



THE STUDY OF MOTIVATION FOR TOURISM IN GUIZHOU PROVINCE, CHINA.



LYU CHEN

Graduate School Srinakharinwirot University

2023

การศึกษาแรงจูงใจทางการท่องเที่ยวที่จังหวัดภูเก็ตประเทศไทย



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตร  
ศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการการท่องเที่ยวแบบบูรณาการ  
คณะวัฒนธรรมสิ่งแวดล้อมและการท่องเที่ยวเชิงนิเวศ มหาวิทยาลัยศรีนครินทรวิโรฒ  
ปีการศึกษา 2566  
ลิขสิทธิ์ของมหาวิทยาลัยศรีนครินทรวิโรฒ

THE STUDY OF MOTIVATION FOR TOURISM IN GUIZHOU PROVINCE, CHINA.



A Master's Project Submitted in Partial Fulfillment of the Requirements  
for the Degree of MASTER OF ARTS  
(M.A. (Integrated Tourism Management))  
Faculty of Environmental Culture and Ecotourism, Srinakharinwirot University

2023

Copyright of Srinakharinwirot University

THE MASTER'S PROJECT TITLED

THE STUDY OF MOTIVATION FOR TOURISM IN GUIZHOU PROVINCE, CHINA.

BY

LYU CHEN

HAS BEEN APPROVED BY THE GRADUATE SCHOOL IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE MASTER OF ARTS  
IN M.A. (INTEGRATED TOURISM MANAGEMENT) AT SRINAKHARINWIROT  
UNIVERSITY

-----  
(Assoc. Prof. Dr. Chatchai Ekpanyaskul, MD.)  
Dean of Graduate School  
-----

ORAL DEFENSE COMMITTEE

..... Major-advisor  
(Dr.Usanee Watcharaphaisankul)

..... Chair  
(Asst. Prof. Dr.Somruthai Soontayatron)

..... Committee  
(Asst. Prof. Dr.Krittika Sainaratchai)

Title	THE STUDY OF MOTIVATION FOR TOURISM IN GUIZHOU PROVINCE, CHINA.
Author	LYU CHEN
Degree	MASTER OF ARTS
Academic Year	2023
Thesis Advisor	Dr. Usanee Watcharaphaisankul

This paper aims to explore the tourism behavior and motivation of Chinese tourists traveling to Guizhou by conducting a questionnaire survey among tourists at nine 5A-level scenic spots in Guizhou. A total of 419 valid questionnaires were collected. Using quantitative analysis, the demographic characteristics, and tourist behavior, the tourist motivation of the tourists were analyzed. The results indicate that 'leisure and relaxation' was the primary tourism destination, followed by 'experience new places and cultures' and 'spend time with family and friends'. The duration of travel was concentrated on 2-3 days. 'Participate in ethnic activities' was the most popular tourism activity, followed by 'soaking in a hot spring' and 'experience the high-altitude glass bridge or take the cableway'. Tourists have a strong willingness to revisit Guizhou. Among the four major types of tourist motivations, cultural motivation and physical motivation were considered very motivating. Among the 16 categorized tourist motivations, 'visit natural scenery', 'Enjoy the pleasant climate', and 'taste the diverse local cuisine' were the most motivating. Tourists are most interested in Guizhou's natural scenery, climate, cuisine, and ethnic culture. The research results of this paper provide a reference for the development of Guizhou's tourism industry and put forward policy recommendations and differentiated marketing suggestions to promote the sustainable development of Guizhou's tourism industry.

Keyword : Tourist behavior, Tourist motivation, Guizhou, Chinese tourists

## ACKNOWLEDGEMENTS

As I am about to complete my thesis, I would like to express my gratitude to everyone who has helped and supported me throughout my research and writing process. Firstly, I would like to thank my supervisor, Professor Usanee Watcharapaisanskul, for her selfless guidance and support throughout the research. Her professional knowledge and experience were crucial to my research, enabling me to overcome challenges and achieve satisfactory results. Her patience and tolerance guided me step by step onto the right path of academic research. Secondly, I am grateful to every teacher who has taught me before. They led me into the realm of tourism science, teaching me how to analyze and think critically. Thirdly, I extend my thanks to the members of the defense committee who provided me with valuable suggestions, improving my thesis and enriching my knowledge. Fourthly, I would like to acknowledge the unwavering support and encouragement from my family and classmates. Their care and support have been a source of warmth, helping me overcome various challenges and difficulties in my research. Lastly, I want to thank all those who have contributed to my research, whether through providing data, equipment, or other forms of support, making my research more comprehensive and valuable. Here, I express my sincerest gratitude and respect to everyone who has helped me.

LYU CHEN

## TABLE OF CONTENTS

	Page
ABSTRACT .....	D
ACKNOWLEDGEMENTS.....	E
TABLE OF CONTENTS.....	F
LIST OF TABLE.....	H
LIST OF FIGURES .....	J
CHAPTER 1 INTRODUCTION .....	1
1.1 Background.....	1
1.2 Research objective .....	3
1.3 Definition of Terms .....	4
1.4 Scope of the Study Conceptual.....	4
1.5 Study Framework .....	5
CHAPTER 2 LITERATURE REVIEW.....	6
2.1 Concepts and Theories of Demography .....	6
2.2 Concepts and Theories of Tourist Behavior .....	8
2.3. Concepts and Theories of Motivation.....	11
2.4 Context of in Guizhou Province .....	13
2.5 Relevant Research Related .....	24
CHAPTER 3 METHODOLOGY .....	32
3.1 Population and Sample.....	32
3.2 Research Instruments and Examination.....	33
3.3. Data collection .....	37

3.4. Data Analysis .....	37
CHAPTER 4 FINDINGS .....	38
4.1. Survey results and data analysis of the demographic characteristics of tourists	38
4.2. Survey results and data analysis of Tourist behavior .....	41
4.3. Survey results and data analysis of Tourist motivation .....	48
4.4. Recommend and suggestions.....	54
CHAPTER 5 SUMMARY DISCUSSION AND SUGGESTION .....	57
5.1 Summary .....	57
5.2 Discussion.....	60
5.3 Suggestions .....	61
REFERENCES.....	67
APPANDIX.....	74
VITA .....	93

## LIST OF TABLE

	<b>Page</b>
TABLE 1 The proportion of Guizhou basic data and tourism data in China in 2023 .....	14
TABLE 2 Frequency and percentage of gender characteristics .....	38
TABLE 3 Frequency and percentage of age characteristics .....	39
TABLE 4 Frequency and percentage of education level characteristics .....	39
TABLE 5 Frequency and percentage of marital status characteristics .....	40
TABLE 6 Frequency and percentage of occupational characteristics .....	40
TABLE 7 Frequency and percentage of monthly income characteristics .....	41
TABLE 8 Frequency and percentage of travel frequency .....	42
TABLE 9 Frequency and percentage of place to visit (Multiple choice) .....	43
TABLE 10 Frequency and percentage of travel purpose (Multiple choice) .....	44
TABLE 11 Frequency and percentage of travel activities (Multiple choice) .....	45
TABLE 12 Frequency and percentage of travel companions .....	46
TABLE 13 Frequency and Percentage of Travel Expenses (Excluding Expressway Tolls and Automobile Fuel Costs) .....	46
TABLE 14 Frequency and percentage of stay time .....	47
TABLE 15 Frequency and percentage of Revisiting .....	48
TABLE 16 The mean values and standard deviations for the four major types of Tourist motivations .....	48
TABLE 17 The mean values and standard deviations for various Tourist motivations within physical motivation .....	49

TABLE 18 The mean values and standard deviations for various Tourist motivations within cultural motivation .....50

TABLE 19 The mean values and standard deviations for various Tourist motivations within interpersonal motivation ..... 51

TABLE 20 The mean values and standard deviations for various Tourist motivations within status and reputation motives..... 52

TABLE 21 Tourists' recommend and suggestions on the changes of Guizhou tourism.. 54



## LIST OF FIGURES

	Page
FIGURE 1 Guizhou Tourist Road Map .....	18



# CHAPTER 1

## INTRODUCTION

### 1.1 Background

In 2023, China received 4.891 billion tourists and generated a tourism revenue of 4910 billion yuan. Among them, Guizhou Province received 636 million tourists and generated approximately 740.456 billion yuan in tourism revenue. From the data, it can be seen that the total number of tourists in Guizhou Province accounts for 13% of the total number of tourists in China, and the tourism revenue in Guizhou Province accounts for 15% of the total tourism revenue in China. In addition to Taiwan, Hong Kong, and Macau, 31 provincial-level administrative regions in China have received an average of 158 million tourists and an average tourism revenue of 158.387 billion yuan. The tourism number and tourism revenue in Guizhou Province are far greater than the national average; In 2023, the gross domestic product of Guizhou Province was 2091.325 billion yuan, and tourism revenue accounted for 35.41% of Guizhou's gross domestic product. Guizhou Province has become one of the main tourist destinations for Chinese tourists to consume (Guizhou Provincial Bureau of Statistics, 2024). As of December 2023, there are 543 Grade A and above scenic spots in Guizhou, including 9 Grade 5A scenic spots (People's Government of Guizhou Province, 2023). In 2023, the number of tourist visits to these 9 Grade 5A scenic spots reached 41.1555 million (Colorful Guizhou News Network, 2024; Guizhou Provincial People's Congress Official Website, 2024; Jiangkou County People's Government Official Website, 2024; News, 2023; Pengpai News, 2024b; Tianyan News, 2024a, 2024b), accounting for 6.47% of the total number of tourists in Guizhou, which represents a relatively large proportion. This demonstrates the significant importance of Guizhou's Grade 5A scenic spots in attracting tourists. The tourism industry in Guizhou has become an important pillar of the national economy in Guizhou Province (Meng, 2020).

Although Guizhou province's tourist arrivals and tourism revenue exceed the national average, the per capita spending of tourists in Guizhou has not entered the top

ranks in China. There is still considerable room for tourism development. Guizhou province plans to add more than 80 national 3A-level and above tourist attractions, enhance 100 boutique tourist attractions, create 20 provincial-level and above tourist resorts, and have over 500 key villages for rural tourism by 2025. The goal is to achieve an annual growth of over 10% in the number of tourists visiting Guizhou, with per capita tourism spending entering the top ranks nationwide. The added value of the province's tourism and related industries is expected to double from the 2019 baseline, reaching over 1860 billion yuan. By 2035, the province aims to become a vibrant cultural and tourist powerhouse (People's Government of Guizhou Province, 2020).

In the coming years, various provinces in China will compete fiercely in attracting tourists, and regions will take measures such as providing free or discounted tickets, reducing transportation costs, controlling accommodation and food prices to become the preferred destination for tourists. In addition, with the increase in the number of visa free countries for Chinese citizens, it is expected that a large number of tourists will choose to travel abroad, making the competition in the tourism market more intense (China Tourism Academy, 2024).

In 2010, Jian and Dan (2010) conducted a survey of 359 tourists from the Huangguoshu Scenic Area and Zunyi Conference Cultural Site in Guizhou and found that the main motivation for domestic tourists to visit Guizhou was sightseeing and leisure vacation. The proportion of motivation for attending meetings, business trips, cultural exchanges, and health recuperation is relatively low. This indicates that the choice of tourist destinations is influenced by tourist motivation. Tourist motivation can guide individuals to engage in specific tourism activities (Pizam et al., 1979). Tourist motivation is the internal psychological process and motivation that triggers individual Tourist behavior, which can guide behavior towards specific tourism goals (Qin, 2005). Tourist motivation is the internal driving force that drives individuals to engage in tourism activities, with functions of activation, guidance, maintenance, and adjustment, which can initiate and guide tourism activities towards a goal (Zhang & Lu, 2005). Tourist motivation is the direct cause of Tourist behavior, providing direct norms and guidance

for Tourist behavior, and is the most explanatory category (Yun, 2016). Motivation determines behavior, and Tourist motivation is the fundamental driving force that governs Tourist behavior, with functions of activation, guidance, maintenance, and regulation, which can initiate tourism activities(Gong, 2017). Tourist motivation not only refers to the spiritual needs of individuals but also encompasses material needs(Shi et al., 2018).In summary, tourists' Tourist motivations have a significant impact on their Tourist behavior. Exploring the motivations of tourists is crucial for understanding why tourists make tourism decisions and can provide scientific information for service decisions by tourism managers(Cha et al., 1995).

Therefore, studying the Tourist motivations of Chinese tourists visiting Guizhou is of great significance. Faced with the opportunity for the recovery of domestic tourism demand from Chinese tourists after the end of the pandemic and the challenges of a highly competitive tourism market, it is necessary for Guizhou to achieve its planning goals by understanding the motivations of Chinese domestic tourists visiting Guizhou. This research aims to explore the Tourist motivations, behaviors, and destination images of Chinese tourists in Guizhou through surveys, analyze the reasons for these differences, and provide targeted tourism construction recommendations and marketing strategies.

## **1.2 Research objective**

1.2.1 To study the Tourist behavior of Chinese tourists traveling to Guizhou Province.

1.2.2 To study the Tourist motivation of Chinese tourists traveling to Guizhou Province.

### 1.3 Definition of Terms

1.3.1 Tourist Behavior: Encompasses the overall actions of tourists during the tourism process in Guizhou, including Travel frequency, Place to visit, Travel purpose, Travel activities ravel companions, Travel expenses, Length of stay, Revisiting.

1.3.2 Tourist Motivation: Mean the factor that driving tourists to travel in Guizhou, including Physical Motivation, Cultural Motivation, Interpersonal Motivation, Status and Reputation.

1.3.3 Guizhou: Guizhou Province is located in the southwestern China, on the Yunnan-Guizhou Plateau, with an average altitude of around 1,100 meters. Its landform can be mainly classified into four basic types: plateau, mountain, hill, and basin, with the plateau and mountains dominating. Guizhou is rich in mountains, with overlapping peaks and deep valleys. The climate in Guizhou belongs to a subtropical humid monsoon climate, with distinct seasons, warm spring and gentle wind, abundant rainfall, and the rainy season coinciding with the hot season. Most parts of the province have a moderate climate, with no severe cold in winter and no extreme heat in summer, with an annual average temperature ranging from 14 to 16°C. Guizhou is a province with multiple ethnic groups, rich in culture.

1.3.4 Chinese tourists: Refers to individuals from China who depart from their usual residence or workplace to engage in sightseeing or vacation activities within a specific geographical area. The Chinese tourists studied in this article include both those from within Guizhou province and those from other provinces in China.

### 1.4 Scope of the Study Conceptual

This research, titled "The Motivation of Tourists in Guizhou Province, China" aims to study the behaviors and motivations of tourists who travelling in Guizhou Province. The scope of the study is outlined as follows:

Study Area: 5A-level scenic spots in tourist destinations in Guizhou Province including 1) Fanjing Mountain, 2) Huangguoshu Waterfall, 3) Libo Zhangjiang, 4) Chishui

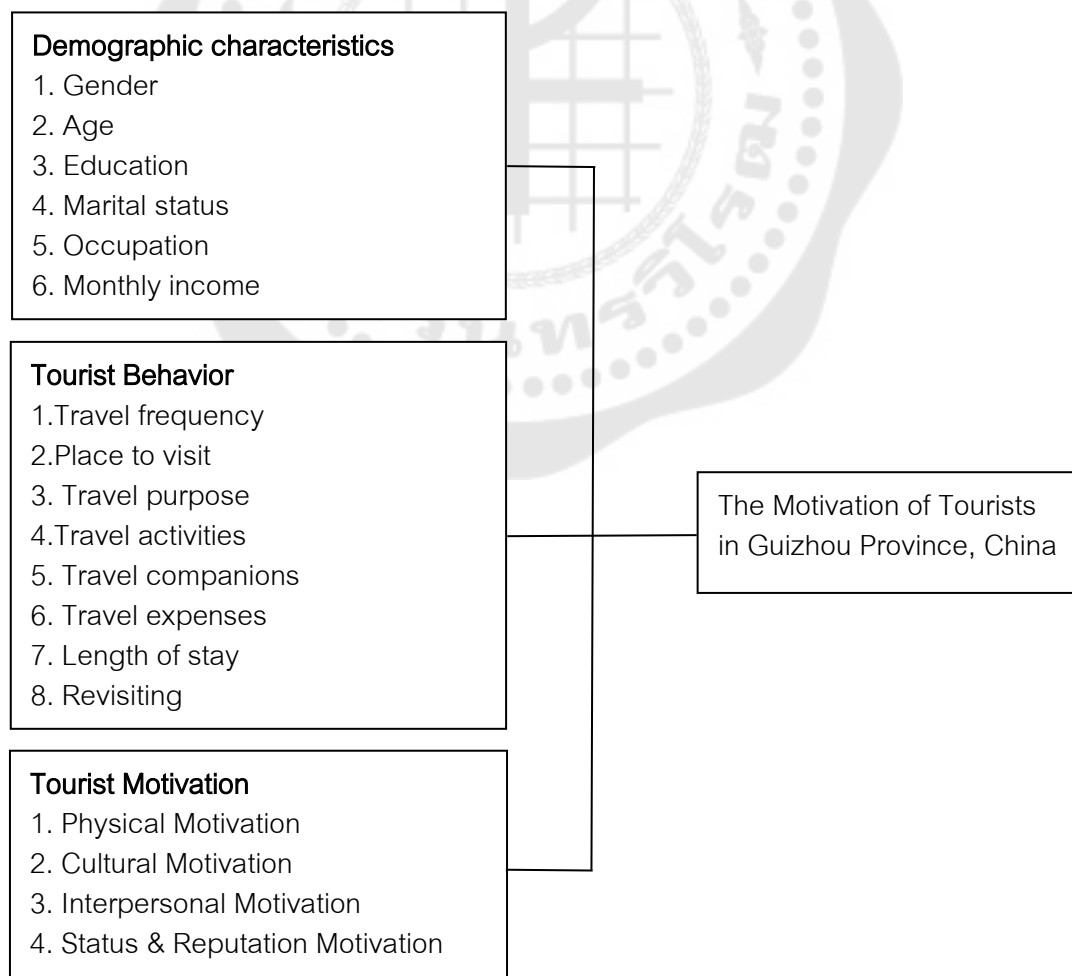
Danxia, 5) Baili Rhododendron, 6) Longgong (Dragon Palace), 7) Zhijindong (Zhijin Cave), 8) Qingyan Ancient Town and 9) Zhenyuan Ancient Town

Study method: This research using Questionnaire with Chinese tourists who travelling to Guizhou's tourism areas by 50% online and 50% offline surveys.

Study Period: May 1st to May 10th, 2024.

