

Influencing Factors of Tourist Willingness of Tourists in Meiling Scenic Area of Nanchang: Based on the Theory of Push and Pull

Liu Huixin^{1,a,*}

¹*Jiangxi University of Finance and Economics, No. 665, Yuping Avenue, Changbei Economic and Technological Development Zone, Nanchang City, Jiangxi Province, CHINA*

a. 2202002558@stu.jxufe.edu.cn

**corresponding author*

Abstract: Since the outbreak of the new crown epidemic, people's attention to public health events and physical and mental health has increased, and the changes in tourism consumers' perception have made consumers more favored for green, healthy and ecologically sound tourism destinations, and forest tourism has gradually entered the public's vision. Forest tourism is based on forest resources and takes the beautiful ecological environment as the standard, and the tourism activities carried out in the forest area fully reflect the richness of forest scenery and the diversity of forest tourism functions. China's forest tourism started in the early 80s of the 20th century. In the past 40 years, along with the pace of China's reform and opening up, forest tourism has grown from scratch and from small to large, becoming a major undertaking to promote economic and social development and improve people's livelihood. In recent years, Nanchang Meiling National Forest Park has developed rapidly, this paper chooses to collect 200 samples from the perspective of tourism consumers, through the distribution of questionnaires, and use the statistical software SPSS 26.0 for data analysis, so as to further analyze the psychological factors affecting tourism consumers' willingness to forest tourism, which is conducive to better insight into people's demand for green ecotourism under the background of the epidemic, so as to better propose specific development strategies for the development of forest tourism in Jiangxi Province.

Keywords: Meiling Forest National Park, tourists, push-pull theory, psychological influencing factor

1. Introduction

The concept of forest tourism was first proposed by the American scholar Gregory. In 1791, William Gilpin, a British forester, discussed the composition and beauty characteristics of forest scenery in his book on Forest Landscape, praising the unexplored natural beauty and its picturesque character [1]. The establishment of Yellowstone National Park in 1872 marked the beginning of forest tourism as an industry. In 2003, Japanese scholars proposed the concept of "forest bath" for the first time, and studied a series of projects and product development and utilization of "forest bath" [2]. Since the 20th century, with the development of industrialization in Europe, air pollution and environmental pollution have caused people to pay more and more attention to forest tourism. More and more

experts and scholars have turned from theoretical research to case oriented analysis, and forest tourism has gradually entered the public's vision. Chinese forest tourism started in the early 1980s, and for 40 years, along with the pace of Chinese reform and opening up, forest tourism has grown from nothing to large, and has become a highlight of forestry modernization construction, and become a big cause of promoting economic and social development and improving people's livelihood. Since the outbreak of the novel coronavirus, the health awareness of domestic tourists has been greatly improved due to the epidemic. Forest tourism featuring green health will usher in a spurt growth, and forest tourism research has gradually become a hot spot in tourism research.

At present, domestic and foreign researchers' research on forest tourism mainly focuses on the ecological development of forest resources [3-9], the development of sports and cultural products [10-15], and the impact on farmers' income [16-21]. From the perspective of research area, domestic and foreign researchers mainly studied the whole region on a macro level, but did not study a specific scenic spot. From the perspective of research methods, qualitative analysis and quantitative analysis are involved, and most studies are traditional factor analysis, lacking the application of push-pull theory. From the perspective of research, domestic and foreign researchers rarely discuss the impact of forest tourism intention from the perspective of tourists. To sum up, domestic and foreign scholars still have a lot of vague understanding about the motivation and willingness of tourists to participate in forest tourism, and few studies have explored the development approach of forest tourism based on the psychological perception of consumers. Therefore, this paper will take Meiling Scenic Spot of Nanchang City as the forest tourism destination, focus on consumer perception to discuss the protection and development of forest tourism, reveal the factors and influence degree of tourists' willingness to participate in forest tourism, and provide a new development perspective for forest tourism development.

2. Theoretical Basis

The "Push-Pull" Theory originated from the British scholar E.G. Avenstein, who proposed seven rules of population migration and believed that the migration of the mouth was formed by the interaction of two different directions of the migration and migration, which reflected the early thoughts of the "push-pull" journal [22]. Dann was the first to apply this theory to tourism research, holding that tourism "thrust" refers to the tourism demand caused by tourists' inner imbalance or tension, which is intrinsic and non-selective. As long as all stimuli can relieve tourists' inner imbalance or tension, they can serve as the target of tourism behavior. Tourism "pull" is related to the characteristics of destination attractions, and has extroversion and selectivity, which can affect people's choice of the type and direction of tourism destinations 2005[23]. As tourism activities are an Origin-Destination mode with tourists as the center and tourist source and destination as nodes, in tourism economics, the push and pull theory is just combined with the theory of tourism supply and demand, and the "push" factor of tourism focuses on the push generated by tourist source (demand) on tourists. The driving force is mainly derived from pulling factors such as social system behavior habits, calendar, tradition, sociability, fashion, transportation and climate. It mainly refers to the attraction of tourism destination (supply) to tourists, which is mainly derived from outdoor sports projects, tourism events, tourism resources and climatic conditions. [24] Based on the push-pull theory, the system of seasonal influencing factors of tourism is constructed.

