Positioning Strategy of Scenic Spots in Ethnic Minority Areas: An Empirical Study of Moli Town at Guiyang

Abstract

The image of a scenic area plays a significant role in shaping tourists' attitudes and behaviors towards it. And it is also an important determining factor for the service positioning of the scenic area. Therefore, it is highly valued by many scenic area managers and is also regarded as one of the bases for the positioning of the scenic area. However, existing studies have rarely explored the marketing positioning of scenic spots from the perspectives of different ethnic groups. The purpose of this article is, 1) to attempt to answer whether there are significant differences in the views of respondents from different ethnic groups on the research variables; 2) What are the differences when predicting tourists' satisfaction and behavioral intentions? 3) Finally, to offer suggestions to managers. This study obtained 332 valid questionnaires through a questionnaire survey and clarified the research questions by using independent sample t-tests, analysis of variance, and regression analysis. The analysis results show that there are significant differences in the views of respondents from ethnic groups on the research variables, and the behavioral intention path predictions of the two groups of samples are also different. Finally, it is suggested that scenic spots make good use of their image positioning and divide the target customer groups into ethnic minorities and the Han people, and propose different marketing activity plans.

Keywords: Ethnic minority areas; Scenic area image; Marketing positioning; Perceived value; Ethnic minority

I. Introduction

The destination image plays an important role in shaping tourists' attitudes and behaviors towards the destination (Arefieva et al., 2021). It is the psychological representation of the destination formed in the minds of tourists (San Martin & Del Bosque, 2008; Tan, Cheng, Chen, Zhu, Yu, and Chen, 2025). When applied to scenic area management, it can be called the scenic area image (Yan Caifa, Guo Fang, Zeng Jiaojiao, Xu Fuyong, Lu Jiahui, Yu Tingting, 2025). Since the destination image can affect tourists' attitudes and behaviors, more and more destination/scenic area managers regard it as an important strategy and actively shape a positive and attractive destination/scenic area image (Hunter, 2012;) (Payntar et al., 2021), gain the favor of tourists.

Secondly, research has pointed out that the image of scenic spots not only enhances tourists' satisfaction, but also improves tourists' positive word-of-mouth and recommendation behaviors through satisfaction (Yan Caifa, Guo Fang, Zeng Jiaojiao, Xu Fuyong, Lu Jiahui, Yu Tingting, 2025;) Yen, Tian, Xiong, Zou, and Mei (2025), these studies provide useful evidence for scenic area managers in terms of marketing.

However, when scenic area managers are considering marketing positioning, they still face some problems, such as the race of the target customer group, etc. First of all, when the scenic area is not well-known, its main customer group might be tourists from nearby areas within a one-hour drive. When the scenic area is located in an ethnic region, the composition of the tourists may cover multiple ethnic groups. At this point, if the scenic area targets tourists within a one-hour drive, how should its image design cater to the preferences of different ethnic groups? Secondly, once the customer base of nearby scenic spots is satisfied, the target customer base of the scenic spots may spread outward to the second circle, including tourists from nearby counties and cities or those within a two-hour drive. At this time, multi-ethnic problems are still faced in ethnic minority areas. In other words, in scenic spots in ethnic areas, when aiming to obtain the attitudes and behaviors of tourists by shaping a positive image of the scenic area, the ethnic factors of the target customer group should be taken into consideration.

Furthermore, when exploring the behaviors of tourists in ethnic areas, the perceived value of scenic spots by tourists is regarded as a key factor (Yan Caifa, Guo Fang, Zeng Jiaojiao, Xu Fuyong, Lu Jiahui, Yu Tingting, 2025;) Yan Caifa, He Chunxiang, Shi Qichun, Xie Yannan, Ban Lintao, 2025). The reason for this might be that different ethnic groups have different views on the research variables. For example, the values of ethnic minorities and the Han people may be different, and this reason may cause them to exhibit different tourism behaviors. However, no research has confirmed this argument yet. The ethnic groups of tourists in ethnic areas are different. What differences exist in the relationship between their perceived values and behaviors is one of the topics that the academic community and the tourism industry are eager to explore and clarify. Under this premise, this study raises the following research questions:

* Research Question 1:

Are there significant differences in the views of ethnic minorities and the Han people on the research variables?

* Research Question 2:

What are the differences between ethnic minorities and the Han people in terms of the prediction of travel satisfaction?

* Research Question 3:

What are the differences between ethnic minorities and the Han people in the prediction of behavioral intentions?

