

Research on the Influence of Tourism Festival Brand Cognition and Perceived Value on Revisit Intention

Song Chen

Central University of Finances and Economics, Beijing, 100081, China

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Abstract: This paper thoroughly introduces the main factors influencing brand cognition and perceived value of tourism festivals. It accurately pinpoints the real impact of brand cognition and perceived value of tourism festivals on tourists' willingness to revisit. Furthermore, it scientifically elucidates the components of indicators that affect tourists' willingness to revisit. The paragraph carefully analyzes the effects of changes in brand image, perceived service value, destination image, and satisfaction level on the intention of tourists to revisit. It also delves into the influence of alterations in brand image, service value perception, destination image, and satisfaction, laying a sturdy groundwork for the comprehensive progress of the regional tourism sector in accordance with the current travel patterns of tourists.

1. Introduction

In order to enhance the regional attractiveness and increase the chances of tourists to revisit, the rapid development of regional tourism industries necessitates reasonable transformations in each tourism area. Relevant departments have conducted a scientific exploration of brand cognition and perceived value of tourism festivals. These factors have been linked to tourists' willingness to revisit, and the psychological elements influencing tourists' traveling have been detailed and regulated. By analyzing the impact of tourism festival brand cognition and perceived value on tourists' willingness to revisit, it is possible to comprehensively plan indicators of changes in the development of regional tourism industries with the assistance of appropriate data standards.

2. Main factors affecting the cognitive and perceived value of tourism festival brands

2.1. Main factors affecting tourism festival brand awareness

In determining brand awareness of tourism festivals, key factors include brand awareness, brand image, brand quality, and regional image. These factors are interrelated in their influence, necessitating a comprehensive approach. When establishing a regional tourism festival brand, it is essential to carefully assess the region's specific characteristics and effectively merge the regional image with the brand image. To bolster brand image, a strategic deployment of diverse methods is crucial for promoting the regional tourism brand, expanding brand awareness, and ultimately maintaining brand quality. It is important to note that altering brand perception of tourism festivals

involves multiple elements, and any issues with one element can significantly impact others, posing challenges to upholding a positive brand perception.

2.2. Important factors affecting tourists' perceived value

Currently, the main factors affecting tourists' perceived value are cost perception and service value perception. When travelling in the region, the psychological perceived value of tourists is mostly cost control and service quality, i.e., minimizing travel costs and maximising travel services, thus cost perception and service value perception greatly affect the willingness of tourists. If the relevant travel region wants to enhance the tourists' willingness to revisit, it should pay full attention to the cost perception and service value perception when controlling the perceived value of tourists, and bring more innovative services to the majority of tourists.

3. The actual impact of tourism festival brand awareness and perceived value on tourists' revisit intention

3.1. Define the index elements that affect tourists' intention to revisit

To comprehensively analyze the impact of tourism festival brand cognition and perceived value on tourists' intention to revisit, relevant departments have meticulously planned the index elements influencing tourists' willingness to revisit and conducted a thorough analysis of the variations in different types of index elements when exploring their value. Generally, multiple indicators influence tourists' intention to revisit, which operators can categorize into different parts, such as perceived value, brand awareness, destination image, and perception of the tourism region. Brand awareness, brand image, brand quality, and regional image are subsets of brand cognition, while perceived value pertains to cost perception and service value perception. Destination image encompasses general image, intended image, cognitive image, and emotional image, and perceptions of the tourism region include satisfaction, perceived attractiveness, previous tourism experience, and tourism motivation. Upon gaining a comprehensive understanding of the various elements that can influence tourists' intention to revisit, personnel should conduct a detailed analysis of different types of indicators to comprehend the specific impact of each on tourists' intention to revisit. Subsequently, recommendations for the regional management department should be formulated, presenting the effectiveness of suggested strategies to alter tourists' intention to revisit. The current operator is currently delving into a detailed analysis of the actual influence of brand image, service value perception, destination image, satisfaction, and tourism motivation indicators on tourists' intention to revisit

3.2. Detailed analysis of the impact of tourism festival brand awareness and perceived value on tourists' intention to revisit

