ISCTE IUL

Instituto Universitário de Lisboa

Involvement and Determinants of Ancient Towns as Tourist Destinations: A Case Study of Wuzhen, China

SHANG Jun

Thesis submitted as partial requirement for the conferral of the degree of

Doctor of Management

Supervisor:

Prof. Maria Conceição Santos, Assistant Professor, ISCTE University Institute of Lisbon

Co-supervisor:

Prof. LU Ruoyu, Professor, University of Electronic Science and Technology of China

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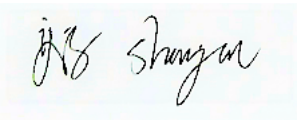

Abstract

Ancient towns have become one of the favorite destinations for Chinese tourists. In recent years, many local governments in China have been actively developing such tourism projects. However, the economic efficiency of different projects varies significantly. Some ancient towns are crowded with tourists whereas the others are rarely visited. The present study focuses on the influencing factors in the involvement of tourists' decision-making on ancient town destinations, in order to help local administrative authorities to develop the market in a more efficient manner.

The research hypotheses and conceptual model are put forward on the basis of literature review. Then the author designs the survey questionnaire and distributes copies among tourists in Wuzhen Ancient Town, China (simple sampling). After that, statistical analysis, independent-sample T test, one-way analysis of variance, correlation analysis and regression analysis are carried out to test the research hypotheses.

Research findings: First, different tourists differ in advertising information factor, tourist attraction factor, destination image factor, social factor, cost factor and experience factor. Second, regression analysis suggests that the factors affecting the destination decision-making of ancient town tourists include advertising information factor, tourist attraction factor, destination image factor and social factor. Third, advertising information factor has the strongest influence on tourists' decision-making involvement, with the influence coefficient being 0.288.

According to the research conclusions, the Researcher puts forward some management suggestions for the local management authorities of ancient towns: First, invest in strong destination advertising and information release; second, develop new tourist attraction factor; third, highlight the social functions of tourism; fourth, correctly position the destination image; fifth, focus on differentiating the marketing strategies of different source areas; sixth, divide the tourist market into segments and develop the tourism market in a targeted way.

Keywords: Tourism decision-making involvement, tourist destination selection, demographic characteristics, ancient town tourism

JEL: M30, M31

Resumo

As cidades antigas tornaram-se um dos destinos favoritos dos turistas chineses. Nos últimos anos, muitos governos locais na China têm desenvolvido ativamente esses projetos de turismo. No entanto, a eficiência econômica de diferentes projetos varia significativamente. Algumas cidades antigas estão cheias de turistas, enquanto outras são raramente visitadas. O presente estudo enfoca os fatores que influenciam o envolvimento na tomada de decisões dos turistas na escolha de alguma cidade antiga como destino a visitar, a fim de ajudar as autoridades administrativas locais a desenvolver o mercado de maneira mais eficiente.

As hipóteses de pesquisa e o modelo conceitual são apresentados com base na revisão da literatura. Em seguida, o autor cria o questionário da pesquisa e distribui cópias entre os turistas na Cidade Antiga de Wuzhen, China (amostragem simples). Depois disso, análise estatística, teste T de amostra independente, análise de variância unidirecional, análise de correlação e análise de regressão são realizados para testar as hipóteses de pesquisa.

Resultados da pesquisa: Primeiro, distintos turistas diferem no fator de informação publicitária, fator de atração turística, fator de imagem de destino, fator social, fator de custo e fator de experiência. Segundo, a análise de regressão sugere que os fatores que afetam a tomada de decisão sobre o destino dos turistas de cidades antigas incluem o fator de informação publicitária, o fator de atração turística, o fator de imagem de destino e o fator social. Terceiro, o fator de informação de publicidade tem a influência mais forte no envolvimento da tomada de decisões dos turistas, com um coeficiente de influência de 0,288.

De acordo com as conclusões da pesquisa, o autor apresenta algumas sugestões de gerenciamento para as autoridades administrativas locais das cidades antigas: Primeiro, investir em fortes anúncios de destinos e divulgação de informações; segundo, desenvolver novas atrações turísticas; terceiro, destacar as funções sociais do turismo; quarto, posicionar corretamente a imagem de destino; quinto, focar na diferenciação das estratégias de marketing para diferentes lugares emissores de turismo; sexto, dividir o mercado turístico em segmentos e desenvolvê-lo de forma direcionada.

Palavras chaves: Envolvimento na tomada de decisões em turismo, seleção de destino turístico, características demográficas, turismo em cidades antigas

JEL: M30, M31

摘要

古镇已经成为中国旅游者最喜爱的旅游目的地之一。近年来，很多中国地方政府积极开发古镇旅游项目，但是，经济效益差别巨大，一些古镇人山人海，而另一些古镇却是游客稀少。本研究重点关注旅游者在古镇旅游目的地决策卷入的影响因素，以帮助古镇管理当局更有效地开发市场。

通过文献回顾，提出研究假设和研究概念模型，然后设计调查问卷，在中国乌镇古镇向旅游者发放调查问卷（简单抽样），通过统计描述、独立样本 T 检验、单因素方差分析、相关分析、回归分析等，并对研究假设进行检验。

研究发现：1）不同的旅游者在广告信息因素、旅游吸引物因素、目的地形象因素、社交因素、成本因素、体验因素有差异；2）而回归分析发现，影响古镇旅游者的目的地决策卷入的因素有：广告信息因素、旅游吸引物、目的地形象因素、社交因素；3）其中，广告信息因素对旅游者决策卷入的影响力最大，影响系数为 0.288。

根据研究结论，对古镇旅游管理当局提出一些管理建议:1) 做好目的地广告的投入及信息发布；2）开发新的旅游吸引物；3）重视旅游的社交功能；4）正确定位目的地形象；5）注重不同客源地推广策略差异性；6）做好旅游者市场细分，有针对地开发旅游市场。

关键词：旅游决策卷入，旅游目的地选择，人口学特征，古镇旅游

JEL：M30; M31

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This study was completed under the guidance of a mentor. In the process of writing studies, the tutors gave me detailed answers and guidance. Their rigorous attitude towards professional knowledge and gentle and tolerant style have a profound impact on me. Under the guidance of my tutor, I not only have a deeper understanding of the thesis writing, but also help me clarify the future planning. From the topic selection to the completion of this study, each step is completed under the guidance of the tutor, pouring a lot of effort into the tutor. Here, I sincerely thank my mentor.

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During my doctoral dissertation writing, my wife took care of all the housework and children's education, assisted me to hand out questionnaires together, and helped me organize the recycled questionnaires and input data into the computer. And my baby daughter, in her childhood life, as a father did not give her more companionship, these are my regrets, but also my motivation for continuous progress.

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本论文是在中葡双方导师的悉心指导之下完成的。导师从一开始就留给我非常深刻的印象，丰富的学识令我产生一丝敬畏之心。在论文指导过程中，老师也对我们的问题不厌其烦的解答，并且基本都能在短时间内回答问题，这让我感受到老师心里一直留意着我们的论文。在和导师的相处中，导师广博的见闻一直能够吸引我们，其对专业知识严谨的态度，和温和宽容的指导风格对我影响深远。老师不仅使对论文写作有了更深刻的理解，也帮助我理清了未来的规划，使我明白了许多待人接物的细节问题。此外，导师还非常关心我们的课余生活，让我们始终保持一个良好的精神状态，所谓一日为师终身为父，我们在论文指导中感受到的照料必将铭记于心。本论文从选题到完成，每一步都是在导师的指导下完成的，倾注了导师大量的心血。在此，我真诚地向导师表示感谢！

论文的完成，最要感谢我亲爱的家人，感谢我的父母，不仅养育了我，而且在我的人生工作、学习中，给予了我最大的关爱和包容，尤其是我的父亲，在我的论文写作过程中，病重数月，在病床上，仍然惦记着我的学业，但最后学没能在有生之年看到我头戴博士帽，这也是我的最大遗憾。而我的母亲，是一位朴素的农妇，虽然没有太多的文化，但她一直在用默默无闻的母爱感染我，激励着我。还有我的爱人，在我的博士论文写作期间，包揽了所有家务和孩子的教育。还有我的宝贝女儿，在她的童年生活中，作为父亲没有给她更多的陪伴，这些都是我的遗憾，也都是我不断进取的源泉。

本论文的顺利完成，离不开老师，也离不开同学们的帮助。没有身边老师同学的帮助和支持是没有办法如此顺利完成我的博士学位论文的，即使离开学校我们也会保持珍贵的友谊。

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Chapter 1: Introduction

1.1 The ancient town tourism in China

With the enhancement of China's economic strength, infrastructure and service quality of tourism enterprises are always improving. At the same time, the Chinese government has launched a series of policies to promote tourism. Therefore, Chinese residents' willingness to travel is increasing, and domestic tourism, outbound tourism and inbound tourists are growing rapidly.

According to the report of the National Bureau of Statistics of China (2018), the number of outbound tourists in China rose from 105 million to 135 million in 1995-2016, an average annual growth of 17.6%, making it the largest outbound tourism market in the world.

According to the Annual Report on China's Domestic Tourism Development 2017 issued by the China Tourism Research Institute (2018), "the number of domestic tourists in 2017 was 5.501 billion, an increase of 12.8% over the same period last year. Domestic tourism revenue was 4.57 trillion yuan, up 15.9% in the same period last year.

From the development trend since 2011, domestic tourism reception scale has held an annual increase of around 13.5%, while tourism revenue has kept an annual increase of around 19.3%".

At the same time, the tourism of ancient towns in China is also growing quickly. Among them, at that place are three ancient towns listed as the United Nations World Cultural Heritage Sites, namely Pingyao, Lijiang and Xidihong, which have become famous tourist destinations in China.

In order to develop the local economy, tourism resources of ancient towns have been actively tapped in all parts of China. At present, more than 220 ancient towns have been developed into tourist attractions. The characteristics are as follows:

(1) Tourists attention. Some tourist destinations are saturated, exceeding the maximum

reception in peak season, while some newly developed tourist destinations in ancient towns are scarce.

(2) Tourist attractions of ancient towns are similar, but their characteristics are not obvious. In Eastern China, the characteristics of the water towns in the south of the Yangtze River are propagated: Small bridge, Creek, and House; in the westerly region of China, the customs of ethnic minorities are propagated (Tian, 2002); and some tourist attractions in ancient towns are highly replaceable (Li, 2007).

(3) Business conditions are uneven. Aside from some of the older towns, tourism development in many ancient towns is not idealistic. Although these towns emphasize the banner of cultural heritage tourism in marketing, there tourism demand is not eminent. As a consequence, not only can they not generate economic income, but likewise, they are heavily in debt.

Equally there are also many ancient towns, the competition among them is escalating. When tourists prepare for tourism, the purpose of ancient town tourism is how to choose, how to involve in decision-making, and what influencing factors are worth studying.

1.2 Research purposes

At that place are big differences between tourism consumption and ordinary commodity consumption: First, tourists cannot experience tourism products beforehand; second, the overall price is more eminent. These features lead to tourists to be more cautious in choosing a destination. They need to take in more data and consider risk factors.

The involvement concept of this work refers to the psychological state of potential motivation, activation or interest of individuals triggered by tourism and leisure activities, destinations and related products (Havitz & Dimanche, 1999).

Through investigation, the researcher tries to study the decision-making behavior of tourists in ancient towns, understand the involvement of tourists in destination selection in ancient towns, the factors affecting the degree of involvement, and the relationship between the degree of involvement and related factors.

In order to achieve the following goals:

(1) Combine the tourism decision-making and tourism involvement theory, summarize the academic theory of the involvement theory and its application in tourism research, and test the classic RPII scale involved in the research. Analyze the results of its involvement in the ancient town tourism in the Chinese context. Letting in the impact of the decision of the ancient town tourists.

(2) Through the survey of tourists, the characteristics of tourists in ancient towns are considered from the perspective of demographic characteristics. Analyze the impact of demographic statistical characteristics on the decision-making involvement of tourists in ancient towns. And explore the correlation between these demographic characteristics and the involvement of tourism;

(3) Explore other factors that influence the involvement of tourists in ancient towns.

(4) Check the relationship between the variables affected by the Tourist decision-making of the ancient town, whether it has a statistically significant effect.

1.3 Research significance

Ancient towns have become an important tourist destination for Chinese people. The number of tourists in the three ancient towns in the south of the Yangtze River in China has been increasing rapidly in recent years.

In 2000, Zhou Zhuang Ancient Town received 1.475 million holidaymakers, and Tongli Ancient Town had 870, 000 person-times. In 2001, Wuzhen Ancient Town received 789, 000 tourists.

However, in 2010, the number of tourist receptions in Tongli Ancient Town was 3.63 million, Zhou Zhuang Ancient Town received 5.92 million tourists, and the Wuzhen Ancient Town received 5.31 million tourists (Jin, 2013).

Among many ancient town destinations, how do tourists make choices, which factors affect their choices, and how involved are they? Through reviewing the literature, the researcher finds that there are not many documents on the involvement of tourism decision-making in

China, but few documents on the involvement of tourists in ancient towns. Thus, it is of substantial significance to study the involvement of tourists' destination decision-making in ancient towns.

(1) Theoretical significance

This thesis makes a retrospective study on tourism consumption behavior and involvement theory. Through the study of the differences of tourism interest and related demographic characteristics in ancient towns, and the measurement of the tourist decision-making degree in ancient towns, it discusses the influence of, involvement factors on tourist decision-making, thus enriching tourism decision-making theory and involvement theory, and progressing to a study on tourism involvement in ancient towns. And it can also be utilized for reference to promote the decision-making theory of tourists in cultural heritage destinations.

(2) Practical significance

Established on the terminations of the questionnaire analysis, this work offers practical suggestions for tourism developers or managers in China's ancient towns to avoid some unsuccessful tourism development projects. At the same time, harmonizing to the research conclusions, the ancient town tourism destination managers provide some countermeasures in market growth.

In addition, the research conclusions can also enable the ancient town Tourism management authorities in other nations in the universe to deliver a clearer apprehension of the characteristics of Chinese tourists, so that when the Chinese marketplace is developed in the future, it will be able to locate, promote and attract more Chinese tourists.

(3) Innovation of research

On the unitary hand, this study combines involvement theory with the tourism decision-making of ancient towns, examines RPII model, and offers a case study of consumer decision-making involvement theory from the perspective of tourists' decision-making of ancient towns in China.

On the other hand, through the field of the impingement of the population characteristics, social elements, cost factor, destination image factor and tourist experience factor on tourists'

decision-making involvement in ancient towns, this thesis puts forth the model of tourists' decision-making involvement in ancient towns, which provides exploration of tourism marketing theory and some theoretical basis for tourists in ancient towns to get the Chinese tourist market.

1.4 Definitions of related concepts

1.4.1 Heritage tourism

In tourism, heritage is related to history, which refers to things left by predecessors and passed down to future generations, including both cultural traditions and man-made goods (Hardy, 1988). Timothy and Boyd (2003) pointed out that people have a great sense of pride and curiosity about their own past and the past of others, and that some places have caused people to travel because they have retained the values and lifestyles that the modern world is rapidly disappearing.

Yale (1991) stated that heritage tourism is a kind of tourism activity that pays close attention to all inherited substances and phenomena; Liu (2005) stated that heritage tourism is a special type of tourism activity that takes heritage resources as a tourist attraction and appreciates and experiences heritage.

1.4.2 Ancient town tourism

Cultural heritage is also an important foundation for the development of tourism (Liu, 2005). As a significant piece of cultural heritage, the contribution of ancient towns to tourism development is more and more obvious. Zhu (2001) declares that the ancient town has four principal characteristics: experienced a long time, held back a larger historical building, unique folk customs and customs, there are still residents living in it. Lin, Lin, and Sun (2016) found that tourists from different states or regions have different needs and preferences for China's World Heritage.

1.4.3 Involvement in tourism decision-making

Involvement is an individual's judgment on the relevance of an object to its internal needs, values and interests (Zaichkowsky, 1985). Consumer involvement when in a decision-making can be split into three categories: advertising involvement, product involvement and purchase decision involvement (Warrington & Shim, 2000).

Tourism is a complex and highly involved product (Swarbrooke & Horner, 2007). Because the sample of this study is ancient town tourists, they are all consumers who have already caused the purchase of tourism products, then this field no longer measures the purchase decision-making involvement, but measures and tests the advertising involvement and product interest.

1.5 Research method

This study mainly uses the paradigm of positivism. From the methodological point of view: the positivist paradigm generally uses experimental methods or questionnaires to collect data; the collected information is mostly quantitative information, the sample is large, and the obtained data is processed by statistical analysis, in order to carry out the proposed research hypothesis.

The complete positivist research process generally includes the following three steps: (1) proposing the theoretical hypothesis; (2) collecting relevant data to verify the theoretical hypothesis; (3) using statistical models to estimate the relationship between the independent variable and the dependent variable, thereby verifying theoretical assumptions.

1.5.1 Literature review

The literature review is based on the aim of the research, gathering up and collating relevant literature materials, understanding the research status of relevant hypotheses, and understanding and revealing new research problems. This work offers a theoretical foundation for the research hypothesis by reviewing the literature on cultural heritage tourism, ancient town tourism, tourism decision-making, interest, and tourist decision-making.

1.5.2 Data collection

This survey utilized a questionnaire to gather information. On the base of literature review, the questionnaire was designed, and the extract of the questionnaire and the valuation of risk factors were proposed, and reasonable countermeasures were proposed to guarantee the reliability and robustness of the questionnaire. To assure the robustness of the questionnaire, control is achieved by:

First of all, in terms of the substance of the questionnaire, insist that all topics are nearly connected to the research hypothesis, and at the same time ensure that the problem cannot be biased and induced, avoiding potential suggestive effects. In the use of questionnaires, use simple and easy-to-read words, try to avoid using too abstract and too theoretical terminology to ensure that the problem can be correctly interpreted by the respondents. At the same time, the researcher must ensure that the terms are specific and clear, and free from ambiguity.

Secondly, in terms of a problem sorting, the researcher should first explain to the respondents: the purpose of the survey, the strict protection of their secrecy as the info gathered by the questionnaire is for research purposes only, dispel its concerns and then stick with the questions. Arrange from easy to difficult, posing the same theme in the same division.

Eventually, through the pretest, the questionnaire items are cleaned up to shape the terminal version of the research questionnaire.

1.5.3 Data processing

In Wuzhen Ancient Town, tourists are invited to satisfy in the questionnaire, and the collected questionnaires are screened and enrolled into the data processor. Then, the collected questionnaire data are processed by SPSS20.0 (Chinese version) statistical analysis software, using statistical description, analysis of variance, and T test., regression analysis. test the research hypothesis.

According to the conclusions of the data analysis, combined with the achievements of the predecessors, the data results are discussed, analyzed, interpreted and summarized, and the differences and influencing factors of the decision-making involvement of tourists in the ancient

towns are discussed. Finally, combined with the real work, the tourism enterprises and management of the ancient towns the department makes recommendations for reference in its business decisions.

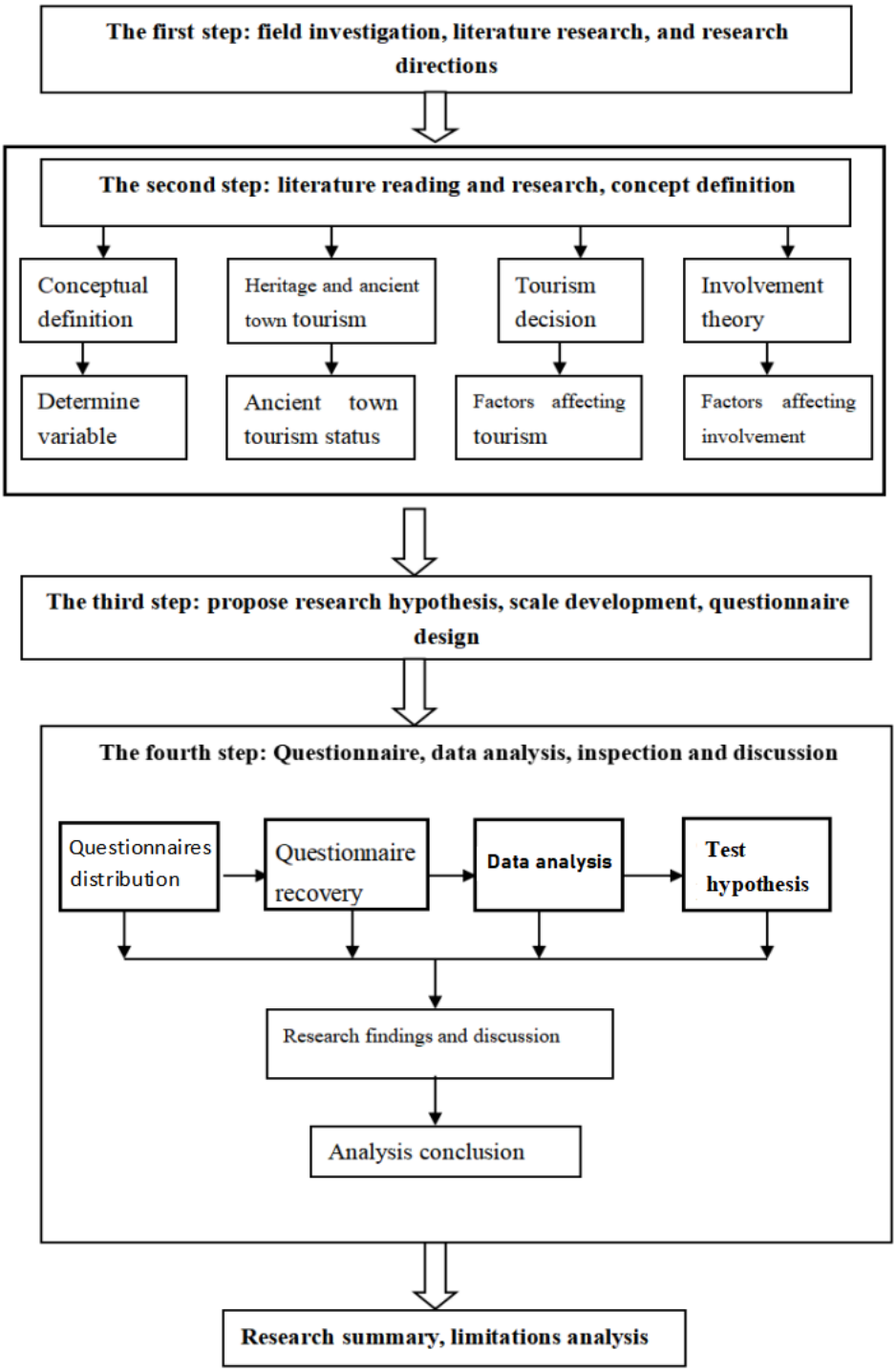

Figure 1-1 Research roadmap

1.6 Research steps

The first stage, on-the-spot investigation, grasp the ancient town tourism facilities and tourism, local attractions, and then compile the relevant literature and reading and summarizing, find the protruding period of the inquiry, and develop research target, plan, the method of the research, research questions.

The second level, in-depth reading and analysis of the literature, the relevant theories involved in the study were screened and summarized, and specific research subjects and research courses were proposed. Letting in the definition of related concepts, understanding of the existing literature on the choice of tourist destinations, tourist decision-making factors, tourism decision-making involvement degree and other literature and theory research classification.

In the tertiary phase, according to the established research contents and methods, united with the existing research results and theoretical foundation, put forward research hypotheses; determine the variables involved in the survey, and develop the measurement scale; combined with field interviews, get the initial scale; carry out the preliminary test, purify the scale, and finally make an official scale.

The fourth level is the issuance, recovery, sorting and data entry of formal questionnaires. The reliability and robustness of the data from the formal questionnaire survey were examined to define the evaluation criteria and to verify the theoretical model and research hypothesis. Detailed Figure 1-1.

1.7 The structure of dissertation

In the fifth stage, it summarizes the research conclusions, the innovations and limitations of the classification research, and puts forth the future research directions in view of the limitations of the enquiry.

Chapter 1: Introduction. This dissertation presents the origin and background of the research, defines the concept, and expounds the research aims and research methods.

Chapter 2: Literature review. Through the critique of relevant literature, including cultural heritage tourism, ancient town tourism, tourism decision-making, involvement, tourists decision-making involvement, to supply a theoretical foundation for the research hypothesis.

Chapter 3: Design of research model and proposition of research hypothesis. It includes the invention of the questionnaire, the excerpt of the respondents and the valuation of risk elements, and puts forward reasonable countermeasures to insure the reliability and robustness of the questionnaire. At the same time, the data of the pre-survey are analyzed, the particulars of the questionnaire are purified, and the last version of the questionnaire is organized.

Chapter 4: Data analysis. For the collected questionnaire data, SPSS20.0 (Chinese version) statistical analysis software is utilized to process the data, mainly using statistical description, variation analysis, T test, regression analysis and hence along to test the research hypothesis.

Chapter 5: Research conclusions and discussion. Agreeing to the conclusion of data analysis and the effects of previous studies, this thesis discusses and analyses the data results, explains and summarizes the differences of tourist destination decision-making involvement in ancient towns, explores the factors affecting involvement, and finally puts forward relevant suggestions for the tourism enterprises and management sections of ancient towns.

Research limitations and future development: In view of the conclusions and the process of this work, the existing problems in the subject were assessed, and potential improvement measures and directions for further research were set forth.

1.8 Chapter summary

Based on the theory of involvement as the theoretical basis of the study, and through the literature study of heritage tourism and tourist decision-making behavior and combined with the researcher's many years of practical experience in the tourism industry, this study puts forward research hypothesis, adopts positivist research methods, design questionnaires, and in eastern China's ancient town scenic spots.

The questionnaire was sent out to tourists. The information gathered from the questionnaire were analyzed by SPSS20.0 (Chinese version) software, including statistical

description, correlation analysis, ingredient analysis and regression analysis.

This study measures the degree of Tourist decision-making in tourism decision-making in ancient towns and its related influences factors and analyses the differences in Advertising Involvement and product involvement among tourists with different demographic characteristics in tourism destination decision-making, as well as tourism destination image, tourist cost factor, experience factor and social factor. In conclusion, some propositions are set forward for the practice of tourism destination management.

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Chapter 2: Literature Review

2.1 Tourism and tourism consumption

Tourism refers to people who temporarily leave their permanent residence to participate in recreational activities (Swarbrooke & Horner, 2004).

What is tourism? Xie (2015) stated that tourism is a short-lived leisurely experience that individuals use free time and seek for pleasure. (1) The basic goal of tourism is to pursue the happiness of the soul; the tourism experience is not only a time dimension, but also a spiritual enjoyment, self-realization and spiritual purification; (2) tourism are another kind of individual behavior, at least in in some scenarios, there are plans, directions, and selective decisions. (3) Tourism is also a form of leisure activity. It can as well be said to be a particular sort of amusement. The particularity is that the behavior of tourism has always been in the case of a different environment. (4) Tourism has two externalities: non-residential and short-term; non-residential is different from ordinary daily entertainment and relaxation activities, while short-term is non-durable, which is different from work or long-term pleasure of life; (5) the key language of tourism is pleasure, leisure (free time), distance, temporary, leisure and experience.

In today's society, tourism as a part of a high-quality life has become more and more a common social phenomenon. Tourism is essentially a business activity. Tourism consumption takes place along with tourism activities and is a necessary precondition for the normal development of tourism activities and tourism economy. Tourists buy travel products, which are a special experience and experience that tourists receive after paying for the travel process. Tourism consumption, unlike general commodity consumption, is a special kind of spending.

This particularity is manifested in the diversity of consumption (Tian, 2002). The types of tourism products are sightseeing, leisure and vacation, entertainment, business; and tourists need to eat up some necessities and tourism during the tourism process. Provisions, including food, accommodation, transportation, shopping, amusement; tourism consumption is not a daily consumption, with the economic status of tourists, occupation, age, gender, cultural literacy,

spiritual beliefs, tourism product prices, tourist destinations The socioeconomic and environmental factors, culture and folk customs are closely related, and those who change these elements will directly or indirectly alter the trend of tourism consumption.

2.2 Tourism products

Tourism products are a particular form of commodities. Tourism products refer to the substances and services that make tourists to meet their aesthetic and pleasure needs (Xie, 2015). The concept of tourism products includes comprehensive concepts and individual concepts.

From source of tourists to destination, the facilities and services consumed by tourists are all part of tourism products; Smith (1994) pointed out that the previous definition of tourism products did not reveal the common characteristics of tourism products; Lin (2011) pointed out that the development of experiential tourism products plays an important role in the tourism development of ancient towns, so tourism in ancient towns. Developers of products should pay more attention to tourists' experience.

The ancient town tourism products are reflected in the tourist attraction of the ancient town. In Wuzhen Ancient Town, Zhejiang Province, China, the main aim is the awning boat, the writer Mao Dun, the World Internet Conference, the Wuzhen Drama Festival, the TV series “The Waters of the Year”, and the famous movie star René Liu. In other respects, therefore, the tourism product measurement items in this study mainly include the above tourist attractions.

The driving factors of heritage tourism to tourists are: (1) the driving of cultural demand. Tourists can not only accumulate diversified cultural capital through contact with cultural objects, but also understand the profound cultural connotations behind them; (2) the driving force of tourism demand.

The main factors driving tourists to choose heritage tourism are: (1) Exploring local cultural phenomena. (2) The pursuit of authenticity. Heritage tourism is full of mystery for many people due to factors such as finding insights, finding truth, and gazing differences (Guo, Huang, & Sun, 2014).

The driving motives of food tourism are leisure relaxation, diet and cultural exploration,

and the motivations include diet products and ancillary services; leisure relaxation, cultural exploration and dietary products have a positive impact on satisfaction, and dietary factors have a positive impact on behavioral intentions (Zhang, 2012).

International tourist decision-making is mainly influenced by the quality, uniqueness and distance of tourism purposes (Nejati & Mohamed, 2014). Destination brands, natural landscapes and local culture influence traveler decisions (Guo, Huang, & Sun, 2014). In particular, the destination image significantly positively affects the willingness of visitors to act (Tu, Xiong, Huang, & Guo, 2017)

2.3 Cultural heritage tourism

When traveling, in addition to experiencing natural scenery such as mountains, sunshine, and the sea, it is also possible to visit historical sites, participate in special folk festivals, and museums, all of which are related to a certain cultural heritage. This is a distinctive mass tourism. UNESCO (2003) classifies cultural heritage into three basic types: monuments, groups of buildings and sites.

Yale (1991) holds that cultural heritage tourism is a form of tourism in which human civilization remains as the main tourist attraction, either spiritually or materially. Historic houses provide a good platform for understanding and enjoying different aspects of past lifestyles, cultural heritage tourism is a psychosocial need, but not an arbitrary act (Michael, 2002).

Tourists have high willingness to pay for the world heritage sites (Kim, Lehto, & Morrison, 2007). According to a report by the State Bureau of Statistics and the State Tourism Administration, more than 50% of overseas tourists to 13 provinces in China are very interested in “cultural relics and historic sites”, and this demand is also more than 30% in other provinces (Liu, 2005). Cui, He, and Xu (2016) stated that the factors that affect the motivation of cultural heritage tourists include heritage attributes, heritage-related attributes and heritage-independent attributes.

Tourists from different countries or regions have different needs and preferences for

heritage (Lin, Lin, & Sun, 2016); tourists prefer music and dance, theme parks and folk activities, but are less interested in opera and traditional drama, museums or restaurants (Yu & Dai, 2015). Chen and Wang (2016) stated that the economic impact of heritage on the development of tourist destinations showed more advantages than disadvantages.

Cultural heritage is a matter of human daily life and its materialized symbols. In a particular time and space, different groups of people deal with the relationship between heaven, earth and people, which has a certain degree of self-regulation.

Similarly, with the development of capitalization of time and space and individualization of consumption, cultural heritage has gradually become the attraction of tourism, and cultural heritage has also changed from "my" life to "other" consumption of goods (Wu, 2017); therefore, in cultural tourism scenic spots, the development of cultural values and the interpretation of cultural knowledge are very important. (Feng & Yan, 2015).

