

个人介绍及资料汇总

2021-2026

Personal Introduction and Profile Summary

王凯阳

WANGKAIYANG

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王凯阳

电话：+86 17688150063
 邮箱：kaiyangwang1207@gmail.com
 ORCID: <https://orcid.org/0009-0006-7467-9337>
 研究方向与兴趣：
 多准则决策
 城市建成环境使用后评估
 健康老龄化
 消费者行为
 都市计划
 机器学习



教育经历

- 2021.09 - 2023.06 澳门科技大学
 设计学硕士，文化遗产保护
GAP：3.72/4.00
 研究方向：老龄化背景下城市绿地提升改造策略研究、基于 GIS 缓冲空间研究、民族餐厅原真性提升策略研究

论文成果

- 2026 Zheng, X.-Y., Zhu, B.-W., Wang, K., Tzeng, G.-H., & Xiong, L. (2026). Decoding authenticity judgments in ethnic restaurants: A hybrid approach for bridging cultural gatekeeper and adventurer perspectives. *International Journal of Hospitality Management*, 132, 104390.
<https://doi.org/10.1016/j.ijhm.2025.104390>
管理学 TOP (4/139), SSCI Q1, IF11.7
- 2025 Wang, K., Li, X.-Y., Zhu, B.-W., Xiong, L., & Tzeng, G.-H. (2025). A data mining approach to explore the causal rules between environmental conditions of neighborhood parks and seniors' satisfaction. *Cities*, 162, 105897.
<https://doi.org/10.1016/j.cities.2025.105897>
城市规划领域 TOP (5/77), SSCI Q1, IF6.7
- 2024 Wang, G.-Q., Zhu, B.-W., Wang, K., Li, X.-Y., & Xiong, L. (2025). Links between cue combinations of physical environments and consumer satisfaction in themed restaurants from a systematic approach–avoidance perspective. *International Journal of Hospitality Management*, 126, 104055.
<https://doi.org/10.1016/j.ijhm.2024.104055>
管理学 TOP (4/139), SSCI Q1, IF11.7
- 2024 Xiong, L., Li, S. J., Zhang, Z., Wang, K., Yang, H., & Wang, G. (2025). Folk Legends and Proverbs Related to Animals in Northeastern China: Contemporary Young People's Viewpoints and the Construction of Cultural Codes. *Critical Arts*, 1-17.
A&HCI 检索, CULTURAL STUDIES (20/59), SSCI Q2, IF1.1

参与课题

- 2024.10 **《城市公园景观特征与游客场所感的关系研究：一种新型混合机器学习方法》**
- 资助来源：**澳门科技大学研究基金项目
 编号：FRG-24-066-FA
 研究之主要内容：通过八爪鱼爬取大众点评及猫途鹰上澳门公园的评价，通过情绪识别获得情绪指数。通过扎根理论获取澳门公园的地方感和客观环境因素。根据扎根理论获得的构面下准则词库，结合单条评论的占比情况获得地方感指数。后续使用回归分析厘清变量之间的关系。
 使用研究方法：扎根理论、回归分析
- 2022.06 **《健康老龄化视角下后疫情时代旧城区邻里开放空间持续改善策略研究——以珠海市香洲区的社区公园为例》**
- 资助来源：**2021-2022 年度珠海市哲学社会科学规划课题
 编号：2021YBC184
 研究之主要内容：通过文献回顾获得影响老人在绿色开放空间中体验之积极指标，结合现场审计筛选符合珠海当地实际情况之指标以及质量内容。询问使用公园的长者满意度分数，使用 RST 粗糙集合分析获取在老年人满意度目标达成下社区公园实质环境质量组合搭配规律。
 使用研究方法：粗糙集合分析
 成果质量：良好
- 2022.06 **《基于珠澳通勤者日常生活圈的澳门外溢防疫缓冲空间研究》**
- 资助来源：**2020 年澳门高等院校人文社会范畴研究专项资助计划，澳门特别行政区政府高等教育基金，预防及应对重大传染病研究专项
 编号：HSS-MUST-2020-9
 研究之主要内容：通过文献回顾获得环境感染风险之感知要素。在 COVID-19 时期通过向长期往返珠海与澳门之通勤者发放环境感染风险的感知要素之调查问卷。通过 AHP 层次分析法，旨在探讨珠澳通勤者对于新冠病毒潜在风险环境要素感知影响因素权重的调查。
 使用研究之方法：层次分析法