3. Research Hypothesis

The theoretical framework of push and pull was recognized by tourism researchers such as John. L. Crompton, Iso-Ahola, and M. Yusal, and was further improved under the promotion of these scholars. Crompton identified six kinds of motivations as social psychological factors or driving factors, such

as escaping from mediocre living environment, exploring and self-improvement, relaxing body and mind, establishing reputation, recovering and enhancing family affection [25]. Novelty and the educational function of tourism are two major pull factors that stimulate people to travel. Therefore, this paper proposes six hypotheses, among which the first three are “thrust factors” and the last three are “pull factors”:

H1: Environmental relaxation has a significant positive impact on tourists’ forest tourism intention

H2: Suitability for posing has a significant positive effect on tourists’ willingness to travel in forest

H3: Good ecology has a significant positive effect on tourists’ forest tourism intention

H4: Enhancing the relationship has a significant positive effect on tourists’ forest travel intention

H5: The psychology of scientific research has a significant positive effect on the willingness of tourists to travel in forest

H6: Relieving boredom has a significant positive effect on tourists’ willingness to travel in forest

4. Research Design

4.1. Survey Site Overview

Meiling National Forest Park is located in Wanli District, Nanchang City, east of Nanchang City, south of Xinjian County, west of Poyang Lake, north of Lushan Mountain. Beautiful scenery in the park, the average annual temperature 14.5 ~ 17.6°C, the lowest temperature -10°C year-round frost-free period 200 ~ 260 days, annual precipitation 1730 ~ 1950mm, four distinct seasons. On the upland plain, yellow clay fields, yellow soil and quaternary red clay red soil are distributed. Downstream of the water system, there are many tide soil and tide sand mud formed by modern river deposits. The scenery is beautiful. According to legend, it is the place where “Kowloon gathers and phoenix drinks water”.

4.2. Questionnaire Design and Distribution

The body of the questionnaire consists of seven questions. The first two questions focus on tourists’ attention to the green hygiene level of the tourist destination before and after the outbreak of the novel coronavirus, so as to elicit tourists’ willingness to forest tourism and psychological influencing factors. The last seven questions included the correlation degree of six psychological factors, such as tourists’ willingness and relaxation in forest tourism, suitability for posing, good ecology and enhancing relationship, on whether to choose forest tourism. Likert’s five-point method was adopted for the answers: fully agree =5 points, somewhat agree =4 points, uncertain =3 points, somewhat disagree =2 points, and completely disagree =1 point. See Table 1 for the specific topic content Settings.

Table 1: Research Hypothesis.

Serial number	Item content
1	The extent to which you are willing to choose forest travel
2	The impact of environmental relaxation on your choice of forest tourism
3	The impact of suitability for posing on your choice of forest tourism
4	The impact of good ecology on your choice of forest tourism
5	The impact of enhancing the relationship on your choice of forest tourism
6	The influence of scientific research on your choice of forest tourism
7	The impact of easing boredom on your choice of forest tourism

The total samples of this study are tourists in Meiling Scenic Spot of Nanchang, and the sample survey time is November 2022. The method of random sampling was adopted (see the appendix for detailed questionnaires). 249 online questionnaires were finally collected, and 200 valid questionnaires were obtained after removing those with obvious data inconsistency or invalidity.

5. Experimental Results

5.1. Single Factor Analysis

As independent variables and dependent variables in the samples collected in this case are of continuous numerical type, Pearson correlation has been used for correlation analysis, and the data results have been sorted out as shown in Table 2:

Table 2: Correlation analysis table.

		Forest tourism intention	Environmental relaxation	Suitable for posing	Ecologically sound	Enhance the relationship	Scientific research investigation	Relieve boredom
Forest tourism intention	Pearson correlation	1	.827**	.603**	.780**	.814**	.631**	.720**
	Sin.(Two-tailed)		.000	.000	.000	.000	.000	.000
Environmental relaxation	Pearson correlation		1	.642**	.878**	.918**	.658**	.823**
Suitable for posing	Pearson correlation			1	.622**	.612**	.515**	.638**
Ecologically sound	Pearson correlation				1	.857**	.645**	.773**
Enhance the relationship	Pearson correlation					1	.681**	.828**
Scientific research investigation	Pearson correlation						1	.692**
Relieve boredom	Pearson correlation							1

** . At level 0.01 (Two-tailed), the correlation was significant.

The above correlation analysis results can be clearly seen:

The significance P between the dependent variable forest tourism intention and all the psychological factors was $0.000 < 0.05$, indicating that there was a significant correlation between the dependent variable and the six independent variables.

