

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**ASEAN INTERNATIONAL CHINESE STUDENTS' PERCEIVED
IMAGES OF GUANGXI AS A CULTURAL TOURISM
DESTINATION**



**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
[2023]**

**ASEAN INTERNATIONAL CHINESE STUDENTS' PERCEIVED
IMAGES OF GUANGXI AS A CULTURAL TOURISM
DESTINATION**



LUO TIAN YANG (903824)

**A thesis submitted to the Ghazalie Shafie Graduate School of Government in
fulfilment of the requirement for the Doctor of Philosophy
Universiti Utara Malaysia**



Kolej Undang-Undang, Kerajaan dan Pengajian Antarabangsa
(College of Law, Government and International Studies)
UNIVERSITI UTARA MALAYSIA

PERAKUAN KERJA TESIS / DISERTASI
(Certification of thesis / dissertation)

Kami, yang bertandatangan, memperakukan bahawa
(We, the undersigned, certify that)

LUO TIANYANG (903824)

calon untuk ijazah

**DOCTOR OF PHILOSOPHY (TOURISM AND HOSPITALITY
MANAGEMENT)**

(candidate for the degree of)

telah mengemukakan tesis / disertasi yang bertajuk:
(has presented his/her thesis / dissertation of the following title):

**ASEAN INTERNATIONAL CHINESE STUDENTS' PERCEIVED IMAGES OF GUANGXI AS A
CULTURAL TOURISM DESTINATION**

seperti yang tercatat di muka surat tajuk dan kulit tesis / disertasi.
(as it appears on the title page and front cover of the thesis / dissertation).

Bahawa tesis/disertasi tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan, sebagaimana yang ditunjukkan oleh calon dalam ujian lisan yang diadakan pada **21 DISEMBER 2023**

That the said thesis/dissertation is acceptable in form and content and displays a satisfactory knowledge of the field of study as demonstrated by the candidate through an oral examination held on: **DECEMBER 21, 2023**

Pengerusi Viva : **PROF. DR. AZILAH KASIM**
(Chairman for Viva)

Tandatangan
(Signature)

Pemeriksa Luar : **ASSOC. PROF. DR. AZILA
(External Examiner) AZMI (UiTM)**

Tandatangan
(Signature)

Pemeriksa Dalam : **DR. MUNA MARYAM AZMY**
(Internal Examiner)

Tandatangan
(Signature)

Tarikh : **21 DISEMBER 2023**
Date

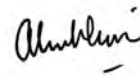
Nama Pelajar
(Name of Student) : LUO TIANYANG (903824)

Tajuk Tesis
(Title of the Thesis) : ASEAN INTERNATIONAL CHINESE STUDENTS' PERCEIVED
IMAGES OF GUANGXI AS A CULTURAL TOURISM DESTINATION

Program Pengajian
(Programme of Study) : DOCTOR OF PHILOSOPHY (TOURISM AND HOSPITALITY
MANAGEMENT)

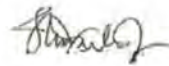
Penyelia Pertama
(First Supervisor) : DR. AHMAD EDWIN
MOHAMED

Tandatangan
(Signature)



Penyelia Kedua
(Second Supervisor) : DR. NOOR SUHAILA
YUSOF

Tandatangan
(Signature)



UUM
Universiti Utara Malaysia

PERMISSION TO USE

In presenting this thesis in fulfilment of the requirements for a postgraduate degree from Universiti Utara Malaysia, I agree that the Perpustakaan Sultanah Bahiyah UUM may make it freely available for inspection. I further agree that permission for the copying of this thesis in any manner, in whole or in part, for scholarly purpose may be granted by my supervisor(s) or, in their absence, by the Ghazali Shafie Graduate School of Government (GSGSG). It is understood that any copying or publication or use of this thesis or parts thereof for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of any material from my thesis.

Requests for permission to copy or to make other use of materials in this thesis, in whole or in part, should be addressed to:

Dean (Ghazali Shafie Graduate School of Government)

UUM College of law, Government and International Studies (UUM COLGIS)



Universiti Utara Malaysia

06010 UUM Sintok

UUM
Universiti Utara Malaysia

ABSTRACT

Destination marketers worked very hard to develop marketing strategies that target different tourist groups to enhance the competitiveness of the destinations. One strategy is to create favorable images among international Chinese students in China who could further promote China's cultural tourism to the rest of the world. The Guangxi government realized the role of international Chinese students in promoting its image as a cultural tourism destination to attract more ASEAN tourists. For that reason, this study aims to construct a new research framework to examine the factors that influence the perceived image of Guangxi's cultural tourism among international Chinese students from ASEAN countries. The framework is based on the cognitive-affective-conative (CAC) model of perceived image and incorporates several variables including informational familiarity, experiential familiarity, motivation, and cultural attachment as external influences on perceived images. The respondents for this study were 525 students who enrolled at various universities in Guangxi and were identified as international Chinese students from ASEAN countries. The study has successfully achieved the research objectives of testing the relationships between all relevant variables. This included verifying the effects of the four external dimensions of informational familiarity, experiential familiarity, motivation, and cultural attachment on perceived images, as well as analyzing the relationships among the three internal elements of perceived images: cognitive, affective, and conative images. Almost all of the main hypotheses were confirmed using multiple regression analyses, except for the effect of motivation on the conative image. In conclusion, the theoretical implication of this study will be the integration of tourism and psychology disciplines, and the development of a new research framework for understanding the factors that influence perceived images. The findings of this study can also assist the Guangxi government in formulating better strategies to attract ASEAN tourists by utilizing international Chinese students as the market bridge.

Keywords: Cultural attachment, Familiarity, Motivation, Perceived images.

ABSTRAK

Pakar pemasaran destinasi telah bekerja keras untuk membangunkan strategi pemasaran yang mampu menyasarkan pelbagai kumpulan pelancong bagi meningkatkan daya tarikan sesebuah destinasi. Salah satu strategi adalah dengan mencipta imej yang menarik di kalangan pelajar Cina antarabangsa yang belajar di China sebagai agen mempromosikan pelancongan budaya ke seluruh dunia. Kerajaan Guangxi menyedari peranan penting pelajar Cina antarabangsa di China dalam mempromosikan imejnya sebagai destinasi pelancongan budaya untuk menarik lebih ramai pelancong dari negara-negara ASEAN. Atas sebab itu, kajian ini bertujuan untuk membina rangka kerja penyelidikan baharu untuk mengkaji faktor-faktor yang mempengaruhi persepsi imej pelancongan budaya di Guangxi di kalangan pelajar Cina antarabangsa dari negara-negara ASEAN. Rangka kerja ini adalah berdasarkan model persepsi imej kognitif-afektif-konatif (CAC) dan menggabungkan beberapa pembolehubah termasuk kebiasaan maklumat, kebiasaan pengalaman, motivasi, dan keterikatan budaya sebagai pengaruh luaran terhadap imej Guangxi. Responden kajian ini adalah 525 orang pelajar yang mendaftar di pelbagai universiti di Guangxi dan dikenalpasti sebagai pelajar Cina antarabangsa yang berasal dari negara-negara ASEAN. Objektif kajian telah berjaya dicapai iaitu menguji hubungan antara semua pembolehubah yang berkaitan. Ini termasuk mengesahkan kesan empat dimensi luaran kebiasaan maklumat, kebiasaan pengalaman, motivasi, dan keterikatan budaya dengan persepsi imej, serta menganalisis hubungan antara tiga elemen dalaman imej iaitu imej kognitif, afektif, dan konatif. Hampir kesemua hipotesis utama telah disahkan menggunakan analisis regresi berganda, kecuali untuk kesan motivasi pada imej konatif. Kesimpulannya, implikasi teoretikal kajian ini adalah penyepaduan disiplin pelancongan dan psikologi, dan pembangunan rangka kerja penyelidikan baharu untuk memahami faktor-faktor yang mempengaruhi persepsi imej. Secara praktikal, kajian ini juga dapat membantu kerajaan Guangxi dalam menyusun strategi yang lebih baik untuk menarik pelancong dari negara-negara ASEAN dengan menggunakan pelajar Cina antarabangsa sebagai jambatan pasaran.

Kata kunci: Keterikatan budaya, Kebiasaan, Motivasi, Persepsi Imej.

ACKNOWLEDGEMENT

Time flies, and the five-year doctoral study experience seems like a short dream. Although these years have taken a great deal of my time and energy to complete my Ph.D research, there is much for which I am grateful when I look back on these fulfilling experiences.

First of all, I would like to express my greatest gratitude to my two lovely supervisors, Dr. Ahmad Edwin Mohamed and Dr. Noor Suhaila Yusof. Without their careful guidance for my research, it would have been almost impossible for me to complete my studies. Dr. Ahmad Edwin Mohamed gave me a lot of enlightening advice, helping me to define the research framework and macro research ideas. While Dr. Noor Suhaila Yusof helped me with the detailed revision of my thesis writing. The tacit cooperation between the two supervisors made my research significantly more efficient.

Secondly, I would like to thank Hezhou University, which is my workplace in China. It gave me the information about UUM that produced this trip to study for the Ph.D. At the same time, the university gave me a lot of time support so that I could finish my studies successfully.

Appreciating the help I received from the other supervisors and students at STHM, I was able to adapt to UUM more quickly. Especially Dr. Eshaby Mustafa, with her excellent organization and care, my progress has been much smoother.

Finally, and most importantly, thanks to my wife and my parents. Because of their full support, I was able to walk through this difficult journey with the strongest self-confidence.

Thanks to this amazing adventure, it was a highlight of my life.

TABLE OF CONTENTS

PERMISSION TO USE	i
ABSTRACT	ii
ABSTRAK	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	Error! Bookmark not defined.
LIST OF TABLES	viii
LIST OF FIGURES	x
LIST OF APPENDICES	xi
LIST OF ABBREVIATIONS	xiii
CHAPTER ONE INTRODUCTION	1
1.1 Introduction.....	1
1.2 Background of the Study	1
1.3 Problem Statement	11
1.4 Research Questions	19
1.5 Research Objectives.....	20
1.6 Significance of the Study	21
1.7 Scope of the Study	22
1.8 Definition of Key Terms	24
1.9 Organization of the Thesis	26
1.10 Summary	28
CHAPTER TWO LITERATURE REVIEW	29
2.1 Introduction.....	29
2.2 Perceived Image of Tourism Destination.....	29
2.2.1 Perceived Image Conceptualization.....	30
2.2.2 Perceived Image Assessment	37
2.2.3 Perceived Image Composition Models	42
2.3 Informational Familiarity	47
2.4 Experiential Familiarity	49
2.5 Motivation.....	51
2.6 Cultural Attachment and Related Theories	53
2.6.1 Evolution of Cultural Attachment.....	53
2.6.2 Empirical Studies of Cultural Attachment	56
2.6.3 Relationship between Place Attachment and Destination Image.....	61
2.7 Evolution of Cultural Tourism Research	65
2.7.1 International Developments in Cultural Tourism Research.....	65
2.7.2 Chinese Developments in Cultural Tourism Research	68
2.8 Underpinning Theory.....	73
2.9 Gaps in the Literature.....	75
2.10 Hypothesis Propositions.....	76
2.10.1 Hypotheses of Independent Variables	76
2.10.2 Hypotheses of Dependent Variables	80
2.11 Research Framework.....	81
2.12 Summary	84
CHAPTER THREE METHODOLOGY	85
3.1 Introduction.....	85
3.2 Research Paradigm.....	85
3.3 Research Approach	87
3.4 Detailed Survey of Study Location.....	90

3.5 Research Instrument.....	94
3.5.1 Measures of Independent Variables	95
3.5.2 Measures of Dependent Variables.....	101
3.6 Questionnaire Design.....	104
3.7 Sample and Data Collection.....	107
3.7.1 Sampling Population.....	107
3.7.2 Sampling Technique and Sample Size.....	109
3.7.3 Respondent Selection.....	114
3.8 Data Analysis	118
3.9 Summary	121
CHAPTER FOUR FINDINGS	123
4.1 Introduction.....	123
4.2 Pilot Test	123
4.2.1 Construct and Content Validity of Items.....	123
4.2.2 Tests of Variability of Pilot Samples.....	125
4.3 Response Rate	133
4.4 Data Screening	134
4.4.1 Data Coding	135
4.4.2 Accuracy of Data Input	136
4.4.3 Missing Data	137
4.4.4 Univariate and Multivariate Outliers	139
4.4.5 Normality Test.....	145
4.5 Profile of Respondents.....	149
4.6 Exploratory Factor Analysis	153
4.6.1 Factor Analysis Results of Informational Familiarity.....	153
4.6.2 Factor Analysis Results of Experiential Familiarity	156
4.6.3 Factor Analysis Results of Motivation.....	159
4.6.4 Factor Analysis Results of Cultural Attachment.....	161
4.6.5 Factor Analysis Results of Cognitive Image.....	164
4.6.6 Factor Analysis Results of Affective Image.....	166
4.6.7 Factor Analysis Results of Conative Image.....	168
4.7 Reliability Analysis.....	170
4.7.1 Cronbach's Alpha.....	171
4.7.2 Items Analysis and Correlation between Items.....	173
4.8 Convergent Validity Analysis.....	177
4.9 Discriminant Validity Analysis	179
4.10 Descriptive analysis	182
4.11 Hypotheses Testing	186
4.11.1 Observation of Phenomenon Linearity	186
4.11.2 Multicollinearity Test	187
4.11.3 Multiple Regression Analysis	189
4.11 Summary	203
CHAPTER FIVE DISCUSSION	205
5.1 Introduction.....	205
5.2 Recapitulation of the Study's Findings	205
5.3 Discussion of the Findings against Research Questions.....	207
5.4 Research Contribution	224
5.4.1 Theoretical Contribution.....	225
5.4.2 Practical Contribution	229
5.5 Limitations.....	233
5.6 Suggestions for Future Research	235
5.7 Summary	237

REFERENCES.....	238
APPENDIX A	265
APPENDIX B	2651
APPENDIX C	287
APPENDIX D	312
APPENDIX E	326



LIST OF TABLES

Table 1.1	Definition of Key Terms.....	25
Table 3.1	Guangxi's Cultural Tourism Resources.....	92
Table 3.2	Measurement Items for Informational Familiarity.....	97
Table 3.3	Measurement Items for Experiential Familiarity.....	98
Table 3.4	Measurement Items for Motivation.....	99
Table 3.5	Measurement Items for Cultural Attachment.....	100
Table 3.6	Measurement Items for Cognitive Image.....	101
Table 3.7	Measurement Items for Affective Image.....	102
Table 3.8	Measurement Items for Conative Image.....	103
Table 3.9	Measurement Items for Socio-demographic Characteristics.....	104
Table 3.10	Questionnaire Scale Design.....	105
Table 3.11	Estimated Population Distribution.....	110
Table 3.12	Distribution of Respondents Selected.....	115
Table 3.13	Data Analysis Methods.....	121
Table 4.1	Expert Comments on Items.....	125
Table 4.2	Prior Test Results of Informational Familiarity (N = 50).....	128
Table 4.3	Prior Test Results of Experiential Familiarity (N = 50).....	129
Table 4.4	Prior Test Results of Motivation (N = 50).....	129
Table 4.5	Prior Test Results of Cultural Attachment (N = 50).....	130
Table 4.6	Prior Test Results of Cognitive Image (N = 50).....	131
Table 4.7	Prior Test Results of Affective Image (N = 50).....	132
Table 4.8	Prior Test Results of Conative Image (N = 50).....	133
Table 4.9	Questionnaire Distribution and Response Rate (N = 583).....	134
Table 4.10	Data Input Check and Correction (N = 583).....	137
Table 4.11	Total and Percentage of Missing Data (N = 583).....	139
Table 4.12	Outlier Detection Results for Informational Familiarity (N = 583).....	140
Table 4.13	Outlier Detection Results for Experiential Familiarity (N = 583).....	141
Table 4.14	Outlier Detection Results for Motivation (N = 583).....	141
Table 4.15	Outlier Detection Results for Cultural Attachment (N = 583).....	142
Table 4.16	Outlier Detection Results for Cognitive Image (N = 583).....	142
Table 4.17	Outlier Detection Results for Affective Image (N = 583).....	143
Table 4.18	Outlier Detection Results for Conative Image (N = 583).....	143
Table 4.19	Number of Questionnaire Used for the Further Analysis (N = 525).....	145
Table 4.20	Results of Normality Test for Informational Familiarity (N = 525).....	147
Table 4.21	Results of Normality Test for Experiential Familiarity (N = 525).....	147
Table 4.22	Results of Normality Test for Motivation (N = 525).....	148
Table 4.23	Results of Normality Test for Cultural Attachment (N = 525).....	148
Table 4.24	Results of Normality Test for Cognitive Image (N = 525).....	148
Table 4.25	Results of Normality Test for Affective Image (N = 525).....	149
Table 4.26	Results of Normality Test for Conative Image (N = 525).....	149
Table 4.27	Respondents' Demographic Information (N = 525).....	152
Table 4.28	Factor Loading for Informational Familiarity (Retained Items).....	155
Table 4.29	Summary of Factor Analysis Result for Informational Familiarity.....	155
Table 4.30	Factor Loading for Experiential Familiarity (Retained Items).....	157
Table 4.31	Summary of Factor Analysis Result for Experiential Familiarity	158
Table 4.32	Factor Loading for Motivation (Retained Items).....	160
Table 4.33	Summary of Factor Analysis Result for Motivation	160
Table 4.34	Factor Loading for Cultural Attachment (Retained Items).....	162
Table 4.35	Summary of Factor Analysis Result for Cultural Attachment.....	163

