

Factors affecting Tourism Behavior of Rural Tourism in China

Wang Li

City University Malaysia, 202101060017@student-city.edu.my

ABSTRACT

Many tourism studies have shown that travelers and tourism industry participants are the most important contributors to the image of a location in the tourism business. Considering the potential to find possible links between motivation, rural tourism destination image and tourist satisfaction. The main objective of this paper is to review the literature on the variable that affects tourist behavior based on (motivation, image and satisfaction) that can improve the developments especially in rural tourism in China and to find the most influence variables.

Keywords: *Tourism Behavior, Rural Tourism, China.*

I. INTRODUCTION

Rural word originally from late Latin. Late Latin word *rus*, *rur* means country. They changed to *Ruralis*. Rural words come in late Middle English from old French and late Latin. Rural area means all the housing or land that is non-urban or place that is outside of cities and towns. The place that has people, land and farm. This place has a few buildings and houses. While tourism meaning is the behaviour and activity that spending time away from home to take a deep breath. This activity can make people more relaxed and calmer. This activity can make profit to the economy while providing commercial service.

The research topic our group chose is "The most influence behaviour of the tourist in sustainable rural tourism". This study originally was conducted in Spain about the most influence behaviour of the tourist in sustainable rural tourism. So, we continue this study and do the research on rural tourism in China.

It has been difficult to convert rural resources into tourism capital, especially in the context of the environment, society, and economy. This is owing to the fact that in a rural context, stakeholders must take the initiative to participate in the decision-making process. As a result, it is unavoidable to set guidelines to support a perspective that strikes an adequate balance between the many objectives and requirements of a sound rural tourism policy.

Rural tourism in China can help tourists and local inhabitants through economic regeneration by allowing families to continue their traditional family activities. Rural tourism has the ability to enhance visitor numbers in the area, hence raising awareness of local products. The benefits of embracing sustainable development policies and strategies are examined in this article, which looks at the relationship between rural tourist resources and the benefits of adopting sustainable development policies and plans. Using China as a case study, this paper goes into greater detail about rural sustainable development by developing rural resources as "tourist capital" based on environmental economics principles (Pearce and Turner 1992).

II. LITERATURE REVIEW

A. *Sustaiuable Rural Tourism*

Due to the addition of the idea of sustainability to tourism in order to mitigate the negative consequences encountered throughout the tourist development process, sustainable tourism has become a desirable aim in tourism development. Tourism is considered as an activity that helps towards the growth of rural communities both directly and indirectly. However, this growth must be long-term. To accomplish this, relevant policies that have a good economic, social, and cultural impact on these sectors must be established. All of this is in line with the United Nations' Sustainable Development Goals. Sustainable rural tourism refers to activities that help rural regions flourish economically and socially while respecting the environmental ecosystem and human customs. It helps to achieve some goals, such as the preservation landscapes, local customs and individuality, and the long-term growth of the local economic and tourism sector (Podovac & Jovanović Tončev, 2016). This research will look at how rural tourism may help establish and execute policies that encourage sustainable tourism that supports local culture and goods. The factors that have the greatest impact on visitor behaviour, motivation, destination image, and satisfaction will be examined. The growth of tourism activities in rural regions can have proven beneficial consequences, such as improved quality of life for inhabitants, job generation, historical heritage preservation, business network development, and

enhancement of the region's public image. Furthermore, there may be additional beneficial consequences from the growth of rural tourism, such as the chance to increase the natural environment's value, upgrades to public transportation networks or public amenities, and the activation of cultural contacts. However, there may be negative consequences, such as congestion in public spaces and amenities, disruption of local residents' life, soaring property ownership prices, safety issues, environmental damage, increased waste, and resource abuse.

