

# *Study on the Tourism Motivation of Mountain Tourists in Ethnic Areas: A Case Study of Ganzi Tibetan Autonomous Prefecture, Sichuan Province*

**Li Huang**

*School of History, Culture and Tourism, Sichuan Minzu College, No.354, Xuefu Road, Guza Town, Kangding City, Sichuan Province, China*

**Keywords:** Tourism motivation, ethnic areas, mountain tourism, Ganzi Tibetan Autonomous Prefecture

**Abstract:** Tourists have different motivation in different tourism situations. Taking Ganzi Tibetan Autonomous Prefecture of Sichuan Province as an example, this paper takes mountain tourists as the research object and uses questionnaire survey and mathematical statistics analysis to explore the tourism motivation of mountain tourists in ethnic areas. It is found that the tourism motivation of mountain tourists in Ganzi Tibetan Autonomous Prefecture is divided into self-development, communication between host and guest, leisure and sightseeing, ethnic culture experience, recuperation and fitness. Mountain tourists in Ganzi Tibetan Autonomous Prefecture can be divided into three types: comprehensive tourists, holiday-oriented tourists and sightseeing oriented tourists, and there are significant differences among each type of tourists.

## **1. Introduction**

China's mountain tourism resources are very rich, with high development potential and value. With the convening of the first International Mountain Tourism Conference, mountain tourism has attracted the attention of Chinese government departments, industry and academia, and has become one of the hot spots of tourism development. Ganzi Tibetan Autonomous Prefecture (hereinafter referred to as Ganzi Prefecture) is located in the western part of Sichuan Province, which is located in the transition zone between Yunnan-Guizhou Plateau and Sichuan Basin from the highest level of ladder to the second level of ladder in China. It belongs to the western Sichuan Alpine Plateau in the northern section of the Hengduan Mountain system. It has rich mountain resources, high development value and the prerequisite for tourism development. Mountain tourism is an inevitable choice for the development of tourism in Ganzi Prefecture. So far, Ganzi Prefecture has held a total of five mountain tourism festivals, which has greatly improved the popularity and economic benefits of tourism. However, the development level of mountain tourism in Ganzi Prefecture is still low, which belongs to the initial stage, and the income generating capacity needs to be improved.

The tourism motivation of tourists reflects the problems existing in the attraction of tourist destinations directly, and these problems exactly affect or restrict the development and sustainable

development of tourist destinations. In the process of tourism development, how to fully meet the needs of tourists and constantly improve the satisfaction and return rate of tourists is the academic circle needs to pay attention to and urgently needs to be solved. This paper takes Ganzi Prefecture as a case and the tourists who travel to Ganzi Prefecture as the research object, investigates their tourism motivation, and uses SPSS24.0 statistical software for analysis, classifies the tourists according to their tourism motivation, and provides suggestions for the development of mountain tourism in Ganzi Prefecture.

## 2. Research design

### 2.1 Scale design

In order to ensure the questionnaire is effective and applicable, in the preparation of measuring item, first adopted literature review and frequency statistics, reviewing and sorting through the literature of evaluation indicators, and statistical indicators appear frequency, on the basis of the mature scale, combined with tourists mountain travel demand and consumer behaviour characteristics in ethnic areas, and repeatedly and travel experts to discuss, The measurement scale of this study was selected and designed. To measure the demographic characteristics of tourists, a survey is conducted on the basic information of individuals in the form of objective multiple choice questions, including gender, age, education level, occupation, monthly average income, tourist information source and tourist source, a total of 7 questions. Based on the tourism motivation scale developed by Zhang Yanqing (2011) <sup>[1]</sup> and Godde et al. (2000) <sup>[2]</sup>, the measurement of tourist motivation is supplemented and modified according to the actual situation of mountain tourism in ethnic minority areas, with a total of 25 items.

In order to improve the scientificity and operability of the scale, the author distributed questionnaires to tourists who had visited Ganzi Prefecture through wechat, QQ and other social platforms on July 10, 2020 for pre-investigation. A total of 90 complete questionnaires were collected. Then the questions in the questionnaire that were vague, difficult to understand and unwilling to fill in were modified, and next tourism experts were invited to optimize the questionnaire to determine the final formal questionnaire.

The final questionnaire of this study is divided into three parts: the first part is the description of the questionnaire, which explains the purpose and significance of the survey, and makes a commitment to information confidentiality, so as to eliminate the concerns of the respondents and obtain their cooperation; The second part is the measurement of tourism motivation, which includes six dimensions of variables and a total of 25 items. It is presented in the form of 5-grade Likert scale. The surveyed tourists are asked to choose the degree of agreement on each item one by one, with 1 point indicating completely disagree, 3 points indicating general and 5 points indicating completely agree. The third part investigates the basic information of tourists in the form of objective multiple choice questions, a total of 7 questions.

