

High-Quality Development of Mountain Tourism in Guizhou Province Based on Tourist Experience—Taking Wanfenglin Scenic Area as an Example

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Abstract: Guizhou Province, as a rich area of southern Chinese mountain tourism resources, boasts unique karst topography, rich ethnic culture, and ecological resources, providing excellent conditions for Guizhou's mountain tourism. With the rapid development of the tourism industry, visitor experience has become an important indicator for predicting tourists' intention to revisit. This paper takes the Wanfenglin Scenic Area in Qianxinan Prefecture, Guizhou Province, as the research object, and from the perspective of visitor experience, collects 247 questionnaires through field research. The analysis of the questionnaires reveals that tourists have a generally positive experience in six dimensions: communication environment, vacation security, vacation facilities, landscape aesthetics, vacation atmosphere, and product quality. Regression analysis shows that vacation facilities, vacation atmosphere, and product quality have a significant impact on tourists' intention to revisit. Based on these findings, corresponding strategies are proposed, which have certain reference significance for promoting the high-quality development of Guizhou's mountain tourism.

1. Introduction

During the "14th Five-Year Plan" period, China has entered a new stage of development, and tourism has become an important field to practice the concept of "green water and green mountains are gold and silver mountains". Under the premise of strictly protecting the ecology, various regions have scientifically and reasonably promoted the realization of the value of ecological products, and have taken a characteristic tourism road that prioritizes ecology and green development. Guizhou Province has actively responded to the national call, and the Communist Party of Guizhou Province and the People's Government of Guizhou Province issued the "Opinions on Promoting the High-Quality Development of the Tourism Industry and Accelerating the Construction of a Colorful Guizhou Tourism Strong Province", pointing out the need to focus on promoting the

industrialization development of tourism. In terms of accelerating the improvement of mountain tourism products, it is necessary to optimize traditional business formats, innovate products and service methods, cultivate new business formats, new products, and new models, and promote the transformation and upgrading of the tourism industry. According to data released by China Daily on September 26, 2021, the area of mountains, hills, and plateaus in China accounts for 69% of the total land area, and among more than 200 national-level scenic spots, mountain scenic spots account for more than 90%, and mountain-type 5A-level scenic spots account for more than 50% of the total. Although China's mountain tourism started relatively late, it has risen rapidly in recent years with the advantage of resources and basic advantages. Mountain tourism is not only combined with culture, health preservation, and leisure vacation, but also takes advantage of new media traffic, quickly capturing the hearts of young people, forming a unique "Chinese model". Data released by the Ministry of Culture and Tourism of the People's Republic of China show that mountains and hills in Guizhou account for 92.5% of the province's area, known as the "Mountain Park Province", and the province has rich mountain tourism resources such as peak forests, sinkholes, canyons, and caves, providing unique conditions for the development of mountain tourism in Guizhou. At present, Guizhou is vigorously exploring "mountain tourism +", and the positioning of 9 integrated development mountain tourism functional areas is clearer. Among them, the Qianxi Nan "Outdoor Sports + Vacation Health Preservation " tourism functional area, based on the integration of culture, sports, and tourism development, focuses on resources, tourists, and services, fully explores the advantages of resources, continuously enriches the cluster of formats, and strives to create an outdoor sports paradise. The quality and efficiency of Guizhou's mountain tourism have been further improved, gradually forming a mountain tourism industry with Guizhou characteristics, and mountain tourism has become an important support and handle for the development of Guizhou tourism. Foreign scholars have conducted research from the perspectives of mountain adventure tourism [1], mountain ecotourism [2], mountain rural tourism [3], and mountain sports tourism [4], including the development and management of mountain tourism destinations, mountain tourism community research, the impact of mountain tourism, and the behavior of mountain tourists [5]. Domestic scholars mainly conduct research from the direction of mountain resource analysis, tourism development, and sustainable development of mountain tourism [6], focusing on the personalized needs and diversified experiences of tourists, exploring multiple dimensions of experience content such as natural aesthetics appreciation, adventure activities, cultural immersion, and social interaction [7]. The intention to revisit refers to the psychological tendency of tourists to return to a place for another visit after experiencing a certain tourism activity, reflecting the individual's loyalty to the travel destination [8]. Gyte & Phelps found through their survey that tourists have a willingness to travel repeatedly after completing a trip. Baloglu and Erickson, in their survey of international tourists in the Mediterranean, discovered that some visitors expressed a desire to travel again to places they had already visited [9]. With the construction of Guizhou as a world-class tourist destination and the promotion of high-quality tourism development, Guizhou mountain tourism is becoming an important tourism sub-market. Mountain tourism emphasizes the participation, interaction, and experience of tourists, so the tourist experience will become a key indicator of the success of mountain tourism destinations. Based on this, this study selects Wanfenglin Scenic Area as a case to study how to further improve the tourist experience in the face of increasing tourism demand and market competition, Enhancing tourists' intention to revisit and achieve the high-quality development of mountain tourism in Guizhou Province.