3.2.1. Influence of brand image on tourists' revisit intention

When exploring the actual impact of brand image on tourists' intention to revisit, it is evident that brand image plays a crucial role in influencing tourists' decision to return. For instance, in regions with a weak branding strategy, it negatively affects tourists' interest in revisiting. When tourists engage in regional tourism, they often rely on digital platforms to research the brand image and attractions of the area. Subpar evaluations or negative brand image can significantly sway tourists' travel decisions and decrease their likelihood of returning. To address tourists' intention to revisit, one must first understand their travel objectives. A region with a weak tourism brand value will

have a diminished impact on tourists, lowering their willingness to return. Therefore, it is essential for authorities to focus on enhancing the region's tourism brand, highlighting its influence on tourists, and examining tourism indicators to better understand their impact on revisitation rates. Identifying the adverse effects of poor tourism branding on tourists' revisitation intentions, relevant departments should prioritize constructing a strong tourism brand, employing effective strategies to boost brand recognition among tourists, and continuously improving their willingness to revisit the region. By cultivating a comprehensive tourism destination and enhancing visibility through appropriate branding techniques, tourists' revisitation rates can be positively influenced.

3.2.2. Influence of service value perception on tourists' intention to revisit

The impact of service value perception on tourists' willingness to revisit is multifaceted. The perceived value of service and cost value are key factors that influence tourists' decisions to revisit a destination. As the majority of tourists' consumption capacity increases, the perceived value of service becomes increasingly significant. In today's travel landscape, tourists place a great emphasis on the service quality of a region, utilizing it to access higher-value services. Consequently, if a tourist region exhibits poor service ability, attitude, or status, it can markedly diminish tourists' perceptions of the region, ultimately reducing its appeal and inhibiting tourists' desire to return. Furthermore, there are numerous elements that affect tourists' intention to revisit. Notably, when investigating the impact of perceived value on tourists' psychology, it becomes evident that service value significantly influences travelers' travel intentions. In the digital age, tourists prioritize the experiential aspect of their journeys. Therefore, subpar service conditions can hinder the creation of a satisfactory travel experience, leading to quality-related issues for tourists. Post-trip, most tourists provide feedback on dedicated online platforms, with service value being a crucial aspect of their evaluations. In instances where service value perception is weak, overall service evaluations tend to be lower, decreasing the likelihood of tourists expressing a willingness to revisit the destination.

3.2.3. Influence of destination image on tourists' intention to revisit

Destination image plays a critical role in influencing tourists' intention to revisit a destination, whether positively or negatively. This concept comprises various components such as body image, intentional image, cognitive image, and emotional image, collectively forming an initial impression in the minds of tourists and influencing their decision to revisit. The destination image can be categorized into external and internal dimensions. The external image pertains to the portrayal of the tourism region, including its alignment with tourists' preferences and expectations. Conversely, the internal image encompasses the emotional connection between the destination and the tourists, enabling visitors to forge deeper emotional connections through their experiences in specific scenic areas. The creation of destination image significantly impacts tourists' likelihood to revisit a destination. From an external standpoint, discrepancies between the external image and tourists' expectations can substantially diminish their willingness to revisit, thereby dampening overall travel enthusiasm. Similarly, a lack of resonance between attractions and tourists' emotional sensibilities can weaken the desire of certain groups to revisit, thereby jeopardizing the overall image of the tourism region. To enhance tourists' intention to revisit, destination stakeholders must strategically develop a comprehensive destination image that caters to both internal and external facets, aligns with the preferences of the majority of tourists, and enhances the overall appeal of the destination. By doing so, the probability of tourists revisiting, their willingness to revisit, and the holistic benefits of the tourism sector can be significantly bolstered.