Altunel and Erkut (2015) stated that the satisfaction of cultural heritage tourists is positively correlated with their willingness; Hu, Ma, and Li (2012) argued that the World Heritage List scenic spots did not better promote tourism, especially Asian tourists, the involvement of young residents in WHS was more conducive to improving their enthusiasm for the activities and a sense of belonging.

Gannon *et al.* (2017) found that consumers preconceived views on cultural heritage brands stimulated their willingness to visit more.

2.4 Ancient town tourism

Liu, Li, Chen, and Li (2017) stated that the ancient town tourism resources are a collection of resources. Cultural heritage is not only a nostalgic object, but also a consumer asset. The tourism of ancient towns is becoming more and more "hot". It is a kind of tourism fashion through the integration of local cultural heritage, ancient, ancient style, ruins, and customs.

Hu, Tan, and Pan (2014) divided tourists' authenticity perceptions of ancient town tourism into five dimensions: architectural elements, dietary elements, cultural elements, local cultural elements, and tourist reception elements. These elements have a brand attitude towards tourists.

There are positive effects, in which the perception of architectural elements and the perception of dietary elements have a direct impact on the behavioral intentions of tourists, while the perception of cultural elements, the perception of local cultural elements and the perception of tourism reception factors indirectly affect the behavioral intentions of tourists.

The image perception of the ancient town's tourist destination also shows the characteristics of the long tail, and at the same time the "non-nice" image appears at the end of the image curve (Wang, Xu, Feng, & Wu, 2013); Priority items in the construction of tourism destination image of ancient towns are as follows: ancient streets, air quality, protection level of ancient towns; disadvantage indicators: river water quality, public toilets, customs performances (Zhang & Wan, 2004).

Ancient town tourism is an embodiment experience (Yu & Peng, 2015); historical and cultural heritage is a valuable resource for the regeneration of ancient towns and the basis for the sustainable development of ancient towns (Ming & Duan, 2014). Zhou and Hu (2015) put forward that the tourism development of ancient towns should pay attention to the overall protection of cultural and ecological characteristics, avoid the problems of vague orientation, unsustainable ecology and inadequate supporting service facilities.

The development of tourism in ancient towns is generally welcomed by local community residents (Lindberg, Dellaert, & Rassing, 1999; Sheldon & Abenoja, 2001). In order to develop the local economy and raise the income of local community residents, the management authorities of many ancient towns in China are also actively developing tourism in ancient towns.

However, the willingness of the residents of the destination community to participate in the Tourism management of the ancient town is positively correlated with their educational background and training (Zhao & Fang, 2011).

After years of operation and improvement, some ancient towns in China have completed the original tourism development and have become famous tourist destinations, such as the famous six towns in Jiangnan: Ruzhi, Zhou Zhuang, Tongli, Wuzhen, Xitang Town, Nanxun Town.

2.5 Tourism consumption decision

Destination decision-making is a key area in tourist consumer behavior research. Tourism consumption behavior is not isolated, but consists of a series of decisions, including where to travel, how to go there, and when to go? It can be said that the choice of tourist destinations is the most important decision-making.

The tourism decision-making process is a continuous, complex psychological process involving many potential decisions, including eating, living, traveling, swimming. At the same time, it is also a dynamic process changing with the environment. Decision-makers through tentative analysis of the various elements in the process of tourism and between them. The interactive relationship was compared and final selection made (Svenson, 1996). Travel incentives, personal, social and external factors will affect the decision making of tourists (Schmoll, 1977).

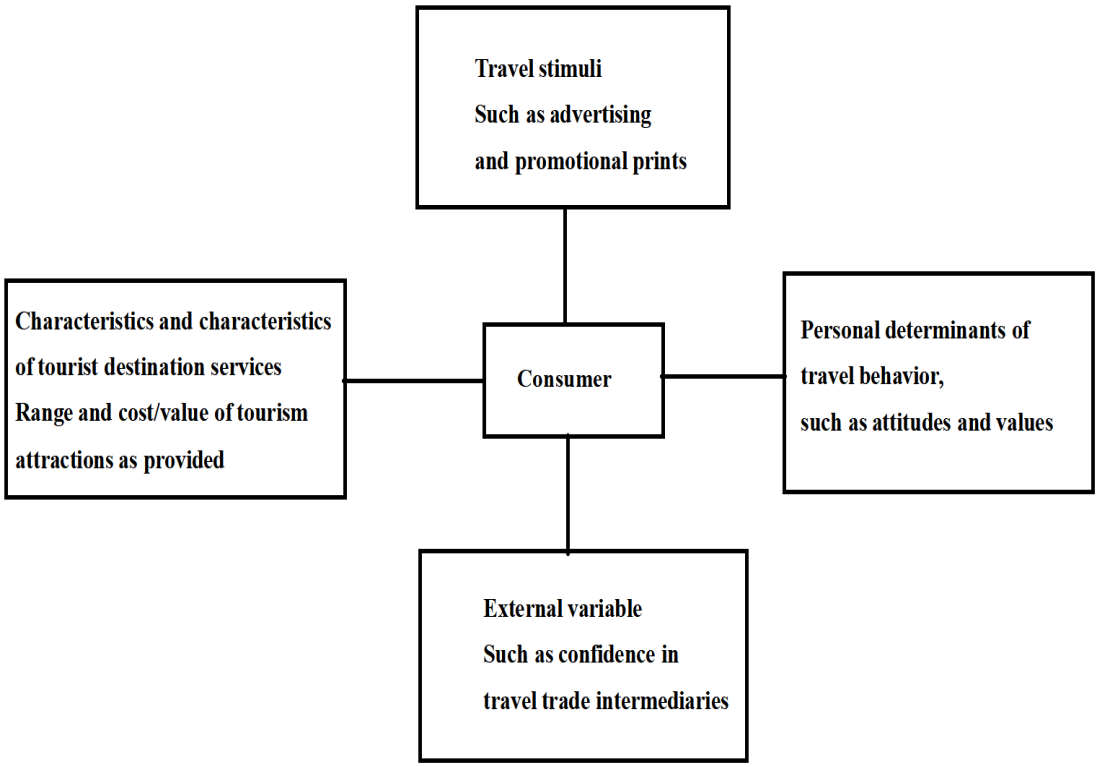

Figure 2-1 Schomll consumer decision model

Source: Swarbrooke & Horner (2004)

Compared with ordinary consumer goods, tourism products are very special (Wahab,

Crampon, & Rothfield, 1976). There is a greater risk in the purchase of tourists; while tourists are broad-based rational decision-makers who seek to maximize economic utility, so they will make advance planning before purchasing tourism products. Schmoll (1977) stated that the rational decision-making of tourists is based on certain conditions (Figure 2-1).

The decision-making process is mainly influenced by tourism incentives, personal, social and external factors, and will undergo a series of continuous processes. Tourism decision-making is composed of multiple consecutive steps, including tourism, communication, tourist purpose, and limiting factors, and is a dynamic decision-making process that changes with the changes in tourist purchase scenarios (Mayo & Jarvis, 1981).

Raaij and Francken (1984) argue that family factors, personal involvement and memory have a large impact on the decision-making process of tourists; joint decision-making is the central link of collective tourism; tourists' own money, time, family or individual Factors such as health level, work, and dependence on the family may all make tourism decisions (Pearce, 1995). Travel destination decisions are more seriously influenced by external factors such as the social culture and values of family members, relatives and friends. It is also influenced by travel experiences and post-study evaluations (Moutinho, 1987).

Tourist consumption decision-making was influenced by tourist destination and the situation at that time. At the same time, tourists' emotion and cognition also play a moderating role (Woodside & Lysonski, 1989); destination image, individual attitude of tourists and restrictions on destination entry. Factors also influence tourism decision making (Um & Crompton, 1990).

Ajzen and Driver (1992) stated that tourism decision-making is produced by the interaction of action intention and consumer's own perception. Intention, emotion and cognition all have influence on consumer's tourism leisure decision-making.

The tourism decision-making process can be divided into three stages: pre-purchase decision, post-purchase evaluation, and future destination selection (Moutinho & Currey, 1994); Tourism decision-making is a linear thinking model (Wahab, Crampon, & Rothfield, 1976); Um and Crompton (1991) Tourism decision-making is influenced by the internal factors, external factors and cognition of tourists; tourism decision-making is greatly influenced by the

opinions and recommendations of the surrounding groups of tourists, and the personal needs of tourists are combined with the social pressure they face (Goodall & Cooper, 1991), but in reality, tourism is not always sensible (Woodside & Lysonski, 1989);

Ryan and Cliff (1997) stated that the travel experience of tourists is influenced by their inherent factors, external interference, and their own behavior. The impact of the outcome of the action, and the quality of experience is the result of the interaction of various factors.

The decision-making of foreign tourists is greatly influenced by the terrorist activities of the destination and other risks, some researchers have tried to test the relationship between various factors affecting tourism decision-making by establishing a model. Sirakaya, McLellan, and Uysal (1996) argues that attractiveness, cost and time are key factors influencing tourism decision-making,and personal values Influence the decision-making of tourists.

According to Anderson, Juaneda, and Sastre (2009), tourists are more concerned with the convenience, relaxation and safety of travel. Gulid and Lertwannawit (2013) found three important factors that influence the consumer consumption behavior: attitude toward a destination, behavioral intention, and destination equity.

Psychological factors and social factor directly influence tourism decision-making. Psychological factors include individual motivation, attitude, perception, learning, and personality. Social factors include family roles, social classes, reference groups, and subculture characteristics (Mayo & Jarvis, 1981).

There are gender differences in tourism decision making (Qin & Lin, 2014). People travel because of the interpersonal tension or depression in the work and life of the psychological escape, go to a strange environment to relax, looking for new individual and relationship benefits.

Decision making is a psychological process of orderly occurrence of a series of events, the study of the tourism decision making process is dynamic and post-modern for the tourist experience (Uriely, 2005).

Dann (1977) puts forward the push pull theory of tourism motivation. Push is a kind of subjective desire of people to travel, and pull is the attraction of tourism destination to people,

so tourists want to go there very much. Based on push-pull theory, tourism motivation can be divided into seven types.

Pesonen, Komppula, Kronenberg, and Peters (2013) declared that if the destination is different, the motivation of tourists is also different.

2.6 Decision model of tourism destination

The tourism decision-making process is influenced by individual factors, external stimuli and the characteristics of destination services (Scholl, 1977); Mayo and Jarvis (1981) propose to judge why tourists adopt high habitual decisions based on the length of decision-making and the psychology of individual choice. Many different decision-making schemes between high-level decision-making.

Barker, Mathieson, and Wall (1983) stated that tourism decision-making can be divided into five stages: tourism demand stimulation, tourism information retrieval and evaluation, tourism decision-making choice, tourism experience, and tourism satisfaction assessment. Moutinho (1987) divided tourism decision-making into three phases, including pre-decision decision making, post-purchase evaluation, and future decision-making.

Among them, previous decisions included four areas: stimulus filtering, attention and learning process, and selection criteria. Martin, Woodside, Sharma, and Altinay (2012) also established a structuring and processing model (SPM).

Moutinho (1987) divides tourism decision-making into three stages, including pre-decision-making, post-purchase evaluation and future decision-making. Previous decision-making includes stimulus filtering, attention and learning process, and selection criteria. Martin, Woodside, Sharma, and Altinay (2012) also established a structuring and processing model (SPM).

All in all, tourists making travel decisions are generally the process of:

(1) Identifying tourism needs or tourism environments. Identifying tourism demand or tourism environment is the first stage of the tourism decision-making process. Before making tourism decisions, tourists will first realize that they have a need for tourism products, for

example, what kind of tourism products do they like and what kind of tourism routes they like. Meet your needs, what kind of transportation, what kind of hotel to live in.

(2) Collect travel related information. In order to better meet their travel needs, tourists will collect relevant information through various channels. Of course, it takes time, money and energy to seek information, but it is necessary to seek information because it means lower Prices, the best travel services and more satisfying travel routes. There are internal and external searches for information. The process is an internal search. If you still cannot find a suitable choice through internal search, tourists will seek relevant information through external channels.

There are many external ways, such as asking relatives and friends, checking related books and materials, or going through the Internet. In the process of decision-making, tourists will collect as much information as possible according to the importance of decision-making to ensure the correctness and rationality of decision-making.

(3) Make travel decisions. By comparing and analyzing the information already searched, tourists can make relevant tourism decisions.

2.7 Factors affecting the tourism decision making

2.7.1 Demographic characteristics of tourists

Tourism decisions will be affected by demographic characteristics (Qiu, 1996; Qiu & Wu 2004); Maccannell (1976) argued that more attention should be paid to the impact of demographic characteristics of tourism behavior, For example, their age, gender, marriage, education, age may affect the decision-making of tourists; the pressure of highly commercial life can lead the relevant strata to leave daily travel in order to find the "real home" in their hearts.

Qin and Lin (2014) stated that there are significant differences in the decision-making process of tourists of different genders. Tourism experience has different effects on different tourists (Liu & Jing, 2015). Heung, Qu, and Chu (2001) found that among Japanese leisure tourists, Females are more concerned about the benefits of tourism than males, while younger tourists are more concerned about exploratory motivation, but there is no significant difference

in the impact of income and occupation on tourism motivation.

Kim, Lee, and Klenosky (2003) found that middle-aged tourists paid more attention to family gatherings, while women paid more attention to family gatherings than men. Civil servants and professionals are more concerned about the motivation to evade daily business, but there is no significant difference between different genders of tourists.

Shu, Liu, Zheng, Xu, and Gong (2014) found that the consumption decision of tourism performance is also constrained by demographic characteristics. Zhang and Wan (2004) found that tourists with different demographic characteristics, such as age, occupation, income, education, address, family situation, made different decisions.

Different demographic characteristics (gender, income, daily exercise) affect the trade-off values (Aziz & Ukkusuri, 2014). Zhang and Lu (2004) found that the four motivations (novelty, internal social, external social and knowledge) of urban residents were significantly different in demographic characteristics; Bao (2009) found that gender and education had no significant impact on the motivation of the elderly in Hangzhou. Dong (2011) found that tourists ‘age and education have a greater impact on their tourism motivation. Higher educated tourists show more interest in cultural heritage tourism resources.

Mayo and Jarvis (1981) proposed that factors affecting tourism decision-making include individual psychological factors and social factor. Individual psychological motivations, attitudes, perceptions, learning, and personality; social factor have roles, families, social classes, reference groups, Culture and subculture.

Zhang and Wan (2004) found that tourists with different demographic characteristics such as age, occupation, income, education level, address, and family status have different decisions through surveys of domestic tourists in Nanjing of China; and information sources are one of the important factors that affect the consumers’ purchase of products or services, and tourists’ information search is positively correlated with involvement.

Different demographic characteristics (gender, income, daily exercise) can affect traveler's trade-off values. Qiu and Wu (2004) stated that tourism decision-making will be affected by demographic characteristics. Shu *et al.* (2014) found that the consumption decision-making of tourism performance is also restricted by demographic characteristics.

Qin and Lin (2014) stated that there are significant differences in the decision-making process of tourists of different genders. Different types of tourists have different effects on tourism experience (Liu, 2005); in addition to age and income, tourism motivation is significantly different between other demographic and travel-related characteristics (Liu & Wu, 2010).

The factors affecting the motivation of inbound tourists are restrictive factors, psycho-social factor and cultural and educational factors. Social psychological factors and cultural and educational factors are significantly related to the Beijing Olympic Games. The age, education and family structure of inbound tourists are negatively correlated with the Olympic Games.

Variables such as age, education, annual income and family structure of tourists are significantly affected by the Olympics (Hu, Ma, & Li, 2012); Qiu and Wu (2004) services in the tourism process, support of the surrounding groups and society, personal psychology and The six factors of personal socioeconomic factors and other factors, as well as demographic factors such as age, education level, per capita income, and gender all have an impact on tourists' tourism decision-making.

2.7.2 Tourist motivation

As a social activity or phenomenon, tourism has its roots both driven by the psychological factors inherent in tourists and by external factors.

There are two main factors that encourage tourists to make purchases: one is the factor of the individual going on vacation; the other is the factor of the individual enjoying a certain vacation product at a particular destination at a particular time.

There are many potential motivations associated with these two categories, including the personality of the traveler (such as love or solitude), lifestyle, past experience, past life. Tourists are not affected by only one kind of motivation. In many tourism decisions, tourists are affected by multiple motives (Figure 2-2).

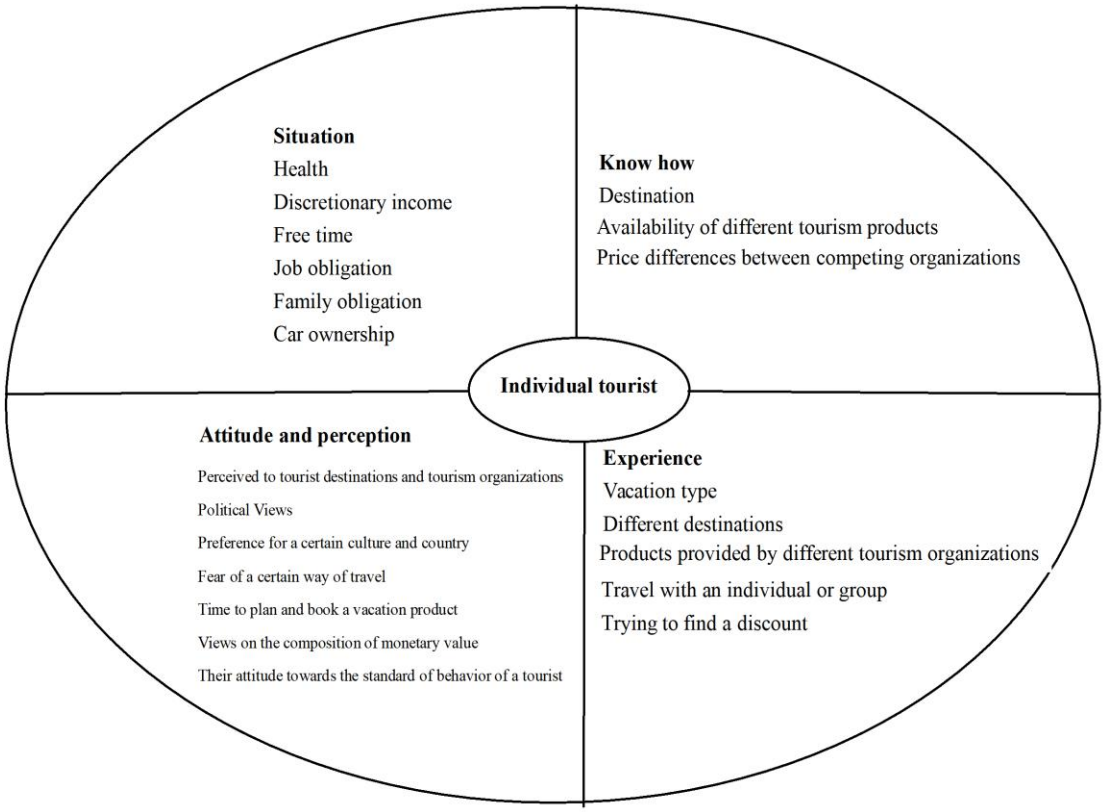

Figure 2-2 Individual determinants of tourist behavior
Source: Swarbrooke and Horner (2004)

Tourism decision making is highly individualized, and tourist decision making is related to individual motivation of tourists, individual travel needs to be activated, will show emotional impulse, and then integrate the individual's thoughts and behavior, and finally produce a specific behavior tendency, which is motivation (Gnoth, 1997). As for the theory of tourism motivation, the most accepted theories in academic circles are push-pull theory and escape-seek dichotomy theory, which have been used to divide tourists' tourism motivation.

Tourist consumers' motivations include psychological, physical, economic and spiritual aspects (Glucksmann, 1935); Crompton (1979) classifies nine types of tourism motivations, including seven types of motivation, including escape from the secular environment, re-examine oneself, relax one's mind and body, gain fame, spiritual attachment, cultural creativity; and Rachel. Dynamic cultural motivation includes novelty and education.

Gallarza and Saura (2006) puts forward the "quality-value-satisfaction-loyalty" model, believing that tourists 'values and tourism experience are highly related. Tourist motivation

shows diversity. Tourist's instinct motivation and social factor can influence both tourists ‘behavior and tourists' behavior (Pearce & Stringer, 1991).

Maccannell (1976) stated that the research on the impact of the demographic characteristics of tourists of tourism behavior, such as age, gender, marriage, education, age, may affect the decision-making of tourists; the pressure of highly commercial life can be Leading the relevant class to leave the day to travel to find the “real home” in the heart.

2.7.3 Tourism destination image

Um and Chropton (1990) stated that tourism decision-making is influenced by destination image and tourists ‘attitudes. Influencing the choice of tourists (Baloglu & Mccleary, 1999); Xiong and Peng (2008) perceived tourists were limited by the degree of understanding of the destination, other people’s evaluation, transportation, distance, cost, peers, scenic spot passenger flow; emotional image was divided into pleasure and unhappiness, relaxation and worry, arousal and sleeping, excitement and depression four dimensions. The less restrictive factors tourists have on their perception of the destination, the better their emotional image, and the easier the destination is to be chosen, individual characteristics influenced tourists’ perception and choice of destination;

Hao, Liu, Meng, and Chen (2017) argued that destination image and tourists’ satisfaction increased the effect of word-of-mouth dissemination, tourism purchase intention, and also reduced the sensitivity of tourism to price changes of destination products.

Hedonic tourism decisions vary with time and distance, but utilitarian tourism decisions do not (Basoglu & Yoo, 2015). Tourist decision-making is associated with the destination image (Zhang & Lu, 2004).

Castro, Armario, and Ruiz, (2007) found that under the background of different psychological needs, the impact of tourism destination image on tourists’ destination decision-making is also different.

Tourists’ long-term vacation decisions will be affected by the potential climate change (Ma, 2002). Cohen and Higham (2011) argues that climate change will not lead tourists to abandon their planned long-distance air travel decisions. Different demographic characteristics (gender,

income, daily exercise) can influence the trade-off values of emissions (Aziz & Ukkusuri, 2014).

International tourist decision-making is mainly influenced by the quality, uniqueness and distance value of the destination (Nejati & Mohamed, 2014). The perception of the image of the ancient town's tourist destination shows a long tail, and a "non-niche" image appears at the tail of the image curve (Wang *et al*., 2013).

Brown, Kozinets, and Sherry (2003) argue that old brands can evoke both the past and the intimacy of members of the common interest community, that is, they can cause personal nostalgia and can also lead to collective nostalgia.

Xiong and Peng (2008) The limiting factors of tourist perception are the degree of understanding of the destination, other people’s evaluation, transportation, distance, cost, peers, scenic traffic; emotional images are divided into happy and unpleasant, relaxed and troubled, aroused with four dimensions of sleep, excitement and frustration. The fewer restrictive factors a travel consumer perceives the destination, the better the emotional image, the easier it is to be selected.

Gulid and Lertwannawit (2013) found that tourists' attitude toward a destination, behavioral intention, and destination equity have an important impact on tourists' consumption behavior. Um and Crompton (1990) have shown that destination image, attitude and constraints affect tourism decisions.

The image of the destination is established by the traveler according to the attributes of the destination, especially the environmental characteristics of the destination are more likely to affect the destination image. The destination environment includes the destination atmosphere and the destination service (Beerli, Meneses, & Gil, 2007). Liu and Jing (2015) stated that destination image and satisfaction affect tourists' involvement.

2.7.4 The impact of advertising information on tourism decision making

Celebrity endorsement also affects Chinese tourism decisions (Mccartney & Pinto, 2014). Wang and Zhao (2002) found that in addition to the impact of tourism destination resolution, tourism decision-making is also affected by external tourism promotion and other stimuli, such as media publicity, relatives and a friend's recommendation, at the same time, tourists' own

tourism experience may also affect the choice of destination. But as tourists grow older, the external stimulus decreases, and more autonomous decision-making.

Um and Campton (1992) pointed out that indirect information has a greater impact on the decision-making of tourists in the early stage, and in the later stage, tourists will be more active in collecting information. Zhou, Guo, and Zhang (2015) argued that consumers with high brand involvement were more likely to resist negative rumors than consumers with low brand involvement, and consumers with high brand involvement were less likely to reduce their trust in existing consumer brands because of negative rumors on the Internet.

Brown, Kozinets, and Sherry (2003) argue that old brands can evoke both the past and the intimacy of members of the common interest community, that is, they can cause personal nostalgia and collective nostalgia.

2.7.5 The impact of internet information on tourism decision making

The more consumers gather information about products, the more selective purchases are already an indisputable fact (Decrop & Snelders, 2004). Klein (1998) stated that consumers can influence consumers' decision-making behavior when they collect information. Reichheld and Schefter (2003) found that the middle class was the dominant group of Internet users, and regular Internet users were more likely to turn into actual buyers.

Butler and Peppard (1998) point out that the Internet can be used to understand consumer needs, to enhance simulation and monitoring technologies, to promote services in real time, and to focus on accreditation within virtual communities. The decision of backpackers will be influenced by the recommendation of virtual communities (Ku, 2011).

Zhu, Weiller, Young, and Lee (2015) found that Chinese students' travel decisions are more susceptible to information from the Internet. Hwang (2010) put forward an unplanned tourism decision-making theory, believing that a travel change will change with new information, constraints and the gap between the actual situation and expectation.

Each kind of touring experience is a collection of products and services, not an isolated product (object) or a service (process). With the development of science and technology, more and more personalized, customized tourism products (Pine, Pine, & Pine) appear in the market.

There are significant differences between consumers of different genders in attitudes toward information channel selection, functional requirements of tourist sites, content selection, search behavior and decision-making (Kim, Lehto, & Morrison, 2007).

Wei and Huang (2017) found that product involvement has a regulatory effect on the relationship between online review quality and purchase decisions.

Product involvement will adjust the impact of review quality and reviewer level on purchase intent; the impact of review quality on purchase intent is more pronounced in high product involvement scenarios, and the impact of reviewer ratings on purchase intent is at the low product penetration. In the context of high product involvement, the quality of comments is more influential than the level of reviewers in purchasing intentions. In the context of low product involvement, the impact of review quality and reviewer level with purchase intention is not Significant differences (Zhu, Yuan, & Zhang, 2017).

Network involvement will directly affect consumers' online impulse purchases, and at the same time adjust the relationship between consumer personality traits and impulsive purchases, thereby enhancing online impulse buying behavior as a whole (Wan, Zhao, & Lu, 2015); The product's product involvement has a regulatory effect on perceived value, perceived risk, and channel selection relationships (Wang, Du, & Qu, 2016)

2.7.6 Social factor

Schmoll (1977) stated that the rational decision-making of tourists is based on certain conditions. The decision-making process is mainly influenced by tourism incentives, personal, social and external factors, and will undergo a series of continuous stages. Moutinho (1987) Tourist destination decision-making process is affected by family members, relatives, friends and other demonstrative groups, as well as social, cultural values, and other external factors.

At the same time, it is also affected by the tourism experience and post-tourism evaluation of tourists. Qiu and Wu (2004) argued that service, support from surrounding groups and society, personal psychology, social and economic factors, other factors, and demographic factors such as age, education level, per capita income and gender all have an impact on tourism decision-making of tourists. Tourist destination decision-making is influenced by the social culture,

values and other external factors of family members, relatives and friends, as well as tourism experience and post-tour evaluation (Moutinho, 1987).

2.7.7 Cost factors

Sirakaya, McLellan, and Uysal (1996) considers attractiveness, cost and time as the key factors affecting tourism decisions. The results of Kim, Lehto, and Morrison (2007) show that the economic value of World Heritage sites is far greater than the monetary benefit level for users or tourists, and the determinants of tourists' willingness to pay are highly consistent.

Choi, Ritchie, Papendrea, and Bennett (2010) used a selection model to assess the economic value of various attributes of cultural heritage sites from landmark buildings and collections, exhibitions, event items, facilities and entry costs. Glucksmann (1935) divides the motivation of travel behavior into four dimensions: psychology, spirit, body and economy. Hedonic tourism decisions vary according to Temporal Distance, but utilitarian tourism decisions do not (Basoglu & Yoo, 2015).

2.7.8 Experiential factor

Wickens (2002) found that different tourists had different ways of experiencing the same destination. Through qualitative analysis, it can be divided into five groups, each of which has different attitudes towards vacation choice, activity type and destination. Tourism experience has a positive impact on tourists' behavior intention, and different types of tourists have different impacts (Liu & Jing, 2015).

Pan, Lin, and Wang (2016) stated that pleasure had a significant positive impact on the reproducibility of tourism experience memory, followed by novelty and participation; specialization had a significant positive impact on the vividness of tourism experience memory; in addition, the reproducibility of tourism experience memory had a significant positive impact on the vividness of tourism experience.

Prestige motivation, cultural motivation and leisure motivation have a significant positive impact on cognitive image, and the higher the level of tourism motivation, the greater the impact on cognitive image (Guo, Huang, & Sun, 2014). Wickens (2002) conducted a field survey and

qualitative analysis of 86 British vacationers in a seaside town in Chalkidiki, northern Greece, indicating that there are differences in the way different travelers experience the same destination.

2.7.9 Perception of tourism value

For tourists, tourism activities include a kind of tourism experience obtained by investing time, energy, and money. This experience includes not only the factors of tourism destination, but also the value of a tourism experience that tourists perceive from a holistic point of view.

It is a core carrier for tourists to experience the overall product, so it has a great impact on tourists perceived value. On the other hand, from the perspective of destination competition, tourism market competition behavior is mainly reflected in the competitive relationship among various tourist destinations, so tourists can improve the value of destination tourism. Perception is also important for improving the competitiveness of destinations.

The difference between acquired utility and transaction utility is perceived value (Thaler, 1985)；Acquired utility refers to the monetary comparison between the subjective perception of product benefits and actual expenditure in the process of consumption, while transaction utility refers to the comparison between the real perception of the monetary price that consumers think should be paid for purchasing a product and the real perception of the monetary expenditure actually purchased.

Tourism decision-making is also related to value perception (Sirakaya, & Woodside, 2005). Polo, Frías, and Rodríguez (2013) found that perceived value directly affects tourists' consumption behavior from the perspective of B2C. Yi, Day, and Cai (2014) showed that the perception of cognitive value and emotional value affects travel satisfaction and travelers' behavioral intention.

Zeithaml (1988) stated that the overall perceived utility of consumption after purchase is perceived value; perceived value includes three categories: experiential, symbolic and functional; Bums (1993) divides perceived value into four dimensions: use value, product value, evaluation value and possession value from the perspective of customers. In marketing activities, it should be guided by customer value.

Sheth, Newman, and Gross (2004), the perceptual value was divided into five dimensions: function, society, emotion, satisfaction and condition. Consumer's choice of products was the result of the interaction of these five dimensions, but the effects of these five dimensions of choice would vary according to different situations. At the same time, Lai (1995) thought that this theory could be applied to consumer industrial products and service products.

From the point of view of product society, consumer and product itself, this study distinguishes the value of the product itself as functional interest, social perspective includes social interest and ecological value, and consumer perspective includes experience, emotion, aesthetics, satisfaction and situation. Hu, Tan, and Pan (2014) divided the perception of tourists in ancient towns into five aspects: architecture, diet, inheritance of culture, local culture and tourism reception.

Best (2004) stated that brand, service and product quality are the three elements of perceived benefits, and perceived value includes emotional benefits, economic benefits and perceived benefits.

Hao *et al.* (2017) found that the relationship between self-construction and purchase intention under the high - perception, risk is negatively regulated by perceived risk, and brand trust can mitigate this negative regulation of perceived risk. Among them, the perceived emotional interest is the kind of perceived interest that is difficult to evaluate with money and has a strong subjective color.