Table 4.36	Factor Loading for Cognitive Image (Retained Items).....	164
Table 4.37	Summary of Factor Analysis Result for Cognitive Image.....	165
Table 4.38	Factor Loading for Affective Image (Retained Items).....	167
Table 4.39	Summary of Factor Analysis Result for Affective Image.....	167
Table 4.40	Factor Loading for Conative Image (Retained Items).....	169
Table 4.41	Summary of Factor Analysis Result for Conative Image.....	169
Table 4.42	Cronbach's Alpha Reliability Test Results.....	172
Table 4.43	Results from Item Analysis for Informational Familiarity.....	173
Table 4.44	Results from Item Analysis for Experiential Familiarity.....	174
Table 4.45	Results from Item Analysis for Motivation.....	175
Table 4.46	Results from Item Analysis for Cultural Attachment.....	175
Table 4.47	Results from Item Analysis for Cognitive Image.....	176
Table 4.48	Results from Item Analysis for Affective Image.....	176
Table 4.49	Results from Item Analysis for Conative Image.....	176
Table 4.50	AVE Value of Each Variable.....	178
Table 4.51	Results of Pearson Correlation Analysis between Variables.....	181
Table 4.52	Mean and Standard Deviation for Informational Familiarity.....	182
Table 4.53	Mean and Standard Deviation for Experiential Familiarity.....	183
Table 4.54	Mean and Standard Deviation for Motivation.....	184
Table 4.55	Mean and Standard Deviation for Cultural Attachment.....	184
Table 4.56	Mean and Standard Deviation for Cognitive Image.....	185
Table 4.57	Mean and Standard Deviation for Affective Image.....	185
Table 4.58	Mean and Standard Deviation for Conative Image.....	186
Table 4.59	Results of Analysis for Multicollinearity.....	189
Table 4.60	Results of ANOVA for Model 1.....	191
Table 4.61	Results of Multiple Regression Analysis for Model 1.....	192
Table 4.62	Results of ANOVA for Model 2.....	195
Table 4.63	Results of Multiple Regression Analysis for Model 2.....	196
Table 4.64	Results of ANOVA for Model 3.....	199
Table 4.65	Results of Multiple Regression Analysis for Model 3.....	200
Table 5.1	Summary of Main Results from Hypotheses Testing.....	208

LIST OF FIGURES

Figure 1.1 Guangxi location & top tourism areas	3
Figure 1.2 Guilin landscape of 20 yuan background picture	5
Figure 1.3 Aerial view of Weizhou Island, Guangxi Beihai	5
Figure 1.4 Aerial view of China-Vietnam Tetian Transnational Waterfall.....	6
Figure 1.5 Aerial view of Longji Terraces, Guangxi Guilin	7
Figure 1.6 Long-haired Yao ethnic group in Longji Terraces	7
Figure 1.7 Perceived image transfer in international students	10
Figure 2.1 The 3-dimensional mechanism of perceived image	33
Figure 2.2 Another 3-dimensional mechanism with conative image.....	35
Figure 2.3 External factor relationship of perceived image.....	36
Figure 2.4 The model designed by Fakeye and Crompton	44
Figure 2.5 The model designed by Baloglu and McCleary (1999).....	45
Figure 2.6 The model designed by Beerli and Martin (2004).....	46
Figure 2.7 The model designed by Santana and Gosling (2018)	46
Figure 2.8 Changes in China's cultural tourism research	70
Figure 2.9 Guangxi's cultural tourism industry chain	72
Figure 2.10 Completed research framework.....	83
Figure 3.1 Research Design Flow Chart	90
Figure 3.2 Sampling framework	113
Figure 4.1 Scree plot of informational familiarity	156
Figure 4.2 Scree plot of experiential familiarity	159
Figure 4.3 Scree plot of motivation.....	161
Figure 4.4 Scree plot of cultural attachment	164
Figure 4.5 Scree plot of cognitive image	166
Figure 4.6 Scree plot of affective image	168
Figure 4.7 Scree plot of conative image.....	170
Figure 4.8 Structure plot for multiple regression model 1	190
Figure 4.9 Results of path analysis for model 1.....	193
Figure 4.10 Structure plot for multiple regression model 2	195
Figure 4.11 Results of path analysis for model 2	197
Figure 4.12 Structure plot for multiple regression model 3.....	199
Figure 4.13 Results of path analysis for model 3.....	202
Figure 4.14 Results of hypotheses testing.....	203

LIST OF APPENDICES

Appendix A Questionnaire (in English).....	265
Appendix B Questionnaire (in Chinese)	271
Appendix C Box Plot for Univariate Outlier	280
Appendix D Normality Test Graphs and Plots.....	405
Appendix E Linearity of Phenomenon Plots	319



LIST OF ABBREVIATIONS

ASEAN	Association of Southeast Asian Nations
CAC	Cognitive-Affective-Conative
ICH	Intangible cultural heritage
EF	Informational familiarity
IF	Experiential familiarity
MO	Motivation
CA	Cultural attachment
COG	Cognitive image
AFF	Affective image
CON	Conative image
KMO	Kaiser-Meyer-Olki
VIF	Variance inflation factor
ANOVA	Analysis of variance



UUM
Universiti Utara Malaysia

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter offers a comprehensive overview by presenting the study's background, problem statement, research questions, objectives, significance, scope, key term definitions, and thesis organization. Within this chapter, readers can gain a concise grasp of the study's overarching content, facilitating the development of an initial comprehension.

1.2 Background of the Study

The cultural aspects of a tourism destination is usually regarded as among key elements for attracting tourists to travel. Culture is the sum of the material and spiritual wealth created by mankind in the course of social and historical development and has a guiding role in determining the behaviour of individuals and the way they experience the external environment (Reisinger & Turner, 1997). Culture in this context includes music, architecture, museums, historical sites, etc. (Afshardoost & Eshaghi, 2020; Yu, Xu & Zhao, 2017; Silberberg, 1995), which is similar to climate, local attractions, and natural beauty is part of a destination's image and can influence a tourist's attitude of destinations. For example, in exploring the cultural sensitivity of Arctic tourism, Viken, Hockert and Grimwood (2021) had found that local indigenous cultural sensitivities can influence visitors' attitudes towards tourism products and

services; Li (2020) also claims that cultural factors such as lifestyle, historical sites, and museums are an important part of the destination's appeals. Therefore, when a destination seeks to enhance their market competitiveness through image projection, culture may be one key component to enrich their content.

As the cultural awareness of tourists is increasing, the connotation of tourist attraction is changing a lot as well. The varying visibly is the gradual increase in the attractiveness of culture (Li & Song, 2020). Numerous tourism destinations have reaped positive industrial benefits from the radiation of the cultural concept. For example, since 2014, the tourism industry in Tibet has grown rapidly, receiving 33,687,000 tourists in 2018, approximately three times more than in 2013, which was made possible by the construction and projection of an image of Tibetan cultural tourism resources and unique cultural branding led by the government in 2014 (Wang, Zhang & Zhou, 2020). Moreover, it appears that the share of cultural consumption in tourism consumption is gradually increasing (Zhang, Liang & Bao, 2021; Stratan, Perciun & Gribincea, 2015; Intason, Lee & Coetzee, 2021). This indicates the greater potential for culture to influence the tourist's experience of a tourism destination.

The ethnic areas, because of their cultural richness, should focus on developing their cultural image in order to attract tourists for in-depth tourism and even create cultural attachment (Li, 2007). Guangxi Zhuang Autonomous Region is located in the southern border of China (**Figure 1.1**), which is one of China's five ethnic autonomous regions, the equivalent of provincial administrative units, and has a

wealth of wonderful tourism resources with a diversity of minority cultures. In recent years, achievement of Guangxi's tourism industry is significant. For example, the total tourism expenditure increased from USD 59.87 billion in 2016 to USD 146.31 billion in 2019 with an average annual growth of 34.66%. International foreign exchange spending increased from USD 2.16 billion in 2016 to USD 3.51 billion in 2019 with an average annual increase of 17.77%. By 2019, Guangxi had 321 tourism administrations, 899 travel agencies, 86,109 people employed in tourism, 470 star-rated hotels and 150,037 guest room for accommodation (Guangxi Statistical Burcau, 2020).

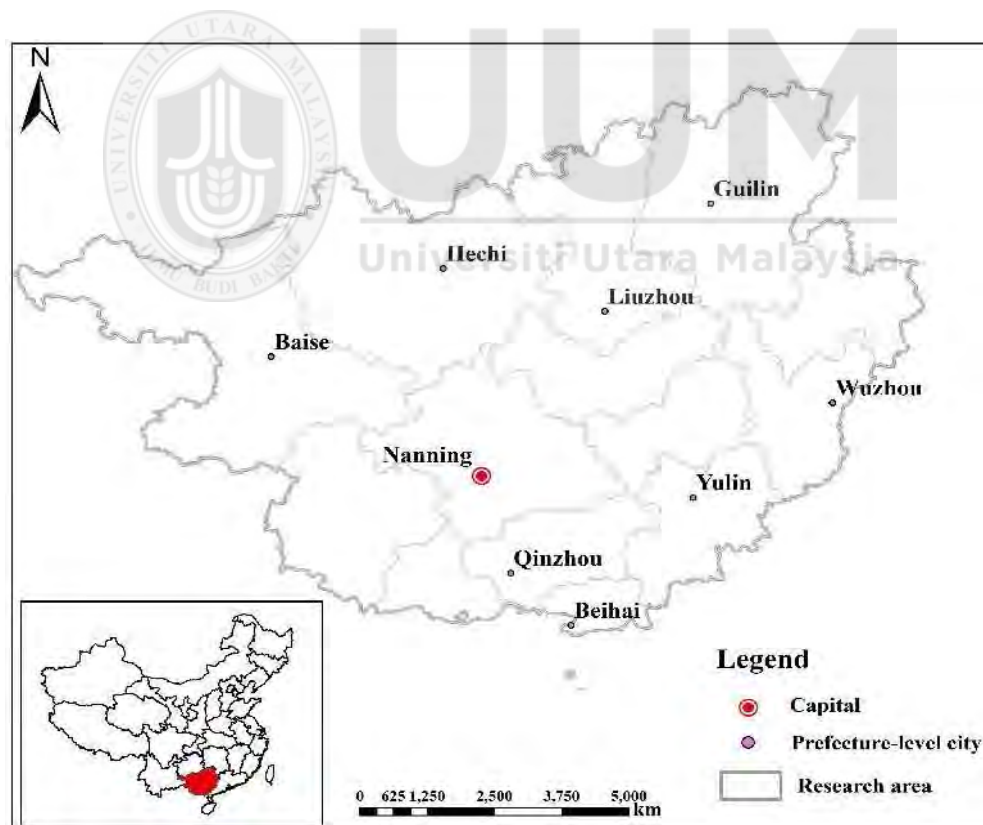


Figure 1.1: Guangxi location & top tourism areas (Guangxi Culture and Tourism Department, 2019)

Guangxi is one of the provinces with the richest ecological tourism resources in China and has unique natural and cultural tourism resources such as karst landscapes, coastal, islands, lakes, mountains, forests, wetlands and hot springs. The most influential and representative natural and cultural tourism resources is "Mountain and Water of Guilin", and its beauty is even printed on the 20 Yuan RMB (**Figure 1.2**). Guilin's mountains are home to the world's most perfectly developed tower-like karst Sturt landforms in the world. The "Guilin landscape" has gained its "poetic" cultural beauty from the poems and songs of the literati and writers of all generations under the mainstream Chinese culture.

In essence, the landscape of Guangxi, which bears the beauty of the world, is far more than just Guilin. In June 2014, Guangxi Huanjiang and other karst landscapes were then inscribed on the World Natural Heritage List along with Guilin's landscapes. In addition, Guangxi Beihai's coastal and island cultural tourism, as well as border cultural tourism in Chongzuo's China-Vietnam Tetian Transnational Waterfall are also increasing their tourism influence. As shown in **Figure 1.3**, Weizhou Island is a famous tourist destination in Beihai with magnificent natural scenery and rich island culture. There are many attractions on the island, such as the Blue Cave and Guanyin Cave, and it is also a good place to enjoy seafood cuisine and sea activities. Beihai also has some historical and cultural attractions, such as old streets and ancient buildings, which display the history and culture of Beihai. **Figure 1.4** presents the largest transnational waterfall in China, located in the border area of Chongzuo.



Figure 1.2: Guilin landscape of 20 yuan background picture (Guangxi Culture and Tourism Department, 2020)



Figure 1.3: Aerial view of Weizhou Island, Guangxi Beihai (Baidu Pictures, 2022)



Figure 1.4: Aerial view of China-Vietnam Tetian Transnational Waterfall, Guangxi Chongzuo (Baidu Pictures, 2021)

Moreover, Guangxi is equally plentiful in ethnic cultural tourism resources. Guangxi is the autonomous region with the largest population of ethnic minorities in China, and the ethnic minorities represented by Zhuang, Yao, Miao, Dong, etc. Their multicolored ethnic culture and folk arts have been cultivated in the long history. For example, the Yao people who migrated to Guangxi had a deep influence on the local ethnic culture, and it can be said that the center of Chinese Yao culture is in Guangxi. Some areas of Yao settlement such as the Longji Terraces (**Figure 1.5 & 1.6**) have become better known as cultural tourism destinations.



Figure 1.5: Aerial view of Longji Terraces, Guangxi Guilin (Chinanews.com, 2022)



Figure 1.6: Long-haired Yao ethnic group in Longji Terraces (Guangxi Culture and Tourism Department, 2021)

Although Guangxi has formed a certain scale in the construction and investment of cultural tourism destinations, the international reputations of Guangxi's cultural tourism are slightly less than those of Beijing, Shanghai, or Guangdong. In order to expand the international influence of Guangxi's culture, Guangxi has focused on building its cultural tourism image while at the same time developing several international tourism attractions. However, the action of projecting images of tourism destinations has not sometimes produced favourable consequences. One of the reasons for this problem is that the image projected by the destination is only one of a wide range of sources from which tourists engender their impressions (Hosany, Ekinici & Uysal, 2006). When tourists can access information through diverse channels such as travel websites, travel anchors and tourist reviews, these non-destination-controlled information sources may have a negative influence on the destination's main communication image. Moreover, the formation of a tourist's perceived image also includes various personal factors such as motivation, needs, cultural orientation, demographic characteristics, familiarity with the destination, etc. (Wang & Liu. 2010). These factors would work together with the projected image of the destination to impact the target tourists, diluting to some extent the dominant role that the projected image can play. Therefore, in the analysis of the destination image framework, the cultural element needs to be analyzed in combination with other influencing factors.

In certain studies, researchers have explored the innovative concept of cultural attachment to investigate how the original culture of sojourners impacts the host culture (Hong, Fang, Yang & Phua, 2013). Cultural attachment denotes an emotional

bond between individuals and their culture, with its essence lying in affective connection (Liang, Yang, Xiao & Li, 2019). Within the context of affective perception, tourists' personal drive can be shaped by their attachment to the destination's culture. While attachment theory has commonly centered on place or community attachment in tourism research, integrating cultural attachment as a direct research factor allows for a more unbiased representation of the cultural tourism destination's essence. Cultural attachment goes beyond capturing tourists' psychological reactions to the cultural image of a destination within the framework of place attachment; it also encapsulates the influence of cultural conflicts, distinctions, familiarity, and identity.

Cultural attachment theory could improve understanding of image projections. Tourists develop cultural attachments to destinations based on the process of moving from unfamiliarity to familiarity with the culture (Wang, Huang, Fang & Zhang, 2013). When in a cultural experience they would create a composite perceived image that may shift positively or negatively relative to the time before exposure to the destination, which would turn into a mediating factor to influence tourists' judgement on whether to recommend the destination and its culture. For example, international students undertaking long-term studies in a tourism destination, may develop unique perspectives on the cultural tourism images. It represents their complicated senses of opposition or integration towards the host culture of sojourn destinations and the native culture of their own countries (Yang & Li, 2021). This perception and insight will be transmitted back to their countries through themselves, creating further image projection. As shown in **Figure 1.6**.