In view of the above, the research purpose of this paper is to explore how scenic spots in ethnic minority areas can conduct market positioning through the image of scenic spots in order to obtain the positive behaviors of tourists. Specifically, it is to explore the perceived differences among different ethnic groups (ethnic minorities and the Han people) regarding the image of scenic spots, perceived value, tourist satisfaction and behavioral intentions, clarify the influences of these differences in predicting tourist satisfaction and behavioral intentions, and provide suggestions.

2.Research Methods

2.1 Research Framework and Hypotheses

To achieve the research purpose, the research framework of this paper is shown in Figure 1, which includes research aspects such as scenic area image, perceived value, tourism satisfaction and behavioral intention. In terms of research hypotheses, based on relevant studies such as scenic area image, tourism satisfaction and behavioral intention (Yan Caifa, 2019: Yan Caifa, 2018; Kittiporn and Wang, 2024; Qiu et al., 2024; Sustacha et al., 2024), already proposed Hypothesis 1 (In the interaction between tourists and tourist attractions, tourists' perception of the scenic area image significantly positively affects their perception of tourism satisfaction) and Hypothesis 2 (In the interaction between tourists and tourist attractions, tourists' perception of the scenic area image significantly positively affects their perception of behavioral intention). Based on relevant studies such as perceived value, tourism satisfaction and behavioral intention (Yan Caifa, 2019: Yan Caifa, 2018; Kittiporn and Wang, 2024; Qiu et al., 2024; Sustacha et al., 2024), this study proposes Hypothesis 3 (in the interaction between tourists and tourist attractions, the perceived value of tourists significantly positively affects their perception of tourism satisfaction) and Hypothesis 4 (in the interaction between tourists and tourist attractions, the perceived value of tourists significantly positively affects their perception of behavioral intention); Based on relevant studies such as tourism satisfaction and behavioral intention (Yan Caifa, 2019: Yan Caifa, 2018; Kittiporn and Wang, 2024; Qiu et al., 2024; Sustacha et al., 2024), this study proposes Hypothesis 5 (in the interaction between tourists and tourist attractions, tourists' tourism satisfaction significantly positively affects their perception of behavioral intention).

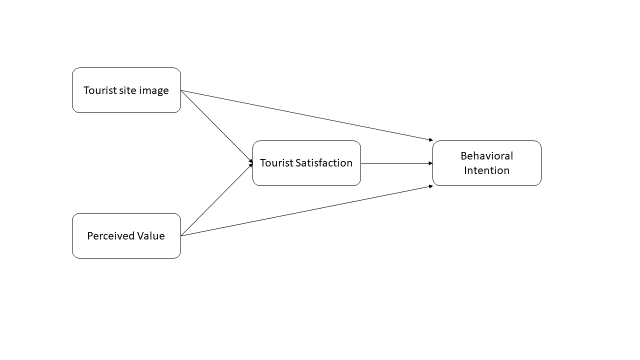


Figure 1. Research framework

2.2 Variable Definition and Measurement

In terms of studying the definition of facets, the destination impression theory is referred to (Yan Caifa, 2019: Yan Caifa, 2018; Kittiporn and Wang, 2024; Qiu et al., 2024; Sustacha et al., 2024), in this study, the image of a scenic area is defined as "the image evaluation of the natural landscape, cultural atmosphere, leisure atmosphere, entertainment atmosphere and tourism services of the scenic area by tourists visiting the scenic area". The perceived value is defined as "the overall assessment of the relationship between the time, energy, physical strength, money spent by tourists visiting the scenic area and the results obtained after visiting the scenic area; the tourism satisfaction is defined as" the assessment of tourists visiting the scenic area on the environmental landscape and the expected and actual experience of the scenic area." The behavioral intention is defined as "the assessment of the positive evaluation of the scenic area by tourists visiting it, their intention to revisit and their tendency to recommend others."

In terms of the development of measurement items, relevant literature was referred to (Yan Caifa, 2019: Yan Caifa, 2018;) Kittiporn and Wang, 2024; Qiu et al., 2024; Sustacha et al., 2024) proposed questions, including 15 questions on scenic area image, 4 questions on perceived value, 3 questions on tourism satisfaction, and 3 questions on behavioral intention. The Likert 5-point scale is used for measurement. 5 indicates strong agreement and 1 indicates strong disagreement. The higher the score, the higher the degree of agreement. Furthermore, in terms of demographic variables, questions such as gender, age, education level, average monthly income and occupation were designed to understand the basic background of consumers. After the measurement tool was developed, this study sent the questionnaire to tourism experts and industry practitioners to confirm the way the questions were described, the difficulty of tourists filling them out, and to seek their suggestions for correction. Secondly, this study also invited local scholars to correct the words used, confirm the expression of the meaning, and make appropriate corrections. Through the above steps, the scale of this study was completed.

