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ARTICLE

RESEARCH ON STRENGTHENING TOURISTS' ATTACHMENT STRATEGY IN BEIJING SCENIC AREA

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ARTICLE DETAILS

ABSTRACT

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The pursuit of high-quality destination experience is the core appeal of tourists. Maintaining a high level of tourist satisfaction and tourist loyalty is an important strategy for destinations to gain sustainable competitive advantage after analyzing the data based on a large number of questionnaires about Beijing scenic spots; this paper puts forward the corresponding strategies on how to improve the tourists' degree of local attachment. We analyze and elaborate from the aspects of local dependence, local identity, social connection and emotional connection.

KEYWORDS

Local Dependence; Local Identity; Social Connection; Emotional Connection

1. THE INTRODUCTION

The current China's tourism industry has entered a stage of development on the basis of the national consumption, the strategic pillar industry of national economy and the people more satisfied modern services is given the strategic positioning of tourism industry, state (in the context of the increasingly fierce competition in the tourism industry, improve tourist satisfaction) to cultivate loyal tourists become a tourist destination to win an important means of competitive advantage. In the study of consumer behavior, service quality is considered as the key pre-variable that drives consumer satisfaction and loyalty. Taking Beijing as a questionnaire, this paper introduces local attachment as a mediating variable to discuss the structural dimension of destination quality and its satisfaction with tourists. The process of influencing tourist loyalty. From the basic data of the dimensions of local attachment, it can be seen that tourists generally have a general level of local attachment intensity to the scenic spot. The average values of the four dimensions of local attachment, namely local dependence, local identity, social connection and emotional connection, are 5.525, 5.520, 5.540 and 5.406 respectively, among which the average value of emotional connection is the lowest, followed by local identity. Therefore, the scenic spot management needs to enhance the local dependence, local identity, social connection and emotional connection intensity of tourists' local attachment by improving relevant aspects of service quality.

2. LOCAL DEPENDENCE PROMOTION STRATEGY

From the results of the influence of service quality dimensions on the dimension of place attachment, it can be seen that the traffic accessibility of scenic spot service quality has the greatest influence on tourists' local dependence, indicating that tourists attach great importance to the traffic convenience of the geographical location of the scenic spot they

visit. Local dependence emphasizes the functional significance of a place and focuses on the physical attributes (or tangible attributes) of a place and their ability to meet consumers' goals and expectations. According to the results of this study, the local dependence of tourists is closely related to traffic accessibility, so the management of scenic spots should pay attention to improve the traffic conditions inside and outside the scenic spots to enhance the degree of tourists' local dependence on the scenic spots.

First, around the scenic area management should submit to local government investment to improve traffic conditions, such as widening roads, increase the new traffic route, three-dimensional traffic development, and attaches great importance to the vehicle dynamic update, make the modern traffic network around the scenic area, facilitation, avoid into the current situation of the scenic road only a traffic arteries. For example, the Emperor Qin Shihuang's Mausoleum site Museum has a large passenger flow during the peak tourist season. Due to the traffic outside the scenic area, tourists have to wait for an hour or two before entering the scenic area, which will affect the tourists' first impression of the scenic area. Second, within the scenic area management department should pay more attention to improve traffic conditions, such as the increase of the parking lot parking Spaces, the design of the walkways, and need to consider the juvenile, elderly and disabled visitors tour scenic spot time step tools provide, need to pay attention to provide special channels for the disabled, to ensure its accessibility in the scenic spot. In addition, the management should provide accurate information about the traffic conditions inside and outside the scenic spot on the official website of the scenic spot, and timely update relevant information, so as to facilitate potential tourist groups to obtain such information in advance. In addition to improving the traffic conditions inside and outside the scenic spot, tourists' local dependence can be enhanced. Meanwhile, tourists' local dependence

can also be enhanced by improving the quality of human interaction. Visitors in the scenic area will inevitably come into contact with various service personnel, such as visitor center staff, hotel or store service personnel, tour guides or other commentators. Scenic spot management need regular business training for a variety of service personnel, pay more attention to the knowledge, skills, attitude of service personnel, politeness, such as training, improve the business level of service personnel, strengthen the service consciousness, to provide quality services for tourists, the tourists to meet the demand for a variety of services in the process, increase their satisfaction, brought about the naissance of the tourist place dependence[1-3].

