# The Motivation of Tourists in Guizhou Province, China

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## Abstract

This research is qualitative research that aimed to study the behavior and motivations of Chinese tourists traveling to Guizhou Province and to propose recommendations for the development of tourism in Guizhou Province. Closed-end questionnaire is used to collect data from Chinese tourists. 419 sample size is taken for the study by Taro Yamene's formula at 95% confidence level with 5% degree of error.

The result showed that most of the respondents were women, aged between 18-25, have a college degree or above, average income ranges from ¥4000 yuan or less, are employees, were married and visited Guizhou Province roughly four or more times. The most of respondents prefer to travel with family during vacation for three days, expenses of 1001 yuan or more and their will revisit again. Additionally, satisfactions of tourism motivation in Guizhou Province consist of physical motivation, cultural motivation, interpersonal motivation, and status & reputational motivation have been negative effects on the willingness to revisit. Additionally, tourism motivation in Guizhou Province consists of; physical motivation, cultural motivation, interpersonal motivation, and status & reputational motivation have been negative effects on the willingness to revisit, motivation of Chinese tourists towards Guizhou Province was statistically significant at the 0.05 confidence level. So, the Suggestions of this study are followed; improve the infrastructure of scenic spots and improve the service quality of scenic spots, set up personalized service projects to continuously improve the satisfaction of tourists, strengthen the brand publicity of scenic spots and enhance the visibility of scenic spots, enrich the tourism projects, and innovate the experience methods, strengthen the cultural heritage, and cultivate professional talents.

**Keywords:** Chinese Tourists, Tourist Motivation, Tourist Behavior, Guizhou Province

## Introduction

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, 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

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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)

In 2010, Jianlin and Danwenhong 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 (Jian & Dan, 2010). This indicates that the choice of tourist destinations is influenced by tourist motivation. Tourism motivation can guide individuals to engage in specific tourism activities (Pizam et al., 1979). Tourism motivation is the internal psychological process and motivation that triggers individual tourism behavior, which can guide behavior towards specific tourism goals (Qin, 2005). Tourism 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). Tourism motivation is the direct cause of tourism behavior, providing direct norms and guidance for tourism behavior, and is the most explanatory category (Yun, 2016). Motivation determines behavior, and tourism motivation is the fundamental driving force that governs tourism behavior, with functions of activation, guidance, maintenance, and regulation, which can initiate tourism activities (Gong, 2017). Tourism motivation not only refers to the spiritual needs of individuals but also encompasses material needs (Shi, 2018). In summary, tourists' tourism motivations have a significant impact on their tourism 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).

This study combines demographic characteristics, tourist behavior, and tourism motivation to investigate and analyze tourists from 9 5A level scenic spots in Guizhou using a questionnaire survey method, exploring the impact of tourism motivation on the willingness to revisit scenic spots in Guizhou.

This study adopts theoretical and data analysis to achieve its goals, focusing on understanding the tourism consumption, length of stay, and willingness to revisit of Chinese tourists traveling in Guizhou, and exploring the different motivations that different groups of tourists may have towards Guizhou tourism destinations. By conducting surveys on these aspects, we aim to help tourism companies better understand tourist behavior and motivation and contribute to the development of tourism in Guizhou.

## Objectives of the Study

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

2.To study the motivations of Chinese tourists in traveling to Guizhou Province.

3. Explore the influence of tourism motivation on the willingness of Guizhou scenic spots to revisit.

## Scope of the Study

1. Study area

This study was conducted in 95A tourist attractions in Guizhou Province, including 1) Fanjing Mountain, 2) Huangguoshu Waterfall, 3) Libo Zhangjiang, 4) Chishui Danxia, 5) Baili Rhododendron, 6) Dragon Palace, 7) Zhijin Cave, 8) Qingyan Ancient Town, 9) Zhenyuan Ancient town.

2.Study population sample

This study collected data from 419 tourists visiting Guizhou from April 2024 to May 2024, including 50% online surveys and 50% on-site face-to-face questionnaires.

3.Study time

This study collected data through on-site face-to-face questionnaire surveys and online surveys from April to May 2024.

