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RESEARCH ON THE MOTIVATION OF RURAL TOURISTS IN ANHUI PROVINCE FOR RURAL TOURISM

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Abstract

This paper mainly analyzes the development trend of rural tourism in Anhui Province in recent years, so as to study the pull of tourist attractions in Anhui Province on tourists, and for tourists themselves, the external driving force of rural tourism behavior in Anhui Province. From the perspective of the spiritual and cultural value of tourism, tourism is of great significance to cultivate sentiment, soothe mood and cultivate aesthetics. Through some previous literature, it can often be found that tourism motivation research is only a small part of a large category of tourism behavior research, so in-depth study of tourists' motivation, what is the significance of the tourism industry for the entire tourism behavior? This research adopts the research method of quantitative analysis, sets up 34 items, collects questionnaires in Huangshan, Anhui Province, and analyzes the tourism motivation of rural tourists by collecting and analyzing 298 valid questionnaires. The findings suggest that it is necessary to strengthen management, integrate tourism resources, pay attention to the personal safety of tourists and environmental protection of scenic spots, create well-known brands, and take the path of sustainable development in the development of Anhui's tourism industry. Improving the visibility, infrastructure construction, ecological environment protection, and characteristic product development and marketing of "Anhui rural tourism" is one of the major trends in the future development of Anhui's tourism industry.

Keywords: Travel motivation; Rural tourism; Tourism industry; Motivation theory

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Introduction

Since the reform and opening up, the tourism industry has gradually become one of the important pillars of the Chinese economy, promoting the rapid development of the Chinese economy. Tourists are important participants in the development of rural tourism, and different tourism motivations can lead to different tourism consumption behaviors. Related studies have shown that tourism motivation refers to the psychological and behavioral pursuits and expectations of tourists in the tourism experience process. It is a need and demand expressed by tourists in participating in tourism activities. Zhang Hongmei (2004) conducted a quantitative analysis on the tourism motivation of urban residents in Wanjiang, using factor analysis, independent sample t-test, and one-dimensional variance. Although the motivation for rural tourism is a human psychological activity, the motivation for tourism is not singular. Cheng, H., Yang, Z., & Liu, S. J. (2020) reviewed and summarized domestic research on tourism motivation from two aspects: research content and research methods. The results show that the total number of literature related to tourism motivation research shows a rapid increase trend, while the source of core journals only slightly decreases, but there is no significant change; Academic papers are mainly published in university journals, economics, tourism, and other publications, with a small number of other publications; At the same time, the research on tourism motivation has gradually shifted to the division of the tourism market, the relationship between tourism motivation and behavioral intention, tourism satisfaction, destination image, and other aspects. The research content has tended to be refined and diversified, but further improvement is still needed in the content and depth of the research. Based on the push pull theory, this study explores and analyzes the composition of tourism motivation by studying the pulling force of rural tourism on tourists in Anhui and the driving force of tourists themselves, which is of great significance in guiding the future development direction of rural tourism in Anhui and promoting industrial upgrading.

The rise of rural tourism motivation stems from tourists' pursuit of fresh and diverse experiences, while also meeting their need to escape the tense reality. (Jiang Huijuan et al., 2023) This trend has been supported by natural ecological environment and cultural exploration, as well as development trends such as industrial urbanization expansion. (Popescu, G. et al., 2022) It is worth noting that the motivation for rural tourism itself is very complex, and a rural tourism behavior contains multiple motivational factors. (Yin, Y. et al, 2022) Therefore, exploring the motivations and psychological needs of tourists choosing rural tourism in Anhui, analyzing the impact of different motivations on tourists' behavior, has important reference and reference significance for the development of rural tourism.

1. Overview of Rural Tourism in Anhui Province

In recent years, the rural tourism industry has been widely developed, with optimized supply of tourism products, gradual improvement of infrastructure, continuous improvement of service quality, and sound development of the interest linkage mechanism with farmers as the main body. The comprehensive benefits of rural tourism in economic and social development have been significantly improved. During the May Day period of 2023, the number of tourists in Anhui showed a significant upward trend, with Hefei receiving 9.0969 million tourists, an increase of 360.6% compared to the same period last year; Bengbu City received 4.176 million people throughout the year and achieved a tourism revenue of 1.494 billion yuan, an increase of 319.66% compared to 2019; Mount Huangshan received 3.325 million person times throughout the year,

with tourism revenue of 2.256 billion yuan. In addition, according to data from the Anhui Provincial Department of Commerce, 254 key monitored retail and catering enterprises in Anhui Province achieved a turnover of 1.828 billion yuan during the May Day holiday, an increase of 16.53% compared to the same period last year. In these ten months, 13 key monitored catering companies completed a revenue of 117 million yuan, a year-on-year increase of 148.43%. Through data analysis, it can be found that after years of efforts in product construction, industry cultivation, and market expansion, the tourism industry has become one of the pillar industries in Anhui Province. It is expected that by 2024, the rural tourism industry in Anhui Province will have a richer range of tourism products, further optimize its industrial structure, and highlight its comprehensive benefits, forming a rural tourism development pattern with reasonable layout, obvious product characteristics, complete service functions, and a sound industrial system. (Wang, F. et al, 2023) Rural tourism in Anhui Province is increasingly developing and improving, and studying tourist motivation can help promote high-quality leapfrog of regional economy.