2.3 Questionnaire Survey

Based on the nature of the topic, this study adopted the questionnaire survey method and the principle of voluntary participation of tourists. Through sampling, tourists were selected to participate in the questionnaire survey activity in the tourist attractions of Baiyun District, Guiyang City, Guizhou Province. In terms of sample size, it is generally recommended that the number of samples in the initial test should be larger than the number of questions, preferably 3 to 5 times the number of questions. 80 questionnaires should be distributed in the initial test, and 80 valid questionnaires should be distributed. When conducting the formal investigation, considering the number of questions in this study (a total of 25 questions) and the subsequent analysis, a total of 350 samples were investigated in this study. In terms of the sampling method, considering the feasibility of the study and the subsequent analysis, the quota sampling method was adopted in this study. Based on field observations and the characteristics of relevant research samples, sampling was conducted with gender and age as the quota criteria to obtain the samples required for the analysis.

In terms of the investigation methods, this study conducted a questionnaire survey through face-to-face interviews with interviewers and on-the-spot distribution of responses. To ensure the quality of the survey, researchers conduct interviewer training before the formal survey, enabling the interviewers to be familiar with the purpose, content and methods of the questionnaire survey, and proficient in dealing with various problems, so as to ensure that the questionnaire survey can be carried out safely and smoothly and obtain high-quality data. In addition to organizing a photo-taking record group, the researchers also went to the scene in person to participate, take photos for evidence, and ensure that the questionnaires were filled out by tourists. The initial test was held in November 2024, and the formal investigation period was from December 2024 to January 2025. A total of 350 questionnaires were distributed, 332 were retrieved, and 332 were valid questionnaires, with a valid questionnaire rate of approximately 95%.

In terms of sample characteristics, 54.5% were male and 45.5% were female. In terms of age, the proportion of respondents aged 18-20 was 32.8%(109 times), those aged 20-25 was 18.7%(62 times), those aged 26-30 was 13.6%(45 times), those aged 31-35 was 13.0%(43 times), and those aged 36-50 was 9.3%(31 times). The proportion of those aged 51-60 was 6.0%(20 times), and that of those over 60 was 6.6%(22 times). In terms of educational attainment, the proportion was 24.1%(80 times) for junior high school, primary school and below, 20.5%(68 times) for senior high school, 19.0(63 times) for junior college, and 36.4(121 times) for bachelor's degree and above. In terms of occupational distribution, military, police, public service and education accounted for 1.8%(6 times), manufacturing accounted for 3.9%(13 times), business and service industry accounted for 18.7% (62 times), agriculture 6.0%(20 times), students accounted for 44.6%(148 times), and freelancer accounted for 25.0%(83 times). Monthly income (RMB) of less than 3,000 yuan accounted for 53.9%(179 times), 3,001-6,000 yuan accounted for 31.0%(103 times), 6,001-8,000 yuan accounted for 12.7%(42 times), and more than 8,001 yuan accounted for 2.4%(8 times).

3. Results

3.1 Descriptive statistics

In terms of narrative statistics (as shown in Table 1), the average value ranged from 3.44 to 3.86, which was at the average to agreement level. The standard deviation ranged from 0.850 to 1.153. The higher average agreement level was for the leisure service image (3.68), and the lower was for the landscape and cultural image (3.545). Furthermore, the kurtosis coefficient is less than 3 and the skewness coefficient is less than 10, indicating that the data used in this study did not violate the normal distribution and subsequent analysis can be conducted.

3.2 Validity and reliability

In terms of validity analysis, the reference literature of the scale in this study was drafted and has a theoretical basis. It has also been reviewed by experts and relevant researchers and has expert validity. Secondly, in this study, the maximum variation method was adopted. Through principal component analysis, covering the factor analysis process, the sphericity test was used to determine whether it was suitable for factor analysis. Check whether the Communalities among the questions are greater than 0.5 to examine the degree of intersection of the questions; The maximum variation method is used to rotate the axis to extract the factors with eigenvalues greater than 1. Also, processes such as the factor load after the rotation of the axis being all greater than 0.7 were used to test the construct validity of the research variable items.