Most writers describe rural tourism by outlining important rural tourism activities such as farm-based tourism, nature-based tourism, adventure tourism, wellness tourism, spiritual tourism, and nostalgia tourism. Tourism, historical tourism, cultural tourism, agrotourism, and ecotourism are all terms used to describe different types of tourism. (Rosalina, P.D., et al.) Furthermore, via active local community empowerment and engagement, it may be claimed that rural tourism attempts to revitalise rural resources for local socio-economic advantages and environmental sustainability. 137 in rural regions, as well as other associated activities (., Kaptan Ayhan et al.,2020; Roberts & Hall, 2004), establishing a common definition of rural tourism is essential, a challenge (Lane & Kastenholz, 2015). It's difficult to get data on the expansion of rural tourism. Rural tourism has accounting definition issues; definitions vary by nation, tourist operations are frequently merged with other activities, and tiny rural firms are sometimes classified as part of the grey economy.

B. Motivation of Rural Tourism

Tourists are driven by their own desires to visit areas where they believe their requirements will be met. (Leiper, 1990). The push motives have been found to be beneficial in describing travel desires since they are recognised as the beginning point for analysing tourist behaviour (Crompton, 1979). Once a travel selection has been made, pull factors are location-specific characteristics that entice travellers to a given place. A few rural tourism segmentation studies have attempted to determine what drives people to choose a rural tourism vacation. Motivation segmentation (Park & Yoon, 2009) and benefit segmentation studies (e.g., Frochot, 2005; Kemperman & Timmermans, 2006; Sarigöllü & Huang, 2005) have been popular, in which visitors are divided into groups based on the advantages they seek. Kemperman and Timmermans (2006) and Leisen's (2001) picture segmentation study both deal with advantages desired in a rural sort of location. Several research on consumer value in tourism (Duman & Mattila, 2005; Gallarza & Gil, 2008; Komppula, 2005; Sánchez, Callarisa, Rodriguez, & Molinar, 2006; Tapachai & Waryszack, 2000) look at push and pull variables. Visitors are separated into groups depending on the benefits they want in motivation segmentation (Park & Yoon, 2009) and benefit segmentation research (Frochot, 2005; Kemperman & Timmermans, 2006; Sarigöllü & Huang, 2005).

Both Kemperman and Timmermans (2006) and Leisen's (2001) picture segmentation studies deal with the benefits desired in a rural setting. Several studies on tourist consumer value (Duman & Mattila, 2005; Gallarza & Gil, 2008; Komppula, 2005; Sánchez, Callarisa, Rodriguez, & Molinar, 2006; Tapachai & Waryszack, 2000) examine push and pull variables. According to Park and Yoon (2009)'s findings in Korea, rural tourism is a very diverse industry with a wide range of visitor demands and expectations. The key distinguishing motivational topic among rural travellers was relaxation, which reflected an essential emotional element. The relaxation aspect included things like feeling rejuvenated, getting away from a stressful work, resting away from the usual, not feeling rushed, and being physically active and at ease when away from home.

Mak, Wong, and Chang (2009) looked into the underlying variables that drive people to seek out spa experiences. An instrument with 21 motivating items was devised and utilised in a survey of Hong Kong spa-goers based on the findings of a focus group interview and a literature review. The most important motivators from the individual items were Seek Physical Relaxation, Pamper Oneself, Reward Oneself For Working Hard, Seek Mental Peacefulness, Get Away From the Pressures of Work and Social Life, and Improve Overall Health. According to Mak et al. (2009), luxury does not appear to be an essential feature of a spa experience, as Indulge in Luxurious Experience was only ranked as the tenth most significant motivating reason, behind Seeking Spiritual Refreshment and Getting Away From Daily Routine. The highest mean score of the five variables revealed was Relaxation and Relief, which was regarded the most essential of the motivational reasons for spa-goers.

C. Image of Rural Tourism

Although it is widely accepted that destination image is a key and influential aspect of the traveller's decision-making process (Choi et al., 2007), there appears to be no consensus over its precise definition (Tasci, 2007). There is agreement among recent researchers that the image construct consists of two key components: cognitive/perceptive and affective evaluations. Cognitive evaluation refers to beliefs and knowledge about a destination whereas affective evaluation refers to feelings about a destination (Baloglu and McCleary, 1999; Frias et al., 2007; Beerli and Martin, 2004). This combination of the two factors results in an overall image that can be Importance of destination image analysis 489 positive or negative (Frias et al., 2007).