2. Tourism Motivation

Motivation refers to the driving force for a person to engage in a certain activity, which is the reason or result of people engaging in a certain activity, and is the dominant part of the behavioral system. (Tang, M., & Xu, H, 2023) For tourists, tourism motivation refers to the psychological state they experience before engaging in a tourism activity, and is one of the main factors that influence and generate their tourism behavior.

Psychology believes that the direct cause of behavior is motivation, and both internal driving forces and external incentives may cause motivation. As a special social behavior, tourism inevitably has its unique tourism motivation, which can guide tourists to their destinations and maintain tourism behavior. Tourism motivation is the main driving force behind tourism behavior, and the biggest psychological factor comes from tourists' tourism needs. There are significant differences in tourist opportunities among different tourism activities. Zhu, Z., Wang, R., & Hu, J. (2023)⁸ pointed out that tourism motivation is not only the reason why tourists start traveling, but also a factor that continuously affects tourist behavior throughout the entire tourism process. Tourism motivation drives tourists to find interesting things, situations, and events, and to act or show interest in specific ways. It is the driving force within behavior and a continuous trend.

Therefore, tourism motivation is an important factor in generating tourism behavior, and tourism motivation is an internal driving force triggered by tourism demand. At the same time, social values, physical exercise, and behavioral norms can also influence the formation of tourism motivation. (Chen, F. H., et al. , 2022) There may be differences in tourism motivation among different geographical and cultural backgrounds, so it is also necessary to compare and analyze the tourism motivation of different groups. In addition, personal traits and experiences can also affect the formation of tourism motivation. (Chirakranont & Sakdiyakorn, 2022) For example, some people enjoy natural scenery, perhaps because they have come into contact with many beautiful natural landscapes during their growth process; Some people prefer to explore cultural depth, perhaps because they have received more in-depth humanistic education in school. At the same time, personal personality traits, values, and interests can also affect the formation of tourism motivation.

2.1 The Hierarchy of Needs Theory on Tourism Motivation

Liu Dongping (2018) pointed out that tourism motivation is a psychological factor that triggers and maintains individual tourism behavior and guides tourism goals. In short, tourism motivation is the internal driving force that drives tourists to engage in tourism behavior. Abraham Maslow's hierarchy of needs theory suggests that, Human needs can be roughly divided into five levels: "1. Physiological needs: food, water, air, etc. 2. Safety needs: stable order and seeking protection. 3. Social needs: also known as belonging and love needs, including emotions and a sense of collective honor. 4. Respect needs: self-esteem, personal reputation, reputation, status, achievement, etc. 5. The need for self realization, self realization to maximize personal potential." (Yongmei, 2023) Maslow believes that, Human needs develop from low-level and basic needs to high-level specialized needs. Only when a person's low-level needs are met can higher-level needs become the driving force of human behavior. At the same time, low-level needs can be met externally through material means, while high-level needs are met internally, belonging to spiritual needs and have a higher motivating effect on people Maslow's hierarchy of needs theory is of great significance for studying tourism motivation.

2.2 The Impact of Tourism Motivation on Tourists

With the development of the tourism industry, the motivation of tourists has increasingly become an important issue. Studying tourist motivation can help us better understand the goals of tourism activities, understand the problems in tourism activities, and develop tourism products and services, thereby providing decision-making basis for tourism management departments and helping to formulate more reasonable development strategies. Provide assistance for the development of Anhui's tourism industry.

2.2.1 Promote Tourists to Create Necessary Tourism Conditions

In modern society, people are facing enormous work pressure and fast-paced life, which often leads to physical and mental fatigue. Therefore, tourists often use tourism behavior to alleviate physical and mental exhaustion and reduce stress (Wu, M. Y., Wu, X., Li, Q. C., & Tong, Y., 2022). They hope to use tourism to change their daily environment and roles, thereby obtaining a peaceful and relaxed travel experience. The unfamiliar environment and novelty bring a brand-new feeling. Exploring new things and eliminating fatigue and stress are all psychological needs. These psychological demands promote the generation of tourist motivation.

Tourism motivation will guide tourists to make necessary adjustments and arrangements in their daily work and life, in order to obtain relatively concentrated leisure time and adjust the pace of life in a timely manner to prepare for tourism. (Zhu, Z., Wang, R., & Hu, J., 2023) In addition, tourists will also optimize the funding and other objective conditions required for tourism, and make corresponding preparations for this. (Garrod, B., & Nicholls, S., 2022) When tourists have all the objective conditions for tourism, they will further make tourism choices and plans.