## Literature Review

### Defined of Demography

The demographic characteristics include age, gender, marital status, education level, occupation, and income. These characteristics play a crucial role in understanding consumer behavior. Demographic information about individuals constitutes the fundamental attributes of market segmentation, including linking data to consumer needs, preferences, and consumption patterns (Hanna et al., 2001).

### Tourism behavior

The components of tourist behavior theory proposed by Siriwan Sereerat (2007).

1. Tourist Experiences: These are the experiences that tourists gain from traveling, learning about the environment, society within the destination, and participating in various activities during their journey. Positive and negative experiences contribute to the formation of tourist behavior, and if tourism can create memorable and satisfying experiences, tourists are likely to return.

2. Sources of Information: Information sources significantly influence decision-making in travel behavior. Once tourists receive information, whether from social media, word of mouth, or advertising, it stimulates and influences travel decisions, with the selection of destinations that best meet their needs.

3.Travel Objectives: Tourism involves voluntary and temporary travel with a specific purpose or objective other than for employment or income generation. For example, travel for relaxation on holidays or educational purposes.

4. Activities During Travel: Engaging in various activities at the destination is crucial for visitors. Activities such as hiking, kayaking, diving, and participating in local community activities contribute to the overall tourist experience and generate income for the local community.

5. Travel Style: The way tourists travel, such as backpacking or nomadic travel, influences their behavior. Nomadic tourists, for instance, choose to travel independently, avoiding popular destinations and activities, and prefer living a lifestyle similar to the locals (Cohen & Avieli, 2004).

6. Desire for Repeat Travel: This reflects the future behavior of tourists who have found satisfaction in a destination and express a desire to travel back to the same destination. The inclination for repeat travel depends on factors and experiences gained by the tourists.

This study employed the tourist behavior theory proposed by Siriwan Sereerat (2007).as it reflects the typical behaviors of tourists and underscores the significance of experiences gained through travel in influencing their behavior. The theory encompasses various key concepts related to tourist behavior, mirroring common themes in tourism behavior research such as travel motivations, information acquisition, tourist experiences, and satisfaction. Therefore, these factors are deemed essential in studying the behavior of tourists visiting Guizhou.

## Concepts and Theories of 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 (McIntosh & Goeldner, 1986)

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 tourism motivation factors aligns well with the diverse and resource-rich tourism offerings in Guizhou, making it suitable for studying tourist motivations in the region.

**Guizhou Tourism Destination**

Guizhou Province has a land area of approximately 176,000 square kilometers, accounting for 1.83% of China's land area (Guizhou Forestry Bureau, 2008). As of 2022, the population of Guizhou Province is around 38.56 million, representing 2.75% of China's total population (National Bureau of Statistics of China, 2022). Throughout 2023, China's Gross Domestic Product (GDP) was approximately 126 trillion yuan, with Guizhou Province contributing about 2.09 trillion-yuan, accounting for 1.66% of China's GDP (Guizhou Provincial Bureau of Statistics, 2024). The diverse tourist destinations in Guizhou are shaped by its plateau topography, subtropical monsoon climate, and multicultural heritage (Guizhou Forestry Bureau, 2008).

Guizhou has a total of 570 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).China classifies tourist attractions into five quality levels, ranked from high to low as 5A, 4A, 3A, 2A, and 1A. Attractions at each level must meet the relevant Chinese national standards for tourism transportation, sightseeing, safety, hygiene, postal and telecommunications services, tourism shopping, management, resource and environmental protection, tourism resource attractiveness, market influence, reception capacity, and tourist satisfaction. Additionally, specific requirements are set as follows: 5A-level attractions must receive over 600,000 visitors annually, including at least 50,000 international visitors; 4A-level attractions must receive over 500,000 visitors annually, including at least 30,000 international visitors; 3A-level attractions must receive over 300,000 visitors annually; 2A-level attractions must receive over 100,000 visitors annually; 1A-level attractions must receive over 30,000 visitors annually. There are no specific requirements for the number of international visitors for 3A, 2A, and 1A-level attractions (General Administration of Quality Supervision, 2005).

