Determination of Destination Attribute Performance and Tourist Emotion in Tourism Experience —— Take the Pre-survey of Tourists to Ningxia as an Example

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Abstract: Tourists' travel experience is usually affected by many factors in their destination. More and more studies agree that the combination of cognitive assessment and emotional results is equally important for the impact of destination tourism experience. However, there are still some differences in the methods of destination attribute and emotion measurement in previous studies. This paper takes tourists to Ningxia as an example to determine the attributes of tourist destinations and the measurement dimensions of tourist consumption emotion. In order to achieve the goal, 50 tourists were pre-studied by questionnaire survey, and SPSS was used to analyze the validity and reliability. The results show that all measurement dimensions have good validity and reliability. This paper helps to improve the relevant research of Ningxia as a tourist destination, and determines the destination attributes that may enhance tourists' tourism experience, which has certain theoretical and practical value.

Keywords: Tourism experience; Destination attribute; Consumption emotion

Understanding the influencing factors of tourism experience is particularly important for tourism destinations. As the core of the tourism system, destinations provide tourists with a combination of products, services and facilities. The performance of destination attributes will eventually affect tourists' tourism experience [4]. Experience outcomes are related to emotional responses. [2] Define "emotion" as "a general term for a series of more specific psychological processes", including emotions, moods and possible attitudes. Based on this, consumption emotion can be described as the emotional response [19] of consumers to the consumption of products or services, and a series of emotional responses generated by consumers' cognitive evaluation of the consumption experience of products and services [13].

In the service industry, consumer experience is a service process from which customers generate cognitive, emotional and behavioral responses [7]. Also in the tourism context, tourists consume tourism products, services and facilities, and the tourism experience obtained by this process is the tourists' evaluation of the destination attributes. The result of this series of consumption will in turn trigger specific emotional reactions, that is, consumption emotions. This paper reiterates the "cognitive-affective" paradigm, assumes from the theoretical basis that tourists will produce some forms of emotional response after experiencing tourism destination attributes, and confirms the measurement of tourism destination attributes and consumption emotion dimensions.

1. Tourist Experience and Destination Attributes Performance

Many studies involving tourism destinations focus on tourism experience and destination attribute performance. Wang[21] believes that travel experience is not based on things, but on people's personal feelings reflected in activities. Emotion also plays a vital role in the travel experience [3]. In recent years, the emotional role of tourists has received more attention, and many studies have confirmed

the role of cognitive and emotional factors in the formation of experience. This paper theoretically supports the integration of tourists' cognitive process (I. e. performance evaluation of destination attributes) and affective dimension (I. e. consumption emotion) into the evaluation of tourists' travel experience.

Although many scholars pay attention to the connotation research of tourism experience, there is still no consensus on its definition. According to Tung and Richie[20], tourism experience is summarized as the relationship between people and their views on the destination, depending on the place where people live and the society they belong to. It is a subjective assessment of tourists' travel experience. There are also some studies that have confirmed that tourist destinations can attract tourists by creating positive and unforgettable tourist experiences to enhance the competitiveness and sustainability of tourist destinations. On the other hand, a good tourism experience will also benefit tourists themselves, tourism industry and local communities [14].

The attributes of tourist destinations contain various elements that attract tourists, and these attributes thus become factors that affect tourists' travel experience [10]. Therefore, whether the tourist destination can provide tourists with a good and unforgettable tourist experience depends on the performance of the destination attributes. Murphy et al. (2000) proposed two factors that affect tourists' travel experience: service facilities and destination environment, and pointed out that strengthening service facilities is essential to meet tourists' needs. Some studies have shown that certain destination attributes can create unforgettable experiences, such as local culture, rich and diverse activities, hospitable attitude, infrastructure, environmental management and superstructure [8]. These attributes can be further divided into different elements such as tourist attractions, facilities and equipment, transportation and services [5] [8]. The results show that the attribute of tourism destination significantly affects tourists' perception of travel quality, travel value and revisiting intention [15]. In terms of destination attributes, [18] Proposed attributes including natural attractions, man-made attractions, infrastructure, superstructures, services and hospitaliy. Combined with the above research, this paper proposes that the attributes of tourist destinations can be divided into the following six elements: tourism attractions (natural and man-made), tourism activities, services and hospitality, facilities, local culture and perceived trip value.