Study Conceptual: This research aims to study the Tourist's Behavior (Travel frequency, Place to visit, Travel purpose, Travel activities, Travel companions, Travel expenses, Length of stay, Revisiting) and study the Tourist's Motivation (Physical Motivation, Cultural Motivation, Interpersonal Motivation, Status and Reputation Motivation)

### 1.5 Study Framework



## **CHAPTER 2**

### **LITERATURE REVIEW**

The research on the motivation of Chinese tourists affecting destinations in Guizhou Province, involved a review of literature and relevant research. This encompassed academic documents, theoretical frameworks, empirical evidence, as well as the perspectives of experts related to the issues addressed in this study. The key areas considered are as follows:

- 2.1 Concepts and Theories of Demography
- 2.2 Concepts and Theories of Tourist Behavior
- 2.3 Concepts and Theories of Motivation
- 2.4. Context of in Guizhou Province
- 2.5 Relevant Research Related

#### **2.1 Concepts and Theories of Demography**

##### 2.1.1 Defined of Demography

Demographics refer to data related to individuals, such as age, gender, education, occupation, income, religion, and ethnicity. These characteristics play a fundamental role in understanding consumer behavior. Generally, demographic information about individuals forms the basic attributes for market segmentation, which involves linking data to consumer needs, preferences, and consumption patterns (Hanna & Wozniak, 2001).

Kotler and Keller (2016) state that personal factors significantly influence consumer decision-making behavior. These include age, family size, family life cycle, gender, income, education, religion, nationality, and social class. These factors are commonly used by marketers for segmentation. However, marketers should selectively use only certain factors for segmenting their customer base, ensuring that these factors are relevant following.

1) Age: Individuals have different needs and behaviors for products and services based on their age. In marketing, the target audience is often segmented by age, such as products for children, teenagers, young adults, and seniors.

2) Life-Cycle Stage: The life stage of an individual influences their needs and purchasing behavior. For example, those starting a family might be interested in baby-related products, while empty nesters may be interested in home improvement.

3) Gender: Men and women have different attitudes and preferences. For instance, men may research product details before purchasing, while women might rely on recommendations from friends or online reviews.

4) Income: Income directly affects purchasing power and influences buying decisions. Marketers should pay attention to income levels to tailor products and services to different economic segments.

5) Generation: Each generation is influenced by different cultural, political, and historical events, impacting their preferences and behaviors. Marketing strategies need to consider these generational differences. Four main generations are Millennials (born 1977-1994), Gen X (born 1964-1978), Baby Boomers (born 1946-1964), and Silent Generation (born 1925-1945).

Sereerat (2007) stated that demographic characteristics encompass age, gender, family size, family status, income, occupation, and education. These various variables are commonly used in market research as demographic characteristics provide valuable insights that can aid in defining target markets. Details of demographic variables within the target population are as follows:

1) Age: Each type of product may cater to different age groups as consumers at various ages have different preferences and tastes that change with time.

2) Sex (Gender): Men and women tend to have different attitudes, preferences, and behaviors, so it is essential to consider gender-specific characteristics when tailoring products.

3) Education: Individuals with higher education levels tend to consume higher-quality products and are willing to pay a premium for products aligned with their educational experiences.

4) Occupation: Different occupations may influence consumer preferences for products or services. Understanding the consumption patterns based on occupations is crucial for marketing strategies.

5) Income: Marketing efforts often target consumers with higher income levels. However, it's essential to recognize that income alone may not define the market size, and marketers may also consider overall income distribution and demographic characteristics.

6) Family Size and Marital Status: The structure of families, including size and marital status, has been a crucial factor in marketing strategies. Marketers consider the number and characteristics of individuals within households using particular products, helping tailor marketing approaches.

In summary, Demographics refer to Demographic characteristics refer to personal information that influences consumer behavior and decision-making. They are commonly used in market segmentation and in defining target markets. Tourists are defined as travel consumers with demographic characteristics. Chinese tourists refer to individuals from China who depart from their usual residence or workplace to engage in sightseeing or vacation activities within a specific geographical area. The Chinese tourists studied in this article include both those from within Guizhou province and those from other provinces in China.

## **2.2 Concepts and Theories of Tourist Behavior**

### **2.2.1 Defined of Tourist Behavior**

interpret consumer behavior as the action's consumers exhibit in terms of searching, purchasing, using, evaluating, or consuming products, services, and various concepts. Consumers are expected to respond to their needs through the study of consumer decision-making in using available resources, including money, time, and

energy, to consume various products and services. This involves what to buy, why to buy, when to buy, how to buy, where to buy, and how often to buy (Schiffman & Kanuk, 2007).

Lamb et al. (2000) state that consumer behavior is a process where consumers show interest in purchasing products, engaging in their usage, and even extending to the evaluation of goods or services.

Blackwell et al. (2006) mention that consumer behavior refers to various activity's individuals undertake directly in the consumption process, encompassing the acquisition of products, the evaluation of outcomes, and service utilization. This involves the entire process of showing interest, selecting, and engaging in activities related to consumption, both before and after making purchases.

In summary, consumer behavior refers to the individual expressions directly associated with the economic use of products and services, including decision-making processes that impact these expressions, and vary to meet individual needs.

### 2.2.2 The components of tourist behavior

Given the sensitivity of this research on tourists' travel behavior, to gain a deeper understanding, the researchers have studied the theory proposed by Sereerat (2007) and selected key elements of tourist behavior. By extending these variables, they have identified "Travel frequency," "Place to visit," "Travel purpose," "Travel activities," "Travel companions," "Travel expenses," "Length of stay," and "Revisiting." This approach will provide valuable insights for the study.

1) Travel frequency: Refers to the number of times tourists visit a particular destination. This indicator is crucial for understanding tourists' travel habits, loyalty, and the attractiveness of the destination to visitors. By analyzing tourists' travel frequency, tourism managers can assess the destination's appeal, the effectiveness of marketing strategies, and the level of tourist satisfaction and loyalty.

2) Place to visit: Refers to the specific tourist destinations or attractions that visitors actually visit during their trip. This indicator is significant for analyzing tourists'

travel behavior patterns, interest preferences, and the distribution of attraction at the destination.

3) Travel purpose: Tourism involves voluntary and temporary travel undertaken with a specific purpose or objective other than employment or income generation. For instance, traveling for relaxation during holidays or for educational purposes.

4) Travel activities: Engaging in diverse activities at the destination is vital for visitors. Activities such as hiking, kayaking, diving, and participating in local community events contribute significantly to the overall tourist experience and generate income for the local community.

5) Travel companions: Refers to the companions or partners tourists travel with during their trip. This indicator is essential for comprehending tourists' travel behavior, social preferences, and the interactive relationships within their travel experiences.

6) Travel expenses: Represents the total costs incurred by tourists during their travel, including but not limited to accommodation, dining, admission fees, and shopping expenses. This indicator is crucial for assessing tourists' consumption levels, setting pricing strategies for tourism products, and analyzing the economic status of the tourism market.

7) Length of stay: Denotes the duration of time tourists spend at a particular tourist destination or attraction. This indicator is significant for evaluating tourists' satisfaction with the destination, the attraction's appeal, and the richness of tourism activities.

8) Revisiting: Reflects the future behavior of tourists who have found satisfaction in a destination and express a desire to return. The inclination for repeat travel depends on factors and experiences gained by the tourists.

The tourist behavior theory reflects the typical behaviors of tourists and underscores the significance of experiences gained through travel in influencing their behavior. It encompasses various key concepts related to tourist behavior, mirroring

common themes in Tourist behavior research such as Travel frequency, Place to visit, Travel purpose, Travel activities ravel companions, Travel expenses, Length of stay, Revisiting. These factors are deemed essential in studying the behavior of tourists visiting Guizhou.

### **2.3. Concepts and Theories of Motivation**

#### 2.3.1 Defined of Motivation

Zeng (2019) noted that in academia, various perspectives such as the force perspective, utilitarian value perspective, and demand theory are commonly used to define the concept of tourist motivation. The force perspective is divided into the drive perspective and the push-pull perspective. Representative scholar Iso-Ahola (1982) of the drive perspective proposed the escape-seeking theory, suggesting that tourist motivation is the individual's incentive and guidance for pursuing intrinsic rewards (escaping daily life and seeking personal growth), allowing the individual to reach a state of satisfaction. Representative figure Dann (1977) of the push-pull perspective believes that tourist motivation is the combination of the "push" stimuli that prompt tourists to leave home and the "pull" attractions that attract tourists to destinations.

Adherents of the utilitarian value perspective, such as Roberts Glyn, consider tourist motivation as a goal reflected in the individual's pursuit of achievements during the tourism process (Roberts, 1992). Kemperman and Timmermans (2006) also following the utilitarian value perspective, propose that tourist motivation involves the pursuit of benefits such as enjoying nature, experiencing family joy, and exploring entertainment facilities.

The demand perspective originates from Maslow's hierarchy of needs theory (Maslow, 1943). Based on this viewpoint, McIntosh and Goeldner (1986) Tourist motivations are those that stimulate tourists to travel to satisfy their own needs, including physical motivations, cultural motivations, interpersonal motivations, status and prestige motivations. McCabe (2000) suggests that tourist motivation is a series of hierarchical and developmental needs that tourists have for gaining travel experiences, covering physiological, safety, relational, esteem, and self-actualization attributes. The hierarchy

of needs theory reveals that tourist motivation represents the psychological needs arising at different stages of tourism activity, where physiological and safety needs belong to basic motivations, while relational, esteem, and self-actualization needs belong to incentive motivations.

Considering the current research status of tourist motivation concepts, each perspective has to some extent refined the essence of tourist motivation. However, scholars have also raised objections or pointed out limitations for the above perspectives. Some scholars argue that viewing tourist motivation purely as a driving force may not fully and clearly explain the various needs of individuals before travel. Additionally, limiting complex tourist motivations solely to the pursuit of intrinsic rewards has significant limitations in predicting tourist behavior (Zeng, 2019). In the push-pull perspective, the "pull" force does not pertain to external destination attributes; rather, it is an internal pursuit of external benefits, falling under internal psychological factors (Crompton & McKay, 1997). The utilitarian value perspective, emphasizing the pursuit of benefits, overlooks the diversity and complexity of individuals' psychological aspects and may not be suitable for examining the motivations of different demographic groups (Huang & Hsu, 2005).

In summary, through comparison, the hierarchy of needs tourist motivation theory provides a more comprehensive understanding of tourists' motivations. Therefore, this study derives tourist motivations from Maslow's hierarchy of needs theory. Tourist motivation is the internal factors and driving forces behind people's travel activities, including Physical Motivation, Cultural Motivation, Interpersonal Motivation and Status and Reputation.

### 2.3.2 The theory related to motivation.

McIntosh and Goeldner (1986) state that motivation in tourism is what stimulates tourists to travel to satisfy their own needs. Whether or not one decides to travel depends on four motivational factors as following.

1) Physical Motivation: This refers to the body's needs, mental well-being, relaxation, rejuvenation, or maintaining physical fitness. Examples include engaging in

sports, meditation for mental relaxation, and other activities related to health and well-being.

2) Culture Motivation: This involves the desire to explore and experience new things in different places, such as exploring cultures, customs, traditions, and stories related to music, art, folklore, and religion.

3) Interpersonal Motivation: This pertains to the desire to meet and connect with new people during travels, as well as visiting old friends and relatives.

4) Status and Prestige Motivation: This relates to the aspiration for personal development and the desire for social acceptance, such as pursuing further education, conducting business, or attending conferences.

This study employed the Motivation-Relevant Theory proposed by McIntosh and Goeldner (1986), which is developed from Maslow's hierarchy of needs theory. The theory suggests that tourist motivations reflect the diverse needs and desires considered by travelers when deciding whether to embark on a journey. Additionally, it captures the multi-dimensional needs of travelers, including those related to physical well-being, culture, social interactions, and personal development. The comprehensive set of Tourist motivation factors aligns well with the diverse and resource-rich tourism offerings in Guizhou, making it suitable for studying tourist motivations in the region.

## **2.4 Context of in Guizhou Province**

### **2.4.1 Definition of Guizhou Tourist Destination Concept**

Guizhou is located in the southwestern inland of China, situated on the Yunnan-Guizhou Plateau, with an average altitude of around 1,100 meters. Its landform can be mainly classified into four basic types: plateau, mountain, hill, and basin, with the plateau and mountains dominating. Guizhou is rich in mountains, with overlapping peaks and deep valleys. The climate in Guizhou belongs to a subtropical humid monsoon climate, with distinct seasons, warm spring and gentle wind, abundant rainfall, and the rainy season coinciding with the hot season. Most parts of the province have a moderate climate, with no severe cold in winter and no extreme heat in summer, with an

annual average temperature ranging from 14 to 16°C(The People's Government of Guizhou Province, 2023) (Guizhou Forestry Bureau, 2008).

TABLE 1 The proportion of Guizhou basic data and tourism data in China in 2023

	Land area	Population	Gross Domestic Product	Number of tourists received	Tourism revenue
Data from Guizhou	176000 square kilometers	38.65 million people	209.1325 billion yuan	636 million people	740.456 billion yuan
The proportion of Guizhou in China	1.83%	2.74%	1.66%	13.00%	15.08%

As shown in Table 1, The table depicts the quantities and proportional representations of Guizhou Province's land area, population, GDP, number of tourists received, and tourism revenue in China. Among these, tourism revenue has the highest proportion, accounting for 15.08%, with a total revenue of 740.456 billion yuan. Secondly, the number of tourists received accounts for 13.00%, with a total of 636 million tourists. Thirdly, the population accounts for 2.74%, with a total population of 38.65 million people. Fourthly, the land area accounts for 1.83%, covering 176,000 square kilometers. Finally, the GDP accounts for 1.66%, with a total GDP of 209.1325 billion yuan. This indicates that the proportional representations of tourism revenue and the number of tourists received in China for Guizhou Province are significantly higher than those of its basic data such as land area, population, and GDP(Guizhou Forestry Bureau, 2008; Ministry of Culture and Tourism of China, 2023; National Bureau of Statistics of China, 2022)

Guizhou has a total of 543 tourist attractions of A-grade, including 9 at the 5A level, 133 at the 4A level, 374 at the 3A level, 47 at the 2A level, and 7 at the 1A level(People's Government of Guizhou Province, 2023). In China, the evaluation of 1A, 2A and 3A tourist attractions is conducted by the National Tourism Attraction Quality Rating Committee through the provincial tourism attraction quality rating committees.

The evaluation of 4A tourist attractions is recommended by the provincial tourism attraction quality rating committee and organized by the National Tourism Attraction Quality Rating Committee. The 5A tourist attractions are selected from the 4A tourist attractions. Only those that have been declared as 4A tourist attractions for more than one year can apply for the 5A tourist attractions. The 5A tourist attractions are recommended by the provincial tourism attraction quality rating committee and organized by the National Tourism Attraction Quality Rating Committee(China Tourism Administration, 2012).

The standard for China's 5A-level scenic spots is a set of standardized and normalized quality rating systems aimed at comprehensively evaluating and improving the service quality and environmental quality of tourist attractions. These standards are proposed by the Ministry of Culture and Tourism of China and specifically regulated in the national standard GB/T 17775-2003 "Classification and Evaluation of Quality Grades for Tourist Areas (Sites)" issued by the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China. The main evaluation criteria for 5A-level scenic spots include(General Administration of Quality Supervision, 2005):

#### 1) Service Quality and Environmental Quality

**Tourism transportation:** It requires complete transportation facilities, convenient access, spacious parking areas with orderly vehicle parking, good conditions and clear signage of tourist roads, smooth traffic conditions, and various transportation modes such as walking paths, cable cars, and sightseeing vehicles. Tourist transportation vehicles need to be safe, reliable, and provide excellent service.

**Touring:** The tour route is designed reasonably with clear signage; tourism toilet facilities are complete and clean; various guiding signs within the scenic area are complete and easy to use; tourist commodities are rich and reliable in quality; tourism cultural and entertainment activities are rich and distinctive; tour guide services are excellent, and personnel quality is high; tourist complaint channels are smooth, and complaints are handled promptly.

Tourism safety: Safety systems are sound, and measures are effective; fire protection, anti-theft, and other facilities are complete and operating normally; medical emergency equipment is complete, and services are excellent; food hygiene complies with standards and is pollution-free; water, electricity, and gas equipment are safe and reliable; preventive measures are effective, and there are no major safety accidents.

Sanitation: The environment is clean and tidy, and air quality is good; various public places are clean and sanitary without odors; garbage disposal is timely without accumulation; non-smoking signs are set up in public places, and smoking areas are reasonably arranged; employees have a good service attitude, are polite, and follow standardized service procedures and operations.

Postal and telecommunications services: Provide complete postal and telecommunications service facilities to meet the needs of tourists.

Tourism shopping: Tourist commodities are required to not only have unique features of the region and the tourist area but also need to have prominent characteristics.

Comprehensive management: The scenic area is managed in a standardized way with sound systems and efficient operation.

Protection of resources and the environment: The scenic area is required to focus on the protection of resources and the environment in its development to ensure sustainable development.

## 2) Landscape Quality

Resource attraction: Extremely high values for viewing, recreation, and leisure, as well as high historical, cultural, and scientific values, or world-class significance in one of these values; a large number of precious species, exceptionally unique landscapes, or world-class resource entities; resource entities with huge volumes, multiple types, or extremely optimal density; and intact resource entities.

Market influence: The scenic area is required to have extremely high popularity and reputation in both domestic and foreign markets, with strong market

radiation power and unique themes. It receives over 600,000 domestic and overseas tourists annually, including over 50,000 overseas tourists.

### 3) Visitor satisfaction rate

The visitor satisfaction rate is an important component of the 5A-level scenic spot evaluation, including visitors' evaluations of external transportation, internal sightseeing routes, sightseeing facilities, road signs, scenic spot introduction cards, promotional materials, tour guide services, security, environmental sanitation, toilets, postal and telecommunications services, shopping, catering or food, tourism order, and landscape protection.

Research on tourist destinations can be traced back to the 1970s. Leiper (1979) interpreted a destination as a place where travelers can stay for a period and experience attractions with local characteristics. Gunn (1994) established the Tourism System Model, considering the tourist destination as a core component of the tourism product, emphasizing that it is a spatial entity where tourists create consumption experiences while enjoying various tourism services. Cooper et al. (1998) regarded a destination as a concentration of facilities and services that meet the needs of tourists. Bao and Chu (1999) defined a tourist destination as an organic combination of tourism resources, tourism-specific facilities, tourism infrastructure, and other related conditions in a certain spatial area, where tourists stay and engage in activities. Qian (2011) defined a tourist destination as an area with tourism resources that can attract tourists. The geographical size of a tourist destination is a relative concept, ranging from a country or region to even a continent, and it can be as small as a scenic spot, city, or region. Xu (2022) specified a tourist destination as a region capable of conducting various tourism activities, possessing non-transferable tourism resources, and forming unique attractions through resource endowment, thereby generating certain socio-economic benefits. Mou (2022) described a tourist destination as a geographic space that can trigger tourists' motivations, lead to travel decisions, and meet their travel needs, consisting of various tourism attractions, facilities, and service elements with a

clear management entity and a corresponding geographic space for tourism development, marketing, and management systems.

In summary, this study considers that the geographical size of a tourist destination can range from a country or region to a continent, or be as small as a scenic spot, city, or region. The Guizhou tourist destination refers to a geographical area within Guizhou that possesses specific tourism resources, exhibits a certain level of tourism appeal, and is capable of attracting a defined number of tourists to engage in tourism activities.