### 2.2 Data collection

The author used a combination of online and offline methods to distribute questionnaires. Online, we invited friends who had been to Ganzi Prefecture or were traveling in Ganzi Prefecture to fill in the questionnaire through wechat, QQ and other social platforms on August 10, 2020. Offline, we sent the questionnaire to Mugecuo Scenic spot in Kangding City on August 20, 2020. A total of 230 questionnaires were distributed and 192 were recovered. For the recovered questionnaires, the invalid questionnaires were eliminated according to the following principle: (1) delete the questionnaires with unfilled items; (2) delete the vague and difficult to identify questionnaires; (3)

delete the questionnaires with the same answers for most items. After screening, 169 valid questionnaires were obtained. The recovery rate of the questionnaire in this study was 83.48%, and the effective rate was 88.02%.

### 3. Data analysis

#### 3.1 Reliability analysis

SPSS24.0 statistical software was used to analyze the reliability of the questionnaire, and Cronbach's  $\alpha$  coefficient of tourism motivation variable was obtained.

Table 1: Reliability analysis of tourist motivation

code name	questions	CITC	Item Cronbach's $\alpha$ deleted	Cronbach's $\alpha$
M1	Get away from the city	0.248	0.915	0.914
M2	Relax	0.464	0.912	
M3	Relieve the pressure of life or work	0.454	0.912	
M4	Seek spiritual comfort and peace of mind	0.531	0.910	
M5	Build body and improve health	0.393	0.913	
M6	Gain positive psychological experience	0.598	0.909	
M7	Enjoy the pleasant climate	0.531	0.910	
M8	Enjoy Spa	0.466	0.911	
M9	Enjoy the natural oxygen of forest	0.510	0.911	
M10	Enjoy the beautiful natural scenery	0.356	0.913	
M11	Visit the ethnic cultural landscape	0.526	0.910	
M12	Appreciate the diversity of plants and animals	0.582	0.909	
M13	Visit Tibetan Buddhist landscape	0.509	0.911	
M14	Understand the local culture and customs	0.484	0.911	
M15	Buy local products	0.438	0.912	
M16	Taste local ethnic food	0.585	0.909	
M17	Participate in activities with local ethnic characteristics	0.654	0.908	
M18	Make new friends	0.476	0.911	
M19	Able to talk about travel experiences with friends	0.534	0.910	
M20	Accompany relatives or friends	0.613	0.909	
M21	enrich life experience	0.587	0.909	
M22	Challenge yourself and increase your sense of achievement	0.589	0.909	
M23	Inspire life or work	0.687	0.907	
M24	Seeking excitement or adventure	0.629	0.908	
M25	Broaden horizon and expand knowledge	0.586	0.909	

Data source: Collation of this study

As shown in Table 1, among the 25 measurement terms of tourism motivation, the total correlation coefficient of the measurement terms of staying away from urban noise is 0.248 after revision, which is less than 0.3. Besides, the Cronbach's  $\alpha$  coefficient after deleting this clause is

0.915, which is larger than the overall Cronbach's  $\alpha$  coefficient of 0.914, so the clause should be deleted. The reason may be that with the advent of the era of mass tourism, travel has become a necessity for people. For tourists who have lived and earned a living in cities for a long time, travel is only to relax their mind and body, rather than to dislike the hustle and bustle of cities. Corrected item-total Correction (CITC) of other measurement items is greater than 0.3, and the deleted Cronbach's  $\alpha$  coefficient of the Item is smaller than the overall Cronbach's  $\alpha$  coefficient, indicating that these items have very good reliability. There is no need to delete them. Therefore, the overall Cronbach's  $\alpha$  coefficient of the 24 measurement terms of tourism motivation was 0.914, indicating that the scale had a very good reliability and was very consistent with the standards and requirements of the research.

### 3.2 Validity Analysis

According to the research needs, exploratory factor analysis was used to analyze the validity of the scale. Before factor analysis, KMO measure and Bartlett's sphere test are needed to determine whether it is appropriate to conduct factor analysis on sample data. Ma Qingguo (2002) pointed out that the KMO value was between 0.8 and 0.9, indicating that it was very suitable. If the significance probability of Bartlett's statistic value is lower than 0.01, it is suitable for factor analysis<sup>[3]</sup>. There are 24 measurement indicators of tourism motivation in this study, and the suitability of factor analysis is first judged on these index data. The test results are shown in Table 5. The KMO value is 0.881, and the significance probability of Bartlett spherical test is  $0.000 < 0.01$ , which is very suitable for factor analysis.

