Research on the Effect of Destination Image on Tourists' Behavioral Intention of Long-Stay Tourism Endowment Based on Structural Equation Model

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Abstract: The long-stay tourism endowment is an important combination of the elderly service industry and tourism. Taking Chengdu as an example, this paper uses structural equation model to explore the influence of destination image and emotional factors on tourists' behavior intention of long-stay tourism endowment. The results show that the destination image has a positive impact on the behavioral intention, positive and negative anticipated emotions of the tourists. Positive anticipated emotion and negative anticipated emotion also have a positive effect on the behavioral intention of tourists. Negative anticipated emotion played a partial mediating effect in the relationship between tourist destination image and tourists' behavior intention of long-stay tourism endowment, while positive anticipated emotion did not play a significant mediating effect. Emotional factors are the important factors that affect tourists' behavior intention of long-stay tourism endowment. Therefore, creating a real, unique and personalized image, improving destination marketing strategies and improving destination service quality can shorten the emotional distance between tourists and the destination, which is conducive to improving tourists' behavioral intention to long-stay tourism endowment.

1 INTRODUCTION

The long-stay tourism endowment is a combination of medical care, leisure and entertainment, one of the way of vision. According to Maslow's hierarchy of needs theory, in addition to the basic physiological needs and safety needs of the elderly, they also have social needs and self-realization needs. (Tang, 2020; Qiao, 2021) The development of long-stay tourism endowment industry can not only meet the diversified needs of the elderly, but also promote the development of the elderly service industry and tourism.

According to the emotional appraisal theory, the environmental stimulation can make people have different emotions, and the image of the destination will convey the information related to the destination to the tourists, thus causing the tourists 'positive and negative feelings for the destination, which will affect people' s subsequent behavior intention. To explore and analyze the influence of the destination image on the intention of tourists, and the role of emotional factors in this process, it can provide a reference idea for the development of the long-stay tourism endowment industry.

Chengdu is a popular tourist city in China and is famous for its unique slow pace of life. Generally speaking, people yearn more for a leisure and comfortable lifestyle. Thus, if we can understand the role of emotional factors in the decision-making process of tourists, we can promote the development of Chengdu's long-stay tourism endowment industry. Therefore, in order to better study the influence of Chengdu image on the tourist behavior intention, this paper introduces the emotion factors into the model to explore the decision-making process of tourists' long-stay tourism endowment.

2 VARIABLES AND RESEARCH ASSUMPTIONS

Destination image includes image of visitor cognitive section and visitor evaluation section. (Embacher,

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1989) The cognitive-affection model believes that the tourism destination image is composed of cognitive image (objective measurement of destination attributes) and affection image (tourists' subjective feelings of destination attributes). (Baloglu, 1999) The destination image is the understanding and impression of tourists on the internalization of the destination. (Lv, 2020) It is the subjective perception and objective expression of the tourist destination. This paper treats the destination image as a second-order factor as a comprehensive image jointly determined by the cognitive image and the affection image.

There is a close relationship between the destination image and the tourist behavior intention, and the destination image will affect the decision of tourists. The image of the destination is closely related to the reputation of the destination, tourists' attitude and tourists' intention. (Jalilvand, 2012) The evaluation of tourist image is related to tourists' satisfaction and loyalty to the destination. Therefore, combined with the study in this paper, we can make the following assumptions:

H1: Image of the destination positively affects tourists' intention to live for the long-stay tourism endowment.

Emotional appraisal theory believes that emotion is the formed by individuals in the interaction with the environment. (Lazarus, 1991) Human beings will produce emotional reactions to external environmental stimulation, and these emotional reactions will affect human needs and thinking, and then affect human behavior. (Gasper, 2006) Therefore, it can be said that human emotion is the individual's response to the environment. (Siemer, 2007) The emotional intensity of tourists to the destination reflects the degree of recognition of the destination, and tourists with good experience and positive feelings for the destination prefer to revisit and recommend the destination. (Hosany, 2012; Breitsohl, 2016)

The model of goal-directed behavior introduces positive expected emotions (emotional perception of target realization before performing specific behavior) and negative expected emotions (emotional perception of target realization before individuals conduct specific behavior) and sees them affecting human behavior as an essential element of understanding the various human behavior. (Perugini, 2001) Expect emotion, as an important factor affecting tourist behavior decision-making process and behavior intention, has been widely used in various tourism studies and achieved corresponding results, (Esposito, 2016; Jiseon, 2020) which further

confirms that it has practical significance to incorporate expected emotion as an emotional factor into the study of tourist behavior intention. Destination image is an important source of external stimulation and emotional response. (Tu, 2017) Therefore, it is very important to take the positive and negative expected emotions as the emotional factor, (Perugini, 2001; Jin, 2020) to analyze the role of the emotional factors in the influence of the destination image on the tourists' behavior intention. Thus, we can make the following assumptions:

H2: Destination image is positively affecting the positive anticipated emotion of tourists for long-stay tourism endowment.