Echtner and Ritchie (1993) proposed that a destination's image is made up of two components: individual attributes such as climate, attractions, facilities, and locals' friendliness, as well as more holistic impressions such as mental pictures and feelings toward a destination, based on their review of previously published studies. Furthermore, each of these components comprises both functional and psychological characteristics, which are more obvious.

There is also a dimension of destination image that Echtner and Ritchie feel was previously missed, namely that pictures may be put on a common/unique continuum, consisting of similar functional and psychological characteristics. Transportation and other qualities that may be assessed across destination photographs sorts of accommodations, as well as other distinctive traits, such as natural beauty. The Grand Canyon, for example, or auras and atmospheres, such as the zen temple, Kyoto's gardens are examples of such characteristics. According to previous research, branding and positioning are critical in any organisation because they influence customer decisions (Lopes, 2011), and tourism positioning is viewed as a way to differentiate one location from others while maintaining its own uniqueness. As a result, governments are diverting funds to tourism sites in order to improve the destination's image and attractiveness, making it more appealing to travellers (Sumaco & Richardson, 2011). However, tourism development should include the views of local populations in order to get a better knowledge of their perspectives, attitudes, and values in order to compensate for any detrimental social and cultural effects that tourism may have had, notwithstanding its economic advantages.

D. Satisfaction of Rural Tourism

"Tourism satisfaction," according to Baker and Crompton (2000), is the visitors' emotional condition following a visit. This is supported by Khuong and Luan (2015), who state that the degree to which a product or service fulfils a person's wants is important in determining satisfaction, and that this must be factored into the calculation. Furthermore, Bigné et al. (2001) claimed that the image of a place will impact expectations before to a visit, while the evaluation of the experience at that location will influence and change the image. This proves that perception and tourist satisfaction are crucial in determining the location of a specific destination. As a result, understanding visitors' perceptions and local actors' expectations is a big issue for the sector in this dynamic. Given that consumers are becoming increasingly aware and capable of comprehending and evaluating the services offered, it is critical for industry players to grasp what their customers expect of them in order to remain competitive in the market. The research found that 'accommodation and catering,' 'destination aesthetics,' 'environmental preservation,' 'destination marketing,' and 'perceived value' are the predictors of rural visitor satisfaction. Tourists lose out on a greater selection of activities in rural areas, as well as higher-quality lodging and food; the existing level of aesthetics in rural destinations is inadequate. Improving these qualities might lead to increased happiness and loyalty among rural visitors, which would aid in the growth of rural tourism.

Surprisingly, in the current study, the environmental impact of tourism expansion had the greatest impact on resident happiness. These included maintaining natural resources and increasing local populations' understanding of nature. Residents of Orange County, California, in the United States, had a similar pattern, agree, or strongly agree that tourism contributes to the local environment's look as well as assisting in the repair of natural resources and structures. On the other hand, the negative effects of tourism on traffic congestion, pollution, and pollution were limited issues with solid waste.

III. METHODOLOGY

This research type is Quantitative research. Quantitative research is referred to as the process collecting as well as analyzing numerical data. It is typical use to find the patterns, average, prediction, as well as find the possible links between the variable studied. The data collected using Google forms, the app that we use to construct our questionnaire. Using Google Forms app, we just collect the result from that app because they will do analysis. We will be using percentage and frequency method to present and discuss our result accordance to the research objective.

Research paradigm (positivism) are Gives validity and objectively to research. It is based on precise methods and can support research with statistical and objective data. General focus of social research is the point of research is to uncover the problem that have and prefer quantitative methods which allows for the researcher to remain detached from the respondents. Quantitative is require research to be valid, reliable and representativeness. Lastly, goals of research is to explanation and give a strong prediction.

The instrument that we used to collect data is by conduct a survey by using questionnaire. Our questionnaire consists of four sections; the first section is demographic profile. For the second, third and last section is for our research question. For the first section is demographic profile. In this section we ask our respondent about themselves such as gender, age rage, education background, employment status, and monthly income.