## Methodology

### 1. Populations and Samples

According to the literature review of 5A-level scenic spots in Guizhou in this study, the total number of tourists in 9 5A level scenic spots in Guizhou in 2023 is taken as the total population. The number of tourists to 9 5A level scenic spots in Guizhou in 2023 was 44.7324 million (Bijie Municipal People's Government, 2023; Colorful Guizhou News Network, 2024; Guizhou Provincial People's Congress Official Website, 2024; Jiangkou County People's Government Official Website, 2024; Pengpai News, 2024; People's Government of Guizhou Province Official Website, 2023; Qiandongnan Daily, 2024; Tianyan News, 2023).

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 44.7324 million. This study used YAMANE's method to identify a sample from the population with a 95% confidence level. This study requires a sample of at least 400 tourists and collected 419 questionnaires.

**2. Data Collection**

Through a questionnaire survey, questionnaires were distributed to tourists visiting 5A level scenic spots in Guizhou from April 2024 to May 2024, and 419 valid questionnaires were collected, including 50% online surveys and 50% on-site face-to-face surveys. The questionnaire was evenly distributed to each 5A level scenic spot, and a random sampling method was used to conduct questionnaire surveys on tourists and complete data collection.

**3. Research Instrument**

The questionnaire was utilized as a research instrument for this research, with quality checked using the Index of Item Objective Congruence (IOC) by three tourism experts. The IOC value is greater than 0.5. After the IOC assessment, the questionnaire was tested with 30 non-sample tourists for reliability analysis using Cronbach's Alpha, resulting in a coefficient of 0. 844.The survey questionnaire consists of 4 parts as follows:

1. Demographic data of the respondents, including gender, age, marital status, education level, occupation, and average monthly income as multiple choice, encompassing a total of 6 factors.

2. Tourist Behavior, including the Sightseeing Experience, Source of Information, Travel Purpose, Activities, Travel Characteristics and Repeat of the Demand for tourism as multiple choice, encompassing a total of 6 behavior 's factors.

3.Tourist Motivations, including Physical Motivation, Cultural Motivation, Interpersonal Motivation, Status, and Reputation Motivation.

4. The fourth part collects opinions and suggestions from tourists.

**4. Data Analysis**

Based on the questionnaire analysis software SPSS 27.0, the data of the questionnaire were qualitatively checked and interpreted in each statistical measure, mainly including frequency and percentage.

## Results and Discussion

**1. Credit and validity analysis of the overall questionnaire.**

Exploratory factor analysis was mainly used for the reliability test of the scale. SPSS27.0 was used to conduct exploratory factor analysis (KMO value 0.837) and internal consistency test of the data. Through the exploratory factor analysis, the overall reliability of the questionnaire was tested, and the Cronbach's $\alpha$ value was 0.825, indicating that the data used in the study had good reliability.

## 2. Questionnaire setting and variables.

The questionnaire of this paper consists of three parts: demographics, tourism behavior and tourism motivation, and the tourism motivation scale is shown in Table.

**Table 1:** Travel Motivation Scale, questionnaire design, and variable measures

| Latent variable | Question types | The Abbreviated Form of a name |
|---|---|---|
| Physical motivation (F1) | **Visit the natural scenery** | **AA1** |
| | Enjoy the prosperity of the city | AA2 |
| | Enjoy the pleasant climate | AA3 |
| | Health | AA4 |
| Cultural motivation (F2) | Unique history and culture | BB1 |
| | Special folk-custom activities | BB2 |
| | A wide variety of local cuisine | BB3 |
| | Characteristic of the local products | BB4 |
| Interpersonal relationship motivation (F3) | accompany family members | CC1 |
| | **Feel the hospitality of Guizhou people** | **CC2** |
| | visit one's relatives and friends | CC3 |
| | Make new friends | CC4 |
| Status and reputation motivation (F4) | Show your quality of life | EE1 |
| | Show off your financial strength | EE2 |
| | Obtain recognition from others | EE3 |
| | Challenge yourself, adventure, and stimulation | EE4 |

## 3. Data collection and sample description

The initial questionnaire will be distributed on a small scale in the school, and the questionnaire will continue to be modified according to the pre-survey feedback. According to the statistical analysis results of small sample data, in addition to the serious homogeneity of some items or the letter is too low, in general, the scale has good reliability and validity in the pretest, which is suitable for the development of this study.

