travel relying on living expenses, part-time jobs, scholarships and student discounts, rejecting excessive consumption, and forming a rational low-cost travel plan
	Travel Mode Decision (TD3)	Flexibly choosing modes such as short-distance surrounding tours, solo/group travel, special-forces travel or conventional travel, and adapting the optimal travel plan according to one's own conditions

Table 1. (continued)

Motivation-Driven Decision (TD4)	Taking self-emotional satisfaction and inner true yearning as the core, rejecting utilitarian and follow-the-trend travel, and forming a travel motivation oriented by pure experience
Study-Tour Balance Decision (TD5)	Rationally weighing between the main line of study and tourism demand, and realizing the dynamic balance decision of "not delaying study, and travel feeds back growth"
Constraint Compromise Decision (TD6)	Limited by economic, social and family conditions, resulting in compromising decision-making behaviors such as "simplified travel" or "regretfully giving up travel"
Sustained Travel Decision (TD7)	Positive emotional experience forms feedback, driving multiple travels and long-term destination planning, forming sustained tourism behavior choices
Physical Condition Constraint Decision (TD8)	Taking one's own physical state and physical strength as constraints on whether to travel and the choice of travel mode, supplementing the decision logic of the physical dimension

4.2. Text preprocessing and model parameter setting

Text preprocessing is a key link to ensure the analysis accuracy of the LDA model. First, this paper incorporates tourism emotion words and tourism professional words extracted from coding into the custom dictionary to improve the accuracy of word segmentation; second, it removes meaningless punctuation and pure modal particles, but retains words carrying emotional semantics such as "take advantage of", "after all" and "only want" to avoid semantic loss; finally, text word segmentation is completed through Jieba word segmentation to screen effective words.

The model construction is realized with the help of the Scikit-learn library. Combined with the frequency distribution of manual coding and the semantic cliff feature, the number of topics $K=10$ is determined, the random seed is fixed at 42, the maximum number of iterations is set to 50, and the online learning mode is adopted to ensure stable model operation and reproducible results. Finally, the characteristic words of each topic are extracted for subsequent correlation analysis.

4.3. LDA model setting and extraction results

The LDA model finally extracts 10 topics, and the characteristic words of each topic effectively cover youth tourism emotional demands and decision-making behavior. Combining the topic output by the model with the manually coded dimension data, the vocabulary of each topic is shown in Table 2.

Table 2. Top 15 characteristic words of each topic in LDA topic model

Topic	Top 15 Vocabulary
Topic 1	youth travel, self, time, inner heart, "I want to buy osmanthus wine and carry it with me", "not as good as after all", realization, travel, emotion, alone, psychology, jump out, sort out, healing, face directly
Topic 2	one, many, places, experience, we, tourism, insight, have been to, but, go out, things, don't, won't, know, actually
Topic 3	independence, completion, exercise, feeling, ability, growth, insight, cultivation, "it turns out I can", "I did it", on the way, experience, harvest, learn, growth
Topic 4	when, no, university, tourism, time, oneself, go out to play, young, place, work, go out, now, if, really, living expenses
Topic 5	tourism, for the sake of, go out, experience, oneself, think, same, like, happy, different, insight, have a look, scenic spots, see, one
Topic 6	travel, experience, life, tourism, budget travel, student, consumption, emotion, youth, period, ability, self, travel, value
Topic 7	tourism, feeling, same, different, life, necessary, test, understand, several years, youth travel, world, less than, mentality, bring, different regions
Topic 8	possess, certain, time, same, feeling, oneself, then, energy, satisfaction, end, college entrance examination, accommodation, even if, really, feeling
Topic 9	go out, think, walk around, go out to play, different, child, maybe, because, oneself, world, youth, really, energy, still, time
Topic 10	travel, experience, go out, tourism, life, one, youth, won't go, world, spirit, contact, different, life, bring, regret