2.2.2 Encourage Tourists to Access, Analyze, and Evaluate Tourism Information

When tourists decide to travel, they often collect travel information through various means to make the best choice. (Galati, A., Testa, R., Schifani, G., & Migliore, G., 2023) This information may come from various channels and perspectives, including travel websites, travel agencies, and travel

apps. Tourists usually analyze and compare the reliability of the content and sources of this information to ensure its correctness and feasibility. At the same time, tourists will also screen, classify, and evaluate this information in order to choose the most suitable travel method and itinerary based on their own needs and preferences. So studying tourist motivation can enhance the development trend of the tourism industry by improving these services. By investigating tourist behavior, we can understand which tourism information is more popular among tourists and explore which tourism services are the most valuable, which can help us improve our existing services. In the future, the tourism industry should focus on providing better and more attractive tourism services, and fully utilize the motivations that tourists may generate during their travels.

2.2.3 Guide Tourists to Develop Specific Travel Plans

Guided by tourism motivation, tourists will obtain relevant tourism information through various channels, including online search, consulting tour guide books, learning about tourism background from friends or family, and consulting through travel agencies and smart tourism technologies (Nengovhela, M., 2020). Then, based on one's own needs, compare various tourism projects and choose the most suitable travel method for oneself.

Before formulating a travel plan, tourists will search for relevant information on the travel website, such as destination overview, scenic spot introduction, transportation methods, etc. After determining the travel route, information about transportation, accommodation, and other aspects will be obtained from online or local travel agencies. After determining your travel plan, you also need to be fully prepared for every detail of the trip. When summarizing and providing feedback, tourists will write down their feelings, impressions, and gains gained during this trip. In this way, not only can one fully understand the items and preparations required for this trip, but also enable tourists to better enjoy the trip.

3. The Pull and Push Forces in the Motivation of Rural Tourism in Anhui Province

In the development of the tourism industry, tourists have varying degrees of expectations and needs for destinations and tourism experiences, which can have an impact on tourists' behavioral decisions. In the push pull theory, tourists have varying degrees and directions of expectations and evaluations for their destination and tourism experience. These expectations and evaluations will affect tourists' perception and evaluation of destination and tourism experience information. And tourists' perception and evaluation of destination and tourism experience information will also affect their behavioral decisions and choices.

The push pull theory is an effective method for studying tourism motivation (Dann, 1977). This theory suggests that tourists' outbound tourism activities are generated by the combined effects of thrust and pull. Thrust is generated by internal psychological factors, while pull is generated by the attributes of the destination. Han Fei believes that the push pull theory truly combines tourism motivation with the attributes and characteristics of tourist destinations, bridging the gap between product demand and supply, so that all activities in tourist destinations can revolve around the needs of tourists. Studying the importance of various supply factors in the development of tourist destinations from a demand perspective is of great significance for improving product quality, business performance, and tourist satisfaction. Lou Shidi believes that the classification of tourism motivation includes factors such as "updating life", "seeking generalized love", "avoiding

reality", "curious exploration", "healthy entertainment", and "social interaction". (Han Fei, 2022) At the same time, factors such as tourism resources, tourism products, tourism facilities, services, promotions, and tourism innovation (i.e. "pull factors") are also important factors that stimulate tourism motivation (Bayih & Singh, 2020).

3.1 The External Pull of Rural Tourism in Anhui Province

The "agriculture+tourism" model is a major trend in the development of rural tourism. Anhui rural areas have abundant agricultural resources, which can allow tourists to experience the joy of agricultural production activities. By developing rural tourism, the level of agricultural economy can be improved and farmers' income can be increased; It can also promote the protection of rural ecological environment, the inheritance of rural culture, and the improvement of farmers' quality; It can also promote the development of agricultural technology and tourism services. In recent years, various regions in Anhui have developed rural tourism, which has achieved good economic and social benefits in exploring the connotation of local culture, cultivating rural characteristic brands, and developing characteristic industries. The tourism industry in Anhui received 580 million domestic tourists in 2021, with a domestic tourism revenue of 557.8 billion yuan, which is higher than the national average. The steady increase in the number of tourists indicates that tourism to Anhui is attractive to tourists, and the motivation in terms of pulling force drives tourists to engage in tourism behavior.

3.1.1 Tourism Destination Image

Anhui Province is bordered by the Yangtze River and Huai River, and is an important province in East China. Its predecessor was a part of Jiangnan Province. It is named after the abbreviation of its two names, "Anqing Prefecture" and "Huizhou Prefecture". It is a major birthplace of ancient Chinese culture, forming four major cultural systems: the Huaihe River cultural system, the Luzhou cultural system, the Wanjiang cultural system, and the Huizhou cultural system. According to the distribution of tourism resources, transportation conditions, administrative divisions, and other characteristics in Anhui region, it can be divided into five main tourist regions: southern Anhui, southwestern Anhui, eastern Anhui, central Anhui, and northern Anhui, as well as a tourist circle along the river. The areas with a focus on southern and southwestern Anhui. Zhou Ruibing (2019) pointed out that the southern Anhui region can be said to be one of the most abundant tourist resources in the province. For example, Jiu Hua Mountain, which has the status of world cultural and natural heritage and is known as "the first mountain in the southeast", and Taiping Lake, the best eco-tourism destination, "Southern Anhui Emerald". Together with Mount Huangshan Mountain, they form the main scenic spot of Anhui tourism development, "two mountains and one lake". (Su, Q., & Zhang, L., 2020) Taking this as the center, the overall pattern of tourism development in Anhui has been formed. There are also more typical ancient architectural types in the southern Anhui region, such as Xidi and Hongcun in Yixian County, which are characterized by "painting in rural areas and peach blossom gardens" in China.