Although in the existing research, different researchers have different understandings of the value of perceived value, the reason is to see the difference in perspective of the problem, but in essence, the research perspectives of these researchers are exchange benefits, and the value that can be perceived by individual consumers is customer value, which is perceived by consumers when they purchase or intend to purchase a good or service. The comprehensive assessment of the loss is ultimately a subjective feeling. Hu, Tan, and Pan (2014) are divided into five dimensions: architectural element perception, dietary element perception, heritage, cultural element perception, local cultural element perception and tour reception elements.

2.8 Involvement in research

2.8.1 Involvement

Academic research on involvement originated from physiological psychology (Lawson, 1998). Sherif and Catril (1947) published The Psychology of ego-involvement: Social Attitudes and Identifications. Since then, the academic community has begun to pay attention to involvement. Sherif, Sherif, and Nebergall (1966) further discussed the impact of ego involvement on social judgment and attitude change.

Absorbing, digesting, and judging whether to accept or reject new information based on known or existing sensations; if new information is within acceptable range, it will be accepted or rejected; if individuals are more involved in inflammation, the acceptable range will be narrower, even if slightly different. Self-involvement is also an attitude structure, including what is important, meaningful and relevant, on which consumers judge themselves, others and things, thereby affecting subsequent behavioral decisions (Wiley, Shaw, & Havitz, 2000).

The involvement of self in individual self-concept is also an attitude structure, including what is important, meaningful and relevant, on which consumers judge themselves, others and things, thereby influencing subsequent behavior decisions (Wiley, Shaw, & Havitz, 2000).

Different scholars have studied the involvement from different angles. Freedman (1964) considers involvement as a special concern or commitment of consumers in the process of purchasing goods, involvement is also a psychological state variable. The driving force for searching information (Bloch & Richins, 1983); perceived correlation (Petty, Cacioppo, & Schumann, 1983); and the mind. The degree of effort (Batra & Ray, 1983); the importance of individual perception and interest aroused by stimuli (Antil, 1984).

Later, it has attracted the attention of scholars in the field of consumption, and has become one of the important determinants of consumer decision making. Consumer involvement is a state of mind in which consumers buy products, including motivation and interest (Rothschild, 1984); it is a difference in the degree of psychological and physical effort (Broderick, 2007); it is also the degree of participation of consumers in the process of consumption (such as product advertising, information search, purchase decision-making) (Broderick & Mueller, 1999).

Consumer involvement has an impact on further consumption decisions (Kelson *et al.*,

2012). Zaichkowsky (1985) argues that involvement is an imperceptible motivation or state of interest, the degree to which individuals perceive something, based on their own needs, interests and values. Involvement may be related to advertising, and may also be related to products, and more likely to be related to the decision-making process. Tourists' interactive experience at destination can also increase their involvement (Campos, Mendes, Valle, & Scott, 2017); motivation for relaxation can also increase their involvement (Seabra, Silva, Abrantes, Vicente, & Herstein, 2016).

2.8.2 Involvement degree

Zaichkowsky (1985) holds that involvement is a psychological state in which individuals perceive the relevance of things according to their own needs, values and interests; there are three main factors affecting involvement: individual factors, stimulating factors and situational factors; and individual factors include the needs, values and interests of things. Interest; Stimulus includes the substitutability of products, the source of information, the content of information; Situation includes the time, place and use of purchases, and the product is involved in the consumer's individual needs, preferences and values under the joint effect of a certain product category perceived relevance.

Multidimensional scaling models (MSM) were found by Lastovicka and Gardner (1979), The model finds that low involvement and high involvement are mainly manifested in cognitive structural differences: low involvement users use fewer dimensions to search, evaluate and select information than high involvement users; In addition, low involvement users use fewer dimensions than high involvement ones in searching, evaluating and selecting information, that is, the integration of information is low.

Gammoh, Voss, and Chakraborty (2006) argued that the level of involvement indicates the perceived risk of purchasing a product, so consumers with a high involvement need to collect product information extensively, the consumers are more likely to be influenced by reference groups and external environments in high-involvement situations.

In order to make careful shopping choices, they will collect external information as much as possible to distinguish between different brands, and build evaluation criteria and develop

feasible solutions to achieve maximum expectations.

High-involvement people are more likely to get pleasure and satisfaction from positive experiences in product use, whereas negative judgments and dissemination of unpredictable experiences are more likely (Oliver, 1981). High participants had higher expectations before using the product and higher likelihood of extreme value evaluations after using it (Oliver & Bearden, 1983).

However, low involvement may be accompanied by a low cognitive effort, and more "indifferent" cognition will be produced, so more similarity judgments will be produced (Babin, Darden, & Griffin, 1994). High-involvement products, in general, are products that are strongly related to consumption and of great value (Richins & Bloch, 1986); on the contrary, low-involvement products are negligible because they are of little value to consumers. Because highly involved products demand spending more time searching for relevant information and making more decision extensions, the likelihood of eventually forming brand preferences is also greater (Zaichkowsky, 1986).

Involvement can be understood as the degree to which a product or service is related to the customer (Ma, 2002). Consumers' perception of product perception patterns can be affected by the degree of involvement. Consumers will be more proactive in collecting information, constructing evaluation criteria and seeking feasible solutions to meet maximum expectations under high involvement. It is easier for consumers to spend time and experience, searching for information related to membership level and hope to pass the membership level brings the greatest benefit to you.

Fesenmaier and Johnson (1989) stated that the level of product involvement directly affects consumer repurchase behavior. Under high involvement, reward program perceived value affects brand loyalty through direct and indirect two ways; while under low involvement, reward program perceived value indirectly affects brand loyalty through program loyalty (Ma, 2002).

In the vertical loyalty program, consumers with higher involvement are less aware of the exclusive benefits that the membership level brings to customers than those with low involvement. Under high involvement, the company's cognitive benefits will increase

customers' preference for loyalty programs, which in turn will increase customer loyalty.

In low involvement, convenience gains increase customer loyalty, preference, which in turn increases customer loyalty (Meyer-Waarden, 2015); When the customer is downgraded without meeting the consumer spending required by the company, consumers with lower involvement and lower involvement are more aware of the reduction in the exclusive service provided by the loyalty program to the customer, so the high involvement ratio is lower. Consumers with a degree of involvement reduce the perceived benefits faster and generate more negative feelings.

2.8.3 Influencing factors of involvement degree

Although the degree of involvement will vary from consumer to consumer, it is of value to market research by judging the extent of consumer involvement (Warrington & Shim, 2000).

According to the degree of demand for consumer information collection, it can be divided into high involvement and low involvement (Zaichkowsky, 1986); High-involvement consumers stated that products may be important, expensive, risky, self-related, and consistent with consumer values (Kassarjian, 1971).

Low involvement products are not easy to stimulate consumers' evaluation, including satisfaction (Swan & Combs, 1976). High-involvement consumers actively look for product information, view different brands, compare the attributes of various products, or field visits; low-involvement consumers are generally passive to access product information, or only limited to capturing information at will (Westbrook & Fornell, 1979).

The degree of involvement relates to consumers' willingness to buy (Kassarjian & Sheffet, 1975); Kapferer and Laurent (1985) found that the degree of involvement may not only affect the way consumers collect and process information, but also affect the range of products they choose and the tendency to advertise. Product involvement emphasizes the relevance between consumers and products, while purchase decision involvement is the relationship between individual consumers and purchase behavior (Slama & Tashchian, 1985).

The involvement degree of purchase decision refers to the degree of psychological state that consumers pay when making purchasing decisions for a product. The purchase decision is

related to the individual's high interests. Consumers will invest more time and energy in the product and collect as much information as possible in order to pursue more correct and reasonable purchase decisions. That is, high involvement in purchase decision-making. On the contrary, consumers may be involved in purchase decision-making. Short time to make a quick purchase decision, that is, low involvement purchase decision.

Zaichkowsky (1986) stated that different degrees of consumer involvement can also lead to different purchasing behavior; and it can also predict the future purchasing behavior of new products (Hynes & Lo, 2006); new product consumption is more likely to promote high involvement (Midgley & Dowling, 1993), but Foxall (1995) found that involvement with new software products purchasing behavior showed. There is a positive correlation, but not in the food industry, indicating that the relationship between consumer involvement and new product purchasing behavior is different.

According to the ELM (Elaboration Likelihood Model) theory (Petty, Cacioppo, & Schumann, 1983), High participants have stronger motivation to collect and process information, while low participants have the weaker motivation to process information. They will judge the product by some obvious clues in the information. Generally speaking, high involvement means personal perception of high relevance. Because of the special purchasing motivation of the consumer (e.g. Herd mentality), the consumer may be high involvement in the product, but low involvement in the purchase.

On the contrary, it may be low involvement in the product, but high involvement in the purchase (Quester & Ai, 2003). Richins and Bloch (1986) argued that high-involvement consumers are also positively correlated with information search and processing of related products.

Consumer involvement can also be seen as an important variable explaining differences in information search and processing, and as a criterion for distinguishing consumer purchasing decisions (Gupta & Govindarajan, 2002). Involvement also affects post-purchase behavior, and high involvement is more likely to lead to post-purchase cognitive dissonance and self-justifying behavior (Thomas, 1986).

Kim, Park, Kwon, and Chang (2012) studied impressions，click-through rate, conversion

rate，the number of competitors and the quantity of online customer reviews on the performance of individual keywords； it was found that the choice of words in online customer reviews was influenced by consumer involvement, conversion rate and number of online reviews, but not online click-through rate; the effects of impressions and the number of competitors partially exist depending on consumer involvement.

2.8.4 Involved division

Zaichkowsky (1985) classifies the situations where consumers' involvement is important into three categories: Advertising Involvement, Product Involvement and Purchase Involvement; Advertising involvement, that is, the degree to which the participants attach importance to advertising information, or the psychological perception of advertising information; and product involvement.

It refers to the degree of importance of the product in the consumer's mind and its relevance to individual needs, preferences and value orientation; the involvement of the purchase decision is the degree of importance of the purchase decision to the consumer; the product factors include price, symbolic meaning, durability, pleasure, importance, function, brand feasibility, and purchase cycle; situational factors include: use situation, purchase situation, time purchase pressure, product promotion situation, risk, possibility of mis purchase, experience of mis purchase.

Houston and Rothschild (1978) classify involvement into three categories: situational involvement, enduring involvement and response involvement; situational involvement refers to consumers' temporary attention to products under specific purchasing or consumption scenarios. Persistent involvement refers to consumers' more emotional attention over a longer period of time, and it is consumers' sustained attention to a product.

Zaichkowsky (1994) pointed out that involvement significantly affected consumers' cognition and acceptance of advertisements. Consumers' acceptance of advertisements was not related to the content and characteristics of the advertisements, but related to consumers' own characteristics.

Involvement affects consumers' perception of price, purchase situation, purchase risk, and

ultimately marketing consumers' purchase behavior. Zaichkowsky (1988) stated that consumers with low involvement are more likely to be affected by price.

2.8.5 Advertising information factor

Involvement can directly affect the way consumers accept and process information (Swinyard, 1993); Krugman (1965) stated that different consumers respond to advertisements differently, and that information in advertisements is unconsciously related to their own experiences; Krugman (1966) also measures involvement.

Since then, the concept of involvement has expanded from the field of advertising to the field of products, information processing, brand, purchase decision-making, and achieved some valuable results (O'Cass, 2000). Kandampully (2012) stated that as an external source of information, the product information provided by enterprises is to influence customers through interactive contacts, and ultimately affect customer decision-making judgment. The spread of CSR, source credibility, and Opinion leaders through social responsibility can reduce consumer suspicion of advertising and increase involvement (Rizvi, Sami, & Gull, 2012).

Consumers with a different involvement degree have obvious differences in information processing. Low involvement has a weak motivation to process information and pays more attention to the unimportant features of information. High involvement has a stronger motivation to process information. When product injury occurs, consumers' risk perception is proportional to the degree of informational involvement (Chaudhuri, 2000; Sang & Jing 2012).

Greenwald and Leavitt (1984) argued that consumers' needs for information of concern were different, and the time to remember the information of these products were also different. The higher the involvement of consumers, the stronger their ability to recognize and evaluate products. Therefore, involvement can be improved from four dimensions: attention, understanding and processing.

The involvement dimension of online product purchase of tourism products is positively correlated with information attention, but the intensity between different dimensions is different; the risk dimension is the highest in information attention, which is significantly higher than the other two dimensions, followed by the pleasant dimension (Tu, Huang, & Fang, 2013).

Cai (2002) proposed a conceptual model of tourism destination brands, and through the OWC (Old West Country) case, which is a combination of several traditional ancient towns in New Mexico, proved that establishing a unified brand is easy to form in the minds of tourists by many traditional towns. Image of consistent characteristics of tourist destinations

Kim, Lehto, and Morrison (2007) analyzed the differences in gender in the choice of information channels, the functional requirements of travel sites, the choice of website content, search behavior and decision-making.

Zhang and Xiang (2002) declared that the preferential promotional information and its service level of travel agencies, the personal consumption preferences of tourist consumers and their perception of the image of tourist destinations, and the influence of word-of-mouth on the measurement of the benefits of tourists, thus affecting the Tourism decision making. The quality of tourism information and the type of information affect the perception of the destination image of tourists (Sun & Zheng, 2017).

In the fashion sector, the impact of involvement on purchase decisions is more pronounced. The degree of involvement significantly affects perceived interest and perceived hedonic value in the fashion buying process (Rodgers & Schneider, 1993). At the same time, fashion consumption can be a kind of symbolic consumption to some extent, so consumers are more likely to associate self-characteristics with fashion characteristics, and using clothes to express themselves becomes a way to express self-image (Piacentini & Mailer, 2004).

Compared with low-involvement consumers, fashion symbol characteristics have a more significant impact on the purchasing decisions of high-involvement consumers (Michaelidou & Dibb, 2008). The persuasion path of double-sided information advertisement is different for consumers with different involvement.

Compared with single-sided information advertisement, the persuasive effect of double-sided information advertisement for high-involvement consumers is obviously enhanced, but the persuasive effect of low-involvement consumers is not significantly different (Dai, Cao, &Gu, 2010).

Dichter (1966) identified four main motivations of word-of-mouth communication: consumer product involvement, self-involvement, others involved, and information involved in

the study of word-of-mouth communication.

Mittal (1995) showed that consumer involvement is the degree of interest of consumers in the product or brand, or the degree of importance of products and brands perceived by consumers based on their intrinsic needs, values and interests. The importance of being able to directly influence how consumers receive and process information (Swinyard, 1993).

2.8.6 Product involvement

Products have different degrees of their correlation with individual lives, attitudes, recognition and other lives (Traylor, 1981). Product involvement is the subjective perception of the product at the consumer level (Martin, 1998); Rothschild (1984) identified product involvement as an important factor between consumer demand and values, and product involvement is the degree of attention of the consumer to the product; Quester and Ai (2003) stated that product involvement is an individual's persistent perceptual behavior on a product; It is a continuous commitment that has nothing to do with situational factors (Andrews, Durvasula, & Akhter, 1990).

Kapferer and Laurent (1985) proposed the Consumer Involvement Profile (CIP) model, which considers product involvement as the main research perspective of involvement, including five aspects: importance, pleasure, sign, risk, importance, risk Probability; Importance refers to the degree to which an products for individual needs.

Pleasure refers to the degree to which a product affects emotions and provides pleasure and enjoyment; the sign is the personality or status of the product’s performance; risk importance is the economy that may be undertaken when purchasing the product; the degree of risk of the function; risk probability is the subjective perceived risk probability of the consumer.

This concept does not really reflect the extent of involvement, and the resulting consequences are different: the first, third and fourth aspects can cause persistent involvement, and the risk potential is directly related to the purchase situation. It causes situational involvement.

Richins and Bloch (1986) divided product involvement into situational involvement and enduring involvement. The difference between situational involvement and persistent

involvement is mainly manifested by the continuity of time. Persistent involvement is relatively stable and can only be changed over a long period of time; situational involvement is a short-term, temporary phenomenon that quickly subsides after purchase.

Involvement degree has a positive effect on the emotional intensity of consumers (Mano and Oliver, 1993). The higher the product involved, the stronger the consumer's emotions towards the product (Dichter, 1966); Warrington and Shim (2000) found that brand commitment and involvement is not highly related, but has its own uniqueness, which is related to product positioning, information sources, product attributes.

Product involvement has moderating effect on the relationship among perceived value, perceived risk and channel choice (Wang, Du, & Qu, 2016); Network involvement will directly affect consumers' online impulsive purchasing, and at the same time will adjust the relationship between personality traits and impulsive purchasing, thus enhancing the overall network impulsive purchasing behavior (Wang, Zhao, & Lu, 2015).

Wei and Huang (2017) stated that the quality of online reviews and consumer decisions are moderated by product involvement, product involvement moderates the impact of review quality and reviewer rank on purchase intention; the impact of review quality on purchase intention is more significant in the context of high product involvement; the impact of reviewer rank on purchase intention is more significant in the context of low product involvement; in addition, the impact of review quality on purchase intention is more significant in the context of high product involvement; and compared with reviewer rank, the influence of reviewer quality and reviewer rank on purchase intention was not significantly different in low product involvement situation (Zhu, Yuan, & Zhang, 2017).

When the consumer’s gap between the ideal state and the actual state of the product is large enough to motivate the consumer to solve the problem, the consumer first considers which product can fulfill the needs of the individual, and therefore, the product is involved in the consumer. In the decision-making process, the researcher is at the forefront. Based on this, the researcher focusses on its impact on post-purchase behavior-brand conversion.

2.8.7 Tourist decision-making involvement

Involvement is considered to be a state of mind for individuals whose intensity depends on the degree to which individuals relate to their own needs, values, and goals (Gursoy & Gavcar, 2003). Fesenmaier and Johnson (1989) applied involvement theory to the study of tourism, using involvement as a tool to study tourism market segmentation; according to the connotation of involvement concept, Tourist decision-making is a psychological state of motivation, emotion or interest of individual tourists stimulated by tourism destination and tourism products (Havitz & Dimanche, 1990).

Travel decision-making to leave the place of residence is a highly involved decision (Havitz & Dimanche, 1997); Munar and Jacobsen (2013) argues that online sources of information and social media credibility have an impact on tourist involvement.

Yang, Lee, Jang, and Stokowski (2002) found that there was no significant difference in demographic characteristics among gambling tourists, but there were significant differences in the destination image. Gambling tourism was divided into four types: low involvement, high school central involvement, high entertainment involvement, high self-expression involvement.

Hu and Yu (2007) found that the types of tourists' shopping involvement can be divided into three types: fanaticism, liking and neglect, and the three types of tourists have obvious differences in shopping expenditure, shopping frequency, shopping place, source of purchase information and gender; Mcintyre and Pigram (1992) considered that tourism leisure involvement contains only three dimensions, Self-expression, attractiveness.

Gross and Brown (2008) stated involvement affects tourists' perception of place attachment; Seabra *et al.* (2016) stated place attachment affects tourists' involvement. Tourist decision-making and local attachment are both variables of tourist satisfaction. Local attachment has an impact on tourist interpretation satisfaction through Tourist decision-making (Dong & Cheng, 2015), and the involvement of social relations is an important factor affecting Chinese tourism.

Tourist satisfaction fully mediates the impact of tourism involvement on local attachment; moreover, the two dimensions of local attachment, the dimension of local identity will have a significant direct impact on the dimension of local dependence (Lu & Sun, 2017); Rock and roll Backpackers' involvement in music festivals and satisfaction have a positive impact on the

image of tourist destination (Liu & Chen, 2017); Seabra *et al.* (2016) found that motivation for relaxation may lead tourists to more involved in happiness and information search, and indirectly affect the evaluation of travel planning and perceived quality involvement; that leisure and tourism involvement is more of a persistent involvement.

Therefore, the tourism decision-making involvement of this study refers to a long-term involvement, not caused by situational anxiety, and not only when tourists purchase tourism products.

2.9 Measurement and scale of involvement

2.9.1 Four-dimensional model

Greenwald and Leavitt (1984) argue that consumers' needs for information are different, and that the time to remember information about these products is also different. The higher the involvement of consumers, the stronger their ability to recognize and evaluate products. Therefore, the degree of involvement can be divided into four dimensions: attention, understanding and processing.

Greenwald and Leavitt (1985) found that consumers pay little attention to products and never keep advertising for a long time. Memory, at this time, the impact of advertising on consumers is very small; and when consumers start to pay attention, they will pay attention to the product information in the advertisement.

At this time, if the advertisement is repeatedly played, the attention and memory of the consumer will be greatly promoted. However, it will be greatly affected by other factors in the advertisement. For example, the spokesperson of consumer identity will promote the attention and memory of the advertisement;

When consumers understand the process, they will pay more attention to the information presented in the advertisements, limited to their own insufficient knowledge reserves and insufficient capacity. Such consumers may not be able to effectively integrate their original knowledge with the new information received.

Therefore, there will be a lack of processing of advertising information; while consumers at the processing level are very concerned about the product information in the advertisement, and the information is stored for a long time, After the integration of their knowledge and new information, it will be the largest.

2.9.2 FCB square model

The FCB advertising strategy model was proposed by Vaughn (1986), which divides the factors affecting product purchase decisions into two dimensions: high involvement - low involvement and cognition-emotion, and as the vertical and horizontal axes of the matrix. High-enrollment-cognitive products require more energy and funds from consumers.

Generally speaking, when purchasing high involvement products, consumers will collect the information of the products to the maximum extent and provide details of the products in the advertisements. Data and operational information can cater to the needs of the consumer.

In the high-entrant-emotional square, the products in the square are mainly to meet the needs of consumers' self-expression, mainly perfumes, fashion apparels. Consumers pay attention to self-expression and other psychological feelings when purchasing such products. Although consumption is also very concerned about the product information when it is consumed, it does not care much about the details of the product.

Therefore, the advertising appeal of such products is to attract consumers with sensibility. In low-entry-cognitive squares, consumers are less concerned about the information of such products, because such products are mainly low-priced, high-purchase, and low-risk daily necessities.

For products, consumers are more likely to form brand loyalty or habitual purchases. In the low-involvement-emotional style, these products are mainly to meet the needs of consumers for self-experience and enjoyment, as well as social factor functions, such as tobacco and alcohol products. Figure 2-3.

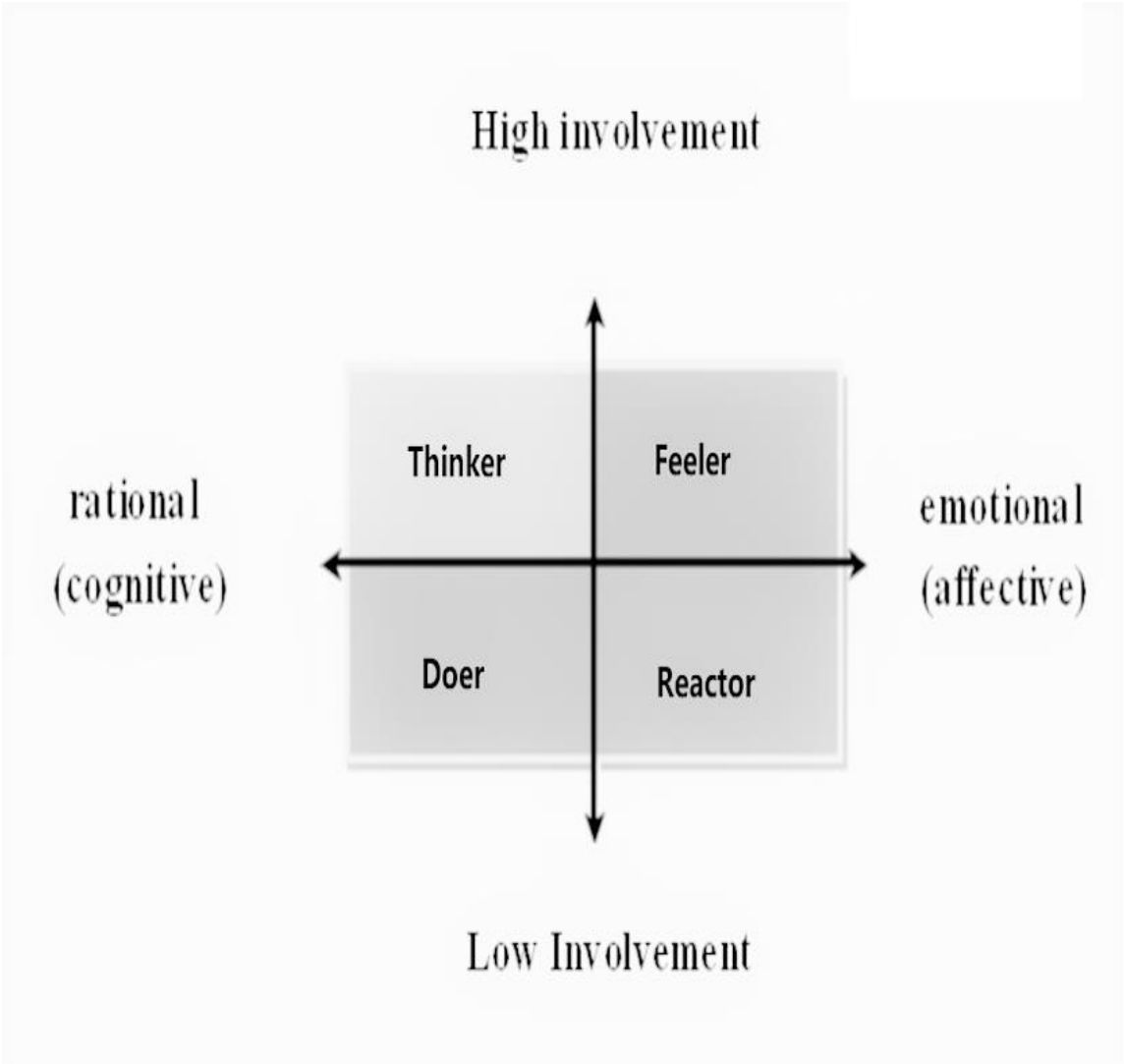

Figure 2-3 FCB model

Source: Vaughn (1986)

Grid 1: Consumer types are Thinker. Characterized by high involvement and rational; purchase products such as cars, houses, furniture. Purchase decision follows the pattern is: Learn - Feel - Do.

Grid 2: Consumers are feeling the type of Feeler. Characterized by high intervention, emotional; purchase products such as perfumes, fashion apparel. Decision-making model: Feel - Do – Learn.

Grid3: Consumer types are Doer. Characterized by low intervention, rational; purchase low degree of involvement of some household products, mostly for the sake of the habit of buying it. Decision-making model: Do-Learn - Feel.

Grid 4: Consumer types are Reactor. Characterized by low intervention, emotional. Buy products mainly to meet the individual's particular hobby, such as cigars, movies. Decision-making model: Do - Feel - Learn. 2.5 Tourists decision-making behavior

A large number of factors that will affect the tourism product purchase decisions: highly participatory decision-making, highly consumer commitment, highly security concerns, contains a lot of emotional factors, easily influenced by others, decision-making for a long time, a lot of information search.

As a result, tourism is a complex, high-involvement product, different from the everyday low-involvement products, tourist behavior (Swarbrooke & Horner, 2007); There are a large number of researchers have studied the behavior of tourists, but mainly psychological needs of tourists, the motive; the research of decisions on tourist travel behavior is still insufficient (Ma, 2002).

Lot about consumer behavior patterns of tourists are rarely tested and the decision-making model has received a lot of criticism that they help tourism marketers is very limited. Nevertheless, those researches still have some help to understand the impact on the complex relationships between various factors tourists' decisions, indeed and have some effect in the marketing of tourism.

2.9.3 ELM model

Petty and Cacioppo (1986) proposed the Elaboration Likelihood Model (ELM), which divides the change of consumers' attitudes towards products into two types: the central path and the edge path; the central path is that consumers actively collect information about products and process it carefully; the marginal path is that consumers' attitudes towards products are generated through emotional stimulation in advertisements, not product information introduction; different involvement levels encourage consumers to adopt different paths to process advertising information when making purchasing decisions; if high involvement occurs, consumers will process advertising information according to existing ones.

Knowledge reserve chooses the central path to process advertising information finely, and the result is that the motivation to receive information and the ability to process information are

relatively high. When the degree of involvement is low, consumers will adopt the edge path to process advertising information because of the lack of motivation and ability to accept and distinguish advertising information.

That is to say, the central path is more effective when consumers are highly involved in products; on the contrary, the edge path is more effective when consumers are low involved.

2.9.4 CIP scale

The CIP scale was proposed by Kapferer and Laurent (1985), They found that involvement can be measured in five aspects: importance, pleasure, symbolism, risk importance and risk possibility.

Mandelli (2008) used the CIP scale to investigate the involvement of five different types of fife (five cosmetic consumer types) and found that Brand personality competence's involvement with young consumers was a significant positive impact. However, the CIP scale is still a bit lacking. The five variables in the scale are the only factors that affect consumer involvement and cannot measure consumer involvement (Mittal, 1995).

2.9.5 RPII scale

Zaichkowsky (1985) proposed a semantic differential scale (PII scale) for the measurement of involvement, but the scale found some problems during its use. Zaichkowsky (1994) revises the PII model measurement project and makes the scale more concise.

The 10 measurement items in the scale are: relevance, importance, degree of need, value, interest, meaning to the individual, attractive, fascinating, engaging, and exciting; verified, revised personal involvement inventory (RPII) meets standards in terms of correlation validity and structural validity;

Although PII model has high reliability, CIP model is easier to get comprehensive information (Aldlaigan & Buttle, 2013). Celsi and Olson (1988) states that the reliability of the scale was verified and the KMO value of the scale was found to be 0.95-0.97; now the RPII scale has become an authoritative scale for measuring the degree of involvement in the

academic world. Mittal (1995) states that PII, CIP, PDI, and FCB have their own strengths; PII and CIP are more appropriate when measuring product or purchase decision involvement; and when measuring the situation of involvement, PDI and FCB are More suitable.

2.10 Tourism decision measurement

Some psychological variables (such as motivation, lifestyle, interests, values) of the tourist's perceived preferences affect the time of the travel experience and the behavioral tendencies in the travel process (Galloway, Mitchell, Getz, Crouch, & Ong, 2008). The study of tourists ‘involvement has two dimensions: single dimension (Beerli, Meneses, & Gil, 2007), and multi-dimension (Gursoy & Gavcar, 2003); and behavioral involvement measurements (Lehto, O'Leary, & Morrison, 2004), but these measurements lack consistency.

The tourism decision-making choices are individual preferences and destination type preferences (Poria, Butler, & Airey, 2004); Sparks (2007) states that destination experiences, key cultural experiences, and personal development can predict tourist behavior.

Tourism decision-making is influenced by information sources, motivation, cognition, and satisfaction (Correia & Pimpao, 2008); tourism measurement methods include structural functionalism paradigms, conflict paradigms, symbolic interaction paradigms, and constructivist paradigms (Wang & Wu, 2014); involvement also affects tourists, tourists' consumption technology, and the degree of involvement also affects the satisfaction of the travel experience (Dong & Cheng, 2015).

Cultural heritage remains an intrinsically important driving force for tourism decision-making (Brown, 2005). Swarbrooke and Horner (2007) provides a technical method for the study of motivation of leisure tourists based on long-term follow-up research and based on Grounded Theory.

Zaichkowsky (1994) revised the previous scale and reduced the previous 20 questions to 10. Later studies found in the study that the scale contains at least two dimensions (Mittal & Lee, 1989). Most scholars also state that the degree of involvement should be measured by multiple factors. But Zaichkowsky (1986) stated that the load value of each factor in the scale

is positive, even if it is studied using a single dimension, it will not affect the result. Since then, the scale has been widely used by many domestic and foreign scholars.

The scale contains relevance, importance, degree of need, severity, interest, meaning to the individual, and attractiveness, fascinating, engaging, and exciting 10 measurements. After testing, the standard correlation validity and structural validity of the RPII scale are in line with the standard.