工作经历

- 2023.06.30-至今 **CCiG 集智（珠海）国际文化发展有限公司**
 数据分析师
 广东，珠海
- 2023.12.01-2024.01.01 **广州美术学院**
 课程助教
 广东，广州
- 2022.07.01-2022.08.31 **广东省南方人事科学研究院**
 研究助理
 广东，珠海

获奖情况

2023.07	优秀营员 哈尔滨工业大学与澳门科技大学合作交流项目，基于机器学习的城市意象分析联合训练营 哈尔滨工业大学
2023.06	CERTIFICATE 人文艺术学院 2022-2023 年度学生嘉许状 澳门科技大学
2023.06	CERTIFICATION 人文艺术学院 2022-2023 年度毕业创作展优秀作品奖 澳门科技大学

掌握专业技能

数据分析	熵值法 Entropy Method；粗糙集合分析 Rough Set Approach；地理信息系统 GIS；结构方程模型 SEM；回归分析 Regression Analysis；八爪鱼（网络爬虫）；假设检验方法（t-test, Mann-Whitney U Test, etc）、扎根理论 Grounded Theory、最佳-最差法 Best-Worst Method、TOPSIS、VIKOR、Improved 3-step Floating Catchment Area (3SFCA) Method
机器学习	Pycharm；Anaconda；自然语言处理 NLP；机器学习 Machine Learning；语义图像分割 Semantic Image Segmentation
专家系统	层次分析法 AHP；模糊德尔菲法 FDM；决策试验与评估实验室法 DEMATEL

硕士毕业证书

UNIVERSIDADE DE CIÊNCIA
E TECNOLOGIA DE MACAU



澳門科技大學

CARTA DE CURSO

Certifica-se que

WANG, KAIYANG

concluiu com aproveitamento o curso
e tendo defendido a sua dissertação,
foi lhe conferido o grau de

MESTRE em DESIGN

Macau, aos 30 de Junho de 2023

This is to certify that

WANG, KAIYANG

*has successfully completed and passed the prescribed
course of study and the thesis defense
and has this day been awarded the degree of*

MASTER of DESIGN

*In witness whereof we have
hereunto set our hand and seal*

Macau, June 30, 2023

O Chanceler
Chancellor

De Liu Chak-wan

O Reitor
Rector

Chair Prof. Joseph Hun-wei LEE



畢業證書
學生王凱陽於本校修業期滿，考
試及格並通過論文答辯，照章授予設計
學碩士學位。

此證

校 監 廖澤雲



校 長 李行偉



公元二零二三年六月三十日

硕士总成绩单



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

總成績單 ACADEMIC TRANSCRIPT

頁數
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姓名 Name	王凱陽 WANG, KAIYANG	學號 Student No.	2109853V-AD20-0034
學籍狀態 Registration Status	畢業 GRADUATED	入學日期 Admission Date	09/2021
學院 Faculty	人文藝術學院 FACULTY OF HUMANITIES AND ARTS	成績等級類別 GSHC Type	1
課程 Program	設計學碩士學位 (文化遺產保護) MASTER OF DESIGN (CULTURAL HERITAGE CONSERVATION)		

學年 Course Intake	科目編號 Course Code	科目名稱 Course Title	學分 Credits	成績 Course Grade	備註 Remarks
2109	MADE03	建築與空間 ARCHITECTURE AND SPACE	3	A	
2109	MADZ01	設計藝術學 ARTS OF DESIGN	3	A	
2109	MADZ02	設計傳播 DESIGN OF COMMUNICATION	3	A	
2109	MADZ13	藝術設計研究方法與實踐 RESEARCH METHODOLOGY IN ART DESIGN AND PRACTICE	6	A-	
2202	MADE01	數字化展示設計與實踐 DIGITAL DISPLAY DESIGN AND PRACTICE	3	B+	
2202	MADE04	城市公共藝術理論與實踐 THEORY AND PRACTICE OF URBAN PUBLIC ART	3	B+	
2202	MADE05	消費者行為 CONSUMER BEHAVIOR	3	A	
2202	MADZ08	城市與建築發展史 HISTORY OF URBAN AND ARCHITECTURAL DEVELOPMENT	3	B+	
2206	MADZ31	實習 INTERNSHIP	3	P	
2209	MADZ09	文化遺產保護研究基礎與實踐 FUNDAMENTALS OF CULTURAL HERITAGE CONSERVATION AND PRACTICE	6	A-	
2209	MADZ30	學術專題項目 ACADEMIC ACTIVITIES	1	P	
2209	MADZ32	畢業設計 DESIGN WORK	3	A	
2209	MADZ33	論文 THESIS	3	A-	