#### 2.4.2 Introduction to 9 5A level tourist attractions in Guizhou

The 5A-level designation is the highest classification for tourist attractions in China, representing the pinnacle of world-class scenic spots. Guizhou boasts 9 such 5A-level tourist attractions, including Fanjing Mountain, Huangguoshu Waterfall, Libo Zhangjiang, Baili Rhododendron, Chishui Danxia, Longgong, Zhijin Cave, Qingyan Ancient Town, and Zhenyuan Ancient Town (People's Government of Guizhou Province, 2023)



FIGURE 1 Guizhou Tourist Road Map

(Ref. <https://patricklepetit.jalbum.net/00-CHINA/GUIZHOU/MAPS/00-Maps.html>)

1) Fanjingshan: Located in the northeast of Guizhou, Fanjingshan is the main peak of Wuling Mountain Range, standing at the junction of Jiangkou County, Yinjiang County, and Songtao County in Guizhou Province, with a total area of 775.14 square kilometers. Boasting a forest coverage rate of 97.6%, Fanjingshan boasts over 2,000 species of plants, including 31 nationally protected species, and 801 species of animals, with 19 of them being nationally protected. It is hailed as "the green oasis of the earth", "the gene bank of flora and fauna", and "a precious heritage of mankind." Among the iconic tourist attractions of Fanjingshan are Red Cloud Golden Top, Moon Mirror Mountain, Ten-thousand-meter Sleeping Buddha, Mushroom Rock, Ten Thousand Volumes of Sutras, Nine Dragon Pond, and Phoenix Mountain. It is a World Natural Heritage site, a member of the international "Man and the Biosphere Program" (MAB), a national nature reserve in China, one of China's top ten summer resorts, and one of China's five major Buddhist sacred mountains. In October 2018, Fanjingshan was officially awarded the status of a national 5A-level tourist attraction. (Fanjingshan Scenic Area Management Bureau, 2019). In 2023, Fanjing Mountain welcomed a total of 1.01 million visitors, with approximately 99.1% being domestic tourists and around 0.9% international tourists (Jiangkou County People's Government Official Website, 2024).

2) Huangguoshu Waterfall: Huangguoshu Waterfall, located in the southwest of Guizhou within Zhenning County, belongs to the subtropical karst region. It is the largest waterfall in Asia, with a height of 77.8 meters and a width of 101 meters. In the middle of the waterfall's height, the Water Curtain Cave runs through the back of the waterfall, allowing visitors to experience the falling water up close inside the cave. Huangguoshu Waterfall is a national scenic spot in China, and in March 2007, it was evaluated by the National Tourism Administration as one of the first batch of national 5A-level tourist attractions. (Huangguoshu Scenic Area Management Committee, 2018). In 2023, Huangguoshu Scenic Area received a total of 5.2 million visitors (Pengpai News, 2024a).

3) Libo Zhangjiang: Located in the south of Guizhou, within the borders of Libo County in Guizhou Province, it covers a total area of 118.8 square kilometers. It

consists of the Daxiakong Scenic Area, Shuichunhe Scenic Area, and Zhangjiang Scenic Belt, with Xiaokong Scenic Area being the most beautiful. The scenic area is characterized by rich and diverse karst landforms, beautiful and unique Zhangjiang waterscapes, lush and dense primeval forests, and various rare and endangered species of plants and animals. It combines unique natural landscapes of mountains and rivers with the ethnic characteristics of local Buyi, Shui, Yao, and other ethnic groups. Notable attractions include the Wolongtan, Mandarin Duck Lake, Tianzhong Cave, Shangjiding Lake, Cuigu Waterfall, Water Forest, Stone Forest, 68-tier Cascade Locks, Laya Waterfall, and Xiaokong Ancient Bridge. It is the first World Natural Heritage site in Guizhou, a member of the International Man and Biosphere Reserve Network (MAB), a national scenic spot in China, and was rated as a national 5A-level tourist attraction in July 2015 (Xiaoqikong Scenic Area Official Website, 2023). In 2023, the scenic area received over 6.1 million visitors (People's Government of Guizhou Province Official Website, 2023).

4) Chishui Danxia: Located in the north of Guizhou, within the borders of Chishui City, Guizhou Province, it spans an area of 36.3 square kilometers. Comprising three main scenic sections - Chishui Grand Waterfall, Buddha Rock, and Swallow Rock, it is renowned for its Danxia landforms, waterfall clusters, bamboo forests, tree ferns, and primeval forests, creating a diverse landscape of mountains, valleys, waterfalls, lakes, rivers, villages, and rare plants and animals. Among its iconic attractions are the Swallow Waterfall, Longevity Spring, Source of Life, Root of Life, and Liantai Waterfall. Chishui Danxia is a World Natural Heritage site, one of China's six famous Danxia landforms, a national scenic spot, a national geological park, a national forest park, and a national nature reserve. In December 2020, it was awarded the status of a 5A-level tourist attraction in China. (Chishui Danxia Scenic Area Official Website, 2023). From January to September 2023, Chishui Danxia received over 8 million visitors (Tianyan News, 2023).

5) Baili Azalea: Located in the northwest of Guizhou Province, at the junction of Dafang County and Qianxi County, Baili Azalea covers a total area of approximately

125.8 square kilometers. The azalea forest belt, stretching for over 50 kilometers with a width ranging from 1 to 3 kilometers, spans a hundred li (a Chinese measurement equivalent to half a kilometer), hence its name "Baili Azalea" (meaning "hundred li azalea"). The azaleas are predominantly distributed in the Pudi Scenic Area, encompassing as many as 41 species of azaleas, including *Rhododendron delavayi*, *Rhododendron decorum*, *Rhododendron simsii*, *Rhododendron irroratum*, *Rhododendron lochiaie*, *Rhododendron racemosum*, and more. This comprehensive collection encapsulates all five subgenera of azaleas found worldwide, boasting a diverse array of colors. The best blooming season of Baili Azalea Scenic Area falls between the end of March and the end of April, making it the most suitable time for visits. Additionally, from early July to late August, the area offers the optimal climate for escaping the summer heat. Baili Azalea is China's largest azalea scenic spot and was awarded the status of a National 5A-level Tourist Attraction in October 2013 (Baili Azalea Scenic Area Management Committee, 2023). From January to September 2023, the Baili Rhododendron Scenic Area welcomed 6.42 million visitors (Bijie Municipal People's Government, 2023).

6) Longgong: Located in the southwestern part of Guizhou Province, within Anshun City, Longgong covers a total area of 60 square kilometers and boasts the longest and most beautiful water-filled cave system in China. It integrates various karst geological and landform features, including dry caves, gorges, waterfalls, peak forests, cliffs, streams, and stone forests. Iconic attractions include Wolong Lake, Yingbin Cave, Longmen Waterfall, Longtan Tianchi, Longgong Hidden Lake, Bangkerock, Huxue Cave, among others, resembling a crystal palace inhabited by the Dragon King in mythology. On May 8, 2007, Longgong was awarded the status of a National 5A-level Tourist Attraction. (Guizhou Longgong Scenic Area Official Website, 2023). In 2023, the Longgong scenic area received a total of 662,200 visitors (Pengpai News, 2024a).

7) Zhijin Cave: Located in the western part of Guizhou Province, within Zhijin County, Guizhou Province, the cave system of the scenic area is divided into four levels, with an explored length of 12.1 kilometers. The cave's widest span reaches 175 meters,

with a relative height difference of 150 meters. Typically, the height and width range from 60 to 100 meters, covering a total area of over 7 million square meters and encompassing 12 halls, including the Welcome Hall, Tower Forest Palace, Lingxiao Temple, and Ten Thousand Mountains. With a constant temperature of 10-16 degrees Celsius, Zhijin Cave offers warmth in winter and coolness in summer. The scenic area boasts the unique characteristics of "grandeur," "marvel," and "completeness," featuring a multi-layered, multi-system, multi-category, and multi-form karst system. Its landscape and spatial forms are extraordinary, filled with over 40 types of deposits such as stalagmites, stalactites, stone buds, and bell-shaped stalactites, creating a myriad of karst landscapes. Zhijin Cave is currently the cave with the densest distribution of halls, the highest density of stalactites, the richest variety, and the most precious forms in the world. It is also China's largest explored and most developed example of intra-cave karst landforms. Zhijin Cave is currently the only World Geopark in Guizhou and was awarded the status of a National 5A-level Tourist Attraction in July 2022. (Zhijin Cave Scenic Area Official Website, 2023). In 2023, the Zhijindong scenic area surpassed one million visitors (Colorful Guizhou News Network, 2024).

8) Qingyan Ancient Town: located in the central part of Guizhou Province, in the provincial capital Guiyang City, it is a military town of the Ming and Qing Dynasties, with a history of 650 years since its establishment. The city covers an area of 3 square kilometers and has 4 main streets, 26 small streets and alleys throughout the buildings, terraces, pavilions, temples, palaces, ancestral halls, towers, courtyards and many other historical sites. There are nearly 100 cultural relics and scenic spots of various types. The main attractions include the memorial archway, Wanshou Palace, Zhuangyuan Mansion, Ciyun Temple, North Gate, Wenchang Pavilion, Zhaogong Temple, Shoufu Temple, Yingxiang Temple, and the former residence of celebrities. The architectural features are characterized by pavement, city walls, elephant trunk wood carvings, gateways, double-eaved hanging mountain style, waist doors, and window carvings. The city's food specialties: braised pig's feet, cake porridge, chicken spicy corner, rose sugar, rice tofu, blood tofu, etc. are also important aspects that attract

tourists. In February 2017, it was rated as a national 5A scenic spot (Guiyang Municipal People's Government Official Website, 2022). In 2023, the Qingyan Ancient Town scenic area received over 8 million visitors (Guizhou Provincial People's Congress Official Website, 2024).

9) Zhenyuan Ancient Town: Located in the eastern part of Guizhou Province, in Zhenyuan County. Zhenyuan Ancient Town has a long history, dating back 2,300 years since the establishment of the county. The name "Zhenyuan" was given by the emperor of the Song Dynasty, and it has been 799 years since then. It became a local political center for more than 700 years during the Yuan and Qing Dynasties. The river passes through the city in an "S" shape, with the old city on the north bank and the old city on the south bank. The two existing cities are both built in the Ming Dynasty, with a history of 650 years. There are more than 160 cultural relics and historic sites in Zhenyuan Ancient Town. The main attractions include the Ancient City Scenic Area, Qinglong Cave Scenic Area, Shiping Mountain Scenic Area, Tianhou Palace Scenic Area, Zhusheng Bridge, Ancient Residents and Ancient Roads, Ancient Wharf, Fujia Courtyard, Heping Village, as well as Guer Dong Waterfall and Wuyang River Scenic Area. There are also aged dishes, sour soup fish, fried glutinous rice, red sour soup, Miao family fried spicy crab, Yuan family tender tofu, Zhenyuan special hot pot, etc. Zhenyuan Ancient Town also has exciting rafting. In January 2020, it was rated as a national 5A scenic spot (Qiandongnan People's Government Official Website, 2016). In 2023, the Zhenyuan Ancient Town scenic area received over 7.6481 million visitors (Qiandongnan Daily, 2024).

In summary, among Guizhou's tourist destinations, the nine 5A-level attractions including Fanjing Mountain, Huangguoshu Waterfall, Libo Zhangjiang, Baili Rhododendron, Chishui Danxia, Longgong, Zhijin Cave, Qingyan Ancient Town, and Zhenyuan Ancient Town, showcase a combination of natural and cultural landscapes. They represent the highest level of tourist attractions in Guizhou, displaying world-class scenic spots to Chinese tourists. According to incomplete statistics, these attractions

collectively welcomed over 41.1055 million visitors in 2023. Therefore, this survey focuses on tourists visiting these nine 5A-level attractions.

## 2.5 Relevant Research Related

1) Zhai (2012) In the article titled "Research on Domestic Tourists' Travel Motives in Luoyang City," Luoyang City was selected as the research area, and Chinese tourists engaging in tourism activities in Luoyang City were the subjects of the study. By combining qualitative and quantitative analysis methods, seven major travel motivation factors were identified and named as follows: cultural aesthetic motivation, experience motivation, folk characteristics motivation, self-actualization motivation, conformity motivation, and practical motivation. Detailed analyses were conducted for each category. The differences in cultural aesthetic motivation among tourists were primarily caused by variations in their originating places; differences in experience motivation were mainly influenced by gender, occupation, and originating places; differences in folk characteristics motivation were primarily influenced by gender, age, education level, monthly income, and originating places; differences in self-actualization motivation were mainly influenced by age and occupation; differences in conformity motivation were primarily influenced by gender, education level, and originating places; differences in emotional exchange motivation were primarily influenced by age and occupation; differences in practical motivation were primarily influenced by occupation. In terms of factors influencing travel motivations, analyses were conducted from the perspectives of cultural foundation, tourism atmosphere, tourism promotion, communication, transportation, accommodation, catering, services provided by relevant tourism departments, scenic area services, travel agency services, and overall impression. The study found that Luoyang's economic and cultural factors have a significant impact on the main travel motivations of Chinese tourists visiting Luoyang, and that Luoyang's tourism infrastructure and service levels need urgent improvement to enhance its overall image.

2) Li (2012) In the article titled "A Study on Tourists' Revisit Intentions Based on Their Motivations: A Case Study of Phoenix Ancient City," the relationship between tourists' motivations and their revisit intentions was established through literature analysis, logical deduction, as well as sampling surveys, interviews, and data analysis of tourists visiting Phoenix Ancient City. The study found that tourists' motivations can be primarily classified into five categories: official and social activities, learning and knowledge seeking, cultural experience, relaxation and stress relief, and shopping. Detailed analyses were conducted on the correlation between each category of tourist motivation and revisit intentions across different time periods. The research revealed differentiated relationships between different tourist motivations and revisit intentions within 2, 5, and 10 years. Notably, a significant positive relationship was observed between shopping motivation and revisit intentions across all time periods.

3) Zhang et al. (2012) In the document titled "A Study on Tourists' Revisit Intentions Based on Their Motivations: A Case Study of Phoenix Ancient City," the relationship between tourists' motivations and their revisit intentions was established through the use of literature analysis, logical deduction, and a combination of sampling surveys, interviews, and data analysis of tourists visiting Phoenix Ancient City. The study identified five main categories of tourist motivations: official and social activities, learning and knowledge seeking, cultural experience, relaxation and stress relief, and shopping. It further conducted a detailed analysis of the correlation between each of these motivations and revisit intentions across different time periods, revealing differentiated relationships between different tourist motivations and revisit intentions within 2, 5, and 10 years. Notably, a significant positive relationship was observed between shopping motivation and revisit intentions across all time periods.

4) Chen (2015) In the article titled "A Study on Chinese Tourists' Travel Behavior in Thailand - Case Study of Pattaya," using the questionnaire survey method, with Chinese tourists traveling to Thailand as the target group, the study found that the main travel time for Chinese tourists visiting Thailand is during public holidays and golden weeks, with a relatively

high proportion of 56.3% choosing "personal leave" for travel. The main mode of transportation for Chinese tourists traveling to Pattaya in Thailand is by car. In terms of accommodation, resort hotels are the primary choice. Male tourists visiting Pattaya, Thailand, outnumber female tourists. As for tourist product preferences, 75% of tourists over 40 years old tend to enjoy coastal natural scenery, while 63% of tourists over 60 years old prefer to experience cultural landscapes. Chinese tourists visiting Pattaya, Thailand, also attach importance to the arrangement of tourist attractions and tour guide services, as well as pay attention to food and entertainment.

5) Yan (2018) In the article titled "A Study on Tourist Motivation in Yangzhou Buddhist Tourist Attractions - Taking Daming Temple and Gaomin Temple as Examples," using the questionnaire survey method, combined with factor analysis, variance analysis, and other methods to statistically analyze the data, a field survey of Yangzhou Buddhist tourist attractions revealed the following conclusions: The tourist motivations for Yangzhou Buddhist tourist attractions include religious pilgrimage, curiosity exploration, recreation learning, cultural experience, religious attraction, no motivation, and family emotional motivations. Among these, religious pilgrimage and curiosity exploration are the main motivation types for both Daming Temple and Gaomin Temple tourists. However, the intensity of religious pilgrimage motivation for Gaomin Temple tourists is significantly higher than for Daming Temple tourists, while the curiosity exploration motivation for Daming Temple tourists is stronger than for Gaomin Temple tourists. The cultural experience and religious attraction motivations of Daming Temple tourists are stronger than Gaomin Temple tourists. The intensity of the recreation learning motivation of Gaomin Temple tourists is higher than that of Daming Temple tourists. Both family emotional motivation and no motivation are relatively weak, indicating that the motivation of tourists in Yangzhou Buddhist tourist attractions is mainly influenced by internal factors, and the degree of influence from the external environment is relatively low. Additionally, there are differences in the impact of personal attributes on all six motivations except for curiosity exploration motivation. Combining the above analysis results, it is found that Yangzhou Buddhist tourist attractions have

issues such as a strong commercial atmosphere, lack of cultural connotation, and a single product structure.

6) Chen (2020) In the article titled "A Study on the Decision-Making Behavior Characteristics of Rural Tourism Visitors in Jixian County," a questionnaire survey was conducted with rural tourism visitors in Jixian County as the target group. The analysis focused on the characteristics of tourist decision-making behavior and revealed that the re-visit decision-making behavior of rural tourism visitors in Jixian County is influenced by multiple factors, which can be categorized into four main groups: basic services, transportation and communication, information acquisition, and tourism environment. The differences in demographic characteristics have a limited impact on tourists' decision-making behavior in purchasing rural tourism products in Jixian County, with a similar proportion of males and females. The group with a strong willingness to revisit rural tourism venues is primarily composed of young and middle-aged individuals aged 18-35, while individuals over 56 years old tend to focus more on transportation and communication aspects. In general, the education level of this group is relatively high, with those with higher education having higher demands on the tourism environment of rural tourism venues. Regarding occupations, corporate employees are the primary source. Finally, the target market for rural homestay products is primarily composed of individuals with moderate incomes, while high-income individuals tend to have a lower willingness to revisit. Through regression analysis of influencing factors and re-visit intentions, it is evident that the basic services and tourism environment of rural tourism venues have a certain impact on tourists' willingness to revisit. This article proposes several strategies to enhance the image of rural tourism venues, including emphasizing visitors' experiences, utilizing the surrounding environment to create unique events and activities, implementing differentiated strategies, strengthening infrastructure construction, segmenting the market reasonably, and satisfying tourists' diversified needs.

7) Zhang (2021) In the article titled "The Impact of Tourist Motivation, Experience, and Satisfaction on Their Willingness to Pay and Loyalty — A Case Study of

Zhangjiajie National Forest Park," Zhangjiajie National Forest Park was used as the case study location. Through a combination of literature review, questionnaire survey, and mathematical and statistical analysis, the study revealed that tourists visiting Zhangjiajie National Forest Park exhibit collective characteristics. Tourist motivation can be divided into four dimensions: enjoying nature and relaxation, physical fitness, authenticity of the locale, and sense of belonging. Their attribute satisfaction can be categorized into three dimensions: service quality, park management, and tourism resources. The primary tourist motivation is experiencing the authenticity of the locale, and tourists expressed the highest satisfaction with the park management of Zhangjiajie National Forest Park.