2. Consumption emotion

Emotion is a chemical reaction, an emotional response[16] that people perceive to their surroundings, which can be expressed through gestures, postures, facial expressions and even the body, and eventually lead to some specific results. From the perspective of consumer behavior, consumption emotion comes from a series of affective reactions (Han, Cui, & Guo, 2020) generated by consumers to the product or service they consume.

Regarding consumption emotion, most existing studies support the classification of consumption emotion into positive and negative categories [12] [11], which stems from the bipolar view of emotion. Richins's CES (Consumer Emotion Scale) and Izard's DES (Differential Emotion Scale) are widely used scales, and their reliability has been verified in many empirical studies[21][19]. The emotion measurement for tourism consumers in this article is also determined based on the above scale, including six positive emotions (romance, calm, fulfillment, happiness, excitement, relaxation) and seven negative emotions (anger, worry, fear, boredom, sadness, disappointment, frustration).

3. Theoretical framework

Emotion, as an affective variable, is associated with certain stimuli. Some studies have confirmed the important role of emotion in explaining consumer experience and consumer behavior[1]. Therefore, for tourist destinations, it is of great significance to stimulate and arouse tourists' emotional response in tourist destinations. Specifically, tourists' consumption experience in tourist destinations causes rich emotional experience, which in turn leads to other behavioral results, such as satisfaction, behavioral intentions or attitude judgments.

Based on the purpose of this paper, a research model (Figure 1) is proposed using the cognitive-affective paradigm to comprehensively evaluate tourists' travel experience from tourists' cognition of tourist destination attributes and tourists' emotional response.
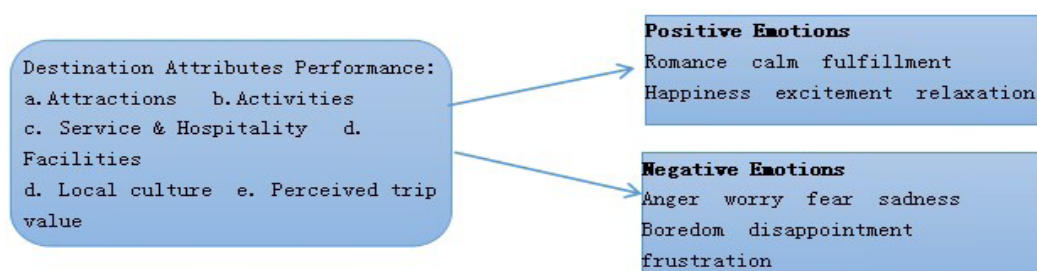

Figure 1. Theoretical Model

4. Research methods

The main purpose of the research pre-investigation is to reduce missing questions or answers, and adjust the expression of sentences to avoid obscurity or improper meaning. Then adjust the measurement topic through factor analysis to ensure the validity and reliability of the measurement.

This study takes tourists to Ningxia as the research object, adds emotional experience to the research framework of tourism experience, and examines the relationship between the attribute performance of Ningxia tourism destination, the consumption emotion, satisfaction and post-tour behavior of tourists to Ningxia. The author conducted a questionnaire survey on 50 tourists to Ningxia and obtained 50 valid questionnaires. The pre-survey questionnaire consists of two groups of variables. The first group is destination attributes, and 6 types of attributes contain 29 specific indicators. The second group is tourists' consumption emotions, which consists of 6 positive emotions and 7 negative emotions. All the above items were tested for validity and reliability.

5. Data analysis and results

This section will test the validity and reliability of the pre-survey results of 50 questionnaires to ensure that the questionnaires are reliable and effective in obtaining tourist experience data. Among them, validity analysis is used to analyze whether the correlation between questionnaire research projects is valid. Reliability analysis is used to analyze the design of the questionnaire and the reliability of the data. The results are as follows:

5.1 Factor analysis

Pallant (2013) interpreted factor analysis is a data processing method that summarizes a large number of variables with a set of smaller factors. This study uses the Varimax rotation principal component method for factor analysis.