平均積點
Grade Point Average(GPA) = 3.72

通過碩士論文答辯考試，學術及教學委員會於30/06/2023通過授予<設計學碩士>學位
PASSED THE MASTER THESIS DEFENSE, DEGREE OF <MASTER OF DESIGN> APPROVED BY THE SENATE ON 30/06/2023

教務總監
Head of Academic Registry

易惠嫦
Wai Seong Iek

校方印章
Official Stamp



日期
Date 30/06/2023

編號
No. AT 154026

地址：澳門氹仔偉龍馬路
Address: Avenida Wai Long, Taipa, Macau

電話 Tel: (853) 28881122
傳真 Fax: (853) 28880022

網址 Website: www.must.edu.mo
電郵 E-mail: ar@must.edu.mo


STUDENT COPY

参与课题

澳門科技大學

MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

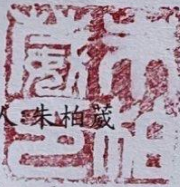
澳門氹仔偉龍馬路
電話：(+853)2888 1122 傳真：(+853)2888 0022



Avenida Wai Long, Taipa, Macau
Tel: (+853)2888 1122 Fax: (+853)2888 0022

證明

澳門科技大學人文藝術學院設計學文化遺產保護方向碩士生的王凱陽（學號：2109853V-AD20-0034）於2021年10月至2022年6月期間參與了2020年澳門高等院校人文社會範疇研究專項資助計劃“基於珠澳通勤者日常生活圈的澳門外溢防疫緩衝空間研究”（編號HSS- MUST- 2020-9），該生參與了文獻資料整理、報告撰寫等部分工作內容，其做事態度認真嚴謹，樂於思考。特此證明。



證明人 朱柏毅

證明人聯繫方式：bwzhu@must.edu.mo
(辦公：+853-8897-2208)

2022年09月16日

澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



澳門氹仔偉龍馬路
電話：(+853)2888 1122 傳真：(+853)2888 0022



Avenida Wai Long, Taipa, Macau
Tel: (+853)2888 1122 Fax: (+853)2888 0022

證明

澳門科技大學人文藝術學院設計學文化遺產保護方向碩士生的王凱陽（學號：2109853V-AD20-0034）於2021年10月至2022年9月期間參與了2021年珠海市哲學社會科學規劃課題“健康老齡化視角下後疫情時代舊城區鄰里開放空間持續改善策略研究——以珠海市香洲區的社區公園為例（編號2021YBC184）”該生參與了文獻回顧、數據收集與分析以及報告撰寫部分工作內容，其做事態度認真嚴謹、吃苦耐勞，樂於思考。特此證明。

證明人：朱柏葳（課題負責人）



證明人聯繫方式：bwzhu@must.edu.mo

（辦公：+853-8897-2208）

2022年09月16日



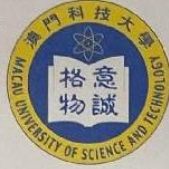
澳門科技大學

MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



澳門氹仔偉龍馬路

電話：(+853)2888 1122 傳真：(+853)2888 0022

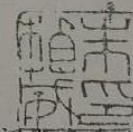


Avenida Wai Long, Taipa, Macau

Tel: (+853)2888 1122 Fax: (+853)2888 0022

證明

澳門科技大學人文藝術學院設計學文化遺產保護方向碩士生的王凱揚（學號：2109853V-AD20-0034）2024年9月至10月期間參與了課題“城市公園景觀特徵與遊客場所感的關係研究：一種新型混合機器學習方法（在研，編號FRG-24-066-FA）”。該生參與了課題的數據收集與文獻整理部分，其做事嚴謹，態度認真，吃苦耐勞。特此證明。