Therefore, the formal questionnaire after several rounds of modification is used for the subsequent formal investigation.

Subsequently, questionnaires were distributed to the groups who had been playing in Guizhou. Finally, 443 questionnaires were recovered, and the questionnaires that were seriously missing and those with strong regularity or randomness were deleted. Finally, 419 remaining valid questionnaires were held, with an effective rate of 94.58%. According to the views of existing scholars, the sample number is ordinary around 300, and the sample number is better at 400-500. Therefore, the final number of effective questionnaires meets the requirements of the empirical analysis in this paper. The details are shown in Table 1.

There were 419 respondents, among which 46.1% were men and 53.9% were women. Among them, 193 were male, accounting for 46.1%, and 226 were female, accounting for 53.9%, and slightly more were female than male. In the survey age group, 158,18 to 25, maximum, 37.7%; 155,37%; 36 to 4568,16.2%; 26,46 to 5 526,6.2%; 12 over 55,2.9%; In the survey, young people (18 to 35 years) accounted for a large proportion, reaching 74.7%. In the survey, 11, accounting for 2.6%, high school (technical secondary school): 35, accounting for 8.4%, junior college or undergraduate: 312, accounting for 74.5%, graduate students or above: 61, accounting for 14.6%. Most respondents in this survey have a high education level, and those with college degree or above accounted for 89.1%. In the marital status survey, 166 were single, accounting for 39.6%, married: 210, accounting for 50.1%, others: 43, accounting for 10.3%, married people accounted for the highest proportion, but single people also nearly 40%. In the occupational survey, it was found that civil servants or public institutions (employed): 90,21.5%; company employees (99,23.6%; retirees: 9,2.1%; students: 84,20%; 30 self-employed, 7.2%; freelancers: 67,16%; Others: 40,9.5%, a high proportion of in-service personnel and students, showing that in-service personnel and young students are the main group of tourism. In the monthly income survey, the monthly income was 4,000 yuan or less: 129 people, accounting for 30.8%, 4001 to 60.9%, 121,6001 to 8000 yuan; 69; 8001 to 10,000 yuan: 309,0.3%: 10,001 yuan to 12,000 yuan to 8,000-yuan, accounting for 66.2%. Among the number of trips to Guizhou, one: 113, or 27%; 54,12.9%; three: 45,10.7%; four or more: 207,49.4%; nearly half of the respondents traveled to Guizhou four times or more, showing a high revisit rate. The details are shown in Table 2.

**Table 2:** Sample Description and Analysis

| Demographic | Detail | Frequency | Percentage (%) |
|---|---|---|---|
| Sex | Man | 193 | 46.1 |

| Demographic | Detail | Frequency | Percentage (%) |
|---|---|---|---|
| | Woman | 226 | 53.9 |
| Age | From 18 to 25 | 158 | 37.7 |
| | Between 26 and 35 years old | 155 | 37 |
| | 36 To 45 | 68 | 16.2 |
| | 46 To 55 years old | 26 | 6.2 |
| | Over 55 years old | 12 | 2.9 |
| Education | Junior high school and below | 11 | 2.6 |
| | High School (Technical Secondary School) | 35 | 8.4 |
| | College or undergraduate | 312 | 74.5 |
| | Graduate student or above | 61 | 14.6 |
| Status | Unmarried | 166 | 39.6 |
| | Married | 210 | 50.1 |
| | Other | 43 | 10.3 |
| Occupation | Civil servant or public institution personnel (in-service) | 90 | 21.5 |
| | Company staff (employed) | 99 | 23.6 |
| | Retiree | 9 | 2.1 |
| | Student | 84 | 20 |
| | Individual household | 30 | 7.2 |
| | Professional | 67 | 16 |
| | Other | 40 | 9.5 |
| Monthly Income | For 4,000 yuan and less | 129 | 30.8 |

| Demographic | Detail | Frequency | Percentage (%) |
|---|---|---|---|
| | Between 4,001 yuan and 6,000 yuan | 121 | 28.9 |
| | Between 6,001 yuan and 8,000 yuan | 69 | 16.5 |
| | Between 8,001 yuan and 10,000 yuan | 39 | 9.3 |
| | Between 10,001 yuan and 12,000 yuan | 20 | 4.8 |
| | RMB 12,001 yuan and above | 41 | 9.8 |
| Guizhou scenic area tourism frequency efficiency | Once | 113 | 27 |
| | Twice | 54 | 12.9 |
| | Triple | 45 | 10.7 |
| | Four or more separate occasions | 207 | 49.4 |
| | Total | 419 | 100 |

