

The Impact of Destination Image on Tourist Willingness to Revisit the Qingxiu Mountain

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Abstract: The researcher aims to examine the impact of the destination image of Qingxiu Mountain on tourists' willingness to revisit. The relationship between the destination image of Qingxiu Mountain and the willingness to revisit is examined. Online questionnaires are sent to tourists who have travelled to Qingxiu mountain and investigate their impression about Qingxiu mountain and willingness to revisit. The sample size of the survey data was calculated by Cochran formula, and the sample size was 385. The respondents are tourists who have travelled to Qingxiu mountain, Nanning. The research tool is questionnaire. The online questionnaires are collected by using the questionnaire star in the form of single-choice questions and Likert scale questionnaires. The questionnaire is divided into 3 parts, including the demographic factors, destination image and tourists' willingness to revisit. The statistics used in the data analysis are descriptive statistics including frequency distribution, percentage, mean, standard deviation and inferential statistic for testing hypothesis. The researchers will apply multiple regression analysis models to examine which independent variables have strong or weak relationships with dependent variables. The results show that the majority of tourists coming to Qingxiu mountain are female, age between 19-25 years old, education in bachelor's degree, amounting for 60.26%. In Nanning, there are many universities, and many college students like travelling in winter holiday. Many of the respondents have visited Qingxiu mountain for 1-2 times over the past five years. From the mean of the three dimensions of destination image, we can see the natural landscape (average mean=4.172) is the highest, followed by cultural landscape (average mean=3.961) and services and facilities (average mean=3.874). The regression coefficient value is: Willingness to revisit = $0.797 + 0.183 \text{ cultural landscape} + 0.229 \text{ natural landscape} + 0.419 \text{ services and facilities}$, with a model square value of 0.677, meaning that cultural landscape, natural landscape, services and facilities can explain 67.7% of the variation in willingness to revisit. The model passed the F-test ($F=266.647, p=0.000$). Hypothesis test indicates that the cultural landscape, natural landscape, services and facilities all have a significant positive influence on the intention to revisit. Based on the results of the empirical study, relevant suggestions and countermeasures are proposed for how to enhance tourists' willingness to revisit Qingxiu Mountain and promote the healthy and sustainable development of tourism.

Keywords: Destination image, Willingness to revisit

1. Introduction

1.1 Research Background

With the rapid development of tourism, competition in the tourism market has become increasingly fierce, leading to a greater focus on destination image in the current field of tourism research. This is due to the fact that destination image can attract target tourists, enhance the competitiveness of the destination and it can bring enormous benefits to the destination, which has received a lot of attention from researchers and society.^[1]

Therefore, if the tourism industry wants to be sustainable in the long term, it must pay attention to the image of the tourist place and keep tourists curious. Many studies have shown that the image of a tourist destination has an important impact on tourists' behavior intentions, and can even influence tourists' decision-making behavior. At the same time, visitors can also have more positive experiences during their travels. In addition, some scholars believe that the image of a tourist destination can also affect tourists' satisfaction with the tourist destination through their intuitive experience, and then affect their post-

purchase behavior and willingness to revisit.^[2]

This study takes tourists in Qingxiu Mountain scenic spot of Nanning as the research object and to examine the effect of tourist destination image on the intention of revisiting and the degree of influence on the intention of revisit. It aims to improve tourists' willingness to revisit. Meanwhile, studying the image of tourist destination can enable management departments and enterprises of destination tourism to know the relevant data so that they can improve their image of tourist destination to enhance the willingness of tourists to revisit, which is also a good reference for other tourist attractions in the city to improve the image of tourist destination.

1.2 Research Objectives

This study aims to examine the impact of the destination image of Qingxiu Mountain on tourists' willingness to revisit. The sub- objectives are as follows:

- 1) To examine the impact of the natural landscape of tourism destination image on the willingness to revisit.
- 2) To examine the impact of the cultural landscape of tourism destination image on the willingness to revisit.
- 3) To examine the impact of destination services and facilities on the willingness to revisit.