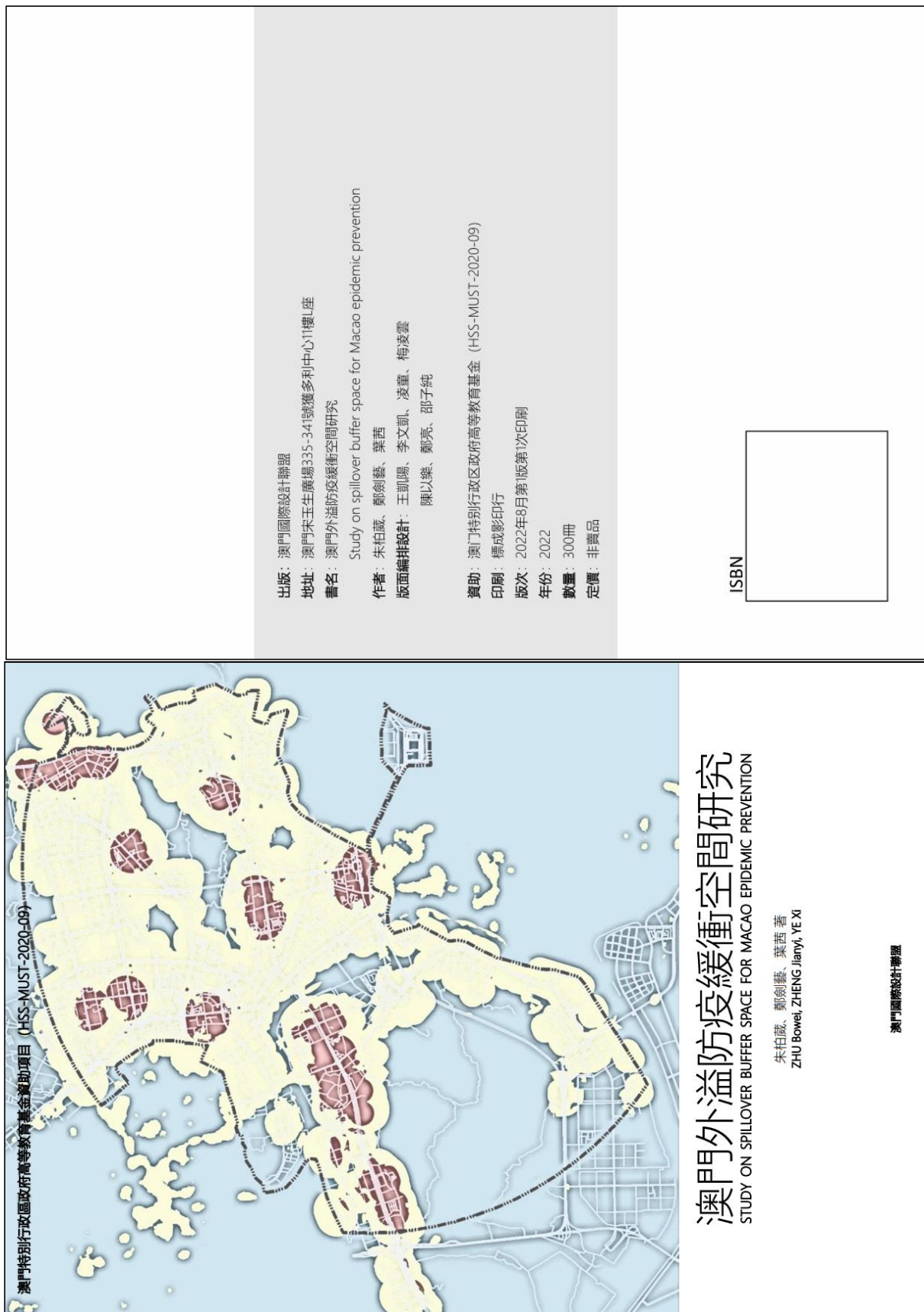
證明人：朱柏葳（課題負責人）

證明人聯繫方式：bwzhu@must.edu.mo

（辦公電話：+853-8897-2208）

2024年10月22日

著作成果



获奖证书







已发表之论文

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Cities

journal homepage: www.elsevier.com/locate/cities






A data mining approach to explore the causal rules between environmental conditions of neighborhood parks and seniors' satisfaction