## 4. Research on tourism behavior

Among the peers in this survey, family: 219,52.3%; friends: 180,43%; 11,2.6%; group: 5,1.2%; other: 4,1%, most of the respondents prefer to travel with family or friends, showing the importance of social and affection in tourism activities. The proportion of individual travel and group travel is low. In the tourism expenditure survey, 200 yuan: 25, accounting for 6%; 201 to 400 yuan: 53,12.6%; 401 yuan to 600 yuan: 44,10.5%; 601 to 800,10%; 801,72,17.2%; 1001 or more: 183 people, 43.7%, more than 40% of the survey respondents spend more than 1001 yuan on tourism, which may include accommodation, transportation, tickets and other expenses, reflecting the higher level of tourism consumption. In the survey of travel days, one day: 35 people, 8.4%; two days: 84 people, 20%; three days: 139 people, 33.2%; four days: 77 people, 18.4%; 84 people, 20%, five days, and two to three days and four to five days, accounting for 53.6% and 38.4% respectively, which may be due to the influence of working day restrictions and holiday arrangement. In the travel intention survey, 350 people will revisit, 83.5%, not: 11,2.6%, 58,13.8%, most respondents expressed the intention to travel, which may reflect people's positive attitude towards leisure and exploring new places. As shown in Table 3

**Table 3:** Tourism Behavior Analysis

| Tourism Behavior | Detail | frequency | percentage |
|---|---|---|---|
| Journey companion | Family | 219 | 52.3 |
| | Friend | 180 | 43 |
| | Alone | 11 | 2.6 |
| | Package tour | 5 | 1.2 |
| | Other | 4 | 1 |
| Travel costs | Under 200 yuan | 25 | 6 |
| | Between 201 yuan and 400 yuan | 53 | 12.6 |
| | Between 401 yuan and 600 yuan | 44 | 10.5 |
| | Between 601 yuan and 800 yuan | 42 | 10 |
| | Between 801 yuan and 1,000 yuan | 72 | 17.2 |
| | RMB 1,001 yuan and above | 183 | 43.7 |
| Travel days | A day | 35 | 8.4 |
| | Both dates inclusive | 84 | 20 |
| | Three days | 139 | 33.2 |
| | Four days | 77 | 18.4 |
| | Five days or more days | 84 | 20 |
| willingness of travel | Get together | 350 | 83.5 |
| | Will not | 11 | 2.6 |
| | Indeterminacy | 58 | 13.8 |
| | Amount to | 419 | 100 |

## 5. Study of travel motivation on travel intention

To deeply explore the influence degree of physical motivation, cultural motivation, interpersonal relationship motivation, status, and reputation motivation on the willingness to revisit in Guizhou, this paper will study the influence mechanism of the observation variables of physical motivation, cultural motivation, interpersonal relationship motivation, status and reputation motivation on the frequency of tourism intention in Guizhou.

As shown in Table 4, the influence coefficient of body motivation on revisit intention was -0.172, which was significant at the 1% level, indicating a negative effect on revisit intention, and a negative effect on revisit intention. Specifically, when physical motivation is higher, visitors are less willing to revisit instead, probably because physical motivation focuses more on physiological needs and comfort.

**Table 4:** Physical Motivation Analysis

| Dependent variable: willingness to travel | Unstandardized coefficients B | Standard error | Standardization coefficient Beta | t | Conspicuousness |
|---|---|---|---|---|---|
| (Constant) | 1.934 | 0.18 | | 10.757 | 0 |
| Physical motivation | -0.154 | 0.043 | -0.172 | 3.573 | 0 |

As shown in Table 5, according to the analysis of sample data, the influence coefficient of cultural motivation on revisit willingness in Guizhou is -0.197, which is significant at the 1% level, indicating that cultural motivation has a negative effect on revisit willingness. Specifically, when the cultural motivation is higher, tourists are less willing to revisit. This may be because cultural motivation focuses more on the exploration and experience of tourist destinations.