2. The Current Situation of Mountain Tourism Development in Guizhou Province

2.1. Abundant Mountain Resources

Mountains and hills in Guizhou Province account for 92.5% of the province's area, with mountain ranges such as Daloushan, Wuling Mountain, Miao Ling, and Wumeng Mountain, as well as world natural heritage sites like Fanjing Mountain and Libo Maolan Karst, and tourist attractions such as Huangguoshu Waterfall and Da Xiaoqikou. Known as the "Mountain Park Province", Guizhou makes full use of its rich mountain landscape resources and combines them with local ethnic cultures such as Miao stilted buildings, Yi Torch Festival, Buyi Mountain Songs, and Tonggu Dance, bringing a rich experience to tourists and showing the cultural depth of Guizhou's mountain tourism and mountain landscape. The province actively promotes the "Mountain Park Province · Colorful Guizhou Wind" brand, striving to become a world-class mountain tourism destination.

2.2. Rapid Development of Mountain Tourism

According to preliminary estimates of the national cultural relics and tourism statistical survey system, in 2023, the province received a total of 636 million tourists, achieving a tourism revenue of 740.456 billion yuan, with a year-on-year increase of 29.2% and 41.2%, respectively. This indicates that Guizhou's mountain tourism market is growing rapidly, with a significant increase in the number of tourists and tourism revenue. In 2017, the International Mountain Tourism and Outdoor Sports Conference was held, and the International Mountain Tourism Alliance was officially established in Guizhou, becoming one of the three major international tourism organizations in China and the only one headquartered in Guizhou. At the same time, the State Sports General Administration approved the construction of the National Sports Tourism Demonstration Zone in Guizhou, making Guizhou a well-known brand for international mountain tourism and outdoor sports exchange and cooperation. In 2024, the Wanfenglin Half Marathon was successfully held, and a series of local characteristic running events such as cross-country running, rural pastoral running, industry running, and parent-child fun running have been continuously developed, attracting many runners at home and abroad. Guizhou Province, supported by "9+2+2" key tourism resources, comprehensively promotes the upgrading and transformation of Guizhou's tourism formats from various aspects such as scenic spot construction, accommodation, catering, merchandise, performing arts and entertainment, format innovation, and cultural tourism integration, striving to achieve a new leap in the tourism industry.

2.3. Mountain Tourism Promotes the Continuous Emergence of New Formats

In terms of tourism product innovation, Guizhou has continuously launched new products and new ways of playing such as Xingyi paragliding, Xingyi mountain cross-country, Liupanshui outdoor rock climbing, Bijie Zhijin cave exploration, Guiyang Hou'er Tiankeng bungee jumping, and Zunyi wing suit flying, meeting tourists' needs for thrilling and adventurous experiences. The promotion of internet celebrity projects has activated the new market, such as the travel photography, cave camping, and cave exploration in Wanfenglin Scenic Area, attracting a large number of young tourists and promoting mountain tourism from niche to mass. The development of mountain tourism in Guizhou has excavated and utilized unique mountain tourism resources, promoting the continuous emergence of new tourism formats.