Kaiyang Wang ^{a,1}, Xin-Yang Li ^{a,1}, Bo-Wei Zhu ^{a,*}, Lei Xiong ^{b,*}, Gwo-Hshiung Tzeng ^c

^a Faculty of Humanities and Arts, Macau University of Science and Technology, Avenida Wai Long, Taipa 999078, Macau
^b Faculty of Innovation and Design, City University of Macau, Avenida Padre Tomás Pereira Taipa, Macau
^c Graduate Institute of Urban Planning, College of Public Affairs, National Taipei University, University Rd. 151, San Shia District, New Taipei City 23741, Taiwan

ARTICLE INFO

Keywords:
Rough Set Approach (RSA)
Neighborhood parks (NPs)
Environmental conditions
Causal rules
Seniors' satisfaction

ABSTRACT

A growing body of research has investigated the associations between the physical environment features of neighborhood parks (NPs) and seniors' attitudes, usage intentions or behavior in the parks. However, research to date has not produced sufficient knowledge about the causal relationships between the physical features of neighborhood parks and seniors' attitudes. To fill this gap, this study takes 142 neighborhood parks located in Zhuhai of China as examples to explore the causal rules of the "environment-satisfaction" in neighborhood parks by using Rough Set Approach (RSA). This paper presents the results of 11 causal rules (i.e., if-then rules) between the physical features of neighborhood parks and seniors' positive/negative judgements. The findings can contribute to not only extending the academic research on the environmental preference of neighborhood green spaces among the seniors, but also to providing decision-makers with optimization strategies for designing or improving the neighborhood parks under the goal of aging in place.

1. Introduction

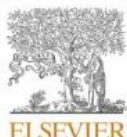
Population aging has become a global demographic trend in the 21st century. The number and proportion of the population aged 60 years or over is expected to increase at an unprecedented rate in the next few decades (WHO, 2020). Healthy aging has become an important agenda for governments and societies in both developed and developing countries (Yen et al., 2022). WHO (2015) suggests that there is a positive relationship between the environment in which older people live and their well-being as they age, with the environment (highlighting society and community) seen in related studies as a key component of healthy aging (Keating, 2022).

In the process of aging, seniors tend to occupy the activity spaces they are familiar with and participate in social activities in a relatively stable social network (Bruine de Bruin et al., 2020). Previous studies have provided considerable evidence that living in a familiar environment has a positive effect on the satisfaction level with the place senior citizens lived in (Baysal et al., 2020), and also their function and well-being in advanced age (Wiles et al., 2017). In view of the global trend of aging in place, creating a supportive community built environment that allows seniors to maintain their autonomy and independence is one of the major areas in aging research. Among them, neighborhood park (also called neighborhood green open spaces), which are small-scale green spaces designed to serve local residents from neighboring communities (Gidlow et al., 2012), is thought to be the place that older adults are mostly dependent on for participating in recreational and social activities due to their reduced functional ability (Liu et al., 2022). A growing body of literature has verified that using NPs may provide older adults various benefits such as promoting social participation (Gaikwad & Shinde, 2019), reducing the risk of chronic diseases (Xie et al., 2018), reducing stress, anxiety, and depression (Li et al., 2019), and enhancing well-being (Chu et al., 2021).

Previous studies have shown evidence of the association between physical characteristics of NPs and the attitudes of senior users. Veitch et al. (2022) found that different features in parks have varying impacts on the park behavior and attitude of elderly individuals. Several studies have contributed to the development of quality assessment models for the physical environment of NPs, identifying key influencing elements such as accessibility (Chu et al., 2021; Kou et al., 2021; Li et al., 2023), recreational facilities (Yung et al., 2017), amenities (Veitch et al., 2020),

* Corresponding authors.
E-mail addresses: 2109853vad20003@student.must.edu.mo (K. Wang), 3240003211@student.must.edu.mo (X.-Y. Li), bwzhu@must.edu.mo (B.-W. Zhu), leixiong@cityu.edu.mo (L. Xiong), ghtzeng@gm.ntpu.edu.tw (G.-H. Tzeng).
¹ Kaiyang Wang and Xin-Yang Li contributed equally to this work.

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0264-2751/© 2025 Elsevier Ltd. All rights reserved, including those for text and data mining, AI training, and similar technologies.