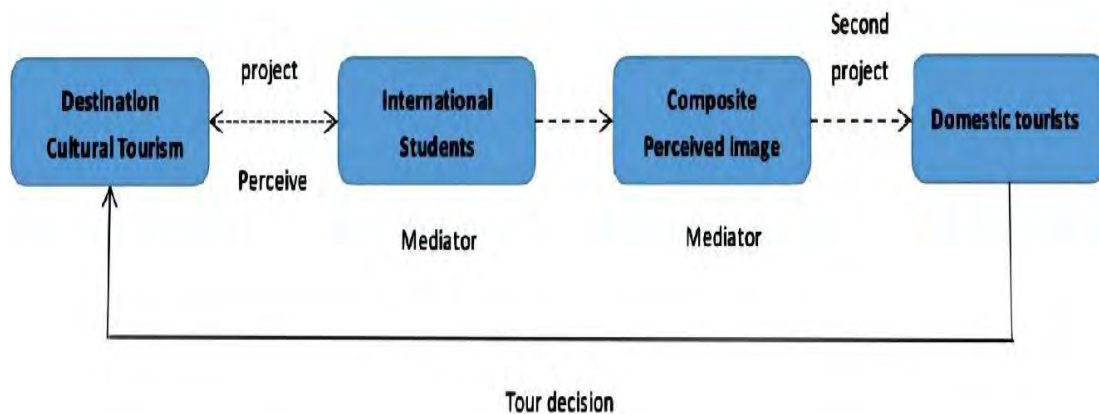


Figure 1.6: Perceived image transfer in international students (Translate by Yang & Li, 2021)

China's government, through the "Belt and Road Initiative policy," has effectively attracted a growing influx of global students to both China at large and the specific region of Guangxi (Yeoh, Chang & Zhang, 2018). This occurrence can be chiefly credited to the policy's emphasis on recognizing academic qualifications interchangeably. Additionally, the geographical layout of Guangxi, situated in the southern part of China, plays a pivotal role due to its historical ties with the Association of Southeast Asian Nations (ASEAN) via the ancient Maritime Silk Road. ASEAN encompasses ten Southeast Asian nations such as Singapore, Malaysia, and Thailand, among others. Over time, these nations maintained robust trading links with Guangxi. Given ASEAN's significance within China's Maritime Silk Road strategy, Guangxi serves as a gateway to ASEAN nations according to the policy's design. This designation is further responsible for the substantial enrollment of international students, particularly of Chinese ethnicity, from ASEAN nations in Guangxi's

universities. Considering their ethnic background, these international students often form a deep cultural connection with China. Consequently, comprehending the formation of students' perceptions holds significance, as they could potentially serve as future advocates for promoting Guangxi to their home countries.

Building on the mentioned context, this research proposes that ASEAN international Chinese students, who possess cultural affinities with China, present a fitting participant pool for exploring the cultural tourism image. Such an investigation stands to significantly enhance Guangxi's marketing approach and amplify its global appeal. To achieve this, the study aims to integrate existing tourism image theories, develop a quantitative analytical framework tailored to objective respondents, and examine the development of their perceived images.

1.3 Problem Statement

As China's national influence continues to grow globally, cultural export has become one of the strategies to enhance China's tourism appeal (Bai, Chen & Long, 2021). Destination marketers are working very hard to develop marketing strategies that target different tourist groups to enhance the competitiveness of their destinations. One strategy is to create favorable images for international Chinese students in China as an immediate target who could further promote China's cultural tourism to the rest of the world (Li & Chan, 2020). The rationale behind this is that the image projected by a destination to travelers can have a significant impact on their travel choices (Agapito, Valle & Mendes, 2013; Baloglu & McCleary, 1999; Gartner, 1993; Chen &

Tsai, 2007; Tavitiyaman & Qu, 2013). In other words, tourists are more willing to travel to destinations that impress them favorably for tourism activities. Therefore, attracting more tourists via image projection is an invaluable strategy for destination marketing.

However, during the implementation of the marketing strategy, many destination marketers encountered a problem where they produced attractive projected images but failed to impress tourists in developing positive evaluations of the destination. The primary reason for this problem is that the projected image of a destination is only one or part of a wide range of elements from which tourists form their perceived image (Picazo & Moreno-Gil, 2017). A tourist's perceived image is also conditioned by the individual's internal needs, motivations, prior knowledge of the destination, preferences and other personal characteristics (Santana & Gosling, 2018; Berlin & Martin, 2004). When all these factors are considered, the projective promotion carried out by destination marketing may be sufficiently effective.

Currently, an extensive array of references explore the notion of perceived destination image (e.g. Baloglu & McCleary, 1999; Gartner, 1993; Santana & Gosling, 2018; Berlin & Martin, 2004; Michael, James & Michael, 2017; Woosnam, Styliadis & Ivkov 2019; Pike & Ryan, 2004; Styliadis, Shani & Belhassen 2017; Chen & Tsai, 2007; Tavitiyaman & Qu, 2013). This robust body of work underscores the significance of perceived image in research focused on destination tourism development. To vie for patronage, destination marketers often allocate substantial resources towards crafting

a favorable tourism image tailored to their target markets (Wang, 2018; Royo, 2009; Kislali, Kavartzis & Saren 2020). Furthermore, within tourist decision-making and behavior theories, the perceived image of a destination emerges as a pivotal determinant influencing travelers in their choice of destinations (Gartner, 1993; Chon, 1991; Dolnicar & Grun, 2013).

Despite multitudinous studies exist in the area, there have been indecisiveness when it comes to factors influencing the perceived image of a tourist destination (Stylidis, Woosnam, Ivkov & Kim, 2020; Hahm & Severt, 2018; Santana & Gosling, 2018). Some studies, based on behavioral and decision theories, indicate that there is a close association between perceived image of tourism destinations and tourist's behavioral motivation, tourism decision, perception of service quality, and satisfaction level (Esper & Rateike, 2010, Agapito et al., 2013; Line, Hanks & Miao, 2017; Walmsley & Young, 1998). Baloglu and McCleary (1999) on the other hand, proposed that tourists' familiarity with information about the destination affects their perception of the destination's resources, environment, transportation, history and culture, and thus constitutes their unique perceived image. Berlin and Martin (2004), Santana and Gosling (2018), and Wang (2018) have similar viewpoints as well. Other researchers have even conducted in-depth analyses of the impact of emerging factors on the perceived image. For example, Tsai (2011) examines the relationship between a tourist's place attachment and destination's perceived image. Hu (2013), Shen (2012), and Lv (2014) meanwhile examined the several other factors that influence perceived image such as crisis events, tourism corporate social responsibility, and brand

hijacking .

In addition to the above, Berlin and Martin (2004), found that tourists' familiarity with the destination largely influences their cognition and affection about the destination image, and that these familiarities mainly include informational familiarity and experiential familiarity. Since then, numerous studies have supported the contention (e.g. Li, Liu & Soutar, 2021; Ahmad, Jamaludin, Zuraimi & Valeri, 2020; Styliadis et al., 2018; Santana & Gosling, 2018; Hu, 2013). Esper and Rateike (2010) on the other hand, studied the motivation of Spanish tourists to Mexico, who confirmed that motivation influences tourists' perceived image and provides decisions about intention to travel. There are also a number of destination image related studies that make similar points (Su, Nguyen, Nguyen & Tran, 2020; Suhud, Allan & Willson, 2021; 2018; Santana & Gosling). Moreover, many quantitative research frameworks on tourism image include motivation as a key variable in its impact elements (e.g. Beerli & Martin, 2004; Manoa & Costa, 2015; Phillips & Jang, 2007; Tang, 2014; Khan, Chelliah & Ahmed 2017; Santana & Gosling, 2018; Sonmez & Graefe, 1998; Kong & Chang, 2016; Baloglu, 2001). In summary, there are some differences in terms of the influencing factors according to different destinations. All these different factors have not been examined concurrently in a single framework as attempted in this study.

Besides the differences in the findings of past studies on the influencing factors, the construct that represents perceived image itself also differs to some extent. (Anana &

Weismayer 2021). For example, Fakeye and Crompton (1991) defined perceived image as consisting original image, induced image, and compound image. Echtner and Ritchie (1993) on the other hand, suggest the three main compositional dimensions of perceived image, namely attribute-whole, functional-psychological, and general-unique. Meanwhile Gartner (1993) proposed that perceived image is structured mode consisting of cognitive image, affective image, and conation images. The intrinsic structural analysis can show the strengths of the studied destinations in image delivery, this involves summarizing the multidimensional distinction between different scholars of perceived images. The research dimensions and influencing variables of perceived image will also be further clarified (Santana & Gosling, 2018). Due to the aforementioned disagreement in the studies related to perceived image, it remains to be further verified whether the principles for the selection of relevant variables and dimensions are applicable and whether the effects of variables are in line with the views of previous studies when it comes to the study of cultural tourism destination in Guangxi specifically.

Another essential point in this study is related to the target subjects or respondents. In particular, this study focuses on international Chinese students from ASEAN countries who have experience studying in Guangxi. First of all, the selection of respondents is in accordance to the marketing strategy of Guangxi to promote its cultural tourism image in an international context. Tourism activities of international students in their sojourn destinations contribute to the international promotion of cultural communication (Richards & Wikson, 2004; Xu, Morgan & Moital, 2011). The study

abroad experience is considered to provide students with more opportunities to participate in cultural tourism activities (Pinto & Gomes, 2021). By spreading the information about their study abroad experiences, some international students have expanded the tourism visibility of their study locations to some extent. This positive tourism promotion makes Guangxi's tourism operators focus on developing the international student tourism market and take ASEAN countries as the key areas of their marketing strategy.

The guiding strategy for China's cultural export is to leverage the influence of overseas Chinese to achieve a strong cultural nation. It has always been assumed that overseas Chinese have a cultural attachment to China because of their deep-rooted ethnicity culture (Shi, 2005; Li, 2021). Cultural attachment is perhaps one of the antecedents of travel choices among cultural tourists with different cultural backgrounds in the context of cultural tourism destinations (Dwyer, Chen & Lee, 2019; Hou, Lin & Morais, 2005; Kastenholtz, Marques & Carneiro, 2020; Wang & Liu, 2010). However, there have been a scarcity of literature on tourists' cultural attachments to destinations and its association with perceived image. In previous studies, cultural attachment has not been investigated systematically as the factor for perceived image formation. Existing studies however, have only managed to examined the influences of place attachment on perceived images, which is a different construct (King et al., 2015; Lee and Shen, 2013).

On top of the lack of evidence in the literature about the influences of cultural

attachment on the formation of perceived images of tourism, the construct of cultural attachment itself also have not been fully established and still highly debated. According to Hong et al. (2013), cultural attachment consists of component the likes of social identification, cross-cultural competence, and destination language learning ability. Meanwhile, Liang et al. (2019) argue that cultural attachment must include the components of cultural identification, which can be used to understand the reasons why cross-cultural tourists such as international students develop a composite perceived image of a destination. In a nutshell, it can be safely assumed that the research on the integration between cultural attachment and perceived images is at a preliminary stage. Although cultural attachment has a relatively complete theoretical hierarchy and has been confirmed by some studies as relevant in tourism-related research, however, there is a lack of systematic integration between cultural attachment and perceived image.

Nevertheless, in addition to the widely recognized dimensions used to study the composition of perceived images, some scholars in practical research tend to broaden the dimensions of image formation to provide a deeper psychological analysis of tourists' perceptions according to the characteristics of different destinations. For example, Huang, Jin, Lu and Song (2020) used the theoretical construct of place attachment to measure the risk perceptions of tourists towards the destination image of some natural villages within the well-known scenic areas of Hangzhou. Weiermair and Fuchs (2000) grouped tourists from different countries and regions according to the dimension of cultural distance and study the differences in the image perceptions

and tourism expectations of whom towards the Alpine region. To a certain extent, these studies can be drawn on the formation of cultural attachment into perceived images.

Another notable aspect is the rationale behind selecting international Chinese students as participants, aiming to effectively tap into their life, travel, and cultural encounters in their host nations. This approach seeks to engender a more impartial destination perception, consequently harnessing their inclination to advocate for the destination through revisits or recommendations to others. Drawing on Gartner (1993)'s insights, the formulation of image affecting tourists' intention to revisit and recommend originates from the conative image. In light of this, Gartner's conceptualization of a three-tiered perceived image framework encompassing cognitive, affective, and conative images is fitting to delineate the structural composition of perceived images among international Chinese students.

In an attempt to address the above problems, this study is to design a framework of perceived image composition by incorporating the newly emerging variable called cultural attachment for describing the perceived images of international Chinese students studying in China, and to analyze the interplay of other existing factors examined in various studies. The framework of the perceived image of a destination that incorporates cultural attachment should be enhanced in two facets. Firstly, for cultural tourism destinations, cultural attachment needs to be reflected as a main dimension in the quantitative framework of perceived image composition. Secondly,

when studying the perceived image of a specific respondent, the relevant influences that have already been widely discussed need to be taken into account in order to analyze the composition of perceived image comprehensively. This framework can have some worthwhile academic value in exploring whether theories related to perceived image are applicable to international students' or expatriates' tourism perceptions of travel in the host country.

1.4 Research Questions

The ultimate purpose of this study is to construct a tourism destination perceived image framework in conjunction with cultural attachment theory to study the perception of international Chinese students in ASEAN towards Guangxi. International Chinese students here are any Chinese who live in ASEAN countries and have a nationality other than China, but have study experience in Guangxi. It pays particular attention to the role of cultural attachment as one of the key factors influencing perceived image and hypothesizes that its role as an external factor has a positive impact on respondents' formation of perceived image of cultural tourism destinations along with other factors such as informational familiarity, experience familiarity and motivation.

Furthermore, apart from formulating hypotheses concerning external factors that shape the development of perceived images, this study delves into investigating the interconnectedness within the cognitive-affective-conative(CAC) three-dimension framework of perceived images. It is posited that cognitive images wield substantial

sway over affective and conative images. Additionally, a conjecture is put forth that affective images exert a considerable impact on conative images. The intricate hypotheses outlining the correlations among these variables would be expounded upon comprehensively in Chapter 2. It is important to emphasize that the influences of these variables are explored in the context of a multifactorial approach. To be precise, this study aims to address the central questions as follows:

(1) How do informational familiarity, experiential familiarity, motivation, and cultural attachment influence cognitive image of cultural tourism in Guangxi via multiple regression analysis?

(2) How do informational familiarity, experiential familiarity, motivation, cultural attachment, and cognitive image influence affective image of cultural tourism in Guangxi via multiple regression analysis?

(3) How do informational familiarity, experiential familiarity, motivation, cultural attachment, cognitive image, and affective image influence conative image of cultural tourism in Guangxi via multiple regression analysis?

1.5 Research Objectives

Based on the above core questions, the study has the following sub-objectives:

(1) To examine the influences of informational familiarity, experiential familiarity, motivation, and cultural attachment on cognitive image of cultural tourism in Guangxi

via multiple regression analysis.

(2) To examine the influences of informational familiarity, experiential familiarity, motivation, cultural attachment, and cognitive image on affective image of cultural tourism in Guangxi via multiple regression analysis.

(3) To examine the influences of informational familiarity, experiential familiarity, motivation, cultural attachment, cognitive image, and affective image on conative image of cultural tourism in Guangxi via multiple regression analysis.

1.6 Significance of the Study

This study aims to explore the relationship between cultural attachment and specific respondents' perceived image of cultural tourism destinations. It comprehensively sorts out the theoretical relationship between cultural attachment and perceived image, and adopts a scientifically rigorous research method to argue for their logical relationship. It makes up for the one-sidedness of previous studies in terms of theoretical perspectives, enriches the existing studies in the field of tourism destination image from a holistic perspective, and provides a reliable theoretical basis for the development of relevant tourism destination marketing activities. Therefore, this study is of certain significance at both the theoretical and practical levels.

Within theoretical exploration, this research augments the depth of cultural attachment's conceptualization within academic tourism discourse. Attachment denotes an individual's emotional response to society and serves as a reflection of the

traveler's emotive tie to the destination (Qu, Cao & Yang, 2020). As an extension of attachment theory, cultural attachment can similarly serve as a guiding framework for investigating traveler conduct. By merging cultural attachment theories with perceptions of tourism destinations, this study establishes a theoretical foundation for scrutinizing the behavior of specific travelers who form emotional bonds with destinations due to cultural factors. The integration of cultural attachment theory within the tourism realm remains relatively nascent, and this study contributes to the broader application of related theories, carrying substantial theoretical significance.

Furthermore, this study bears practical relevance. It will engage international Chinese students who have pursued their studies in Guangxi as participants, probing into the perceived image of Guangxi's cultural tourism, shaped by cultural attachment and other contributing elements. To establish the composition of the composite perceived image, a robust quantitative analysis is necessary (Radomskaya & Pearce, 2021). Through meticulous delineation of pertinent variable dimensions inherent in the investigation, a comprehensive analytical framework will be forged for an encompassing quantitative assessment. This framework, in turn, lays the groundwork for projecting the international image of Guangxi's cultural tourism, potentially holding practical significance for the tourism advancement of the region.