3.2.4. The impact of satisfaction on tourists' willingness to revisit

To enhance tourists' willingness to revisit, it is essential to maintain their satisfaction levels, which encompass various aspects such as the quality of tourist attractions and emotional services. If during a tourism festival, the relevant departments fail to deliver high-quality services or maintain the standard of tourist attractions, it will significantly diminish tourists' satisfaction and hinder their ability to provide a fair evaluation, ultimately reducing their inclination to revisit the area. Protecting the overall value of the tourism region is crucial for increasing tourists' willingness to return. Upon a detailed investigation, it was found that certain construction services within the tourism region are substandard, leading to a lack of targeted tourism products and satisfactory services from the relevant departments. This, in turn, lowers the willingness of more tourists to visit, including previous visitors who find it challenging to return, thereby impeding the overall development of the regional tourism industry and decreasing overall tourist satisfaction. To address these issues, a comprehensive approach is needed that involves integrating tourist information, understanding travelers' intentions and perceptions of the tourism region, and reassessing the state of tourism construction. By focusing on emotional services, enhancing tourist attractions, and aligning with travelers' intentions, appropriate measures can be implemented to improve tourist satisfaction and reignite their desire to travel to the area.

3.2.5. The influence of tourism motivation on tourists' willingness to revisit

When exploring tourism motivation, it is crucial to consider various factors influencing tourists' willingness to revisit a specific tourism area, as this is closely related to their experiences during the initial visit. Current tourists' willingness to revisit is strongly influenced by their level of satisfaction with the tourism area and the adequacy of their available travel time. For instance, tourists with a longer rest time and higher disposable income are more likely to express a desire to revisit a destination they enjoyed. Conversely, if tourists find the tourism area unsatisfactory and lack sufficient time for a complete exploration, their willingness to revisit is likely to diminish. Additionally, tourists' emotional state plays a significant role in shaping their desire to revisit a destination. When tourists engage in family travel, the overall experience is often enhanced, leading to a positive impact on their psychological disposition and increasing the likelihood of future visits. However, fluctuations in tourists' emotions during their initial visit can negatively affect their perception of the tourism region and weaken their overall experience, thereby reducing their willingness to revisit. Efforts to increase tourists' willingness to revisit should involve a comprehensive analysis of their specific travel situations. Utilizing effective network platforms to understand the motivations of the majority of tourists and identifying their preferences can help in tailoring strategies to enhance their willingness to return. Engaging with positive feedback from satisfied tourists through targeted communication and exchanges can further boost the desire of potential visitors to revisit the area. By leveraging network platforms for efficient communication, tourism stakeholders can attract more tourists and establish a strong foundation for promoting the tourism festival brand in the region.

3.3. Effective methods to optimise and improve the cognitive and perceived value of tourism festival brands

In order to enhance the cognitive and perceived value of the tourism festival brand and promote tourists' willingness to revisit, relevant departments should consider several key suggestions after conducting a thorough analysis of the index elements influencing repeat visitation. Firstly, a holistic approach should be taken to cultivate the overall image of the tourism region. This involves

integrating tourism products and brands to bolster the regional tourism brand's influence and cater to the increasing demand for repeated visits in the area. Secondly, the departments should implement a network technology platform that utilizes appropriate data analysis software to comprehensively assess tourists' profiles, including factors such as age, gender, travel preferences, and itineraries. By segmenting tourists based on their interests, the departments can explore ways to enhance revisit intentions through tailored offerings and potentially reconfiguring the tourism region's attractions. Additionally, efforts should be made to educate tourists about the tourism area, continuously improving their understanding and ultimately increasing their willingness to revisit. Furthermore, employing targeted brand promotion activities for the tourism region is essential. This may involve organizing brand introduction sessions and showcasing the unique features of the region to potential visitors. By aligning tourists' preferences with the distinct characteristics of the destination, their propensity to revisit can be significantly heightened. Regular updates to the tourism region's online platform are also crucial for monitoring branding strategies effectively. By adapting product offerings to meet tourists' evolving needs and introducing new attractions, the region's appeal can be amplified, ensuring that tourists are emotionally engaged during their travels and fostering a strong desire to return. By enhancing repeat visitation intentions, regional tourism industry growth can be further stimulated.

4. Conclusions

To enhance the willingness of regional tourists to revisit, it is important for relevant departments to reasonably analyze the travel psychology of different types of tourists. This involves incorporating indicators such as travel motivation, satisfaction, destination image, service value, and brand image into the analysis of the impact. By doing so, it will improve the understanding of the majority of tourists. Furthermore, in order to comprehensively build the image of the destination, it is essential to analyze the needs of tourists by utilizing appropriate network platforms. Through this approach, standardized services that meet the tourists' needs can be provided effectively, ultimately increasing their willingness to revisit.

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