Contents lists available at ScienceDirect

International Journal of Hospitality Management

journal homepage: www.elsevier.com/locate/ijhm

Decoding authenticity judgments in ethnic restaurants: A hybrid approach for bridging cultural gatekeeper and adventurer perspectives

Xin-Yi Zheng^{a,1}, Bo-Wei Zhu^{a,*,1}, Kaiyang Wang^a, Gwo-Hshiong Tzeng^b, Lei Xiong^{c,*,**}

^a Faculty of Humanities and Arts, Macau University of Science and Technology, 999078, Macao

^b Graduate Institute of Urban Planning, College of Public Affairs, National Taipei University, University Rd. 151, San Shia District, New Taipei City 23741, Taiwan

^c Faculty of Innovation and Design, City University of Macau, Avenida Padre Tomás Pereira Taipa, Macao

ARTICLE INFO

Keywords:
Authenticity
Ethnic restaurants
Cultural gatekeepers
Cultural adventurers
Multiple-criteria decision making
NLP

ABSTRACT

In ethnic restaurants, authenticity both shapes consumers' cultural experiences and serves as a strategic consideration for operators. There are potential gaps in the content and ways of judging authenticity among groups with different cultural proximity. Few studies have explored authenticity evaluation from both supply and demand perspectives. This study proposes a novel dual-path authenticity evaluation framework for ethnic restaurants by integrating the perspectives of cultural gatekeeper authenticity (CGA) and cultural adventurer authenticity (CAA), addressing the long-overlooked cognitive gap between supply and demand-side actors. Using a hybrid approach, the CGA evaluation framework was identified through an inductive analysis, Fuzzy Delphi Method (FDM), and Analytic Hierarchy Process (AHP), while the CAA framework was extracted from online reviews using Natural Language Processing (NLP) and inductive analysis. A quadrant analysis was applied to categorize 14 authenticity criteria and visualize priority differences between the two groups. Findings reveal that food-related factors such as taste and ingredients are highly valued by both groups, forming the 'mutual concern area' quadrant. The 'adventurer cares' quadrant indicates opportunities for improving user experience, whereas the 'gatekeeper cares' quadrant reflects culturally symbolic elements that require strategic resource balancing. The 'double low priority' quadrant allows creative flexibility without compromising core authenticity. The integrated framework contributes to theoretically extending the conceptualization of authenticity within a multi-actor context. Furthermore, the proposed hybrid approach can help managers both understand authenticity expectations across groups and make prioritized strategies to bridge perceptual gaps within the constraints of resources.

1. Introduction

The customers' motivation for acquiring knowledge of the history, customs, stories, norms and the role of local food in lifestyle behind the superficial entertainment and gustatory stimulation has drawn market attention to an authentic gastronomic experience in a destination (Özdemir and Seyitoğlu, 2017). Ethnic food has the ability to provide the opportunity to experience the culinary culture of other regions by offering unique flavors and ingredients (Jin and Hwang, 2024). In 2024, the global ethnic foods market reached USD 58.4 billion and is projected to reach USD 113.8 billion by 2033, with a compound annual growth

rate of 7.7 % (IMARC, 2025), constituting an ethnic-culture-oriented market segment that cannot be overlooked. Within this market segment, ethnic restaurants provide such experiential occasions not only to express the cultural identities of some ethnic groups, but also to attract mainstream consumers who are interested in consuming special ethnic identities (Aybek and Özdemir, 2022). Ethnic restaurants are defined as 'dining venues that offer foods originating from the heritage and culture of an ethnic group' (Huo et al., 2025, p.247).

Authenticity is 'the degree to which an entity in one's environment (e.g. object, person, performance) is perceived to be true to or match up with something else' (Mouillard et al., 2021, p.8). The conceptualization of

* Correspondence to: Faculty of Humanities and Arts, Macau University of Science and Technology, Avenida Wai Long, Taipa, 999078, Macao.

** Correspondence to: Faculty of Innovation and Design, City University of Macau, Avenida Padre Tomás Pereira Taipa, 999078, Macao.

E-mail addresses: xinyizheng0529@gmail.com (X.-Y. Zheng), bwzhu@must.edu.mo (B.-W. Zhu), 3250005361@student.must.edu.mo (K. Wang), ghtzeng@gm.ntpu.edu.tw (G.-H. Tzeng), leixiong@cityu.edu.mo (L. Xiong).