**Table 5:** Influence of Cultural Motivation on Revisiting Intention

| Dependent variable: willingness to travel | Unstandardized coefficients (B) | Standard error | Standardization coefficient (Beta) | t | Conspicuousness |
|---|---|---|---|---|---|
| Constant | 2.051 | 0.185 | | 11.065 | 0 |
| Cultural motivation | -0.179 | 0.044 | -0.197 | -4.102 | 0 |

As shown in Table 6, according to the sample data, the influence coefficient of interpersonal motivation on revisit intention in Guizhou was-0.21, which was significant at the 1% level, indicating that interpersonal motivation has a negative effect on revisit intention. Specifically, when interpersonal motivation is higher, tourists are less willing to revisit. This may be related to factors such as local culture, tourism resources and tourism services. Guizhou is a multi-ethnic inhabited area, with rich ethnic culture and natural landscape. Although these resources provide a unique experience for tourists, they may also bring some challenges. For example, different cultural backgrounds may lead tourists to encounter obstacles in interpersonal communication, which may affect their desire to strengthen interpersonal relationships through tourism.

**Table 6:** Influence of Interpersonal Motivation on The Willingness to Revisit

| Dependent variable: willingness to travel | Unstandardized coefficients (B) | Standard error | Standardization coefficient (Beta) | t | Conspicuous ness |
|---|---|---|---|---|---|
| Constant | 1.925 | 0.146 | | 13.204 | 0 |
| Cultural motivation | -0.164 | 0.037 | -0.21 | 4.381 | 0 |

As shown in Table 7, according to the sample data, the influence coefficient of status and reputation motivation on Guizhou revisit intention was-0.131, which was significant at the 1% level, indicating that status and reputation motivation have a negative effect on revisit intention. Specifically, when the status and reputation motivation are higher, tourists are less willing to revisit. This may be because status and reputation motivation focus more on the promotion of social status and reputation.

**Table 7:** The Impact of Status and Reputation Motivation on The Willingness to Revisit

| Dependent variable: willingness to travel | Unstandardized coefficients (B) | Standard error | Standardization coefficient (Beta) | t | Conspicuous ness |
|---|---|---|---|---|---|
| Constant | 1.584 | 0.109 | | 14.482 | 0 |
| Cultural motivation | -0.083 | 0.031 | -0.131 | -2.703 | 0.007 |

# Conclusions and Suggestion

## Conclusions

1. **Physical motivation**

        The influence coefficient of physical motivation on the willingness to revisit in Guizhou was -0.172, which was significant at the 1% level, indicating that body motivation had a negative effect on the willingness to revisit. Specifically, when the physical motivation is higher, tourists are less willing to revisit. This may be because physical motivation focuses more on physiological needs and comfort. First, physical motivation may be related to physical fatigue and discomfort during travel. When tourists feel physically unwell or tired during their tour, they may reduce their willingness to revisit because they are more inclined to find travel destinations that can satisfy their physical comfort. Second, physical motivation may be related to the tourists' expectations of the tourist destination. When visitors have higher expectations of the tourist destination, they may have higher demands on physical comfort during travel. If the travel destination cannot meet their expectations, they may reduce their willingness to revisit. Moreover, the physical motivation may be related to the tourists' tourist motivation. When tourists' travel motives focus more on physical comfort, they may be more inclined to find tourist destinations that can meet this need. If Guizhou tourist destinations cannot meet their physical comfort needs, they may reduce their willingness to revisit.