Table 1 shows the results of factor analysis of tourist attraction attributes, KMO results are 0.826, Bartlett test is 0.000, from which a single factor is extracted; the cumulative percentage of variance is high (70.291); the load expression of the five indicators included ranges from 0.769 to 0.897. Therefore, the factor analysis of attribute factors of tourist attractions is appropriate. Through the factor analysis data processing of the remaining five attributes of the tourist destination (tourism activities, services and hospitality, facilities, local culture, perceived trip value), the results show that all destination attributes are applicable to factor analysis.

Table 1: Factor Analysis of Tourist Attractions

Serial number	Tourist attractions	
1	Appropriate facilities	.769
2	Well maintained	.897
3	Sufficient activities	.874
4	Clean in place	.859
5	Can withstand passenger flow	.775
Cumulative percentage of variance		70.291
Bartlett test		.000
MSA of KMO		.826

Table 2: Factor Analysis of Emotion

Serial number	Emotional project	Positive emotions	Negative emotions
1	Romance	.837	
2	Calm	.833	
3	Satisfy	.907	
4	Happy	.859	
5	Excitement	.783	
6	Relax	.872	
7	Anger		.858

8	Worried		.874
9	Fear		.956
10	Sad		.953
11	Tired		.957
12	Disappointed		.959
13	Frustration		.957
Cumulative variance percentage			84.767
Bartlett test			.000
KMO'S MSA			.830

In this study, the destination attribute is represented as an independent variable, and the relative emotional response is the dependent variable. Through factor analysis of 13 items of positive emotions and negative emotions, the results in Table 2 show that the total variance is 84.767%, the positive emotional load expression ranges from 0.783 to 0.907, and the negative emotional load expression is higher.from 0.858 to 0.959. The two factors are extracted: 6 positive emotions and 7 negative emotions. At the same time, the table shows that the KMO value is 0.830 and the Bartlett test is 0.000, which is suitable for factor analysis.

5.2 Reliability Test

Reliability analysis can verify the reliability of questionnaire design and data, especially the core content scale items involved. Data reliability can be reflected by measuring internal project consistency [17], and Cronbach(α) coefficient is one of the most commonly used methods. [6] Suggested that a good Cronbach(α) coefficient should be above 0.7, such as higher than 0.8 to indicate high reliability. This test is mainly based on tourist destination attributes and emotions, a total of 42 measurement items, the results are shown in Table 3:

Table 3: Reliability Analysis

Number of items	Sample size	Cronbach(α) coefficient
42	50	0.950

The reliability coefficient value is 0.950, which is greater than 0.9, indicating that the reliability of the research data is of high quality and the reliability of the test scale is satisfactory.

6. Discussion and conclusion

This paper examines tourists' tourism experience in tourist destinations from two dimensions of cognition and emotion, that is, tourists' evaluation of tourist destination attribute performance leads to their emotional response. On the basis of literature research, this paper puts forward a theoretical model, which shows the relationship between destination attribute performance and tourists' consumption emotion, and puts forward that tourism destination attributes include tourist attractions, tourism activities, services and hospitality, facilities, local culture and perceived trip value. The evaluation results of tourists' performance on destination attributes further trigger their positive or negative consumption emotions. This study tests tourists' travel experience in the destination by integrating tourists' cognition and emotion, and supplements the relevant theoretical research to a certain extent. The results of data analysis also show that the measurement items in this study have satisfactory validity and reliability. However, the results of this survey still have some limitations. Mainly reflected in the sample, there are basically no international tourists to Ningxia, and domestic tourists are mainly tourists from neighboring provinces and cities. This affects to some extent the sample size and sample representativeness of this and future studies. Nevertheless, this paper has improved the relevant research content of destination tourism experience under the existing conditions.

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