

A Study on the Correlation between Motivation and Consumption Behavior of Mountain Resort Tourists

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Abstract: The development of mountain resort tourism is an important aspect of the supply side reform of China's tourism industry. Through questionnaire survey and analysis, it is found that the motivation of mountain resort tourists in Nankun mountain includes official business or business, personal development, showing off in public, promoting health and enhancing communication. Through further analysis, it is found that different mountain vacation motivation factors have different degrees of correlation with tourists' decision-making behavior; however, there is no significant correlation between official business motivation, personal development motivation, health promotion motivation and promotion of communication motivation with their purchase and consumption behavior; showing off in public motivation is related to tourists' consumption behavior and effect evaluation; promoting healthy activity There is also a correlation between the effect evaluation of tourists and the opportunity. Therefore, in the development and marketing of Nankunshan resort products, different marketing can be adopted for tourists with different motivation types.

1. Introduction

Driven by the forces of demand, supply and government, the development of mountain resort tourism in China is getting better and better. In 2015, the per capita disposable income of Chinese residents was nearly 22000 yuan, of which the per capita disposable income of urban residents exceeded 30000 yuan. The adjustment of vacation system, the increase of private car ownership and the change of tourism consumption concept constantly stimulate the new demand of vacation tourism. At the same time, the national “notice on issues related to pilot national tourist resorts” and “Declaration of world alliance of mountain resort destinations” are also promoting the development of mountain resort tourism. In October 2015, Guizhou Province held the “First International Mountain Tourism Conference”, which put forward the idea of mountain eco-tourism to promote the development of mountain resort projects. Mountain vacation tourism has become an important industry in tourism industry. Exploring the influence of tourists' mountain vacation motivation on their consumption behavior is conducive to the reasonable design of mountain resort tourism products.

2. The Significance of Studying the Correlation between Tourist Motivation and Tourism

Consumption Behavior of Mountain Resort Tourists

Since the 1990s, some provinces began to try to set up national tourist resorts. It was at this time that many domestic researches on vacation tourism began. At that time, the research focus was mainly on the strategy and planning of tourist resorts. Since 2007, with the emergence of the demand for the upgrading of tourism industry structure, mountain resort tourism has become a hot spot of academic attention. Mountain tourism is a kind of leisure facilities, which is the carrier of natural tourism and leisure facilities. Researchers began to pay attention to the development and innovation of mountain resort tourism products, the evaluation of mountain resort tourism, and the sustainable development of mountain resort tourism. There are also scholars from the landscape design, architectural design and other aspects of mountain resort tourism planning and design were studied. From the existing research results, scholars mostly study Mountain Resort Tourism from the perspective of product development, tourism area planning, design and development, while from the perspective of tourists, it is rare to study Mountain Resort Tourism from the perspective of tourists. Under the background of vigorously promoting the supply side reform, enriching the types of tourism products, optimizing the structure of tourism products and improving the quality of mountain vacation tourism products, this paper discusses the composition of vacation motivation factors and their relationship with tourism consumption behavior from the perspective of mountain resort tourists, which has certain practical significance for optimizing the product structure of mountain tourism and vacation^[1].

3. A Study on the Correlation between Motivation and Consumption Behavior of Mountain Resort Tourists

3.1 Motivation Factor and Choice Decision Behavior

3.1.1 The Importance of Decision-Making Factors

Among the influencing factors of vacation decision-making, the respondents perceived the importance of environmental atmosphere, natural landscape, service facilities, popularity and distance. Most of them hold an important attitude towards environmental atmosphere, natural landscape and service facilities, accounting for 56.6%, 57.5% and 40.0% respectively. For popularity and distance, they hold a general attitude, 39.5% and 40.5% respectively. For these five factors, the average value of environmental atmosphere and natural landscape is 4.185 and 4.315 respectively, which is basically equivalent to the average value of service facilities of 4.12, while the average popularity and distance are 3.59 and 3.67 respectively. It is further proved that when choosing a resort, holidaymakers pay more attention to the environmental atmosphere, natural landscape and service facilities, and then consider the popularity and distance of the resort. Therefore, the construction of mountain resort should pay attention to the construction of environmental atmosphere, the protection of natural landscape and the construction of service facilities, so as to provide tourists with more ideal sightseeing effect^[2].