1.3 Research Scope

The scope of this study is to investigate and collect data on the impact of destination image about Nanning Qingxiu Mountain on willingness to revisit. Therefore, the study details it as follows.

1) Scope of Population

This study is only for domestic /local tourists visiting Nanning Qingxiu Mountain.

2) Scope of Content

Based on the theory of destination image and the theory of consumers' willingness, the study examines the relationship between tourism destination image and willingness to revisit through the testing of a conceptual framework so as to realize if the effect of tourism destination image affects tourist's willingness to revisit. The three dimensions including natural landscape, cultural landscape and public services and facilities of destination image.

2. Literature Review

2.1 Destination Image

In foreign countries, the definition of tourism image is usually based on the definition of "image". Image is a widely used but vaguely defined concept, generally believed to be people's understanding of known things, with personal, subjective, conceptual characteristics; Or think that image is based on the human brain information processing process, presented an internal belief and overall impression, therefore, the tourism destination image is the overall impression of various tourism products and elements of the tourist destination.^[3] Some scholars call it "tourist place image", or "tourism image" and other image-related titles. This article chooses to use the title of tourist destination image.

A review of multiple literature shows that foreign scholars' research on the composition of the image of tourist destinations began in the seventies and eighties of the twentieth century. At that time, some scholars proposed to divide the image of tourism destinations into original image and induced image, believing that the original image is generated by the individual's tourism experience, and the induced image is based on the original image, receiving and processing external information from tourism product operators or relevant media.^[4] Later studies by relevant scholars showed that there are many different ways to divide the composition dimension of the image of tourist destinations, and most of them are mainly divided from the perspective of tourists' cognition.

Most researchers in China believe that the image of a tourist destination is from the perspective of the object, and is the content of the image composed of the geographical context, cultural context, social psychology, and folk customs, and believes that a good and unique image of a tourist destination can

significantly enhance tourists' interest and willingness to travel here.^[5]

The comparison received is recognized by the British scholar Buhalis' definition and dimensions. Buhalis argues that a tourist destination is a specific geographical area, recognized by tourists as a complete individual, with a unified policy and judicial framework for tourism management and planning, that is, an area managed by a unified destination management agency.^[6]

When Martin and Bosque studied the image of tourism in Spain, they believed that the image of Spain can be divided into natural and cultural resources, infrastructure, destination atmosphere, social context and environment, sun and sand, etc. Although there are some differences in the constituent elements derived from studies of different locations. However, it is roughly divided into the following aspects: natural environment, cultural environment, infrastructure and social environment.^[7]

In summary the destination images in this study consist of 3 variables, as follows.

1) The natural landscape of tourist destination refers to a variety of natural elements that affect the existence and development of tourist attractions. The natural environment of the scenic area mainly includes two aspects of ecological environment and natural resources.

Some researchers have studied Kenting National Park in southern Taiwan as a tourist destination image, and divided its constituent dimensions into four dimensions: destination brand, nature and culture, sunshine and sand, and entertainment.^[8]

2) The cultural landscape of tourist destination refers to the rich cultural factors contained in the tourist attractions, and the rich cultural heritage accumulated.

Most of them have preserved the historical style or national characteristics of a certain era or several periods, and in their material form, people can feel the strong historical atmosphere or national cultural characteristics, which reflect the deep structure of politics, culture, economy, military and other aspects of a certain era or a certain region, and show strong historical characteristics, cultural heritage and humanistic concepts.^[9]

3) Destination services and facilities are a collective term for tourism products and services of a distinctly public and fundamental nature, provided by the government and other social and economic organizations to meet the common needs of tourists, without the purpose of making a profit.

Gunn proposed a functional model of tourism, in which the tourism system is made up of two components: the demand segment and the supply segment, with the supply segment consisting of attractions, services, transport, information and promotion. There is a strong interdependence between these elements.