2.4. Services Face Challenges

Guizhou's mountain tourism services have achieved significant results, with continuous improvement of transportation facilities, making it more convenient for tourists to reach mountain tourist attractions; characteristic ethnic style accommodation provides unique experiences for tourists; catering types are diverse and have local characteristics; scenic spot facilities and the attitude and communication efficiency of service personnel can basically meet tourist needs. However, there are still some problems, such as traffic congestion in remote mountain tourist attractions, tight accommodation in scenic spots, non-uniform service standards for characteristic accommodation, and incomplete safety guarantees, insufficient maintenance of scenic spot facilities, and lack of professional knowledge of service personnel. Guizhou needs to further optimize mountain tourism services and improve the overall tourism experience of tourists to better promote the development of the mountain tourism industry.

3. Current Status of Mountain Tourism Tourist Experience

3.1. Profile of the Case Area

Wanfenglin Scenic Area is located in Xingyi City, Guizhou Province, with a total area of approximately 2,000 square kilometers. It is renowned for its extensive karst peak forest landscape and is known as the "Wonder of the World". In October 2005, the "Beauty of China" Expert Committee of China's "National Geography" magazine rated Wanfenglin as one of "China's Five Most Beautiful Peak Forests". In March 2024, the Xingyi National Geopark, with Wanfenglin Scenic Area as its core, was selected as a "World Geopark" by UNESCO. The scenic area is densely packed with peaks of various shapes, making it a unique tourist destination praised as the "World Mountain Tourism Destination and Outdoor Sports Paradise". The fusion and collision of mountain culture, ethnic culture, and historical culture in Wanfenglin Scenic Area has given rise to a unique tourist destination. The selection of tourists from this scenic area for the questionnaire survey makes this study representative.

3.2. Data Collection and Analysis

3.2.1. Data Collection

The measurement scale for tourist experience was adapted from the tourist experience value scale by scholar Guo Huicong[9]. The scale divides tourist experience into six dimensions: communication environment, vacation security, vacation facilities, landscape aesthetics, vacation atmosphere, and product quality, with a total of 31 items. The scale uses a 7-point rating method (from strongly disagree to strongly agree, rated 1-7). The research team conducted field research in Wanfenglin Scenic Area, Xingyi City, Qianxinan Prefecture, Guizhou Province, from June to July 2024, using random sampling to distribute 282 questionnaires, and 247 valid questionnaires were recovered, with an effective rate of 87.59%.

3.2.2. Demographic Statistical Analysis

Analysis of the 247 valid sample data revealed that the majority of tourists came from the southwest direction, accounting for 45.7%, while tourists from the north and east directions accounted for 26.7%. The rest came from the south, central, and northwest directions. The age group was mainly middle-aged and elderly over 50 years old, accounting for 80.6%, with a generally high level of education. Apart from students, the income level was mainly middle to upper.

Although more than half of the tourists were first-time visitors, there were also many repeat visitors who had a certain understanding of the natural and social environment of Wanfenglin Scenic Area in Qianxinan Prefecture and have a certain perception of mountain tourism, making them ideal research subjects.

3.2.3. Reliability and Validity Testing of the Questionnaire

This study used SPSS 24.0 to test the reliability and validity of the recovered valid data. Through reliability analysis, the Cronbach's alpha coefficients for all latent variables in the questionnaire ranged from 0.870 to 0.961, and the composite reliability ranged from 0.881 to 0.982, all exceeding 0.7. According to questionnaire analysis the KMO value for tourist experience was 0.975, greater than the reference value of 0.6. The Bartlett's test of sphericity for tourist experience had a p-value of less than 0.001, indicating that the chi-square value was significant at the 0.001 level, demonstrating that the questionnaire had a certain degree of reliability and validity.

Table 1: Current Status of Tourist Experience

Overall dimension	Dimension	Dimension mean	Dimensional accuracy	Grand mean	Total standard deviation
The visitor experience	Communication Environment	5.998	1.059	6.0317	1.0684
	Holiday Guarantee	6.073	1.036		
	Vacation facilities	5.942	1.118		
	Landscape Aesthetics	6.24	1.0076		
	Vacation atmosphere	6.037	1.0605		
	Product quality	5.9	1.129		