Studying the tourism motivation of rural tourism in Anhui can help to understand the needs and preferences of tourists for different tourism resources, and then develop more scientific and accurate tourism products and services, promoting the development of rural tourism in Anhui. In order to attract more tourists and vigorously promote the tourism resources of Anhui, the Anhui government, media, and society have made joint efforts to shape a good image of Anhui. The tourism image has a significant impact on the motivation of tourists to travel.

3.1.2 Cultural Tourism Resources

One of the main motivations for tourists to travel is their desire to understand things beyond their living environment and knowledge, especially their interest in foreign cultures such as music, art, folklore, dance, painting, and religion. Anhui Province has rich historical and cultural heritage, which has also become an important factor in attracting tourists. Huizhou culture is an important form of Chinese culture with unique regional characteristics, forming unique schools and styles in various fields such as philosophy, culture, medicine, architecture, and arts and crafts. The Huizhou style architecture is a mature ancient architectural school, which holds an important position in the history of Chinese ancient architecture with its unique technological features and styling style. The Huizhou architectural school has a unique artistic style in traditional Chinese architecture, which combines elegance, simplicity, and richness, making it still possess high artistic value and beauty. These unique cultural heritages have become one of the driving forces for attracting tourists to generate tourism motivation. Numerous tourists come to Anhui for tourism, not only to visit scenic spots that are pleasing to the heart, but also to be attracted by the culture of the scenic spots and enjoy spiritual satisfaction.

Anhui Province has abundant tourism resources, with 11 AAAAA (The highest quality level of tourist attractions in China) scenic spots, and the development of the tourism industry is very stable. It is a province rich in tourism resources, with numerous beautiful scenic spots and unique cultural heritage. These scenic spots, with their beautiful natural scenery, rich historical and cultural heritage, and distinctive local customs, stimulate tourist motivation and attract a large number of tourists to come and visit. In addition, there are many other cultural heritages in Anhui Province, such as Mount Huangshan Mountain, Hongcun Village, Jiuhua Mountain, etc., which are important factors to attract tourists to generate tourism motivation.

3.1.3 Utilitarian Motivation

With the development and popularization of the Internet, cultural and tourism promotion has become one of the important means for the tourism industry in various regions. Through online platforms, social media, and other channels, tourist attractions in various regions can convey their unique features and advantages to a wider audience, thereby attracting more tourists to come for sightseeing. Tianzhu Mountain Scenic Area offers different free ticket activities for different groups of people, and these free ticket activities or discounts can stimulate tourists' interest and desire, prompting them to choose to travel. Different holidays have different preferential policies, for example, during the Chinese New Year, a special discount of 10 yuan on Tianzhu Mountain has been introduced for tourists who belong to the zodiac rabbit, bringing tangible benefits and satisfaction to tourists. Free tickets are offered to women on Goddess's Day, thereby stimulating their desire to travel. All teachers can visit for free on Teacher's Day, and so on. In short, free tickets or discounted activities in scenic spots can dispel tourists' economic doubts, increase their desire for a tourist experience, and have a positive impact on their travel motivation. All of these have brought more tourism revenue and visibility to the scenic spots. Discounts or free tickets in scenic spots can reduce the cost pressure on tourists, improve their satisfaction, and promote brand reputation among tourists, providing better word-of-mouth promotion for the development of scenic spots.

The scenic area cooperates with industry enterprises to attract more capital into the rural tourism industry and accelerate the development speed of rural tourism. Taking Yi County as an

example, through innovative measures, state-owned wholly-owned companies have been implemented as the main market entities in the global tourism market. Yixian County has established a state-owned wholly-owned subsidiary, Huihuang Tourism Company, which has become a platform for the development of a new type of tourism industry across the county. It has developed and integrated the county's tourism resources, and achieved tasks such as improving the construction of Yixian's major scenic spots, supporting tourism public facilities, and innovative development of tourism industry. Through cooperation, the services, facilities, and management of tourist attractions will continue to be improved, further improving tourist satisfaction and return rates. Excellent tourism enterprises can better demonstrate their management and marketing capabilities, gradually becoming leaders in the rural tourism industry in competition, and providing a sustained driving force for the long-term development of rural tourism.