We just need at least 125 respondents to answer our questionnaire to complete our survey but we have 136 respondents. From the 136 respondents that we get the answer from our questionnaire, there are 87 female and 49 male respondents.

After we construct our questionnaire, we created a survey using a questionnaire that we created in the Google Forms. After our respondent answer our questionnaire, we will analyze their responses using percentage and frequency method to present and discuss our result that we get from our respondent accordance to our research objective.

We use SPSS and SmartPLS for data analysis. SmartPLS is a programme that allows you to model (graphical) paths with latent variables (LVP). The LVP-analysis in this software employs the partial least squares (PLS) approach. SPSS is the next set of tools. SPSS statistic is a statistical analysis software tool. The name has been changed to "IBM SPSS Statistics." SPSS was used to enter and code quantitative data received through a questionnaire. When comparing data sets, descriptive statistics such as frequency, percentage, and mean are used. To acquire both qualitative and quantitative data, the study triangulated different data collection approaches. Through cross-checks throughout analysis, this also ensured data dependability and validity.

IV. DATA ANALYSIS AND FINDINGS

The analysis and findings are presented according to the research objectives. The overall objectives of this study were to find the most influence variables. We reviewed the literature on the variable that effects tourist behaviour based on motivation, image and satisfaction that can improved the developments especially in rural tourism. Sample of 136 respondents were selected for the survey as described in the previous chapter. Questionnaires were used as a major tool for data collection, for example some respondents were not willing to participate in research especially filling in questionnaires. The data collected from the questionnaires were summarized and addressed in four parts.

The result from the survey has been collected to make an analysis towards all the data. From the data has been gather, result found that the survey has been successfully answer by 136 respondents as the frequency reached 136 in overall demographic data.

A. SmartPLS result on the tested and validated Research framework

R-square in this research is measure that every model represents the proportion of the variance. In figure 1 shown that the r-square for independent variable is 0.622, dependent variable is 0.769 and moderating variable is no value because it's not connected. The connection moderating variable to independent variable is 0.788, the connection moderating variable to depending variable is 0.275 and the connection independent variable to depending variable is 0.660.

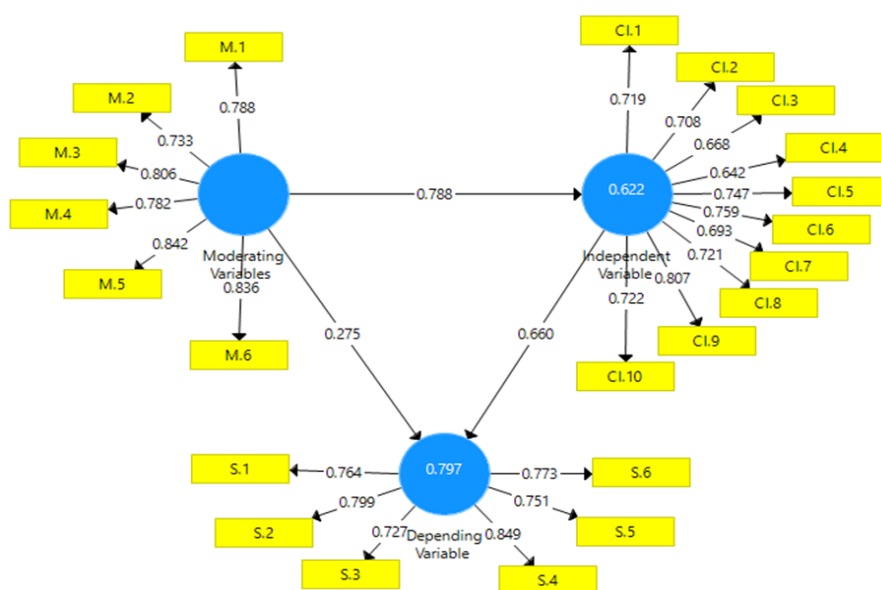


Figure 1. The structure Equation Model Diagram. Note 1, CI = Cognitive Image, S = Satisfaction, M= Motivation.