8) Zhou (2021) In the article titled "Analysis of Tourist behavior of Residents in Longzhushan Village, Changzhou," residents of Longzhushan Village in Changzhou were used as the research subjects to study Tourist behavior. Through the design of a questionnaire and field research, the study found that the Tourist behavior of residents in Longzhushan Village is characterized by high frequency, short distances, and relatively high consumption. Most choose to travel on weekends and holidays, primarily within a time frame of 1-3 days, with an average consumption of 1000-3000 yuan. The personalized characteristics of the Tourist behavior of Longzhushan Village residents are prominent, showing a pursuit of higher quality in various aspects of tourism, including cleanliness and hygiene in terms of food and accommodation, as well as a preference for local characteristics and high cost-performance. The Tourist motivations of Longzhushan Village residents exhibit multi-dimensional characteristics, with broadening horizons, sightseeing, and leisure and relaxation remaining the primary motivations for rural residents to travel.

9) Almadani (2021) In the article titled "The factors influencing travel behavioral intention of international tourists to Saudi Arabia," quantitative research was employed to study the direct impact of travel motivation and experience quality on behavioral intention. The study further revealed that the perceived value of online reviews has an indirect influence on behavioral intention through push motivation and experience quality. Additionally, the research showed that Saudi Arabia's culture and scenery are

major factors attracting tourists to visit the country. Moreover, the study found that tourists are motivated by desires for mutual interaction, learning new knowledge, or escaping and relaxing, with enjoyable travel encompassing experiencing new places joyfully or simply as novelty.

10) Shao (2022) In the article titled "A Study on the Impact of Tourism Destination Image on Tourists' Behavioral Intentions," the study explored the influence of the image of the tourist destination Mount Tai on tourists' behavioral intentions using a single-factor between-groups experiment based on a questionnaire survey. The key findings are as follows: The destination image significantly affects tourists' intentions to revisit and recommend. In the specific destination management, shaping a unique destination image based on tourists' perceptions of the destination is conducive to triggering subsequent tourist behaviors. The destination image has a positive influence on tourists' perceptions of the positive destination personality. The destination personality has a significant positive impact on tourists' behavioral intentions. Destination marketing activities should focus on highlighting the destination personality and exploring potential tourist groups. Self-consistency plays a mediating role between destination personality and tourists' behavioral intentions, with remarkable effects. Among them, the influence of the two dimensions of social self-consistency is more apparent. Destination brand management should emphasize cultivating the additional value of the destination brand and enhancing tourists' self-consistency with the destination. Tourists' travel experiences have a moderating effect on the relationship between destination image and destination personality.

11) Maghrifani et al. (2022) In the article titled "Understanding potential and repeat visitors' travel intentions: the roles of travel motivations, destination image, and visitor image congruity", they delve into the intrinsic relationship between motivation and intention from a unique perspective of image formation, specifically focusing on potential and repeat Australian visitors to Indonesia. The analysis results of the Structural Equation Modeling (SEM) indicate that for potential visitors, travel motivations primarily influence their travel intentions indirectly through destination image and visitor image

congruity. In contrast, for repeat visitors, travel motivations affect their revisit intentions both directly and indirectly. Further comparison of the motivation-image-intention relationships between potential and repeat visitors reveals that the direct influence of interaction-seeking motivation, destination image, and visitor image congruity on intentions is more significant for repeat visitors. In contrast, the influence of novelty-seeking and assurance-seeking motivations on the destination image is stronger for potential visitors.

12) Wei (2023) In the article titled "A Study on the Image of Night Tourism in Guiyang and Tourists' Behavioral Intentions," quantitative research and analysis were conducted using structural equation modeling to explore the relationship between night tourism image and tourists' behavioral intentions from the perspective of tourists. The key findings are as follows: Night tourists in Guiyang are mainly young and middle-aged individuals with relatively high cultural qualifications. Provincial tourists tend to participate in night tourism activities with family and friends on weekends and holidays, accounting for a large proportion, while out-of-province night tourists are relatively fewer. Night dining experiences, sightseeing, shopping, and performing arts activities are highly favored by tourists. Night tourists' image perceptions of Guiyang range from nightscapes, night activities, local culture, and service facilities, in descending order. Among the dimensions of tourism involvement, tourists' self-expression scores the highest, followed by centrality and attraction. The overall tourist satisfaction index is moderate, with recommendation intentions being higher than revisit intentions. There are significant influence relationships between nightscapes, local culture, and night activity images with tourism involvement and behavioral intentions. However, the path hypothesis for service facilities was not established. There are significant influence relationships between night activity and service facility images with satisfaction, while the influence of nightscapes and local culture on tourist satisfaction is not significant. Tourism involvement plays a partial mediating role in the relationship between nightscapes, local culture, night activity images, and tourists' behavioral intentions. Tourist satisfaction also plays a partial mediating role between night activity, service

facility images, and behavioral intentions. The chain mediation of tourism involvement and satisfaction can better influence tourists' behavioral intentions through the images of nightscapes, local culture, and night activities.



## CHAPTER 3

### METHODOLOGY

The research methodology is quantitative research includes population and samples, research instrument, data collection, and data analysis.

#### 3.1 Population and Sample

##### 3.1.1 Population:

The population of this study consists of tourists who travel to Guizhou's 5A scenic areas (Mount Fanjing, Huangguoshu Falls, Libo Zhangjiang Xiaokong, Chishui Danxia, Baili Dujuan, Anshun Dragon Palace, Zhijin Cave, Qingyan Ancient Town, and Zhenyuan Ancient Town). In 2023, the number of tourists visiting the nine 5A scenic spots in Guizhou exceeded 41,155,500. (Colorful Guizhou News Network, 2024; Guizhou Provincial People's Congress Official Website, 2024; Jiangkou County People's Government Official Website, 2024; News, 2023; Pengpai News, 2024b; Tianyan News, 2024a, 2024b).

##### 3.1.2 Sample:

The sample of this study includes tourists visiting 5A-level scenic spots in Guizhou. In 2023, the total number of tourists visiting Guizhou's 5A-level scenic spots will be 41.1055 million. The sample group from the population using Taro Yamane's Formula (1973) at a 95% confidence level, resulting in a sample size of 400 individuals as follows:

Formula 
$$n = \frac{N}{1+(N)(e)^2}$$

n = Sample Size

N = The total number of tourists in Guizhou's 5A-level scenic spots

e = Margin of error allowed (= 0.05 or 5%)

Therefore, the sample size for this study can be calculated using the following:

$$n = \frac{41,105,500}{1+(41,105,500)0.05^2}$$

n = 399.99

The sample size obtained from the calculation is 400 individuals, using a convenience sampling method. This approach allows flexibility in administering questionnaires throughout the research period with voluntary participation, based on their willingness to answer a questionnaire. The study focuses on tourists aged 18 years and above who travel to Guizhou between May 1st and May 10th, 2024.

### 3.2 Research Instruments and Examination

#### 3.2.1 Research Instruments

This study is quantitative research employing a semi-structured questionnaire survey. The survey questionnaire consists of 4 parts as follows:

The first part includes demographic factors, consisting of gender, age, marital status, education level, occupation, and monthly income, totaling 6 factors.

The second part includes Tourist behavior, consisting of the frequency of tourism demand, multiple choices of scenic spots visited, multiple choices of tourism purposes, multiple choices of tourism activities, travel companions, travel duration, tourism spending, and willingness to revisit, totaling 8 factors.

The third part includes Tourist motivation, consisting of Physical motivation, Cultural motivation, Interpersonal motivation, Status motivation, and Reputation motivation. This section uses a rating scale and employs the method of class interval division for interpretation. The average rating for each level is calculated using the class width calculation formula as follows:

Motivation Level	Score
Most motivation	5
Very motivation	4
Moderately motivation	3
Slightly motivation	2

Least motivation 1

The criteria for consideration were determined by calculating the range of the class interval using the following formula:

$$\begin{aligned} \text{Range} &= \frac{\text{Highest score} - \text{Lowest score}}{\text{Number of intervals}} \\ &= \frac{5 - 1}{5} \\ &= 0.8 \end{aligned}$$

Thus, the levels used to evaluate tourists' motivation to Guizhou's 5A scenic areas are as follows:

Score Range	Motivation Level
4.21–5.00	Most motivation
3.41–4.20	Very motivation
2.61–3.40	Moderately motivation
1.81–2.60	Slightly motivation
1.00–1.80	Least motivation

The fourth part is about opinions and suggestions for Guizhou tourism. This section provides an open opportunity for tourists to express their views or make suggestions on Guizhou tourism.

### 3.2.2 Research Examination

The examination of the content validity of the research instruments involves methods for assessing the quality of the questions. These include checking for content validity, which involves evaluating the consistency of each question with the content and whether it aligns with the variables being studied. Additionally, objectivity is assessed to ensure that the questions clearly convey the intended meaning and are understood consistently as intended by the researcher. The steps are as follows:

Present the questionnaire created to the thesis advisor for reviewing the comprehensiveness of content, relevance of questions, appropriateness of question quantity, clarity of language, and format of the questionnaire. Revise and amend questions where necessary based on the advisor's recommendations.

After revising and amending the questionnaire according to the advisor's suggestions, present it to experts for assessing the quality of the instrument's content validity by examining the alignment between the questions and the research objectives, as well as the clarity of language. This presentation should be made to 5 experts.

Test the validity by presenting the complete draft questionnaire to 5 qualified experts for examination of accuracy and comprehensiveness of content validity, as well as clarity and appropriateness of language usage. Calculate the Index of Item-Objective Congruence (IOC) to assess the alignment between the objectives and the questionnaire using the formula:

$$IOC = \frac{\sum R}{N}$$

IOC = Alignment between objectives and the questionnaire

$\sum R$  = Sum of ratings from the experts.

N = The number of experts

Evaluating the Alignment between Objectives and the Questionnaire  
Assessment of the alignment between objectives and the questionnaire involves using a questionnaire with individual items based on expert opinions. Experts assess the alignment using the attached questionnaire alongside the test. The assessment criteria for assigning scores to find the Index of Item-Objective Congruence (IOC) are defined into 3 levels as follows:

+1 = The question aligns closely with the study objectives.

0 = The question aligns with the study objectives.

-1 = The question does not align with the study objectives.

The researchers sent the questionnaire to five experts for inspection and obtained an IOC value of 0.83. The researchers revised the questions in the questionnaire based on the experts' suggestions and finally determined the official questionnaire.

3.2.3 Revising Questions According to Feedback from Five Experts. The researcher revises and selects complete questions to compile into a finalized questionnaire.

3.2.4 The finalized questionnaire is piloted with a sample group of 30 individuals who have characteristics similar to the target sample. Once complete data collection is achieved, the researcher examines the reliability using Cronbach's Alpha coefficient with a confidence level of 95%. The formula for calculating reliability is as follows:

$$\text{Cronbach's Alpha}(\alpha) = \frac{k}{k-1} \frac{1-\sum Si^2}{St^2}$$

$\alpha$  = Cronbach's Alpha coefficient

$K$  = Number of items in the questionnaire

$\sum St^2$  = Sum of the variances of all items in the questionnaire.

$St^2$  = Variance of each individual item in the questionnaire

The present study employed a semi-structured questionnaire for quantitative research. Prior to officially launching the questionnaire survey, researchers randomly distributed a small-scale survey questionnaire in tourist destinations beyond the 9 5A-level scenic spots in Guizhou, collecting 30 samples. Based on the feedback from the pilot survey, the questionnaire was further refined. Through statistical analysis of the small sample data, the researcher obtained an overall reliability coefficient (Cronbach's Alpha) of 0.825 for the entire questionnaire, exceeding 0.7. In general, the scale exhibited good reliability and validity during the pilot test, making it suitable for the conditions of this study. Consequently, after multiple rounds of revisions, the officially revised questionnaire was utilized for the subsequent formal survey.

From May 1st to May 10th, 2024, researchers conducted a random survey among tourists visiting nine 5A-level scenic spots in Guizhou. To ensure the number of valid questionnaires, the researchers collected an additional 5% of questionnaires, ultimately obtaining 419 valid responses, including 212 face-to-face questionnaires and 207 online questionnaires, which meet the research requirements.

### 3.3. Data collection

This study conducted a quantitative study through a semi-structured questionnaire. From May 1st to May 10th, 2024, a random survey was conducted among tourists visiting nine 5A-level scenic spots in Guizhou. In order to deal with invalid data and ensure that the number of valid questionnaires is reached, a total of 443 questionnaires were finally collected, and those with serious missing answers and those with strong regularity or randomness were eliminated. Finally, 419 valid questionnaires were obtained, with a valid rate of 95%. Among them, there were 212 face-to-face questionnaires and 207 online questionnaires. The number of valid questionnaires was more than 400, meeting the research requirements.

### 3.4. Data Analysis

The questionnaire data is being analyzed using statistical software. The dataset is examined and interpreted based on various statistical measures, including frequency, percentage, mean, and standard deviation.

## CHAPTER 4

### FINDINGS

The data analysis of this study includes four parts: demographics, tourism behavior, tourism motivation, and tourists' opinions and suggestions. The dataset is examined and interpreted based on various statistical indicators, including frequency, percentage, mean, and standard deviation.

#### 4.1. Survey results and data analysis of the demographic characteristics of tourists

This section shows the demographic characteristics of the 419 participating tourists, consisting of gender, age, marital status, education level, occupation, and monthly income, totaling 6 factors. The data description and analysis are as follows:

TABLE 2 Frequency and percentage of gender characteristics

Gender	Frequency	Percentage
Male	193	46.06
Female	226	53.94
Total	419	100

As shown in Table 2, This table shows the gender distribution of tourists participating in the survey, Among them, Among them, 193 male tourists, accounting for 46.06% of the total. 226 female tourists, accounting for 53.94% of the total. The proportion of women is higher than that of men.

TABLE 3 Frequency and percentage of age characteristics

Age	Frequency	Percentage
18 to 25 years old	158	37.71
26 to 35 years old	155	36.99
36 to 45 years old	68	16.23
46 to 55 years old	26	6.21
Over 55 years old	12	2.86
Total	419	100

As shown in Table 3, The table showcases the distribution of ages among the surveyed tourists. Of these, the largest group comprises tourists aged 18 to 25, with 158 individuals, representing 37.71% of the total. Following closely is the group aged 26 to 35, with 155 individuals, accounting for 36.99%. The third largest group was tourists aged 36 to 45 with 68 individuals, accounting for 16.23%. The fourth largest group was tourists aged 46 to 55 with 26 individuals, accounting for 6.21%. Lastly, the smallest group is that of tourists over 55 years old, with only 12 individuals, representing 2.86% of the surveyed population.

TABLE 4 Frequency and percentage of education level characteristics

Educational	Frequency	Percentage
Junior high school and below	11	2.63
High school (Vocational school education)	35	8.35
College or undergraduate degree	312	74.46
Master's degree or above	61	14.56
Total	419	100

As shown in Table 4, The table shows the distribution of educational levels among surveyed tourists. Among them, the largest group is those with a college or undergraduate degree, accounting for 312 people and a percentage of 74.46%. The second largest group is those with a master's degree or above, comprising 61 people and accounting for 14.56%. Followed by high school (including vocational education) educated tourists, with 35 people and a percentage of 8.35%. The smallest group is

those with junior high school education or below, consisting of 11 people and accounting for 2.63%.

TABLE 5 Frequency and percentage of marital status characteristics

Marital status	Frequency	Percentage
Single	166	39.62
Married	210	50.12
Other	43	10.26
Total	419	100

As shown in Table 5, The table presents the distribution of marital status among surveyed tourists. Among them, married tourists constitute the largest group with 210 individuals, accounting for 50.12%; followed by single tourists with 166 individuals, accounting for 39.62%; and finally, tourists with other marital statuses, comprising 43 individuals, accounting for 10.26%.

TABLE 6 Frequency and percentage of occupational characteristics

Occupation	Frequency	Percentage
Civil servants or employees of public Institutions (currently employed)	90	21.48
Company staff (on-the-job)	99	23.63
Retiree	9	2.15
Student	84	20.05
Self-employed person	30	7.16
Freelance Professionals	67	15.99
Other	40	9.55
Total	419	100

As shown in Table 6, The table exhibits the occupational distribution of surveyed tourists. Among them, company staff tops the list with 99 individuals, accounting for 23.63%; followed by civil servants or employees of public institutions with 90 individuals, accounting for 21.48%; then comes students with 84 individuals, accounting for 20.05%; followed by freelance professionals with 67 individuals,

accounting for 15.99%; next are those with other occupations, comprising 40 individuals, accounting for 9.55%; self-employed individuals come in sixth with 30 individuals, accounting for 7.16%; and retirees are the least with 9 individuals, accounting for 2.15%.

TABLE 7 Frequency and percentage of monthly income characteristics

Monthly income	Frequency	Percentage
4,000 yuan and below	129	30.79
4,001 to 6,000 yuan	121	28.88
6,001 to 8,000 yuan	69	16.47
8,001 to 10,000 yuan	39	9.31
10,001 to 12,000 yuan	20	4.77
12,001 yuan and above	41	9.79
Total	419	100

As shown in Table 7, The table represents the occupational breakdown of surveyed tourists. Among them, the largest group is comprised of company staff, totaling 99 individuals and accounting for 23.63% of the total. Next in line is the group of civil servants or employees of public institutions, with 90 individuals, accounting for 21.48%. Students follow in third place, with 84 individuals, representing 20.05% of the survey participants. Freelance professionals make up the fourth-largest group, with 67 individuals accounting for 15.99%. The fifth-largest group comprises those with other occupations, totaling 40 individuals and accounting for 9.55%. The self-employed individuals occupy the sixth spot, with 30 individuals accounting for 7.16%. Finally, the retiree group, with only 9 individuals, represents the smallest group, accounting for 2.15% of the surveyed tourists.

#### 4.2. Survey results and data analysis of Tourist behavior

This section showcases the Tourist behavior of 419 participating tourists, consisting of the frequency of tourism demand, multiple choices of scenic spots visited,

multiple choices of tourism purposes, multiple choices of tourism activities, travel companions, travel duration, tourism spending, and willingness to revisit, totaling 8 factors. The data description and analysis are as follows:

TABLE 8 Frequency and percentage of travel frequency

Travel frequency	Frequency	Percentage
Once	113	26.97
Twice	54	12.89
Three times	45	10.74
Four times or more	207	49.40
Total	419	100

As shown in Table 8, This table displays the distribution of travel frequency of surveyed tourists visiting Guizhou province. Among them, the largest number of tourists who traveled four times or more is 207, accounting for 49.40%. The second largest group is tourists who traveled once, with 113 people, representing 26.97%. The third largest group comprises tourists who traveled twice, numbering 54, accounting for 12.89%. The smallest group consists of tourists who traveled three times, totaling 45 people, which is 10.74% of the total.