3.1.2 Motivation Factor and Choice Decision

Five common factors are analyzed and named as follows: the first factor includes business investigation and communication, business needs, participation in business or business meetings 3 The second factor is mainly related to tourists' personal development, which can explain 14.399% of all variables; the second factor is mainly related to tourists' personal development, which can explain 14.295% of all factors, so it is named as personal development motivation; the third factor is mainly related to tourists' personal development, including exploring new interests or abilities,

increasing new experience, increasing knowledge and feeling of accomplishment The four factors include increasing conversation resources, seeing the people around and going, showing their travel experience to others, and spending time on holidays The fourth factor includes leisure and entertainment activities, enjoying a calm and leisure atmosphere, recuperation, enjoying scenery, relaxing body and mind, escaping from the pressure of daily life The fifth factor includes enhancing the relationship between relatives and colleagues, making new friends and sharing travel experience with others It can explain 12.259% of the total factors, so it is named as promoting communication motivation. In the internal consistency test of the five dimensions of motivation factors, the values were 0.734, 0.814, 0.767, 0.767 and 0.906, respectively, indicating that the internal structure of the measurement was relatively good^[3].

Five kinds of motivation factors and influencing decision-making factors were analyzed. The results showed that business motivation was positively correlated with the importance of popularity; personal development motivation was positively correlated with the importance of service facilities; showing off in public was positively correlated with popularity and distance importance, and negatively correlated with the importance of environmental atmosphere and natural landscape; health promotion motivation was positively correlated with the importance of environmental atmosphere and natural landscape It is positively correlated with the importance of environmental atmosphere, natural landscape and service facilities, and the promotion of communication motivation is positively correlated with the importance of popularity. The results show that holidaymakers motivated by health promotion pay more attention to the good vacation environment and beautiful natural landscape, which is beneficial to improve the health of holidaymakers, and the popularity of resorts is the focus of attention of official, showy and communicative holidaymakers^[4].

3.2 Motivation Factors and Purchasing Behavior

There is no significant correlation between business motivation, personal development motivation, health promotion motivation and communication motivation with the purchase and consumption behavior of mountain resort tourists; the public show off motivation is positively correlated with daily per capita consumption and stay time, and negatively correlated with accommodation type. It shows that mountain vacationers show off their motivation in conformity with the crowd and pay more attention to the consumption and stay time^[5].

3.3 Motivation Factors and Effect Evaluation Behavior

The effect evaluation behavior after vacation will directly affect tourists' satisfaction and revisit. The results show that there is no significant correlation between business motivation, personal development motivation and promotion of communication motivation. Health promotion motivation is positively correlated with overall satisfaction and revisiting Nankun mountain, which indicates that the good ecological environment of Nankun mountain can meet the health promotion motivation of holidaymakers, which makes such mountain vacationers have the willingness to revisit Nankun mountain. However, there is a significant negative correlation between the motivation to show off and the willingness to revisit, which indicates that Nankunshan can not satisfy the tourists' motivation to show off. For tourists whose main motivation is to show off, they will not come back to Nankunshan for holiday tourism^[6-8].

4. Conclusion

By using the method of questionnaire survey, this paper investigates the mountain vacation

motivation of Nankun mountain vacationers. Through factor analysis, five common factors of mountain vacation tourism motivation, such as “business motivation”, “personal development motivation”, “conformity to show off motivation”, “health promotion motivation” and “communication promotion motivation” are obtained. This is different from Hu Lujun's and Wen Jun's motivations of seeking knowledge, relieving pressure, communication and nostalgia. Mountain vacation tourism motivation has a significant nature of official or business vacation, and in personal development motivation, it not only has the content of seeking knowledge, but also demonstrates from the perspective of personal interest, skills and satisfaction. Compared with Li Jing's survey of Xiamen coastal tourists' motivation, such as physical release, physical experience, culture, interpersonal communication, status and prestige, and self realization, mountain vacationers have richer levels of motivation to promote communication, including not only the motivation of making new friends, but also the promotion of family and friends' feelings, and the sharing of tourism experience.

Through correlation analysis, it is found that there is a correlation between tourists' mountain vacation motivation and decision-making behavior. Specifically, the tourists with strong business motivation pay more attention to the popularity of the tourist destination; the tourists with strong personal development motivation pay more attention to the service facilities of the destination; those with strong motivation to show off from the crowd pay more attention to the popularity and distance of the tourist destination; the tourists with stronger motivation to promote health pay more attention to the importance of environmental atmosphere, natural landscape and service facilities; and Tourists with strong motivation to communicate pay more attention to the popularity of tourist destinations. There is a certain correlation between tourists' mountain vacation motivation and purchase behavior. Among them, tourists with strong motivation to show off in public tend to spend more per day and stay longer; however, there is no significant correlation between business motivation, personal development motivation, health promotion motivation and communication motivation with the purchase and consumption behavior of mountain resort tourists. Tourists' motivation will also affect their evaluation behavior. The results show that tourists with strong motivation to show off in public have lower revisit rate; tourists with stronger motivation to promote health have higher overall satisfaction with the scenic spot and tend to revisit Nankun mountain. However, there is no significant correlation between business motivation, personal development motivation and promotion of communication motivation.

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