**2. Cultural motivation**

        The influence coefficient of cultural motivation on the willingness to revisit in Guizhou was -0.197, which was significant at the 1% level, indicating that cultural motivation had a negative influence on the willingness to revisit. Specifically, when cultural motivation is higher, tourists are less willing to revisit instead, probably because cultural motivation focuses more on the exploration and experience of different cultures. First, the cultural motivation may be related to the tourists' expectations of the tourist destination. When tourists have higher expectations for the cultural characteristics and experience of the tourist destination, they may have higher requirements for the cultural experience in the tourism process. If the travel destination cannot meet their expectations, they may reduce their willingness to revisit. Secondly, the cultural motivation may be related to the tourist motivation of the tourists. When tourists' tourism motivation focuses more on cultural experience, they may be more inclined to find tourism destinations that can meet this demand, and if Guizhou tourism destinations cannot meet their cultural experience needs, they may reduce their willingness to revisit. Moreover, the cultural motivation may be related to the travel experiences of the tourists. When tourists experience rich cultural features and depth during the tour, they may develop deeper emotional connections to the tourist destination, thus increasing their willingness to revisit. Conversely, if visitors experience limited cultural features and shallow experience during travel, they may reduce their willingness to revisit.

## 3. Interpersonal relationship motivation

The influence coefficient of interpersonal motivation on revisit intention in Guizhou was -0.21, which was significant at the 1% level, indicating that interpersonal motivation had a negative effect on revisit intention. The influence coefficient of interpersonal motivation on revisit willingness was -0.21 and reached a statistically significant level of 1%, indicating that interpersonal motivation had a significant negative effect on revisit willingness. This finding seems counterintuitive, because relationships are often seen as one of the important factors driving people to travel, especially in situations such as family gatherings, friends, or team building. However, the situation in Guizhou may vary, which may be related to factors such as local culture, tourism resources and tourism services. First of all, Guizhou is a multi-ethnic inhabited area, with rich ethnic culture and natural landscape. Although these resources provide a unique experience for tourists, they may also bring some challenges. For example, different cultural backgrounds may lead tourists to encounter obstacles in interpersonal communication, which may affect their desire to strengthen interpersonal relationships through tourism. Secondly, Guizhou's tourism resources may not have been fully developed, or the development method is not attractive enough. If travelers do not fully experience the benefits associated with interpersonal reinforcement at the initial visit, they may be less motivated to visit again. In addition, tourism service is also an important factor affecting the tourism experience and the willingness to visit. If the travel services are not thoughtful, professional, or personalized, the tourists may not have a strong incentive to visit again.

## 4. Status motivation

The influence coefficient of status and reputation motivation on Guizhou revisit willingness was -0.131, which was significant at the 1% level, which indicated that status and reputation motivation had a negative effect on revisit willingness. Specifically, when the status and reputation motivation are higher, tourists are less willing to revisit. This may be because status and reputation motivation focus more on the promotion of social status and reputation. First, status and reputation motivation may be related to the tourists' expectations of the tourist destination. When tourists have higher expectations about the social status and reputation of the tourist destination, they may have higher demands on social interaction and display opportunities during the travel process. If the travel destination cannot meet their expectations, they may reduce their willingness to revisit. Secondly, the status and reputation motivation may be related to the tourists' tourist motivation. When tourists focus more on improving their social status and reputation, they may be more inclined to find tourist destinations that can meet this need. If Guizhou tourist destinations cannot meet their social status and reputation promotion needs, they may reduce their willingness to revisit. Furthermore, status and reputation motivation may be related to the tourist experience of tourists. When tourists experience the opportunity to enhance their social status and reputation during the journey, they may have deeper emotional connections to the tourist destination, thus increasing their willingness to revisit.

Conversely, if tourists experience limited social status and reputation promotion opportunities during traveling, they may reduce their willingness to revisit.

## Suggestion

### 1. Improve the infrastructure and improve the service quality of the scenic spots.

The management of scenic spots in Guizhou should constantly improve the infrastructure and facilities of scenic spots, pay attention to the physical comfort needs of tourists, and improve the infrastructure and facilities of scenic spots. For example, provide comfortable rest areas, convenient dining facilities, adequate toilets, etc., to ensure that tourists can get a full rest and meet their basic needs during the tour. The scenic spot should reasonably plan the tour route, reduce the situation of tourists walking on foot for a long time, add electric car, sightseeing car and other vehicles, convenient for tourists to visit easily, and reduce physical consumption. The scenic spot should improve the relevant supporting facilities of cultural experience, such as cultural experience center, museum, art museum, etc. To provide more places for tourists to learn and understand Guizhou culture and enrich the tour experience of tourists. Scenic spot managers should pay attention to the experience of tourists during the tour and improve the service quality. For example, it provides high-quality service facilities, professional tour guides, and convenient tour routes, so that tourists can feel noble and happy during the tour. Strengthen the service awareness of the staff, improve the service level. For example, provide warm and thoughtful consultation services to help tourists understand the characteristics of the scenic spot and tour routes, and ensure that tourists get full attention and care during the tour.