The analysis results show that the Bartletts' sphericity test of the four variables is significant, that is, it is suitable for factor analysis. In terms of the validity of the scenic area image, after deleting the first question (the cross-group factor load is greater than 0.5) and the ninth question (the cross-group factor load is greater than 0.5), each question belongs to only one factor, and the factor load all meets the theoretical requirement of 0.7. The analysis results of the scenic area image factors extracted two factors. According to the magnitude of their characteristic values, they were respectively named as the leisure service image and the landscape culture image, and the overall explanatory variation reached 65%. Accordingly, the scenic area image scale has good constructive validity. The reliability coefficients of the leisure service image and the landscape culture image were 0.914 and 0.890 respectively, both greater than 0.7, belonging to the high reliability range. The scale has good internal consistency (as shown in Table 2).

Secondly, in terms of the validity of perceived value, tourism satisfaction and behavioral intention, one factor was extracted from each scale and named in sequence as perceived value, tourism satisfaction and behavioral intention. After rotating the axis, the factor loads of all items were greater than 0.7. The variance extracts were perceived value 69.46%, tourism satisfaction 70.28%, and behavioral intention 70.60% respectively, indicating that the perceived value, tourism satisfaction, and behavioral intention scales used in this study have good constructive validity. Finally, the reliability coefficients of perceived value, tourism satisfaction and behavioral intention were 0.851, 0.781 and 0.786 respectively, all greater than 0.7, belonging to the high reliability range. The scale has good internal consistency (as shown in Table 3).

Table 1 Descriptive statistics (n=332)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Items | M | SD | SK | KU |
| **Tourist site image** |  |  |  |  |
| DI1: XX is a good place to rest. | 3.86 | .850 | -.313 | -.413 |
| DI 2: A great place to relax. | 3.54 | 1.153 | -.502 | -.369 |
| DI 3:A place to calm one's mood. | 3.78 | .921 | -.436 | -.379 |
| DI4:XX has magnificent hills. | 3.60 | 1.004 | -.302 | -.401 |
| DI5: XX has a beautiful riverside. | 3.59 | .999 | -.288 | -.387 |
| DI6:XX has a beautiful view. | 3.57 | 1.136 | -.534 | -.349 |
| DI7:The service staff of are very helpful. | 3.80 | .924 | -.380 | -.576 |
| DI8:The service staff are honest and trustworthy. | 3.69 | .972 | -.138 | -.835 |
| DI9:The area is safe and reliable. | 3.69 | .937 | -.083 | -.846 |
| DI10: XX is culturally attractive. | 3.54 | 1.132 | -.551 | -.326 |
| DI11: XX has cultural experience activities. | 3.80 | .931 | -.544 | -.092 |
| DI12: XX has different lifestyles. | 3.74 | .973 | -.280 | -.666 |
| DI13: XX has a great nightlife. | 3.57 | 1.039 | -.153 | -.821 |
| DI14: XX has many delicious foods. | 3.52 | 1.122 | -.330 | -.739 |
| DI15:The area is safe and reliable. | 3.63 | 1.109 | -.558 | -.393 |
| **Perceived value** |  |  |  |  |
| PV1:Compared to the money I spent, it was well worth the health and wellness trip to the Moli Town. | 3.67 | .958 | -.117 | -.780 |
| PV2: Compared to the time I spent, it was well worth the health and wellness trip to Moli Town. | 3.45 | 1.116 | -.159 | -.822 |
| PV3lCompared to the spirit I put in, a health and wellness trip to Moli Town is well worth it. | 3.65 | .952 | -.281 | -.370 |
| PV4:Compared to the physical effort I put in, a health and wellness trip to the Moli Town is well worth it. | 3.68 | 1.025 | -.148 | -.936 |
| **Tourist satisfaction** |  |  |  |  |
| SA1:The health and wellness tourism in Moli Town is worth my time and effort. | 3.68 | .930 | -.095 | -.700 |
| SA2:The environment for health and wellness tourism in Mooli Town is better than that in other places. | 3.44 | 1.096 | -.150 | -.790 |
| SA3: I'm satisfied with the landscape of the Moli Town Health and Wellness Tourist Scenic Area. | 3.73 | .971 | -.324 | -.772 |
| **Behavioral intention** |  |  |  |  |
| INT1: I will tell others about the advantages. | 3.75 | .906 | -.105 | -.901 |
| INT2:I would recommend others. | 3.45 | 1.080 | .016 | -1.055 |
| INT3:In the future, I will participate in the health and wellness tourism of Moli Town again. | 3.75 | 1.006 | -.444 | -.562 |