H3: Destination image is positively affecting the negative anticipated emotion of tourists for long-stay tourism endowment.

H4: Tourists' positive anticipated emotion of long-stay tourism endowment is positively affecting tourists' intention of long-stay tourism endowment.

H5: Tourists' negative anticipated emotion of long-stay tourism endowment is positively affecting tourists' intention of long-stay tourism endowment.

Based on the above analysis, tourists can get the relevant information of the destination through the destination image, and then they will have different emotional reactions to the destination because of these information. The quality and degree of emotional reactions will affect the tourists' future behavior intention. The higher the tourists' evaluation of the destination image, the better the tourists' emotional experience is, and the closer the emotional connection with the destination is, the easier it is to stimulate tourists' behavior intention. Thus, we can make the following assumptions:

H6: The positive anticipated emotion of tourists for long-stay tourism endowment plays a mediating role between destination image and tourists' behavior intention.

H7: The negative anticipated emotion of tourists for long-stay tourism endowment plays a mediating role between destination image and tourists' behavior intention.

3 RESEARCH DESIGN AND RESULTS

This paper mainly refers to the measurement scale used in the study of Jin (Jin, 2020), Huang Chunhui (Huang, 2015), and makes appropriate modifications in combination with the Chinese context to design the questionnaire of Table 1, using the five-level Likert

statistical questionnaire. Questionnaires are distributed online and offline. The target population is the tourists who have traveled to Chengdu. Finally, a total of 433 samples from the target population were collected, and then 12 incomplete questionnaires were eliminated. Finally, 421 valid questionnaires were received, with an effective rate of 97.2%, including 242 online and 179 offline. The proportion of male and female in the effective samples was 49.40% and 50.60% respectively; the proportion of age 19-29, 30-39, 40-49, 50-59, 60 and above was 48.00%, 23.00%, 16.60%, 8.80% and 2.90% respectively; the proportion of the education level is 7.40%, 13.80%, 69.80% and 9.00% respectively in junior high school and below, secondary school and high school, junior college and undergraduate course, master degree and above respectively; the proportion of the occupation as government staff, public institutions personnel, enterprise employees, self-employed persons, farmers and students is 4.80%, 18.10%, 27.10%, 15.90%, 5.00% and 29.20% respectively.

In this paper, Amos25.0 was used for confirmatory factor analysis, and the results in Table 2 were obtained. The standardized factor loading of the observed variables are between 0.5 and 0.95, and the average variance extraction values of each factor are greater than 0.4, indicating that the model has good convergence validity. The Cronbach coefficient of each factor is significantly greater than 0.7, and the combined reliability of the corresponding items is also significantly greater than 0.7, indicating that the scale has high reliability.

The cognitive-affection model theoretically supports that the cognitive and affection image can jointly form the second-order factor of the destination image. Because the correlation coefficient between cognitive image and affection Image is 0.703, it shows that they are highly correlated, and cognitive image and affection Image can form a second-order factor. Table 3 is the analysis table of discriminant validity among the factors. The numbers on the diagonal are the square root of the corresponding factor AVE, and the numbers in the lower triangle are the correlation coefficients among the corresponding factors. The correlation coefficients of the lower

Table 1: Questionnaire item.

Factors (Abbreviation)		Item	Item Content
Destination Image (DI)	Cognitive Image (CI)	CI1	Chengdu has a strong leisure atmosphere and many leisure activities
		CI2	Chengdu has a unique historical and cultural landscape
		CI3	The natural scenery of Chengdu is very beautiful
		CI4	There are all kinds of delicious food in Chengdu
	Affection Image (AI)	AI1	Chengdu is a relaxing place
		AI2	Chengdu is a pleasant place
		AI3	Chengdu is a place of comfort
		AI4	Chengdu is a leisurely place
Positive Anticipated Emotion (PAE)		PAE1	If I can go to Chengdu (in the future) to stay for the long-stay tourism endowment, I will be very happy
		PAE2	If I can go to Chengdu (in the future) to stay for the long-stay tourism endowment, I will be very satisfied
		PAE3	If I can go to Chengdu (in the future) to stay for the long-stay tourism endowment, I will be very happy
Negative Anticipated Emotion (NAE)		NAE1	If I can't go to Chengdu (in the future) to stay for the long-stay tourism endowment, I will be very sad
		NAE2	If I can't go to Chengdu (in the future) to stay for the long-stay tourism endowment, I will be very angry
		NAE3	If I can't go to Chengdu (in the future) to stay for the long-stay tourism endowment, I will be very disappointed
Behavioral Intention (BI)		BI1	I will go to Chengdu to stay for the long-stay tourism endowment
		BI2	I will recommend others to stay in Chengdu for the long-stay tourism endowment
		BI3	I will spread the positive news of Chengdu to others

Table 2: Results of confirmatory factor analysis.