3.3. Overall Good Tourist Experience in Wanfenglin Mountain Tourism

3.3.1. Tourists have a good experience with the communication environment.

The communication environment refers to the surrounding environment and conditions during communication, including both the overall social environment indirectly related to individuals and the regional environment directly related to individuals. Specifically, this study refers to the behavior of tourists, service personnel, and local residents, the communication between tourists and scenic area residents, the cultural quality of residents, and the extent to which service personnel meet the needs of tourists. According to Table 1, the dimension mean is 5.998, and the dimension standard deviation is 1.059, indicating that the scenic area service personnel strive to meet the needs of tourists, and tourists are satisfied with the service of Wanfenglin Scenic Area personnel. The attitude of scenic area residents towards tourists is friendly. However, in the communication environment, the item regarding the behavior of scenic area service personnel has the lowest mean score of 5.999, indicating that tourists believe the professionalism of scenic area service personnel is somewhat lacking and that their professionalism in mountain tourism scenic areas is not well-reflected during service.

3.3.2. Tourists have a high level of satisfaction with vacation security

Vacation security refers to a series of security measures and services provided to ensure the safety and rights of tourists during their vacation. This study focuses on the safety facilities in the

scenic area. According to Table 1, the dimension mean is 6.073, and the dimension standard deviation is 1.036, indicating that tourists recognize the safety facilities in the scenic area. The item regarding the presence of tour guide signs in the scenic area has a standard deviation of 0.983, within 1, indicating that tourists unanimously believe that the tour guide signs in Wanfenglin Scenic Area are clear and appropriately set, further enhancing their vacation security experience.

3.3.3. Tourists have a high level of satisfaction with vacation security

Vacation facilities refer to the facilities and services provided to tourists for accommodation, dining, health care, leisure, and entertainment. Specifically, this study refers to the diversity of projects, facilities provided, and scientific research value. According to Table 1, the dimension mean is 5.942, and the dimension standard deviation is 1.118, indicating that tourists are satisfied with the completeness of the scenic area facilities. The clean and tidy facilities in the scenic area enhance the tourists' experience. The item regarding the diversity of mountain vacation projects in the area has a standard deviation of 1.225, indicating that tourists have varying opinions on the diversity of mountain tourism projects, suggesting that the mountain tourism projects lack strong targeting.

3.3.4. Tourists have a good experience in terms of landscape aesthetics

Landscape aesthetics refers to the scenery or objects in the environment that have aesthetic attributes and value. Specifically, this study refers to natural climate conditions, ecological environment conditions, and landscape beauty. According to Table 1, the dimension mean is 6.24, and the dimension standard deviation is 1.0076, indicating that the improvement of mountain tourism experience largely depends on the local mountain ecological environment conditions. Additionally, the mean scores of various items in the landscape aesthetics experience are similar, indicating that tourists' landscape aesthetics experience is based on a comprehensive perception of mountain natural climate conditions, mountain ecological environment conditions, and mountain landscape beauty.

3.3.5. Tourists find the vacation atmosphere quite comfortable

Vacation atmosphere refers to a specific atmosphere created in the vacation area to provide tourists with a relaxing and enjoyable vacation experience. Specifically, this study refers to the creation of a vacation atmosphere, tourists' emotional experience, and stress relief. According to Table 1, the dimension mean is 6.037, and the dimension standard deviation is 1.0605, indicating that tourists' evaluations of these aspects are relatively consistent and have small fluctuations. It can be inferred that tourists are generally satisfied with the vacation atmosphere of the area, but there is still room for improvement. The item regarding the atmosphere of mountain vacations in the area has a mean score of 6.12, indicating that tourists highly recognize the atmosphere of the mountain vacation area, with a standard deviation of 1.029, indicating that tourists' evaluations of this dimension are relatively concentrated, with a high degree of consensus despite some differences. The analysis of the vacation atmosphere dimension shows that the mountain tourism area has done quite well in creating a positive vacation experience, but attention still needs to be paid to balancing the number of tourists and further enhancing the fun and friendliness of activities to improve overall tourist satisfaction.