Table 2 Validity and reliability of the scenic area image

|  |  |  |
| --- | --- | --- |
| Items | Leisure Service Image (DI91) | Landscape Cultural Image (DI92) |
| DI3: A place to calm the mind. | **.723** | .282 |
| DI4: XX has magnificent hills. | **.618** | .417 |
| DI5: XX has a beautiful riverside. | **.644** | .439 |
| DI7:The service staff of are very helpful. | **.824** | .162 |
| DI8: The service staff are honest and trustworthy. | **.644** | .460 |
| DI11: XX offers ethnic cultural experience activities. | **.683** | .327 |
| DI12:XX has different lifestyles. | **.600** | .477 |
| DI13:XX has a great nightlife. | **.674** | .376 |
| DI15:XX is a good place to buy local specialties. | **.767** | .197 |
| DI2:XX is a great place to relax. | .312 | **.816** |
| DI6:XX has a beautiful view. | .245 | **.871** |
| DI10:XX has the appeal of ethnic culture. | .285 | **.826** |
| DI3: A place to calm the mind. | .421 | **.686** |
| Eigenvalue | 4.69 | 3.77 |
| Accumulation % | 36.13 | 29.03 |
| Cronbach’s Alpha | 0.914 | **0.890** |

Table 3 Validity and reliability of perceived value, tourism satisfaction and behavioral intention

|  |  |  |
| --- | --- | --- |
| Items | FL | Cronbach’s Alpha |
| **Perceived value (eigenvalue = 2.77;) Cumulative %= 69.46%** |  | **0.851** |
| PV1:Compared to the money I spent, it was well worth the health and wellness trip to the Moli Town. | .864 |  |
| PV2: Compared to the time I spent, it was well worth the health and wellness trip to Moli Town. | .821 |  |
| PV3lCompared to the spirit I put in, a health and wellness trip to Moli Town is well worth it. | .817 |  |
| PV4:Compared to the physical effort I put in, a health and wellness trip to the Moli Town is well worth it. | .831 |  |
| **Tourist satisfaction (eigenvalue = 2.10;) Cumulative %=70.28%** |  | **0.781** |
| SA1:The health and wellness tourism in Moli Town is worth my time and effort. | .890 |  |
| SA2:The environment for health and wellness tourism in Mooli Town is better than that in other places. | .799 |  |
| SA3: I'm satisfied with the landscape of the Moli Town Health and Wellness Tourist Scenic Area. | .824 |  |
| **Behavioral intention (eigenvalue = 2.11; Cumulative %= 70.60%)** |  | **0.786** |
| INT1: I will tell others about the advantages. | .877 |  |
| INT2:I would recommend others. | .833 |  |
| INT3:In the future, I will participate in the health and wellness tourism of Moli Town again. | .809 |  |

3.3 Differential test of the Influence of ethnicity on Variables

3.3.1. Isomorphic test of variance

The results of the isomorphic test of variance are shown in Table 6(Appendix). Among them, the F-values of leisure service image, perceived value, tourist satisfaction and behavioral intention all reached significant levels, indicating that there were significant differences in the populations of the two types of respondents (minority respondents and Han respondents). However, the F-value of the landscape cultural image did not reach a significant level, indicating that there was no significant difference in the population of the two types of respondents (minority respondents and Han respondents). Overall, among the variables adopted in this paper, the results of the isomorphic test of variance for the two groups of samples (respondents from ethnic minorities and Han ethnicity) show that the populations of four out of the five variables have heterogeneous phenomena. This means that the population characteristics of the two groups of samples are quite different, and the relationships between the variables may be different. Based on this, the independent sample t-test was able to continue in this study.

3.3.2. Independent sample t-test

The results of the independent sample t-test are shown in Table 6 (Appendix). Firstly, regardless of whether the population is homogeneous or not, the t-values all reach a significant level, indicating that respondents classified by different ethnic groups have significant differences in their perceptions of the image of leisure services, the image of landscape culture, perceived value, tourist satisfaction, and behavioral intentions. Secondly, if the differences between the two groups of samples are examined with a confidence interval of 95% difference, the analysis results show that the upper and lower limits of the confidence intervals of the five variables do not include 0. This means that there are significant differences in the views of the two groups of samples on the five variables. Furthermore, after examining the average differences among five variables in two or five samples, the study found that the perceived image of leisure services, landscape culture image, perceived value, tourist satisfaction and behavioral intentions of minority respondents were statistically significantly higher than those of Han respondents. Based on this, this study was able to separate the two groups of samples and proceed with the subsequent prediction of tourists' satisfaction and behavioral intentions.