### 2. Set up personalized service items to continuously improve tourist satisfaction.

Scenic spots should pay attention to the physical condition of tourists and can set up medical rescue stations to provide inappropriate emergency assistance for tourists. At the same time, strengthen the training of staff to improve their ability to respond to emergencies. To meet the physical comfort needs of tourists and enrich the leisure and entertainment projects of the scenic spot, the scenic spot can add leisure and entertainment projects, such as hot spring, massage, health hall, etc., so that tourists can enjoy the physical and mental relaxation and pleasure. Scenic spots should pay attention to the physical comfort needs of special groups (such as the elderly, pregnant women, the disabled, etc.), and provide barrier-free facilities and intimate services to ensure that they can enjoy a comfortable tour experience. At the same time, combining with the characteristics of the scenic spot, various kinds of theme activities with local characteristics and cultural connotation are held to attract tourists who pursue status and reputation. For example, high-end business meetings and celebrity gatherings will be held to enhance the social status and reputation of the scenic spots.

**3. Strengthen the brand publicity of scenic spots and enhance the visibility of scenic spots.**

Managers of scenic spots should increase the publicity of scenic spots through online and offline channels, so that more tourists can understand the characteristics and advantages of scenic spots. At the same time, focus on word-of-mouth marketing, and improve the social status and reputation of the scenic spot through word of mouth from tourists. At the same time, we should pay attention to the feedback of tourists, timely adjust, and improve the service quality of the scenic spot, improve the satisfaction of tourists, and attract more tourists to revisit. Scenic spots can also cooperate with travel agencies to launch travel packages suitable for different needs of tourists. For example, customized tourist routes and intimate services are launched for high-end and high-end tourists who pursue comfort. Managers of scenic spots should also pay attention to the brand image construction of scenic spots and publicize the unique charm and advantages of scenic spots through various channels. For example, by holding characteristic cultural activities and festival activities, etc., the social status and reputation of the scenic spot will be improved to attract more tourists who pursue status and reputation.

**4. Enrich tourism projects and innovative experience ways in scenic spots.**

Scenic spot managers can hold various interactive activities to make tourists feel the unique charm of the scenic spot during the tour. For example, organize tourists to participate in folk custom experience, handicraft production, etc., to increase the interaction between tourists and scenic spots, and improve the satisfaction of tourists. Combined with modern scenic spot tourism experience projects, such as virtual reality (VR), augmented reality (AR), to provide tourists with novel cultural experience methods. For example, through VR technology, tourists can " experience traditional festivals and folk customs activities in Guizhou, to improve tourists' satisfaction with cultural experience. For different tourist groups and different tourist groups, special theme activities are held to enrich the tour experience of tourists. For example, parent-child activities and couple-themed activities are held to meet the physical comfort needs of different groups of tourists. At the same time, a series of cultural activities with local characteristics should be held in combination with Guizhou's festivals and folk customs. Attract tourists to participate in it, feel the unique charm of Guizhou culture, and improve tourists' willingness to revisit.

**5. Strengthen cultural deposits and cultivate professional talents.**

Tourism managers should pay attention to the protection and inheritance of Guizhou's cultural heritage to ensure that tourists can have access to the original Guizhou culture during the tour. At the same time, residents are encouraged to participate in tourism activities to display and inherit Guizhou's traditional culture. Tourism managers should devote themselves to excavating and displaying Guizhou's rich cultural resources and provide tourists with more diversified and in-depth cultural experience. By holding cultural lectures, exhibitions, performances and other activities, tourists can have a deep understanding of the history, folk customs, art and other cultural connotations of Guizhou during the tour. Strengthen the construction of

the tour guide team, select, and train a group of professional tour guides with rich cultural knowledge and familiar with local culture. The tour guide's explanation and guide during the tour will help to enhance the tourists' cognition of the cultural experience.

## Acknowledgements

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