1.7 Scope of the Study

This study focuses on examining the influences of the following independent variables namely cultural attachment, informational familiarity, experiential

familiarity, and motivation on perceived image which in-turn consists of cognitive image, affective image and conative image. Meanwhile, to further explore the object-specific respondents' cognitive image, affective image and conative image as independent variables, would produce what kind of perceived image. The reason for the scope limitation is because a portion of the results of past studies have shown a series of inconsistencies in terms of their relationship with the composition of destination images. Furthermore, newly added variable cultural attachment has received little attention in the literature related to tourism destination image and therefore need further research.

This study limits its scope to the perception of Guangxi cultural tourism by international Chinese students in Guangxi. Responses would be collected by contacting administrators of international students at major universities in Guangxi, distributing questionnaires and collecting responses on the mainstream social networking software for international students that they manage. Other stakeholders including local residents, Chinese tourists outside of Guangxi, and foreign inbound tourists were not included in this study because it focuses only on the composite perceived image that international students with dual cultural sensitivities may form about cultural tourism in Guangxi. On the other hand, international Chinese students in Guangxi became the sole focus of this study because they are considered to be the effective factor that can convey Guangxi's cultural tourism image internationally.

The limitation of the interviewees to international Chinese students from ASEAN

countries is based on practical and academic considerations. Firstly, for the selection of international students as respondents, it is set in the perspective of the market segmentation strategy of Guangxi's future export of cultural tourism image. Secondly, the limitation of the group of international students to the ASEAN Chinese community is partly due to China's benign call towards the Chinese community in the globalised environment, and partly due to Guangxi's wider cooperation with ASEAN in terms of geo-structure. Last but not least, academically, the existing scales for cultural attachment have mainly focused on international students. It is undeniable that ordinary tourists may also develop cultural attachment, but in order to reduce bias, this study draws relatively conservatively on previous studies and remains limited to international students.

The quantitative analysis in this study employs a relatively apparent hypothesis testing method. The method establishes some hypotheses starting with the theoretical basis involved in the respective variables constituting the perceived image of the destination, and then confirms or denies the hypothesis through data observation. The quantitative analysis entailed data collected through a questionnaire survey, yielding extensive outcomes from a sizable sample. This method furnishes comprehensive results and holds potential value for subsequent investigations as well.

1.8 Definition of Key Terms

The explanations of the key terms involved in the study is useful in determining the scope of the study. In this study only, Culture refers to the customs, traditional

practices, human characteristics and other cultural attractions of the destination that can be used for the tourism experience (Yu, Xu & Zhao, 201). Cultural tourism includes visits to cultural sites and the participation of culturally motivated people in cultural activities (McKercher & Cros, 2003). Chinese international students are mainly international students of Chinese descent who come from ASEAN countries.

The main terms of variables used in this study are briefly defined in the following table:

Table 1.1
Definition of Key Terms

Terms	Conceptual Definition	Operational Definition
Perceived image	Perceived image described here is mainly based on the studies by Gartner (1993) and Agapito et al. (2013), which refer to the overall impression of the destination formed by the individual through the influences of various factors.	Respondents' overarching perception of the destination and the trio of factors shaping this perception's creation: cognitive image, affective image, and conative image.
Informational familiarity	Informational familiarity described in this study refers mainly to secondary information. For tourists who have never visited a destination, secondary sources of information can provide an imaginative element to their perception (Ankomah & Crompton, 1992).	Respondents' secondary sources of information were obtained, including autonomous sources, induced sources, and organic sources.
Experiential familiarity	Experiential familiarity is described as the primary information source to reflect the image perception formed by the tourist's experience in the destination trip (Baloglu, 2001).	Respondents' tour experience, including the frequency of travel and the number of tourist attractions visited
Motivation	Travel motivation refers to individuals' drive to engage in specific tourism activities with the aim of fulfilling their psychological or physical desires (Tang, 2014).	Respondents' motivations for visiting cultural tourism destinations, including knowledge acquisition, cultural

Cultural attachment	Cultural attachment embodies the emotional link between an individual and their culture, grounded in emotional attachment. Individuals can cultivate attachments to both their native culture and the culture of the adopted country, facilitated by familiarity and integration. This infers that cultural attachment might entail an evolving construction process (Hong et al., 2013). This research solely delves into the impact of individual attachment to the host culture.	experiences, and visits to cultural attractions The extent of respondents' cultural attachment, including social identity, mental health, intercultural competence, language learning ability, and cultural identity.
Cognitive image	Cognitive image is a perceived image that people produce by knowing and thinking about an object (Gartner, 1994; Agapito et al., 2013).	Respondents' basic perceptions of cultural tourism in their place of sojourns.
Affective image	Affective image is a perceived image formed by people's emotional disposition toward object. (Gartner, 1994; Agapito et al., 2013).	Respondents' emotional feelings about cultural tourism in their place of sojourns.
Conative image	Conative image is the perceived image that people produce in response to the acts of object.	In this study the acts are only for the respondents' intention to recommend and revisit the place of sojourns.

1.9 Organization of the Thesis

This thesis would organize in 5 chapters.

The chapter 1 is introduction, which provides an overview of the study area, problem statements, research questions and objectives, significance and scope of the study, and definition of terms.

The Chapter 2 will review the previous relevant theories and literature. First, it introduces the conceptions and assessments related to perceived image research and

explains in detail the relationships of variables that constitute the internal composition of perceived images. It then presents theoretical studies on informational familiarity, experiential familiarity, motivation, and cultural attachment in turn, and discusses relevant research on cultural tourism. In the remaining section the gaps of the study are emphasized, the differences that exist in previous studies are summarized, and the underpinning theory of the study is described. Finally, hypotheses are made about the relationships between variables and a research framework is developed.

The chapter 3 details the research methodology of this study. It includes a discussion of the path of the study, a introduction of the basic information about the study location, the descriptions of the study instrument, the questionnaire design, the sampling method and data collection method, and the method of data analysis.

The fourth chapter would specify the pilot test and formal survey situation, as well as the data analysis situation. 525 validated questionnaires were used in the formal analysis. Factor analysis was used to delete the items that did not meet the criteria and reliability and validity analyses were conducted to ensure a stable structure of the measurement instrument. Finally, the previously proposed hypotheses were tested using multiple regression analysis.

The final chapter would be a report of the results and the summary of this study. Primarily summarize the effect of the hypothesis being tested. Rely on analysis of the data and review of the research questions to determine how well the study results

achieve the objectives. Summarize the contributions and limitations of this study, as well as provide an outlook for future related research.

1.10 Summary

This chapter is the starting point of the study and focuses on the origins of the research topic. The academic and practical issues previously associated with the study are identified by addressing the relevant background of the study. With this, the questions of this study and its objectives are clarified. To set the scope of the study and briefly describe the main terms involved in the study. The structure that should be in place for writing the paper is explained.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter provides a theoretical background of the literature relevant to this study. First, it outlines the academic development of the perceived image of tourism destinations. Then, it is followed by a discussion of the main factors influencing perceived image in this study, and focuses on the development of cultural attachment theory and the application of related attachment theories in tourism research. This chapter also introduces the academic concept of cultural tourism. The Gaps of the study are presented in response to the above discussion, and the basic concept of destination image as the underpinning theory of this study is explained. Finally, hypotheses are made about the relationship of variables in this study and a complete research framework is designed.

2.2 Perceived Image of Tourism Destination

Perceived image is conceptualized as a cognitive construction or mental representation encompassing a tourist's viewpoint of a destination (Gartner, 1993). This construction involves the brain's processing of sensory input, culminating in impressions and evaluations of objective elements. Evaluation mechanisms arise from people's responses to external stimuli (Cong, Xu & Fang, 2021). During the process

of purchasing and deciding on tourism products, tourists reflect on destinations through mental recall. This mode of image composition has garnered scholarly attention (Andreu, Bigne & Cooper, 2000). Consequently, the exploration of perceived image in tourism has permeated diverse domains, encompassing its integration with tourism, the identification of formative factors and dimensions, constitutive mechanisms, evaluation and enhancement, destination image management analysis, delineation of influence modes and capacities, and the image life cycle (e.g. Marine-Roig & Clave, 2016; Leung, Law & Lee, 2010; Choi, Tkachenko & Sil, 2009; Yang, He & Gu, 2012; Sun, Ryan & Pan, 2015). The subsequent section will succinctly synthesize interconnected literature within perceived image research concerning its conceptualization and assessment.

2.2.1 Perceived Image Conceptualization

The fundamental theoretical groundwork for image research emerged primarily during the 1970s and 1980s. Subsequent investigations delved into the segmentation of perceived image, with particular emphasis on the mechanics of image composition, the rationale behind image formation, and the developmental trajectory of images (Wang, Wu & Wang, 2018). The configuration of perceived image has shown variations across academic spheres. Following an overview of this study, researchers' discoveries regarding perceived image have coalesced into three primary categories.

The first one is called *influencing factor theory*. Fakeye and Crompton (1991) refers that perceived image as a complex system and are influenced by a variety of factors,

including original image, induced image, and compound image. Li (2000) supported this view and further proposed the background image, and the communication image as influencing factors. This type of doctrine is better able to explain the role of different types and sources of information on the production of perceived image, but it is more difficult to be conceptualized and operationalized. Therefore influence factor theories have been limited in their application in quantitative analysis.

Secondly, *three-dimensional structure theory* is proposed by another faction. Echtner and Ritchie (1993) created a three-dimensional structure of perceived image formation model, including three main compositional approaches: attribute-whole, functional-psychological, and general-unique. This doctrine provides a more comprehensive overview of perceived image from different perspectives. However, it is difficult to translate the elements into a scale for quantitative analysis. Moreover, it lacks coverage of affective image perception as well.

Psychological illustration theory is the third most widely accepted doctrine. Gartner (1993) proposes a structured model of perceived image comprising cognitive image, affective image, and conation images. Baloglu and McCleary (1999) affirmed the role of cognitive and affective images in shaping perceived image. This approach constructs the perceptual image structure through the lens of visitors' psychological responses. It lends itself to quantification and operationalization, which has garnered wider consensus among researchers. Given that this study predominantly aligns with theories rooted in this doctrine, the central tenets of this approach are succinctly

outlined below.

Baloglu and McCleary (1999) systematically introduced the structure of perceived image, identifying the favorable impact of cognitive and affective images within it. Thus, the effects of cognition and affection have been widely accepted by some other researchers (e.g. Santana & Gosling, 2018; Chan & Zhang, 2018; Baloglu, 2001; Marine-Roig & Ferrer-Rosell, 2018; Duan, Marafa, Chan, Xu, Cheung, 2020; Stylidis, 2020; Walmsley & Young, 1998; Line, Hanks & Miao, 2017). According to Beerli & Martin (2004), cognitive image prefers objective perception of the destination that root in the basic conditions of the destination, including various relevant elements influencing destination tourism. Affective image, on the other hand, is more subjective and reflect the tourist's perceptual intuition about the destination. Therefore, it is more formed by the reflection of emotions like happy and unhappy, interesting and boring.

Within the ever-evolving researches, key dimensions in addition to measuring perceived image are also being explored and developed. Researchers are also exploring the addition of creative components to enhance the evaluation of specific destinations and to form an overall destination image (Baloglu, 2001; Santana & Gosling, 2018; Yeh, Chen & Liu, 2012; Chiang, 2016; Stylidis, Shani & Belhassen 2017; Chen & Tsai, 2007; Tavitiyaman & Qu, 2013; Lee & Lockshin 2011). They found that cognitive image and affective image are interrelated and form an impact on the overall image of the destination. These images can be combined in a linear or

more multidimensional structure and can objectively reflect tourists' perceptions, expectations, preferences and even loyalty to the destination.

In the study of the constitutive dimensions of the image framework, Baloglu and McCleary (1999) based on previous studies and pointed out that the perceived image structure is a three-dimensional composition (**Figure 2.1**), which contains the cognitive image, the affective image and the overall image of the visitor's mental perception. Even though more studies have supported and verified the stability of this structure, some conclusions on conceptual issues have not been able to carry out clear answers to their rationale and formation mechanisms (e.g. Lin, Morais, Kerstetter & Hou, 2007; Hernandez-Mogollon, Duarte & Folgado-Fernandez, 2018; Li, Wang, Jiang, Barnes & Zhang, 2014; Huete-Alcocer, Martinez-Ruiz, Lopez-Ruiz & Izquiedo-Yusta, 2019). This also leaves space for more forms of research.

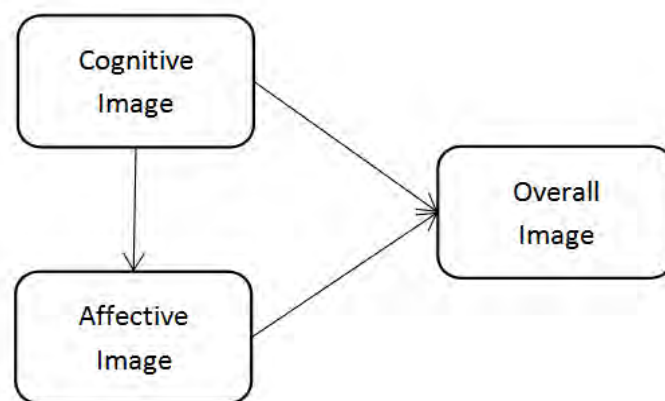


Figure 2.1 The 3-dimensional mechanism of perceived image

The three-dimensional structure of the perceived image combines the tourism image

with cognitive-emotional psychology to a certain extent, and provides the logical support of the underpinning psychological theory for related research. However, except for cognitive image and affective image, which are widely recognized, the discussion of the third dimension of perceived image is still divergent.

Another cluster of studies highlights the perceived image shaped by tourists' intent to revisit or recommend, stemming from the conative image (e.g. Gartner, 1993; Michael, James & Michael, 2017; Woosnam, Styliadis & Ivkov 2019; Pike & Ryan, 2004). Gartner (1993) suggests that the conative image is influenced by the cognitive image and forms a composite perceptual behavior. Tourists develop the inclination to revisit or recommend based on a positive assessment of the destination from certain sources. In this process, the conative image assumes a mediating role. Numerous studies corroborate this discovery, proposing that the affective image is also intertwined with conative images. Consequently, tourists' behavioral drive establishes a direct link with their affective and conative images (e.g. Venkatalaxmi, Padmavathi & Amaranath, 2004; Agapito et al., 2013; Loureiro & Jesus, 2019; Han, Hwang, 2016).

Agapito, Valle, and Mendes (2013) extended the characterization of cognitive, affective, and conative images as integral components of perceived images, building on prior research. Building on this foundation, they further emphasized the role of the conative image in elucidating subsequent intentions and behaviors of tourists within the framework of composite perceived images. Both cognition and emotion possess the capacity to motivate subsequent intentional actions in travelers, rendering the

internal structure of perceived images explicable and coherent through the cognitive-affective-conative (CAC) framework. They devised a causative hypothesis linking the three images and developed a foundational framework based on it, illustrated in **Figure 2.2**. Moreover, the study introduced the intention to revisit and recommend as crucial dimensions for the conative image variable.

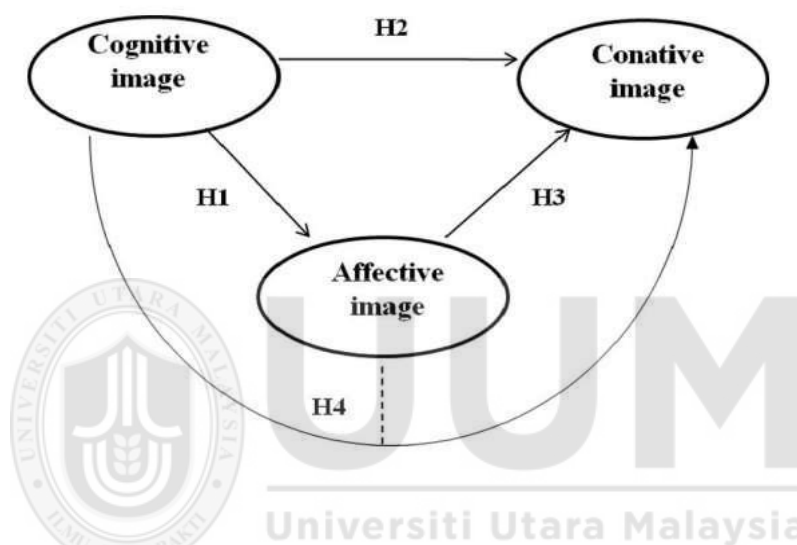


Figure 2.2 Another 3-dimensional mechanism with conative image

Another influential studies have come from cognitive psychology perspectives. This type of researcher believes that the brain senses information as a process by which visitors perceive images. The brain stores and organises information and compares previous information. Changes in the perceived image are facilitated by constant updating (White, 2004). For example, Xie and Lee (2013) conducted a cognitive and psychological evaluation of foreign tourists in Beijing, and found that tourists formed processing and evaluating the destination information through their own experience, thus forming their perceived images. Kock, Josiassen and Assaf (2016) refer that

perceived image is a common response from tourists due to psychological representation and external information stimulation. Such findings provide a cognitive theoretical basis for the introduction of external factors (e.g. information sources and motivation) into the framework of perceived image. Li (2000) designed a conceptual framework with additional external factors based on the theory of cognitive psychology (**Figure 2.3**).