¹ These authors have contributed equally to this work and are co-first authors.

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Full length article

Links between cue combinations of physical environments and consumer satisfaction in themed restaurants from a systematic approach–avoidance perspective

Guan-Qiang Wang^{a,1}, Bo-Wei Zhu^{a,*,1}, Kaiyang Wang^a, Xin-Yang Li^a, Lei Xiong^{b,*}^a Faculty of Humanities and Arts, Macau University of Science and Technology, Avenida Wai Long, Taipa 999078, Macao, China^b Faculty of Innovation and Design, City University of Macau, Avenida Padre Tomás Pereira, Taipa 999078, Macao

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ABSTRACT

Customer satisfaction with themed restaurants is predominantly influenced by all the perceivable cues of the physical environment, purposefully designed by service providers through the strategic deployment of signs, symbols, and embedded ideologies to establish brand identity, attract consumers, and stimulate the growth of added value. Due to epidemic prevention and control practices during the COVID-19 pandemic, the awareness of personal protection in public spaces prone to crowding has increased. In addition to the previous hedonic cues, hygiene or safety cues should be emphasised to minimise customers' perceptive insecurity and simultaneously convey a desirable service spirit, to achieve the goal of improving consumers' overall environmental satisfaction. However, there is little understanding of the causal rules between comprehensive physical environmental cues and consumer satisfaction from a systematic 'approach–avoidance' perspective in the post-pandemic period. This study aimed to identify the relationship between the physical environment cues of themed restaurants and consumer satisfaction using aggregated case analysis (ACA) and the rough set approach (RSA). A total of 14 key conditional attributes of themed restaurants and the key characteristics of each attribute were extracted using ACA. Subsequently, 13 decision-making rules were established using RSA. The findings contribute to the research on cause-and-effect relationships between physical environments and consumer satisfaction with themed restaurants and would help decision-makers select efficient interventions to improve the quality of such restaurants based on user satisfaction.

1. Introduction

The COVID-19 pandemic has had a broad and profound negative effect on the restaurant industry (Li et al., 2021). Epidemic prevention and control practices during the pandemic have helped to strengthen the public health needs and awareness of personal protection in public spaces prone to crowding. Although restaurants now operate without any containment measures, the pandemic has changed consumers' lifestyles in many ways. For instance, maintaining social distancing has become a polite gesture, and wearing a face mask a societal norm (Jo et al., 2020). The food service sector as a whole should embrace these changes, incorporate new customer needs into improvement strategies, and invest in measures to ensure both short- and long-term restaurant viability (Fillimonau et al., 2021).

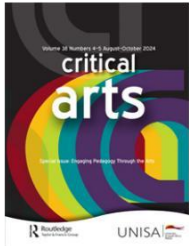
A theme restaurant, a specific type of catering establishment with a competitive advantage, in the backdrop of the experience economy (Tsai and Lu, 2012; Yan and Felicen, 2021), is 'primarily run based on spatial planning, décor, and entertainment arrangements, with a distinctive theme or specific style to attract consumers' (Lee et al., 2015). Unlike ordinary restaurants, themed restaurants produce an environment with identifiable public culture signs as a selling point (Yan and Felicen, 2021) and provide more opportunities for activities such as social interaction and entertainment than just food (Beardsworth and Bryman, 1999). In contrast to utilitarian consumption, which is primarily driven by functional purposes (e.g. consumption of ready-to-eat food), consumption at themed restaurants is primarily driven by hedonic motives, which implies that the achievement of their profit targets is highly dependent on consumers' dine-in experiences in a physical environment

* Corresponding authors.

E-mail addresses: zhubowei301@gmail.com (B.-W. Zhu), kmt20005@gmail.com (L. Xiong).¹ Guan-Qiang Wang and Bo-Wei Zhu contributed equally to this work.<https://doi.org/10.1016/j.ijhm.2024.104055>

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Folk Legends and Proverbs Related to Animals in Northeastern China: Contemporary Young People's Viewpoints and the Construction of Cultural Codes

Lei Xiong, Si-Jie Li, Zihao Zhang, Kaiyang Wang, Hua Yang & Guanqiang Wang

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