Facilities and services are very important in a scenic area, both for the convenience of visitors and to ensure the quality of service. Therefore, it is important to not only focus on the natural and cultural environment, but also to consider it from the visitor's point of view, to provide better services and to ensure that the visitor is satisfied with the overall experience.

2.2 Willingness to Revisit

Willingness to revisit is one of the important indicators that can predict tourists' future behaviour intentions, so the research and analysis of intentions can lay a solid foundation for subsequent research and analysis.^[10] Foreign researchers paid attention to the existence of revisit intention earlier, and the relevant research started early, and the current research results are relatively rich, mainly focusing on the relationship between revisit willingness and loyalty, the influencing factors of revisit intention, and the measurement method of revisit intention.

Li pointed out that in marketing, when consumers are satisfied with the product or service they purchased, a series of post-purchase behaviors will occur, such as buying again or recommending to others. In the field of tourism, repurchase is extended to willingness to revisit, indicating that tourists will also visit the destination or recommend the destination to others.^[11]

Some researchers, such as Baker^[12] and Chen^[13] believe that willingness to revisit refers to the subjective willingness of tourists to visit again after one or more experiences of a tourist place and also believes that it is a possibility, which refers to the possibility of tourists returning to the tourist place and participating in tourism activities again. While others, such as Lu believe that willingness to revisit also includes the willingness to revisit and the willingness to recommend.^[14]

The study of the influencing factors of revisit intention can help tourism destinations rationalize their limited resources and enhance their competitive advantage. At present, the research of domestic researchers has basically confirmed that the influencing factors related to tourists' willingness to revisit are: satisfaction, destination image, and tourism motivation.

3. Research Framework

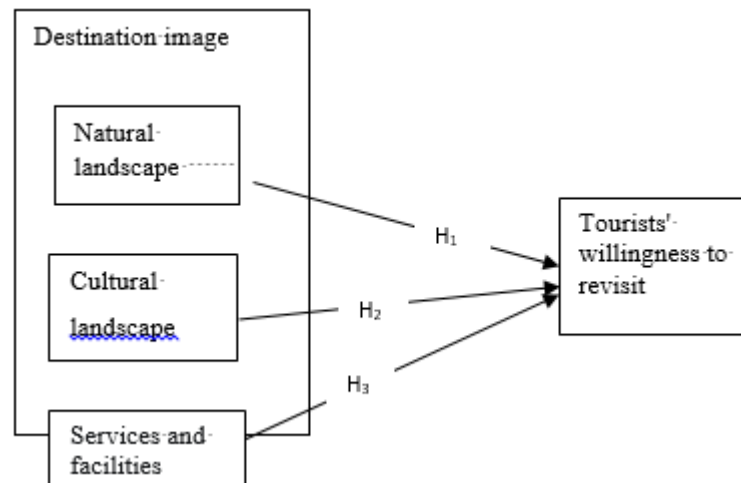


Figure 1. The Framework of the Empirical Research

As it is showed in figure 1, this study takes the image of tourist destinations as the key point of the research, and finally forms the research model of this study and applies it to the empirical research of the destination image of Qingxiu Mountain.

4. Hypotheses

H₁: The natural landscape of tourist destination has a positive impact on the willingness to revisit.

H₂: The cultural landscape of tourist destination has a positive impact on the willingness to revisit.

H₃: Destination services and facilities have a positive impact on the willingness to revisit.

5. Research methodology

5.1 Population and Samples Size

The target population in this study is tourists who have travelled to Qingxiu Mountain in Nanning. The sample size of the survey data was calculated by Cochran formula, and the data collection volume was 385.

5.2 Data collection instruments

The research tool is questionnaire. The online questionnaires are collected by using the questionnaire star in the form of single-choice questions and Likert scale questionnaires. The result of reliability analysis as shown in table 1.

Table 1: Cronbach Alpha Reliability Statistic

Items	Cronbach's alpha
23	0.894

As showed in Table 1, the results of the Cronbach's alpha are 0.894, which means that the questionnaire is good and indicates that the reliability quality of the data is high and can be used for further analysis.