However, the correlation coefficient between “good ecology” and “relaxed environment” > 0.85 , the correlation coefficient between “enhanced affection” and “relaxed environment” > 0.85 , and the correlation coefficient between “enhanced affection” and “sound ecology” > 0.85 , indicating that the independent variables are collinear. In fact, “enhancement of affection” and “environmental relaxation” exist in all types of tourism, rather than the psychological factors unique to forest tourism. Therefore, only the linear correlation between “good ecology” and “enhancement of affection” and “environmental relaxation” is retained here.

Further, the correlation coefficient between “good ecology” and “forest tourism intention” reached 0.827, and the correlation coefficient between “alleviating boredom” and “forest tourism intention” reached 0.720, which was a strong correlation.

5.2. Multi-Factor Analysis

Multiple linear regression analysis was carried out with the independent variables of suitable for posing, good ecology, scientific research and alleviating boredom, and the forest tourism intention as the dependent variable. The sorted results are shown in Table 3:

Table 3: Multiple linear regression table.

	Unstandardized coefficients		Normalization factor	t	Sin.
	B	Standard error	Beta		
(Constant)	2.355	0.103		22.80	0.000
Suitable for posing	0.106	0.049	0.121	2.147	0.033
Ecologically sound	0.329	0.048	0.481	6.883	0.000
Scientific research investigation	0.105	0.046	0.137	2.290	0.023
Relieve boredom	0.118	0.050	0.176	2.373	0.019
	F			95.04	
	P			<0.001	
	R ²			0.661	

Dependent variable: Forest tourism intention

Based on the calculation results in the above table, the following conclusions can be drawn:

①P=0.033<0.05, indicating that the psychology of showing off had a significant positive effect on the intention of forest tourism; B=0.106, indicating that every 1 point increase in tourists' psychological factor of showing off by posing for photos, consumers' willingness to choose forest tourism will increase by 0.106 points.

②P=0.000<0.05, indicating that the psychological effect of health care treatment had a significant positive effect on forest tourism intention; B=0.329, indicating that when the psychological factor of tourists' health care treatment increases by 1 point, the willingness of consumers to choose forest tourism will increase by 0.329 point.

③P=0.023<0.05, indicating that the psychology of scientific research had a significant positive effect on forest tourism intention; B=0.105, indicating that when the psychological factor of tourists' scientific research survey increases by 1 point, the willingness of consumers to choose forest tourism will increase by 0.105 point.

④P=0.019<0.05, indicating that relieving boredom has a significant positive effect on forest tourism intention; B=0.118, indicating that when the psychological factor of relieving boredom of tourists increases by 1 point, the willingness of consumers to choose forest tourism will increase by 0.118 point.

Forest tourism intention =2.355+0.106* Posing for photos +0.329* health care treatment +0.105* scientific research +0.118* relieving boredom

6. Conclusion

6.1. Recommendations

This paper uses the theory of push and pull, and the independent influencing factors of consumers' willingness to buy again are suitable for posing, good ecology, scientific research investigation, and alleviation of boredom. Under the circumstance of limited resources and limited time, if Meiling Scenic Area wants to increase the frequency of tourists, you can start from the following four aspects:

(1) Establish places for Internet celebrities to check in and take photos

The new crown pneumonia has indirectly promoted the prosperity of online social media, and short video software such as Douyin, Kuaishou, and B station have become important battlefields for tourism marketing. Therefore, the scenic spots of forest tourism must first create local representative attractions, such as creating tree-hole type homestays, building ultra-long aerobic greenways, huge forest mazes, etc., so that eye-catching tourist attraction can be pushed through big data and constantly enhance the impression among potential tourists.

(2) Create a green and ecological health care environment

In the post-epidemic period, people's awareness of green health is facing a rare opportunity for forest health tourism in Jiangxi Province. The premise of developing forest tourism is to ensure the green ecology of tourist destinations. Meiling scenic area should diversify the functions of green health care to meet the health needs of different tourists.

(3) Improve the popularization of forest science

The forests of Jiangxi Province are rich in biodiversity and unique, gathering many rare and endangered plants and endemic plants in China. Many tourists are very interested in forest ecosystems and eager to learn more about the organisms, but do not necessarily have the relevant basic knowledge, and science popularization is very important for such tourists. The construction of forest tourist attractions needs to cover all aspects of the signage explanation, the content should strive to be accurate and scientific, indicating the name, main species composition, and dynamic characteristics of each community type!

(4) Enhance the interest of forest activities

Forest tourism is a relatively new model among many types of tourism, and many tourists come to visit for the novelty of forest tourism, and they have not been impressed by forest tourism before. Especially on statutory holidays, other well-known attractions are full of people, and tourists who travel to the forest often come to spend their holidays considering the large area of the forest and the low density of people. Therefore, the development of forest tourism must be novel and unique, breaking the convention in order to avoid the psychological gap of tourists.

6.2. Research Limitations

Compared with the Meiling scenic spot with huge passenger flow, the sample of only 200 people is not easy to cover the overall situation, there may be a certain gap between tourism willingness and actual tourism behavior, and the mechanism of pushing and pulling influence on actual tourism behavior needs to be further explored.

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