

# The Influencing Factors of Consumers' Willingness to Travel to Ethnic Minority Scenic Spots in the Context of Rural Revitalization

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**Abstract:** Rural revitalization, the development of tourism is the key. Among the many tourist destinations, ethnic minority ethnic minority attractions (villages) have become one of the most favored tourist destinations for the majority of tourists because of their unique architecture, simple folk customs and beautiful environment. With the selection of "Chinese villages with Ethnic minority characteristics", the tourism of minority attractions (villages) in many areas of China has increasingly become the growth point and cultural name card of minority local economy, and it is more and more important to pay attention to the construction of tourism of minority attractions (villages). In recent years, China's rural revitalization of tourism has developed rapidly. Culture, tourism industry and related elements permeate each other, complementary advantages. As a result, local farmers can also increase their income and become rich, and can expand local visibility, lead the development of industries and drive local development. The rural revitalization strategy proposes to use the development of ethnic minority attractions (villages) and make rational use of village resources to develop rural tourism.

**Keywords:** Rural Revitalization; Willingness to Tourism; Ethnic Villages

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## 1. Introduction

Ethnic customs attractions (village) tourism is an important part of national cultural tourism, tourists whether for new different motivation, or to pursue the purpose of homesickness, poetic dwelling, characteristic village can become the experience of heterogeneous culture and return to nature, its popularity investigate its reason and cross-cultural contact, interaction and experience is inseparable. The Midwest of China is the major minority areas, some ethnic minority attractions (village) with its unique national culture tourism resources and national policy support comparative advantage, vigorously develop tourism, on the road to get rich, vigorously develop ethnic minority attractions (village) tourism, with village colorful cultural things and beautiful natural environment for attractions, satisfy tourists experience heterogeneous culture, the pursuit of simple clean tourism activities.

## 2. Theoretical basis

### 2.1 Theoretical significance and value

In this paper on the premise of full reference to the existing research conclusion, combined with the author's own practical experience, system analysis of the ethnic attractions (village) the influence of tourism will factors, further achieve efficient supplement ethnic minority attractions (village) the purpose of tourism development decision research, and to increasingly promote public participation and ethnic attractions (village) quality promotion to lay a solid theoretical foundation.

### 2.2 Practical meaning and value

This paper through the literature research at home and abroad and specific analysis of Guizhou ethnic minority attractions (village) tourism status and empirical analysis of Guizhou ethnic minority attractions (village) to the influence of tourism, Guizhou ethnic minority attractions (village) industry development planning and construction to optimize the rural industrial economic structure adjustment innovation and the new era village development and increase the income of the villagers are with practical development significance. Guizhou is in the

process of the construction of new urbanization, and the planning and construction of beautiful village tourism has promoted the process of integrated urban and rural development in Guizhou province, thus promoting the revitalization of rural industries.

### **3. Understand the factors affecting people's willingness to visit ethnic minority attractions (villages) under the background of rural revitalization**

#### **3.1 Tourism supply and demand theory**

The theory of the hierarchy of needs proposed by the famous scholar Maslow, Other human life requires protocol studies of psychological change, Mainly the process of shifting people's life needs from lower to higher levels, To ide the needs of physiology and self-security, belonging and love, social respect and self-actualization, This need theory suggests that, Everyone has some of their own life needs, On the one hand, people's behavior is mainly affected by the unmet needs of self; On the other hand, people's behavior is mainly based on the basic behavior theory model, Mainly from the transition to the satisfaction of low needs to the pursuit of advanced needs. People's general low level of the general need to gradually migrate to the tourism, leisure and relaxation activities to form the need for tourism.

#### **3.2 Image consistency theory**

No matter in the field of consumer behavior science or tourism research, the positive effect of image consistency on consumers' behavior will has been affirmed by scholars. Yu Chenyi (2016)[1]Through the experimental method, the interaction between the brand image consistency and the consumer behavior is verified. The brand image of the imitation is consistent with the consumer self-concept, which is proportional to their purchase intention. When consumers use the imitation, their self-behavior is just like the brand image of the product, and its deceptive attribute will also be displayed.

### **4. The conceptual framework of research and research**

#### **4.1 Tourism experience**

Xie Yanjun (2019)[2]From the psychological perspective, it is believed that consumers are infected by local culture, scenery and entertainment, and that they have a travel experience. Tuo Yanjuan and Chen Ye (2020)[3]It is believed that today's consumers pay more attention to the immersive experience of tourism and have higher requirements for the quality of consumption income. Sun Jiuxia (2020)[4]It is proposed that the consumption habits of tourists consists of three states: no budget, budget and non-budget. At the same time, tourism expenditure is gradually recognized and become a daily necessary consumption.

#### **4.2 Rural revitalization**

Rural revitalization strategy is comrade xi as the core of the new central collective leadership, adhere to xi jinping, the new era of socialism with Chinese characteristics as guidance, the socialism with Chinese characteristics into a new era, open the all-round construction of socialism modernization country new journey, around the new era "three rural" problem, speed up the pace of modern agriculture and rural areas, accelerate the push our country agricultural power to the agricultural power of major strategic initiatives.

### **5. Factors influencing people's willingness to visit ethnic minority attractions (villages) under the background of rural revitalization**

#### **5.1 Perceived value**

Perceived value is different from the objective value of products and services, which is a subjective understanding of the value of enterprise products and services. It includes the perception of price, perceived quality and other aspects. Tourism perceived value is the tourist

destination expectations or actual perception, is the tourists in the tourism experience of tourism experience of “gains” and “profit” comparison formed between the tourism perception value, is the total cost, total value and price value ratio after the perception of the perceived value, including benefits and spending, which interests contains service value, aesthetic value, utility value, pleasure value and convenience value, spending is perceived price (Wang Zhaohui, Lu Lin, Xia Qiaoyun, etc., 2011)[5].

## 5.2 Services

First, it covers the customer’s subjective evaluation of the actual performance of the service, similar to the view of product quality. Second, service quality can also measure service outcomes by established criteria, an idea that emphasizes an objective assessment of service outcomes.

## 6. Conclusion

Like modern scenic spots, ethnic minority scenic spots (villages) in Guizhou need to pay attention to the construction of basic tourism resources and pay attention to the supply of functional value of tourists, so as to stimulate the consumption needs of tourists. Whether building villages from scratch or transforming them, All need to start from the location of the scenic spot and its surrounding environment selection, Ensure a beautiful natural environment and man-made beauty around you, In combination with the tourists’ love and expectation for the special festivals of ethnic minorities, It also needs to take into account the unique festival display of ethnic minorities in Guizhou, Utilizing multiple modes of transportation, Plan the traffic route around the scenic area, Create multiple arrival routes, Build the surrounding traffic lights and other traffic facilities, Save visitors the time on the road, Take full advantage of the online booking mechanism, Increase the travel time of tourists in the scenic spots, Set up a clear indicator road sign in the scenic area, Recommend the best punching Angle, Improve the overall service level of the scenic spot, Optimize the image of the village tourism destination, Improve the perceived value of tourists and then stimulate the tourists’ willingness to travel.

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