3.3.6. Tourists find the product quality quite reliable

Product quality refers to the total characteristics and features of a product that meet specified

needs and potential needs. Specifically, this study refers to the quality of dining, accommodation, layout of rest areas, and pricing levels in the scenic area. According to Table 1, the dimension mean is 5.9, and the dimension standard deviation is 1.129. The item regarding the orderly mountain vacation activities in the scenic area has a mean score of 5.99, and the item regarding the pricing levels in the scenic area has a mean score of 5.85. This reflects that tourists generally believe that the scenic area has done well in organizing and arranging mountain vacation activities, but there is still room for improvement in pricing. Additionally, the standard deviations of all items are around 1, indicating that tourists' evaluations are relatively concentrated, with no significant polarization. Overall, tourists hold a positive attitude towards the product quality experience of the scenic area, but there is still room for improvement.

4. Exploring the impact of tourist experience on the willingness to revisit

For the sake of simplicity and convenience, the following variable names are abbreviated in English letters, such as Communication Environment (CE), Holiday Guarantee (HG), Vacation Facilities (VF), Landscape Aesthetics (LA), Vacation Atmosphere (VA) Product Quality (PQ).

Table 2: Regression Analysis Table

Dimension		Unstandardized coefficients		Standardized coefficient	t	Significance	Collinearity statistics	
		B	Standard Error	Beta			Tolerance	VIF
Willingness to revisit	(Constant)	0.051	0.309		0.165	0.869		
	Communication Environment	0.129	0.108	0.100	1.198	0.232	0.191	5.233
	Holiday Guarantee	0.035	0.110	0.028	0.320	0.749	0.174	5.732
	Vacation facilities	0.229	0.110	0.189	2.075	0.039	0.160	6.265
	Landscape Aesthetics	0.068	0.088	0.054	0.770	0.442	0.275	3.635
	Vacation atmosphere	0.419	0.139	0.330	3.021	0.003	0.111	8.978
	Product quality	0.520	0.104	0.442	4.999	0.000	0.170	5.871

Regression: $WR = -0.051 - 0.129 \cdot CE + 0.035 \cdot HG + 0.229 \cdot VF - 0.068 \cdot LA + 0.419 \cdot VA + 0.520 \cdot PQ$

According to Table 2, it can be seen that the above regression equation shows that the larger the non standardized B value, the greater the influence of the independent variable on the dependent variable. Among them, the product quality in tourist experience has the greatest impact on tourists' willingness to revisit, that is, for every unit change in product quality, there is a 52.0% change in tourists' willingness to revisit. The communication environment in tourist experience has the least impact on tourists' willingness to revisit. The change in communication environment results in a 12.9% decrease in tourists' willingness to revisit for one unit. According to the regression analysis results, the P-values of vacation facilities, vacation atmosphere, and product quality are less than 0.05, indicating that vacation facilities, vacation atmosphere, and product quality have a significant impact on tourists' willingness to revisit. And the VIF values of all independent variables are less than 10, so there is no multicollinearity between the independent variables. Secondly, by observing the PP plot, it was found that the residuals roughly fall on the diagonal, indicating that the residuals follow a normal distribution and meet the prerequisite for regression analysis. In the dimension of tourist experience, vacation facilities, vacation atmosphere, and product quality have a good explanatory power on tourists' intention to revisit, with high standardized coefficients and significant t-values, indicating that these independent variables have a significant impact on tourists'

intention to revisit.

5. Pathways for High-Quality Development of Mountain Tourism in Guizhou Province Based on Tourist Experience

5.1. Deep Integration of Mountain Culture and Tourism, Enriching the Depth and Breadth of Mountain Tourism Product Experience

Leveraging the unique mountain tourism resources and climatic characteristics of Guizhou, product innovation should be carried out to ensure events in all seasons and themes every month, thereby addressing the issue of uneven tourist market seasons. Continuous development of diverse mountain tourism products is necessary to better attract and retain tourists. At the same time, local ethnic culture should be continuously explored to enhance the interactivity and participation of cultural experience activities. For example, by leveraging ethnic festival activities and ethnic song and dance, community residents should be encouraged to actively participate in tourism co-construction. In addition, traditional handicrafts and intangible cultural heritage experience activities should be explored, allowing tourists to personally create ethnic handicrafts such as weaving, tie-dyeing, and carving. Through these experiences, tourists can understand the history and skills behind the crafts, stimulating their love for ethnic culture and promoting cultural heritage and development. By integrating ethnic culture into the design and development of mountain tourism products and achieving immersive experiences through deep interaction between hosts and guests, the depth and breadth of tourist experiences can be enriched, promoting the high-quality development of mountain tourism in Guizhou.