3.4Tourist satisfaction predictions of different ethnic groups

Based on the above analysis results, this study utilized the sample segmentation technique to analyze the two groups of samples separately, and the predicted results of tourists' satisfaction are shown in Table 4. For minority respondents, the model fit reached a significant level (F=273, p=0.000), the VIF ranged from 5.2 to 7.4 (the theoretical suggested value of VIF <10), and the collinearity problem was not serious. The analysis results show that both the landscape cultural image and the perceived value significantly affect tourists' satisfaction, with a predictive power of 87.4%.

For the Han respondents, the model fit reached a significant level (F=137, p=0.000), the VIF ranged from 1.7 to 3.0 (the theoretical suggested value of VIF <10), and the collinearity problem was not serious. The analysis results show that the image of leisure services, the image of landscape culture and the perceived value all significantly affect tourists' satisfaction, with a predictive power of 66.7%.

For both groups of samples, perceived value significantly affects tourist satisfaction and is an important predictive antecedent for tourist satisfaction. Secondly, minority respondents attach importance to the cultural image of the landscape, but the influence of the image of leisure services on tourists' satisfaction is not significant. Finally, Han respondents not only attach importance to the cultural image of the landscape, but also to the image of leisure services. Furthermore, in terms of the predictive power of tourist satisfaction, the minority sample was 20.7% higher than the Han sample. This indicates that compared with the Han people, ethnic minorities can achieve higher results in predicting tourists' satisfaction by using landscape cultural images and perceived values.

Table 4 Tourism Satisfaction Predictions of Different Ethnic Groups

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Independent variable | Dependent variable: INT | | | |
| Ethnic minority(n=122) | | Han minority(n=210) | |
| Beta | t | Beta | t |
| DI1 | 0.124 | 1.396 | 0.200\*\* | 2.847 |
| DI2 | 0.314\*\*\* | 4.210 | 0.120\* | 2.245 |
| PV | 0.530\*\*\* | 6.267 | 0.566\*\*\* | 8.378 |
| F | 273 | | 137 | |
| VIF | 5.2-7.4 | | 1.7-3.0 | |
| R2 | 0.874 | | 0.667 | |

\*p<0.05, \*\*p<0.01, \*\*\*p<0.001; DI1: Leisure Service Image DI2: Landscape Cultural Image PV: Perceived Value SAT: Tourists Satisfaction; INT: Behavioral Intention

3.5 Prediction of behavioral intentions among different ethnic groups

Following the same steps, the prediction results are shown in Table 5. For minority respondents, the model fit reached a significant level (F=112, p=0.000), the VIF ranged from 6.0 to 8.9 (the theoretical suggested value of VIF <10), and the collinearity problem was not serious. The analysis results show that perceived value significantly affects behavioral intention, with a predictive power of 79.4%.

For the Han respondents, the model fit reached a significant level (F=137, p=0.000), the VIF ranged from 1.7 to 3.7 (the theoretical suggested value of VIF <10), and the collinearity problem was not serious. The analysis results show that the image of leisure services, the image of landscape culture, perceived value and tourists' satisfaction all significantly affect behavioral intentions, with a predictive power of 72.8%.

For both groups of samples, perceived value significantly affects behavioral intention and is an important predictive antecedent of behavioral intention. Secondly, among the minority respondents, only perceived value had a significant impact on behavioral intentions, while the influence of other variables was not significant. Finally, among the Han respondents, all four variables were significant, in order: tourist satisfaction, image of leisure services, perceived value, and image of landscape culture. Furthermore, in terms of the predictive power of behavioral intention, the minority samples were 6.6% higher than the Han samples. This indicates that compared with the Han people, ethnic minorities can achieve higher results in predicting behavioral intentions by perceived value.

Table 5 Behavioral Intention Predictions of Different Ethnic Groups

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Independent variable | Dependent variable: INT | | | |
| Ethnic minority(n=122) | | Han minority(n=210) | |
| Beta | t | Beta | t |
| DI1 | 0.210 | 1.820 | 0.259\*\*\* | 3.992 |
| DI2 | 0.131 | 1.277 | -0.112\* | -2.293 |
| PV | 0.369\*\* | 2.931 | 0.263\*\*\* | 3.712 |
| SAT | 0.215 | 1.817 | 0.477\*\*\* | 7.557 |
| F | 112 | | 137 | |
| VIF | 6.0-8.9 | | 1.7-3.7 | |
| R2 | 0.794 | | 0.728 | |