4.4. Correlation analysis between topics and coding dimensions

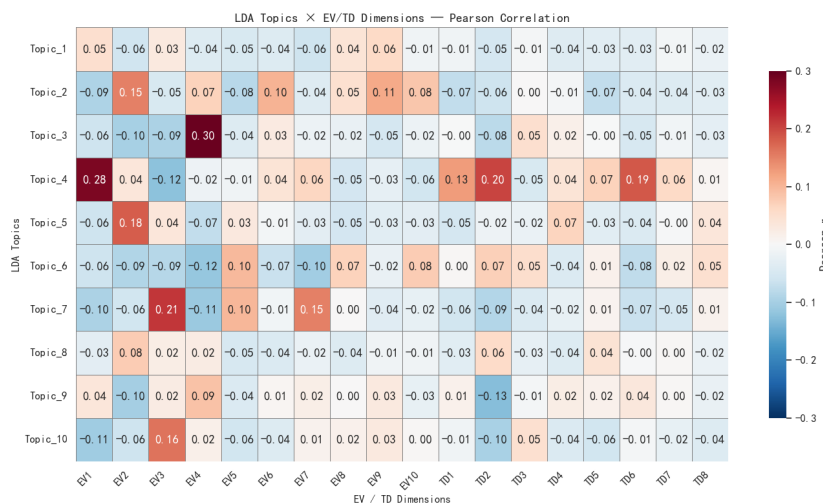


Figure 1. Correlation heat map between LDA topics and EV/TD dimensions

Pearson correlation analysis was conducted between the probability distribution of each document on 10 topics and the frequency of 18 manually labeled EV/TD dimensions one by one, and a 10×18 correlation matrix was obtained, which was presented in the form of a heat map. The results are shown in Figure 1.

4.5. Main findings

The research shows that the correlation coefficients between each variable are between -0.3 and +0.3, and there is no obvious abnormal fluctuation, which indicates that the topics and scale compilation of this study have high reliability and validity, and also indirectly indicates that there is not much multicollinearity in this study. The above distribution characteristics well conform to the characteristics of the target group using multiple languages and personalized expressions in online comments.

In terms of specific correlations, the following two sets of findings deserve attention.

Empirical research data show that Topic 4 has a moderate positive correlation with EV1 (perceived youth scarcity) ($r=0.281$), and has a low but significant positive correlation with TD2 (consumption budget decision) and TD6 (constraint compromise decision) respectively, with correlation coefficients of 0.204 and 0.187 respectively. It can be seen that without adding any labels, Topic 4 can well extract the concept of "youth is precious" generated by the sense of time urgency, and can systematically analyze its influence mechanism on the tourism behavior pattern of youth groups. This shows that youth tourism decision-making driven by emotion has strong internal logical consistency and statistical significance, and further supports the hypothesis proposed in this study that emotional factors play a role in promoting young people to make instant enjoyment tourism choices.

Topic 3 has a strong positive correlation with EV4 (self-growth value), with a correlation coefficient of 0.296, which is the strongest correlation variable among all variables. Its main content includes four links: problem identification, strategy formulation, skill improvement and effect evaluation, which together form a key framework for youth groups to recognize their own development paths. Participants form the cognition of "self-efficacy" through their own practical activities, and produce profound experience feelings when they make decisions and implement them. Positive emotional feedback not only strengthens individuals' belief in task execution ability, but also has a high degree of fit with the behavior of actively arranging travel, and there is a certain functional interaction.

According to the data, the correlation coefficient between Topic 7 and EV3 is 0.215, with a P-value greater than 0.05, which is not statistically significant. On the contrary, the correlation coefficient between Topic 5 and EV2 is 0.182, which is lower than the relationship between Topic 5 and EV2. It can be seen that the two emotional dimensions of "stress reduction effect" and "sense of self-control" present different forms in the data corpus, and their action mechanisms on some decision-making behaviors are also different. It can be concluded that the influence of emotional value on tourism choice is not a single and linear process, but a very complex and multi-level systematic interaction process, which affects tourists' behavior choices in a diversified way.