Celsi and Olson (1988) verified that the KMO value of the scale reached 0.95-0.97 when measuring the consumer's involvement. The RPII scale has become an authoritative scale for measuring the degree of involvement in academia.

2.11 Chapter summary

To review the relevant literature, summarize the research points of the previous literature and discuss the related research gaps, which help to propose the future direction of this research; at the same time, briefly describe the relevant theories of this research.

Through literature reading and sorting, it is mainly reflected in the following aspects:

(1) Ancient town tourism is a form of cultural heritage tourism, which can not only promote the inheritance of cultural heritage, but also promote the income increase of residents in related ancient towns.

(2) Tourists' destination decision-making has its own uniqueness, tourism motivation is diversified; Tourism decision-making is influenced by destination image, cost factor and social factor;

(3) Tourist decision-making can be measured by the advertising and the informed involvement.

(4) Tourist decision-making is influenced by the characteristics of individual demographics.

Through literature review, it is found that previous scholars lacked research on the involvement of ancient town tourism, which mainly includes the following two aspects:

First, the demographic characteristics of ancient town tourists have less influence on decision-making involvement.

Second, the interaction mechanism between the dimensions involved in the decision-making of tourists is also less studied.

Therefore, this research plan explores the above two aspects through a questionnaire survey of Wuzhen Ancient Town, China.

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Chapter 3: Conceptual Model and Research Design

Based on literature review, this study proposes a model of Tourist decision-making in deciding to visit ancient towns. The independent construct is the source-demographics characterization (demographic characteristics include educational background, age, nationality) of tourists; several variables are mediating the influence regarding the dependent variable (advertising information factor, tourist attractions factor , social factor, cost factor, destination image factor, experience factor; the dependent variable is the involvement of destinations .

3.1 Variables

Demographic characteristics. Mayo and Jarvis (1981) stated that factors affecting tourism decision-making include individual psychological factors and social factor. Individual psychological motivations, attitudes, perceptions, learning, and personality; social factor have roles, families, Social class, reference group, culture and subculture.

Zhang and Wan (2004) Through a survey of domestic tourists in Nanjing, China, the decision-making of tourists with different demographic characteristics such as age, occupation, income, education level, address, and family status is also different. Different demographic characteristics affect tourist trade-off values (Aziz & Ukkusuri, 2014). Qiu (1996) stated that tourism decision-making will be affected by demographic characteristics.

Shu *et al.* (2014) found that tourism decision-making is also constrained by demographic characteristics. Qin and Lin (2014) stated that there are significant differences in the decision-making process among tourists of different genders. In addition to age and income, tourism motivation is significantly different between other demographic and travel-related characteristics (Liu & Wu, 2010).

Qiu and Wu (2004) found that services in tourism, support from surrounding groups and society, personal psychology and personal socioeconomic Factors such as factors and other factors, as well as demographic factors such as age, education level, per capita income, and gender all have an impact on tourists' tourism decisions. Hu, Ma, and Li (2012) found that the

main factors affecting tourists' tourism motivation are restrictive factors, social, psychological factors and cultural factors, among which social, psychological factors and cultural factors are more significant, while age, education and family structure are negatively correlated.

Zaichkowsky (1985) stated that the degree of involvement is a state of mind in which individuals perceive the degree of relevance of things according to their own characteristics, values, and interests; the factors affecting the degree of involvement are mainly three factors: individual factors, stimulating factors, and situational factors.

Individual factors include the needs, values, and interests of things; stimuli include product substitution, source of information, and information content; contexts include timing, location, use, and products are involved in the needs and preferences of consumers.

The relevance of values to a product category. Individual relevance characteristics have implications for involvement (Greenwald & Leavitt, 1984), and the interaction of individual factors, commodities, and purchasing contexts also affects consumer involvement (Hawkins & DelI, 2004).

Advertising information factor. Cai (2002) proposed a conceptual model of the tourism destination brand, and through the OWC (Old West Country) case in New Mexico, which is composed of several traditional ancient towns, it is proved that the establishment of a unified brand is easy to form in the minds of tourists by many traditional ancient towns.

Kim, Lehto, and Morrison (2007) which has a consistent image of tourist destinations, analyze the gender differences in attitudes in the information channel selection, functional requirements of travel sites, selection of website content, search behavior, and decision-making.

Zhang and Xiang (2002) argued that promotional information, service level, tourists 'consumption preferences, perception of tourism destination image, and other people's comments affect the benefit measurement of tourism consumers, thus affecting their tourism decision-making. The quality of tourism information and the type of information affect the perception of the destination image of tourists (Sun & Zheng, 2017).

Since advertising is a special kind of information, this study combines the dissemination of advertising information into a variable for research. The information covered in this study

includes advertisements, news, word of mouth and other elements to stimulate tourists, such as film and television works.

Tourist attractions factor. Tourist attraction is a destination thing or phenomenon that is significantly different from the natural, economic, social, cultural, political, and technological sources of the source of origin, and that can generate tourist attraction to potential tourists in the source area (Wu, 2014). Tourist attractions have cognitive attributes, emotional attributes, and objectivity (Chen, 2013).

Tourist decision-making is mainly influenced by the quality, uniqueness and distance value of tourism purposes (Nejati & Mohamed, 2014). In particular, the motivations for eating and drinking are found to be relaxation, diet and cultural exploration, and the motivations include diet products and ancillary services; relaxation, cultural exploration and diet products have a positive impact on satisfaction, and dietary elements have behavioral intentions (Zhang, 2012).

Zaichkowsky (1985) classifies involvement into three categories: Advertising Involvement, Product Involvement, and Purchase Involvement. Tourist products are more expressed in tourist attractions. Therefore, this study will measure the involvement of tourist products through tourist attractions.

Social factor. Schmoll (1977) The rational decision-making of tourists is based on certain conditions. The decision-making process is mainly influenced by tourism incentives, personal, social and external factors, and will undergo a series of continuous stages. Moutinho (1987) Tourism destination decision-making is an extremely necessary secondary decision-making process.

The decision-making process is more seriously influenced by family members, family members and other model groups, as well as external factors such as social culture and values. At the same time, it is affected by tourists.

The travel experience and the impact of post-evaluation. Tourism destination decision-making is more severely influenced by external factors such as the social culture and values of family members, relatives and friends, and is also influenced by tourism experience and post-tour evaluation (Moutinho, 1987).

Cost factor. Sirakaya, McLellan, and Uysal (1996) argues that attractiveness, cost and time are key factors influencing tourism decisions. Glucksmann (1935) divided the motivations of tourism behavior into four dimensions: psychological, spiritual, physical and economic. Hedonic tourism decisions change over time (Temporal Distance), but utilitarian tourism decisions do not (Basoglu & Yoo, 2015).

Destination image factor. The destination image significantly positively affects the willingness of visitors to act (Tu *et al.*, 2017); Xiong and Peng (2008) argue that the limiting factors of tourist perception are the degree of understanding of the destination, the evaluation of others, traffic, distance, cost, Peer personnel, scenic passenger traffic; emotional image is divided into four dimensions: happy and unpleasant, relaxed and troubled, aroused and sleeping, excited and depressed.

The fewer restrictive factors a travel consumer perceives the destination, the better the emotional image, the easier it is to be selected. Gulid and Lertwannawit (2013) found that tourists' attitude toward a destination, behavioral intention, and destination equity have an important impact on tourists' consumption behavior. Um and Crompton (1990) have shown that destination image, attitude and constraints affect tourism decisions.

Experiential factor. Wickens (2002) A survey of 86 British vacationers in a seaside village town in Chalkidiki, northern Greece, found that different travelling experience different ways of experience at the same destination; After qualitative analysis, the author divided them into five categories of people, each of which has different characteristics of vacation choices, types of activities and destinations.

Pan, Lin, and Wang (2016) considered that pleasure, novelty and participation have a significant positive impact on the reproducibility of tourism experience memory. Among them, pleasure has the greatest impact, novelty is second, and participation is minimal; only characteristic the vividness of tourism experience memory has a significant positive impact; at the same time, the reproducibility of tourism experience memory has a positive and significant impact on the vividness.

Tourism experience positively affects the behavior of tourists, and different types of tourists have different influences (Liu & Jing, 2015); prestige motivation, cultural motivation

and leisure motivation significantly positively affect cognitive image. Moreover, the higher the level of tourism motivation, the greater the impact on cognitive image (Guo, Huang, & Sun, 2014).

The involvement of destinations. The involvement of destinations defined in this study is the psychological perception of the overall importance of the relevant target destination when the tourist selects the destination.

Zaichkowsky (1985) stated that the degree of involvement is a state of mind in which individuals perceive the degree of relevance of things according to their own characteristics, values, and interests; the factors affecting the degree of involvement are mainly three factors: individual factors, stimulating factors, and situational factors.

Individual factors include the needs, values, and interests of things; stimuli include product substitution, information sources, information content; contexts include the timing, location of the purchase, and the product is involved in the consumer's individual needs, preferences and the relevance of a product category to the perceived relevance of a product category.

Individual relevance characteristics have implications for involvement (Greenwald & Leavitt, 1984), and the interaction of individual factors, commodities, and purchasing contexts also affects consumer involvement (Hawkins & DelI, 2004).

The reason why this study only chooses destination involvement as a dependent variable is that:

1) The RPII scale for measuring the degree of involvement is a relatively mature universal scale with good validity and reliability, combined with the actual situation of the case. After the scale is revised, the research error can be reduced.

2) Through literature review, it can be judged initially that each variable has an influence on the dependent variable. After measuring the influence relationship of the dependent variable, it can be clarified that other independent variables measure the involvement of the tourist in the decision-making process.

3.2 The conceptual model

According to the literature review, the schematic diagram of this research model is as follows:

The study elaborates the conceptual model based on the relations of heritage tourism, tourism decision-making and involvement degree in ancient towns, and explores the involvement of destination decision-making and its influencing factors from the perspective of the demographic characteristics of tourists in ancient towns.

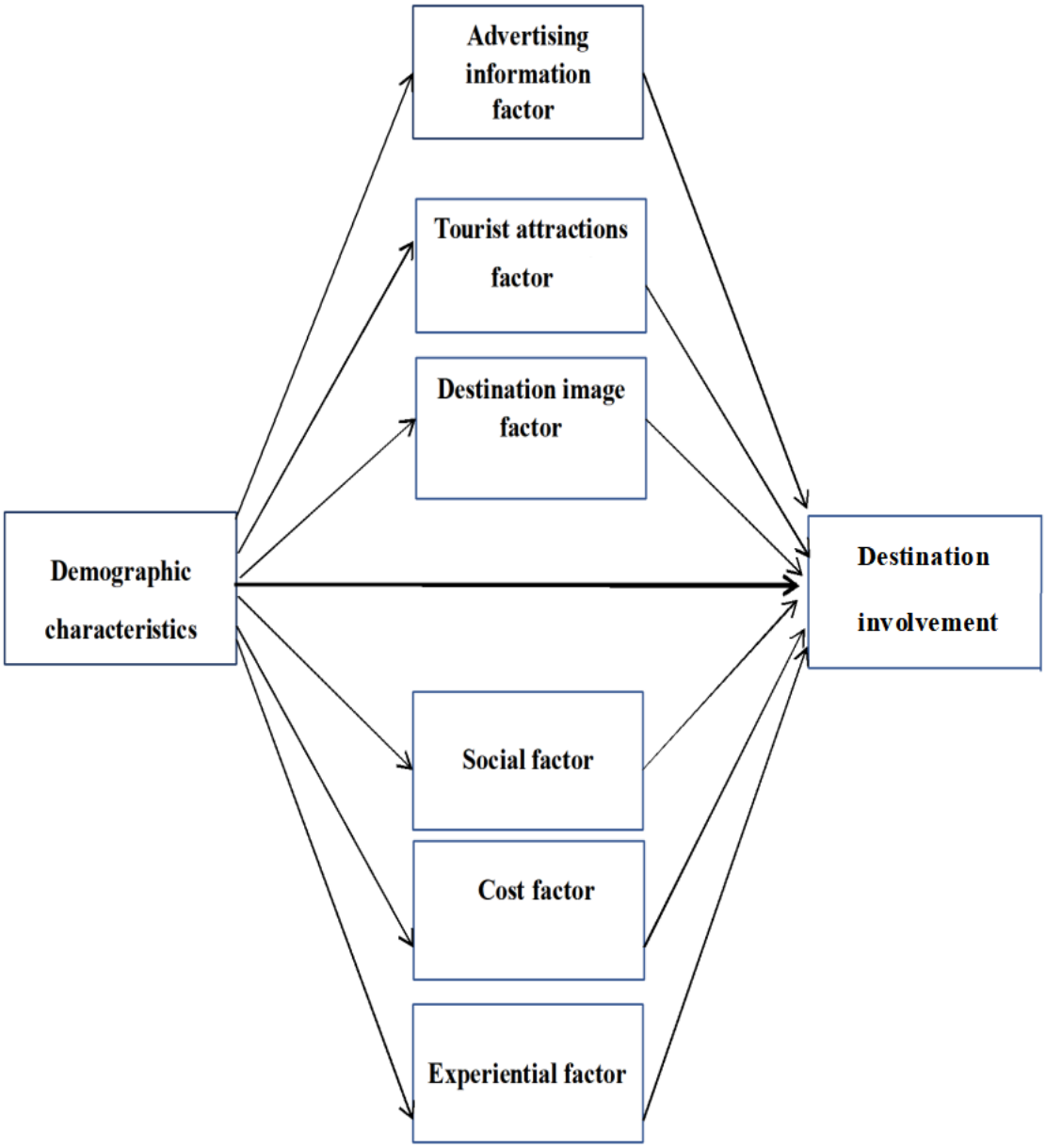

Figure 3-1 The conceptual model

The dependent variable is the involvement of destinations; the independent variable is six

educational background, age, origin, advertising information factor, tourist attractions factor, social factor, cost factor, destination image factor, experiential factor

This study intends to measure the involvement of tourists in visiting ancient towns. This study will also use the RPII scale to measure the involvement of destinations; The influencing factors of tourists' involvement; explore the influence of demographic characteristics on the involvement of tourists in ancient towns; explore the influence of the involvement of tourists in ancient towns on the overall decision-making involvement; the relationship between ancient towns and tourists is involved in various dimensions.

The objective of the study is to determine which independent variables affect the decision-making involvement of cultural heritage tourists and determine the parameters of these independent variables. Finally, an applicable regression model is proposed (Figure 3-1).

3.3 Location of the case study: Wuzhen Ancient Town, China

The reason for choosing Wuzhen as a case study is mainly to consider the following:

1) The famous ancient town in China has a long history and a rich cultural heritage.

Wuzhen is one of the first batch of famous historical and cultural towns in China, the top ten charming towns in China, the beautiful towns in the whole country, and the national 5A scenic spot.

It is known as "the last pillow-water family in China" and has a history of more than 7000 years of civilization and 1300 years of town construction. It is a typical ancient water town in the south of the Yangtze River in China.

It is known as "the land of fish and rice and the house of silk". In 1991, it was appraised as a famous historical and cultural city in Zhejiang Province, and on November 19, 2014, it became the permanent site of the World Internet Congress.

Wuzhen's celebrities are gathered. During the millennium from Song to Qing Dynasty, 381 scholars and 136 officials of ancient Chinese Dynasty emerged in Wuzhen. It has left a precious cultural heritage for future generations.

Mao Dun (formerly Shen Yanbing), a great master of Chinese literature, has been the first minister of culture since the founding of China. His novels such as Midnight, Spring Silkworm and Lin Jiapu are examples of excellent literature since the May 4th Movement. His literary achievements are very high. (Wu, 2017), some of his famous literary works contain many elements of Wuzhen (Song, Luo, Xie, and Huang ,2014).

The dissemination of these literary works has attracted many fans of literary works to Wuzhen. (Li, 2010). In 2000, the venue of Mao Dun Literature Award Presentation Ceremony was determined to be permanently located in Wuzhen.

2) Wuzhen has a superior geographical position.

It is located between Shanghai, Hangzhou and Suzhou in eastern China. It is the most developed urban agglomeration in China at present. It takes only one hour to drive from Wuzhen to the three major cities.

3)The local tourism industry has developed well with perfect facilities and standardized management.

There are 11 large-scale resort hotels under the jurisdiction of the scenic area, with the unique Jiangnan style of residential accommodation, well-equipped star-rated resort hotels, luxury and elegant high-end clubs. The scenic spot has passed the ISO 9001 quality management system certification and ISO 14001 environmental management system certification.

4) The local government is also actively developing new tourist attractions.

The opening of the first Wuzhen Drama Festival in 2013 officially opened the first step for Wuzhen to enter the cultural industry. Theatre festivals have a good repertoire from scale of artistic quality (Zhang, 2010).

Wuzhen International Contemporary Art Invitation Exhibition, which started in March 2016, will usher in another sustained art project. In 2014, the World Internet Conference permanently settled in Wuzhen, further expanding its international visibility.

With the rapid development of ancient town tourism in China, there are many problems in its development and operation. Wuzhen has come out of an innovative development path and

realized the upgrading and transformation of ancient town tourism.

Wuzhen model is an innovative model for the development of the ancient town, which has important reference significance for the development of other ancient towns in China (Zheng & Wang, 2012). The Wuzhen model is replicated in other ancient towns in China (Dong, Xu, Chen, & Li, 2018);

Therefore, the choice of Wuzhen as a case study has good research value, and research conclusions are also worth promoting. At the same time, through the involvement study of Chinese Wuzhen tourists in tourism decision-making, it can provide some reference significance for the tourism development authorities of ancient towns in other countries in the world to develop China's tourism market.

5) Better model of tourism development

Tourism also promotes the economic development of Wuzhen (Li, 2007). Zheng and Wang (2012) stated that the tourism of ancient towns in China has encountered many problems in development and operation while developing rapidly. Wuzhen has taken an innovative development path and realized the upgrading and transformation of the tourism of ancient towns.

Zheng and Wang (2012) studied the operation model of Wuzhen, and proposed that the second phase of Wuzhen's development is to avoid the common problems in the development of ancient towns through internalization of transaction costs, and to carry out the system of ancient towns through the joint implementation of external capital and local professional teams. It has achieved great success in its development.

In China's tourism industry, "National Level-5 scenic spots" refers to the level of scenic spots classified according to the quality level of the tourist attractions of the People's Republic of China, which is divided into five levels, AAAAA, AAAA, AAA, AA and A in order from high to low. Grade 5A is the highest level of China's tourist attractions, representing China's world-class quality tourist attractions.

In 2010, Wuzhen Scenic Spot was awarded the title of "National 5A Scenic Spot" by the China National Tourism Administration. The Wuzhen tourism development model is relatively successful and replicable (Dong *et al.*, 2018), which has a certain reference value for the tourism

development of other ancient towns in China.

3.4 Research hypothesis

Based on the above analysis, this study proposes the following assumptions:

H1, the involvement of destinations is significantly different according to tourists' demographic characteristics

H11, tourists of different genders, the involvement of destinations is significantly different

H12, tourists of different occupations, the involvement of destinations is significantly different

H13, tourists of different ages, the involvement of destinations is significantly different

H14, tourists with different educational backgrounds, the involvement of destinations is significantly different

H15, tourists from different regions, the involvement of destinations is significantly different

H2. There are significant differences in the involvement of advertising information among tourists with different demographic characteristics.

H21, different genders of tourists, the involvement of advertising information is significantly different

H22, tourists of different occupations, the involvement of advertising information is significantly different

H23, tourists of different ages, the involvement of advertising information is significantly different

H24, different educational backgrounds, the involvement of advertising information is significantly different

H25, tourists from different regions, the involvement of advertising information is significantly different.

H3, tourists with different demographic characteristics, have significant differences in the attraction of tourism in ancient towns.

H31, tourists of different genders, there are significant differences in tourist attraction

H32, tourists of different occupations, there are significant differences in tourist attraction

H33, tourists of different ages, there are significant differences in tourist attraction

H34, tourists with different educational backgrounds, there are significant differences in tourist attraction

H35, tourists from different regions, there are significant differences in tourist attraction

H4, different demographic characteristics of tourists, social factor has significant differences.

H41, different genders of tourists, significant differences in social factor

H42, different careers, significant differences in social factor

H43, different ages of tourists, significant differences in social factor

H44, different degrees of tourism, significant differences in social factor

H45, tourists from different regions, significant differences in social factor

H5, tourists with different demographic characteristics, the cost factor are significantly different.

H51, different genders of tourists, significant differences in cost factor

H52, tourists of different occupations, significant differences in cost factor

H53, tourists of different ages, significant differences in cost factor

H54, tourists with different degrees of education, significant differences in cost factor

H55, tourists from different regions, significant differences in cost factor

H6, tourists with different demographic characteristics, there is a significant difference in destination image factor.

H61, different genders of tourists, the perception of the destination image is significantly different.

H62, tourists of different occupations, significant differences in destination image factor

H63, tourists of different ages, significant differences in destination image factor

H64, tourists with different educational backgrounds, significant differences in destination image factor

H65, tourists from different regions, significant differences in destination image factor

H7, Tourists with different demographic characteristics have significant differences in experiential factor.

H71, different genders of tourists, significant differences in experiential factor

H72, tourists of different occupations, significant differences in experiential factor

H73, tourists of different ages, significant differences in experiential factor

H74, different educational backgrounds, significant differences in experiential factor

H75, tourists from different regions, significant differences in experiential factor

In addition, based on the above comprehensive analysis, the study also proposes the following assumptions:

H8, tourists' destination image factor has a positive impact on the involvement of destinations.

H9, tourists' social factor has a positive impact on the involvement of destinations

H10, tourist cost factor has a positive impact on the involvement of destinations

H11, tourist experiential factor has a positive impact on the involvement of destinations

H12, tourist advertising information factor has a positive impact on the involvement of destinations

H13, Tourist attraction has a positive impact on the involvement of destinations

3.5 Questionnaire

3.5.1 Development of questionnaire measurement scale

The variables measured in this study include the following: First, the involvement of destinations; Second, the influencing factors of tourism destination decision-making: advertising information factor, tourism attractions involvement, social interaction, destination image, experience mode, cost factor; the third is the demographic characteristics of tourists.

The research is based on the reference of the previous literature and the problems on the actual work. Because there are few literatures about the involvement of tourists in ancient towns, there is no corresponding maturity scale. Therefore, the scale development of the study mainly follows four aspects:

(1) Retrieving the literature on international and Chinese related research, but it is not limited to tourism research, especially in terms of involvement, and there are many researches in other fields.

The research and development scales and research conclusions can be used for reference, but This study focuses on the involvement and involvement of tourists in ancient towns. Therefore, when referring to these mature studies, each measurement item in the questionnaire has been modified to meet the needs of this study.

(2) Regarding the measurement of the degree of involvement, Zaichkowsky (1985) uses the relevance of things (products, advertising, purchasing decisions) to the individual's internal needs, interests and values as the definition of involvement, and designs the involved measurement scale.

Zaichkowsky (1994) also revised the scale to reduce the previous 20 items to 10, called the RPII (Revised personal involvement inventory) scale. The RPII scale (Zaichkowsky, 1994) contains 10 measures of relevance, importance, need, cost, interest, personal meaning, attractiveness, fascination, commitment, and excitement.

Celsi and Olson (1988) verified that the KMO value of the scale was 0.95-0.97 when measuring the consumer's involvement, indicating that the correlation validity and structural validity of the RPII scale are in line with the standard. Therefore, this study will also use this scale, and according to the actual characteristics of the ancient town tourists to modify, measure the involvement of destinations in the ancient town tourism decision-making.

(3) Independent variable measurement scale. In this study, based on the previous literature and the characteristics of attractions in Wuzhen ancient town scenic spot, the measurement items of each variable were designed.

3.5.2 Data collection

The pretest questionnaire for this study is divided into four parts.

Part I: Study the classic RPII scale (10 items) measured by the dependent variable;

The second part: independent variable tourist advertising information factor scale (5 items);

Part III: Tourist attraction volume scale (6 items);

Part III: Tourism Destination Image Scale (5 items);

Part IV: social factor Scale for Tourists (4 items);

Part V: cost factor Scale 4 items);

Part VI: experiential factor Scale (5 items).

Part VII: Statistical characteristics of demographics of tourists: including gender, age, related occupations, education, and source of tourists.

The initial scale totals 39 items (excluding demographic items), and the measurement scale is in the form of a Likert 5-level scale, with 1-5 indicating very disagreement (or very unimportant) and disagreement. (Or not important), general (unclear), agreed (important), very agree (very important). The details are as follows (Table 3-1).

Table 3-1 Research scale by pre-testing

Variable	Measurement item	Source
Destination involvement	1) To Wuzhen is very important.	Zaichkowsky (1985)
	2) To Wuzhen is indispensable.	Zaichkowsky (1994)
	3) To Wuzhen is very meaningful.	
	4) To Wuzhen is longing for a long time.	
	5) To Wuzhen is exciting.	
	6) To Wuzhen is very interesting.	
	7) To Wuzhen, I paid a lot of money.	
	8) To Wuzhen is closely related to my work	
	9) Get to Wuzhen, I put a lot of energy into it.	

	10) Wuzhen is very attractive.	
Advertising information factor	I want to see the advertisement in Wuzhen. Listening to relatives, friends or colleagues mentioned in Wuzhen would like to come. Wuzhen as a good scenic spot. Always focus on Wuzhen local website news. See the news or characters about Wuzhen.	Zaichkowsky (1994) Krugman (1965) Wang and Zhao (2002) Zhang and Xiang (2002)
Tourist attraction	This is Mao Dun's hometown. There are boats in the literary works. The drama "memories of the past" is filmed here. The Chinese Drama Festival is held here. The world Internet Conference is held here. Rene Liu's endorsement of Wuzhen	Zaichkowsky (1994) Richins and Bloch (1986) Warrington & Shim (2000) Nejati and Mohamed, (2014) Guo, Huang, & Sun (2014)
Social factor	You can introduce your travel experience Wuzhen tourism photos can be shared To enhance your feelings. Coming to Wuzhen to meet new friends	Moutinho (1987) Qiu and Wu (2004)
cost factor	It's not far from Wuzhen. The total cost of traveling to Wuzhen is not high. There is not much time to travel to Wuzhen. It's not too tiring to visit Wuzhen.	Glucksmann (1935) Sirakaya, McLellan, and Uysal (1996) Basoglu and Yoo (2015)
destination image factor	There is little negative news in Wuzhen. The service facilities in Wuzhen are very complete. Wuzhen is a very mature scenic spot. Wuzhen has been very concerned Wuzhen has a high reputation.	Um and Crompton (1990) Xiong and Peng (2008) Gulid & Lertwannawit (2013)
Experiential motivation	It can breathe fresh air. You can spend a few days in peace. Shoot some wonderful moments Work (or study) tired, want to relax. Experiencing recreational activities or leisure.	Wickens (2002) Liu and Jing (2015)

3.5.3 Questionnaire collection

In order to ensure that the data collected by the questionnaire can meet the needs of the research, the data of the survey object, the number of samples, and the sampling method should be determined before collecting the data.

The time of the investigation. Because the tourists in the Wuzhen scenic area showed more obvious periodicity and more weekends, the researchers used weekend breaks to invite tourists to fill out the questionnaire in Wuzhen Ancient Town.

The empirical study of this study was from August to December 2015. Among them, August 20-21, 2015 is a pretest survey. On August 20-21, October 24-25, November 21-22, and December 5-6, three times and six days were officially investigated.

The person who filled in the questionnaire. Determination of the research object the study is aimed at domestic tourists in mainland China (excluding tourists from Hong Kong, Macao and Taiwan). Therefore, the questionnaire is filled out by Chinese tourists in Wuzhen Ancient Town, regardless of gender or age.

The location of the investigation. Stations, squares and tourist rest areas in Wuzhen Scenic Area, China.

Investigator sampling. The survey of this study uses convenient sampling, random intercepts tourists, explains the purpose of the survey, invites tourists to fill out the questionnaire, and indicates that the questionnaire for recycling is only used for research, and the content of the questionnaire is kept confidential, after the tourists complete the filling. Thanks to the recycling on the spot and giving a gift.

The collation of the questionnaire. The questionnaires collected at the destination of the tourist destination are based on the following principles: 1) All the questionnaires are selected for the same item to be deleted; 2) The key variables of the questionnaire are deleted for deletion; 3) Each questionnaire item is missing Not more than five. After screening by the above method, an effective questionnaire is finally confirmed.

3.6 Statistical analysis method of research data

After entering the computer data entry for the valid questionnaire. Analysis using SPSS20.0 (Chinese version) software, including the following aspects:

3.6.1 Descriptive statistical analysis of the questionnaire

Descriptive statistical analysis of the sample data collected from the pretest and formal survey, including the demographic characteristics of the questionnaire and the statistical characteristics of each variety.

3.6.2 Question item deletion and purification of questionnaire variables

This study used the method of Correlated Item-Total Correction (CITC) for scale purification. According to Ruekert and Churchill (1984), the overall correlation coefficient of the project can be used to verify the correlation between a certain item and the factor to which the item belongs, and to test the theoretical significance of the correlation.

The project overall correlation coefficient evaluation method can reduce the multi-factor load phenomenon of the measurement items and be sure that the inappropriate measurement items can be deleted.

Lai (2004) argued that when the CITC is less than 0.35, the item of this item should be deleted. This study uses this as a standard to screen the items. For items less than 0.35, delete them. For other items, calculate the Cronbach coefficient for each item. When the coefficient is greater than 0.7, the reliability is OK.

In this study, the screening criteria of Lai (2004) were used to delete the items with correlation coefficient less than 0.35, and the other items were calculated by Cronbach coefficient. When the coefficient was greater than 0.7, the reliability of the item was confirmed to be reliable.

3.6.3 Reliability test

In order to improve the reliability of the questionnaire, the study used the Cronbach's α coefficient to test the stability and consistency of the questionnaire's reliability measurement questionnaire results.

Nunnally (1978) pointed out that an alpha coefficient of 0.70 is a lower acceptable value and is acceptable at 0.8 or higher. Devellis (2016) also stated that the alpha coefficient is preferably between 0.6 and 0.65; the minimum acceptable value is between 0.65 and 0.7; the difference between 0.7 and 0.8 is quite good; and between 0.8 and 0.9 is very good.

Henson (2001) argues that the value of the alpha coefficient is related to the purpose of the study. If it is to test the pilot of a certain concept, 0.5-0.6 is sufficient; when it is for the purpose of basic research, it is preferably above 0.8.

Wu (2010) After summarizing the previous scholars' research, it is concluded that the α coefficient can be divided into a total amount table and a subscale table for evaluation. The α coefficient of the total amount table is preferably above 0.8, if it is between 0.7 and 0.8. It is also acceptable; the subscale is preferably 0.7 or more, if it is between 0.6 and 0.7, it is acceptable; the alpha coefficient of the total scale is below 0.8, or the alpha coefficient of the subscale is below 0.6, then the most It is good to consider revising the scale or adding or deleting items.

3.6.4 Hypothesis testing

(1) Differences in demographic characteristics. Measure the difference between the tourist's overall involvement, advertising information factor, the involvement of tourist attraction, the destination image factor, social factor, cost factor, and experiential factor Among them, "gender" adopts an independent sample T test, and the four demographic characteristics of "occupation, age, education and source of origin" are tested by one-way analysis of variance.

(2) Relevance. The correlation between the involvement of destinations, advertising information factor, tourist attraction involvement, destination image factor, social factor, cost factor, and experience factor was tested using Pearson correlation analysis (both sides).

(3) Influence relationship. The relationship between advertising information factor, tourist attraction involvement, destination image factor, social factor, cost factor, experience factor and the involvement of destinations of the dependent variable destinations was analyzed by regression analysis and gradual entry method.

The multivariable linear regression model of this study is preliminary constructed.

$$\mathbf{Y=A+B_1X_1+B_2X_2.....B_6X_6+\varepsilon} \qquad (3.1)$$

Among them, A is a constant item and b1... B6 is an independent variable of advertising information factor, tourist attractions factor, social factor, cost factor, destination image factor,

experience expectation factors, educational background, age, source of tourists to be estimated; ε is residual.