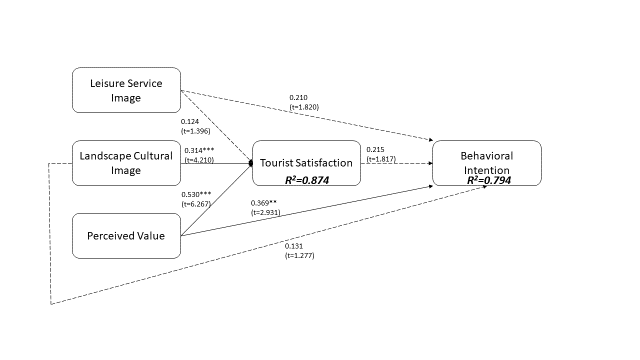
\*p<0.05, \*\*p<0.01, \*\*\*p<0.001; DI1: Leisure Service Image DI2: Landscape Cultural Image PV: Perceived Value SAT: Tourists Satisfaction; INT: Behavioral Intention

3.6 Discussion

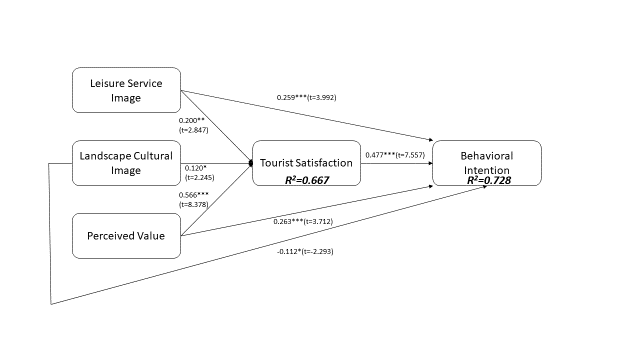
Based on Table 4 and Table 5 , this study obtained the behavioral intention influence path diagrams of the two groups of classified samples (Figure 2 and Figure 3), which are discussed and explained as follows.

First of all, due to limited resources, managers of scenic spots should have different marketing and positioning thinking. When scenic area managers only focus on obtaining tourists' satisfaction, they should attach importance to the needs of ethnic minorities for perceived value and landscape cultural image. Specifically, minority tourists have a higher sense of satisfaction only when they perceive that the money, time, physical strength and mental effort they have invested are more worthwhile than those in other scenic spots. Secondly, the cultural image of the landscape also significantly affects tourists' satisfaction, which indicates that minority respondents may attach more importance to the ethnic culture and landscape display of the scenic area. Accordingly, the marketing and positioning strategies of scenic spots for ethnic minority tourists should focus on value perception, ethnic cultural landscape elements and nationalized activities.

Furthermore, the influencing factors of Han respondents and minority tourists are different. Perceived value, the image of leisure services and the image of landscape culture all significantly affect tourists' satisfaction. This means that Han tourists have a higher sense of satisfaction only when they perceive that the money, time, physical strength and mental effort they have invested are more worthwhile than those in other scenic spots. In addition, compared with tourists from ethnic minorities, Han tourists attach importance to leisure services. Based on this, scenic spots should reasonably distinguish between the two groups of tourists and propose effective marketing and positioning strategies, which can have a relatively high probability of satisfying Han tourists.



\*p<0.05, \*\*p<0.01, \*\*\*p<0.001

Figure 2 The influence path of behavioral intentions of ethnic minorities

\*p<0.05, \*\*p<0.01, \*\*\*p<0.001

Figure 3 The influence path of behavioral intentions of the Han nationality

In addition, if the budget of the scenic area is relatively abundant, it can achieve higher business performance by understanding the behavioral intentions of tourists. In terms of ethnic minorities, only by perceiving values can their behavioral intentions be enhanced. Evidently, perceived value can not only enhance the satisfaction of ethnic minority tourists, but also enable them to provide positive evaluations of scenic spots, strengthen the behavior of recommending others, and increase the intention to revisit. For Han tourists, tourist satisfaction, the image of leisure services, perceived value and the image of landscape culture all influence behavioral intentions. It can be seen that satisfying Han tourists is the most important antecedent influencing behavioral intention. When they are satisfied with the scenic area's landscape and evaluate it as better than other places, they offer the scenic area a higher positive evaluation, a better willingness to recommend, and a higher intention to revisit.