5. Qualitative research results: the internal path of emotional value driving decision-making

5.1. Three-level coding process of grounded theory

5.1.1. Open coding

This paper selects 20 in-depth interview data as research objects and uses qualitative research coding analysis method for systematic processing. The original data are analyzed item by item, irrelevant content is eliminated, and duplicate data are removed. Finally, 27 themes are obtained. This framework mainly studies various research issues in the tourism situation of youth groups, such as how emotions are triggered, how behavioral intentions develop, and what factors affect their decision-making process. The specific research results are shown in the relevant content of Table 3.

Table 3. Open coding table

Code	Initial Category/Cumulative Frequency	Conceptualization/Frequency
S1	Negative emotion trigger before travel/22	depression (3), anxiety (4), low mood (3), mental tension (2), life depression (2), study fatigue (3), heavy academic work (1), work frustration (1), exam pressure (3)
S2	Emotional healing tourism behavior/24	healed by scenery (5), immersive relaxation (4), lakeside relaxation (4), hot spring healing (2), slow travel (3), slow rest (3), homestay recuperation (1)
S3	Emotional relief effect of tourism/19	relieving irritability (3), relieving stress (7), decompression (3), stress dissipation (2), calming mind (2), eliminating fatigue (2)
S4	Characteristics of extreme enjoyment tourism decision-making/20	quite casual (3), no rush (3), temporary decision (7), go on a trip at once (2), flexible decision-making (2), impromptu travel with companions (3)
S5	Emotional demand for social companionship/13	surrounding tour with good friends (3), accompanied by good friends (3), relaxing with companions (2), loneliness when alone (2), lack of companionship demand (3)
S6	Self-reward consumption behavior/18	retaliatory consumption (4), impulsive consumption (5), reward oneself (3), treat oneself (4), enjoy in time (2)
S7	Perception of emotional experience during tourism/26	current emotional experience (3), comfortable at the moment (6), bringing positive emotions (5), feeling warm (3), physical and mental comfort (2), relaxation (4), sense of experience (3)
S8	Sensory aesthetic emotional value/21	Nordic scenery (2), high-value scenic spots (10), natural beauty (4), atmosphere shooting (2), visual enjoyment (3)
S9	Pleasure and satisfaction emotional perception/23	immersive happiness (6), happy (10), sensory enjoyment (2), pleasing to the eye (2), relaxed and happy (3)

Table 3. (continued)

S10	Emotion-oriented tourism preference/18	short-distance tourism (3), valuing experience over scenic spots (5), internet-famous check-in points (3), appearance priority (4), experience priority (3)
S11	Construction of independent travel ability/20	solo travel (4), solo long-distance travel (5), independently making itinerary (5), flexibly adjusting established routes (2), independently handling emergencies (4)
S12	Acquisition of self-identity emotion in solo travel/17	gaining a sense of achievement (3), gaining more confidence (5), living as oneself (4), gaining self-identity (3), broadening horizons (2)
S13	Humanistic experience emotional nourishment/21	shocked by history (3), visiting museums (7), historical perception (4), visiting historical sites (4), wandering in ancient cities (3)
S14	Positive emotion trigger before travel/17	looking forward to travel (5), yearning for beautiful scenery (4), social expectation (3), desire for exploration (2), missing old places (3)
S15	Environment-adapted emotional demand/15	avoiding crowds (4), preferring quietness (3), climate adaptation (2), friendly terrain (2), complete facilities (4)
S16	Consumption emotion trade-off behavior/17	cost-performance consideration (5), spending anxiety (4), satisfaction of saving money (3), budget flexibility (2), consumption critical point (3)
S17	Itinerary adjustment driven by emotion/14	temporarily changing routes (4), shortening itinerary (3), extending stay (2), changing destinations (3), giving up projects (2)
S18	Social interaction emotional feedback/20	pleasure with peers (6), check-in and sharing (5), relatives and friends companionship (4), stranger socialization (2), common memories (3)
S19	Negative experience emotion avoidance/16	avoiding pitfalls (4), refusing to rush (3), staying away from noise (3), avoiding low-price groups (2), rejecting task-based tourism (4)
S20	Acquisition of self-growth emotion/15	increased insight (4), improved ability (3), broadened vision (4), strengthened independent consciousness (4)
S21	Sensory experience emotional stimulation/19	food pleasure (7), auditory relaxation (3), tactile comfort (2), fresh smell (2), taste satisfaction (5)
S22	Influence of emotion on decision-making efficiency/13	quick decision-making (5), hesitation and entanglement (4), decisive choice (4)
S23	Emotion-oriented accommodation selection/21	comfort priority (7), convenience adaptation (5), beautiful environment (4), cost-performance balance (3), good sound insulation (2)