3.6.5 Processing of missing values

For various reasons, a small number of options are missing in the valid questionnaires, but in order to retain the data authenticity of the questionnaires, this study does not use the mean to replace the missing values. When using SPSS20.0 (Chinese version) statistical analysis, all missing values are processed by "excluding cases by lists". Therefore, some data presented in the study show that there are some differences in the number of samples between different items or variables.

3.7 Questionnaire pretest

In order to make the final questionnaire of the study more effective, this study conducted a preliminary pretest on the preliminary design questionnaire to remove the inappropriate questions, so that the final questionnaire responded more to the true attitude of tourists.

3.7.1 Analysis of pretest data

The pretest of the study was also selected at the final place of distribution, Wuzhen, Zhejiang. The pretest questionnaire was issued in August 2015; a total of 150 questionnaires was sent to tourists, and 122 valid questionnaires were collected, accounting for 81.3%.

3.7.2 The basic situation of the respondents

Among the pretest tourists: (1) mainly female, close to 59.8%; (2) mainly young people aged 18-35, accounting for 78.6%. (3) In terms of education level, junior college and undergraduate students are the mainstays, accounting for 75.4% of the total; (4) occupational aspects. Administration and institutional personnel accounted for 21.3%, students accounted for 23.8%, followed by business management or technical personnel, 13.1%; freelancers accounted for 14.8% (Appendix1: Pretest basic situation of tourists).

(1) The involvement of destinations

Pre-tested data display (As can be seen from appendix2), the Cronbach's Alpha value involved in the tourist destination is 0.818, indicating that the scale results are very good. As can be seen from Appendix2, among the 10 items of the overall destination of the tourist destination, 6 correlation coefficients are greater than 0.5, 2 are between 0.4 and 0.5, and 1 is between 0.35 and 0.4, 1 The item, that is, “to Wuzhen, I paid a lot of money”, the correlation coefficient of the item is 0.311.

According to the suggestion of Lai (2004), it can be deleted, but according to the suggestion of Lu (2002), CITC is considered the coefficient is greater than 0.3, which is considered to be the classic scale developed by Zaichkowsky (1994), and several subsequent studies have also verified the reliability of this scale.

Therefore, this study temporarily retains this item in order to at the time of the formal investigation, whether there will be a similar phenomenon in the increase in the sample size, and then decide whether to delete it.

Table 3-2 Reliability statistic of each variable in the questionnaire during pretest

Variable	Cronbach’s Alpha	Number of items
the involvement of destinations	.818	10
Advertising information factor	.678	5
Tourist attractions factor	.866	6
Destination image factor	.756	5
Social factor	.683	4
Tourist cost factor	.859	4
Experience factor	.802	5
Reliability statistics of the final questionnaire	.906	39

(2) Advertising information factor

According to the results in Table 3-2, the ALPHA coefficient of the scale is 0.65, which meets the requirements; the CITC correlation coefficient of each item of Appendix2 data reflection items is greater than 0.35. The scale is available.

(3) Tourist attractions factor

According to the results in Table 3-2, the ALPHA coefficient of the scale is 0.866, which

is very good; and the CITC coefficients in the data are all greater than 0.5, indicating that the scale is very good (Appendix2).

(4) Destination image factor

According to the data in Table 3-2, the ALPHA coefficient of the scale is 0.756, indicating that the scale is better; and Appendix2 data show that the CITC correlation coefficient of each item is greater than 0.35, indicating that the scale reliability is good and available.

(5) Social factor

According to the data in Table 3-2, the ALPHA coefficient of the social factor scale is 0.683, the scale is available, and the data in Appendix2 show that the CITC correlation coefficient of the item of “Knowing New Friend” is less than 0.35, and the CITC coefficient of other items. Both are greater than 0.35, so delete the “Know New Friend” item on the official scale.

(6) Cost factor

From the data in Table 3-2, the ALPHA coefficient of tourist cost factor scale is 0.859, and the CITC correlation coefficient of each item in Appendix2 is greater than 0.5, indicating that the scale reliability is good and available.

(7) Experience factor

From the data in Table 3-2, the ALPHA coefficient of experience factor scale is 0.802, indicating that the scale reliability is good; and the CITC correlation coefficient of each item (Appendix2), except for the “experience entertainment” item is less than 0.35, other Both are greater than 0.5, so the item "Experience Entertainment" will be deleted from the official scale.

(8) Final retention of the overall reliability of the questionnaire

After the overall project-correlation coefficient analysis of each scale in the pretest, two items were deleted, and the last 36 items were retained as the final official scale. According to the data in Table 3-2, The last retained scale of the test can be tested for reliability.

The questionnaire in this study has a total of 36 items (excluding demographic characteristics). The Cronbach's Alpha of the questionnaire is 0.906, indicating that the overall reliability of the questionnaire is very good and can be used as an official scale.

3.8 The content and structure of the official scale

After pre-testing the initial scale, the two items with poor performance were deleted, and 36 measurement items were retained as the official scale of the final study. The structure of the questionnaire form that was officially issued is shown in Appendix3.

3.8.1 Questionnaire distribution and recycling

This study adopts a questionnaire survey method and establishes the procedures and principles of the survey before the questionnaire survey.

Firstly, the object of study is the tourists in Wuzhen ancient town in China.

Secondly, the establishment of the sample size is the same as the sample size required for the structural equation model. The researchers' opinions are different. It is considered that the sample size should be at least more than ten times the sample size is a good rule. The sample is more suitable. Based on the opinions of the various researchers, the number of questionnaires issued in this study questionnaire was combined to determine the number of questionnaires issued.

Third, the establishment of the survey method the method of this study uses simple random sampling and systematic sampling to sample domestic tourists.

Fourth, the selection of sampling sites This study is based on the study of tourists from Wuzhen Scenic Spot in Zhejiang Province. Therefore, the sampling locations are selected in Wuzhen, and the specific locations are mainly scenic spots and public places with more tourists.

Fifth, detailed research plan development in order to ensure the smooth conduct of research work, the researcher have developed a careful and detailed research plan before conducting a large sample of research, including the choice of research time, research methods, and how to deal with emergencies in the investigation. At the same time, the on-site explanation of the questionnaire questions raised by the tourists is carried out to ensure the smooth progress of the research work.

Sixth, the simple random sampling time is from October to December in 2015; the location

is the station, square, and tourist rest area of Wuzhen. A total of 400 questionnaires were distributed and 358 were collected. The questionnaire recovery rate 89.5%, excluding some of the unqualified questionnaires, such as filling in incomplete, the option to fill out the same or regular questionnaires; Finally, 324 effective questionnaires, the effective rate of recovery questionnaire is 90.5%.

3.8.2 Sample demographic descriptions

The basic conditions of the sample surveyed in this study mainly include gender, occupation, education, age, and region. (There is a small amount of data missing in each demographic questionnaire. The details are as follows: gender 2, occupation 12, education 11, age 1 and source 10).

Gender. From Appendix 5, it can be found that in this survey sample, 40.5% of men and 59.5% of women, female respondents account for the majority, and women are 19.5% more than men.

Profession. As can be seen from the table in Appendix5, students accounted for 27.3% of the survey samples, 10.1% of corporate management or technical personnel, 24, 2% of administrative or institutional personnel, and 14.5% of freelancers. Or farmers accounted for 2.8%, others accounted for 11.1%, except for students, with the largest number of administrative or institutional personnel.

Since the “others” in the career options include all the occupations except the above five categories, the specific occupation of this part of the tourists is uncertain. Therefore, in all the analyses below this study, the characteristics of the tourists of this option are not Further explained.

In addition, in this survey sample, there are only a small group of ordinary corporate employees or farmers, only 8 people, and the sample is small. Therefore, in all the following analyses, the different characteristics of tourists of this option are not further advanced analysis.

Age. As can be seen from Appendix5, among the respondents, the majority of tourists aged 18-35 accounted for 88%, showing that they were mainly young people, with 18-25 years old accounting for more than 52%. In addition, in this survey sample, the sample size of the two

groups of 17 years old and below, 56 years old and above is small, so in the following analysis, the differing characteristics of the tourists of this option are not further analyzed.

Education. As can be seen from Appendix5, 93.1% of the respondents were college graduates, and most of them showed high-educated tourists, and 51.8% of them had bachelor degrees.

Region. As can be seen from Appendix5, the source of tourists in this survey sample is mainly in close range. Among them, tourists within 200 km account for 49.5%, followed by tourists from 501-1000 km, accounting for 22.9%.

3.8.3 Descriptive statistical analysis of each variable of the official scale

For the measured variable data, when the absolute value of the skeins is less than 3 and the absolute value of the courthouse is less than 10, it indicates that the sample generally obeys the normal distribution (Klein, 1998). Based on this criterion, the variable terms measured in this study are consistent. Normal distribution, relevant data can be used for further analysis.

(1) The involvement of destinations. The data in Table 3-3 shows that the Cronbach's Alpha of the item's the involvement of destinations scale is 0.816, indicating that the internal consistency of the scale is higher.

Table 3-3 Descriptive statistics for each variable

Variable	Item	N	Mean value	Standard deviation	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Statistic	Standard error	Statistic	Standard error
A		317	3.20	.903	-.163	.137	-.763	.273
	Indispensable	318	3.10	.989	-.020	.137	-.939	.273
	Make sense	317	3.64	.859	-.714	.137	.055	.273
	A long time	317	3.64	.895	-.658	.137	-.044	.273
	Exhilarating	317	3.52	.912	-.523	.137	-.187	.273
	Amusing	317	3.62	.873	-.773	.137	.353	.273
	A great price	317	2.63	.983	.666	.137	-.448	.273
	Dependent	317	2.63	1.010	.613	.137	-.561	.273
	A lot of energy	317	2.63	1.015	.589	.137	-.666	.273

	Attractive	316	3.74	.846	-.866	.137	.796	.273
Advertising information factor	Advertisement	301	3.36	.919	-.357	.140	-.540	.280
	Listening to friends	301	3.59	.877	-.763	.140	.007	.280
	See the news	301	3.10	.942	.023	.140	-.750	.280
	pay attention to it	301	2.83	.936	.302	.140	-.536	.280
	Recommendation	301	3.81	.891	-.956	.140	.770	.280
	Mao Dun's home	299	3.09	.981	.097	.141	-.493	.281
Tourist attractions factor	Wu Peng ship	299	3.29	.901	-.191	.141	-.479	.281
	Remembering	299	2.96	.942	.316	.141	-.380	.281
	Drama Festival	299	2.85	.893	.180	.141	-.210	.281
	Internet Conference	298	2.93	.996	.211	.141	-.497	.281
	Liu advertising	299	3.11	.982	.162	.141	-.608	.281
Destination image factor	Less negative news	301	3.53	.781	-.317	.140	.092	.280
	Complete facilities	301	3.56	.945	-.548	.140	-.256	.280
	Mature scenic spot	301	3.59	.911	-.487	.140	-.268	.280
	High popularity	301	4.11	.742	-1.212	.140	2.809	.280
Social factor	Introduce to friends	299	3.55	.847	-.330	.141	-.044	.281
	WeChat sharing	299	3.67	.956	-.665	.141	.133	.281
	Family affection	299	3.80	.834	-.873	.141	1.239	.281
cost factor	Not far	299	3.40	.951	-.400	.141	-.223	.281
	The cost is not high	299	3.40	.901	-.326	.141	-.069	.281
	Not much time	299	3.49	.796	-.446	.141	.165	.281
	Not fatigued	299	3.54	.816	-.535	.141	.342	.281
experience factor	Photography	299	4.00	.827	-1.217	.141	2.318	.281
	Breathing air	299	3.92	.815	-.899	.141	1.077	.281
	For a few days	299	3.96	.793	-.740	.141	.711	.281

The descriptive statistical analysis results of the involvement of destinations by statistical software, the mean, standard deviation, skewness and kurtosis of each measurement item are listed. From Table 3-3, the mean distribution of the measurement items is known. Between 2.63 and 3.74, 5 of which are greater than 3.5, 3 of which are less than 3.0, and 2 of which are between 3.0 and 3.5, indicating that the surveyed tourists have different evaluations at different angles of the destination. Large differences; while the standard deviation is between 0.846 and 1.015, all items are greater than 0.5, indicating that the variation between the survey data

requires further analysis (Nunally, 1978).

Klein (1998) stated that the kurtosis and skewness of the data are used as the normal distribution indicators of the test samples. When the absolute values are less than 3 and 10, respectively, the sample data is generally considered to be normally distributed. All the measurement items of this scale meet this requirement. Subsequent statistical analysis steps can be performed.

(2) Advertising information factor. The descriptive statistical analysis results (Table 3-3), the mean, standard deviation, skewness and kurtosis of each measurement item are listed. It can be seen from the table that the mean value of the measurement items is between 2.83 and 3.81. Among them, there are 2 more than 3.5, and 1 is less than 3, which indicates that the surveyed tourists have a large difference in the evaluation of the different angles of the destination.

The standard deviation is between 0.877 and 0.942, and all the items are larger than 0.5, indicating that the variation between survey data requires further analysis. The absolute value of the catharsis of all the measurement items of this scale is less than 3, and the absolute value of the skeins is less than 10, which meets the requirements. All the measurement items of this scale meet this requirement. Subsequent statistical analysis steps can be performed.

(3) Tourist attraction factor. Table 3-3 shows the descriptive statistical analysis results on the scale, which lists the mean, standard deviation, skewness and kurtosis of each measurement item. It can be seen from the table that the mean value of the measurement items is between 2.85-3.29., which is greater than 3. There are 3, less than 3 and 3, indicating that the surveyed tourists have a large difference in the evaluation of different points of attraction of tourist attraction; and the standard deviation is between 0.893-0.996, all items Both are greater than 0.5, indicating that the variation between the survey data requires further analysis.

The absolute value of the catharsis of all the measurement items of this scale is less than 3, and the absolute value of the skeins is less than 10, which meets the requirements. All the measurement items of this scale meet this requirement. Subsequent statistical analysis steps can be performed.

(4) Destination image factor. In the formal survey, the data show the descriptive

statistical analysis results of the items in the destination image factor scale, and lists the mean, standard deviation, skewness and kurtosis of each measurement item, as shown in Table 3-3. The mean value of the measurement items is between 3.53-4.11, of which there is one greater than 4.0 and three of 3.5-4.0, indicating that the evaluation of the destination image factor of the survey has a large difference; and the standard deviation is 0.742-0.945. Between, all items are greater than 0.5, indicating that the variation between the survey data requires further analysis.

The absolute value of the kurtosis of all the measurement items of this scale is less than 3, and the absolute value of the skewness is less than 10, which meets the requirements. All the measurement items of this scale meet this requirement. Subsequent statistical analysis steps can be performed.

(5) Social factor. In the formal survey, the data show the descriptive statistical analysis of the items in the social factor scale, and lists the mean, standard deviation, skewness and kurtosis of each measurement item. As can be seen from Table 3-3, The mean value of the measurement items is between 3.55 and 3.80, of which there are 3 more than 3.5, indicating that the evaluation of the social factor investigated is different; while the standard deviation is between 0.845 and 0.998, all items are greater than 0.5, indicating the investigation. Variations between data require further analysis. The absolute value of the kurtosis of all the measurement items of this scale is less than 3, and the absolute value of the skewness is less than 10, which meets the requirements. All the measurement items of this scale meet this requirement. Subsequent statistical analysis steps can be performed.

(6) Cost factor. In the formal survey, the data show the descriptive statistical analysis results of the items in the cost factor scale, and lists the mean, standard deviation, skewness and kurtosis of each measurement item. As can be seen from Table 3-3, the measurement The mean value of the items is between 3.40 and 3.54, indicating that there is no difference in the evaluation of the cost factor of the surveyed tourists; while the standard deviation is between 0.796 and 0.951, all items are greater than 0.5, indicating that the variation between the survey data needs further analysis. The absolute value of the kurtosis of all the measurement items of this scale is less than 3, and the absolute value of the skewness is less than 10, which meets the

requirements. Therefore, it can be concluded that the survey data is normally distributed and the subsequent statistical analysis steps can be continued.

(7) Experiential factor. In the formal survey, the data show the descriptive statistical analysis results of the items in experience factor Scale, which lists the mean, standard deviation, skewness and kurtosis of each measurement item, as can be seen from Table 3-3.

The mean value of the measured items ranged from 3.92 to 4.06, indicating that there was little difference in the experience factor of the tourists; the standard deviation of all items ranged from 0.745 to 0.829, which was greater than 0.5, indicating that the variation of the survey data needed further analysis.

The absolute peak value of "work (or study) is greater than 3, which does not conform to normal distribution, while the reliability of other items is less than 10. Therefore, delete the non-normal distribution item work (or study) tired, want to relax the mood", and other items can be considered as the normal distribution.

3.8.4 KMO and Bartlett tests of research variables of the official scale

(1) The involvement of destinations. Table 3-4 shows that the KMO value of the sample of the entire scale is 0.812, which is greater than 0.8, that is, the correlation of each sample of the item is very high, which is suitable for analysis as a factor. The result of Bartlett's test is that the significance probability of Sig value is 0.000. Less than 0.01, the spherical hypothesis is rejected, which also indicates that each item has relevance and is suitable as a factor for analysis.

(2) Advertising information factor. The descriptive statistical analysis results (Table 3-4) lists the mean, standard deviation, skewness and kurtosis of each measurement item. It can be seen from the table that the mean value of the measurement items is between 2.83 and 3.81. Among them, there are 2 more than 3.5, and 1 is less than 3, which indicates that the surveyed tourists have a large difference in the evaluation of the different angles of the destination.

The standard deviation is between 0.877 and 0.942, and all the items are larger than 0.5, indicating that the variation between survey data requires further analysis. The absolute value of the kurtosis of all the measurement items of this scale is less than 3, and the absolute value of the skewness is less than 10, which meets the requirements. Therefore, it can be concluded

that the survey data is normally distributed and can be further analyzed.

(3) Tourist attractions factor. Table 3-4 shows that the KMO value of the sample of the scale is 0.829, which is greater than 0.8, that is, the correlation degree of each sample of the item is very high, which is suitable for analysis as a factor. Bartlett's test result is that the significance probability of Sig value is 0.000, less than 0.01, the spherical hypothesis is rejected, which also indicates that each item has relevance and is suitable as a factor for analysis.

(4) Destination image factor. Table 3-4 shows that the KMO value of the sample of the scale is 0.770, which is greater than 0.7, that is, the correlation degree of each item of the sample is good, and it is suitable for analysis as a factor. Bartlett's test result is that the significance probability of Sig value is 0.000, less than 0.01, the spherical hypothesis is rejected, which also indicates that each item has relevance and is suitable as a factor for analysis.

(5) Social factor. Table 3-4 shows that the KMO value of the sample of the scale is 0.697, which is greater than 0.65, that is, the correlation degree of each sample of the item is very high, which is suitable for analysis as a factor. Bartlett's test result is that the significance probability of Sig value is 0.000, less than 0.01, the spherical hypothesis is rejected, which also indicates that each item has relevance and is suitable as a factor for analysis.

Table 3-4 Test of KMO and Bartlett of destination overall involvement

Variable	The Kaiser-Meyer-Olkin measure of sampling sufficiency	Sphericity test of Bartlett		
		Approximate chi square	Df	Sig.
The involvement of destinations	0.812	1223.02	45	0.000
Advertising information factor	0.699	256.15	10	0.000
Tourist attractions factor	0.829	829.511	15	0.000
Destination image factor	0.77	298.498	6	0.000
Social factor	0.697	287.561	3	0.000
Cost factor	0.738	438.395	6	0.000
experience factor	0.669	284.988	3	0.000

(6) Cost factor. Table 3-4 shows that the KMO value of the sample of the scale is 0.738, which is greater than 0.7, that is, the correlation degree of each sample of the item is very high, which is suitable for analysis as a factor. Bartlett's test result is that the significance probability of Sig value is 0.000, less than 0.01, the spherical hypothesis is rejected, which also indicates

that each item has relevance and is suitable as a factor for analysis.

(7) Experiential factor. Table 3-4 shows that the KMO value of the sample of the scale is 0.669, which is greater than 0.65, that is, the correlation degree of each sample of the item is acceptable, and it is suitable for analysis as a factor. Bartlett's test result is that the significance probability of Sig value is 0.000, less than 0.01, the spherical hypothesis is rejected, which also indicates that each item has relevance and is suitable as a factor for analysis.

(8) The rotating component matrix and total variance of interpretation of the official scale. It shows the factor aggregation of the formal scale is better (Appendix 5 and Appendix 6).

3.8.5 The reliability and validity of the variability of the official scale

(1) Overall reliability test of the official scale. According to the data in Table 3-5, there is a total of 36 items in the questionnaire of this study. The Cronbach's Alpha of the questionnaire is 0.906, indicating that the overall reliability of the questionnaire is very good.

(2) Advertising information factor. In the formal survey, the data in Table 3-5 shows that the Cronbach's Alpha of the sample item in the tourist attraction scale is 0.698, indicating that the internal consistency of the scale is acceptable. It can be seen that deleting any item does not increase the Cronbach's Alpha coefficient of the scale, indicating that the scale is highly reliable.

Appendix 4 shows the CITC correlation coefficients for the five items of the independent variable-advertising information involved in the measurement table. The correlation coefficients are: 0.470, 0.563, 0.481, 0.370, 0.390, all greater than 0.35, according to Lai (2004) screening criteria (CITC>0.35), this scale can be used.

(3) Tourist attractions factor. In the formal survey, the data in Table 3-5 shows that the Cronbach's Alpha of the sample item in the Tourist Attraction Inclusion Scale is 0.865, indicating that the internal consistency of the scale is higher. It can be seen that deleting any item does not increase the Cronbach's Alpha coefficient of the scale, indicating that the scale is highly reliable.

The data in Appendix4 shows that the CITC correlation coefficient of each item of the independent variable-destination image factor measurement scale is greater than 0.5. According

to the screening criteria of Lai (2004) (CITC>0.35), this scale can use.

(4) Destination image factor. Table 3-5 shows that the Cronbach's Alpha of the sample item in the Tourist Attraction Involvement Scale is 0.769, indicating that the internal consistency of the scale is higher. As can be seen from the table, deleting any item does not increase the Cronbach's Alpha coefficient of the scale, indicating that the scale is highly reliable.

The data in Appendix4 shows that the CITC correlation coefficient of each item of the independent variable-destination image factor measurement scale is greater than 0.5. According to the screening criteria of Lai (2004) (CITC>0.35), this scale can use.

(5) Social factor. In the formal survey, the data in Table 3-5 shows that the Cronbach's Alpha of the sample item in the Tourist Attraction Involvement Scale is 0.800, indicating that the internal consistency of the scale is higher. It can be seen that deleting any item does not increase the Cronbach's Alpha coefficient of the Scale, indicating that the scale is highly reliable.

The data in Appendix 4 shows that the CITC correlation coefficient of each item of the independent variable-destination image factor measurement scale is greater than 0.5. According to the screening criteria of Lai (2004) (CITC>0.35), this scale can use.

(6) Cost factor. Table 3-5 shows that the Cronbach's Alpha of the sample item in the Tourist Attraction Involvement Scale is 0.811, indicating that the internal consistency of the scale is higher. It can be seen that deleting any item does not increase the Cronbach's Alpha coefficient of the scale, indicating that the scale is highly reliable.

Table 3-5 Reliability of the formal scalar variables

Variable	Cronbach's Alpha	Number of items
The involvement of destinations	.816	10
Advertising information factor	.698	5
Tourist attractions factor	.865	6
Destination image factor	.769	4
Social factor	.800	3
Cost factor	.811	4
experience factor	.787	4
Reliability statistics of the final questionnaire	.906	36

The data shows that the CITC correlation coefficient of each item of the independent variable-destination image factor measurement scale is greater than 0.5. According to the screening criteria of Lai (2004) (CITC>0.35), this scale can use. (Appendix 7 data)

(7) Experiential factor. Table 3-5 shows that the Cronbach's Alpha of the sample item in the Tourist Attraction Involvement Scale is 0.787, indicating that the internal consistency of the scale is higher.

The data in Appendix4 shows that the CITC correlation coefficient of each item of the independent variable-destination image factor measurement scale is greater than 0.5. According to the screening criteria of Lai (2004) (CITC>0.35), this scale can use.

Chapter 4: Data Analysis and Hypothesis Testing

4.1 T test and one-way ANOVA analysis of variance

In this study, different methods were used to analyze the differences in the number of sample groups of control variables. Variance analysis is a method used to test whether the difference between the mean of multiple samples is statistically significant.

Its analysis principle is that there are two basic sources of difference between the mean values of different treatment groups: one is random error, such as measurement Differences caused by errors or differences between individuals; second, experimental conditions, that is, differences caused by different treatments, also known as differences between groups (Lu, 2002)

The demographic statistical characteristic variables of this study include gender, occupation, age, education, and source of tourists. The gender sample group is two groups, and the independent sample test is used; but the age, education, occupation, source of tourists and other factors the groupings are all larger than three groups, so according to the recommendation of Ma (2002), the variables for three or more classifications should be analyzed by ANOVA (Analysis of Variances). The methods and steps are as follows:

(1) An independent sample T test was used in the gender of the tourists, and the other items were analyzed by one-way ANOVA.

(2) According to the intragroup analysis of variance table to check whether there are significant, if $P>0.05$, there is no significant difference;

(3) If $P < 0.05$, it indicates that there is a significant difference between them, and the LSD or Tamhane T2 is selected by the variance homogeneity test for t test (Hansen, 1976);

(4) If there is homogeneity of variance, use the t statistic of the LSD, least significant difference method to check whether there is a significant difference in the mean of each group;

(5) If there is a non-homogeneity of variance, Tamhane T2 is used for pairwise t-test ($p<0.05$).

4.1.1 Gender T test of dependent and independent variables

There are only two groups of gender samples, so the data are analyzed using an independent sample T test. The test data is as follows:

Table 4-1 shows that the lateral probability of each variable is destination involvement (sig=0.799), advertising information factor (sig=0.727), tourist attractions factor (sig=0.515), social factor (sig=0.464), cost factor (sig=0.552), destination image factor (sig=0.243), experiential factor (sig=1).

At the 0.05 significance level, the lateral probability of Homogeneity of variance test for each variable is greater than 0.05, which indicates that the variances of these factors are homogeneous, so the T test results under homogeneity of variance should be read.

Table 4-1 Independent sample test of gender

Variable		Levene test of variance equation		T test of mean value equation (95% confidence)						
		F	Sig.	t	Df	Sig. (bilateral)	Mean difference	Standard error value	lower limit	Upper limit
Destination involvement	Suppose the variance is equal	.065	.799	.432	297	.666	.02896	.06708	-.10305	.16097
	Suppose the variance is not equal			.431	257.019	.667	.02896	.06714	-.10325	.16118
Advertising information	Suppose the variance is equal	.122	.727	-.274	297	.784	-.01992	.07259	-.16278	.12295
	Suppose the variance is not equal			-.270	244.442	.787	-.01992	.07366	-.16501	.12518
Tourist attractions	Suppose the variance is equal	.425	.515	.713	294	.476	.06200	.08696	-.10915	.23315
	Suppose the variance is not equal			.716	262.187	.475	.06200	.08657	-.10847	.23247
Social factor	Suppose the variance is equal	.538	.464	-1.282	295	.201	-.11278	.08798	-.28592	.06037

	Suppose the variance is not equal			-1.272	250.945	.205	-.11278	.08867	-.28740	.06185
Cost factor	Suppose the variance is equal	.354	.552	1.145	295	.253	.09401	.08213	-.06762	.25564
	Suppose the variance is not equal			1.163	271.874	.246	.09401	.08082	-.06510	.25311
Destination image	Suppose the variance is equal	1.368	.243	1.632	297	.104	.12369	.07580	-.02548	.27286
	Suppose the variance is not equal			1.652	268.714	.100	.12369	.07485	-.02368	.27106
Experiential factor	Suppose the variance is equal	.000	1.000	-.598	295	.551	-.04804	.08039	-.20624	.11016
	Suppose the variance is not equal			-.602	264.921	.548	-.04804	.07976	-.20509	.10902

The T-test results of all variables were as follows: destination involvement (sig=0.666), advertising information factor (sig=0.784), tourist attractions factor (sig=0.476), social factor (sig=0.201), cost factor (sig=0.253), destination image factor (sig=0.104), experiential factor (sig=0.551).

At the level of 0.05 significance, the probability of all variables was equal. More than 0.05, it shows that there are no significant differences in independent variables and dependent variables between different genders of tourists.

4.1.2 Analysis of the variance of the occupation's influence on each variable

In this study, tourists' occupations are classified into six categories: students, employees of ordinary enterprises, managers or technicians of enterprises, administrators or institutions, freelancers and others.

One-way ANOVA is used to explore the differences of different occupations involved in tourism decision-making. From Table 4-2, destination involvement as a whole (sig=0.01), advertising information factor (sig=0.018), tourist attractions factor (sig=0.182), social factor (sig=0.134), cost factor (sig=0.19), destination image factor (sig=0.033), experiential factor (sig=0.078).

From Table 4-2, It can be seen that at the 0.05 significance levels, there are no significant differences in attraction involvement, social factor, cost factor and experience factor among tourists from different occupations in ancient towns; there are significant differences in destination involvement, advertising information factor, destination image factor, so it is necessary to involve the whole destination, advertising information in different occupations. Multiple comparisons of factors of involvement and destination image factor.

According to the results of homogeneity test of variance (Table 4-3), the following variables were found: destination involvement as a whole (sig=0.945), advertising information factor (sig=0.977), destination image factor (sig=0.878); sig of the three variables were greater than 0.05; it can be seen that, at the level of 0.05 significance, different occupations of ancient town tourists involved in destination as a whole, advertising information factor, destination image factor. Because of the homogeneity of variance, LSD is used to make multiple comparisons. The results of LSD multiple comparisons show that in terms of destination involvement, among tourists of different occupations, between ordinary enterprise staff and administrative or institutional staff (sig=0.040), between ordinary enterprise staff and freelancers (SIG=0.035), between enterprise management (or technical) personnel and administrative (or institutional) personnel (sig=0.003), and between enterprise management (or technical) personnel and administrative (or institutional) personnel (sig=0.003).

There are significant differences between employees and freelance professions (sig=0.005); in terms of advertising information factor, there are significant differences between students and administrative (or business) personnel (sig=0.011), between business management (or technical) personnel and freelance profession (sig=0.033); in terms of destination image involvement, among tourists of different professions, students, ordinary business staff and business management. There is no significant difference among technicians, administrators or public institutions (For detailed data see: Appendix 2).

Table 4-2 Occupational variance of variables ANOVA

Variable		Sum of squares	Df	Mean square	F	Sig
Destination involvement	Intergroup	4.917	5	.983	3.093	.010
	Intra group	89.984	283	.318		
	Total	94.900	288			
Advertising information factor	Intergroup	5.192	5	1.038	2.785	.018
	Intra group	105.532	283	.373		
	Total	110.724	288			
Tourist attractions factor	Intergroup	4.051	5	.810	1.524	.182
	Intra group	149.933	282	.532		
	Total	153.984	287			
Social factor	Intergroup	4.784	5	.957	1.704	.134
	Intra group	158.864	283	.561		
	Total	163.648	288			
Cost factor	Intergroup	3.608	5	.722	1.498	.190
	Intra group	136.310	283	.482		
	Total	139.918	288			
Destination image factor	Intergroup	5.267	5	1.053	2.472	.033
	Intra group	120.593	283	.426		
	Total	125.860	288			
Experiential factor	Intergroup	4.685	5	.937	2.009	.078
	Intra group	132.032	283	.467		
	Total	136.717	288			

Table 4-3 Homogeneity test of occupational variances for variables

Variable	Levene statistics	Df1	Df2	Sig
Destination involvement	0.238	5	283	0.945
Advertising information factor	0.158	5	283	0.977
Destination image factor	0.356	5	283	0.878

4.1.3 Variance analysis of age for each variable

In this study, the age of tourists is divided into five categories: 17 years old and below, 18-25 years old, 26-35 years old-36-55 years old, 56 years old and above. One-way ANOVA is

used to explore the difference of involvement of different ages in tourism decision-making. From the ANOVA analysis results of variance of age to variables (Table 4-4): destination involvement (sig=0.002), advertising information factor (sig=0.524), tourist attractions factor (sig=0.394), destination image factor (sig=0.543), social factor (sig=0.007), cost factor (sig=0.177), experiential factor (sig=0.011), The researcher can see that at 0.05 significant levels, different ages.