5.3 Data Analysis and interpretation

In this study, researchers use data statistical analysis software to sort out the data obtained from the questionnaire survey and conduct in-depth analysis to obtain relevant research results. The statistics used in the data analysis are descriptive statistics including frequency distribution, percentage, mean, standard deviation and correlation analysis, inferential statistic for testing hypothesis.

5.4 Research Results

(1) Validity Analysis of Destination Image and Willingness to revisit

The KMO value of 0.849 is greater than 0.6, which means that the study data are well suited to extracting information (a side effect of good validity). In addition, the explained variance value of 1 factor was 82.929% respectively, and the cumulative variance explained fortunately after rotation was $82.929\% > 50\%$. It means that the information content of the research items can be extracted effectively.

(2) Descriptive Statistics

Table 2: The Overall Results of Descriptive Statistics about Destination Image

Variable	Mean	S.D.	Interpretation
Average of the Natural Landscape	4.172	0.955	Agree
Average of the Cultural landscape	3.961	0.991	Agree
Average of Services and Facilities	3.874	0.972	Agree

According to the results in the Table 2, from the mean of the three dimensions of destination image, we can see the natural landscape (average mean=4.172) is the highest, followed by cultural landscape (average mean=3.961) and services and facilities (average mean= 3.874). As can be seen from the data, average mean values of all dimensions are greater than 3.50, so we can infer that most tourists have a good impression on destination image of Qingxiu Mountain.

(4) Pearson correlation analysis

Table 3: Pearson related to the natural landscape, cultural landscape, services and facilities and tourist willingness to revisit - standard format

		Willingness to Revisit	Natural landscape	Cultural landscape	Services and Facilities
Willingness to Revisit	correlation coefficient	1			
	P-value				
Natural Landscape	correlation coefficient	0.725**	1		
	P-value		0.000		
Cultural Landscape	correlation coefficient	0.760**	0.756**	1	
	P-value	0.000	0.000		
Services and Facilities	correlation coefficient	0.792**	0.747**	0.852**	1
	P-value	0.000	0.000	0.000	

The overall analysis in Table 3 shows that the correlation coefficient between the intention to revisit and natural landscape is 0.725, which is significant at the 0.01 level, thus indicating a significant positive correlation between willingness to revisit and natural landscape. The correlation coefficient between willingness to revisit and cultural landscape is 0.760 and is significant at the 0.01 level, thus indicating a positive relationship between willingness to revisit and cultural landscape. The correlation coefficient between willingness to revisit and the services and facilities is 0.792 and shows a 0.01 level of significance, thus indicating a significant positive relationship between willingness to revisit and the services and facilities.

(5) Multiple regression analysis

Table 4: Linear regression analysis of natural landscape, cultural landscape, services and facilities and willingness to revisit (n=385)

	B	S. D	Beta	t	p	VIF
Constants	0.797	0.120	—	6.619	0.000**	—
Cultural landscape	0.183	0.054	0.201	3.384	0.001**	4.145
Natural landscape	0.229	0.043	0.249	5.350	0.000**	2.561
Services and facilities	0.419	0.056	0.435	7.456	0.000**	4.018
R ²			0.677			
Adjustment R ²			0.675			
F			F(3,381)=266.647, P=0.000			
D-W values			1.851			

Note: Dependent variable: willingness to revisit

D-W: 1.851

* $p < 0.05$ ** $p < 0.01$

From the above Table 4, we can see that the model formula is: Willingness to revisit = $0.797 + 0.183$ cultural landscape + 0.229 natural landscape + 0.419 services and facilities, with a model square value of 0.677, meaning that cultural landscape, natural landscape, services and facilities can explain 67.7% of the variation in willingness to revisit. The model passed the F-test ($F=266.647$, $p=0.000$)

The regression coefficient value for the cultural landscape is 0.183 ($t=3.384$, $p=0.001$), which means that cultural landscape has a significant positive impact on willingness to revisit.