Table 2: KMO measure and Bartlett sphere test results

KMO sampling appropriateness test		<b>0.881</b>
Bartlett spherical test	approximate chi-square	1979.729
	df	276
	Sig.	0.000

Data source: Collation of this study

In this study, the principal component analysis method is used to extract the factors, and the maximum variance orthogonal rotation is carried out at the same time. The factors are extracted according to the previously reserved dimensions. Finally, six explanatory factors are obtained to explain the variation of 67.166% of the total variance. In order to improve the results of factor analysis, the following criteria were used to screen items: (1) items with loads lower than 0.5 on all factors were deleted; (2) delete items that become a factor alone; (3) delete the items with more than two factor loads higher than 0.5. After screening, two items that can't meet the standard will be deleted, i.e. "M17 Participate in activities with local ethnic characteristics" and "M20 Accompany relatives or friends". The reason may be that there are not many ethnic characteristic activities in Ganzi Prefecture and the popularity is not high, and the current tourists are more self-directed Tourism than passive accompanied tourism. Finally, 6 factors were composed of 22 items, and the items contained in each factor had a large load, ranging from 0.518 to 0.818, as shown in Table 3.

From the analysis results, the two items of the original observation variable "sightseeing motivation", "enjoy the beautiful natural scenery" and "appreciate the diversity of plants and animals", were classified into the factor of the original observation variable "leisure motivation", forming a new "leisure sightseeing motivation"; In the original observation variable "folk custom experience motivation", the two items "buy local products" and "taste local ethnic food" were classified into the factor of the original observation variable "social motivation", forming a new

"interaction motivation between host and guest".The item of original observation variable "folk custom experience motivation" that "Understand the local culture and customs " and two items of "sightseeing motivation" that "Visit the ethnic cultural landscape " and "Visit Tibetan Buddhist landscape " were combined into a new factor "ethnic culture experience motivation". "Health motivation" is divided into two factors, namely "recuperation motivation" and "fitness motivation".This phenomenon is acceptable for the reasons that (1) in the era of mass tourism, from sightseeing tourism to leisure vacation, but sightseeing is still an important part of current tourism.(2) When tourists go to the tourist destination, they expect to get Local experience, which is more likely to be obtained by purchasing Local products, tasting Local food, communicating and making friends with Local residents and other communication methods.(3) Health is a combination of health and health preservation, which includes physical health and mental health, while health preservation includes food health preservation and environmental recuperation.

According to the composition of the internal items of the obtained factors and the index composition of the original observed variables, the six factors are named as:self-development motivation (factor F1, representing indicators M21, M22, M23, M24, M25);motivation of interaction between host and guest (factor F2, representing indicators M15, M16, M18 and M19);leisure and sightseeing motivation (factor F3, representing indicators M2, M3, M4, M10, M12);ethnic cultural experience motivation (factor F4, representing indicators M11, M13 and M14);recuperation motivation (factor F5, representing indicators M7, M8 and M9) and fitness motivation (factor F6, representing indicators M5 and M6). The reliability of the six groups of indicators formed was analyzed respectively, and the analysis results are shown in Table 3.

Table 3: Results of exploratory factor analysis

Measurement items	factor						Cronbach's $\alpha$
	F1: self-development	F2: interaction between host and guest	F3: leisure and sightseeing	F4: ethnic cultural experience	F5: recuperation	F6: fitness	
M21	0.738						0.860
M22	0.615						
M23	0.605						
M24	0.659						
M25	0.812						
M15		0.719					0.760
M16		0.518					
M18		0.696					
M19		0.712					
M2			0.758				0.804
M3			0.818				
M4			0.682				
M10			0.584				
M12			0.550				
M11				0.754			0.773
M13				0.785			
M14				0.669			
M7					0.621		0.734
M8					0.751		
M9					0.758		
M5						0.558	0.584
M6						0.678	

Data source: Collation of this study

### 3.3 Tourist clustering analysis based on tourism motivation

In order to explore the current types of tourists in Ganzi Prefecture and analyze the differences among them, this study takes six tourism motivation factors as indicators and uses SPSS24.0 software for cluster analysis. In this study, the average value of observed variables contained in each factor was used as its index value, and K-means clustering method, which is suitable for processing large sample data, was selected for cluster analysis. Through comparison, it is found that it is reasonable to select three categories, the number of samples of each category is similar, and there is no phenomenon that one category occupies a too large or too small proportion. The results of cluster analysis are shown in Table 4 below.