There are no significant differences in the factors of tourist advertisement and information involvement, tourist attraction involvement, cost factor and destination image factor, but there are significant differences in the factors of destination involvement, social factor and experiential factor. Therefore, it is necessary to compare the factors of destination involvement, social factor and experiential factor in different occupations.

According to the results of homogeneity tests of variance of various variables by age (Table 4-5), the involvement of destinations (sig=0.63), social factor (sig=0.464), experiential motivation (sig=0.026), The researcher can see that at the level of 0.05 significance, the involvement of destinations and social factor of ancient town tourists of different ages have homogeneity of variance, so LSD is used to make multiple comparisons.

From the mean (For detailed data see: Appendix3), it is found that the involvement means of 36-55 years old is relatively higher than that of the other two categories.

The results of LSD multiple comparisons show that, at the 0.05 significance level, there are significant differences in the involvement of destinations between tourists aged 36-55 and 18-25 and 26-35 among different age groups. (For detailed data see: Appendix 4)

According to the results of homogeneity tests of variance (Table 4-5), tourists of different ages in ancient towns do not have the homogeneity of variance in experience factor (sig=0.026), so Tamhane T2 was used for multiple comparisons.

Table 4-4 The variance of age for each variable ANOVA

Variable		Sum of squares	Df	Mean square	F	Sig
Destination involvement	Intergroup	5.243	4	1.311	4.255	.002
	Intra group	90.873	295	.308		
	Total	96.116	299			
Advertising information factor	Intergroup	1.219	4	.305	.803	.524
	Intra group	112.046	295	.380		
	Total	113.265	299			
Tourist attractions factor	Intergroup	2.215	4	.554	1.027	.394
	Intra group	157.508	292	.539		
	Total	159.723	296			
Destination image factor	Intergroup	1.325	4	.331	.774	.543
	Intra group	126.196	295	.428		
	Total	127.522	299			
Social factor	Intergroup	7.812	4	1.953	3.639	.007
	Intra group	157.275	293	.537		
	Total	165.087	297			
Cost factor	Intergroup	3.048	4	.762	1.591	.177
	Intra group	140.303	293	.479		
	Total	143.351	297			
Experiential factor	Intergroup	5.894	4	1.473	3.302	.011
	Intra group	130.761	293	.446		
	Total	136.655	297			

Table 4-5 Homogeneity test of variance for different variables

Variable	Levene statistics	Df1	Df2	Sig
Destination involvement	.646	4	295	.630
Social factor	.900	4	293	.464
Experiential factor	2.796	4	293	.026

From Table 4-6, The researcher can see that at the 0.05 significance level, sig value is greater than 0.05 in the comparison of different age groups of tourists in terms of experiential factor It can be seen that there is no significant difference among different age groups of tourists.

4.1.4 Variance analysis of education variables

In this study, tourists' educational level is divided into four categories: high school and below, college, undergraduate, master and above. One-way ANOVA is used to explore the differences in the destination decision-making involvement of tourists with different educational backgrounds in ancient towns.

Table 4-6 Variance of age for multiple variables

experiential factor Tamhane

					95% confidence interval	
(J) Age	(J) Age	Mean difference (I-J)	Standard error	Sig	Lower limit	Upper limit
1	2	-.03030	.04801	.999	-.1667	.1061
	3	.07099	.06535	.962	-.1158	.2578
	4	.20430	.16336	.917	-.2891	.6977
	5	1.22222	.61864	.874	-7.3935	9.8380
2	1	.03030	.04801	.999	-.1061	.1667
	3	.10129	.08108	.909	-.1281	.3307
	4	.23460	.17026	.857	-.2737	.7429
	5	1.25253	.62050	.862	-7.1852	9.6903
3	1	-.07099	.06535	.962	-.2578	.1158
	2	-.10129	.08108	.909	-.3307	.1281
	4	.13331	.17594	.998	-.3879	.6545
	5	1.15123	.62208	.896	-7.1408	9.4433
4	1	-.20430	.16336	.917	-.6977	.2891
	2	-.23460	.17026	.857	-.7429	.2737
	3	-.13331	.17594	.998	-.6545	.3879
	5	1.01792	.63984	.933	-5.9385	7.9743
5	1	-1.22222	.61864	.874	-9.8380	7.3935
	2	-1.25253	.62050	.862	-9.6903	7.1852
	3	-1.15123	.62208	.896	-9.4433	7.1408
	4	-1.01792	.63984	.933	-7.9743	5.9385

From Table 4-7, The researcher can see that at the significant level of 0.05, there are no significant differences in destination involvement (sig=0.485), advertising information factor (sig=0.194), tourist attractions factor (sig=0.085), social factor (sig=0.160), cost factor

(sig=0.489); there are no significant differences in destination image factor (sig=0.014) and experiential factor (sig=0.489). (sig=0.007) has significant difference. Therefore, it is necessary to compare multiple factors of destination image factor and experiential factor among tourists with different educational background.

Table 4-7 The variance of education variables for each variable ANOVA

Variable		Sum of squares	Df	Mean square	F	Sig
Destination involvement	Intergroup	.804	3	.268	.817	.485
	Intra group	93.777	286	.328		
	Total	94.581	289			
Advertising information factor	Intergroup	1.792	3	.597	1.584	.194
	Intra group	107.869	286	.377		
	Total	109.661	289			
Tourist attractions factor	Intergroup	3.483	3	1.161	2.232	.085
	Intra group	147.182	283	.520		
	Total	150.665	286			
Social factor	Intergroup	2.909	3	.970	1.733	.160
	Intra group	158.867	284	.559		
	Total	161.776	287			
Cost factor	Intergroup	1.170	3	.390	.810	.489
	Intra group	136.752	284	.482		
	Total	137.922	287			
Destination image factor	Intergroup	4.554	3	1.518	3.575	.014
	Intra group	121.420	286	.425		
	Total	125.974	289			
Experiential factor	Intergroup	5.527	3	1.842	4.091	.007
	Intra group	127.898	284	.450		
	Total	133.426	287			

According to the results of homogeneity tests of variance (Table 4-9), at the 0.05 significance level, ancient town tourists with different educational backgrounds have the homogeneity of variance on destination image factor (sig=0.684), so LSD is used to make multiple comparisons.

Table 4-8 Multiple variances of education variables for variables

LSD

Dependent variable	(I) Education	(J) Education	Mean difference (I-J)	Standard error	Saliency	95% confidence interval lower limit	Upper limit
Destination image factor	1	2	-.08721	.16158	.590	-.4052	.2308
		3	-.32500*	.15475	.037	-.6296	-.0204
		4	-.10509	.19223	.585	-.4835	.2733
	2	1	.08721	.16158	.590	-.2308	.4052
		3	-.23779*	.08719	.007	-.4094	-.0662
		4	-.01788	.14354	.901	-.3004	.2646
	3	1	.32500*	.15475	.037	.0204	.6296
		2	.23779*	.08719	.007	.0662	.4094
		4	.21991	.13581	.107	-.0474	.4872
	4	1	.10509	.19223	.585	-.2733	.4835
		2	.01788	.14354	.901	-.2646	.3004
		3	-.21991	.13581	.107	-.4872	.0474

*. The significant difference of mean difference is 0.05.

The results of LSD multiple comparisons (For detailed data see: Table 4-8) showed that at the 0.05 significance level, there were significant differences in social factor between tourists with a master's degree or above and those with high school or below (sig=0.037), junior college or bachelor's degree (sig=0.007).

From the mean value (Appendix For detailed data see: Appendix 5), there were significant differences between tourists with a master's degree and those with a bachelor's degree (sig=0.007). Tourists ‘demand for social factor is relatively lower.

Table 4-9 Homogeneity test of variables for different variables

Variable	Levene statistics	Df1	Df2	Sig
Destination image factor	.497	3	286	.684
Experiential factor	3.878	3	284	.010

According to the results of homogeneity tests of variance (Table 4-9), at the level of 0.05 signed, the experience factor (sig=0.010) of ancient town tourists with different educational

backgrounds do not have homogeneity of variance, so Tamhane T2 was used for multiple comparisons.

Table 4-10 Multiple variances of education variables for variables

experiential factor Tamhane

					95% confidence interval	
(I) Education	(J) Education	Mean difference (I-J)	Standard error	Saliency	lower limit	Upper limit
1	2	.16124	.13961	.831	-.2293	.5518
	3	-.04194	.13062	1.000	-.4138	.3299
	4	.39136	.22918	.451	-.2418	1.0245
2	1	-.16124	.13961	.831	-.5518	.2293
	3	-.20318	.08620	.112	-.4327	.0263
	4	.23012	.20711	.854	-.3494	.8096
3	1	.04194	.13062	1.000	-.3299	.4138
	2	.20318	.08620	.112	-.0263	.4327
	4	.43329	.20116	.215	-.1338	1.0004
4	1	-.39136	.22918	.451	-1.0245	.2418
	2	-.23012	.20711	.854	-.8096	.3494
	3	-.43329	.20116	.215	-1.0004	.1338

Tamhane T2 made multiple comparisons and found that (For detailed data see: Table 4-10, the sig values were greater than 0.05 at the 0.05 significance level. It can be seen that there was no significant difference in the experience factor among tourists with different educational backgrounds.

Tamhane T2 made multiple comparisons and found that (For detailed data see: Table 4-10, the sig values were greater than 0.05 at the 0.05 significance level. It can be seen that there was no significant difference in the experience factor among tourists with different educational backgrounds.

4.1.5 Variance analysis of variables from different regions

This study divides tourist destinations into four categories: within 200 kilometers, 201-500 kilometers, 500-1000 kilometers and over 1000 kilometers according to their distances. One-way ANOVA is used to explore the differences in the destination decision-making

involvement of tourists in ancient towns with different distances.

From Table 4-11, it can be seen that at the 0.05 significance level, there is no significant difference in the involvement of destinations (sig=0.094) and destination image factor (sig=0.188) of tourists in the ancient towns of different origins; in advertising information factor (sig=0.040).

Attraction involvement (sig=0.000), social factor (sig=0.034), cost factor (sig=0.041), experience activity. Machine factors (sig=0.043) have significant differences. Therefore, it is necessary to compare advertising information factor, tourist attractions factor, social factor, cost factor and experience factor in different occupations.

According to the results of the homogeneity test of variance (Table 4-12), at the level of 0.05 signed, tourists from the ancient towns of different tourist destinations were involved in advertising information (sig=0.587), and tourist attraction was involved (sig= 0.528), social factor (sig=0.068), cost factor (sig=0.608), and experience factor (sig=0.887) have homogeneity of variance, so LSD is used for multiple comparisons.

The results of multiple comparisons of LSD were found (For detailed data see: Appendix14. At the 0.05 level of significance, among the ancient town tourists of different distances from the source, in the area of advertising information factor, tourists from the source area within 200 km and There is a significant difference between the two types of tourists between 200 and 1000 km (sig=0.029). From the mean (For detailed data: Appendix13, other averages are lower than those of the above two types of tourists.

The results of multiple comparisons of LSD were found (Appendix 14), at the level of 0.05 significance, in terms of tourist attractions factor, tourists within 200 km of the source of tourists and 200-500 km, 500-1000 km (sig= 0.043, sig=0.000) There are significant differences between the two types of tourists, the mean value (Appendix 14) is significantly higher than the above two types of tourists; at the same time, 500-1000 km than 1000 km or more tourists (sig=0.002) Significant differences.

Table 4-11 Variance ANOVA of variables for different regions

Variable	Grouping	Sum of squares	Mean square	F	Sig
Destination involvement	Intergroup	2.056	.685	2.149	.094
	Intra group	92.184	.319		
	Total	94.240			
Advertising information factor	Intergroup	3.154	1.051	2.807	.040
	Intra group	108.255	.375		
	Total	111.409			
Tourist attractions factor	Intergroup	12.201	4.067	7.992	.000
	Intra group	145.549	.509		
	Total	157.749			
Social factor	Intergroup	4.804	1.601	2.940	.034
	Intra group	156.332	.545		
	Total	161.136			
Cost factor	Intergroup	3.978	1.326	2.796	.041
	Intra group	136.106	.474		
	Total	140.084			
Destination image factor	Intergroup	2.064	.688	1.607	.188
	Intra group	123.728	.428		
	Total	125.792			
Experiential factor	Intergroup	3.578	1.193	2.744	.043
	Intra group	124.714	.435		
	Total	128.292			

Table 4-12 Homogeneity test of variance in different tourist regions

Variable	Levene statistics	Df1	Df2	Sig
Advertising information factor	.645	3	289	.587
Tourist attractions factor	.741	3	286	.528
Social factor	2.405	3	287	.068
Cost factor	.611	3	287	.608
Experiential factor	.214	3	287	.887

The results of multiple comparisons of LSD were found (Appendix 14). At the level of 0.05 significance, social factor was significantly different from those of 500-1000 km (sig=0.004) within 200 km, and the mean value within 200 km.

The results of multiple comparisons of LSD were found (Appendix 14). At the 0.05 significance level, the cost factor is significantly different between 200 km and 500-1000 km (sig=0.004), and the mean within 200 km.

The results of multiple comparisons of LSD were found (Appendix 14). At the 0.05 significance level, in terms of experience factor, 200-500 km tourists and the other three types of tourists (sig=0.005, sig=0.048, sig=0.039) are significantly different.

4.2 Pearson correlation analysis

Correlation analysis is a statistical method to study the uncertain relationship between variables (Ma, 2002). Relevance refers to the relationship between the two kinds of relations in the size and direction of development and change, but it is not possible to determine which of the two variables is the cause and which is the result. The correlation coefficient is usually used to describe the direction and intensity of the correlation. In statistical analysis, correlation coefficient analysis is usually used to analyze the relationship between the two. In this study, correlation coefficient analysis is also used to analyze the correlation between variables.

Before using regression analysis to test the conceptual model and hypothesis of the study, it is necessary to analyze the correlation of variables. Generally speaking, the hypothesis of the relationship between variables can be tested preliminarily by correlation analysis. If there is a causal relationship between the two variables, there should be a certain correlation between the two variables, and the correlation coefficient should meet the statistical significance requirements.

However, correlation analysis can not reflect the causal relationship between variables without the distinction between dependent variables and independent variables. Moreover, in regression analysis, the path between two variables with significant correlation between correlation analysis results is not necessarily significant, so it is only used as a means of preliminary test, and finally between variables. The results of regression test are still used to verify the hypothesis of path relationship.

The variables of this study are destination involvement, advertising information, tourism

attraction, social interaction, cost, destination image and experience motivation. Pearson correlation analysis results among Table 4-13.

Table 4-13 Correlations among variables

Variable	Destination	Advertising	Attractions	Social factor	Cost	Destination image	Experiential
Destination involvement	1						
Advertising information factor	.575**	1					
Tourist attractions factor	.430**	.414**	1				
Social factor	.444**	.447**	.457**	1			
Cost factor	.246**	.159**	.227**	.198**	1		
Destination image factor	.488**	.528**	.249**	.346**	.298**	1	
experiential factor	.400**	.423**	.276**	.441**	.412**	.444**	1

**. Significant correlation was found in. 01 level (bilateral).

From Table 4-13, we can see that at the significant level of 0.01, there are two positive correlations among destination involvement, advertising and information involvement, tourism attraction involvement, social interaction factors, cost factor, destination image factor and the experience factor. Regression analysis will be used to analyze the causal relationship between them. Make judgments.

At the same time, it is found that destination image factor, social motivation, cost factor, leisure experience motivation, advertising and information involvement, tourism attraction involvement have a positive correlation with the involvement of destinations.

4.3 Regression model of the overall involvement of the destination

Regression analysis is more complex than linear correlation. It defines dependent variables and independent variables in the model. Regression analysis is used to analyze the hypothetical paths. Through regression analysis, we can understand the contribution of exogenous variables

to endogenous variables and the degree of explanation.

On the other hand, because this research is in scale generation and development. In the generation stage, although the validity of the variables in the overall model is tested, the intrinsic relationship between variables is not measured. Because multiple collinearity may affect the results of structural equation analysis, regression analysis can be used to test whether there are multiple collinearity among variables.

It can be seen from Table 4-14 that the R value of model 5 is 0.658, and the R square is 0.425 after adjustment. The fit of this model is good, and the DW value is 1.688. Through the test, there is no first-order auto correlation of the residual term.

In terms of significance, its Sig is 0.0009, less than 0.05, indicating that the regression equation is more significant. In the end, there are 5 variables advertising information factor, tourist attractions factor, destination image factor, social factor in the model, can jointly predict 42.5% of the variance. And cost factor and experience factor did not enter the regression equation.

Table 4-14 Model summary of regression analysis

Model	R	R square	Adjust R square	Standard estimated error	Error of standard estimate	Change statistics			Durbin-Watson
						R square change	F change	Sig. F change	
1	.575	0.331	0.329	0.46549	0.46549	0.331	146.563	0.000	
2	.615	0.379	0.374	0.44946	0.44946	0.047	22.49	0.000	
3	.648	0.419	0.413	0.43516	0.43516	0.041	20.7	0.000	
4	.658	0.433	0.425	0.43078	0.43078	0.014	7.006	0.009	1.688

a. Predictor variable: (constant)Advertising information factor.

b. Predictor variable: (constant)Advertising information factor, Tourist attractions factor .

c. Predictor variable: (constant)Advertising information factor, Tourist attractions factor, destination image factor.

d. Predictor variable: (constant)Advertising information factor, Tourist attractions factor, destination image factor, social factor.

e. dependent variable: Destination involvement

From the interpretation of single variables, the forecasting ability of advertising information factor is the strongest, which can explain 33.1%, followed by tourist attraction

involvement of 4.7%, a destination image factor of 4.1%, and social factor of 1.4%.

From the regression analysis, we can see that the cost factor and experience factor of the six independent variables in the conceptual model proposed in this study did not enter the regression equation.

In general, the VIF test and tolerance in regression analysis are used to test whether there are multiple collinearities among variables. The closer the test values are, the smaller the probability of significant correlation between the residuals.

Tolerance is the proportion of residuals obtained when each independent variable is used as a strain to regress other independent variables, and its value is reduced. To determine the difference of coefficients, the more the value is, the more serious the collinearity may be, and the closer the value is, the less the probability of collinearity exists. The higher the amount of interpretation is, the smaller the tolerance is and the more collinear the problem is (Wu Minglong, 2003).

Table 4-15 Collinearity analysis of tourism destination involvement

Model	Non standardized coefficient		Standardized coefficient			Collinearity statistics	
	B	Standard deviation		t	Sig.	Tolerance	VIF
(Constant)	0.719	0.172		4.184	0.000	0.000	0.000
Advertising information factor	0.288	0.053	0.313	5.463	0.000	0. 591	1. 693
Tourist attractions factor	0.187	0.046	0.216	4.072	0.000	0. 686	1. 457
Destination image factor	0.15	0.038	0.194	3.917	0.000	0. 789	1. 268
Social factor	0.107	0.04	0.14	2.647	0.009	0. 691	1. 447

Table 4-15 is the original regression coefficient, and Beta is the normalized regression coefficient. The variation of the VIF of the four dimensions in the table is less than 2, indicating that the model has no strong collinearity.

The smallest tolerance is 0.591, indicating that the remaining variables in this model

account for 40.9% (1-0.591) of the involvement of destinations. According to Wu's (2001) theory,the higher the interpretation, the smaller the tolerance and the more culinary problem, so this model does not have too strong collinearity problems.

In summary, the standardized regression equation for the involvement of destinations is (Table 4-14 & Table 4-15):

The involvement of destinations =0.719 + 0.288 advertising information factor +0.187 tourist attraction involvement +0.15 destination image factor +0.107 social factor

4.4 Mean values of influencing factors in ancient towns

From Table 4-16, the average value of the tourist destination in the ancient town is 3.2206, and the degree of involvement is not very high. Relatively speaking, the average value of advertisements information factor in the ancient town tourists is 3.3362; The lowest value is 3.0380.

In terms of influencing factors, the average value of experiential factor is the highest, reaching 3.9599; the second is destination image factor, which is 3.6985; the social factor is 3.6745; the lowest cost factor is 3.4582.

Table 4-16 Mean value of influencing factors in ancient towns

	N	Minimum value	Maximum value	Mean value	Standard deviation
Destination involvement	301	1.00	4.80	3.2206	.56831
Advertising information factor	301	1.00	5.00	3.3362	.61464
Tourist attractions factor	298	1.00	5.00	3.0380	.73401
Social factor	299	1.00	5.00	3.6745	.74456
Cost factor	299	1.00	5.00	3.4582	.69358
Destination image factor	301	1.00	5.00	3.6985	.65276
Experiential factor	299	1.00	5.00	3.9599	.67987
Effective N (list state)	298				

4.5 Research hypothesis test results summary

The assumptions of destination image factor, social motivation, cost factor, and experiential factor that have a positive impact on the involvement of the destination are supported. However, due to the weak explanatory power, cost factor and experience factor did not enter the regression model (Table 4-14).

According to the empirical results of T-test, one-way ANOVA and regression analysis of the questionnaire mentioned above in this chapter, the test of all hypotheses is summarized as follows. Detailed results are shown in tables 4-17 and 4-18.

From Table 4-17 and Table 4-18, it is found that tourists with different demographic characteristics only partially support in terms of the involvement of destinations, advertising information factor, tourist attraction involvement, social factor, cost factor, and experiential factor.

Details as follows:

1) There is a significant difference in the occupation and age of the involvement of destinations; there is no significant difference in the gender, education and source of tourists.

2) In terms of advertising information, there are significant differences in the occupation and source of tourists; there is no significant difference in gender, age and education.

Table 4-17 Hypothesis test result of variable

Variable	Hypothesis	Test results
The involvement of destinations	H1 tourists with different demographic characteristics have significant differences in the involvement of destinations in ancient towns.	Partial support
	H11 genders.	No support
	H12 occupations	Support
	H13 ages	Support
	H14 educational backgrounds.	No support
	H15 different regions	No support
Independent variable	H8 destination image	Support
	H9 social factor	Support
	H10 cost factor	Support
	H11 experiential factor	Support
	H12 advertising information factor	Support
	H13 attractions	Support

Table 4-18 Hypothesis test results of demographic characteristics and variables

Variable	Hypothesis	Test results
Advertising information factor	H2 tourists with different demographic characteristics.	Partial support
	H21 genders.	No support
	H22 occupations	Support
	H23 ages	No support
	H24 educational backgrounds.	No support
	H25 different regions	Support
Tourist attractions factor	H3 tourists with different demographic characteristics	Partial support
	H31 genders.	No support
	H32 occupations	No support
	H33 ages	No support
	H34 educational backgrounds.	No support
	H35 different regions	Support
Social factor	H4 tourists with different demographic characteristics.	Partial support
	H41 genders.	No support
	H42 occupations	No support
	H43 ages	Support
	H44 educational backgrounds.	No support
	H45 different regions	Support
Cost factor	H5 tourists with different demographic characteristics.	Partial support
	H51 genders.	No support
	H52 occupations	No support
	H53 ages	No support
	H54 educational backgrounds.	No support
	H55 different regions	Support
Destination image factor	H6 tourists with different demographic characteristics	Partial support
	H61 genders.	No support
	H62 occupations	No support
	H63 ages	No support
	H64 educational backgrounds.	Support
	H65 different regions	No support
Experiential factor	H7, tourists with different demographic characteristics	Partial support
	H71 genders.	No support
	H72 occupations	No support
	H73 ages	No support
	H74 educational backgrounds.	No support
	H75 different regions	Support

3) In terms of tourism attraction factors, there are significant differences in the tourist

source of tourists; while the gender, age and education of tourists are not significantly different.

4) In terms of social factors, there are significant differences in the age and source of tourists; there is no significant difference in gender, occupation, and education.

5) In terms of cost factors, there are significant differences in the tourist source of tourists; there is no significant difference in gender, occupation, age and education of tourists.

6) In terms of destination image factors, there are significant differences in the educational background of tourists; there is no significant difference in gender, occupation and age of tourists.

7) In terms of experience factors, there are significant differences in the tourist source of tourists. There were no significant differences in gender, occupation, age, and education of tourists.

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Chapter 5: Research Conclusions Discuss and Practical Enlightenment

5.1 Analysis and discussion of demographic characteristics

Gender aspect. In this survey sample, 40.5% were men and 59.5% were women, and female respondents were the majority. And 57% of respondents in the survey are women (Richards, 2001). This shows that cultural heritage destinations are more attractive to women, and it may be that female tourists are more willing to cooperate with questionnaires.

Career aspect. In this survey sample, students accounted for 27.3%, corporate management or technical personnel accounted for 10.1%, administrative or institutional personnel accounted for 24, 2%, freelancers accounted for 14.5%, ordinary corporate employees or farmers accounted for 2.8% and others accounted for 11.1%.

In China, the income of enterprise management or technical personnel, administrative machines or institutions are higher, and it is more economical to travel abroad. The sample of this survey also reflects this feature and is similar to the findings of Richards (2001).

In terms of education level 93.1% of the respondents were college graduates, and most of them showed highly educated people, which also verified the similar results (80%) of Richards (2001).

Age aspect. Among the respondents, 18-35 years old tourists accounted for 88%, which showed that young people were the mainstays, of which 18-25 years old accounted for more, 52%, similar to the results of Richards (2001).

Customer source. The source of the sample is mainly close-range, and the tourist within 200 km accounts for 49.5%, which also confirms the views of Timothy and Boyd (2003). Cultural heritage tourists are mainly close-up.

5.2 Tourists involved in ancient towns and influencing factors

The data of this study show that among the total involvement of tourist destinations, advertising information factor and tourist attractions factor in ancient towns, advertising information is the highest, while tourism attractions are the lowest, and the involvement of destinations is not high, with an average of only 3.22. The data of this study ultimately concluded that the decision-making of tourists in ancient town of China is not a high-involvement decision.

In terms of influencing factors, the average value of experience factor was 3.96; the second was destination image factor, which was 3.70; the social factor was 3.67; the lowest cost factor was 3.46.

According to the relevant analysis data, it is found that the involvement of destinations, advertising information factor, tourist attractions factor, social factor, cost factor, destination image factor, and experience factor are positively correlated.

5.3 Impact of tourist demographic characteristics of variables

(1) Tourists of different genders have no significant differences in all variables (variables include: the involvement of destinations, advertising information factor, tourism attraction involvement, social factor, cost factor, destination image factor, experiential factor).

Xie, Ma, and Bai (2010) found that there is no significant difference in gender perception of tourist destination imagery. Han, Wu, Wang, and Ren (2012) found that the behavioral characteristics of male and female foreign tourists in tourism motives, entry and exit ports, playmates, and tourist route planners are significantly different; however, there is no significant difference in behavioral characteristics in terms of tourism information acquisition methods.

Kim, Lee, and Klenosky (2003) found that middle-aged tourists pay more attention to family gatherings. At the same time, women pay more attention to family gatherings than men. Civil servants and professionals are more concerned about evading the motivation of daily activities, but there is no significant difference in gender-related tourists. Bao (2009) found that gender and education level had no significant effect on the motivation of the elderly in Hangzhou.

(2) There are differences in the involvement of destinations, advertisements information foctor in different towns, but there is no difference in tourist attractions factor, destination image factor, social factor, cost factor, and experiential factor.

The study found that among the different occupations, there is a significant difference in the overall involvement of the students, general business staff and business management or technical personnel, administrative or institutional personnel in the destination, advertising information factor; The involvement of technicians, administrative or institutional personnel in these variables is relatively higher.

Based on common sense, students are freer to travel time schedules than business management or technical personnel, administrative or institutional personnel, and use limited leisure time for travel. It is also a decision for business management or technical personnel, administrative or institutional personnel to travel destinations. It is higher in the above, and it can be seen that leisure time may affect the decision-making involvement of tourists in ancient towns.

In terms of destination image factor involvement, there is no significant difference between students of different occupations, employees of ordinary enterprises and enterprise management or technical personnel, administrative or institutional personnel. Zhan, Ma, and Liu (2014) found that there are differences in motivation and information sources among different professional visitors;

Song, Luo, Xie, and Huang (2014) found that occupations have significant differences in motivations for travel; Students and freelancers have higher discretionary time, higher motivation for sightseeing and leisure, and higher motivation for workers/farmers and retirees to visit relatives and friends; At the same time, it is also found that different genders have greater differences in motivations for travel, and male motivations are more diverse.

(3) Li (2012) found that residents of different ages have significant differences in sports tourism. Zhao and Ma (2010) found that age has a significant difference in the number of foreign tourists entering the country. Zhang, Luo, Xu, and Zhou (2009) found that the motivations of tourists of different ages were significantly different. Yang and Li (2015) found that visitors' body postures showed the same trend in different age stages and different spatial

types. Liao (2010) found that tourists of different ages have significant differences in the way they travel and their interest in attracting.

This study found that tourists of different ages in ancient towns have different factors in the involvement of destinations, social factor, but there is no significant difference in advertising information factor, tourist attractions factor, cost factor, destination image factor.

There are significant differences in the involvement of destinations and social factor; among the tourists of different ages, the overall involvement of the tourists between 36-55 years old and 18-25 years old and 26-35 years old There are significant differences. From the mean, 36-55 years old is relatively higher than the other two types of tourists. Based on common sense, tourists between the ages of 36 and 55 usually have families, old people, and children, which are more time and economic pressure. Therefore, they are more involved in decision-making at tourist destinations.

In terms of factors of social factor, there are significant differences between tourists aged 18-25 and 26-35 years old among tourists of different ages. On average, tourists aged 18-25 are higher. Generally speaking, this part of the tourists are students or just graduated from college, relatively more active, and more in love age, therefore, this part of the tourists pays more attention to the characteristics of tourism social factor.

This study found that there were no significant differences in the factors of experience factor among tourists of different age categories. Overall, the results of this study are somewhat different from previous studies. It may be related to the sample of tourists who are not. This is not the difference in destination choice among ancient town tourists and other tourists. The study is clear.

(4) There are differences in the social factor and destination image factor among the ancient town tourists with different educational backgrounds.;

This study divides the education level of tourists into high school and below, junior college, undergraduate, master's degree and above. The study found that the ancient town tourists with different educational backgrounds. are involved in the whole destination, advertising information involved, and tourist attraction rolls.

There are no significant differences in the input and cost factor; there are significant differences in the target image perception factors and experience factor; among the ancient town tourists with different educational backgrounds. those with a master's degree or above and high school and below, junior college, undergraduate There are significant differences in social factor among the academic population.

From the mean, the ancient town tourists with master's degrees or below has a relatively lower demand for social factor. Based on common sense in society, tourists with a master's degree or higher and higher education are more engaged in high-level management or technology and scientific research, and relatively less demand for social factor.

In terms of destination image factor, there are significant differences between the undergraduate tourist and the high school and below, college-educated tourists. From the data (mean) of this study, the undergraduate tourists are more involved. It may be that other cultures have a higher cultural quality and a more comprehensive understanding of cultural heritage.

In terms of experience motivation, there are no significant differences in social interaction and destination image factor among tourists with different educational backgrounds. Zhang (2010) found that the higher the degree of education, the higher the satisfaction. Stern and Krakover (1993) argue that education attainment affects consumers' perceptions of products and thus their attitudes toward purchases and purchase behavior (Hu & Li, 2011).