3.2 The Internal Push of Rural Tourism in Anhui Province for Tourists

According to Dane's classification method, Gnoth divided tourism motivation into two types: "push" and "pull". Thrust refers to internal motivational factors that drive tourists to seek symbolic objects, situations, or events that can reduce current stress, in order to seek physical and mental relief and relaxation. There are two main types of internal motivations for tourists to come to rural tourism in Anhui: firstly, motivation based on spiritual needs, mainly manifested as pursuing individuality, experiencing happiness, spiritual satisfaction, experiencing culture, and realizing oneself; The second is motivation based on social needs, mainly manifested as seeking stimulation, learning knowledge, obtaining information, etc. There are differences in the perception of the inherent thrust of rural tourism among different tourist groups.

3.2.1 Hedonic Motivation

In addition to meeting basic survival needs, tourists also have a higher level of demand, namely the need for enjoyment. This demand refers to the desire and pursuit of beautiful things by tourists, which is a high-level demand. Among the six major elements of tourism, including food, accommodation, transportation, travel, shopping, and entertainment, tourists' needs for these elements are no longer simple satisfaction, but higher-level enjoyment needs. Tourists not only hope to obtain basic accommodation and transportation during the tourism process, but also hope to enjoy pleasant experiences such as beautiful scenery, delicious food, culture, and entertainment.

Tourists choosing Anhui for rural tourism can not only relax their body and mind, but also participate in various activities to regulate their lifestyle and promote health, such as sports and entertainment activities. (Zhou Ruibing, 2019) In addition, many tourists also choose recuperation activities such as off-site therapy, hot spring bathing, mineral springs, and medical examinations to improve their physical condition. These activities all have the common characteristic of relieving tension, which can alleviate psychological fatigue and the pressure brought about by daily life. In the beautiful natural environment and rural landscapes of Anhui, allowing physical and mental relaxation is one of the important motivations for tourists to engage in tourism behavior.

3.2.2 Knowledge Motivation

Tourists hope to delve into the wonders of famous mountains, rivers, historical sites, and cultural landscapes through tourism activities, and understand the true meaning of "traveling thousands of miles, reading thousands of books". They hope to broaden their horizons, acquire new information

and knowledge through tourism, meet the needs of seeking novelty, novelty, difference, and development, thereby expanding their horizons, expanding knowledge, and enhancing their cultivation. For tourists, tourism is not only a way of entertainment, but also a way to enrich, improve, and develop oneself.

The motivation for seeking knowledge stems from tourists' desire to understand their own environment and broaden their knowledge range. Tourists hope to learn about foreign situations, including music, art, folk customs, dance, painting, religion, and other aspects. Part of the reason why tourists choose to come to Anhui for tourism is that they are influenced by the culture and environment in a certain direction of Anhui in their daily lives, which leads to the idea of seeking knowledge and promoting tourism behavior.

3.2.3 Motivation for Self Fulfilling Needs

The tourism that arises from the need for self realization includes conducting regional research in rural Anhui, conducting academic, transactional, and research-oriented activities through local research and work, exploring professional knowledge in one's own field, increasing one's level of knowledge, and obtaining professional recognition and success, achieving the goal of being appreciated and recognized by others. In addition, some tourists may also hope to prove their tourism value and gain appreciation from others by taking photos or sharing their travel experiences.

At the same time, tourists may also choose to challenge their limits and achieve goals of self transcendence and self realization. The tourism motivation generated from this is usually not only for simply enjoying the scenery and pursuing relaxation, but also for a certain physical and mental need. The need for self-development and personal growth. Tourists may broaden their horizons, expand their knowledge and skills, and explore their own characteristics and potential through tourism.

3.2.4 Social Motivation

Tourists hope to make new friends and visit old friends through tourism activities, in order to exchange emotions, deepen friendships, and expand their network to meet their social needs. This social demand reflects the psychological needs of tourists in interpersonal communication, and tourism activities provide them with excellent opportunities. It enables tourists to make new friends in different cultural backgrounds, expand their interpersonal circle, and enhance their social skills. At the same time, tourists can also feel the respect and understanding of others in tourism activities, all motivated by social needs.

The need to establish close connections with others, gain emotional support and reciprocal relationships from others. Tourists may choose to participate in group tours, meet new friends, share the joy of traveling, or choose tourist destinations to pursue their cultural or religious beliefs, communicate with other tourists of the same interest, and establish a common sense of group identity.

4. Methodology

This study adopts quantitative research methodology. The starting point of this study is rural tourism, and the research site is rural tourism in Huangshan, Anhui province, China. Compared with other rural tourism destinations in China, Huangshan has developed its own unique rural tourism development pattern. Huangshan region has two World Heritage sites, Mount Huang, which is a World Heritage - Mixed Property, and Xidi Hongcun, which is a world heritage site with great Huizhou cultural characteristics and is popular among rural tourists. Rural tourism in Huangshan has already had the foundation of industrialization. The population sample in this study are rural tourists over 18 years old who travel to Huangshan, including both male and female groups, as well as people from all walks of life.

4.1 Research Design

An overview of the research objectives shows that this study is descriptive in nature and that descriptive design is an important part of quantitative research. Descriptive research studies the nature of individuals, events or conditions by describing them. The researcher does not manipulate any one variable, but merely describes the sample or variable (Siedlecki, 2020). The purpose of this study is to examine rural tourists' travel motivation in Anhui province.