The factor loading for independent variable which is CI.1 are 0.719, CI.2 are 0.708, CI.3 are 0.668, CI.4 are 0.642, CI.5 are 0.747, CI.6 are 0.759, CI.7 are 0.693, CI.8 are 0.721, CI.9 are 0.807, and CI.10 are 0.722. In the next model, are dependent variable which is S.1 are 0.764, S.2 are 0.799, S.3 are 0.727, S.4 are 0.89, S.5 are 0.751, and S.6 are 0.773. Final model, are moderating variable which is M.1 are 0.788, M.2 are 0.733, M.3 are 0.806, M.4 are 0.782, M.5 are 0.842, and M.6 are 0.836

The mediating effects of independent variable, dependent variable and moderating variable has been examined. In figure 1 also presented research model result. The connection independent variable to depending variable for original sample are 0.66, the sample mean is 0.662, the standard deviation is 0.075, the T statistic 8.842, and for the P values are 0. Next, the connection of moderating variable to depending variable for original sample are 0.275, the sample mean is 0.273, the standard deviation is 0.081, the T statistic 3.386 and for P values 0.001. lastly, the connection for moderating variable to independent variable for original sample are 0.788, the sample mean is 0.787, the standard deviation is 17.788, and for the P values is 0.

V. CONCLUSION

Integral sustainability in rural tourism is not achieved in all dimensions. Therefore, rural tourism could be a strategy for sustainable development for rural areas and also could be a tool for product differentiation for area that are at stagnation stage. The objective of this research is to collect the data on the variable that affects tourist behavior based on (motivation, image and satisfaction) that can improve the developments especially in rural tourism in China has not achieve. For the future recommendation, this research need more respondent to have a specific result. Secondly, the respondent gender needs to be balance. Thirdly, the location needs to be more detail because the location is important to know the people behavior.

REFERENCES

- Pearce, D. W. & Turner, R. K. 1992. Economics of natural resources and the environment. Harvester Wheatsheaf, New York. 378 pp.
- Podovac, Milena & Tončev, Melita. (2016). The Importance of Sustainable Rural Tourism Development in Serbia. 575-581.10.15308/Sinteza-2016-575-581.
https://www.researchgate.net/publication/303561312_The_Importance_of_Sustainable_Rural_Tourism_Development_in_Serbia.
- Rosalina, Putu & Dupre, Karine & Wang, Ying. (2021). Rural tourism: A systematic literature review on definitions and challenges. Journal of Hospitality and Tourism Management. 47. 134-149.
https://www.researchgate.net/publication/350249301_Rural_tourism_A_systematic_literature_review_on_definitions_and_challenges
- Roberts, Lesley & Hall, Derek. (2004). Consuming the countryside: Marketing for 'rural tourism'. Journal of Vacation Marketing. 10. 253-263.
https://www.researchgate.net/publication/247764050_Consuming_the_countryside_Marketing_for_'rural_tourism
- Lane, Bernard & Kastenzholz, Elisabeth. (2015). Rural tourism: the evolution of practice and research approaches – towards a new generation concept?. Journal of Sustainable Tourism. 23. 1133-1156.
https://www.researchgate.net/publication/282425851_Rural_tourism_the_evolution_of_practice_and_research_approaches_-_towards_a_new_generation_concept
- Lars Aronsson (1994) Sustainable tourism systems: The example of sustainable rural tourism in Sweden, Journal of Sustainable Tourism, 2:1-2, 77-92. <https://www.tandfonline.com/doi/abs/10.1080/09669589409510685>
- Muresan, I., Oroian, C., Harun, R., Arion, F., Porutiu, A., Chiciudean, G., Todea, A., et al. (2016). Local Residents' Attitude toward Sustainable Rural Tourism Development. Sustainability, 8(1), 100. MDPI AG.
<http://dx.doi.org/10.3390/su8010100>
- Richard Sharpley (2007) Flagship Attractions and Sustainable Rural Tourism Development: The Case of the Alnwick Garden, England, Journal of Sustainable Tourism, 15:2, 125-143. <https://www.tandfonline.com/doi/abs/10.2167/jost604.0>
- Zahed Ghaderi, Joan C. Henderson. (2012). Sustainable rural tourism in Iran: A perspective from Hawraman Village. Tourism Management Perspectives. 2–3, pp 47-54. <https://www.sciencedirect.com/science/article/abs/pii/S2211973612000256>