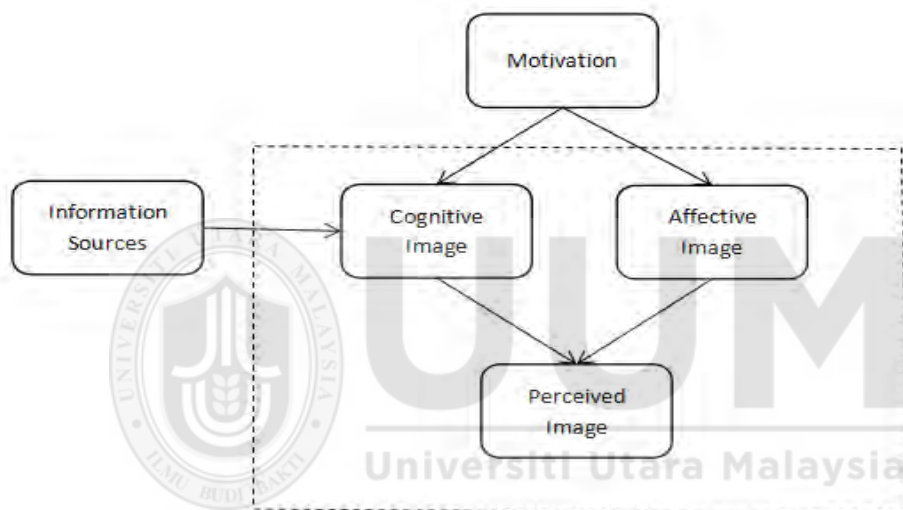


Figure 2.3 External factor relationship of perceived image

The advantage of this type of research is that it further analyzes the formation of the perceptual image and distinguishes the difference between external and internal factors. However, the dynamic nature of the construct of the perceived image is not adequately taken into account when cognition and emotion are made independent. Since perceptual images are generated at any stage before, during, or after the tourism activity. Therefore, the three-dimensional architecture is more recognized as the

internal constitutive condition of the perceived image.

To summarize, although the constituent dimensions of the perceptual image have been more widely discussed and a relatively mature system in the academic world. However, due to the different relevance and scope of the research, there is still a certain degree of disagreement in the choice of dimensions. The logical thinking formed through a dialectical understanding of these differences can often provide academic support for subsequent research.

2.2.2 Perceived Image Assessment

The approach to appraising perceived image typically aligns with the components that shape it. In its initial stages, component conceptualization was employed to underscore the coherent composition of images, portraying predefined attributes through visual depictions utilizing scales. For destinations, comprehending factors that influence image formation is pivotal for identifying potential markets and devising targeted promotional strategies (Goodall, 1990). For instance, Reilly (1990) adopted the multidimensional scaling method to gather and organize descriptive statements from tourists about ski resorts, resulting in a multidimensional scale for evaluating tourism destination images based on semantic variances. Through valid interviews with a sample of 415 respondents, the study distilled 15 essential descriptions regarding the destination's image. The perceived image of the region was eventually defined through semantic differential scaling. Chon (1991) conducted a questionnaire survey to explore the image of South Korea among U.S. tourists,

focusing on the sensory disparities between departing and returning travelers. Via intercept sampling at the airport, 204 valid responses from departing passengers and 240 valid responses from returning passengers were collected. The t-statistic analysis yielded more notably significant perceived image ratings among U.S. tourists for scenic beauty, population, shopping attractions, and historical and cultural points of interest in South Korea. These studies have devised some relatively rudimentary measurement tools for image assessment, which has led to an initial case study for analyzing perceived image using quantitative approaches.

Subsequently, the evaluation of perceived images developed into a complex system consisting of multiple dimensions and variables. The interaction of the dimensions of its components was continuously evolved and developed. From the perspective of the aesthetic experience of tourists, the formation of the perceived image of a destination is influenced by a combination of "endogenous variables" and "exogenous variables". The former are internal individual factors, including psychological characteristics such as travel motivation and socio-demographic characteristics (i.e. age, education, gender, occupation, and income, etc.); the latter are external stimuli such as the media environment of the destination, the evolution of the real space, and the way the individual connects to the destination (travel experience), etc. (Baloglu & McCleary, 1999).

The motivations of tourists represent their motives or reasons for choosing a particular destination (Santana & Gosling, 2018). The link between these motivations and the

image of a destination is related to the individual's perception of a destination. That is, their perceptions become more positive because these attributes match the benefits sought (Berlin & Martin, 2004). Different authors have linked tourists' motivations to destination images (Berlin & Martin, 2004; Santana & Gosling, 2018; Manoa & Costa, 2015; Beerli & Martin, 2004; Kislali, Kavaratzis & Saren 2020). In all these studies, at least one dimension of motivation was important and the researchers cited verified the influence of motivation on the perceived image. Therefore, dimensions on motivations are also indispensable research variables in this study.

Global and Brinberg (1997) proposed the perceived image assessment model, which uses emotional surround as a measurement mediator and can evaluate the difference between positive and negative images of tourism destinations. Several subsequent researchers have improved and refined the perceived image assessment model and concluded that such models can be used as a means of strategic positioning in tourism markets. Tapachai and Waryszak (2000), for example, used a structural taxonomy to analyze tourists' positive evaluation of the perceived image on Thailand and USA, then found that tourists' perceived image is a psychological warning and that only positive destination images can influence potential tourists. Gallarza, Saura and Garcia (2002) , on the other hand, after a dynamic and multiple evaluation, refers that potential tourists may choose the tourism destination only if the positive images affects them more than the negative images. In fact, both positive and negative perceived images are maintained and interact with each other over time. However, the tourist's perceived image of the destination may also change significantly due to the

tourist's experiential experience, cultural background, familiarity with the destination, and changing expectations. This also multiply affects the evaluation dimensions of the perceived image (Li, 2000; Gu, 2000; Zhou & Sha, 2001).

The perceived image behavior model is another direction of assessment that has received attention from researchers, which is mainly used to analyze the structure of tourists' perceptual patterns for multiple destinations (Ko & Park, 2000). For instance, Lue, Crompton and Fesenmaier (1993) conducted an experimental study on the perceived behavioral patterns of multi-destination travel in specific regions using spatial analysis and structural interviews, and confirmed that many factors (e.g., route, space, region, etc.) are related to the perceived behavioral patterns of multi-destination travel. Sirgy and Su (2000) designed an analytical model to measure the consumer behavior and image perception of tourists. They refer that tourists create perceived images of multiple destinations, which is accomplished through self-coordinated patterns of choice behavior. These studies define destinations and perceived images as more complex concepts, and their research tools are often based on secondary data or corroborative analyses using geographic information systems (GIS), but such methods are not suitable for more directed quantitative analytical studies.

With the increase in research at the intersection of tourism and other disciplines, the expansion of dimensions related to perceived image has become more extensive. In relative terms, however, the extensive discussion of dimensionality has not

fundamentally altered the dominant assessment techniques for perceived image. Most assessment methods still use structured and unstructured formats (Afshardoost & Eshaghi, 2020). Structural measurement methods refer to quantitative studies that use a standardised set of measurement instruments (e.g. Likert scales or semantic difference scales) to obtain an image of the destination as perceived by the tourist (Hsu, Wolfe & Kang, 2004). The non-structural method uses mainly free descriptions by the respondents (e.g. interviews, open-ended questions, warehouse grid method, sketch comparison method, photographic view method, linkage induction method, and textual analysis method, etc.) to measure tourists' perceptions of destination images (Su, 2003).

The structural method can successfully measure quantitative data of tourism perceived image (including cognitive image, affective image and conative image) and is mostly used in studies such as causality (Chi & Qu, 2008), which is more controllable and intuitive, and the findings expediently count and compare, but it is uncertain whether all attributes of the destination are included (Mendes, Valle & Guerreiro, 2011). The structural approach is generally used to measure attributes and characteristics by means of scales, and the measurement techniques mainly include factor analysis, path analysis, analysis of variance, correspondence analysis, and regression analysis, etc. (Tasci, Gartner & Gavusgil, 2007).

The non-structural method focuses on the statistics of vocabulary frequencies. Compared with the structural method, it is more able to reflect the uniqueness of

tourism perceived image (Wang, 2018). This method facilitates the accurate measurement of the perceived image of the destination, but is less controllable and difficult to compare cross-sectionally (Li, 2007). In the assessment of the overall perceived image, this approach is implemented through free interpretation, open-ended questions, focus groups, and expert discussions, etc.

Structural and non-structural methods are commonly used by domestic and foreign scholars to measure tourism image perception in their research. In addition, as research advances, scholars are exploring the use of methods from other related disciplines to measure tourism image perception, such as hierarchical analysis and Delphi method. Because these methods have little relevance to this study, they would not be elaborated here.

In a nutshell, there has been a relatively rich discussion of theories related to perceived images. There are still some disagreements on the conceptualization and assessment. However, these theories are still sufficiently instructive with regard to the interrelationship between the image composition of particular respondent groups and cultural tourism destinations.

2.2.3 Perceived Image Composition Models

The formation of tourism destination image requires a process while being influenced by a variety of factors, and eventually different models of formation are constructed from different research levels (Kim, Lehto & Kandampully, 2019). In quantitative

studies addressing perceived images, research models often visualize the interrelationships between predefined dimensions, which can easily guide data analysis and the formation of conclusions corresponding to these dimensions. Therefore, a discussion of previous models can help to further assist this study in understanding the logical relationship between the dimensions.

Fakeye and Crompton (1991) refers that image development is linked to destination benefits and destination selection **(Figure 2.4)**. According to MacKay and Fesenmaiers' (1997) interpretation of this model, the image of the destination is formed before the intervention of tourism advertising due to the usual exposure to a large amount of information, so it is called the original image. As visitors search for more information, they form a generalized image of the destination, which is eventually combined with the actual contact and evaluation after arriving at the destination to form a complex image.

The advantage of this model is that it is constructed as a flowchart. The formation and impact of dimension to dimension phasing is explored step by step. However, this model does not adequately consider the multifactorial conditions that influence the perceived image. Due to the complexity of perceptual image formation, there are a range of possible influences towards the perceived image, both internally and externally, during the various stages of image formation (Tasci, Gartner & Gavusgil, 2007).

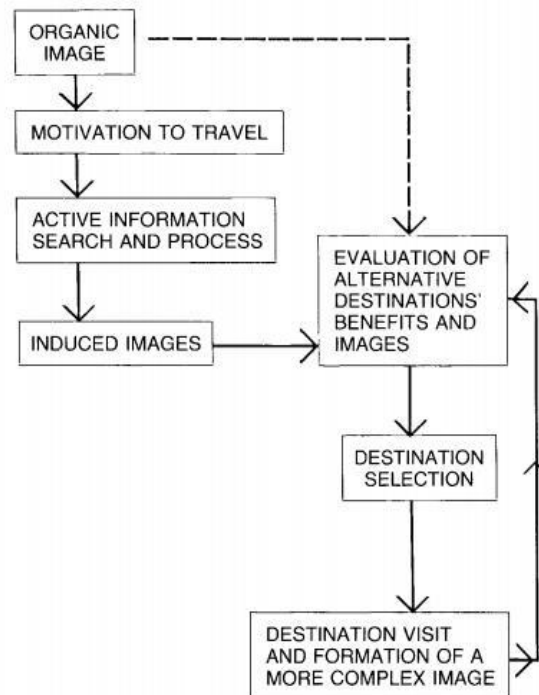


Figure2.4 The model designed by Fakeye and Crompton (1991)

Baloglu and McCleary (1999) constructed a model of tourism destination image formation (**Figure 2.5**). They refer that the destination image can be divided into: perceptual/cognitive dimensions and affective facets. The image measure of perception/cognition is the knowledge or beliefs held about the destination. Affection measurement is the feeling of purpose. The image of the overall destination, on the other hand, is measured by the combination of the previous two variables. This model analyzes the antecedents of forming a perceived image from a multidimensional perspective. This multifaceted structure is academically sound.

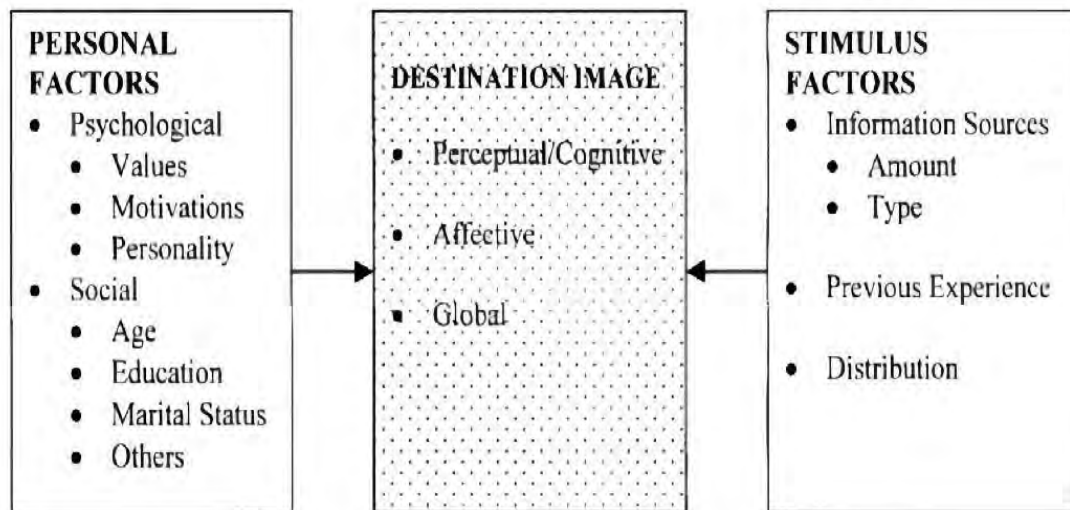


Figure 2.5 The model designed by Baloglu and McCleary (1999)

Beerli and Martin (2004) proposed that the image of a destination is constructed in the mind of an individual as a single impression formed by a continuous accumulation of different media or sources of information, and on the basis of Gartner's (1993) study, these media are distinguished into five categories: explicit induced messages (overt induced); implicit induced messages (covert induced); spontaneous messages (autonomous); original messages (organic); and actual visits to the destination (visit). The model of the image formation they designed is shown in **Figure 2.6**. The model further distinguishes between external and internal factors that influence the image of a destination. Particularly worthwhile is the fact that it internally identifies the three-dimensional structure of the perceived image.