It can be seen from Table 4 that the respondents can be divided into three types. Compared with the other two types, the average value of each tourism motivation factor of the first type of tourists is higher; The second type of tourists have higher mean values of leisure sightseeing motivation, ethnic culture experience motivation and recuperation motivation; for the third type, the mean value of tourists' leisure sightseeing motivation and ethnic culture experience motivation is obviously higher than other motives. In addition, the average value of leisure sightseeing motivation and ethnic culture experience motivation among these three types of tourists is relatively large.

Table 4: Mean value of six major tourism motivations of different types of tourists

tourist motivation	Type1	Type2	Type3
self-development motivation	4.41	3.58	2.43
motivation of interaction between host and guest	3.81	3.36	2.16
leisure and sightseeing motivation	4.44	3.86	3.52
ethnic cultural experience motivation	4.42	3.86	3.35
recuperation motivation	4.40	3.82	2.94
fitness motivation	3.93	3.25	2.26

Data source: Collation of this study

Zhang Hongmei and Lu Lin (2005) pointed out that according to relevant theories, consumer motivation can be divided into two categories: basic motivation and dominant motivation. The former is the general reason and motivation for people to consume, while the latter is the direct reason and motivation for people to buy products<sup>[4]</sup>. Therefore, it can be concluded that the basic motivation of the three types of tourists is leisure sightseeing and ethnic culture experience, which indicates that the main purpose of tourists to Ganzi Prefecture for mountain tourism is to relax, appreciate various landscapes and experience ethnic culture, and that the natural and cultural resources are the core attraction of Ganzi Prefecture.

Zhang Yanqing (2011) pointed out that vacationing tourists and sightseeing tourists are the main types of tourists in the leisure tourism market. Among them, the dominant motivation of sightseeing tourists is to enjoy scenic spots, experience and understand exotic customs, while the dominant motivation of vacationing tourists is to relieve pressure, relax body and mind, and improve physical and mental health<sup>[1]</sup>. According to Zhang Yanqing's research, the three types of tourists clustered in this study can be summarized as comprehensive tourists (type 1), holiday-oriented tourists (type

2) and sightseeing oriented tourists (type 3), accounting for 33.14%, 53.25% and 13.61% respectively.

#### 4. Conclusions and Suggestions

According to the tourism motivation, the tourists to Ganzi Prefecture can be divided into three categories: comprehensive tourists, holiday-oriented tourists and sightseeing oriented tourists. The six major tourism motives of comprehensive tourists are prominent, indicating that this type of tourists are mature and pay attention to all aspects of tourism. Vacation-oriented tourists have strong motives for leisure sightseeing, ethnic cultural experience and recuperation, which indicates that this type of tourists not only favor the natural and cultural scenery, but also value the excellent health resources of Ganzi Prefecture. However, the motivation of leisure sightseeing and ethnic culture experience of sightseeing oriented tourists is significantly higher than other motives, indicating that this type of tourists are mainly attracted by the natural and cultural landscape of Ganzi Prefecture and carry out sightseeing tourism activities. In addition, the motivation of leisure sightseeing and ethnic culture experience are more prominent among the three types of tourists, indicating that the natural landscape and ethnic culture of Ganzi Prefecture are prominent and popular with tourists.

From the proportion of the three types of tourists, the tourists to Ganzi Prefecture are mainly holiday-oriented tourists, followed by comprehensive tourists, and sightseeing oriented tourists account for the lowest proportion at present. This is in line with the current trend of tourism development from sightseeing to leisure vacation and the maturing change of travel consumer. Ganzi Prefecture should actively embrace and integrate into this development trend, actively develop and constantly improve leisure and vacation tourism products, and attract more tourists.

#### Acknowledgements

This work was supported by fund project: Project of Ganzi Prefecture Federation of Social Sciences "Research on the Development of Mountain Tourism in Ganzi Prefecture -- from the Perspective of Tourists' Motivation and Satisfaction" (Project Number: ZSK201816).

#### References

- [1] Zhang Yanqing. *Research on the difference of Tourist Satisfaction based on tourism Motivation [J]. Tourism Forum*, 2011, (2):24-27.
- [2] Godde P M, Price M F, Zimmerman F M. *Tourism and development in mountain regions: moving forward into the new millennium [M]*//Godde P M, Price M F, Zimmermann F M. *Tourism and Development in Mountain Regions*. New York, NY. USA: CABI, 2000: 1-25.
- [3] MA Qingguo. *Management Statistics [M]. Beijing: Science Press, 2002:320.*
- [4] Zhang Hongmei, Lu Lin. *A review of the research on tourism motivation in recent 10 years [J]. Areal research and development*, 2005, 24(2).60-69.