The study found that tourists with different educational backgrounds. have different frequencies in terms of destination selection, access to information channels, choice of travel methods, attention to tourism elements, and quality of service。

All that was done was a simple frequency analysis without a more in-depth test; his research sample was college students, and this sample had some limitations. The results of this study are different from those of these researchers, which may be the difference in destination choice among ancient town tourists and other types of tourists.

(5) Ancient town tourists from different source areas have significant differences in advertising information factor, tourist attractions factor, social factor, cost factor, and experiential factor

In this study, the tourist source area is divided into 200 kilometers, 201-500 kilometers, 500-1000 kilometers, and 1000 kilometers or more. The study found that the destinations of ancient town tourists from different tourist sources are involved in the whole. There is no significant difference in the perception of destination image; among the tourists from ancient towns with different distances, in the area of advertising information factor, tourists from the source of tourists within 200 km and two types of tourists from 200 to 1000 km.

There are significant differences. From the mean, in terms of tourist attraction, there are significant differences between tourists from 200% to 1000km in the tourist destinations within 200km, and the average value is significantly higher than the above two types of tourism. At the same time, there are significant differences between 500-1000 km and tourists over 1000 km, and the average is much lower.

In terms of social factor, there are significant differences between tourists within 200 km and 500-1000 km, and the average value within 200 km is low. Other averages are lower than those of the above two types of tourists. In terms of the cost factor, there are significant differences between tourists within 200 km and 500-1000 km, and the average value within 200 km is higher. In terms of the factors of motivation, 200-500 km tourists and other three types of tourists have significant differences, and their mean values are significantly higher than the other three categories.

Liu, Jiang, and Gao (2009) found that tourists from different source areas have different choices in destination awareness, information channel acquisition, travel preferences, and travel options. Among them, the destination level is different, and the source of the different distances is different. However, their research only carried out descriptive statistical analysis (frequency analysis) and did not test.

Ou (2014) stated that the satisfaction of tourists in the province is the highest, and the number of inbound tourists is the lowest. Domestic tourists have higher cost performance requirements for hotels, while inbound tourists have higher personalization requirements for hotels, but they are less sensitive to price.

(6) From the results of the study, the cost factor and experience factor in the null hypothesis did not enter the regression model.

It is because the tourists in the ancient town are not important in terms of cost, and they are not concerned about the experience. This study is temporarily unexplained, and it is necessary to explore it further in future research.

5.4 Revised model of the overall involvement of the destination

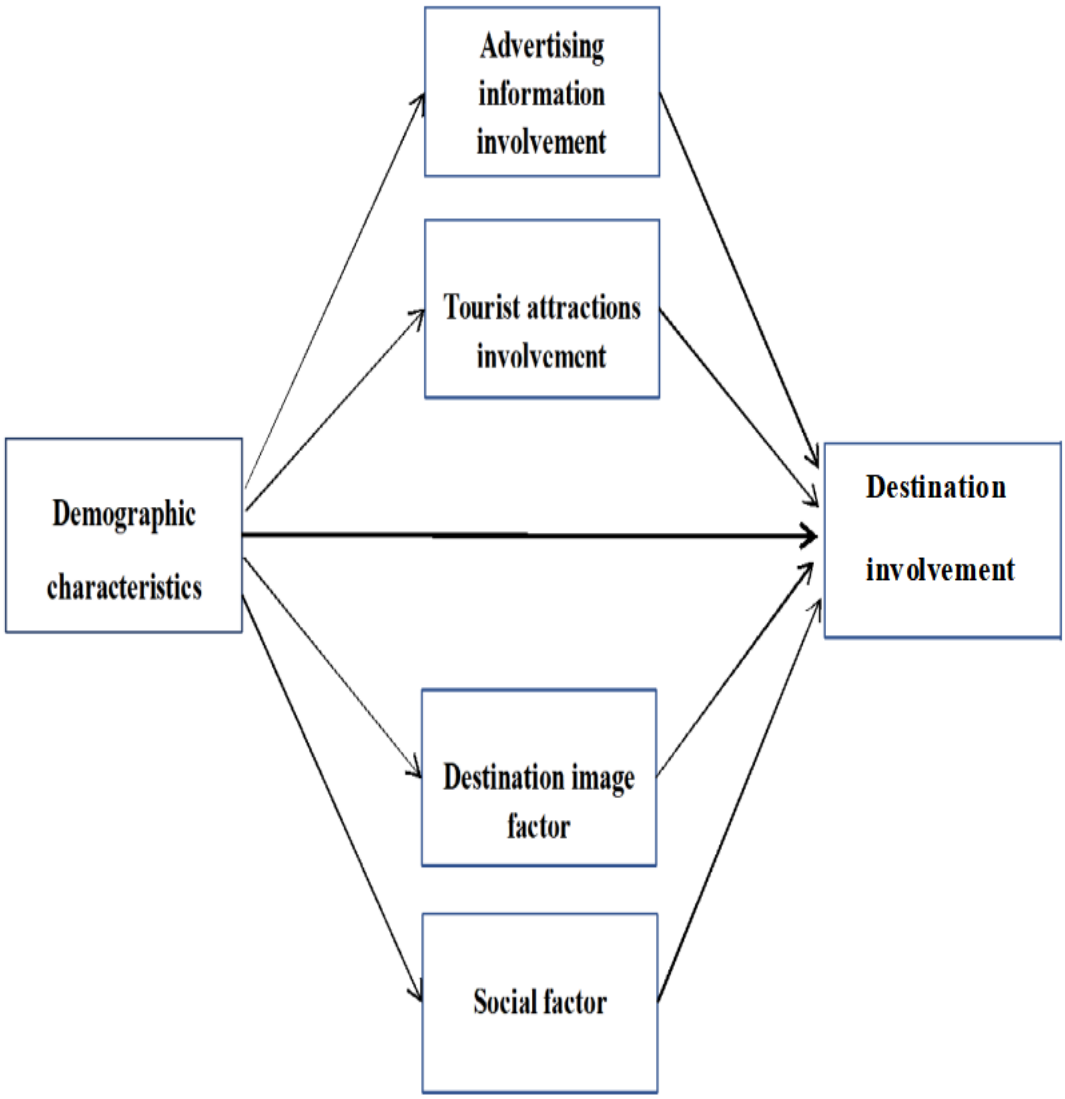

Figure 5-1 Tested model

According to the research data, the model of the involvement of destinations is:

The involvement of destinations =0.719 + 0.288 advertising information factor + 0.187 tourist attraction involvement + 0.15 destination image factor + 0.107 social factor

From the regression model, it is known that the most involved in the involvement of destinations is advertising information factor, the impact coefficient is 0.288; secondly, the tourist attraction is involved, the impact coefficient is 0.187; the destination image factor is 0.15. The social factor is 0.107.

The original hypothesis of independent variable cost factors and experience factors did not receive data support, indicating that the two factors have less impact on destination involvement. According to the results of regression analysis, the tested research model is shown in Fig. 5-1.

5.5 Practical advice

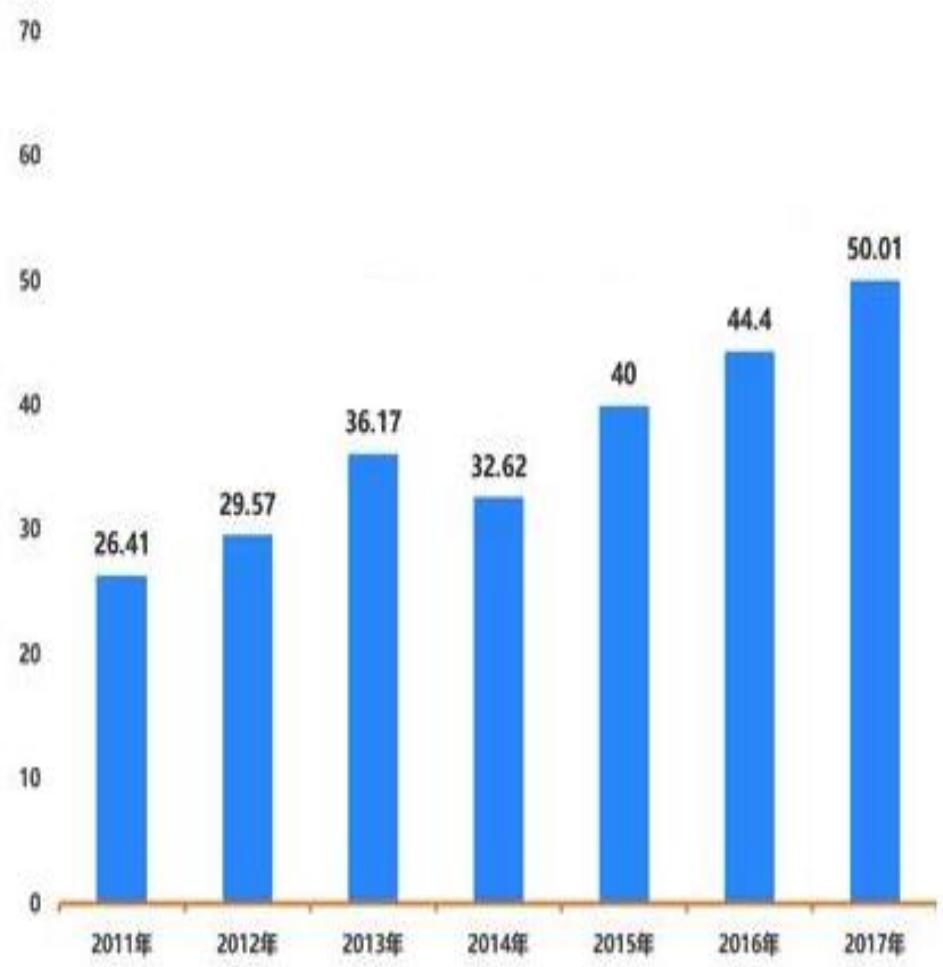

Figure 5-2 The number of domestic tourists in China from 2011 to 2017
(Unit:100 million people)
Source: China Tourism Research Institute (2018)

Based on the growth of China's economic GDP, residents' incomes continue to increase, leisure time increases, and transportation is convenient. Tourism has become the fashion consumption of the public of different ages, different regions and different occupations.

At the same time, relevant government departments across China have strengthened investment in tourism, new scenic spots have been continually developed, and the choice of tourists has become more and more extensive. As shown in Figure 5-2, from 2011 to 2017, the number of domestic tourists in China has nearly doubled, from 2.64 billion to 5.01 billion.

In order to compete for market share, tourism destinations are constantly investing in advertising and promotion. This intensifies competition between destinations.

For the ancient towns which are still in the stage of market development. The conclusions of this study can provide some decision-making reference for the relevant management departments or enterprises of ancient town tourism destinations, especially in the planning of destination marketing, destination image management, product design and tourism promotion activities, which can be further improved. Thereby attracting more tourists.

5.5.1 Advertising investment and information release

From the research, it is found that advertising information factor have the greatest impact on the overall destination of tourism decision-making. Therefore, destination management authorities should integrate various media to promote the brand, service and characteristics of the destination. Let the tourists think about it when they choose their destination.

Especially in the rise of the Internet today, the researcher must make use of the immediacy of Internet communication, quickly present the information about the ancient town to the online media and use the online community to strengthen interaction with tourists.

From the conclusion of this study, it is found that there are significant differences in the impact of advertising and information involvement between tourists in different occupations and places of origin. Therefore, different schemes should be adopted for tourists in different occupations and places of origin when carrying out purpose publicity and information dissemination.

5.5.2 Development of tourist attractions

With the advancement of society, changes in public values and consumption views, going out to vacation has become an important motivation for tourists' destination choices. Relevant destination management authorities should not only pay attention to the development of new tourism products, increase investment, but also strengthen the development of tourism and leisure products, to have a more casual experience, more entertaining, to attract tourists, thus forming a diversified tourist attraction, adapting to the needs of tourists of different levels, and finally promoting the development of tourism in the ancient town.

(1) Strengthen the development of tourist attractions, and fully exploit the historical resources, cultural connotations and characteristic resources of the ancient town cultural heritage. Through market analysis, the researcher will focus on the development of different cultural heritages in the surrounding scenic spots, especially in the surrounding ancient towns, and combine packaging with modernity and fashion elements.

(2) When designing and developing new tourist attractions, diversify the products as much as possible to meet the travel motives of tourists of different ages and occupations, improve their participation, experience, and ultimately improve the satisfaction rate.

From this study, it is found that there are significant differences in the impact of tourists from different tourist origins on tourist attractions. Therefore, different strategies of attraction dissemination should be adopted in the markets of different tourist origins.

5.5.3 Social factor

In the new media era, tourists participate in the interaction of various social media more frequently, so how to use various social media to build and disseminate tourism destination brand has become the key to tourism destination promotion. Relying on the communication strategy of social media:

(1) Establish extensive cooperation with multiple social media platforms, coordinate multi-resources, and create a comprehensive social media communication model;

(2) Innovate the application model of social media, not only to plan hot events, but also to

strengthen interaction with social media users, so that tourists can actively participate in the dissemination of destination tourism information;

(3) Strengthen contact with opinion leaders of the network and give play to it. Its influence is aimed at publishing products and information of some destinations to improve the dissemination effect;

(4) Make better use of big data to disseminate destination information, carry out precise marketing to potential tourists in tourist destinations, and reduce the cost of information dissemination;

(5) On the basis of improving the management level of tourist destination, the network information of tourist destination is monitored in real time, and the negative information is dealt with in time, so as to minimize the impact of negative image on the destination.

5.5.4 Destination image positioning

From this study, it is found that the destination image can influence the decision-making involvement of tourists. Therefore, the ancient town Tourism management authority should pay attention to the shaping of the destination image.

The constituent elements of the destination image include the political and economic conditions of the tourist destination, the natural environment, humanities and tourism resources, infrastructure, tourism development and tourism facilities (Li, 1998).

Therefore, the relevant scenic area management authorities should pay attention to the construction of destinations, including political, economic and social environment construction, as well as the investment in infrastructure and tourism facilities to create a good image of tourism destinations.

Improve the function of urban tourism. The researcher will speed up the construction of urban tourism infrastructure, improve tourism consultation centers, information centers, urban catering, shopping districts, tourist transportation, urban beautification and lighting, and nightlife facilities, so as to enhance the city's tourism function. Set up traffic signs leading to scenic spots, improve sporting facilities and enhance the tourist function of scenic spots.

5.5.5 Promoting strategic differences in different source areas

From the research, it is found that tourists from different tourist sources have significant differences in advertising and information involvement, tourism attraction, social interaction factors, cost factor, and experience motivation factors.

Therefore, the relevant ancient town tourist scenic spot management authorities should conduct market surveys of tourists from different source areas when conducting destination promotion, understand the needs and expectations of tourists from different source places, and plan different advertisements in a targeted manner.

The publicity program, especially the various network platforms that use the Internet and the mobile Internet as the medium to enhance the tourist involvement of tourists from different source areas, the conditional scenic spots can design different tourist attractions for tourists from different source places, inspire potential market demand.

5.5.6 Market segmentation, targeted development of the tourism market

Due to the different involvement and influence factors of tourists with different demographic characteristics, market segmentation can be carried out according to demographic characteristics, and specific destination promotion programs can be carried out for different market segments, and design different tourist attractions to stimulate new consumer demand.

According to the different involvement of different demographic characteristics, in the promotion of tourism destinations, relevant copy writing should focus on these different demographic characteristics of tourists, and design drawings and texts in a targeted manner.

5.6 Research limitations and future development

5.6.1 Research limitations

This study adopts the method of self-reporting of tourists, such as the involvement of ancient town destinations, tourist attractions factor, advertising information factor, social factor, cost factor and experience factor, although this method can be compared Survey data sufficient

for analysis was collected in a short period of time, but this measurement method has its own bias.

Although this study strives to be rigorous, but limited by time, manpower and financial resources, and the availability of data, there are still some shortcomings in this study.

(1) Limitations of the questionnaire survey participants. The data sources for this thesis are mainly obtained through on-site field filling. There may be some tourism that is quickly filled out due to the rush of time and on the basis of not fully understanding. Because visitors are likely to be affected by recent emotions when filling out the questionnaire, there may be deviations in their feelings.

(2) The source of the sample is limited. The destination selection behavior is affected by many factors, in addition to the factors such as the gender, age, economic status, knowledge level and tourism experience of the tourists, it is also affected by the social groups, regional culture and regional economy of the tourists. The impact of this study is limited by factors such as time and economy.

The nationwide questionnaire cannot be issued. Therefore, the researcher chose the Wuzhen scenic spot in Zhejiang, China, which has certain geographical advantages, and chose to sample the research objects. Therefore, it lacks the measurement of regional culture and other influencing factors. If cultural and economic factors are to be taken into account, a more diverse sample source is needed.

(3) Limitations of applicability of the conclusion. Because the destination selection behavior is more complicated, this thesis takes Wuzhen as a case study. The research conclusions may be more suitable for the destinations of ancient towns similar to Wuzhen tourism resources. For the application of ancient town destinations in other regions of China, further research is needed.

(4) Measurement index limitations. First, because there is no ready-made scale that can be directly borrowed, the dependent variable-destination total inclusion scale of the study is revised on the basis of RPII (Zaichkowsky, 1994), combined with the situation of Wuzhen, and the original design of the RPII scale is English. And it is mainly Westerners in the English environment. Some of the items may have some deviation after being translated into Chinese.

In the future, a more applicable Chinese scale can be developed for Chinese tourists.

Secondly, the scale of influence factors of the study is also based on the ideas of the predecessors' literature, combined with the local resources of Wuzhen, which may lead to some measurement deviations. In the future, it is also possible to develop a scale for tourists in ancient towns.

Finally, due to the limitations of research conditions and funding, other possible characteristics of tourists do not have a scale, such as personal personality characteristics, source of information. may also affect the decision-making involvement of the destination, which is further possible in future research. Explore and measure.

5.6.2 Future research

(1) Comparison for different destinations. Because the geographical location, natural environment, history and culture of each ancient town are very different, these may affect the decision-making involvement of tourists.

Although this study explores the many factors that influence the choice of tourist destinations, based on the research level and economic ability and time constraints, this study only selects the hypothetical destinations of Wuzhen as potential tourists as the selected object, and the corresponding conclusions.

It can be extended to the tourist destinations with similar characteristics of Wuzhen tourism resources. Future research can be verified by selecting several types of destinations with different resource characteristics to obtain more universal research conclusions.

(2) Adding more research variables. There are many factors influencing tourists' destination choice behavior, such as the personality characteristics of potential tourists, regional social and cultural factors, and further research need for further research in order to better explain the purpose.

In the future research, on the one hand, the researcher can try to increase the dimension of other influencing factors.

(3) Research on market segments. Different segments of the market have different groups

of tourists, which may also lead to different involvement of tourists in decision-making. Therefore, in addition to being tested in this study, other factors may also be tested. For example, research on destination selection mechanisms for the elderly, female and adolescent markets in the country may be more realistic for destination marketing.

(4) Study the carrying capacity of tourists in ancient towns. Although many tourists in ancient towns are scarce, in the popular ancient towns, there are so many tourists that the experience of tourists is not good. In the future, it is possible to study the carrying capacity of some hot ancient towns, thus limiting the entry of tourists. To carry out the diversion of tourists, on the one hand, to better protect cultural heritage, on the other hand, to improve the satisfaction of tourists and the rate of revisiting.

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Appendices

Appendix 1 Pretest basic situation of tourists

Demographic variables	Grouping	Frequency	Percentage
Sex	male	44	36.1
	female	73	59.8
Occupation	Student	29	23.8
	Ordinary workers	4	3.3
	Enterprise management technician	16	13.1
	Organs and institutions	26	21.3
	Liberal professions	18	14.8
Age	17 years old and below	1	.8
	18-25	63	51.6
	26-35	33	27.0
	36-55	18	14.8
	56 and above	1	.8
Education	High school and below	10	8.2
	Junior College	41	33.6
	Undergraduate	51	41.8
	Master's degree or above	7	5.7

Note: The demographic variables of this table are missing in some questionnaires.

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Appendix 2 Total statistic of the item of the study variable

Variables	Item	Scale values deleted by item	Scale variance deleted by item	Corrected item total correlation	Item Cronbach's Alpha value deleted
Total tourism destination involvement	Important	29.58	27.144	.607	.792
	indispensable	29.71	26.820	.565	.795
	Make sense	29.23	27.465	.522	.800
	Longing for a long time	29.15	28.468	.426	.809
	Exhilarating	29.34	26.143	.683	.783
	Amusing	29.28	27.168	.543	.797
	A great price	30.22	28.799	.311	.823
	Dependent	30.12	26.867	.491	.803
	A lot of energy	30.18	26.508	.518	.800
	Attractive	29.13	29.304	.371	.814
Advertising information factor	See the advertisement	13.66	6.279	.363	.657
	Multiplayer recommendation	13.15	6.536	.373	.652
	See the news	13.86	5.496	.519	.585
	Always pay attention to it	14.13	5.846	.419	.634
	After listening to relatives and friends	13.37	5.930	.490	.602
Tourist attractions factor	Mao Dun's hometown	15.37	13.635	.627	.850
	Wu Peng ship	15.07	13.758	.638	.848
	Remembering the past	15.41	12.916	.709	.835
	Drama Festival	15.60	13.641	.682	.841
	Internet Conference	15.63	13.453	.664	.844
	Rene Liu	15.22	13.316	.656	.845
Destination image factor	Less negative news	11.26	4.126	.543	.705
	Complete facilities	11.25	3.241	.595	.684
	Mature scenic spot	11.15	3.468	.697	.614

	High popularity	10.66	4.770	.413	.766
Social factor	Increase your feelings	14.03	5.227	.561	.611
	Meeting new friends	14.37	6.799	.304	.719
	Introduce to friends	13.62	6.474	.452	.661
	WeChat sharing	13.50	5.380	.633	.578
Cost factor	Not far from the distance	10.23	5.254	.609	.863
	The cost is not high	10.25	4.863	.743	.804
	Not much time	10.14	4.961	.838	.767
	Not fatigued	10.02	5.600	.648	.843
Experience fac tors	Photography	15.07	6.286	.534	.779
	Relax	15.03	5.845	.753	.715
	Breathing air	15.12	5.959	.656	.742
	Quiet for a few days	15.05	5.706	.758	.710
	Experience Entertainment	15.91	6.701	.315	.857

Appendix 3 Formal survey scale

Variable	Measurement item	Number of item
Destination involvement	1) To Wuzhen is very important. 2) To Wuzhen is indispensable. 3) To Wuzhen is very meaningful. 4) To Wuzhen is longing for a long time. 5) To Wuzhen is exciting. 6) To Wuzhen is very interesting. 7) To Wuzhen, I paid a lot of price. 8) To Wuzhen is closely related to my work (life / study). 9) Tn order to get to Wuzhen, I put a lot of energy into it. 10) Wuzhen is very attractive.	10
Advertising information factor	1)I want to see the advertisement in Wuzhen. 2)Mentioned in Wuzhen would like to come. 3)Wuzhen as a good scenic spot. 4)Always focus on Wuzhen local website news. 5)I want to see news or characters about Wuzhen.	5
Tourist attraction	1)This is Mao Dun's hometown. 2)There are boats in the literary works. 3)The drama "memories of the past" is filming here. 4)The Chinese Drama Festival is held here. 5)The world Internet Conference is held here. 6)Rene Liu's endorsement of Wuzhen	6
Social factor	1)You can introduce your travel experience 2)Wuzhen tourism photos can be shared in WeChat's circle of friends. 3) enhance your feelings.	3
Cost factor	1)It's not far from Wuzhen. 2)The total cost of traveling to Wuzhen is not high. 3)There is not much time to travel to Wuzhen. 4)It's not too tiring to visit Wuzhen.	4
Destination image factor	1)There are few negative news in Wuzhen. 2)The service facilities in Wuzhen are very complete. 3)Wuzhen is a very mature scenic spot. 4)Wuzhen has a high reputation.	4
experiential factor	1)It can breathe fresh air. 2)You can spend a few days in peace. 3)Shoot some wonderful moments 4)Work (or study) tired, want to relax.	4
Demographic characteristics	Gender, profession, age, education, region	5

Total	41

Appendix 4 Total statistic for each variable

Variable	Item	Scale values deleted by item	Scale variance deleted by item	Corrected item total correlation	Item Cronbach's Alpha value deleted
Advertising information factor	See the advertisement	13.32	6.412	.470	.641
	Listen to friends and friends	13.09	6.211	.563	.603
	See the news	13.58	6.284	.481	.636
	Always pay attention to it	13.85	6.765	.370	.684
	Multiplayer recommendation	12.87	6.833	.390	.674
Tourist attractions factor	Mao Dun's hometown	15.13	13.820	.633	.847
	Wu Peng ship	14.94	14.259	.635	.846
	Remembering the past	15.27	13.362	.747	.826
	Drama Festival	15.38	13.784	.725	.831
	Internet Conference	15.30	13.781	.626	.849
	Rene Liu advertising	15.12	13.992	.604	.852
Destination image factor	Less negative news	11.26	4.474	.525	.738
	Complete facilities	11.23	3.706	.609	.694
	Mature scenic spot	11.20	3.795	.618	.688
	High popularity	10.68	4.543	.544	.730
Social factor	Introduce to friends	7.47	2.512	.655	.719
	WeChat sharing	7.35	2.136	.695	.676
	Increase your feelings	7.22	2.669	.596	.778
Fost factors	Not far from the distance	10.43	4.549	.553	.804
	The cost is not high	10.43	4.300	.692	.731
	Not much time	10.34	4.620	.714	.727
	Not fatigued	10.29	4.940	.577	.787
Experience fa ctors	Photography	7.88	2.173	.534	.809
	Breathing air	7.96	1.918	.699	.630
	Quiet for a few days	7.92	2.047	.654	.682

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Appendix 5 Total variance of interpretation

Ingredients	Initial eigenvalue			Extract Square Sum Loading			Rotating Square Sum Loading		
	Total	Variance %	Accumulate %	Total	Variance %	Accumulate %	Total	Variance %	Accumulate %
1	7.099	28.394	28.394	7.099	28.394	28.394	3.791	15.163	15.163
2	2.873	11.493	39.887	2.873	11.493	39.887	2.706	10.825	25.988
3	2.277	9.110	48.997	2.277	9.110	48.997	2.665	10.661	36.649
4	1.477	5.907	54.903	1.477	5.907	54.903	2.440	9.759	46.408
5	1.165	4.661	59.565	1.165	4.661	59.565	2.282	9.130	55.538
6	1.079	4.318	63.882	1.079	4.318	63.882	2.086	8.344	63.882
7	.880	3.519	67.401						
8	.794	3.176	70.578						
9	.713	2.852	73.430						
10	.700	2.802	76.232						
11	.649	2.595	78.827						
12	.607	2.428	81.255						
13	.551	2.203	83.458						
14	.504	2.017	85.476						
15	.462	1.849	87.325						
16	.437	1.748	89.073						
17	.417	1.667	90.740						
18	.367	1.468	92.208						
19	.344	1.376	93.584						
20	.314	1.257	94.841						
21	.311	1.242	96.084						
22	.296	1.182	97.266						
23	.274	1.097	98.363						
24	.211	.844	99.207						
25	.198	.793	100.000						

Method of extraction: Principal component analysis.

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Appendix 6 Rotating component matrix a

Item	1	2	3	4	5	6
Remembering the past	0.84	0.032	0.098	0.019	0.115	0.056
Drama Festival	0.78	-0.037	0.048	0.157	0.1	0.194
Internet Conference	0.744	-0.123	0.046	0.139	0.023	0.112
Mao Dun's hometown	0.731	0.209	-0.087	0.062	0.027	0.135
Wu Peng ship	0.691	0.337	0.076	0.05	0.132	0.078
Rene Liu advertising	0.69	0.075	0.188	-0.005	0.184	0.065
Quiet for a few days	0.094	0.76	0.16	0.205	0.063	0.193
Breathing air	0.154	0.744	0.23	0.162	0.134	0.116
Photography	0.054	0.671	0.195	0.147	0.354	-0.012
Mature scenic spot	0.105	0.086	0.826	0.022	0.081	-0.042
Complete Facilities	0.055	0.078	0.77	0.1	0.202	0.101
Less negative news	0.121	0.093	0.631	0.214	0.079	0.251
High popularity	0.056	0.289	0.604	0.073	0.08	0.267
The cost is not high	0.092	0.111	0.063	0.835	0.059	0.047
Not much time	0.088	0.247	0.072	0.817	-0.057	0.025
Not far from the distance	0.14	-0.019	0.064	0.739	0.162	-0.074
Not fatigued	0.014	0.313	0.23	0.679	0.004	0.007
WeChat sharing	0.241	0.144	0.171	-0.016	0.797	0.154
Introduce to friends	0.277	0.114	0.114	0.137	0.729	0.202
Increase your feelings	0.027	0.426	0.214	0.062	0.682	0.062
See the advertisement	0.079	0.046	0.082	-0.046	0.24	0.738
See the news	0.317	0.147	0.104	-0.114	-0.038	0.686
Listen to friends and friends	0.108	0.145	0.202	0.076	0.276	0.645
Multiplayer recommendation	-0.053	0.256	0.3047	0.123	0.365	0.470
Always pay attention to it	0.308	0.029	0.303	0.105	-0.069	0.443

Method of extraction: principal component.

Rotation method: Orthogonal rotation method with Kaiser standardization.

A rotation converges after six iterations.