Polukhina, A., Sheresheva, M., Efremova, M., Suranova, O., Agalakova, O., & Antonov-Ovseenko, A. (2021). The Concept of Sustainable Rural Tourism Development in the Face of COVID-19 Crisis: Evidence from Russia. *Journal of Risk and Financial Management*, 14(1), 38. <http://dx.doi.org/10.3390/jrfm14010038>

Elisabeth Kastenholtz, Maria João Carneiro, Carlos Peixeira Marques & Sandra Maria Correia Loureiro (2018) The dimensions of rural tourism experience: impacts on arousal, memory, and satisfaction, *Journal of Travel & Tourism Marketing*, 35:2, 189-201. <https://www.tandfonline.com/doi/abs/10.1080/10548408.2017.1350617>

Hung-Che Wu, Ching-Chan Cheng & Chi-Han Ai (2017) A Study of Experiential Quality, Equity, Happiness, Rural Image, Experiential Satisfaction, and Behavioral Intentions for the Rural Tourism Industry in China, *International Journal of Hospitality & Tourism Administration*, 18:4, 393-428. <https://www.tandfonline.com/doi/abs/10.1080/15256480.2017.1289138>

Mansour Ghanian, Omid M. Ghoochani, John C. Crotts. (2014). An application of European Performance Satisfaction Index towards rural tourism: The case of western Iran, *Tourism Management Perspectives*, Vol 11, pp 77-82. <https://www.sciencedirect.com/science/article/abs/pii/S2211973614000221>

Xiaoting Chi & Heesup Han (2021) Emerging rural tourism in China's current tourism industry and tourist behaviors: the case of Anji County, *Journal of Travel & Tourism Marketing*, 38:1, 58-74. <https://www.tandfonline.com/doi/abs/10.1080/10548408.2020.1862026>

Greaves, N. and Skinner, H. (2010), "The importance of destination image analysis to UK rural tourism", *Marketing Intelligence & Planning*, Vol. 28 No. 4, pp. 486-507. <https://doi.org/10.1108/02634501011053586>

Rural Tourism in Australia - wiley online library. (n.d.). <https://onlinelibrary.wiley.com/doi/abs/10.1002/jtr.479>

Wolfgang Rid, Ikechukwu O. Ezeuduj, Ulrike Pröbstl-Haider.(2014). Segmentation by motivation for rural tourism activities in The Gambia. *Tourism Management*. Volume 40, pp 102-116. <https://www.sciencedirect.com/science/article/abs/pii/S0261517713001064>

Duk-Byeong Park, Yoo-Shik Yoon. (2009). Segmentation by motivation in rural tourism: A Korean case study. *Tourism Management*. Vol 30(1). pp 99-108. <https://www.sciencedirect.com/science/article/abs/pii/S0261517708000629>

María Devesa, Marta Laguna, Andrés Palacios. (2010). The role of motivation in visitor satisfaction: Empirical evidence in rural tourism. *Tourism Management*. Vol 31(4). pp 547-552. <https://www.sciencedirect.com/science/article/abs/pii/S0261517709001150>

Eva Šimková, Jindřich Holzner. (2014). Motivation of Tourism Participants. *Procedia - Social and Behavioral Sciences*. Vol 159. pp 660-664. <https://www.sciencedirect.com/science/article/pii/S1877042814065859>

António Manuel Martins Almeida, Antónia Correia & Adriano Pimpão (2014) Segmentation by benefits sought: the case of rural tourism in Madeira, *Current Issues in Tourism*, 17:9, 813-831. <https://www.tandfonline.com/doi/abs/10.1080/13683500.2013.768605>