Research on the Relationship between Destination Image, Tourist Experience Value Co-creation, Place Attachment and Tourist Loyalty

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Abstract

Taking Guangzhou tourists as an example, through questionnaire surveys, the structural equation model is used to empirically test the relationship between destination image, tourist experience value co-creation, place attachment and tourist loyalty. Finally, the research conclusions are put forward to provide reference for tourism destination marketing management practices.

Keywords

Destination Image; Tourist Experience Value Co-creation; Place Attachment; Tourist Loyalty.

1. Introduction

Mankind has entered the era of experience economy, and experience is the most advanced way to create value[1]. Co-creation of tourism experience value refers to the creation of experience value by tourists through a series of human activities, interacting with nature and others in a tourism context [2]. The traditional tourist destination-led form no longer meets the individual needs of tourists. Most tourists are pursuing the value of tourism experience and the willingness to actively participate in the co-creation activities of tourist destinations has become stronger. Based on this background, how tourist destinations can meet the individual needs of tourists for tourism experience and attract tourists to actively participate in the process of co-creating value with tourist destinations and other tourists will be of great significance to enhance the value of tourist experience and the value of tourist products.

2. Theoretical framework and research hypotheses

Destination image occupies an important position in the concept of destination marketing. A good destination image affects tourists' willingness to revisit and contributes to the healthy and sustainable development of tourist destinations. With the continuous emergence of social media, tourist destinations are facing huge challenges in image construction. How to create a good image of tourist destinations to create value for both tourists and tourist destinations is a realistic issue that destination marketing organizations have to consider[3]. During the travel process, tourists interact with people or things in the destination, emotionally integrate themselves into the destination context, and hope to establish a stable emotional and symbolic relationship with the destination, and the local attachment emotion is thus Formed[4]. There is little research on the relationship between value co-creation and local attachment. Zhongke Wang and others used virtual multiple regression and structural models to study the local attachment and value co-creation in festival activities, and concluded that local attachment has no significant impact on value co-creation[5]. The study of tourist loyalty has always been a key topic of tourism research, but previous studies have mostly focused on antecedent variables

such as "satisfaction", while ignoring the impact of local factors such as local attachment on tourist loyalty[6]. The place attachment of tourists to the destination can be regarded as the emotional connection of the relationship between man and land. A deeper degree of place attachment will cause tourists to have a positive evaluation of the destination image and promote the formation of loyalty[7]. In the field of consumption, some scholars have conducted a series of studies on the relationship between value co-creation and customer loyalty. Customer participation behavior can enhance customers' perceived value and at the same time help enhance customer loyalty, while travel experience There is less research on value co-creation and tourist loyalty. In the research of destination image, scholars often regard tourists' loyal recommendation behavior and revisit intention as outcome variables[8]. The image of tourist destinations plays a basic role in the loyalty of tourists. Through the perceived value of tourists, a positive perception of the image of tourist destinations is formed, which in turn triggers tourists' willingness to recommend and at the same time promotes tourists' intention to revisit their hometowns in the future[9]. Therefore, the following assumptions are made:

H1: The image of tourist destinations significantly affects the co-creation of tourism experience value.

H2: The image of tourist destinations significantly affects local attachment.

H3: Co-creation of tourism experience value significantly affects local attachment.

H4: Co-creation of travel experience value significantly affects tourist loyalty.

H5: Place attachment significantly affects tourist loyalty.

H6: The image of tourist destinations significantly affects tourist loyalty.

3. Empirical analysis results

3.1. Normality test

Before analyzing the comprehensive measurement model, first check whether the sample is normal. It can be seen from the results of descriptive statistical analysis that the skewness statistics of all measurement indicators are between -1.477 and -0.037, and the kurtosis statistics are between -1.106 and 2.297 , It can be seen that the absolute values of kurtosis and skewness are both less than 3, indicating that the data does not violate the normality assumption[10].

3.2. Confirmatory factor analysis

The confirmatory factor analysis results show that the standard factor loadings of all measurement items are higher than 0.4. Correct the model according to the correction index (MI) in the AMOS calculation result. The revised model fitting index is: $\chi^2/df=2.043$, CFI=0.951, GFI=0.884, NFI=0.908, AGFI=0.852, RMSEM =0.053, it can be seen that $2 < \chi^2/df < 5$, GFI and AGFI are close to the standard of 0.9, RMSEM meets the standard of less than 0.08, NFI and CFI both reach the standard of greater than 0.9, so the revised comprehensive measurement model as a whole The fit is good [11]. The combined reliability of each latent variable is in the range of 0.864 to 0.916, which meets the standard higher than the minimum critical value of 0.7, and the average extraction variance is between 0.514 to 0.685, reaching the standard of greater than the minimum critical value of 0.5, all reaching the ideal level[12], so each latent variable has good measurement reliability. The standard factor loading of all measurement indicators is between 0.580 and 0.900, and the t statistic value also reaches a significant state at the level of p<0.001, so the measurement model has good aggregate validity. The average extracted variance values of the four latent variables are all higher than the square of the correlation coefficients between the latent variable and other variables, indicating good discriminative validity.

3.3. Structural equation model analysis

Structural equation model analysis can further judge whether the research hypothesis proposed in advance can be supported by the test results by observing the standardized path coefficients between latent variables. As shown in Table .1, the image of tourist destinations has a significant impact on the co-creation of tourism experience value, place attachment and tourist loyalty ($\beta 1$=0.428; $\beta 2$=0.174; $\beta 6$=0.130), thus supporting Hypothesis H1, Hypothesis H2 and Hypothesis H6 ; Tourism experience value co-creation has a significant impact on place attachment and tourist loyalty ($\beta 3$=0.494; $\beta 4$=0.310), thus supporting Hypothesis H3 and Hypothesis H4; place attachment significantly affects tourist loyalty ($\beta 5$=0.232), thus supporting Assume H5.

Table .1. Hypothesis test results

Hypothesis	Path	Standardized path coefficient	t value	test result
H1	$\beta 1$	0.428*	6.600	Support
H2	$\beta 2$	0.174**	3.161	Support
H3	$\beta 3$	0.494*	7.571	Support
H4	$\beta 4$	0.310*	4.549	Support
H5	$\beta 5$	0.232*	3.609	Support
H6	$\beta 6$	0.130**	2.279	Support

Note: * means significant at the $P<0.001$ level, ** means significant at the $P<0.05$ level.

4. Conclusion

The essence of tourism activities is experience. Tourists can harvest tourism experience and create value together by interacting with tourist destinations and other tourists during the travel process. Therefore, the destination marketing organization should strengthen the publicity of the image of the tourist destination, and promote it on mainstream media platforms to shape the positive image of the tourist destination and correctly guide tourists to participate in value creation. This research takes value co-creation as the antecedent variable for the first time and introduces it into the study of the relationship between tourism experience value co-creation and place attachment, and finds that tourism experience value co-creation significantly positively affects place attachment and tourist loyalty. To a certain extent, this empirical conclusion provides support for research on the relationship between value co-creation, local attachment and tourist loyalty. Therefore, in order to promote the sustainable and healthy development of tourist destinations, opportunities for value co-creation between tourist destinations, tourists and tourists should be increased, and tourists should be encouraged to actively participate in value co-creation activities, thereby enhancing the attachment and loyalty of tourists to tourist destinations.

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