TABLE 9 Frequency and percentage of place to visit (Multiple choice)

Place to visit	Frequency	Percentage
Fanjing Mountain	198	13.06
Huangguoshu Waterfall	241	15.90
Libo Zhangjiang Small Seven Arches	142	9.37
Chishui Danxia	64	4.22
Hundred mile Azalea Forest	120	7.92
Anshun Dragon Palace	111	7.32
Zhijin Cave	148	9.76
Qingyan Ancient Town	236	15.57
Zhenyuan Ancient Town	177	11.68
Other	79	5.21
Total	1516	100

As shown in Table 9, This table exhibits the distribution of surveyed tourists' visits to major tourist attractions in Guizhou province. Out of a total of 1,516 visits, Huangguoshu Waterfall receives the highest number of visits, totaling 241 visits, accounting for 15.90%. Following closely is Fanjing Mountain, with 198 visits, representing 13.06%. Qingyan Ancient Town comes in third place, attracting 236 visits, accounting for 15.57%. Zhenyuan Ancient Town ranks fourth, with 177 visits, comprising 11.68%. Libo Zhangjiang Small Seven Arches takes the fifth spot, with 142 visits, which is 9.37% of the total. Sixth on the list is Hundred mile Azalea Forest, receiving 120 visits, accounting for 7.92%. Anshun Dragon Palace comes in seventh, with 111 visits, making up 7.32% of the total. Zhijin Cave is the eighth most popular destination, garnering 148 visits, translating to 9.76%. Visits to other locations constitute 79 visits, comprising 5.21% of the total. Lastly, Chishui Danxia sees the least number of visits, totaling 64, accounting for 4.22% of the total visits.

TABLE 10 Frequency and percentage of travel purpose (Multiple choice)

Travel purpose	Frequency	Percentage
Leisure and relaxation	330	38.46
Experience new places and cultures	201	23.43
Business trip	21	2.45
Spend time with family or friends	216	25.17
Participate in special events or Festivals	31	3.61
Seek adventure and excitement	46	5.36
Other	13	1.52
Total	858	100

As shown in Table 10, This table displays the distribution of travel purposes among surveyed tourists, with a total of 858 travel purpose selections. Among them, leisure and relaxation emerges as the most popular purpose, accounting for 38.46% with 330 selections. The second most common purpose is spending time with family or friends, comprising 25.17% with 216 selections. Experiencing new places and cultures ranks third, accounting for 23.43% with 201 selections. Seeking adventure and excitement comes in fourth, making up 5.36% with 46 selections. Participating in special events or festivals holds the fifth spot, representing 3.61% with 31 selections. Business trips occupy the sixth position, accounting for 2.45% with 21 selections. Lastly, other travel purposes are the least frequent, comprising only 1.52% with 13 selections.

TABLE 11 Frequency and percentage of travel activities (Multiple choice)

Travel activities	Frequency	Percentage
Soaking a hot spring	150	18.32
Participate in ethnic activities	178	21.73
Watch the village-level football super league or village-level basketball league	93	11.36
Experience the high-altitude glass bridge or take the cableway	131	16.00
Watching Bullfighting	49	5.98
Bungee jumping	18	2.20
Rock Climbing	34	4.15
Others	40	4.88
Not participating in any tourism activities	126	15.38
Total	819	100

As shown in Table 11, This table outlines the distribution of tourist activities among surveyed visitors. A total of 819 participants took part in various tourism activities. Among them, ethnic activities were the most popular, with 178 participants, accounting for 21.73%. Following closely were hot spring visits, attracting 150 participants, comprising 18.32%. Coming in third were experiences involving high-altitude glass bridges or cableway rides, with 131 participants, making up 16.00%. Not engaging in any tourism activities was the fourth most frequent response, with 126 participants, representing 15.38%. Watching village-level football or basketball leagues ranked fifth, with 93 participants, accounting for 11.36%. Viewing bullfighting events took the sixth spot, with 49 participants, comprising 5.98%. Bungee jumping was the seventh choice, with 18 participants, making up 2.20%. Rock climbing came in eighth, with 34 participants, accounting for 4.15%. Finally, participation in other activities was the least common, with 40 participants, comprising 4.88% of the total.

TABLE 12 Frequency and percentage of travel companions

Travel companions	Frequency	Percentage
With family	219	52.27
With friends	180	42.96
Alone	11	2.63
With a travel agency	5	1.19
Others	4	0.95
Total	419	100

As shown in Table 12, This table presents the distribution of travel companions among surveyed tourists. Among them, tourists traveling with family are the most numerous, with 219 individuals, accounting for 52.27%. Followed closely are tourists traveling with friends, totaling 180 individuals, comprising 42.96%. Solo travelers come in third, with 11 individuals, representing 2.63%. Travelers accompanied by a travel agency are the fourth largest group, with 5 individuals, accounting for 1.19%. The smallest group consists of tourists traveling with other companions, comprising only 4 individuals, making up 0.95% of the total.

TABLE 13 Frequency and Percentage of Travel Expenses (Excluding Expressway Tolls and Automobile Fuel Costs)

Travel expenses	Frequency	Percentage
Below 200 yuan	25	5.97
201 to 400 yuan	53	12.65
401 and 600 yuan	44	10.50
601 to 800 yuan	42	10.02
801 to 1000 yuan	72	17.18
1001 yuan and above	183	43.68
Total	419	100

As shown in Table 13, This table illustrates the distribution of travel expenses among surveyed tourists. Among them, the largest group is composed of those with expenses of 1001 yuan or more, totaling 183 individuals, accounting for 43.68%. Closely

following are tourists with expenses ranging from 801 to 1000 yuan, with 72 individuals, comprising 17.18%. In third place are those with expenses between 201 and 400 yuan, consisting of 53 individuals, representing 12.65%. Fourth are those with expenses ranging from 401 to 600 yuan, with 44 individuals, accounting for 10.50%. Tourists with expenses between 601 and 800 yuan come in fifth, totaling 42 individuals, making up 10.02%. Lastly, the smallest group consists of tourists with expenses under 200 yuan, comprising 25 individuals, representing 5.97% of the total.

TABLE 14 Frequency and percentage of stay time

Length of stay	Frequency	Percentage
One day	35	8.35
Two days	84	20.05
Three days	139	33.17
Four days	77	18.38
Five days and above	84	20.05
Total	419	100

As shown in Table 14, This table presents the distribution of tourists' stay durations among those surveyed. Among them, tourists who stayed for three days had the highest number, totaling 139 individuals, accounting for 33.17% of the total surveyed tourists. Followed closely are those who stayed for two days, comprising 84 individuals, representing 20.05% of the total. Stay durations of five days or more follow in third place, with 84 individuals, also accounting for 20.05% of the total. Staying for four days ranks fourth, with 77 individuals, making up 18.38% of the total. Finally, the smallest group consists of tourists who stayed for just one day, totaling 35 individuals, representing 8.35% of the total surveyed tourists.

TABLE 15 Frequency and percentage of Revisiting

Revisiting	Frequency	Percentage
Come again	350	83.5
Not coming	11	2.6
Uncertain	58	13.8
Total	419	100

As shown in Table 15, this table depicts the distribution of revisiting frequencies among surveyed tourists. Among them, the largest group comprises tourists who indicated that they would revisit, totaling 350 individuals, accounting for 83.5% of the surveyed tourists. Closely following are those who expressed uncertainty about revisiting, with 58 individuals, representing 13.8% of the total. The smallest group consists of tourists who stated that they would not revisit, totaling 11 individuals, comprising 2.6% of the surveyed tourists.

#### 4.3. Survey results and data analysis of Tourist motivation

This section presents the travel motivations of 419 participating tourists, consisting of Physical motivation, Cultural motivation, Interpersonal motivation, Status motivation, and Reputation motivation. The data description and analysis are as follows:  
TABLE 16 The mean values and standard deviations for the four major types of Tourist motivations

Tourist motivation	Mean	S.D.	Motivation Level
Physical motivation	4.10	0.784	High
Cultural motivation	4.18	0.770	High
Interpersonal motivation	3.79	0.894	High
Status and reputation motives	3.41	1.112	High
Overall	3.87	0.890	High

As shown in Table 16, the table presents the average values and standard deviations of the four major types of tourism motivations among the surveyed tourists.

Among them, "cultural motivation" has the highest average value among the four major types of tourism motivations, with an average of 4.1820. The "Motivation Level" is "Very motivation", and the standard deviation is 0.77036, indicating that tourists are relatively consistent in their choice of "cultural motivation". Secondly, "physical motivation" has an average value of 4.1044, with a "Motivation Level" of "Very motivation" and a standard deviation of 0.7841, showing that there is relatively little variation in tourists' choices regarding "physical motivation". Thirdly, "interpersonal motivation" has an average value of 3.7882, with a "Motivation Level" of "Very motivation" and a standard deviation of 0.89425, indicating that there is some variation in tourists' choices regarding "interpersonal motivation". The average value of "status and reputation motivation" is the lowest among the four major types of tourism motivations, with an average of 3.4069, a "Motivation Level" of "Very motivation", and a standard deviation of 1.11240, which is the highest among all types, indicating that there is significant variation in tourists' choices regarding "status and reputation motivation".

TABLE 17 The mean values and standard deviations for various Tourist motivations within physical motivation

Physical motivation	Mean	S.D.	Motivation Level
Visit natural scenery	4.41	0.824	High
Admire the bustling city	3.56	1.185	High
Enjoy the pleasant climate	4.32	0.898	High
Health and wellness	4.12	0.990	High
Overall	4.10	0.784	High

As shown in Table 17, the table shows the average and standard deviation of various tourism motivations among the surveyed tourists. Among them, the average value of "touring natural scenery" is the highest, with a value of 4.41, and the "Motivation Level" is "Most motivation", with a standard deviation of 0.824, indicating that tourists' choices of "touring natural scenery" motivation fluctuate relatively little. The second is "enjoying pleasant climate", with an average value of 4.32, and the "Motivation Level" is "Most motivation", with a standard deviation of 0.898, indicating that most tourists are

relatively consistent in their choice of "enjoying pleasant climate" motivation. The third is "health and wellness", with an average value of 4.12, and the "Motivation Level" is "Very motivation", with a standard deviation of 0.99, reflecting slight fluctuations in different people's choices of "health and wellness" motivation. The average value of "watching urban prosperity" is the lowest, with a value of 3.56, and the "Motivation Level" is "Very motivation", with a standard deviation of 1.185, indicating that tourists' choices of "watching urban prosperity" motivation fluctuate greatly.

TABLE 18 The mean values and standard deviations for various Tourist motivations within cultural motivation

Cultural motivation	Mean	S.D.	Motivation Level
Experience the unique historical culture	4.17	0.898	High
Experience special folk activities	4.20	0.858	High
Taste the diverse local cuisine	4.30	0.856	High
Purchase distinctive local products	4.06	0.958	High
Overall	4.18	0.770	High

As shown in Table 18, the table shows the average and standard deviation of various tourism motivations among the tourists who participated in the survey. Among them, the average value of "tasting diverse local cuisine" is the highest, at 4.3, and the "Motivation Level" is "Most motivation", with a standard deviation of 0.856, indicating that different tourists are relatively consistent in their choice of motivation for "tasting diverse local cuisine". The second is "experiencing special folk activities", with an average value of 4.2 and a "Motivation Level" of "Very motivation", with a standard deviation of 0.858, indicating that tourists are relatively consistent in their choice of motivation for "experiencing special folk activities". The third is "feeling unique historical culture", with an average value of 4.17 and a "Motivation Level" of "Very motivation", with a standard deviation of 0.898, indicating that tourists have relatively small fluctuations in their choice of motivation for "feeling unique historical culture". The average value of "buying distinctive local products" is the lowest, at 4.06, with a "Motivation Level" of "Very

motivation", and a standard deviation of 0.958, indicating that tourists have slightly larger fluctuations in their choice of motivation for "buying distinctive local products".

TABLE 19 The mean values and standard deviations for various Tourist motivations within interpersonal motivation

<b>Interpersonal motivation</b>	<b>Mean</b>	<b>S.D.</b>	<b>Motivation Level</b>
Accompanying family members	4.14	0.990	High
Experience the hospitality of the people in Guizhou	4.13	0.908	High
Visiting relatives and friends	3.43	1.291	High
Make new friends	3.45	1.270	High
Overall	3.79	0.894	High

As shown in Table 19, the table shows the average and standard deviation of various types of tourism motivations among the tourists who participated in the survey. Among them, the average value of "accompanying family members" is the highest, at 4.14, and the "Motivation Level" is "Very motivation", with a standard deviation of 0.99, indicating that there is some fluctuation in the choice of motivation for "accompanying family members". The second is "feeling the hospitality of the people in Guizhou", with an average value of 4.13, and the "Motivation Level" is "Very motivation", with a standard deviation of 0.908, indicating that tourists are relatively consistent in their choice of motivation for "feeling the hospitality of the people in Guizhou". The third is "making new friends", with an average value of 3.45, and the "Motivation Level" is "Very motivation", with a standard deviation of 1.27, indicating that there is also a large fluctuation in the choice of motivation for "making new friends". The average value of "visiting relatives and friends" is the lowest, at 3.43, and the "Motivation Level" is "Very motivation", with a standard deviation of 1.291, indicating that there are significant differences in the choice of motivation for "visiting relatives and friends".

TABLE 20 The mean values and standard deviations for various Tourist motivations within status and reputation motives

Status and reputation motives	Mean	S.D.	Motivation Level
Demonstrate their own quality of life	3.54	1.180	High
Show your economic strength	3.21	1.316	Medium
Gaining recognition from others	3.20	1.351	Medium
Challenge yourself, explore and stimulate	3.68	1.184	High
Overall	3.41	1.112	High

As shown in Table 20, The table shows the average and standard deviation of various tourism motivations among the surveyed tourists in terms of "status and reputation motivation". Among them, the average value of "challenging oneself, adventure and excitement" is the highest, at 3.68, and the "Motivation Level" is "Very motivation", with a standard deviation of 1.184, indicating that tourists' choices in terms of "challenging oneself, adventure and excitement" motivation fluctuate relatively little. Secondly, "showing one's own quality of life" has an average value of 3.54, and the "Motivation Level" is "Very motivation", with a standard deviation of 1.18, indicating that tourists' choices in terms of "showing one's own quality of life" motivation fluctuate relatively greatly. Thirdly, "showing one's economic strength" has an average value of 3.21, and the "Motivation Level" is "Moderately motivation", with a standard deviation of 1.316, reflecting that tourists' choices in terms of "showing one's economic strength" motivation vary greatly. Fourthly, "obtaining recognition from others" has an average value of 3.2, and the "Motivation Level" is "Moderately motivation", with a standard deviation of 1.351, indicating that different tourists have different choices in terms of "obtaining recognition from others" motivation.

As shown in Table 17-20, these tables shows the average and standard deviation of 16 sub-motivations among the four major motivations of tourists participating in the survey. Among them, the four categories with the largest average and smallest standard deviation are "touring natural scenery" and "enjoying pleasant climate" in the "physical motivation" category, and "tasting diverse local cuisine" and "experiencing

special folk activities" in the "cultural motivation" category. The average score for "touring natural scenery" is the highest, at 4.41, and the standard deviation is also the smallest, at 0.824. The "Motivation Level" is "Most motivation", indicating that tourists are relatively concentrated in choosing the motivation of "touring natural scenery". The second is "enjoying pleasant climate", with an average score of 4.32 and a standard deviation of 0.898. The "Motivation Level" is "Most motivation", indicating that tourists are relatively concentrated in choosing the motivation of "enjoying pleasant climate". The third is "tasting diverse local cuisine", with an average score of 4.3 and a standard deviation of 0.856. The "Motivation Level" is "Most motivation", indicating that tourists are relatively concentrated in choosing the motivation of "enjoying pleasant climate". The fourth is "experiencing special folk activities", with an average score of 4.2 and a standard deviation of 0.858. The "Motivation Level" is "Very motivation", indicating that tourists are relatively concentrated in choosing the motivation of "experiencing special folk activities". Among them, the four categories with the smallest average and the largest standard deviation are "acquiring recognition from others" and "showing one's economic strength" in the "status and reputation motivation", and "visiting relatives and friends" and "making new friends" in the "interpersonal motivation". The average value of "acquiring recognition from others" is the smallest, 3.2, and the standard deviation is the largest, 1.351, indicating that tourists are relatively scattered in their choice of "acquiring recognition from others" motivation, with a "Moderately motivation" level. Secondly, "showing one's economic strength" has an average value of 3.21 and a standard deviation of 1.316, indicating that tourists are relatively scattered in their choice of "showing one's economic strength" motivation, with a "Moderately motivation" level. Thirdly, "visiting relatives and friends" has an average value of 3.43 and a standard deviation of 1.291, indicating that tourists are relatively scattered in their choice of "visiting relatives and friends" motivation, with a "Very motivation" level. Fourthly, "making new friends" has an average value of 3.45 and a standard deviation of 1.270, indicating that tourists are relatively scattered in their choice of "making new friends" motivation, with a "Very motivation" level.