Table 3. (continued)

S24	Emotion-driven catering consumption/18	specialty food (6), rating-oriented (3), ordering as one pleases (3), social dinner (3), niche catering exploration (3)
S25	Post-tourism emotional continuation effect/17	recollecting pleasure (5), revisit intention (5), recommending to others (3), emotional precipitation (4)
S26	Freshness-driven tourism demand/23	pursuing new things (6), exploring unknown scenes (5), experiencing novel projects (5), seeking fun (3), trying unexperienced itineraries (4)
S27	Long-term brewing tourism decision-making/15	ideas sprouted before college entrance examination (4), implementation after long-term yearning (5), travel after phased planning (3), nostalgic fresh experience (3)

5.1.2. Axial coding

Based on semantic analysis and theoretical deduction, the 27 thematic categories screened above are integrated and summarized into five main aspects: emotional induction phenomenon, emotional experience feeling, value evaluation view, action execution situation and situational adaptation degree. Emotional induction and emotional perception, which are important links of cognitive-affective interaction, are the foundation of the decision-making mechanism. "Value evaluation", on the other hand, discusses the process of emotion turning into behavior from another perspective, and is included in the model as a mediating variable for research. Decision-making execution and situational adaptation focus on how emotion and values affect the final results respectively, and there is an organized logical chain between each dimension. As shown in Table 4.

Table 4. Axial coding table

Main Category Code	Main Category Name	Initial Categories (Code + Name + Cumulative Frequency)	Concept Examples
A	Emotional Trigger Dimension (75)	S1. Negative emotion trigger before travel (22) S14. Positive emotion trigger before travel (17) S5. Emotional demand for social companionship (13) S26. Freshness-driven tourism demand (23)	exam pressure, looking forward to travel, accompanied by good friends, exploring unknown scenes
B	Emotional Experience Dimension (131)	S2. Emotional healing tourism behavior (24) S7. Perception of emotional experience during tourism (26) S8. Sensory aesthetic emotional value (21) S21. Sensory experience emotional stimulation (19) S13. Humanistic experience emotional nourishment (21) S18. Social interaction emotional feedback (20)	healed by scenery, comfortable at the moment, high-value scenic spots, food pleasure, visiting museums, pleasure with peers

Table 4. (continued)

C	Value Perception Dimension (109)	S3 is the regulating effect of emotion in tourism situation (19), S9 is the emotional experience effect produced by consumption behavior (23), S6 is the behavioral performance of individuals obtaining improved self-cognition when traveling alone (18), S12 is the generation mode of emotional value with self-realization purpose (17), S20 is the significance manifestation brought by tourism activities and the effect helpful to personality (15), S25 is the deep psychological imprint of foresight formed by tourism activities (17)	relieving stress, happy, treat oneself, gaining confidence, increased insight, revisit intention
D	Decision-Making Behavior Dimension (67)	S4. Characteristics of extreme enjoyment tourism decision-making (20) S10. Emotion-oriented tourism preference (18) S27. Long-term brewing tourism decision-making (15) S17. Itinerary adjustment driven by emotion (14)	temporary decision, appearance priority, implementation after ideas sprouted before college entrance examination, temporarily changing routes
E	Decision-Making Adaptation Dimension (106)	S15. Environment-adapted emotional demand (15) S16. Consumption emotion trade-off behavior (17) S23. Emotion-oriented accommodation selection (21) S24. Emotion-driven catering consumption (18) S11. Construction of independent travel ability (20) S19. Negative experience emotion avoidance (16)	avoiding crowds, cost-performance consideration, comfort priority, specialty food, independently making itinerary, avoiding pitfalls