3. COUNTERMEASURES FOR STRENGTHENING LOCAL IDENTITY

According to the data analysis results of the study, the average value of local identity of tourists in scenic spots is low, and the traffic accessibility of scenic spots has the greatest influence on local identity (0.204), followed by the environmental quality (0.190). A prominent feature of the concept of local identity is the symbolic significance of the place to the individual, which mainly emphasizes the personal significance given by the individual to the place and expresses the individual's emotional attachment to the place. Local identity is not easy because it involves the emotional bond between individual and local. In order to promote the generation of tourists' local identity, scenic spot management can provide tourists with personalized services, and respond to the needs of tourists in a meticulous, timely and effective manner. By establishing high-quality service and being served relationship with tourists, tourists can feel harmonious, intimate and comfortable emotionally. According to the results of this study, the scenic spot management can improve the traffic conditions inside and outside the scenic spot to enhance the local identity of tourists to the scenic spot. The specific improvement measures have been mentioned in the section of Local dependence, which will not be repeated here. At the same time, it can also promote the generation of tourists' local identity by improving the environmental quality. Scenic spot management can improve the environmental quality from the following aspects: too many tourists affect the quality of tourism experience. The number of tourists should be controlled, which is beneficial to the protection of tourism resources on the one hand and can improve the quality of tourists' tourism experience on the other hand. In order to scientifically and reasonably control the number of tourists, especially the reception volume in the peak season, the scenic spots should entrust professionals to calculate the environmental capacity of the scenic spots, and determine the upper limit of the daily ticket sales based on the environmental capacity. In terms of materials, the tour facilities should try their best to choose colors that match or coordinate with the scenic spot environment, so that visitors can visually perceive the integrated nature of the facilities and environment. Ensure the safety of battery cars and other tourist facilities in the scenic area, and ensure the safety of tourists' lives and property[4,5].

4. STRATEGIES FOR IMPROVING SOCIAL CONNECTIONS

The results of data analysis show that the environmental quality dimension of service quality has the greatest impact on social connection (0.185), followed by the impact of outcome quality (0.176) on social connection. The dimension of social connection of place attachment is considered by researchers as an important factor for people to develop attachment to place. Some researchers believe that individuals' attachment to a place is not only the place itself, but also the social relationship existing in the place. In terms of the social relations in the scenic spot, it mainly refers to the social relations that tourists and the service personnel of the scenic spot may establish, therefore, was founded in scenic area scenic area management shall be through friendly atmosphere that provide service for tourists tourists to enhance social connection, specific measures, such as by increasing the visitors to the site to participate in some entertainment programs or by means of question and answer let visitors to participate in the interpretation activities, so that visitors has the opportunity to interact with service personnel, to establish a harmonious relationship between both.

According to the results of this study, the scenic spot management should enhance the social connection of tourists by improving the environmental quality, and the specific improvement measures have been mentioned above. In addition, the social connection degree of tourists can be enhanced by improving the quality of results. Specific measures are as follows: increase the number of public toilets, improve

the sanitary condition of toilets, and do a good job in marking them, so as to enhance the tourists' awareness; Increase the number of garbage cans on the scenic route to facilitate tourists to timely deal with personal garbage, reduce the phenomenon of littering, to ensure the cleanliness of the visiting environment; Perfect the tourist guide facilities of the scenic spot, put the facilities in the scenic spot eye-catching location, convenient for tourists to check[6-8].

5. STRATEGIES FOR IMPROVING EMOTIONAL CONNECTION

It can be seen from the basic data of the dimension of local attachment that the average value of tourists in the dimension of emotional connection is the lowest, which indicates that the degree of emotional connection of tourists to the scenic spot is low. The impact of traffic accessibility of service quality on EMOTIONAL connection is the largest (0.244), followed by the impact of environmental quality on emotional connection (0.175). Researchers of local attachment believe that emotional attachment is an individual's emotional bond to a specific environment, and Duan Yifu shows that emotions are associated with all human experiences. The possible reason for the low emotional connection strength of tourists is that the tourists stay in the scenic spot for a short time, and it is difficult for them to emotionally connect themselves with the scenic spot after a short tour experience.

6. SUMMARY

Based on the research results of Beijing scenic spots, this paper puts forward countermeasures to improve the development quality of scenic spots, and puts forward corresponding strategies from three aspects, namely, improving service quality, strengthening tourists' local attachment and improving tourists' responsible environmental behaviors. The specific strategies of strengthening local attachment start from four aspects of local dependence, local identity, social connection and emotional connection, and put forward targeted methods according to the correlation between them and various dimensions of service quality. The countermeasures proposed to enhance tourists' attachment to places are based on the concrete improvement of service quality. The specific strategies of strengthening local attachment start from four aspects of local dependence, local identity, social connection and emotional connection, and put forward targeted methods according to the correlation between them and various dimensions of service quality. Compared with service quality and local attachment, the average value of tourists' responsible environmental behaviors is the lowest, indicating that tourists' environmental behaviors are relatively deficient. Therefore, scenic spot management should pay more attention to the improvement of tourists' environmental behaviors. Responsible environmental behavior is the dependent variable in the theoretical model of this study. Service quality and local attachment are two factors affecting responsible environmental behavior. Therefore, improvement measures for responsible environmental behavior are proposed based on the relationship between the former two and it. In other words, the improvement of service quality and the enhancement of local attachment will ultimately help tourists improve their responsible environmental behavior.

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