#### 4.4. Recommend and suggestions

Tourists express their opinions or suggestions on Guizhou tourism. The data description and analysis are as follows:

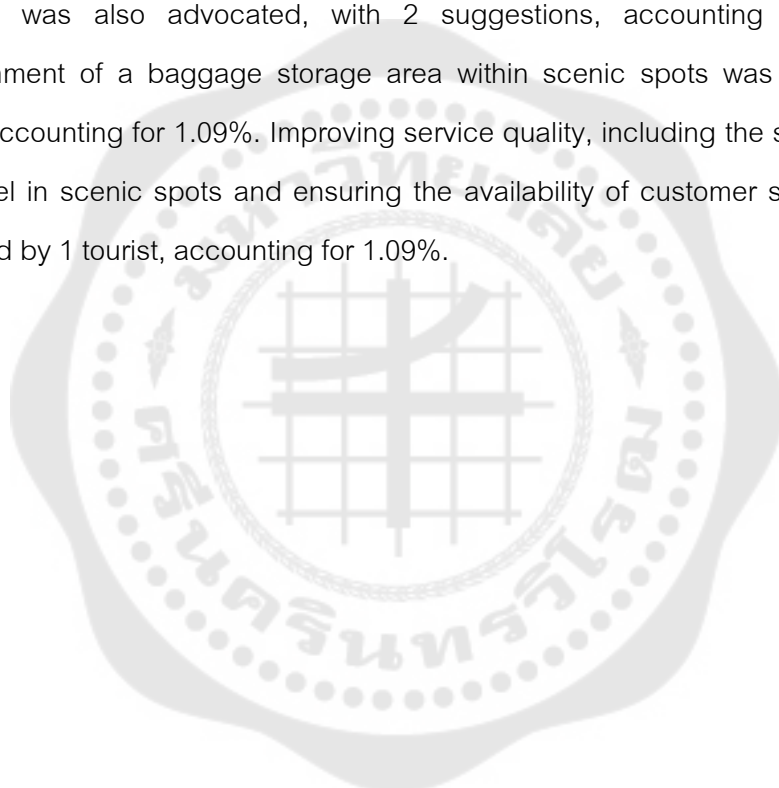
TABLE 21 Tourists' recommend and suggestions on the changes of Guizhou tourism

Recommend and suggestions	Frequency	Percentage
Improve transportation, such as opening direct public transportation between scenic spots and increasing signage or personnel guidance.	18	19.57
During peak periods, the scenic spot is crowded with people, which affects the experience. The number of tourists should be limited according to the capacity of the scenic spot.	16	17.39
Tourists who are used to buying tickets in scenic spots may find that tickets are sold out when they arrive, and they cannot buy tickets. The scenic spot should have adequate solutions.	15	16.30
The ticket can only be purchased offline in the afternoon in the Fanjing Mountain scenic area, which affects the itinerary and should be sold throughout the day.	11	11.96
Some scenic spots have too much commercial atmosphere, which should be reduced.	8	8.70
The facilities in the scenic area need to be further optimized, such as the toilets in some scenic areas, which are one of the problems. There are few toilets in the scenic area, and the hygiene needs to be improved. Sufficient toilet paper should be provided.	7	7.61
Improve the variety and taste of food in the scenic area and reduce the price of food in the scenic area.	5	5.43
The ticket price is expensive, and there should be some	2	2.17

discounts.		
Enhance tourism promotion, particularly for ethnic cultural tourism.	2	2.17
Increase the experience of cultural and creative products and intangible cultural heritage projects.	2	2.17
Hotel services need to be improved.	2	2.17
Increase ethnic specialty products or activities.	2	2.17
The scenic spot should set up a bag storage area.	1	1.09
Improve service quality, such as the service attitude of personnel in scenic spots and ensure that customer service calls are answered.	1	1.09
Total	92	100

As shown in Table 22, Among the opinions and suggestions collected from tourists regarding the improvement of tourism in Guizhou, the data reveals feedback and demands in various aspects. In terms of improving transportation, such as establishing direct public transportation between scenic spots and enhancing signage or personnel guidance, 18 suggestions were made, accounting for 19.57%. The overcrowding of scenic spots during peak seasons, which negatively impacts the visitor experience, should be addressed by limiting the number of tourists according to the capacity of the respective spots. This received 16 suggestions, accounting for 17.39%. The inconvenience of purchasing tickets at scenic spots, where tourists may arrive to find them sold out, requires adequate solutions. This garnered 15 suggestions, accounting for 16.30%. The limited offline ticket sales hours in the Fanjing Mountain scenic area, where tickets are only available in the afternoon, affecting tourists' itineraries, should be extended to a full-day schedule. This was suggested by 11 tourists, accounting for 11.96%. Excessive commercial atmosphere in scenic spots should be reduced, with 8 suggestions, accounting for 8.70%. Facilities in scenic areas, such as insufficient toilets with poor hygiene, require optimization. Adequate toilet paper should also be provided. This received 7 suggestions, accounting for 7.61%. Improving

the variety, taste, and prices of food within scenic areas was suggested by 5 tourists, accounting for 5.43%. The high ticket prices should be discounted, with 2 suggestions, accounting for 2.17%. Enhancing tourism promotion, particularly for ethnic cultural tourism, was proposed by 2 tourists, accounting for 2.17%. Increasing the experience of cultural and creative products and intangible cultural heritage projects was also suggested, with 2 proposals, accounting for 2.17%. Hotel services need to be improved, with 2 suggestions, accounting for 2.17%. The addition of ethnic specialty products or activities was also advocated, with 2 suggestions, accounting for 2.17%. The establishment of a baggage storage area within scenic spots was suggested by 1 tourist, accounting for 1.09%. Improving service quality, including the service attitude of personnel in scenic spots and ensuring the availability of customer service calls, was proposed by 1 tourist, accounting for 1.09%.



## CHAPTER 5

### SUMMARY DISCUSSION AND SUGGESTION

#### 5.1 Summary

This includes a summary of the demographic characteristics, visitor behavior, and tourist motivations of Chinese tourists visiting Guizhou tourist destinations.

##### 5.1.1 Demographic Characteristics Summary

The demographic characteristics of Chinese tourists in Guizhou's tourist destinations are as follows: female tourists account for 53.9%, slightly more than male tourists. Young people aged 18 to 35 account for a large proportion of tourists, accounting for 74.7%. The majority of tourists have a college degree or above, accounting for 89.1%. The highest proportion of married people is 50.1%, followed by single people at 39.6%. The proportion of working people and students is high at 65.4%. The middle-income tourists with an income of between 4,000 yuan and 8,000 yuan are the main tourists at 66.2%. In general, Chinese tourists who travel to Guizhou destinations are mainly young people with high education levels, mainly working people and students, and have a medium monthly income.

##### 5.1.2 Visitor Behavior Summary

The Tourist behavior of Chinese tourists in Guizhou's tourist destinations has the following characteristics: tourists have a high rate of repeat visits, with the largest proportion of tourists visiting four or more times accounting for 49.4%, indicating that tourists have a high rate of repeat visits to Guizhou's tourist destinations, which also reflects the attractiveness of Guizhou's tourism resources. Tourists who have visited well-known scenic spots and ancient towns account for the largest proportion, with tourists who have visited Huangguoshu Waterfall accounting for the highest proportion at 57.5%, followed by Qingyan Ancient Town at 56.3%. "Leisure and relaxation" is the main tourist destination at 78.8%, followed by "spending time with family or friends" at 51.6% and "experiencing new places and cultures" at 48%. "Participating in ethnic activities" is the most popular tourist activity at 42.5%, followed by "soaking in hot

springs" at 35.8%, "experiencing high-altitude glass bridges or cableways" at 31.3%, and "watching township football leagues or basketball leagues" at 22.2%. Most tourists tend to travel with family or friends at 95.3%, indicating the importance of family relationships and social interaction in tourism activities. The number of tourists who spend more than 1001 yuan on tourism is the largest at 43.7%. Most tourists' travel days are concentrated between two and three days at 55.2%. The vast majority of respondents expressed their willingness to come back to Guizhou for tourism at 83.5%, showing the attractiveness of Guizhou's tourism.

### 5.1.3 Tourist Motivation Summary

Among the four major categories of tourist motivations, namely "Cultural Motivation," "Physical Motivation," "Interpersonal Motivation," and "Status and Prestige Motivation," "Cultural Motivation" has the highest average, scoring 4.1820 with a "Motivation Level" of "Very motivation" and a standard deviation of 0.77036, indicating a relatively consistent choice among tourists. Following that is "Physical Motivation" with an average of 4.1044 and a "Motivation Level" of "Very motivation," having a standard deviation of 0.7841, reflecting a relatively small variation in choice. The third is "Interpersonal Motivation," averaging 3.7882 and also having a "Motivation Level" of "Very motivation," but with a standard deviation of 0.89425, suggesting a certain degree of variation in the choice. The "Status and Prestige Motivation" has the lowest average among the four categories, scoring 3.4069, with a "Motivation Level" of "Very motivation" and the highest standard deviation of 1.11240, indicating a significant variation in tourists' motivation.

Among the 16 sub-categories of motivation within the four main motivation groups:

In "Physical Motivation," two sub-categories have a "Motivation Level" of "Most motivation." The "Visiting Natural Scenery" motivation has the highest average of 4.41 and the lowest standard deviation of 0.824, showing a relatively concentrated choice among tourists. The second is the "Enjoying a Pleasant Climate" motivation, with an average of 4.32 and a standard deviation of 0.898, indicating a relatively focused

choice. The remaining two motivations have a "Motivation Level" of "Very motivation," with the "Health and Wellness" motivation averaging 4.12 and a standard deviation of 0.99, while the "Observing the Urban Bustle" motivation has an average of 3.56 and a standard deviation of 1.185.

In "Cultural Motivation," one sub-category has a "Motivation Level" of "Most motivation," which is the "Tasting a Variety of Local Cuisine" motivation, averaging 4.3 with a standard deviation of 0.856, reflecting a relatively consistent choice among tourists. The other motivations have a "Motivation Level" of "Very motivation," with the "Experiencing Unique Folk Activities" averaging 4.2 and a standard deviation of 0.858, the "Feeling the Unique Historical Culture" averaging 4.17 and a standard deviation of 0.898, and the "Purchasing Characteristic Local Products" averaging 4.06 with a standard deviation of 0.958.

All the motivations within "Interpersonal Motivation" have a "Motivation Level" of "Very motivation." The "Accompanying Family" motivation averages 4.14 with a standard deviation of 0.99, while the "Experiencing the Warmth and Hospitality of Guizhou People" motivation averages 4.13 with a standard deviation of 0.908. The "Making New Friends" motivation averages 3.45 with a standard deviation of 1.27, and the "Visiting Relatives and Friends" motivation averages 3.43 with a standard deviation of 1.291.

In "Status and Prestige Motivation," two motivations have a "Motivation Level" of "Moderately motivation." The "Gaining Recognition from Others" motivation has the lowest average of 3.2 and the highest standard deviation of 1.351, indicating a relatively dispersed choice among tourists. The second is the "Demonstrating Economic Strength" motivation, averaging 3.21 with a standard deviation of 1.316, showing a relatively scattered choice. The remaining two motivations have a "Motivation Level" of "Very motivation," with the "Challenging Self, Adventure and Thrill" motivation averaging 3.68 and a standard deviation of 1.184, and the "Showcasing Life Quality" motivation averaging 3.54 with a standard deviation of 1.18.

## 5.2 Discussion

### 5.2.1 Discussion on Demographic Characteristics

In this study, there were more female tourists than male tourists. Young tourists aged 18 to 35 make up a significant proportion. The proportion of tourists with a college degree or above is the highest. Occupations include civil servants or employees of public institutions (currently employed), company employees (currently employed), and students. Most tourists are middle-income individuals with incomes between 4000 and 8000 yuan. This is consistent with Jiang et al. (2018): female tourists outnumber male tourists. The proportion of young and middle-aged tourists is relatively high, and the source of tourists tends to be younger; The cultural level of tourists is relatively high, with a higher proportion of tourists having a college degree or above; The proportion of tourists whose professions are "public officials" and "students" is the highest; The proportion of tourists with average monthly income is the highest. This is also consistent with Jian and Dan (2010), where the majority of young and middle-aged tourists are under the age of 45. Most tourists have a college degree or above. The occupational composition of tourists is mainly composed of company employees, students, and civil servants. This is also consistent with Tian (2023), where middle-aged tourists aged 23-45 are the most common in scenic areas; Tourists mainly have undergraduate and associate degrees; The proportion of employees in the company and government agencies or public institutions is the highest; The overall income level of tourists is above average. This is also consistent with Yan et al. (2023): the proportion of young and middle-aged tourists is the highest; Most tourists have a college degree or above; Tourists have a higher number of professions, including students and corporate employees.

### 5.2.2 Discussion on Tourist behavior

In this study, "leisure and relaxation" were the main tourist destinations, and tourists were interested in the natural scenery of Guizhou. The revisit rate of tourists is relatively high. Leisure and relaxation are the main tourist purposes, followed by experiencing new places and cultures, and spending time with family or friends. Tourists

participating in ethnic activities are the most popular tourist activities. Most tourists tend to travel with family or friends. The number of travel days is concentrated between two to three days. The vast majority of respondents expressed willingness to travel to Guizhou again. This is consistent with Tian (2023), where tourists choose to travel with family or friends. Tourists have a high revisit rate. The majority of tourists aim for leisure vacation. Tourists have a high willingness to revisit. This is also consistent with Yan et al. (2023): the proportion of tourists traveling for 2-3 days is the highest. This is also consistent with Jian and Dan (2010) that domestic tourists in Guizhou's tourist attractions mainly travel for leisure and vacation purposes.

#### 5.2.3 Discussion on Tourist motivation

The main Tourist motivations of tourists to tourist destinations in Guizhou are cultural motivation and physical motivation, with cultural motivation being the strongest. Touring natural scenery belongs to the physical motivation, with the strongest motivation being to visit natural scenery, followed by the motivation to enjoy a pleasant climate. The food motivation belongs to cultural motivation, and the Tourist motivation of food motivation is also relatively strong. This is consistent with Tian (2023) that the two main functions of scenic spots are to provide tourists with delicious food and leisure. The development of scenic spots is related to local customs and surrounding festival activities. The core attraction of scenic spots is the continuity of their appearance and the uniqueness of their taste (Yan et al., 2023). This is also consistent with Jian and Dan (2010) statement that the purpose of domestic tourists visiting tourist attractions in Guizhou is sightseeing.

### 5.3 Suggestions

Guizhou, renowned for its exquisite natural scenery, diverse ethnic cultures, abundant tourism resources, strong tourism attraction, and immense market potential, offers vast opportunities for government policy guidance, construction and marketing strategies of scenic area managers, as well as research by future scholars. Based on

the survey results and analysis of this study, policy recommendations, suggestions for differentiated marketing, and proposals for future research are presented.

### 5.3.1 Policy Suggestions

The Guizhou Provincial Government bears the responsibilities of overall planning, strategic design, supervision, and rectification for the development of tourism in Guizhou.

#### 1) Formulate Comprehensive Tourism Development Plans

The government should establish long-term tourism development plans, clarifying development objectives and priority directions to ensure the rational exploitation and sustainable utilization of tourism resources. Key strategies include: Exploring Natural Tourism Resources: Emphasize ecological preservation while promoting eco-tourism. Develop new scenic areas to satisfy tourists' desire for "visiting natural scenery." Summer Resort Tourism: Create summer vacation destinations to cater to tourists seeking "enjoyable climates" and "health and wellness." Develop resorts, camping grounds, and RV parks to attract visitors during the summer. Expanding Tourism Activities: Leverage rivers, lakes, and reservoirs to introduce water-based activities such as rafting, boating, and fishing, enriching visitors' experiences. Integrating Food and Culture: Combine local delicacies with ethnic cultures to offer culturally rich dining experiences, appealing to tourists' motivation for "tasting diverse local cuisine." Revitalizing Ethnic Activities: Mine and showcase unique folk customs to attract tourists seeking "special folk activities."

#### 2) Enhance Infrastructure Construction

Upgrade airports, railways, and road networks, equipping them with efficient transportation modes and improving management. During peak seasons, consider increasing inter-attraction transport services to facilitate tourist mobility. Additionally: Upgrade Accommodation and Dining Facilities: Encourage the development of high-quality hotels and restaurants to enhance the overall tourist experience.

#### 3) Build a Distinctive Guizhou Tourism Brand

Develop a unique, recognizable, and resonant brand image, such as "Picturesque Guizhou," "Guizhou Summer Escape," "Mountainous Park Province," or "Multicultural Guizhou." Leverage new media, particularly short videos, for continuous brand promotion, strengthening Guizhou's influence both domestically and internationally. Initiatives include: Hosting Ethnic Festivals: Celebrate events like the Miao Sisters' Festival and the Yi Festival to showcase vibrant ethnic cultures. Participating in Tourism Expos: Attend domestic and international tourism expos to promote Guizhou's tourism resources and attract international visitors.

#### 4) Promote Integrated Development of Tourism and Related Industries

Foster collaboration between tourism and agriculture, culture, sports, and other sectors to optimize tourism product offerings and elevate the industry's overall competitiveness. Examples include: Eco-Tourism: Develop hiking, adventure, and birdwatching products targeting nature and outdoor enthusiasts. Rural Tourism: Promote farm stays, homestays, and regional cuisine to meet tourists' desires for rural life experiences. Wellness Tourism: Introduce spa, rejuvenation, and recovery programs catering to those pursuing healthy lifestyles.

#### 5) Coordinated Preferential Marketing:

Ticket Discounts and Waivers: Offer preferential ticket discounts and waivers tailored to different age groups, occupations, and seasons. This approach aims to attract a diverse range of tourists by making tourism more affordable. Expressway Toll Discounts: Provide discounts on expressway tolls for self-driving tourists from other provinces visiting Guizhou during designated periods. This measure encourages more visitors to travel to Guizhou by car, while reducing their travel expenses.

#### 6) Strengthen Industry Regulation

Establish a robust tourism industry regulatory framework to oversee and govern the market, combating illegal practices and safeguarding Guizhou's tourism image. Key measures include: Quality Control: Routinely inspect tourism enterprises, scenic spots, and hotels to ensure compliance with laws, regulations, and industry standards. Crackdown on Malpractices: Launch special rectification campaigns against

substandard products, forced shopping, and deceptive sales tactics to maintain market order. Price Supervision: Monitor prices of tourism products and services to prevent unscrupulous price hikes and fraud, protecting tourists' interests. Safety Inspections: Conduct thorough safety audits of tourist attractions, transportation, and facilities to ensure compliance with safety standards, guaranteeing visitors' well-being.

### 5.3.2 Differentiated marketing recommendations

Tourists in Guizhou exhibit variations in their travel behaviors and motivations, necessitating targeted and differentiated marketing strategies tailored to distinct groups.

#### 1) Gender-specific Segmentation:

The higher proportion of female tourists compared to male tourists, particularly in visits to ancient towns, suggests that females tend to prioritize leisure, relaxation, food, and cultural experiences. Consequently, Guizhou's tourism products should emphasize these aspects by organizing events like food festivals, inviting tourists to participate in photo competitions while wearing ethnic costumes, and promoting traditional handicraft activities such as embroidery and batik, which align well with female tourists' preferences.

#### 2) Age-specific Segmentation:

**Young Adults (18-35 years old):** This significant demographic prefers adventure and novelty. To attract them, Guizhou should introduce dynamic tour itineraries emphasizing exploration, excitement, entertainment, and socializing. Promoting activities like bungee jumping, rafting, cable car rides, and group games, while leveraging popular short video platforms for marketing, can effectively engage young travelers. **Middle-aged Tourists (36-55 years old):** This segment values leisure, relaxation, and family travel, with a preference for natural scenery and historical culture. Hence, tailored tour packages encompassing natural landscapes, historical sites, and family-friendly activities should be developed. **Senior Tourists (56 years old and above):** These tourists tend to seek slower-paced and highly comfortable travel products, such as summer resorts and health tourism. Developing senior-friendly wellness travel

offerings with a focus on a serene environment and professional health services would cater to their needs.

### 3) Occupation-specific Segmentation:

Students: Offering discounted tickets and integrating natural science and historical culture education into their tour packages can appeal to students. Working Professionals: Designing weekend getaways and long-haul holiday products that prioritize efficiency and convenience, along with high-quality accommodation and dining options, would suit working individuals. Retirees: Providing low-intensity, leisurely travel products like wellness resorts and cultural experiences, while emphasizing relaxation and socialization, can meet the needs of retirees.

### 4) Travel Companion-specific Segmentation:

As the majority of tourists travel with their families, introducing family-oriented tour packages, like family-friendly resorts and hot spring getaways, accompanied by services and facilities tailored to family travel, would enhance their overall satisfaction.