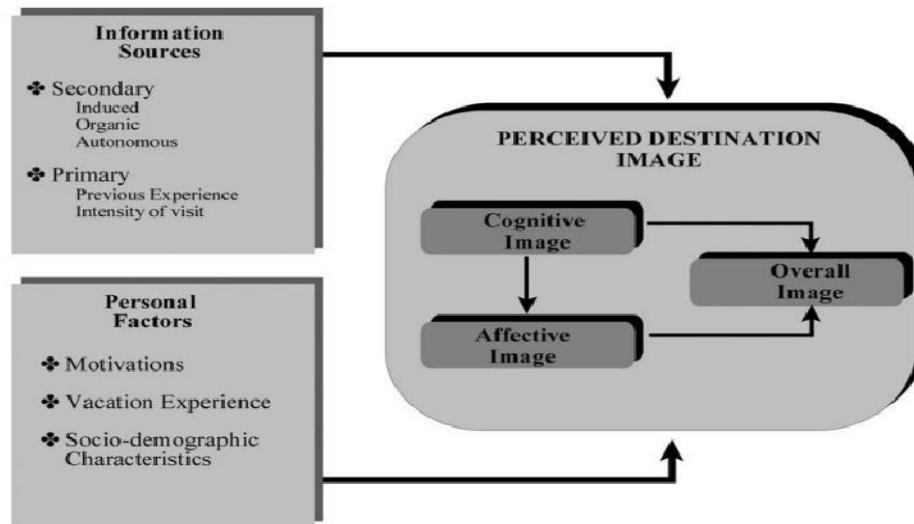


Figure 2.6 The model designed by Beerli and Martin (2004)

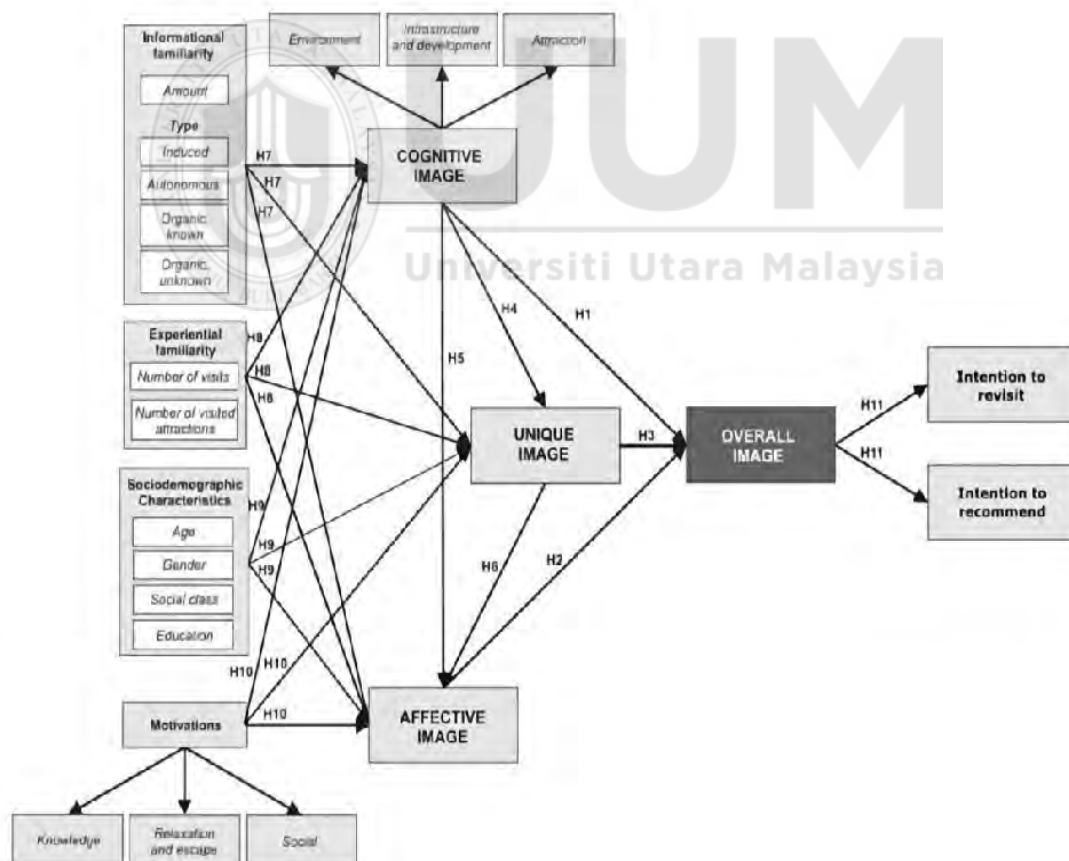


Figure 2.7 The model designed by Santana and Gosling (2018)

Santana and Gosling (2018) construct a relatively comprehensive image framework based on Berlin and Martin (2004), which incorporates the important dimensions discussed above including informational familiarity, experiential familiarity, socio-demographic characteristics and motivation. In their studies, although conative image was not mentioned, revisit intention and recommendation intention were incorporated into the model as the ultimate research purpose (**Figure 2.7**). This model provides a more comprehensive picture of the external factors that influence the composition of a perceived image. These factors are fully discussed in their paper, which is sufficient direction to guide the dimensional construction of perceived image frameworks.

The above models are derived from only some of the more classical perceived image studies. Relatively speaking, the quantitative construction of perceived image is still relatively mature. However, there are still some differences in the conceptualization of exogenous and endogenous factors and the conditions for their formation in different studies. Therefore, further logical hypotheses based on the previous viewpoints are indispensable in the subsequent construction of the research framework. Next, a further literature review of the external variables affecting perceived image covered in this study is presented.

2.3 Informational Familiarity

The informational familiarity described in this study refers primarily to secondary information. For tourists who have never visited a destination before, secondary

sources of information can provide an imaginary element to their perceptions (Ankomah & Crompton, 1992). It is a dimension based on familiarity theory. Familiarity refers to consumers' accumulated experience with a product, including advertising, human communication, information, and experience with product use (Alba & Hutchinson, 1987). Since familiarity influences consumers' decision-making behavior, it is widely used in the marketing field to study the formation of consumer knowledge (Cordell, 1997).

In the field of image research, familiarity has also been used in studies related to consumers' images of the country of origin of goods in different countries. For example, Han (1989) found in his study that when consumers are more familiar with a country's products, they can directly constitute corresponding brand attitudes through the country image associated with the products (e.g. Huawei from China, Coca-Cola from the United States, automobiles from Germany, watches from Switzerland, clothing from Korea, and electrical appliances from Japan). Laroche, Papadopoulos, Heslop, and Murali (2005), on the other hand, confirms that country image significantly influences product beliefs and product evaluations, regardless of product familiarity. In particular, the positive effect of country image is more prominent when affective factors are higher than cognitive factors.

Familiarity is more complex to study in the field of destination image, due to the fact that tourism is different from ordinary products and its conceptual definition needs to take into account more non-material factors. Hu and Ritchie (1993) suggest that

relying on information sources to develop familiarity with a destination is effective in reducing the effect of geographical distance on travelers' perceptions of the destination. Baloglu (2001) further elaborates on the correlation between informational familiarity and travelers' perceived images and suggests that this is an important factor influencing travelers' choice of destination. It is because tourists cannot perceive the unfamiliar environment in advance of their arrival that informational familiarity can help eliminate this unfamiliarity and fear, thus prompting authentic travel behavior.

When measuring informational familiarity, a number of different operational approaches have emerged, including mainly subjective and objective evaluations. Subjective evaluation refers to the autonomous assessment of tourists (e.g Kim, Lehto & Kandampully, 2019, 2018; Sonmez & Graefe, 1998), while objective evaluation is based on the consumer's experience of access to information channels (Kong & Chang, 2016; Liu, Li & Kim 2017). But either way, a wide range of access to information such as pre-travel magazines, travel agency promotional tools, television programs, and more recently, online tools are used as measures of informational familiarity (Santana & Gosling, 2018). All of these factors have been proven to be more or less related to the tourist's perceived image of the destination.

2.4 Experiential Familiarity

Experiential familiarity is one more important dimension based on familiarity theory. In the early days of familiarity theory applied to tourism, experiential familiarity was

considered one of the most directly core factors that had an impact on the image of a destination (Baloglu & Brinberg, 1997).

Earlier studies by scholars on the influence of familiarity on destinations centered on actual destination tourism experiences, examining whether tourism experiences affect travelers' perceptions of destination images. Using a longitudinal comparison approach, scholars compared travelers' pre-trip destination image perceptions with their post-trip destination image perceptions and found that authentic travel experiences tend to change some of the destination images that travelers perceive pre-trip (Pearce, 1982; Phelps, 1986).

However, relying solely on perceptions from actual travel experiences to determine whether a traveler is familiar with a destination is incomplete. Since the research of perceived image in tourism is relatively mature. Some studies have put forward relatively complex analysis systems. Some scholars have used familiarity as base dimensions to measure the impact of tourists' perceptions of destination image (e.g. Santana & Gosling, 2018; Berlin & Martin, 2004; Baloglu & McCleary, 1999; Gartner, 1993). Baloglu and Mangaloglu (2001) elaborated a clearer conception of what constitutes familiarity in the tourism image, dividing familiarity into an information dimension and an experience dimension. Their theory is widely used. They argue that tourism experience is not the only factor in familiarity, so he makes more effort in his research to demonstrate that information sources (informational familiarity) also act as an important dimension of familiarity. Since then, many scholars have examined

the different dimensions of familiarity in terms of their influence on the perception of the image of tourism destination.

Most researchers still focus on informational and experiential familiarity as the main factors. For instance, Berlin and Martin (2004) divide the sources of information into first-hand information, which comes from prior experience of the destination and the intensity of travel. They mostly focus on the role of information sources and previous experience in influencing tourists' perception of destination image. Chen and Lin (2012) study Chinese tourists' perceptions of their destination image in Taiwan, with informational familiarity and experiential familiarity as the main influencing factors, and the results showed that familiarity had a significant positive effect on destination image. It follows that in the study of perceived images, experiential familiarity is often discussed together with informational familiarity for explaining the process of formation of external influences on tourists' perceptions of destination images.

2.5 Motivation

People have psychological activities that precede a certain behavior. The same is true for travel behavior. A person who wants to go out to play first needs to have the idea of going out, and this idea is the motivation (Chelliah & Ahmed, 2017).

Motivation is an important factor in understanding tourism behavior and is used in areas such as decision making, development planning, and market research (Ahmad, Jamaludin, Zuraimi & Valeri, 2020). Although travel motivation is only a subjective

psychological factor, but is a great influence on a person's travel behavior, with directional and driving (Gupta & Hussain, 2019). One aspect is that travel motivation largely determines what kind of tourism products are more popular among consumers; on the other hand, it reflects the popularity of different motivations in different contexts.

Tourists' motivations encapsulate their incentives or rationales behind selecting a specific destination. The interplay between motivations and image hinges on an individual's perception of the destination. In essence, their perspectives tend to turn more favorable when the attributes align with the sought-after benefits (Santana & Gosling, 2018). Diverse authors have established connections between tourists' motivations and destination image. Across these studies, at least one motivation dimension emerged as significant, affirming the influence of motivation on perceived image (Berlin & Martin, 2004; Baloglu & McCleary, 1999; Chelliah & Ahmed, 2017; Pereira, Gupta & Hussain, 2019; Phillips & Jang, 2007).

Furthermore, a range of scholars emphasize that motivations wield an impact on the process of image formation and destination selection (Gupta & Hussain, 2019; Baloglu & McCleary, 1999; Dann, 1996; Gartner, 1993). Dann (1996) and Gartner (1993) posit that motivations directly influence the affective component. Given that affective images encompass the emotions evoked by a place, individuals with differing motives might assess a destination similarly if its perception aligns with their needs. Ultimately, as Gartner (1993) underscores, the affective component embodies

the value individuals attach to destinations based on their motivations. Moreover, given the influence of the affective dimension on the overall image, motivations could potentially impact the overall image, either directly or indirectly.

In conclusion, motivation is considered to be a more important measurement factor within the context of perceived image research. It has a direct impact on cognition and affection, which are important factors in the formation of perceived image components for tourists. However, the influence on the conative image still needs to be further investigated.

2.6 Cultural Attachment and Related Theories

2.6.1 Evolution of Cultural Attachment

The concept of cultural attachment was relatively sparingly addressed in the earlier examinations of the relationship between states and culture. Routhd and Burgoyne (1998), in their exploration of national identity, regard cultural attachment as a self-sense of national, cultural, and historical symbols, such as flags and currencies. During this phase, cultural attachment lacked a relatively comprehensive theoretical foundation. Subsequent to the 21st century, some scholars commenced constructing a theoretical framework for cultural attachment. Hong et al. (2013) introduced a novel theoretical framework to elucidate the emotional connections individuals forge with various cultures and cultural groups. They posit that the emotional bonding of cultural attachment finds expression in an individual's feelings of trust and belonging towards

the culture. Hossain and Lamb (2020) define cultural attachment as an individual's enduring and steadfast emotional connection to their own culture and cultural group. This encompasses the extent to which an individual places trust in the culture and receives support and solace from it.

Subsequent to Hong et al. (2013), scholars have predominantly argued that cultural attachment extends from traditional parent-child attachment into the realm of culture. However, the determination whether cultural attachment is a unidimensional construct encompassing solely affective components or a multidimensional construct including cognitive, affective, and intentional components still necessitates exploration. Earlier attachment studies emphasized cognition's significance and viewed attachment as a framework that individuals employ to shape and uphold their self-perceptions (e.g. Hinde & Stevenson, 1990; Doherty, Hatfield, Thompson & Choo, 1994; Main, 1990; Wallendorf & Arnould, 1988).

Attachment manifests robust motivational and behavioral propensities, comprising a three-component multidimensional structure: cognitive, affective, and conative behavior (Kwon, Trail & Anderson, 2005; Yuksel, Yuksel & Bilim, 2010; Arriaga & Agnew, 2001). Moreover, studies pertaining to brand attachment, place attachment, organizational attachment, and website attachment corroborate the three-dimensional attachment structure from various perspectives (e.g. Park, MacInnis, Priester, Eisingerich & Iacobucci, 2010; Malar, Krohmer, Hoyer & Nyffenegger, 2011; Hernandez, Malaga & Laguna, 2001; Scannell & Gifford, 2010; Cardador, Dane &

Pratt, 2011; Casper & Harris, 2008; Prodanova, Martin & Jimenez, 2020). Given that cultural attachment extends attachment theory to culture, it is inferred that cultural attachment should similarly exhibit the multidimensional attributes of cognition, affection, and conation.

Conversely, the conceptual delineation of cultural attachment also demands an explanation for its existence, namely its foundational basis. Cultural attachment denotes an emotional bond between an individual and a culture, with emotional attachment serving as its fundamental core. Emotional attachment is a universal experience. In studying brand attachment, researchers have suggested that not all goods or brands satisfy consumers' need for self-association, and that attachment forms only when a good or brand establishes a strong connection with consumers' self-awareness (Wu, Chen & Dou, 2016). As attachment is a work pattern of cognition, influenced by the self-concept (Nolte, Bolling, Hudac, Fonagy, Mayes & Pelphrey 2013). Therefore, in explaining cultural attachment, the process of forming individual cultural attachment may also be inseparable from the construction of individual self-identity and identity by culture. That is, cultural attachment occurs when the individual's self becomes associated with the target culture and merges the perception of the culture into the self-definition as one. In this state, the individual continuously defines the self through cultural attachment, establishes a sense of belonging, gains a sense of security, and reminds himself or herself of the self, which in turn supports and enhances the self-concept.

2.6.2 Empirical Studies of Cultural Attachment

Currently, empirical research on cultural attachment is still in its infancy (Liang et al., 2019). Its research methodologies mainly utilize some culture-initiated experimental paradigms with international students or sojourners from bicultural or multicultural backgrounds as the subjects. For example, Hong et al. (2013) referred to the emotional priming experimental procedure designed by Mikulincer and Shaver (2003), using Indonesian students studying in Singapore as respondents, to explore the effect of cultural attachment on individual psychological well-being. This study found that in a state of threat, individuals developed varying degrees of alienation anxiety and death anxiety, but the presentation of maternal cultural symbols produced positive affective transfer and to some extent relieved individuals' psychological stress. Yap, Christopoulos and Hong (2017) in order to further understand the psychological and physiological mechanisms of cultural attachment, used skin conductance responses as an indicator of emotional arousal after exposure to threatening stimuli. They exposed the subjects to neutral or threatening stimuli and then recorded their skin conductance responses. This study confirmed that cultural symbols can reduce individuals' bodily responses to threat, revealing the buffering effect of cultural attachment when individuals are exposed to threat and fear. Briefly speaking, such studies demonstrate that cultures can be treated as an object of attachment and have the effect of protecting the physical and mental health of individuals.

In terms of research on the relationship between cultural attachment and other variables, in summary, it can be approximately divided into two major levels: the

influencing factors of cultural attachment and the outcome variables of cultural attachment.

Influencing factors of cultural attachment: At present, there are relatively little researches have been conducted on the factors influencing cultural attachment, and the only studies that have been conducted have been limited to individual-culture interaction factors. Such as the relationship between cultural attachment and cultural adaptation strategies and cognitive closure needs (Liang et al., 2019).

Cultural adaptation strategies exhibited correlations with four distinct cultural attachment types: (a) Integration strategies align with low levels of anxiety and avoidance in both maternal and foreign cultural attachments. (b) Assimilation strategies are characterized by high anxiety and avoidance in maternal cultural attachment, while displaying low anxiety and avoidance in foreign cultural attachment. (c) Dissociation strategies are linked to low levels of anxiety and avoidance in maternal cultural attachment, but manifest high levels of anxiety and avoidance in foreign cultural attachment. (d) Marginalization strategies correspond to high levels of anxiety and avoidance in both maternal and foreign cultural attachments (Hofstra, Oudenhoven & Buunk, 2005; Wang & Mallinckrodt, 2006; Mirecki & Chou, 2013).

On the other hand, the need for cognitive closure (NFC) plays an important role in cultural attachment. Individuals with higher NFC abilities are more likely than low NFC individuals may have more secure attachments to cultural symbols. In addition,

individuals with high cognitive closure needs are more inclined to adopt a rejectionist attitude toward foreign communication (Hong et al., 2013; Liang et al., 2019).

Outcome variables of cultural attachment: Research on the outcome variables of cultural attachment is summarized in four areas, including effects on individual psychological well-being, cultural social factors, individual cross-cultural adjustment, and second language teaching and learning .

Firstly, cultural attachment can have either positive or negative effects on an individual's mental health during the process of cross-cultural communication and cultural integration (Hong et al., 2013). Cultural attachment can have an impact on an individual's sense of security, psychological resilience, adaptation, and coping strategies (e.g. Fu, Morris & Hong, 2015; Liang et al., 2019; Kelaita, 2021; Azizi, Fatemi, Pishghadam & Ghapanchi, 2015). For example, Hong et al. (2013) studied the relationship between cultural attachment and individual psychological distress using Chinese subjects who had moved to the United States for at least 3 years. They found that cultural attachment was negatively related to individual psychological stress and positively related to subjective well-being. This refers that cultural attachment can alleviate the psychological stress generated by the pressure of cross-cultural communication and cultural integration of individuals and improve their psychological and social adjustment.