4.2 Data Collection

In this study, structured questionnaires were used to set up closed items for data collection, and questionnaire items were given in a simple and direct way, which was convenient for respondents to answer. To collect data more widely, this study adopted a combination of online and field surveys. The online questionnaire be used an online questionnaire platform "Questionnaire Star" to conduct online surveys and recruited respondents through various methods. The study sent group emails to Tencent gathering rural tourists in Huangshan, invited visitors in the group to help fill in the questionnaire. And the rural tourist to Huangshin refers to domestic tourist.

To ensure the reliability of the survey data and that the respondents are the target respondents; the questionnaire project designed the following screening questions: Have you ever visited Huangshan? If the answer was no, respondents were asked to stop answering.

4.3 Research Instruments

The data of this study were obtained by designing variable-related questionnaires filled in by the respondents. According to the literature review, the item scale designed by the questionnaire were initially determined, including the two types of option responses of the five-point Likert scale and the basic information options of the participants. The questionnaire consisted of two parts, including rural tourism motivation scale and basic information of respondents.

Push motivation is the intrinsic desire of tourists, and the measurement factors include enjoyment, knowledge seeking, physical and mental needs and social interaction. The items used in this measurement dimension are shown in Table 4.1.

Table 4.1
Measurement Items for Travel Motivation (Push Motivation)

Items	Item Description	Sources
Hedonic Motivation (HM)	1 I choose to visit Huangshan because I like the food.	Kang & Lee (2021) ²³
	2 I can enjoy the view of Huangshan.	Kim et. al., (2016) ²⁴
	3 I can learn about Huangshan customs and folk customs.	Fong et. al., (2017) ²⁵
	4 I can enjoy the local climate of Huangshan.	Prabawa et. al. (2020) ²⁶
	5 I can enjoy the travel services of Huangshan.	Prabawa et. al. (2020) ²⁶
Knowledge Motivation (KM)	1 I can broaden my horizon and increase my knowledge.	Tsephe & Obono (2013) ²⁷
	2 I travel to Huangshan for academic study.	Fong et. al., (2017) ²⁵
	3 I can satisfy the curiosity of folk culture in Huangshan.	Fu & Jiao (2021) ²⁸
	4 To learn about local history, culture, and customs.	Fu & Jiao (2021) ²⁸
	5 To take photography, do sketching, etc.	Fu & Jiao (2021) ²⁸
Physical and Mental Needs Motivation (PMM)	1 I can exercise and improve my health.	Fu & Jiao (2021) ²⁸
	2 Nostalgic psychology, satisfying the return of the soul	Fu & Jiao (2021) ²⁸
	3 I can escape for leisure and relax the mood.	Fu & Jiao (2021) ²⁸
	4 To gain the admiration, and respect of friends & relatives.	Fong et. al., (2017) ²⁵
	5 To share travel experiences with close friends on WeChat.	Fong et. al., (2017) ²⁵
Social Motivation (SM)	1 To get together with friends to deepen friendship.	Fu & Jiao (2021) ²⁸
	2 To make new like-minded friends.	Fu & Jiao (2021) ²⁸
	3 To interact and communicate with Huangshan villagers.	Fong et. al., (2017) ²⁵
	4 To learn from other tourists.	Fu & Jiao (2021) ²⁸
	5 To experience the lifestyle of Huangshan.	Fu & Jiao (2021) ²⁸

Pull motivation is the external attractiveness of a tourist destination, and the measurement factors include utilitarian motivation, tourists' destination image and tourism resources. The items used in this measurement dimension are shown in Table 4.2.

Table 4.2
Measurement Items for Travel Motivation (Pull Motivation)

Items	Item Description	Sources
Utilitarian Motivation (UM)	1 I am attracted by the promotional activities of Huangshan.	Ozturk et. al., (2017) ²⁹
	2 I am attracted by Huangshan's tourism advertising campaign.	Ozturk et. al., (2017) ²⁹
	3 I bought a group travel package of Huangshan.	Fong et. al., (2017) ²⁵
	4 I go to Huangshan for shopping.	Tsephe & Obono (2013) ²⁷
Tourists' Destination Image (TDI)	1 I like the Hui-style architecture and cultural landscapes.	Fu & Jiao (2021) ²⁸
	2 I like the unique tourism products in Huangshan.	Fong et. al., (2017) ²⁵
	3 I was attracted by Huangshan scenic spot information.	Fu & Jiao (2021) ²⁸
	4 I enjoy the ecological environment of Huangshan.	Tsephe & Obono (2013) ²⁷
	5 I enjoy the warmth and friendliness of Huangshan villagers.	Fu & Jiao (2021) ²⁸
Tourism Resources (TR)	1 The ancient architecture of Huangshan is well preserved.	Fu & Jiao (2021) ²⁸
	2 The natural scenery is beautiful in Huangshan.	Fu & Jiao (2021) ²⁸
	3 The rich folk art and artistic style of Huangshan.	Fu & Jiao (2021) ²⁸
	4 To learn Huangshan's rich historical and cultural deposits.	Sarmah et. al., (2017) ³⁰
	5 To participate in various entertainment activities, festival performances in Huangshan.	Sarmah et. al., (2017) ³⁰