As operators and managers of scenic spots, it is crucial not only to focus on differentiated marketing strategies but also to pay close attention to the opinions and suggestions of tourists. This involves efforts such as improving transportation, controlling the number of visitors based on the capacity of scenic areas, optimizing ticketing hours and systems, reducing the commercial atmosphere within the scenic spots, enhancing toilet facilities and hygiene during peak seasons, and lowering prices within the scenic spots.

#### 5.3.3 Recommendations for future research

Based on the findings and limitations of this study, several recommendations for future research are suggested:

1) Expanding Sample Size and Representativeness: Future studies could employ a larger and more diverse sample size, potentially using random sampling or stratified sampling techniques to ensure better representation of the overall tourist

population visiting Guizhou. This could involve incorporating tourists from different demographic groups, regions, and travel preferences into the sample.

2) Longitudinal Research: Conducting longitudinal studies could provide valuable insights into the changing motivations of tourists over time. This could involve tracking the same group of tourists over multiple visits or following a cohort of tourists through their decision-making process. Longitudinal research would also allow for the investigation of the long-term impact of tourism experiences on revisit intentions.

3) Qualitative Research Integration: Integrating qualitative research methods such as interviews or focus groups could provide a deeper understanding of tourists' experiences, motivations, and perceptions. Qualitative research could be conducted to explore the emotional and psychological factors influencing Tourist behavior, as well as the cultural and contextual factors shaping tourists' experiences in Guizhou.

4) Analysis of diversified destinations: Future research can expand the scope to include tourist destinations in Guizhou, including 5A level scenic spots and other potential destinations such as rural tourism, cultural heritage sites, and urban destinations. This will provide a more comprehensive understanding of the different motivations and experiences of tourists visiting different types of destinations in the province.

By addressing these suggestions, future research will contribute to a more comprehensive understanding of the complex factors that influence Tourist motivation in Guizhou Province and other destinations. These knowledge can provide information for more effective tourism development strategies, marketing activities, and service improvements to enhance the overall tourism experience of tourists.

## REFERENCES

- Almadani, N. (2021). *The factors influencing travel behavioural intention of international tourists to Saudi Arabia* [Victoria University].
- Baili Azalea Scenic Area Management Committee. (2023). *Overview of the Scenic Area*. <http://bldj.bijie.gov.cn/zjblldj/xxly/jqgk/>
- Bao, J., & Chu, Y. (1999). *Tourist Geography*. Tourist Geography. 2nd Edition.
- Bijie Municipal People's Government. (2023). *In Bijie, Tourism is Not Off-Peak*. [https://www.bijie.gov.cn/xxfb/bmdt/202311/t20231103\\_82918602.html](https://www.bijie.gov.cn/xxfb/bmdt/202311/t20231103_82918602.html)
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer Behavior* (10th). Ohio: South Western.
- Cha, S., McCleary, K. W., & Uysal, M. (1995). Travel motivations of Japanese overseas travelers: A factor-cluster segmentation approach. *Journal of travel research*, 34(1), 33-39.
- Chen, M. (2015). *A Study on the Behavior of Chinese Tourists Traveling to Thailand—A Case Study of Pattaya* [Guangxi University].
- Chen, X. (2020). *Research on the Decision-making Behavior Characteristics of Rural Tourism Guests in Jixian County* [Guangxi Normal University].
- China Tourism Academy. (2024). Domestic Tourism in 2024 Expected to Surpass 6 Billion Person-Times. <https://baijiahao.baidu.com/s?id=1788394733930706012&wfr=spider&for=pc>
- China Tourism Administration. (2012). *Management Measures for Quality Grades of Tourist Attractions*. [https://zwgk.mct.gov.cn/zfxxgkml/zcfg/gfxwj/202012/t20201204\\_906214.html](https://zwgk.mct.gov.cn/zfxxgkml/zcfg/gfxwj/202012/t20201204_906214.html)
- Chishui Danxia Scenic Area Official Website. (2023). *Overview of Tourist Attractions*. <http://www.csdxcn.com/Home/Home/ScenicGeneral>
- Colorful Guizhou News Network. (2024). *Government Meeting Report*. <https://baijiahao.baidu.com/s?id=1788660957142973560&wfr=spider&for=pc>
- Cooper, C., Flechter, J., Gilbert, D., Shepherd, R., & Wanhill, S. (1998). *Tourism: principles*

*and practice / 2th ed.* Tourism : principles and practice / 2th ed.

- Crompton, J. L., & McKay, S. L. (1997). Motives of visitors attending festival events. *Annals of tourism research*, 24(2), 425-439.
- Dann, G. M. S. (1977). Anomie, Ego-Enhancement and Tourism. *Annals of Tourism Research*, 4(4), 184-194.
- Fanjingshan Scenic Area Management Bureau. (2019). *Introduction to Fanjingshan*.  
<https://www.fanjingshan.cn/news/136.html>
- General Administration of Quality Supervision, I. a. Q. o. C. (2005). Division and Evaluation of Quality Grades of Tourist Attractions.  
<https://d.wanfangdata.com.cn/claw/Cg9MYXdOZXdTmJyMzA5MDQSCkcwMDAxNjlxNjAaCDVtZ3N4d3dm>
- Gong, H. (2017). Literature Review on Tourism Motivation at Home and Abroad. *Tourism Overview: Second Half of the Month*(12), 1.
- Guiyang Municipal People's Government Official Website. (2022). *Qingyan Ancient Town*.  
[https://www.guiyang.gov.cn/ztzl/rdzt/ssgysjzc/sxp/sxp\\_lyzn/202308/t20230802\\_81417164.html](https://www.guiyang.gov.cn/ztzl/rdzt/ssgysjzc/sxp/sxp_lyzn/202308/t20230802_81417164.html)
- Guizhou Forestry Bureau. (2008). *Overview of Guizhou's Natural Geography*.  
[http://lyj.guizhou.gov.cn/gzfq/zygk/qsgk/201612/t20161222\\_8581850.html](http://lyj.guizhou.gov.cn/gzfq/zygk/qsgk/201612/t20161222_8581850.html)
- Guizhou Longgong Scenic Area Official Website. (2023). *Overview of the Scenic Area*.  
<http://www.china-longgong.com/>
- Guizhou Provincial Bureau of Statistics. (2024). *Statistical Bulletin on National Economic and Social Development of Guizhou Province in 2023*.  
[https://www.guizhou.gov.cn/zwgk/zfsj/tjgb/202404/t20240430\\_84385915.html](https://www.guizhou.gov.cn/zwgk/zfsj/tjgb/202404/t20240430_84385915.html)
- Guizhou Provincial People's Congress Official Website. (2024). *Government Meeting Report*. [http://www.gzrd.gov.cn/gzdt/dbgz/dbfc/202401/t20240127\\_83637141.html](http://www.gzrd.gov.cn/gzdt/dbgz/dbfc/202401/t20240127_83637141.html)
- Gunn, C. A. (1994). Emergence of effective tourism planning and development. *Tourism: the state of the art*, 360-362.
- Hanna, N., & Wozniak, R. (2001). *Consumer behavior: An applied approach*. Prentice Hall.
- Huang, S., & Hsu, C. H. (2005). Mainland Chinese residents' perceptions and motivations

- of visiting Hong Kong: Evidence from focus group interviews. *Asia Pacific Journal of Tourism Research*, 10(2), 191-205.
- Huangguoshu Scenic Area Management Committee. (2018). *Overview of Huangguoshu*. <http://hgsgwh.anshun.gov.cn/home/>
- Iso-Ahola, S. E. (1982). Toward a social psychological theory of tourism motivation: A rejoinder. *Annals of tourism research*, 9(2), 256-262.
- Jian, I., & Dan, W. (2010). Comparative Analysis of Domestic Tourists' Behavior Characteristics of Tourist Attractions in Guizhou Province—Taking Huangguoshu Scenic Area and Zunyi Conference Site as Examples. *Journal of Chongqing University of Science and Technology (Social Sciences Edition)* 000(022), 86-88.
- Jiang, Yang, & Wu. (2018). A Survey of Tourist Satisfaction in Zhenyuan Ancient City Based on IPA Analysis. *Journal of Kerry College*, 36(4), 60-65. <https://doi.org/10.3969/j.issn.1673-9329.2018.04.12>
- Jiangkou County People's Government Official Website. (2024). *National Distributors Symposium of Fanjingshan Tourism Area in 2023*. [https://www.jiangkou.gov.cn/xwzx/zwyw/202401/t20240109\\_83501456.html](https://www.jiangkou.gov.cn/xwzx/zwyw/202401/t20240109_83501456.html)
- Kemperman, A. D., & Timmermans, H. J. (2006). Preferences, benefits, and park visits: A latent class segmentation analysis. *Tourism analysis*, 11(4), 221-230.
- Kotler, P., & Keller, K. L. (2016). *Marketing management (15th global ed.)*. England: Pearson, 803-829.
- Lamb, C. W., Hair, J., & McDaniel, C. (2000). *Marketing, South*. In: Western College Publishing, Cincinnati. Awoniyi, MA (2010) *Marketing* ....
- Leiper, N. (1979). The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Annals of tourism research*, 6(4), 390-407.
- Li, B. (2012). *Study on the Revisiting Intention of Tourists Based on Tourist Motivation—A Case Study of Fenghuang Ancient Town* [Hunan Normal University].
- Maghrifani, D., Liu, F., & Sneddon, J. (2022). Understanding potential and repeat visitors' travel intentions: the roles of travel motivations, destination image, and visitor image congruity. *Journal of Travel Research*, 61(5), 1121-1137.

- Maslow, A. H. (1943). A Theory of Human Motivation. *Psychological Review*, 50, 370-396.
- McCabe, A. S. (2000). Tourism motivation process. *Annals of Tourism Research*, 27(4), 1049-1051.
- McIntosh, R., & Goeldner, C. (1986). 1986: Tourism-principles, practices, philosophies, New York: John Wiley & Sons.
- Meng, X. (2020). *Evaluation Study of Guizhou Tourism Industrialization Based on Value Chain* [Guizhou University of Finance and Economics].
- Ministry of Culture and Tourism of China. (2023). *Situation of Domestic Tourism Data in the First Half of 2023*.  
[https://zwgk.mct.gov.cn/zfxxgkml/tjxx/202307/t20230713\\_945923.html](https://zwgk.mct.gov.cn/zfxxgkml/tjxx/202307/t20230713_945923.html)
- Mou, X. (2022). *Research on the Perception of Tourism Destination Image of Sanya City Based on Network Text Analysis* [Master, Hainan Tropical Ocean University].
- National Bureau of Statistics of China. (2022). *Population of Guizhou*.  
<https://data.stats.gov.cn/search.htm?s=%E8%B4%B5%E5%B7%9E%E4%BA%BA%E5%8F%A3>
- News, T. (2023). *Chishui City Strives to Promote the High-Quality Development of the Tourism Industry*.  
<https://baijiahao.baidu.com/s?id=1782032878403818923&wfr=spider&for=pc>
- Pengpai News. (2024a). *Huangguoshu Tourism Area Promotes High-Quality Development of Tourism Industry*. [https://www.thepaper.cn/newsDetail\\_forward\\_26131450](https://www.thepaper.cn/newsDetail_forward_26131450)
- Pengpai News. (2024b). *Huangguoshu Tourist Area is fully committed to promoting high-quality development of the tourism industry*.  
[https://m.thepaper.cn/baijiahao\\_26131450](https://m.thepaper.cn/baijiahao_26131450)
- People's Government of Guizhou Province. (2020). *Guizhou's 14th Five-Year Plan*.  
<https://www.guizhou.gov.cn/ztlz/gzsswgh/>
- People's Government of Guizhou Province. (2023). *A-Level Scenic Spots in Guizhou Province*. <http://www.guizhou.gov.cn/yycj/xxly/jq/gzjqml/?isMobile=false>
- People's Government of Guizhou Province Official Website. (2023). *Tourist Volume of Libo Xiaoqikong Scenic Area Exceeds 6 Million*.

- [http://www.guizhou.gov.cn/ztl/lycyh/zxdt/202311/t20231116\\_83085214.html](http://www.guizhou.gov.cn/ztl/lycyh/zxdt/202311/t20231116_83085214.html)
- Pizam, A., Neumann, Y., & Reichel, A. (1979). Tourist satisfaction: Uses and misuses. *Annals of Tourism research*, 6(2), 195-197.
- Qian, W. (2011). *Empirical Study on the Selection of Tourism Destination Types Based on Tourism Motivation—Taking Residents of Changsha City as an Example* Hunan Normal University].
- Qiandongnan People's Government Official Website. (2016). *Introduction to Zhenyuan Ancient City Cultural Tourism Area*.  
[http://www.qdn.gov.cn/zfwf\\_5872270/bmlqfw/lyfw\\_5872345/jdjs/202303/t20230330\\_78817157.html](http://www.qdn.gov.cn/zfwf_5872270/bmlqfw/lyfw_5872345/jdjs/202303/t20230330_78817157.html)
- Qiandongnan Daily. (2024). *Zhenyuan's High-Quality Economic and Social Development*.  
<http://dzbc.qdnrbs.cn/szb/pc/202401/30/c240934.html>
- Qin, M. (2005). *Tourism Psychology*. Tourism Psychology.
- Roberts, G. C. (1992). Motivation in sport and exercise. (*No Title*), 32.
- Schiffman, L., & Kanuk, L. (2007). *Consumer Behavior*, 9/E.
- Sereerat, S. (2007). *Customer behavior*. Bangkok: Teerofilm and sitex.
- Shao, X. (2022). *The Impact of Tourism Destination Image on Tourist Behavioral Intention* [Master, Jilin University of Finance and Economics].
- Shi, P., Hu, Y., & Zhou, R. (2018). A Review of Domestic Tourism Motivation Research in the Past Decade. *Journal of Hebei Tourism Vocational College*, 23(3), 7.
- The People's Government of Guizhou Province. (2023). *Overview of Guizhou*.  
<https://www.guizhou.gov.cn/dcgz/gzgk/qh/>
- Tian. (2023). *A Study on the Evaluation of Tourism Attraction of Fanjing Mountain Scenic Area* [master, Guangxi University].  
<https://d.wanfangdata.com.cn/thesis/ChJUaGVzaXNOZXdTmJyNDxMDkSCUQwMzIzMjI4MholbjhwaGNtNXQ%3D>
- Tianyan News. (2023). *Chishui City Strives to Promote the High-Quality Development of the Tourism Industry*.  
<https://baijiahao.baidu.com/s?id=1782032878403818923&wfr=spider&for=pc>

- Tianyan News. (2024a). *Baili Rhododendron: Driving High Quality Development of Tourism Real Estate through High Quality Tourism*.  
<https://baijiahao.baidu.com/s?id=1793247526432668245&wfr=spider&for=pc>
- Tianyan News. (2024b). *Huang Xiaoxi, reaching a new high*.  
<https://baijiahao.baidu.com/s?id=1793153466201883580&wfr=spider&for=pc>
- Wei, M. (2023). *Research on the Imagery of Night Tourism in Guiyang and Tourists' Behavioral Intentions* [Master, Guizhou Normal University].  
<https://d.wanfangdata.com.cn/thesis/ChJUaGVzaXNOZXdTmJyNDxMDkSCUQwMzA4NjA3ORolZjVmcGZ5eDg%3D>
- Xiaoqikong Scenic Area Official Website. (2023). *Introduction to the Scenic Area*.  
<http://www.liboxiaoqikong.com/col.jsp?id=103>
- Xu, Q. (2022). *Research on the Influence of Matching Degree between Tourism Destination and Brand Personality Perception on Tourist Behavior Intention* [Master, Yunnan University of Finance and Economics].  
<https://d.wanfangdata.com.cn/thesis/ChJUaGVzaXNOZXdTmJyNDxMDkSCUQwMjkzODIwOBolcHJuOWdxcU=>
- Yan, M. (2018). *Research on Tourist Motivation in Buddhist Tourism Areas in Yangzhou—A Case Study of Daming Temple and Gaomin Temple* [Yangzhou University].
- Yan, Y., Yuan, H., & Huijing, L. (2023). A Study on the Improvement of Tourism Services in Zhijin Cave Scenic Area of Bijie City, Guizhou Province Based on Tourist Satisfaction. *Western tourism*(22), 37-39.  
<https://d.wanfangdata.com.cn/periodical/ChIQZXJpb2RpY2FsQ0hJTmV3UzlwMjMxMjI2Eg14Ymx5MjAyMzlyMDEyGgg5ZTI6dXoxOA%3D%3D>
- Yun, T. (2016). A Review of Tourism Motivation Studies in Recent Years. *Journal of Hebei Tourism Vocational College* 21(1), 4.
- Zeng, T. (2019). Research Progress and Review of Foreign Tourism Motivation Concepts and Dimensions. *Academic Research*(7), 6.
- Zhai, C. (2012). *Research on the Tourism Motivation of Domestic Tourists in Luoyang* [Yanbian University].

- Zhang, Rob, & Liu. (2012). Perception of Tourism Importance, Tourism Motivation, and Demographic Characteristics: An Empirical Study Based on Survey Data of Hong Kong Residents. *Tourism Science*, 26(5), 9.
- Zhang, H., & Lu, L. (2005). A Review of Foreign Tourism Motivation Research in the Past Decade. *Regional Research and Development*, 24(2), 60-64.
- Zhang, L. (2021). *The Impact of Tourist Motivation, Experience, and Satisfaction on Their Willingness to Pay and Loyalty—A Case Study of Zhangjiajie National Forest Park* [Central South University of Forestry and Technology].
- Zhijin Cave Scenic Area Official Website. (2023). *Introduction to the Scenic Area*. <http://www.gzzjd.cn/#/desc>
- Zhou, J. (2021). *Analysis of Tourism Behavior of Residents in Longzhu Mountain Village, Changzhou* [Central South University of Forestry and Technology].



APPANDIX

## APPENDIX 1



### A Survey of Tourist Behavior and Motivation in Guizhou Tourism Destinations

Sir/Madam:

In order to promote the development of tourism in Guizhou, we are conducting a survey on tourism in Guizhou. We now need to conduct a questionnaire survey on tourist behavior and motivation in Guizhou scenic areas. Your feedback is very important to me, and I hope you can fill it out truthfully.

This survey is conducted anonymously and without leaving contact information, and the data provided is only for research purposes. Please rest assured to fill it out. Thank you for your cooperation!