5.1.3. Selective coding

Taking "the mechanism of youth tourism emotional value driving tourism decision-making under the orientation of instant enjoyment" as the core category, the five main categories are connected in series, and finally a closed-loop theoretical model of "demand awakening → emotion trigger → emotional experience → value perception → behavior transformation" is constructed to clarify the causal correlation and action sequence between each category. In this study, 20 interview texts were coded. All initial concepts and core categories have been completely extracted from the first 15 copies. From the 16th copy, almost no new theoretical dimensions emerged, and the last two samples did not produce new categories, only repeating existing concepts continuously, which enriched the coding frequency and confirmed the connotation of existing categories. It can be determined that the sample has reached theoretical saturation.

5.2. Extraction of decision-making paths

5.2.1. Emotional compensation decision-making path

This path starts with negative emotions, forming a logical chain of "negative emotion accumulation → healing experience → compensation value perception → impromptu decision-making". When young people encounter academic setbacks or life pressure, they achieve emotional healing through tourism. The immersive experience brought by natural scenery and leisure atmosphere can quickly dispel negative emotions, generate self-reward psychology, and then weaken budget and time constraints, making temporary travel and casual consumption decisions. Respondent Cao Shiyu described: "I was very anxious after failing the driving test. I couldn't wait any longer, so I set off for Zhenyuan in advance. Taking a boat to see the mountains and rivers, all the previous irritability disappeared" (S1, S2, S3). Zhao Feng also mentioned: "When I am tired from study, I will choose short-distance travel to reward myself. I spend money very freely and don't struggle with the budget" (S1, S6). Fang Meihui added: "Trips are decided a week in advance, and I set off the next day. I was completely healed by the environment, and my mental burden was lightened at once" (S4, S2).

5.2.2. Novelty exploration decision-making path

This path is driven by positive emotions, and the logical chain is "curiosity and desire for exploration → novel experience → growth value perception → independent planning decision-making". Young people's curiosity about unknown scenery and foreign cultures constitutes the initial motivation. Collecting strategies independently and dealing with travel problems independently not only meet the exploration needs, but also realize ability improvement and self-identity strengthening. Respondent Zhang Jiarui talked about her trip to Northern Europe: "I have always been very curious about the aurora and snow mountains in Northern Europe. I made strategies in advance and planned the route by myself throughout the whole process. When I encountered storms and train suspensions, I finally solved the transportation problem by myself. I felt that my ability to handle things independently improved, and I had a great sense of achievement" (S14, S26, S11, S20). After revisiting the Provincial Museum, Wang Jiahui said: "I finished all the exhibition halls of the Provincial Museum. Not only did I learn historical knowledge, but I also felt very confident that I could take my sister to complete this thing" (S13, S20).

5.2.3. Social pleasure decision-making path

This path is based on social needs, forming an action path of "social companionship demand → peer interaction experience → emotional belonging perception → collaborative decision-making". Young people's travel motivation is to obtain emotional companionship and group sense of belonging by traveling with friends. In decision-making, they fully take into account the needs of peers and aim to reach collective consensus. Respondent Hang Hang described: "I went to Universal Studios with all my roommates. It was the first time we traveled far together, and we just wanted to leave common memories. We specially chose a hotel close to both the scenic spot and the high-speed railway station. Riding roller coasters and buying souvenirs together, this kind of shared happiness is much more interesting than playing by myself" (S5, S23, S18). Han Xinyu summarized the essence of this path: "I don't have much willingness to go out alone, but if a friend invites me, my willingness to travel will be very high" (S5).