The regression coefficient of natural landscape is 0.229 ($t=5.350$, $p=0.000$), which means that natural landscape has a significant positive impact on willingness to revisit.

The regression coefficient for services and facilities was 0.419 ($t=7.456$, $p=0.000$), which means that services and facilities have a significant positive impact on willingness to revisit.

5.5 Discussion of Results

Table 5: Hypothesis testing results of the natural landscape, cultural landscape, services and facilities, and willingness to revisit

Hypothesis	Result
H ₁ : The natural landscape of tourist destination has a positive impact on the willingness to revisit.	accepted
H ₂ : The cultural landscape of tourist destination has a positive impact on the willingness to revisit.	accepted
H ₃ : Services and facilities have a positive impact on the willingness to revisit.	accepted

According to the results in Table 5, it is found that natural landscape, cultural landscape and services and facilities have different degrees of influence on willingness to revisit, with the greatest influence being on services and facilities, followed by natural landscape and finally the influence of cultural landscape, that is, services and facilities (0.419) > natural landscape (0.229) > cultural landscape (0.183). The findings are consistent with Xuan (2020), who conducted a study about the impact of destination image on willingness to revisit. It was found that among the Putuo Mountain among the three factors of tourism destination image, tourism environment and facilities have the greatest influence on perceived value, and tourism atmosphere has the greatest influence on place. The most influential factor in the image of Putuo Mountain is the tourism environment and facilities. The effect of tourism environment and facilities and tourism atmosphere on each of these variables is greater, while the effect of tourism activities is weaker. The influence of tourism activities is relatively weak. Therefore, the improvement of the tourist environment and facilities and the tourist atmosphere will improve the perception of tourists' value and place attachment, and thus ultimately increase visitors' willingness to revisit.

6. Conclusion and Suggestions

6.1 Conclusion

The research objectives of this study are as follows: 1) To examine the impact of the natural landscape of tourism destination image on the willingness to revisit. 2) To examine the impact of the cultural

landscape of tourism destination image on the willingness to revisit. 3) To examine the impact of destination services and facilities on the willingness to revisit.

The results show that natural landscape, cultural landscape, services and facilities are positively correlated. The regression coefficient value for the cultural landscape is 0.183 ($t=3.384$, $p=0.001$). The regression coefficient of natural landscape is 0.229 ($t=5.350$, $p=0.000$). The regression coefficient for services and facilities was 0.419 ($t=7.456$, $p=0.000$). The data shows that natural landscape, cultural landscape, services and facilities all have significant positive influence on willingness to revisit. The findings are consistent with Wei (2019), in her study about the impact of destination image on the ancient city of Pingyao. She pointed that the three dimensions of the tourism destination image have different degrees of influence on the revisit intention. Therefore, for tourism destinations, improving the tourism image, enhancing the perceived value of tourists, and improving the satisfaction of tourists all play an important role in increasing tourists' willingness to return.

6.2 Suggestions

In the study, we found that the image of a tourist destination has a significant positive influence on the intention to revisit, and it is important to enhance the image of a tourist destination to promote the development of the destination.

Nanning Qingxiu Mountain should take into account the local reality, identify its own unique natural and cultural characteristics, and develop popular tourism products and activities in a market-oriented manner. In the process of development, attention should be paid to the protection of natural and cultural resources, and development should be carried out on the basis of protection. By exploring the connotations of natural and cultural resources, the theme of the landscape should be deepened, and at the same time attention should be paid to increasing the participation and fun of the activities in order to attract more visitors. To strengthen all aspects of construction, especially the management of social security, to enhance the perceived image of the tourist destination. For Qingxiu Mountain, it is important to improve the infrastructure, improve the quality of services, create a stable and harmonious social environment, and try to meet the needs of tourists in all aspects, so that they are very satisfied with the destination image and willing to revisit again.

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