Secondly, the discrimination of foreign culture can be mitigated by secure attachment

to individual's maternal culture or foreign culture (Hong et al., 2013). Cultural attachment has a significant positive predictor on discrimination perception, and day-to-day discrimination perceptions are mainly expressed in response to home and foreign cultural attachment anxiety (Liang et al., 2019). This refers that the degree to which individuals transfer emotions to their maternal and external cultures affects individuals' perceived discrimination. When perceived discrimination is higher for anxious and avoidant attachment styles, perceived discrimination is lower for secure cultural attachment. Li and Yang (2017) found that the individual with stronger sense of essentialism would express more strongly attachment to the maternal culture. It further illustrates the positive function of cultural attachment on cultural social factors, which means outgroup perceptions may influence an individual's adaptation in a new culture. When outgroup perceptions are negative, individuals seek safety and protection from the home culture in order to alleviate adaptation-induced anxiety and stress.

Moreover, cultural attachment theories explain emotional problems based on the emergence of individuals in cross-cultural adaptation. Hong et al. (2013) argue that secure cultural attachment to the home culture is an important foundation for intercultural competence. In particular, multiculturally experienced individuals may assume more emotional stress, such as emotional experiences of fear, anxiety, sadness, and anger, in cross-cultural adaptation than monoculturally experienced individuals. In addition to this, Hong et al. (2013) believe that bicultural individuals can form attachments to both cultures. That is, individuals can develop attachments to both the

home culture and, as they become familiar with and integrate into the immigrant country, they can also develop cultural attachments to the immigrant culture. This suggests that cultural attachment may be a dynamic process of construction.

Lastly, cultural attachment has a corresponding impact on second language teaching and learning (Mina, Reza & Mohammad, 2014). Sarani and Ganji (2014) concluded that English teachers' attachment to their native culture affects several aspects of their language teaching. Akmal (2017) examined the differences in English language learners' attachment to their native culture and concluded that better English language learners would more prefer English culture. Wu and Ang (2011) showed significant correlations between cultural intelligence and dimensions of native cultural attachment, including religious attachment, historical attachment, ethnic attachment, and artistic attachment. These results suggest that the degree of attachment to the home or foreign culture directly affects foreign language teachers' teaching and students' learning outcomes in the second language.

While there is no exhaustive study of respondents' travel activities in mainstream research on cultural attachment, some of these studies have discussed the extent of cultural attachment as reflected in the travel activities of international students (Mina et al., 2014; Liang et al., 2019). Cultural attachment theory provides a somewhat comprehensive exploration of the cross-cultural processes of international students in their place of sojourn. The travel activities of international students are often seen as part of intercultural behaviour as well (Main, 1990; Reisinger & Turner, 1997;

Wallendorf & Arnould, 1988; Viken et al., 2021). This implies that there is an incompletely identified logical relationship between tourism and cultural attachment, at least for the predominantly international student tourist group.

To summarise the definitions and empirical studies of cultural attachment, cultural attachment has a preliminary framework in the theoretical system and has begun to be applied to research at the psychological and sociological levels. Although the application of cultural attachment theory is not yet widespread in tourism-themed research. However, the role of cultural attachment has been documented in research on the relationship between international students and their place of sojourn. This is a sufficient guide to investigate the perceived image composition of Chinese international students from ASEAN countries.

2.6.3 Relationship between Place Attachment and Destination Image

According to the above, although cultural attachment theory is very sparsely applied in tourism, some other branches of attachment theory have been widely used in tourism studies, especially the variable dimension of place attachment has been mentioned and used in many tourism destination image studies. A review of place attachment theory can be useful for this study.

The concept of place attachment was first introduced by Williams and Roggenbuck (1989), who regarded that place attachment as a connection between a person and a place that is based on affective, cognitive, and behavioral foundations, with the

affective element is primary. Bricker and Kerstetter (2000) proposed that place attachment is an attribution of personal emotions. Even though there is academic disagreement, many studies relatively define place attachment as an emotional connection established between a person and a specific place to express the psychological state that people want to stay in that place and feel comfortable and safe (e.g. Hidalgo, Hernandez, Malaga & Laguna, 2001; Vaske & Kobrin, 2001; Raymond, Brown & Weber, 2010; Pollin, 2005; Liu, 2021; Yu, Xu & Zhao, 2017; Jiang & Sun, 2021).

Early researches proposed that place attachment contributes positively to environmentally responsible behaviour and place identity (Vaske & Kobrin, 2001). Conflict behaviour arises when new developments disrupt pre-existing emotional attachments and threaten relevant identity processes, and this community conflict can be avoided by referring to place attachment theory (Wright, 2009). Liu & Yue (2019) measured the variability of place attachment among local indigenous residents, long-term sojourners, and out-of-town residents, suggesting that not all residents' sense of place attachment requires long-term interaction with the community. Halpenny (2010) studied the effect of place attachment on pro-environmental behavior of park visitors and concluded that place identity, place dependence, and environmental influence can promote pro-environmental behavior. Anguelovski (2013) found that tourists' attachment to natural resources facilitates environmentally responsible behaviour in everyday life. In a nutshell, many research have explained the impact of cultural attachment on individual behaviour and individual perceptions

in tourism context.

Due to the attention paid to the establishment of emotions between tourists and places, place attachment appeared in several studies as a factor influenced by destination image. Some of these findings confirm that an individual's place attachment can be positively influenced by cognitive images. For example, Li, Feng, Zhang, Lin and Guo (2021) found that the perceived image of Yixian, China formed by tourists through online videos directly and positively influenced their cognitive and affective image.. Song, Kim and Yim (2017) also found that place attachment as a mediating variable can positively influence the relationship between destination image and tourist loyalty, and confirmed this in an empirical study concerning golf tourism in Hainan, China. In addition, there are more empirical studies that uncover similar findings (e.g. Tasci, Uslu, Stylidis & Woosnam, 2021; Yeh, Chen & Liu, 2012; Chiang, 2016; Vada, Prentice & Hsiao, 2019; Veasna, Wu & Huang, 2013).

On the other hand, the findings of various studies addressing place attachment on destination image are diverse. King, Chen and Funk (2015) studied on international marathon tourism and found that travelers with a weaker sense of place attachment had a significantly attenuated perceived image of the destination after the event. Lee and Shen (2013) refer that place attachment and leisure activities can form a good association with residents' perceived place image and have a positive impact on residents' enhanced destination loyalty. Many other studies had worked to construct frameworks of destination images that incorporate place attachment, and these

frameworks explored the interconnections between place attachment and cognitive, affective, conation, unique, and even overall images (e.g. Silva, Kastenholtz & Abrantes, 2013; Tonge, Ryan, Moore & Beckley, 2014; Isa, Ariyanto & Kiumarsi, 2019; Mohamed, Kim, Lehto & Behnke, 2021; Styliadis, 2018). Overall, such studies are relatively similar in their argument that the value measure of place attachment can integrate place attachment and place identity for tourists and through this emotional connection through all stages of destination image formation.

In addition, the role of cultural factors in place attachment for tourism is mentioned in several studies. Culture is often designated as different dimension in destination image studies based on place attachment, such as cultural perception, cultural distance, cultural difference and cultural similarity, and there can be differences in their connotations (Wong & Lai 2013). For example, greater cultural distance leads to an increased sense of wonder in the tourist's perceived image of the destination, thus enhancing the link of place attachment to the destination (Yeh et al., 2012). Besides, tourists would also attach themselves to relatively familiar destinations for reasons of safety, comfort, familiarity, and in these cases cultural identity will play a stronger influential role (Wynveen, Schneider, Cottrell, Arnberger, Schlueter & Ruschkowski, 2017). For example, Counted and Watts (2017) studied the factors affecting place attachment in the Bible and concluded that religious culture and religious beliefs have a key influence on the perceptions of residents and tourists. Morgan (2010) compared place attachment to the principles of attachment production, with childhood memories of place and cultural attachment having a partial effect on place attachment in

adulthood. Some other quantitative studies have explored the role of cultural factors in developing dimensions of the influence of place attachment on image composition (e.g. Peroff, Morais, Seekamp, Sills & Wallace, 2019; Bricker & Kerstetter, 2000; Kyle, Absher, & Graefe, 2003; Morgan, 2010; Monka, Quist & Skovse, 2020).

In summary, research on the integration of place attachment and destination image is relatively well established, but some studies would be more reasonable if the influence of cultural attachments was paid seriously attention.

2.7 Evolution of Cultural Tourism Research

The role of studying the evolution of cultural tourism is to gain a deeper understanding of its evolution and the impact it has had on social, economic and cultural aspects. A literature review of the academic development of cultural tourism can facilitate an understanding of the needs of the research location targeted by this study in terms of cultural tourism image promotion, and thus more effectively discuss the academic and practical value that the research brings based on the results of the quantitative analysis. This section discusses cultural tourism from both international and Chinese academic perspectives.

2.7.1 International Developments in Cultural Tourism Research

In the 1970s, the development of international leisure tourism gave rise to the cultural tourism boom. By the 1980s and 1990s cultural tourism had become an important part of the emerging niche market. Among them, cultural tourism industry forms such as

heritage tourism, performing arts tourism, creative tourism and literary tourism continue to emerge. Countries such as the United States, Japan, and South Korea began to introduce policies to develop cultural tourism industries one after another (Richards, 2018). In this context, academics have paid early attention to research topics related to cultural tourism industry.

McKercher and Cros (2003) refers that cultural tourism in a broad sense includes visits to cultural sites and the participation of culturally motivated people in cultural activities. Tourists are not only interested in traditional heritage and cultural resources, but also in the culture of contemporary lifestyles. Thus tourists would have a greater interest in experiencing the local way of life. In turn, when tourists are able to integrate with their own experiences during the tour, they are able to construct their own sense of identity. Niemczyk (2013) similarly argues that in the 21st century, tourists are very motivated to construct their own destination experiences through active exploration and engagement. The result of this is that today's cultural destinations are more focused on developing experiential cultural products to remain competitive in the tourism market. These views follow that cultural tourism is still essentially a tourism activity in a special destination.

On the whole, research on cultural tourism revolves around the following topics:

The first is the portrayal of cultural tourism participants. While the fragmented development of the cultural tourism market makes it difficult to portray the typical

cultural tourism tourist, scholars have used research to thereby characterise some broad characteristics of cultural tourism tourists, for example, Salazar (2012) discovered that younger generations are more likely to engage in consumption related to contemporary art and cultural creativity, while older tourists tend to visit traditional monuments and museums. In terms of gender, women form an important part of the cultural tourism market (Hausmann, 2007).

Secondly, research on the cultural tourism experience has identified engagement, satisfaction and cultural exposure as the three key factors that enhance the cultural tourism experience. Of these, visitor engagement is usually defined as the involvement and engagement of visitors in the tourism experience (Chen & Rahman, 2017). Participation in tourism is often influenced by a number of factors such as cultural knowledge background and capital, recreational intent (Taheri, Jafari & O’Gorman, 2014) and frequency of consumption (Seyfi, Hall & Rasoolimanesh, 2019). Satisfaction, on the other hand, is an emotional state associated with the overall tourism experience (Alrawadieh, Prayag, Alrawadieh & Alsalameen, 2018). As for cultural contact, it refers to a group of people entering or remaining in contact with another culture over a period of time (Chen & Rahman, 2018).

The third is the study of original authenticity in the cultural tourism experience. In today’s post-phenomenal leisure tourism market, where tourists want to live like locals and experience the true local way of life, the authenticity of the cultural tourism experience is receiving increasing attention. McIntosh and Prentice (1999) describes

the authenticity of the cultural tourism experience as “for the damaged, the original, the authentic, the untouched and the traditional”. In practice, however, the development of authenticity in cultural tourism destinations faces many challenges. For example, in Finnish Lapland, tourists expect to see the local Sami people living traditional lives in traditional dress, but in reality, the Sami people are wearing modern clothing and using modern technology to live modern lives (Saari, Hockert, Luthje, Kugapi & Mazzullo, 2020).

In a nutshell, cultural tourism as a specialty industry in tourism development has been emphasized by international academics. This provides a wide range of theoretical foundations and empirical experiences for the construction of the image of cultural tourism destinations.

2.7.2 Chinese Developments in Cultural Tourism Research

When discussing the evolution of academic research on cultural tourism in China, it is important to review the development of the research from its early stages. In the late 20th and early 21st centuries, academic research on cultural tourism in China gradually came to the fore. Early research probably focused mainly on cultural heritage preservation and tourism development, and then gradually expanded to the intersection of culture and tourism (Yan & Bramwell, 2008). As cultural experiences gradually become an important part of tourism activities, Chinese studies on cultural tourism have been increasingly emphasized.

Academic research on cultural tourism in China initially focused on how to preserve and restore cultural heritage while utilizing it for tourism development. Research during this period is likely to focus on the preservation of world cultural heritage, historical monuments and traditional culture (Su, 2011). As Chinese scholars have deepened their understanding of cultural tourism, they have begun to focus on the interactions between culture and tourism. As a result, the construction of theoretical frameworks has been widely used to explore the role of culture in tourism, the impact of tourism on culture, and the significance of cultural tourism for destinations and tourists (Zhang, 2019). Wu, Zhou and Wang (2022) conducted a metrological literature review based on China National Knowledge Infrastructure (CNKI), the largest literature database in China, to summarize the four main stages of cultural tourism development in China. As shown in **Figure 2.8**, it can be visualized that cultural tourism research in China is closely related to the government's development plan for tourism. It is worth noting that the tourism image as a theme has been progressively emphasized by the institutes related to cultural tourism in the recent period.



Figure 2.8: Changes in China's cultural tourism research (Translate by Wu et al., 2022)

Cultural tourism in China is broadly defined as tourism aimed at viewing the traditional culture of a foreign country or destination, tracing the legacy of cultural celebrities, or participating in a variety of cultural activities organized locally (Li & Song, 2020). Relatively speaking, the theoretical research on cultural tourism is becoming more mature and more focused on the role of culture in tourism attraction. Due to the large geographical area of China, different regions may have different cultural attractions due to variations in customs, ethnicities, diets, and dialects, etc. Therefore, the primary source of differences in cultural tourism research also comes from the geographical aspects. Specifically, this study focuses on cultural tourism in Guangxi.

Cultural tourism research in Guangxi often relies on government policy orientation. In

recent years, the Guangxi government focuses on the industrial integration of culture and tourism, insists on shaping tourism with culture and manifesting culture with tourism, improves the institutional mechanism for the integrated development of culture and tourism, and promotes the integrated development of culture and tourism on a wider, deeper and higher level (Zhao, 2020).

Wen and Ling (2018) believes that cultural tourism research can help analyze the contribution and impact of tourism on the economy in Guangxi. This means that understanding cultural tourism development can help promote various aspects of employment, tourism economy, and tourism investment in Guangxi. This can provide a basis for the government to formulate more effective tourism policies and plans, which can further promote sustainable economic growth.

Cultural tourism in Guangxi can be macroscopically divided into four layers: historical culture layer, modern culture layer, folk culture layer and moral and ethical culture (Wang & Xu, 2021). The historical culture layer is represented by cultural relics, historical records, ruins, ancient buildings, etc.; the modern culture layer is represented by modern culture, art, and technological achievements; the folk culture layer is represented by the residents' daily life customs, festivals, rituals, weddings and funerals, sports activities, and clothing; and the moral and ethical culture layer is represented by interpersonal communication. To summarize based on the above classification, Guangxi's cultural tourism can be specifically expressed as cultural heritage tourism, theme park tourism, rural cultural tourism, food and exhibition

tourism, sports and cultural tourism and other major forms of tourism.

The research on the perceived image of cultural tourism in Guangxi mainly cuts in from the perspective of the tourism industry chain, from the initial single cultural product to finally become a content-rich cultural tourism industry (Liang, 2017). The cultural tourism industry chain is market-oriented and evolves through a series of guidance, processing, promotion and agglomeration. Upstream tourism enterprises are responsible for the development, planning, design and construction of cultural tourism; the promotion of the image is primarily the responsibility of midstream enterprises; and downstream consumers make travel choices by perceiving the cultural tourism image of the destination. As shown in Figure 2.9.