5.2. Improving Infrastructure and Services, Creating a Good Experience Environment and Atmosphere

From the two dimensions of tourist experience product quality and vacation facilities, the development of mountain tourism requires further improvement of infrastructure investment and improvement of transportation conditions inside and outside the scenic spots. Traffic facilities should be optimized, public transportation routes increased, surrounding environmental hubs connected, and sightseeing walkways and bicycle paths constructed to allow tourists to integrate into the scenic area. The quality of catering and accommodation services should be improved, the layout of rest areas planned reasonably, the transparency of scenic spot pricing levels increased, and the quality and reliability of mountain tourism products ensured. Intelligent service systems should be introduced, and a comprehensive tourist opinion collection and feedback mechanism established. By collecting tourist opinions through various channels, such as online questionnaires and on-site interviews, the needs of tourists can be accurately grasped, improving tourist convenience. At the same time, the professional level of scenic spot service personnel should be continuously improved, with regular training and service level enhancement to provide tourists with a better experience during their visit, thereby increasing tourist satisfaction and loyalty to the tourist destination. Especially since mountain tourism products are seasonal, a good tourism environment will increase the likelihood of tourists revisiting, thereby enhancing the foundation for the high-quality development of mountain tourism in Guizhou.

5.3. Parallel Development of Ecological and International Perspectives, Taking the Brand Mountain Tourism Marketing Path

Green water and green mountains are gold and silver mountains. The development of mountain

tourism in Guizhou should rely on Guizhou's tourism ecological resources and advantages. Field research has shown that the main motivation for tourists to choose mountain tourism is their love for Guizhou's beautiful mountains and waters. Some tourists from other places have claimed, "Guizhou is a virgin land; these mountains and waters are natural, and the natural is beautiful." The project has received endless praise from tourists for Guizhou's ecology and climate. They are eager to get close to nature, relax, participate in outdoor sports, and experience the culture of ethnic minorities. This has allowed us to firmly follow the "two mountains" path. Scenic spots should focus on ecological protection, manage and utilize mountain resources scientifically, reduce environmental pressure, and achieve harmonious coexistence between humans and nature to better enhance landscape aesthetics and promote ecological sustainable development. At the same time, relying on the Xingyi National Geopark with Wanfenglin Scenic Area as its core, which has been selected as a "World Geopark" by UNESCO, and brands such as the International Mountain Tourism and Outdoor Sports Conference, the international reputation and influence of the scenic spot have been further enhanced. At the same time, relevant departments should strengthen exchanges and cooperation with international tourism organizations to continue efforts to promote the international development of mountain tourism. Utilize social media, short videos, and other platforms to increase publicity, attract more tourists, and carry out brand marketing through more and more brand projects such as hiking adventures, mountain feature line cycling, and stargazing camping, to further maintain the international influence of mountain tourism in Qianxinan Prefecture, and promote the high-quality development of mountain tourism in Guizhou.

6. Conclusions

This study, from the perspective of tourist experience, examines the current state of tourists' mountain tourism experiences across six dimensions: communication environment, vacation security, vacation facilities, landscape aesthetics, vacation atmosphere, and product quality. The development of Guizhou's mountain tourism is the result of the collaborative efforts of multiple parties. Policy support is a safeguard, guiding investment and improving infrastructure to create a favorable environment for the development of mountain tourism. Resident participation is key; they are not only cultural inheritors but also providers of tourism services, and their active involvement can enhance tourists' sense of place attachment. The integration of culture and tourism is the soul, closely combining unique mountain culture with tourism activities to enrich tourists' perceptions. Corporate social responsibility is indispensable, focusing on environmental protection during development, which can promote tourists' pro-environmental behaviors. These factors profoundly influence the quality and sustainability of Guizhou's mountain tourism, helping to deeply understand the internal development mechanisms of mountain tourism. They provide comprehensive guidance for the high-quality development of Guizhou's mountain tourism, creating a more charming and environmentally friendly experience.

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