

Believe in the land: Does gazing at agricultural production scenes elicit higher emotional responses in visitors and visit intention?

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摘要：Gazing at agricultural production scene is sufficient to elicit emotional responses. However, although agricultural production scene serve as important visual cues in rural environments, the effect of a single visual stimulus on visitors' behavioural responses has not been sufficiently addressed. Using an extended stimulus-organism-response model, this study explored the effects of agricultural production scene on visual attention and emotional response processes by conducting two studies. The findings revealed that compared to scene without human elements, agricultural production scenes with human elements elicited higher visual attention, which in turn induced greater pleasure and led to a higher visit intention. In addition, the results shed light on automatic/conscious processing patterns that intensify emotional arousal during visual attention. This study provides theoretical contributions to the literature on rural tourist attractions and automatic/conscious processing behaviour along with implications for management.

关键词：rural tourist attraction; agricultural production scene; emotional response; visual attention; eye tracking; SOR model