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Appendix 7 Description of sample population

Demographic characteristics			Frequency	Percentage	Effective percentage	Cumulative percentage
Gender	effective	Male	121	40.2	40.5	40.5
		Female	178	59.1	59.5	100.0
		Total	299	99.3	100.0	
	Defect	system	2	.7		
Career	effective	Student	79	26.2	27.3	27.3
		Ordinary employees	8	2.7	2.8	30.1
		Enterprise or technical	58	19.3	20.1	50.2
		Administration or institution	70	23.3	24.2	74.4
		Liberal professions	42	14.0	14.5	88.9
		Other	32	10.6	11.1	100.0
		Total	289	96.0	100.0	
	Defect	system	12	4.0		
Education	effective	High school and below	20	6.6	6.9	6.9
		Junior College	87	28.9	30.0	36.9
		Undergraduate	156	51.8	53.8	90.7
		Master's or above	27	9.0	9.3	100.0
		Total	290	96.3	100.0	
	Defect	system	11	3.7		
Age	effective	17 years old and below	2	.7	.7	.7
		18-25 years old	156	51.8	52.0	52.7
		26-35 years old	108	35.9	36.0	88.7
		35-55 years old	31	10.3	10.3	99.0
		56 years old or above	3	1.0	1.0	100.0
		Total	300	99.7	100.0	
	Defect	system	1	.3		
Region	effective	Within 200 kilometers	144	47.8	49.5	49.5
		200-500 kilometers	39	13.0	13.4	62.9
		501-1000 kilometers	69	22.9	23.7	86.6
		1000 kilometers or more	39	13.0	13.4	100.0

	Total	291	96.7	100.0
Defect	system	10	3.3	

Appendix 8 Variance description of occupational variables

Dependent variable		N	mean value	standard deviation	Standard error	The 95% confidence interval of mean lower limit	Upper limit	Minimum value	maximum value
Destination involvement	1	79	3.2127	.53694	.06041	3.0924	3.3329	1.90	4.40
	2	8	2.9125	.57430	.20305	2.4324	3.3926	2.10	3.90
	3	58	3.0517	.53973	.07087	2.9098	3.1936	2.00	4.80
	4	70	3.3471	.53290	.06369	3.2201	3.4742	2.30	4.60
	5	42	3.3738	.65744	.10144	3.1689	3.5787	1.00	4.60
	6	32	3.1094	.60287	.10657	2.8920	3.3267	1.70	4.00
	Total	289	3.2166	.57403	.03377	3.1501	3.2831	1.00	4.80
Advertising information factor	1	79	3.2329	.56335	.06338	3.1067	3.3591	2.00	4.60
	2	8	2.9250	.65846	.23280	2.3745	3.4755	1.80	3.60
	3	58	3.3655	.62254	.08174	3.2018	3.5292	1.00	4.60
	4	70	3.4886	.59333	.07092	3.3471	3.6300	2.20	5.00
	5	42	3.4286	.72794	.11232	3.2017	3.6554	1.00	5.00
	6	32	3.1625	.55750	.09855	2.9615	3.3635	2.20	4.20
	Total	289	3.3336	.62005	.03647	3.2618	3.4054	1.00	5.00
Tourist attractions factor	1	79	3.0127	.72046	.08106	2.8513	3.1740	1.00	4.67
	2	8	3.0625	.70676	.24988	2.4716	3.6534	1.50	3.83
	3	57	2.8596	.73853	.09782	2.6637	3.0556	1.00	4.17
	4	70	3.0643	.72192	.08629	2.8921	3.2364	1.83	5.00
	5	42	3.2619	.81827	.12626	3.0069	3.5169	1.00	5.00
	6	32	3.0677	.62197	.10995	2.8435	3.2920	2.00	4.67
	Total	288	3.0388	.73248	.04316	2.9538	3.1237	1.00	5.00
Social factor	1	79	3.6920	.63104	.07100	3.5506	3.8333	2.00	5.00
	2	8	3.0833	.52705	.18634	2.6427	3.5240	2.33	4.00
	3	58	3.5690	.87417	.11478	3.3391	3.7988	1.00	5.00
	4	70	3.7190	.82364	.09844	3.5227	3.9154	2.00	5.00
	5	42	3.8413	.72970	.11259	3.6139	4.0687	1.00	5.00
	6	32	3.6563	.66389	.11736	3.4169	3.8956	2.00	5.00
	Total	289	3.6747	.75380	.04434	3.5875	3.7620	1.00	5.00
Cost factor	1	79	3.5443	.65872	.07411	3.3968	3.6918	1.75	5.00
	2	8	3.5000	.66815	.23623	2.9414	4.0586	2.25	4.00
	3	58	3.5216	.68711	.09022	3.3409	3.7022	1.50	5.00
	4	70	3.5000	.69418	.08297	3.3345	3.6655	2.00	5.00
	5	42	3.2500	.75304	.11620	3.0153	3.4847	1.00	5.00
	6	32	3.2969	.71684	.12672	3.0384	3.5553	1.00	4.50
	Total	289	3.4576	.69701	.04100	3.3769	3.5383	1.00	5.00
	1	79	3.6677	.63640	.07160	3.5252	3.8103	2.25	5.00

	2	8	3.4063	.48065	.16994	3.0044	3.8081	2.75	4.00
	3	58	3.8233	.67377	.08847	3.6461	4.0004	1.00	5.00
Destination image factor	4	70	3.7714	.63094	.07541	3.6210	3.9219	2.00	5.00
	5	42	3.7679	.74161	.11443	3.5368	3.9990	1.00	5.00
	6	32	3.3906	.60886	.10763	3.1711	3.6101	2.00	4.50
	Total	289	3.7007	.66107	.03889	3.6242	3.7772	1.00	5.00
Experiential factor	1	79	4.0549	.52686	.05928	3.9368	4.1729	3.00	5.00
	2	8	3.3750	.70006	.24751	2.7897	3.9603	2.33	4.00
	3	58	3.9655	.68595	.09007	3.7852	4.1459	2.00	5.00
	4	70	4.0381	.73457	.08780	3.8629	4.2132	1.67	5.00
	5	42	3.8651	.75819	.11699	3.6288	4.1013	1.00	5.00
	6	32	3.8438	.78965	.13959	3.5591	4.1284	2.00	5.00
	Total	289	3.9631	.68899	.04053	3.8833	4.0429	1.00	5.00

Appendix 9 Multiple comparisons of occupational variables

LSD

Dependent variable	(I)7-2Occupation	(J)7-2Occupation	Mean difference (I-J)	Standard error	Saliency	95% confidence interval lower limit	Upper limit
Destination involvement	1	2	.30016	.20921	.152	-.1117	.7120
		3	.16093	.09750	.100	-.0310	.3529
		4	-.13448	.09256	.147	-.3167	.0477
		5	-.16115	.10768	.136	-.3731	.0508
		6	.10328	.11816	.383	-.1293	.3359
	2	1	-.30016	.20921	.152	-.7120	.1117
		3	-.13922	.21267	.513	-.5578	.2794
		4	-.43464*	.21045	.040	-.8489	-.0204
		5	-.46131*	.21752	.035	-.8895	-.0331
		6	-.19687	.22289	.378	-.6356	.2419
	3	1	-.16093	.09750	.100	-.3529	.0310
		2	.13922	.21267	.513	-.2794	.5578
		4	-.29542*	.10012	.003	-.4925	-.0983
		5	-.32209*	.11425	.005	-.5470	-.0972
		6	-.05765	.12417	.643	-.3021	.1868
	4	1	.13448	.09256	.147	-.0477	.3167
		2	.43464*	.21045	.040	.0204	.8489
		3	.29542*	.10012	.003	.0983	.4925
		5	-.02667	.11006	.809	-.2433	.1900
		6	.23777*	.12033	.049	.0009	.4746
	5	1	.16115	.10768	.136	-.0508	.3731
		2	.46131*	.21752	.035	.0331	.8895
		3	.32209*	.11425	.005	.0972	.5470
		4	.02667	.11006	.809	-.1900	.2433
		6	.26443*	.13231	.047	.0040	.5249
	6	1	-.10328	.11816	.383	-.3359	.1293
		2	.19687	.22289	.378	-.2419	.6356
		3	.05765	.12417	.643	-.1868	.3021
		4	-.23777*	.12033	.049	-.4746	-.0009
		5	-.26443*	.13231	.047	-.5249	-.0040

Advertising information factor	1	2	.30791	.22657	.175	-.1381	.7539
		3	-.13261	.10559	.210	-.3405	.0752
		4	-.25566*	.10024	.011	-.4530	-.0584
		5	-.19566	.11661	.094	-.4252	.0339
		6	.07041	.12796	.583	-.1815	.3223
	2	1	-.30791	.22657	.175	-.7539	.1381
		3	-.44052	.23031	.057	-.8939	.0128
		4	-.56357*	.22790	.014	-1.0122	-.1150
		5	-.50357*	.23557	.033	-.9673	-.0399
		6	-.23750	.24138	.326	-.7126	.2376
	3	1	.13261	.10559	.210	-.0752	.3405
		2	.44052	.23031	.057	-.0128	.8939
		4	-.12305	.10843	.257	-.3365	.0904
		5	-.06305	.12373	.611	-.3066	.1805
		6	.20302	.13447	.132	-.0617	.4677
	4	1	.25566*	.10024	.011	.0584	.4530
		2	.56357*	.22790	.014	.1150	1.0122
		3	.12305	.10843	.257	-.0904	.3365
		5	.06000	.11919	.615	-.1746	.2946
		6	.32607*	.13031	.013	.0696	.5826
	5	1	.19566	.11661	.094	-.0339	.4252
		2	.50357*	.23557	.033	.0399	.9673
		3	.06305	.12373	.611	-.1805	.3066
		4	-.06000	.11919	.615	-.2946	.1746
		6	.26607	.14329	.064	-.0160	.5481
	6	1	-.07041	.12796	.583	-.3223	.1815
		2	.23750	.24138	.326	-.2376	.7126
		3	-.20302	.13447	.132	-.4677	.0617
		4	-.32607*	.13031	.013	-.5826	-.0696
		5	-.26607	.14329	.064	-.5481	.0160
Destination image factor	1	2	.26147	.24220	.281	-.2153	.7382
		3	-.15555	.11288	.169	-.3777	.0666
		4	-.10371	.10715	.334	-.3146	.1072
		5	-.10014	.12466	.422	-.3455	.1452
		6	.27710*	.13679	.044	.0079	.5463
	2	1	-.26147	.24220	.281	-.7382	.2153
		3	-.41703	.24620	.091	-.9016	.0676

	4	-.36518	.24362	.135	-.8447	.1144
	5	-.36161	.25182	.152	-.8573	.1341
	6	.01563	.25803	.952	-.4923	.5235
3	1	.15555	.11288	.169	-.0666	.3777
	2	.41703	.24620	.091	-.0676	.9016
	4	.05185	.11591	.655	-.1763	.2800
	5	.05542	.13226	.676	-.2049	.3158
	6	.43265*	.14375	.003	.1497	.7156
4	1	.10371	.10715	.334	-.1072	.3146
	2	.36518	.24362	.135	-.1144	.8447
	3	-.05185	.11591	.655	-.2800	.1763
	5	.00357	.12741	.978	-.2472	.2544
	6	.38080*	.13930	.007	.1066	.6550
5	1	.10014	.12466	.422	-.1452	.3455
	2	.36161	.25182	.152	-.1341	.8573
	3	-.05542	.13226	.676	-.3158	.2049
	4	-.00357	.12741	.978	-.2544	.2472
	6	.37723*	.15317	.014	.0757	.6787
6	1	-.27710*	.13679	.044	-.5463	-.0079
	2	-.01563	.25803	.952	-.5235	.4923
	3	-.43265*	.14375	.003	-.7156	-.1497
	4	-.38080*	.13930	.007	-.6550	-.1066
	5	-.37723*	.15317	.014	-.6787	-.0757

*. The significant difference of mean difference is 0.05.

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Appendix 10 Variance description of variables for age

Dependent variable		N	mean value	standard deviation	Standard error	The 95% confidence interval of mean lower limit	Upper limit	Minimum value	maximum value
Destination involvement	1	2	3.2000	.42426	.30000	-.6119	7.0119	2.90	3.50
	2	156	3.2250	.53865	.04313	3.1398	3.3102	1.70	4.80
	3	108	3.1185	.56571	.05444	3.0106	3.2264	1.00	4.60
	4	31	3.5645	.56542	.10155	3.3571	3.7719	2.40	4.60
	5	3	2.8333	.97125	.56075	.4206	5.2461	2.00	3.90
	Total	300	3.2177	.56697	.03273	3.1532	3.2821	1.00	4.80
Advertising information factor	1	2	3.2000	.28284	.20000	.6588	5.7412	3.00	3.40
	2	156	3.3090	.59388	.04755	3.2150	3.4029	1.80	5.00
	3	108	3.3278	.64385	.06195	3.2050	3.4506	1.00	4.80
	4	31	3.5161	.63198	.11351	3.2843	3.7479	2.40	5.00
	5	3	3.2000	.69282	.40000	1.4789	4.9211	2.40	3.60
	Total	300	3.3353	.61548	.03553	3.2654	3.4053	1.00	5.00
Tourist attractions factor	1	2	2.6667	.94281	.66667	-5.8041	11.1375	2.00	3.33
	2	154	3.0758	.71327	.05748	2.9622	3.1893	1.00	4.67
	3	107	2.9517	.73331	.07089	2.8112	3.0923	1.00	5.00
	4	31	3.2043	.81843	.14699	2.9041	3.5045	1.00	5.00
	5	3	2.8889	.91793	.52997	.6086	5.1691	2.00	3.83
	Total	297	3.0398	.73458	.04262	2.9560	3.1237	1.00	5.00
Destination	1	2	3.3750	.17678	.12500	1.7867	4.9633	3.25	3.50
	2	156	3.6987	.60156	.04816	3.6036	3.7939	2.00	5.00
	3	108	3.7407	.70870	.06819	3.6056	3.8759	1.00	5.00

image	4	31	3.5968	.68215	.12252	3.3466	3.8470	2.00	5.00
factor	5	3	3.2500	1.08972	.62915	.5430	5.9570	2.00	4.00
	Total	300	3.6967	.65306	.03770	3.6225	3.7709	1.00	5.00
Social	1	2	3.8333	.23570	.16667	1.7156	5.9510	3.67	4.00
factor	2	154	3.7965	.67243	.05419	3.6895	3.9036	2.00	5.00
	3	108	3.5617	.80322	.07729	3.4085	3.7149	1.00	5.00
	4	31	3.5699	.77552	.13929	3.2854	3.8544	2.00	5.00
	5	3	2.5556	.69389	.40062	.8318	4.2793	2.00	3.33
	Total	298	3.6756	.74555	.04319	3.5906	3.7606	1.00	5.00
Fost	1	2	3.5000	.70711	.50000	-	9.8531	3.00	4.00
factors						2.8531			
	2	154	3.5471	.68466	.05517	3.4381	3.6561	1.00	5.00
	3	108	3.3819	.69499	.06688	3.2494	3.5145	1.00	5.00
	4	31	3.3226	.69280	.12443	3.0685	3.5767	2.00	5.00
	5	3	3.0000	1.00000	.57735	.5159	5.4841	2.00	4.00
	Total	298	3.4581	.69474	.04025	3.3789	3.5373	1.00	5.00
Experie	1	2	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
ntial	2	154	4.0303	.59575	.04801	3.9355	4.1251	2.00	5.00
factor	3	108	3.9290	.67909	.06535	3.7995	4.0586	1.00	5.00
	4	31	3.7957	.90953	.16336	3.4621	4.1293	1.67	5.00
	5	3	2.7778	1.07152	.61864	.1160	5.4396	2.00	4.00
	Total	298	3.9564	.67832	.03929	3.8790	4.0337	1.00	5.00

Appendix 11 Variance of age for multiple variables

LSD

Dependent variable	(I) 7-3Age	(J) 7-3Age	Mean difference (I-J)	Standard error	Saliency	95% confidence interval lower limit	Upper limit
Destination involvement	1	2	-.02500	.39496	.950	-.8023	.7523
		3	.08148	.39607	.837	-.6980	.8610
		4	-.36452	.40492	.369	-1.1614	.4324
		5	.36667	.50666	.470	-.6305	1.3638
	2	1	.02500	.39496	.950	-.7523	.8023
		3	.10648	.06948	.126	-.0302	.2432
		4	-.33952*	.10914	.002	-.5543	-.1247
		5	.39167	.32351	.227	-.2450	1.0283
	3	1	-.08148	.39607	.837	-.8610	.6980
		2	-.10648	.06948	.126	-.2432	.0302
		4	-.44600*	.11309	.000	-.6686	-.2234
		5	.28519	.32486	.381	-.3542	.9245
	4	1	.36452	.40492	.369	-.4324	1.1614
		2	.33952*	.10914	.002	.1247	.5543
		3	.44600*	.11309	.000	.2234	.6686
		5	.73118*	.33559	.030	.0707	1.3916
	5	1	-.36667	.50666	.470	-1.3638	.6305
		2	-.39167	.32351	.227	-1.0283	.2450
		3	-.28519	.32486	.381	-.9245	.3542
		4	-.73118*	.33559	.030	-1.3916	-.0707
Social factor	1	2	.03680	.52141	.944	-.9894	1.0630
		3	.27160	.52284	.604	-.7574	1.3006
		4	.26344	.53451	.622	-.7885	1.3154
		5	1.27778	.66881	.057	-.0385	2.5941
	2	1	-.03680	.52141	.944	-1.0630	.9894
		3	.23481*	.09195	.011	.0538	.4158
		4	.22664	.14422	.117	-.0572	.5105
		5	1.24098*	.42710	.004	.4004	2.0815
	3	1	-.27160	.52284	.604	-1.3006	.7574
		2	-.23481*	.09195	.011	-.4158	-.0538

	4	-.00816	.14928	.956	-.3020	.2856
	5	1.00617*	.42883	.020	.1622	1.8501
4	1	-.26344	.53451	.622	-1.3154	.7885
	2	-.22664	.14422	.117	-.5105	.0572
	3	.00816	.14928	.956	-.2856	.3020
	5	1.01434*	.44299	.023	.1425	1.8862
5	1	-1.27778	.66881	.057	-2.5941	.0385
	2	-1.24098*	.42710	.004	-2.0815	-.4004
	3	-1.00617*	.42883	.020	-1.8501	-.1622
	4	-1.01434*	.44299	.023	-1.8862	-.1425

*. The significant difference of mean difference is 0.05.

Appendix 12 Description of variance for educational variables

Dependent variable		N	mean value	standard deviation	Standard error	The 95% confidence interval of mean lower limit	Upper limit	Minimum value	maximum value
Destination involvement	1	20	3.3750	.51999	.11627	3.1316	3.6184	2.40	4.60
	2	87	3.1655	.55695	.05971	3.0468	3.2842	2.00	4.80
	3	156	3.2314	.54285	.04346	3.1456	3.3173	1.70	4.60
	4	27	3.1778	.79146	.15232	2.8647	3.4909	1.00	4.60
	Total	290	3.2166	.57207	.03359	3.1504	3.2827	1.00	4.80
Advertising information	1	20	3.4600	.50721	.11342	3.2226	3.6974	2.20	4.20
	2	87	3.3057	.57695	.06186	3.1828	3.4287	1.80	5.00
	3	156	3.3654	.61009	.04885	3.2689	3.4619	1.00	5.00
	4	27	3.1185	.80050	.15406	2.8019	3.4352	1.00	4.60
	Total	290	3.3310	.61599	.03617	3.2598	3.4022	1.00	5.00
Tourist attractions	1	20	3.3000	.64346	.14388	2.9989	3.6011	2.00	4.67
	2	86	3.0795	.68156	.07349	2.9333	3.2256	1.83	5.00
	3	154	3.0043	.74680	.06018	2.8854	3.1232	1.00	5.00
	4	27	2.7778	.74679	.14372	2.4824	3.0732	1.00	3.83
	Total	287	3.0261	.72581	.04284	2.9418	3.1105	1.00	5.00
Social factor	1	20	3.6833	.53503	.11964	3.4329	3.9337	2.33	5.00
	2	86	3.7442	.64204	.06923	3.6065	3.8818	2.00	5.00
	3	155	3.6774	.77610	.06234	3.5543	3.8006	1.00	5.00
	4	27	3.3704	.99285	.19107	2.9776	3.7631	1.00	5.00
	Total	288	3.6690	.75079	.04424	3.5819	3.7561	1.00	5.00
Cost factor	1	20	3.4250	.50719	.11341	3.1876	3.6624	2.50	4.25
	2	86	3.4070	.62550	.06745	3.2729	3.5411	1.75	4.75
	3	155	3.4806	.70339	.05650	3.3690	3.5923	1.00	5.00
	4	27	3.6389	.92854	.17870	3.2716	4.0062	1.00	5.00
	Total	288	3.4696	.69323	.04085	3.3892	3.5500	1.00	5.00
Destination image factor	1	20	3.4875	.54092	.12095	3.2343	3.7407	2.75	4.50
	2	87	3.5747	.60053	.06438	3.4467	3.7027	2.00	5.00
	3	156	3.8125	.67598	.05412	3.7056	3.9194	1.00	5.00
	4	27	3.5926	.73428	.14131	3.3021	3.8831	1.00	4.50
	Total	290	3.6983	.66022	.03877	3.6220	3.7746	1.00	5.00
Experiential factor	1	20	4.0333	.53966	.12067	3.7808	4.2859	3.00	5.00
	2	86	3.8721	.65113	.07021	3.7325	4.0117	2.00	5.00
	3	155	4.0753	.62251	.05000	3.9765	4.1740	2.00	5.00
	4	27	3.6420	1.01243	.19484	3.2415	4.0425	1.00	5.00
	Total	288	3.9711	.68183	.04018	3.8920	4.0501	1.00	5.00

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Appendix 13 Variance description of variables in different tourist destinations

Dependent variable		N	mean value	standard deviation	Standard error	The 95% confidence interval of mean lower limit	Upper limit	Minimum value	maximum value
Destination involvement	1	144	3.1340	.57136	.04761	3.0399	3.2281	1.00	4.80
	2	39	3.3128	.59035	.09453	3.1215	3.5042	2.00	4.60
	3	68	3.2824	.49834	.06043	3.1617	3.4030	2.00	4.60
	4	42	3.3167	.61720	.09524	3.1243	3.5090	2.00	4.40
	Total	293	3.2184	.56810	.03319	3.1531	3.2837	1.00	4.80
Advertising information factor	1	144	3.2292	.62039	.05170	3.1270	3.3314	1.00	5.00
	2	39	3.4051	.54384	.08708	3.2288	3.5814	2.00	4.60
	3	68	3.4265	.56558	.06859	3.2896	3.5634	2.40	5.00
	4	42	3.4714	.70789	.10923	3.2508	3.6920	1.00	5.00
	Total	293	3.3331	.61769	.03609	3.2621	3.4041	1.00	5.00
Tourist attractions factor	1	142	3.1995	.72912	.06119	3.0786	3.3205	1.00	5.00
	2	38	2.9342	.64902	.10529	2.7209	3.1475	1.67	4.00
	3	68	2.7010	.74511	.09036	2.5206	2.8813	1.00	4.67
	4	42	3.1310	.65904	.10169	2.9256	3.3363	1.33	5.00
	Total	290	3.0379	.73881	.04338	2.9525	3.1233	1.00	5.00
Social factor	1	142	3.5634	.79417	.06665	3.4316	3.6951	1.00	5.00
	2	39	3.7265	.67483	.10806	3.5077	3.9452	2.00	5.00
	3	68	3.8775	.58422	.07085	3.7360	4.0189	2.00	5.00
	4	42	3.7381	.81495	.12575	3.4841	3.9921	1.00	5.00
	Total	291	3.6838	.74541	.04370	3.5978	3.7699	1.00	5.00
Cost factor	1	142	3.5563	.69151	.05803	3.4416	3.6711	1.00	5.00
	2	39	3.4167	.61058	.09777	3.2187	3.6146	2.00	5.00
	3	68	3.2647	.69497	.08428	3.0965	3.4329	1.50	5.00
	4	42	3.4524	.73509	.11343	3.2233	3.6815	2.00	5.00
	Total	291	3.4545	.69502	.04074	3.3743	3.5347	1.00	5.00
Destination image factor	1	144	3.6597	.63865	.05322	3.5545	3.7649	1.00	5.00
	2	39	3.7628	.57910	.09273	3.5751	3.9505	2.00	5.00
	3	68	3.8309	.63399	.07688	3.6774	3.9843	2.00	5.00
	4	42	3.5893	.79215	.12223	3.3424	3.8361	1.00	5.00
	Total	293	3.7031	.65635	.03834	3.6276	3.7785	1.00	5.00
Experiential factor	1	142	3.9085	.67971	.05704	3.7957	4.0212	1.00	5.00
	2	39	4.2479	.49981	.08003	4.0858	4.4099	3.00	5.00
	3	68	3.9853	.68248	.08276	3.8201	4.1505	2.00	5.00
	4	42	3.9444	.67842	.10468	3.7330	4.1559	2.00	5.00
	Total	291	3.9771	.66512	.03899	3.9004	4.0538	1.00	5.00

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Appendix 14 Multiple variance comparison of variables in different tourist sites

LSD

Dependent variable	(I) Source area	(J) Source area	Mean difference (I-J)	Standard error	Saliency	95% confidence interval lower limit	Upper limit
Advertising information factor	1.00	2.00	-.17596	.11048	.112	-.3934	.0415
		3.00	-.19730*	.09005	.029	-.3746	-.0201
		4.00	-.24226*	.10733	.025	-.4535	-.0310
	2.00	1.00	.17596	.11048	.112	-.0415	.3934
		3.00	-.02134	.12294	.862	-.2633	.2206
		4.00	-.06630	.13610	.627	-.3342	.2016
	3.00	1.00	.19730*	.09005	.029	.0201	.3746
		2.00	.02134	.12294	.862	-.2206	.2633
		4.00	-.04496	.12011	.708	-.2814	.1914
	4.00	1.00	.24226*	.10733	.025	.0310	.4535
		2.00	.06630	.13610	.627	-.2016	.3342
		3.00	.04496	.12011	.708	-.1914	.2814
Tourist attractions factor	1.00	2.00	.26532*	.13029	.043	.0089	.5218
		3.00	.49855*	.10520	.000	.2915	.7056
		4.00	.06858	.12530	.585	-.1781	.3152
	2.00	1.00	-.26532*	.13029	.043	-.5218	-.0089
		3.00	.23323	.14449	.108	-.0512	.5176
		4.00	-.19674	.15972	.219	-.5111	.1176
	3.00	1.00	-.49855*	.10520	.000	-.7056	-.2915
		2.00	-.23323	.14449	.108	-.5176	.0512
		4.00	-.42997*	.14000	.002	-.7055	-.1544
	4.00	1.00	-.06858	.12530	.585	-.3152	.1781
		2.00	.19674	.15972	.219	-.1176	.5111
		3.00	.42997*	.14000	.002	.1544	.7055
Social factor	1.00	2.00	-.16312	.13343	.223	-.4257	.0995
		3.00	-.31407*	.10884	.004	-.5283	-.0998
		4.00	-.17471	.12964	.179	-.4299	.0804
	2.00	1.00	.16312	.13343	.223	-.0995	.4257

		3.00	-.15096	.14825	.309	-.4427	.1408
		4.00	-.01160	.16412	.944	-.3346	.3114
	3.00	1.00	.31407*	.10884	.004	.0998	.5283
		2.00	.15096	.14825	.309	-.1408	.4427
		4.00	.13936	.14484	.337	-.1457	.4244
	4.00	1.00	.17471	.12964	.179	-.0804	.4299
		2.00	.01160	.16412	.944	-.3114	.3346
		3.00	-.13936	.14484	.337	-.4244	.1457
Cost factor	1.00	2.00	.13967	.12450	.263	-.1054	.3847
		3.00	.29163*	.10156	.004	.0917	.4915
		4.00	.10396	.12096	.391	-.1341	.3420
	2.00	1.00	-.13967	.12450	.263	-.3847	.1054
		3.00	.15196	.13833	.273	-.1203	.4242
		4.00	-.03571	.15314	.816	-.3371	.2657
	3.00	1.00	-.29163*	.10156	.004	-.4915	-.0917
		2.00	-.15196	.13833	.273	-.4242	.1203
		4.00	-.18768	.13515	.166	-.4537	.0783
	4.00	1.00	-.10396	.12096	.391	-.3420	.1341
		2.00	.03571	.15314	.816	-.2657	.3371
		3.00	.18768	.13515	.166	-.0783	.4537
Experiential factor	1.00	2.00	-.33941*	.11917	.005	-.5740	-.1048
		3.00	-.07684	.09721	.430	-.2682	.1145
		4.00	-.03599	.11579	.756	-.2639	.1919
	2.00	1.00	.33941*	.11917	.005	.1048	.5740
		3.00	.26257*	.13241	.048	.0020	.5232
		4.00	.30342*	.14659	.039	.0149	.5919
	3.00	1.00	.07684	.09721	.430	-.1145	.2682
		2.00	-.26257*	.13241	.048	-.5232	-.0020
		4.00	.04085	.12937	.752	-.2138	.2955
	4.00	1.00	.03599	.11579	.756	-.1919	.2639
		2.00	-.30342*	.14659	.039	-.5919	-.0149
		3.00	-.04085	.12937	.752	-.2955	.2138

*. The significant difference of mean difference is 0.05.

Appendix 15 Questionnaire

Lady/Gentleman: The information collected in this survey is limited to academic research and will contribute to the improvement of tourism services. Your content is anonymous. Please feel relieved. There is no right or wrong in every option. Please choose your personal feelings. This survey is expected to take you 5 minutes. Please click "before" before you approve of the options.

1. Before coming, compared with other places, the reason for choosing Wuzhen is because:

1) To Wuzhen is very important.	☐Very disagree □Disagree ☐Commonly □Agree □Very agree
2) To Wuzhen is indispensable.	□Very disagree □Disagree □Commonly □Agree □Very agree
3) To Wuzhen is very meaningful.	□Very disagree □Disagree □Commonly □Agree □Very agree
4) To Wuzhen is longing for a long time.	□Very disagree □Disagree □Commonly □Agree □Very agree
5) To Wuzhen is exciting.	□Very disagree □Disagree □Commonly □Agree □Very agree
6) To Wuzhen is very interesting.	□Very disagree □Disagree □Commonly □Agree □Very agree
7) To Wuzhen, I paid a lot of money.	□Very disagree □Disagree □Commonly □Agree □Very agree
8) To Wuzhen is closely related to my work (life / study).	□Very disagree □Disagree □Commonly □Agree □Very agree
9) In order to get to Wuzhen, I put a lot of energy into it.	□Very disagree □Disagree □Commonly □Agree □Very agree
10) Wuzhen is very attractive.	□Very disagree □Disagree □Commonly □Agree □Very agree

2. Before coming, your impression of Wuzhen is:

Advertising information factor	1) To see advertisements in Wuzhen.	□Very disagree □Disagree □Commonly ☑Agree □Very agree
	2) Listen to relatives and friends or colleagues and mention Wuzhen.	□Very disagree □Disagree □Commonly □Agree □Very agree
	3) To see news or personalities about Wuzhen.	□Very disagree □Disagree □Commonly □Agree □Very agree
	4) Many people around you have recommended Wuzhen as a good scenic spot.	□Very disagree □Disagree □Commonly □Agree □Very agree
	5) Always focus on Wuzhen local website news.	□Very disagree □Disagree □Commonly □Agree □Very agree
Destination image factor	1) There are few negative news in Wuzhen.	□Very disagree □Disagree □Commonly □Agree □Very agree
	2) The service facilities in Wuzhen are very complete.	□Very disagree □Disagree □Commonly □Agree □Very agree
	3) Wuzhen is a very mature scenic spot.	□Very disagree □Disagree □Commonly □Agree □Very agree
	4) The popularity of Wuzhen is very high.	□Very disagree □Disagree □Commonly □Agree □Very agree

3. The following characteristics of Wuzhen will affect your choice of tourism in Wuzhen.

Tourist attractions Factors	1) Here is Mao Dun's hometown.	□Very unimportant □Unimportance □Commonly □Important □Very important
	2) Here is the Wu Peng boat in literary works.	□Very unimportant □Unimportance □Commonly □Important □Very important
	3) Rene Liu plays the role of TV in memory of the past.	□Very unimportant □Unimportance □Commonly □Important □Very important

	4) The Chinese Drama Festival is held here.	□Very unimportant □Unimportance □Commonly □Important □Very important
	5) The world Internet Conference will be held here.	□Very unimportant □Unimportance □Commonly □Important □Very important
	6) Rene Liu Wuzhen advertisement: "come, never leave".	□Very unimportant □Unimportance □Commonly □Important □Very important
Social factor	1) You can introduce your travel experience to your friends in Wuzhen.	□Very unimportant □Unimportance □Commonly □Important □Very important
	2) You can share photos of Wuzhen tourism in WeChat's circle of friends.	□Very unimportant □Unimportance □Commonly □Important □Very important
	3) Get together with family members or family members to enhance your feelings.	□Very unimportant □Unimportance □Commonly □Important □Very important
Cost factor	1) Not far from Wuzhen	□Very unimportant □Unimportance □Commonly □Important □Very important
	2) The total cost of traveling to Wuzhen is not high.	□Very unimportant □Unimportance □Commonly □Important □Very important
	3) There is not much time to travel to Wuzhen.	□Very unimportant □Unimportance □Commonly □Important □Very important
	4) Not too tired to visit Wuzhen.	□Very unimportant □Unimportance □Commonly □Important □Very important
Experiential factors	1) Photography is a hobby.	□Very unimportant □Unimportance □Commonly □Important □Very important
	2) Relax	□Very unimportant □Unimportance □Commonly □Important □Very important
	3) Breathe fresh air.	□Very unimportant □Unimportance □Commonly

		□Important □Very important
	4) You can spend a few days in peace.	□Very unimportant □Unimportance □Commonly □Important □Very important

4. Tourist background

(1) Sex: □Male □Female

(2) Occupation:

□Student □Ordinary workers or peasants

□Enterprise management (Technology) personnel

□Administrative or institutional personnel □Liberal professions

□Other

(3) Age:

□17 years old and below □18-25 years old □26-35 years old

□36-55 years old □56 years old or above

(4) Education:

□High school and below □Junior College

□Undergraduate □Master's degree or above

(5) Region:

□Your current permanent residence is _____Province (city, district) _____ City (county)

□Non mainland China