5.3. Comparison of decision-making paths

The three paths share the same theoretical closed loop, but the triggering starting point and decision-making mode are obviously different: the emotional compensation type originates from negative emotion catharsis, and the decision-making is improvisational; the novelty exploration type starts from positive exploration desire, and the decision-making tends to independent planning; the social pleasure type is based on social companionship demand, and the decision-making is manifested as collaborative consensus. The three types of paths cover the mainstream modes of youth tourism emotional value driving decision-making under the orientation of instant enjoyment.

6. Research conclusions and discussion

6.1. Research conclusions

Based on the dual-method study of LDA topic model and grounded theory, this paper confirms that there is a significant correlation between youth tourism emotional value and tourism decision-making, and different dimensions of emotional value correspond to different decision-making preferences. The orientation of instant enjoyment further strengthens the correlation between emotional factors and tourism decision-making, making youth tourism decision-making present obvious characteristics such as experience priority and impromptu decision-making. The study extracts three emotion-driven paths: emotional compensation type, novelty exploration type and social pleasure type, clarifies that value perception plays a key mediating role in the process of emotion transforming into decision-making, and constructs a complete action closed loop. On the whole, youth tourism decision-making has shifted from traditional rational trade-offs to emotion-led patterns. Relevant conclusions can provide theoretical support and practical reference for the optimization of tourism market supply and the guidance of youth tourism behavior.

6.2. Mutual verification of quantitative and qualitative research results

The correlation between emotional value and tourism decision-making confirmed by quantitative research can be fully interpreted by qualitative paths: the correlation between "perceived youth scarcity" and budget decision-making in the LDA model is essentially a compromising decision-making under the psychology of emotional compensation; the strong correlation between self-growth emotion and decision-making corresponds to the behavior choice of independent planning and independent travel in the novelty exploration path. The three types of paths extracted from qualitative research further explain the internal reasons for multi-dimensional correlation in quantitative analysis, that is, different emotional demands will give birth to differentiated decision-making behaviors. The two confirm each other and jointly improve the research conclusions [15].

The theoretical contribution of this paper lies in breaking through the limitations of a single theoretical framework, integrating the C-A-B and C-E-V models, establishing the analysis idea of "emotion-value-behavior", clarifying the mediating role of value perception between emotion and decision-making, and making up for the shortcomings of existing research that emphasize rationality over sensibility and externality over internality. At the same time, adopting mixed research methods not only solves the problems of unclear mechanism in quantitative research and insufficient universality in qualitative research, but also extracts decision-making paths that fit the characteristics of youth groups, enriching the theoretical system of youth tourism decision-making and emotional consumption.

6.3. Research limitations and future prospects

This study still has some room for improvement: the source of quantitative text samples is relatively single, only focusing on the Xiaohongshu platform, and the data representativeness needs to be expanded; the number of LDA model topics is determined based on the frequency of manual coding features and semantic cliff judgment, and the optimal number of topics has not been screened and robustness tested through statistical indicators, so the model rigor still has room for improvement.

Future research can broaden data sources and include multi-platform texts and multi-regional samples to improve the universality of conclusions; the optimal number of topics can be determined through statistical indicators to further improve the accuracy of model analysis; at the same time, it can be extended to youth groups in different regions and different circles, refine the boundary conditions of the correlation between emotional value and tourism decision-making, and deepen relevant theoretical research.

Studies have shown that the orientation of instant enjoyment strengthens the correlation intensity between emotional factors and youth tourism decision-making, and youth tourism decision-making has shifted from rational trade-offs to emotional drive. The conclusions of this paper can provide theoretical reference for the precise positioning of tourism destinations, innovative design of tourism products and precise delivery of tourism marketing, and also provide practical ideas for guiding young people to travel rationally and improving the emotional value of tourism experience.

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