Factors		Factor Loading	Cronbach's Alpha	CR	AVE
DI	CI1	0.74	0.75	0.755	0.437
	CI2	0.707			
	CI3	0.626			
	CI4	0.557			
	AI1	0.802	0.837	0.838	0.566
	AI2	0.768			
	AI3	0.753			
	AI4	0.68			
PAE	PAE1	0.836	0.884	0.885	0.719
	PAE2	0.861			
	PAE3	0.847			
NAE	NAE1	0.851	0.921	0.922	0.797
	NAE2	0.91			
	NAE3	0.916			
BI	BI1	0.68	0.734	0.747	0.503
	BI2	0.86			
	BI3	0.555			

Table 3: Analysis of discriminant validity.

	DI	BI	NAE	PAE
DI	**0.850**			
BI	0.689	**0.709**		
NAE	0.200	0.575	**0.893**	
PAE	0.721	0.707	0.406	**0.848**

Note: the number of diagonal is the square root of AVE, and the number of lower triangle is the correlation coefficient between factors.

triangle in the discriminant validity analysis table are less than the square root of the corresponding AVE, indicating that the factors of the model have good discriminant validity. In addition, the fitting results of the model and the data are good. The model's absolute fitness index, CMIN / DF = 2.228 (between 1 and 3), RMR = 0.029 (< 0.05), RMSEA = 0.054 (< 0.08), GFI = 0.937 (> 0.9), AGFI = 0.913 (≥ 0.9) all met the standard. The value-added fitness index, NFI = 0.936 (> 0.9), RFI = 0.921 (> 0.9), IFI = 0.964 (> 0.9), CFI = 0.963 (> 0.9), TLI = 0.955 (> 0.9) are all up to the standard. Therefore, there is a good match between the model and the collected data.

The results of path analysis are as follows. Destination image (β=0.487, P<0.001) has a significant positive impact on tourists' behavior intention, and H1 holds.. Destination image has a significant positive impact on tourists' positive anticipated emotion (β=0.763, P<0.001) and negative anticipated emotion (β=0.306, P<0.001), thus H2 and H3 hold. Both positive anticipated emotion (β=0.201, P<0.05) and negative anticipated emotion (β=0.357, P<0.001) affect tourists' behavior intention positively, so H4 and H5 pass the test.

This paper analyzes the mediating effect of emotional factors by Bootstrap method. In the analysis of the mediating effect of Bias-corrected and Percenntile, the coefficients of path TDI→PAE→BI is in the range of [- 0.076,0.587] and [- 0.124,0.551], both contain 0. Thus, H6 does not hold. Similarly, in the analysis of the mediating effect of Bias-corrected and Percenntile, the coefficient of path TDI→NAE→BI does not contain 0 in the interval of [0.107,0.334] and [0.097,0.321]. So H7 holds. The direct effect of tourists' negative anticipated emotion on tourists' behavior intention is significant, Therefore, negative anticipated emotion plays a partial mediating role in the process of tourism destination image's influence on tourists' behavior intention of long-stay tourism endowment.

4 CONCLUSION AND DISCUSSION

Destination image plays an important role in tourists' behavior intention of long-stay tourism endowment.

Destination image differentiation strategy is conducive to the survival and development of the destination. Tourists' evaluation of the destination image will affect the reputation of the destination, and good reputation can bring more tourists. For the industry of long-stay tourism endowment, it is an important dynamic mechanism to promote the development of the industry of long-stay tourism endowment by setting up a good image of city life, creating a tourism destination image characterized by profound cultural heritage, beautiful natural environment, leisure and entertainment, emphasizing physical and mental relief and prosperity.

In terms of the formation of tourists' behavior intention of long-stay tourism endowment, tourists' emotional injection of long-stay tourism endowment will strengthen tourists' behavior intention. Therefore, increasing tourists' happy experience and expectations of living in Chengdu can improve tourists' positive and negative expectations, thus improving tourists' behavior intention of long-stay tourism endowment in Chengdu.

Negative anticipated emotion can better reflect the real feelings of individuals, and is a more convincing result of individual information processing. (Teal, 2020) Tourists' perception of destination image will cause emotional resonance of tourists, which will arouse tourists' desire to stay and provide for the long-stay tourism endowment, and then affect tourists' behavior intention. In addition, we should also pay attention to the emotional connection between the destination staff and the destination, so as to shorten the emotional distance between the tourism destination and the local staff.

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