Please tick the """ "√" in front of your choice in each question

#### Part 1: Demographic Behavioral Characteristics

1. What is your gender

Male

Female

2. What is your age group

18 to 25 years old

26 to 35 years old

36 to 45 years old

46 to 55 years old

Over 55 years old

3. What is your educational background

Junior high school and below

High school (Vocational school education)

College or undergraduate degree

Master's degree or above

4. What is your marital status

Single

Married

Other

5. Your profession is:

Civil servants or employees of public Institutions (currently employed)

Company staff (on-the-job)

Retiree

Student

Self-employed person

Freelance Professionals

Other

6. What is your monthly income

4,000 yuan and below

4,001 to 6,000 yuan

6,001 to 8,000 yuan

8,001 to 10,000 yuan

10,001 to 12,000 yuan

12,001 yuan and above

## Part 2: Tourist behavior

7. What are the number of times you have visited Guizhou

scenic spots

Once

Twice

Three times

Four times or more

8. Among the following tourist attractions in Guizhou, which ones have you visited (multiple choices are available):

- Fanjing Mountain
- Huangguoshu Waterfall
- Libo Zhangjiang Small Seven Arches
- Chishui Danxia
- Hundred mile Azalea Forest
- Anshun Dragon Palace
- Zhijin Cave
- Qingyan Ancient Town
- Zhenyuan Ancient Town
- Other

9. The main purpose of your trip is (multiple options are

available):

- Leisure and relaxation
- Experience new places and cultures
- Business trip
- Spend time with family or friends
- Participate in special events or Festivals
- Seek adventure and excitement
- Other

10. The tourism activities you participated in during your trip to

Guizhou include (multiple choices are available):

- Soaking a hot spring
- Participate in ethnic activities
- Watch the village-level football or basketball leagues.
- Experience the high-altitude glass bridge or take the cableway
- Watching Bullfighting
- Bungee jumping
- Rock Climbing
- Others

Not participating in any tourism activities

11. Who do you often travel with (multiple choices are available)?

With family

With friends

Alone

With a travel agency

Others

12. Besides the transportation cost from the departure point to the scenic area, what is the total estimated cost of this trip?

Below 200 yuan

201 to 400 yuan

401 and 600 yuan

601 to 800 yuan

801 to 1000 yuan

1001 yuan and above

13. How many days do you plan to travel to Guizhou scenic spots this time?

One day

Two days

Three days

Four days

Five days and above

14. Will you still visit tourist attractions in Guizhou in the future?

Come again

Not coming

Uncertain

### Part 3: Motivation for Traveling to Guizhou

15. Visit natural scenery

Very consistent  Consistent  Neutral  Inconsistent  Very inconsistent

16. Admire the bustling city

Very consistent Consistent Neutral Inconsistent Very inconsistent

17. Enjoy the pleasant climate

Very consistent Consistent Neutral Inconsistent Very inconsistent

18. Health and wellness

Very consistent Consistent Neutral Inconsistent Very inconsistent

19. Experience the unique historical culture

Very consistent Consistent Neutral Inconsistent Very inconsistent

20. Experience special folk activities

Very consistent Consistent Neutral Inconsistent Very inconsistent

21. Taste the diverse local cuisine

Very consistent Consistent Neutral Inconsistent Very inconsistent

22. Purchase distinctive local products

Very consistent Consistent Neutral Inconsistent Very inconsistent

23. Accompanying family members

Very consistent Consistent Neutral Inconsistent Very inconsistent

24. Experience the hospitality of the people in Guizhou

Very consistent Consistent Neutral Inconsistent Very inconsistent

25. Visiting relatives and friends

Very consistent Consistent Neutral Inconsistent Very inconsistent

26. Make new friends

Very consistent Consistent Neutral Inconsistent Very inconsistent

27. Demonstrate their own quality of life

Very consistent Consistent Neutral Inconsistent Very inconsistent

28. Show your economic strength

Very consistent Consistent Neutral Inconsistent Very inconsistent

29. Gaining recognition from others

Very consistent Consistent Neutral Inconsistent Very inconsistent

30. Challenge yourself, explore and stimulate

Very consistent Consistent Neutral Inconsistent Very inconsistent

#### Part 4: Suggestions and Opinions

What are your suggestions and opinions on the tourism industry in Guizhou Province? (No need to fill in)



## APPENDIX 2

Index of Item Objective Congruence: IOC

Research Topic:

The study of motivations for tourism in Guizhou Province, China

Research Objectives:

1. To study the tourism behavior of Chinese tourists traveling to Guizhou Province.
2. To study the Tourist motivation of Chinese tourists traveling to Guizhou Province.

### Part 1: Basic information of respondent.

NO.	Evaluation Checklist	Comment Level					Sum
		Aj. Kom	Aj. Jam	Aj. Cake	Aj. Butu	Aj. Bow	Point/ 5
1	What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female	1	1	0	1	1	0.8
2	Which age group are you in? <input type="checkbox"/> 18-25 years old <input type="checkbox"/> 26-35 years old <input type="checkbox"/> 36-45 years old <input type="checkbox"/> 46-55 years old <input type="checkbox"/> over 55 years old	1	1	1	1	1	1

3	What is your educational background? <input type="checkbox"/> Junior high school and below <input type="checkbox"/> High School (Technical Secondary School) <input type="checkbox"/> Junior college <input type="checkbox"/> Undergraduate course <input type="checkbox"/> Postgraduate and above	0	0	0	1	1	0.4
4	What is your status? <input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Divorced	1	-1	0	1	1	0.4
5	What is your occupation? <input type="checkbox"/> Public official <input type="checkbox"/> Employee <input type="checkbox"/> Agriculture/ Farmer <input type="checkbox"/> Student <input type="checkbox"/> Civil Servant <input type="checkbox"/> Teacher <input type="checkbox"/> Travel Blogger <input type="checkbox"/> Self-employed <input type="checkbox"/> Retiree <input type="checkbox"/> Freelancer <input type="checkbox"/> Other (Please specific).....	0	1	1	1	1	0.8
6	What is your monthly income? <input type="checkbox"/> ¥3000 or below <input type="checkbox"/> ¥3001-5000 <input type="checkbox"/> ¥5001-7000 <input type="checkbox"/> ¥7001-9000 <input type="checkbox"/> ¥9001-11000 <input type="checkbox"/> ¥11001-13000	1	1	1	1	1	1

<input type="checkbox"/> ¥ More than 13001							
--	--	--	--	--	--	--	--

**Part2: Questionnaire on specific behavior of tourists in Guizhou Province.**

NO.	Evaluation Checklist	Comment Level					Sum Point /5
		Aj. Kom	Aj. Jam	Aj. Cake	Aj. Butu	Aj. Bow	
1	How many times have you been to Guizhou? <input type="checkbox"/> Once <input type="checkbox"/> Twice <input type="checkbox"/> Three times <input type="checkbox"/> More than three times	1	0	1	1	1	0.8
2	Which scenic spots in Guizhou have you ever visited? (You can choose more than one choice) <input type="checkbox"/> Fanjing Mountain <input type="checkbox"/> Huangguoshu Waterfall <input type="checkbox"/> Libo Zhangjiang <input type="checkbox"/> Chishui Danxia <input type="checkbox"/> Baili Rhododendron <input type="checkbox"/> Longgong (Dragon Palace) <input type="checkbox"/> Zhijindong (Zhijin Cave) <input type="checkbox"/> Qingyan Ancient Town <input type="checkbox"/> Zhenyuan Ancient Town <input type="checkbox"/> Other (Please specific).....	1	1	1	1	1	1
3	What is the main purpose of your visit to Guizhou? <input type="checkbox"/> Leisure Vacation <input type="checkbox"/> Group Tour organized by the company. <input type="checkbox"/> Inspired by Travel Advertisements <input type="checkbox"/> Inspired by Short Videos via. Other Travelers	0	1	-1	1	1	0.4

	<input type="checkbox"/> Inspired by Weibo, Moments, and other Internet Posts by Other Travelers <input type="checkbox"/> Accompanying Family <input type="checkbox"/> Social Interaction or Visiting Friends and Relatives (e.g., accompanying friends) <input type="checkbox"/> Recuperation or Health Reasons <input type="checkbox"/> Knowledge Expansion <input type="checkbox"/> Business Travel Needs <input type="checkbox"/> Adventure <input type="checkbox"/> Shopping <input type="checkbox"/> Paying Tribute to Martyrs <input type="checkbox"/> Religious Pilgrimage <input type="checkbox"/> Other (Please specific).....						
4	Which your activities tourism in Guizhou? (Multiple Choice) <input type="checkbox"/> Hot Springs <input type="checkbox"/> Cable Car <input type="checkbox"/> Bungee Jumping <input type="checkbox"/> Rock Climbing <input type="checkbox"/> Experiencing Ethnic Minority Activities <input type="checkbox"/> Sky Glass Bridge <input type="checkbox"/> Watching Village Superstars <input type="checkbox"/> Watching Village BA <input type="checkbox"/> Watching Bullfighting <input type="checkbox"/> Not participating in any activities <input type="checkbox"/> Other (Please specific).....	0	1	1	1	1	0.8
5	Who do you always travel with? <input type="checkbox"/> With family <input type="checkbox"/> With friends	1	1	1	1	1	1

	<input type="checkbox"/> With a tour group <input type="checkbox"/> Alone <input type="checkbox"/> Other (Please specific).....						
6	How much you spend for tourism in Guizhou? <input type="checkbox"/> ¥2500-3500 <input type="checkbox"/> ¥3501-4500 <input type="checkbox"/> ¥4501-5500 <input type="checkbox"/> ¥5501-6500 <input type="checkbox"/> Over ¥6501	1	0	0	1	1	0.6
7	How many days do you usually stay in Guizhou? <input type="checkbox"/> 1-2 days <input type="checkbox"/> 2-3 days <input type="checkbox"/> 4-5 days <input type="checkbox"/> More than 5 days	1	1	1	1	1	1
8	Do you intend to tourism in Guizhou again? <input type="checkbox"/> Yes <input type="checkbox"/> no <input type="checkbox"/> not sure	1	1	1	1	1	1

**Part 3: Questionnaire on Tourists' perception of motivations for tourism in Guizhou Province.**

Please check the comment box you agree with . The commenting standards are as a Five-Point Likert Scales. The rating levels are as follows:

5Very consisten

4Consistent

3Neutral

2Inconsistent

1Very inconsistent

NO.	Evaluation Checklist	Comment Level					Sum Point/ 5
		Aj. Kom	Aj. Jam	Aj. Cake	Aj. Butu	Aj. Bow	
1	Physical Motivation						
1.1	Appreciate natural scenery	1	1	1	1	1	1
1.2	Enjoy urban scenery	1	1	1	1	1	1
1.3	Enjoying a pleasant climate	1	1	1	1	1	1
1.4	Exercise the body, promote health and wellness	0	1	1	0	1	0.6
2	Cultural Motivation						
2.1	Good historical and cultural heritage sites	1	1	1	1	1	1
2.2	Rich and interesting folk activities	1	1	1	1	1	1
2.3	Rich local cuisine	1	1	1	1	1	1
2.4	Distinctive local products	1	1	1	1	1	1
3	Interpersonal Motivation						
3.1	Accompanying family members	0	1	-1	1	1	0.4
3.2	Experience the hospitality of the people of Guizhou.	1	1	1	1	1	1
3.3	Visiting relatives and friends	0	1	-1	1	1	0.4
3.4	Make new friends	1	1	1	1	1	1
4	Status & Reputation Motivation						
4.1	Follow the trend	1	1	1	1	1	1
4.2	Business communication	0	1	-1	1	1	0.4
4.3	Obtain recognition from others	1	1	1	1	1	1
4.4	Challenging oneself, exploring and stimulating	1	1	1	1	1	1

#### Part 4: Suggestions and Opinions

What are your suggestions and opinions on the tourism industry in Guizhou Province? (No need to fill in)



## APPENDIX 3

On site survey conducted:

Figure 1: With the support of the scenic area, the scenic area provided me with a "research and investigation work permit". With this document with the scenic area logo, tourists would trust me, and then they would fill out the survey form for me:

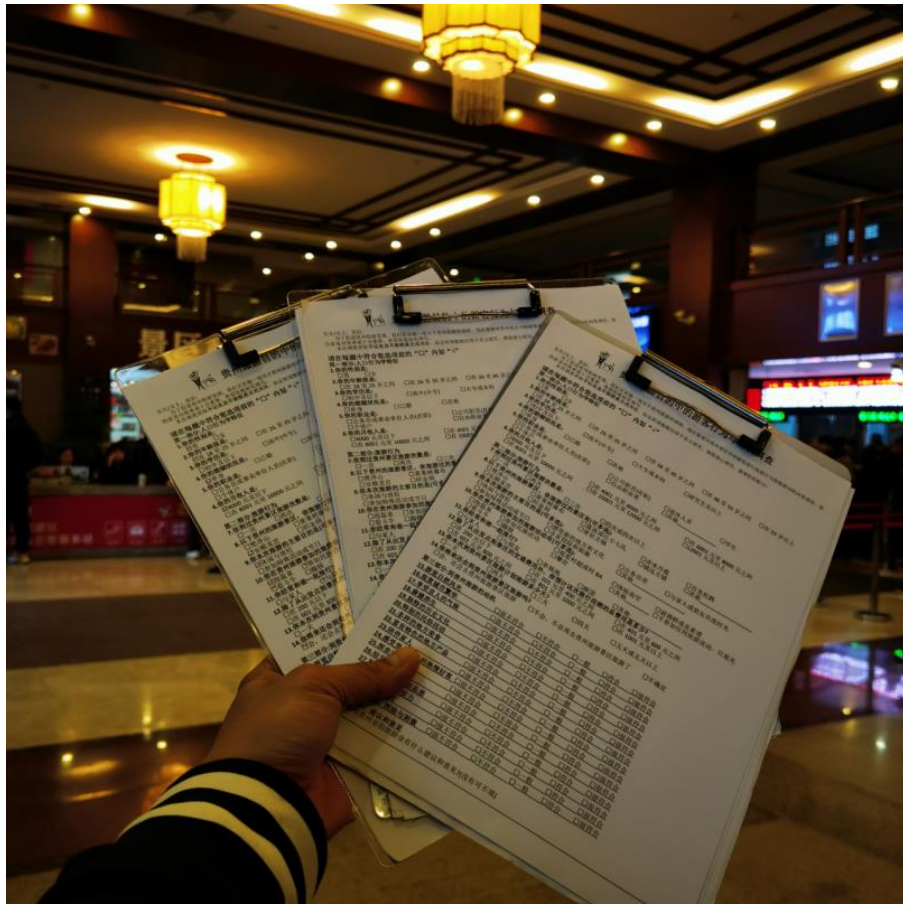


Figure 2: With the support of the scenic spot, the scenic spot provided me with a "volunteer service" red ribbon. With this red ribbon with the scenic spot logo, tourists would trust me, and then they would fill out a survey form for me:



Figure Group 3: Conducting Investigation





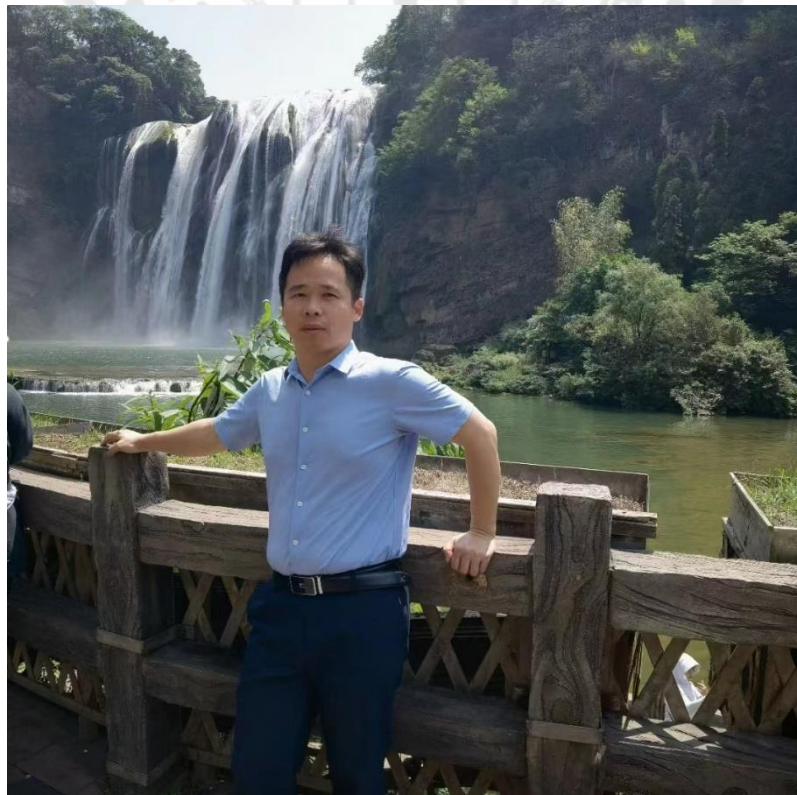
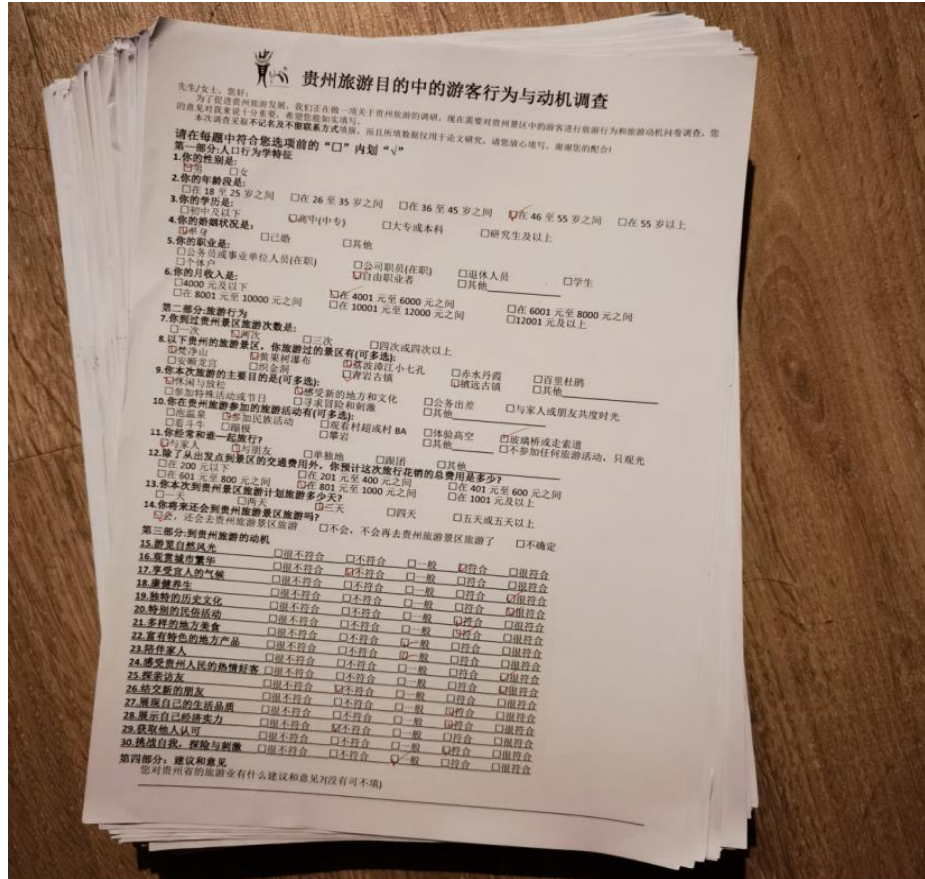


Figure 5: A total of 212 surveys were conducted face-to-face with tourists offline and 207 were conducted online.



VITA