4.4 Data Analysis

Descriptive statistics play a crucial role in providing a comprehensive overview of the respondents' travel behaviors. By presenting the frequency distributions for each questionnaire item, the study offers valuable insights into the dynamics of tourism in Huangshan, contributing significantly to the field of tourism studies. This is in line with the assertion by Lobo (1992) and Turner & Houle (2019) that descriptive statistics provide simple summaries about the sample and the measures, allowing for a clear understanding of the basic features of the data. Therefore, the utilization of descriptive statistics in this study is pivotal in offering a comprehensive empirical overview of the respondents' travel behaviors. Ultimately enriching the understanding of tourism dynamics in Huangshan.

A total of 298 valid questionnaires were collected. The survey showed that most people, about 67%, have only been to Huangshan once. A smaller group, around 18%, have gone twice, and very few, about 4%, have visited three times. There's also a small group, roughly 11%, who have been

to Huangshan more than three times. This tells us that while most visitors might go just once, perhaps to see what it's like or to check it off their list, there are a few who keep coming back, which might mean they really enjoy the place or find more things to do each time they visit.

For the construct of tourist motivation, the outer loadings range from 0.601 to 0.826, with most of the items demonstrating loadings above the commonly accepted threshold of 0.6, suggesting that the items have a satisfactory level of reliability. Notably, items SM5 (0.826), SM3 (0.806), and SM2 (0.794) exhibit the highest loadings, indicating that these items are the most representative indicators of the tourist motivation construct. It is also important to note that two items (HM2 and UM3) of tourist motivation were deleted due to the small outer loadings.

5. Discussion and Discovery

By analyzing the motivation of tourists to come to Anhui for tourism, it is necessary to strengthen management, integrate tourism resources, pay attention to the personal safety of tourists and environmental protection of scenic spots, create well-known brands, and take the path of sustainable development in the development of Anhui's tourism industry. Improving the visibility, infrastructure construction, ecological environment protection, and characteristic product development and marketing of "Anhui rural tourism" is one of the major trends in the future development of Anhui's tourism industry.

5.1 Advocate Modern Tourism Concepts and Encourage Tourism Consumption

In order to stimulate the enthusiasm of potential tourists, it is first necessary to advocate and establish a new tourism concept. This is to make people realize that tourism is not a luxury consumption behavior, and tourism is different from "eating, drinking, and playing". Travel is not an unhealthy pursuit, nor is it a "idle" frivolous behavior. Relatively speaking, tourism is a never-ending consumption activity of human beings, a necessary element of modern life, an indispensable part of modern life, and also a modern way of life. In Western countries, the government subsidizes the social behavior of low-income groups to travel, which is a prominent manifestation of this concept. On the basis of rapid development of productivity and continuous improvement of national income, it encourages people to make necessary consumption to stimulate tourism demand. The tourism industry is not only an important consumption field for improving people's material and cultural level, but also plays a very important role in expanding domestic demand and driving economic growth.

Anhui has rich historical and cultural resources and tourist attractions, forming an important support point for rural tourism, attracting numerous domestic and foreign tourists to come for tourism. At present, the domestic circulation has become the mainstream of the tourism industry. This provides a market space and time window for rural tourism in Anhui, which can better utilize tourism to develop rural economy, explore cultural resources with rural characteristics, inherit excellent historical traditions, and unique humanistic atmosphere, and turn them into tourism products. This can spread these excellent Anhui rural cultures through tourism to both domestic and international audiences, allowing more people to understand Anhui rural areas and Anhui culture, thereby enhancing the market potential of rural tourism and bringing benefits to farmers' income. So it is very important to tell the story of rural areas in Anhui well. Taking the construction of Wuhu as an example, the first step is to create a distinctive animation

industry infrastructure, establish excellent animation production enterprises and supporting industry chain suppliers, support the front, middle, and back end work in the article creation process, and provide a good environment for animation entrepreneurs to create and promote. At the same time, by introducing well-known domestic and foreign animation brands, we will settle in Wuhu and implement cross-cultural cooperation to drive the construction of Wuhu as the animation capital. Attracting tourists for modern tourism, consuming during the tourism process, driving economic development, and achieving industrial upgrading.

5.2 Strengthen the Publicity of Scenic Spot Image and Stimulate Tourism Motivation

People's choice of specific tourism destinations is an important factor affecting tourism decision-making. Generally speaking, under the influence of tourism motivation, people choose several tourism goals, and the direct impact on the final choice is the popularity of tourist attractions and related information or evaluations. For example, specific themed tourism festivals have been designed throughout Anhui to expand the market and attract more tourists through promotion. In addition, it can also reduce the risks of tourism, improve tourists' sense of security and dependence, and stabilize tourists' decision-making. Utilize the power of tourism promotion to form and maintain the image of tourism destinations among potential tourists, thereby encouraging more people to actively participate in tourism activities. Eliminating tourists' unfamiliarity with the destination and doubts about travel decisions consolidates and stabilizes their travel confidence.