4. Conclusions and Suggestions

The concept of a scenic area's image originates from the destination's image. If managers make good use of the positioning of the scenic area's image, it will be able to attract different groups of tourists and inject new impetus into the operational performance of the scenic area. Through the above analysis, the following conclusions are obtained in this study:

* There were significant differences in the views of minority and Han respondents on the research variables. The perception of minority respondents in terms of the image of leisure services, the image of landscape culture, perceived value, tourist satisfaction and behavioral intention was significantly higher than that of Han respondents.
* In terms of the prediction of tourism satisfaction, perceived value significantly affects tourist satisfaction in both groups of samples. Minority respondents attach importance to the image of landscape culture, while Han respondents not only attach importance to the image of landscape culture but also to the image of leisure services.
* In terms of the prediction of behavioral intention, perceived value significantly influences behavioral intention in both groups of samples. The four variables of the Han respondents were all significant, in order: tourist satisfaction, image of leisure services, perceived value, and image of landscape culture. The influence of the relevant variables on the minority samples is not significant.

Based on the above conclusions, this study puts forward the following suggestions:

* There are significant differences in the views of minority and Han respondents on the research variables. When formulating marketing activities, scenic area managers should classify the target tourists to an appropriate extent. Specifically, when the scenic area has not yet gained national recognition, the target customer group of the scenic area should mainly be the neighboring areas, and the target customers should be divided into ethnic minorities and the Han people. Subsequently, the formulation of marketing plans must also be tailored to the preferences of the target customer group. In this way, it is more conducive for the scenic area to obtain positive evaluations and recommendations from tourists.
* When the goal of a scenic area is to satisfy tourists, it should focus on the perceived value of tourists. Based on this, the scenic area can cooperate with neighboring universities to conduct investigations on the perceived value of different target customer groups. Finally, based on the perceived value classification and preferences of tourists, design activities that meet the needs of tourists.
* When the goal of a scenic area is to obtain the behavioral intentions of tourists, the scenic area should design activities for ethnic minority and Han tourists. Among them, ethnic minority tourists should focus on the specific forms of perceived value; In addition to the form of perceived value, Han tourists also prefer the image of leisure services, the image of landscape culture and tourist satisfaction.

The suggestions for future research are as follows.

* This study has clarified that the positioning of scenic spots in ethnic areas can be classified by ethnicity. In future research, other methods of locating scenic spots can be attempted.
* This study has confirmed the influence of variables such as tourist satisfaction, the image of leisure services, perceived value, and the image of landscape culture on the behavioral intentions of ethnic minorities and the Han people. In future research, other variables can be attempted to predict the behaviors of different ethnic groups.
* This study only divides ethnic groups into two categories: ethnic minorities and the Han people. There might be a more appropriate classification method. Future research can attempt to classify other different ethnic groups. In this way, the behavior of tourists can be predicted more accurately.

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Appendix

Table 6 Independent Sample t Verification

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Variable | | Levene's test for equal variance | | The t-test for whether the average values are equal | | | | | | |
| F | Sig. | T | df | Sig. (double tail) | Average difference | Standard error | 95% CI | |
| Lower | Upper |
| di91 | Equal variance is adopted | 25.418 | .000 | 2.363 | 330 | .019 | 1.82732 | .77346 | .30580 | 3.34885 |
| Equal variance is not adopted |  |  | 2.164 | 192.818 | .032 | 1.82732 | .84432 | .16203 | 3.49262 |
| di92 | Equal variance is adopted | .040 | .842 | 4.751 | 330 | .000 | 2.06456 | .43459 | 1.20965 | 2.91947 |
| Equal variance is not adopted |  |  | 4.830 | 265.998 | .000 | 2.06456 | .42744 | 1.22296 | 2.90615 |
| pv9 | Equal variance is adopted | 12.779 | .000 | 2.689 | 330 | .008 | 1.02350 | .38061 | .27477 | 1.77223 |
| Equal variance is not adopted |  |  | 2.529 | 208.876 | .012 | 1.02350 | .40473 | .22562 | 1.82138 |
| sa9 | Equal variance is adopted | 10.196 | .002 | 2.834 | 330 | .005 | .80008 | .28232 | .24470 | 1.35546 |
| Equal variance is not adopted |  |  | 2.685 | 213.859 | .008 | .80008 | .29794 | .21280 | 1.38736 |
| int9 | Equal variance is adopted | 12.724 | .000 | 2.959 | 330 | .003 | .83599 | .28251 | .28025 | 1.39173 |
| Equal variance is not adopted |  |  | 2.800 | 212.954 | .006 | .83599 | .29854 | .24751 | 1.42446 |