Taking Hongcun as an example, by creating promotional videos for Hongcun, the beautiful scenery and rich cultural heritage of Hongcun can be vividly displayed, attracting more people to come and visit. At the same time, it will be published on major video sharing platforms to expand the influence of Hongcun. Create promotional posters and post them in densely populated areas to attract more tourists for sightseeing. Publicity articles were launched through WeChat official account to let more people know about Hongcun's cultural heritage and scenic spots. (Lv Junli ,2022) Design a tweet format to generate a desire for more people to share. Integrate Hongcun tourism resources, promote them centrally on various platforms, and launch corresponding discounts and packages. Utilize social network marketing to publish promotional materials such as pictures, videos, and short articles on major social media platforms, including regularly publishing travel strategies or promotional activities on various online platforms to attract the attention of potential tourists. The Anhui tourism department can also organize various promotional activities, such as press conferences, promotion of tourism routes, tourism exchange meetings, etc. Promote locally and in other cities to attract more tourists. Enterprises related to the tourism industry can collaborate to provide various fast tourism package services, discount promotions, and other promotional activities, providing tourists with a better tourism experience. This will help other potential tourists establish trust and goodwill towards the beautiful scenery and hospitable services in Anhui.

5.3 Utilize the Role of Capital as a Medium for Industrial Integration

With the emergence of a new development pattern of "dual circulation", urban-rural integration will become an important direction for the development of rural tourism. The promotion of urban industrial and commercial capital is crucial for the construction and development of rural areas. Under the new development pattern, the main targets for attracting investment in rural tourism will be domestic investors. Capital is not only a catalyst for urban-rural integration, but also a driving force for the accelerated development of rural tourism industrialization. Therefore, providing

financial services for rural tourism is crucial, continuing to encourage capital to move towards rural areas, and achieving the goal of supplementing agriculture with work and promoting rural development through urban development.

In the rural tourism market, taking Yinping Mountain as an example, the brand image of Yinping Mountain scenic area is established through positioning, image design, slogan dissemination, and other methods, making it easier for tourists to perceive its cultural, emotional, and other "temperatures", thereby improving the competitiveness of the scenic area in the market. Strengthening capital operation can only provide better assistance to the construction of scenic spots with more investment and capital, developing new products, increasing the richness of rural tourism resources, and making Yinping Mountain Scenic Area more diversified in tourism formats such as "sightseeing, entertainment, leisure, and vacation". Collaborate with local farmers and residents to develop related industries such as farmhouse entertainment, specialty snacks, and local specialties. At the same time, it can also integrate the Yinping Mountain scenic area with surrounding enterprises, factories, hospitals, schools, and create more economic value. In this process, urban residents will become the main consumer, and short distance travel between urban and rural areas will become the main form. Urban residents will bring more industrial experience, consumption habits, and urban civilization, further promoting the integration of urban and rural areas. With the continuous increase in communication and circulation between urban and rural tourists in Anhui Province, it will further promote the industrial integration and integrated development of rural tourism in Yinping.

5.4 Increase Tourist Experience and Enrich Tourism Projects

The biggest difference between rural tourism and urban tourism is that it provides a more authentic and unique regional experience. Rural tourism brings tourists into the countryside to experience the natural environment, folk culture, and traditional life in the countryside, providing a unique experience that urban tourism does not have. So, in order to attract tourists to Anhui for rural tourism, it is essential to increase the tourist experience.

In rural areas in different regions of Anhui, there are agricultural products and delicious food with local characteristics, such as Huizhou Maodou, Huainan beef soup, Taihe noodles, Wuwei dry salted duck, Mount Huangshan Shaobing (Baked cake in griddle), etc. These are all important components for tourists to feel the local culture. When promoting agricultural products and specialty cuisine, it is necessary to showcase these characteristics as much as possible, so that tourists can better experience the cultural heritage of Anhui. This not only increases tourists' liking for rural tourism in Anhui, but also allows them to better participate and experience more interesting tourism activities.

6. Conclusion

The generation of tourist motivation mainly depends on the factors of tourists themselves, as well as the tourism environment, tourism conditions, and tourism services. Therefore, when developing tourism resources, more attention should be paid to providing high-quality tourism services, creating an excellent tourism environment atmosphere, and effectively stimulating tourists' tourism motivation. Meet people's tourism needs and stimulate their enthusiasm for tourism. In short, tourist motivation for tourism is complex and diverse, formed by a combination of multiple

factors, such as personal needs, cultural background, personal interests, physical condition, psychological state, etc. For the tourism industry, a deeper understanding of tourists' tourism motivations is more significant than simply understanding tourism consumption behavior. Understanding tourists' travel motivation can help tourism practitioners better meet their needs and expectations, and provide a more comfortable and enjoyable travel experience. Therefore, when carrying out tourism product development and marketing activities, attention should be paid to the role of tourist motivation research to meet the needs of different tourists and further promote the prosperity and development of the tourism market.

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