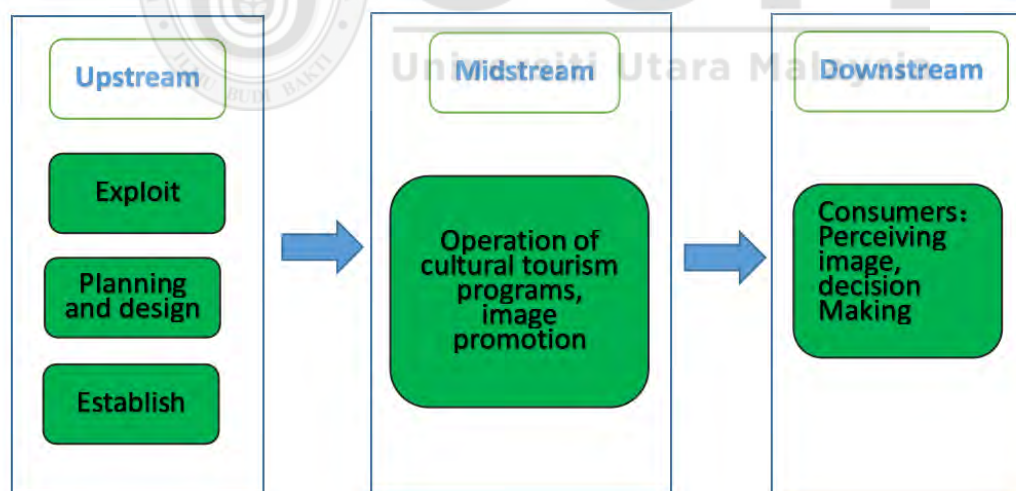


Figure 2.9: Guangxi's cultural tourism industry chain (Translate by Liang, 2017)

As cultural tourism image research focuses on exploring and analyzing the impression and image of a region, attraction or country in the public mind. In recent years, more

and more studies on tourism in Guangxi have focused on proposing strategies for the effective promotion of cultural tourism image (Liang, Yang, Xiao & Li, 2019; Liang, 2017; Li & Song, 2020). Among them, international students are seen as a possibility to take responsibility for the promotion of the image in the international context (Wang & Xu, 2021). However, existing research on cultural tourism image for Guangxi focuses on the exploration of the projection level. Studies focusing on perceived image are relatively rare. Therefore, further research on the role of perceived image in cultural tourism in Guangxi is needed.

To summarize, China's cultural tourism research has matured, and the research combined with tourism image has gradually become one of the hot spots. However, the research on perceived image of cultural tourism in Guangxi still needs further thinking, especially international students can be utilized as a possible research object.

2.8 Underpinning Theory

The foundational theory in this study revolves around destination image theory, which has been a topic of discussion since the early 1970s. Researchers have varied interpretations regarding the essence of a tourist destination image. For instance, Hunt (1975), adopting a purely subjective stance, posits that a destination image is the impression held by individuals about regions where they do not reside. On the other hand, Calantone, Benedetto, Hakam, and Bojanic (1989) define the destination image as a potential perception of tourists. This perception performs akin to a brand, amalgamating the viewpoints of tourists and tourism professionals concerning the

attributes of tourism activities or attractions within a destination.

Tourism destination image is generally understood as the collective perception and assessment of the destination by both tourists and potential visitors (Fakeye and Crompton, 1991). It encompasses a comprehensive understanding of the perspectives and opinions related to various dimensions of the destination, encompassing societal, political, economic, residential, cultural, and tourism development facets (Lue et al., 1993). The objective of tourism destination image research entails delving into the destination's core resources, identifying local resource attributes, and refining the image concept capable of effectively showcasing the place's natural features and historical and cultural legacy. This involves crafting distinct and unique impressions in the minds of tourists through the development of specialized products that highlight these characteristics.

Destination image can be segmented into three categories: initial image, induced image, and composite image. The original image pertains to the impression of the destination forged by individuals via informational sources like educational materials or non-commercial marketing aspects of mass culture, public media, literature, and the like. This image is intrinsically formed (Fakeye and Crompton, 1991). The induced image encapsulates the image shaped by deliberate advertising, promotion, and propaganda efforts for the destination. The composite image, on the other hand, represents a more comprehensive depiction of the destination, shaped by the traveler's own experiences and prior knowledge post-travel to the destination itself.

In summary, the image of a tourism destination is a set of shared ideas, values and codes of conduct that, once created, exists independently of its individual members within the tourism community. It is precisely for this reason that the study of the perceived image of a particular tourism group is fully relevant.

2.9 Gaps in the Literature

Based on the exhaustive literature review, there are still some gaps in the previous studies for further work. First of all, cultural attachment has rarely been mentioned in studies combining attachment theory and destination images. Although some studies have focused on the role of cultural factors in image composition, but have not mentioned attachment influences. Destination image composition studies that incorporate attachment theory mostly focus on the influence of place attachment. Due to certain differences in the dimensions of cultural attachment and place attachment, different implications towards tourists' perceived images may emerges.

Moreover, applicability of the cultural attachment in the theoretical framework of the perceived image needs to be explored in more logical terms. Previous studies on cultural attachment have been focusing on psychological and sociological research, however the existing research in tourism has been relatively rare. Further theoretical refinement is needed in conjunction with theories related to tourism in order to develop guiding conclusions.

On the other hand, domestic research on international students in China is mainly at

the educational level. Even though some studies have analyzed the customer value of international students from the perspective of tourism products, there is a lack of relevant studies on the perceived image of international students. Therefore, it is novel to use cultural attachment as an entry point to study international students in China.

Last but not least, the integration of all variables into a single research framework has rarely been attempted in previous tourism perceived image studies. The selection of influencing factors involved in the assessment of perceived image in different empirical object studies, the framework construction and practical effects need to be further tested. The effect in a comprehensive combined study of the research variables of cultural attachment and other factors influencing the composition of perceived images has not been systematically tested in a joint role. The effect of this framework structure may also help to address the inconsistency of independent variables on perceived image composition.

2.10 Hypothesis Propositions

2.10.1 Hypotheses of Independent Variables

After Beerli and Martin (2004) constructed a theoretical model of tourism image formation with primary and secondary information sources, more scholars have conducted empirical studies based on improvements and modifications of this model, which in some sense recognize the influence of informational and experiential familiarity on perceived image (e.g. Agapito et al., 2013; Ozturk & Qu, 2008; Beerli

and Martin, 2020; Govers, Go & Kumar, 2007; Hallmann, Zehrer & Muller 2015). In fact, there are still some contradictions in the different empirical studies on the link between information sources and perceived image. For example, some studies have concluded that informational and experiential familiarity only have an effect on cognitive images (e.g. Baloglu & McCleary, 1999; Seo, Kim, Oh & Yun, 2013; Tan & Wu, 2016; Chen & Lin, 2011); while some others have drawn relational conclusions from the relationship between familiarity sources and affective images (e.g. Styliadis, Woosnam, Ivkov & Kim, 2020; Hahm & Severt, 2018; Yang, Yuan & Hu, 2009; Boo & Busser, 2005). Otherwise, a correspondingly small number of studies have confirmed the influence of informational familiarity and experiential familiarity on conative image (e.g. Kim, Lee, Shinc & Yang, 2017; Stylos, Bellou, Andronikidis & Vassiliadis, 2017). Although there are contradictions, these different perspectives are valuable to this study. In order to do further research in the context of cultural tourism, hypotheses H1a-c and H2a-c have proposed below:

H1: Informational familiarity significantly influences the international Chinese student's perceived image towards Guangxi's Cultural Tourism.

H1a: Informational familiarity significantly influences cognitive image of the international Chinese student.

H1b: Informational familiarity significantly influences affective image of the international Chinese student.

H1c: Informational familiarity significantly influences conative image of the international Chinese student.

H2: Experiential familiarity significantly influences the international Chinese student's perceived image towards Guangxi's Cultural Tourism.

H2a: Experiential familiarity significantly influences cognitive image of the international Chinese student.

H2b: Experiential familiarity significantly influences affective image of the international Chinese student.

H2c: Experiential familiarity significantly influences conative image of the international Chinese student.

Moreover, numerous studies on the relationship between motivation, tourism image and travel expectations have shown that motivation can improve tourists' perceived image of the destination (e.g. Dann, 1996; Lee, 2009; Nicoletta & Servidio, 2012; Santana & Gosling, 2018; Esper & Rateike, 2010; Li, Cai, Lehto & Huang, 2010). The variables and dimensions measured by these motivational models include but not limited to cognitive image, emotional image, unique image, affective image, conative image, conative image, and overall image, etc. Based on the previous opinions, the hypotheses H3a-c are devised:

H3: Motivation significantly influences the international Chinese student's

perceived image towards Guangxi's Cultural Tourism.

H3a: Motivation significantly influences cognitive image of the international Chinese student.

H3b: Motivation significantly influences affective image of the international Chinese student.

H3c: Motivation significantly influences conative image of the international Chinese student.

Cultural attachment theory can in some sense explain how individuals feel in the cross-cultural process (Keller, 2012). It is just as some travelers immerse themselves in the destination experience with the perceived enjoyment that comes with cross-regional culture, this kind of experience within cultural tourism is distinct from other tourism types (Ramkissoon, 2015; Seyfi, Hall & Rasoolimanesh 2019). Culture emotionally touches the individual's cognitive system of values, beliefs, religion, etc. For example, cultural heritage, cultural places and cultural buildings, such tourism attractions activate the cognitive emotion of cultural attachment in symbolic form (Yap, Cheon, Hong & Christopoulos, 2019). Thus, a certain logical relationship can be formed between cultural attachment and perceived images. This study combines place attachment and perceived image theories and proposes hypotheses H4a-c based on former research on the effects of cultural attachment on cognition, affection, and conation.

H4: Cultural attachment significantly influences the international Chinese student's perceived image towards Guangxi's Cultural Tourism.

H4a: Cultural attachment significantly influence cognitive image of international Chinese student.

H4b: Cultural attachment significantly influence affective image of international Chinese student.

H4c: Cultural attachment significantly influence conative image of international Chinese student.

2.10.2 Hypotheses of Dependent Variables

Cognitive psychology considers that humans may produce cognitive and emotional psychological responses to stimuli in the environment (Schreuder, Erp, Toet & Kallen, 2016; Brosch, Pourtois & Sander, 2010). Their reactions to each other form a dynamic system. Empirical evidence from studies using Gartner's (1993) theoretical model shows that cognition and affection are dependent and related, mainly in the sense that cognition can support changes in affection to some extent. Baloglu and McCleary (1999), and Beerli and Martin (2004) confirmed this in the subsequent studies. There are also extensive studies to support the above finding (e.g. Agapito et al., 2013; Kim & Yoon, 2003; Morris & Hong, 2015; Hong et al., 2013; Santana & Gosling, 2018; Zhou 2020; Li, 2000). The summary based on previous studies shows that affective evaluations constituted by perceived images are related to attributes of cognition.

Therefore, the research hypothesis H5 is proposed:

H5: The cognitive image significantly influences affective image towards cultural tourism destination.

Furthermore, several studies have shown that there is a corresponding link between cognition and affection on travelers' actions and decisions to travel (e.g. Kim & Yoon, 2003; Beerli & Martin, 2004; Agapito et al., 2013; Li, 2000; Zhou 2020; Walmsley & Young, 1998; Line, Hanks & Miao, 2017). Nevertheless, even though some researchers have recognized that categorical descriptions of affective and cognitive images can better evaluate the perceived image of a destination (e.g. Li, 2000; Beerli & Martin, 2004; Hanks & Miao, 2017), but specific to studies of cultural tourism destinations, there is still a lack of corresponding empirical and evidential support for the influence of both on conative image of tourists. For these reasons, the following two hypotheses are proposed here:

H6: The cognitive image significantly influences conative image towards cultural tourism destination.

H7: The affective image significantly influences conative image towards cultural tourism destination.

2.11 Research Framework

For the needs of this study, since the perceived image of international Chinese

students is one of the important channels to promote Guangxi cultural tourism to ASEAN, the recommendation intention and revisit intention dimensions involved in the conative image are essential measures. Therefore, this study measured the composition of the perceived image using the three-dimensional theories of Gartner (1993), and Agapito et al. (2013) as standard. Also, on the basis of the above structures, this study intends to add an additional variable of cultural attachment for further testing.

The destination perceived image framework for cultural tourism is an important research design for this study. According to the previous section, the framework is to include both the influence of the independent variables together as external factors on the perceived image and the interaction between the three main constituents from the perceived image as the dependent variable. The main hypotheses H1-H7 are proposed based on the above requirements, as shown in **Figure 2.10**.

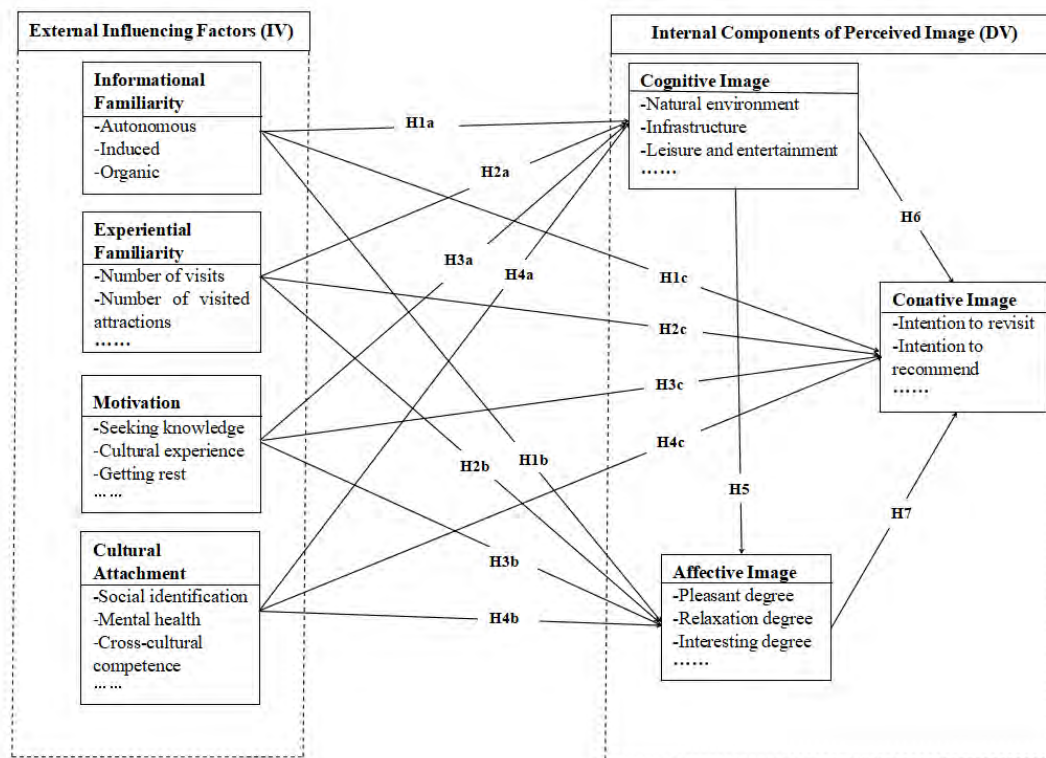


Figure 2.10: Completed research framework

In this framework, besides the external factors were being described intuitively as straight linear effects on the dependent variables, it is worth noting that the hypotheses of H5-7 in this study were also used to describe the direct linear association between the cognitive image, affective image, and conative image variables. These direct effects would influence with other external factors and are part of a multifactorial effect. However, in order to more clearly identify the direct effects between variables, the role of cognitive image and affective image as moderating variables is not examined here, and Such studies may be designed in further studies following this examination.

In a nutshell, this framework takes the various factors affecting the perceived image

as the independent variables and the three constituent elements of the perceived image as the dependent variables. It focuses on the applied role of cultural attachment as one of the multiple factors on the composition of tourism image. It further explores, at the same time, the interrelationship between the three-dimensional elements that form the perceived image in this framework. The hypotheses involved in this framework would be fully elaborated in Chapter 3.

2.12 Summary

This chapter analyzes earlier research on all the variables examined in this study within the research framework. It mainly discussed perceived image and the main factors that influence the composition of the image, cultural tourism, cultural attachment and other attachment theories. This provides a theoretical basis for guiding the research methodology that follows.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter describes the research methods used in this study. It covers basic information about the research approach, study location, introduction to the study instrument, questionnaire design, sample and data collection methods, and data analysis methods.

3.2 Research Paradigm

Research paradigm is a research philosophy applied to guide the conduct of research and a modelling of the investigation of worldview perceptions (Healy & Perry, 2000).

The role of a research paradigm is to emphasise the conceptual logic of research in a normative set and to use it as a basis for discovering the nature of research. In main trend research, the identification of a standardised research paradigm is instrumental in guiding the macroscopic unfolding of the holistic study (Abrahams, 2015).

In the area of research in the social sciences, research paradigms are mainly divided into positivist paradigm and interpretive paradigm (Valle & Mendes, 2013; Walle, 1997; Abrahams, 2015). Among these, the positivist paradigm highlights the practical orientation of its research in social science research. Positivist theory assumes that

social reality exists objectively and that the researcher is able to unlock its practical value through independent research (Healy & Perry, 2000). When the positivist paradigm guides quantitative research, the objective realities of social life can be experimented with to establish correlations and further quantify the causal relationships between variables.

Due to the rise of scientific research in digital analysis, proponents of the positivist paradigm favour a quantitative approach to hypotheses about objective phenomena, with experiments to test hypotheses and deductive generalizations (Dolnicar & Grun, 2013; Manoa & Costa, 2015). The objective of the discourse in this type of research paradigm is to determine, in a deductive manner, some conclusions that can be replicated and applied. In short, positivists are researchers who promote value-free science, test causal theories through statistics, seek precise quantitative measurements, and believe in the importance of replication studies (Kislali, Kavaratzis & Saren 2020).

Interpretive paradigm in contrast, is well-known for its constructivist mindset. In counterpoint to positivist philosophy, interpretive philosophy assumes that human social life can be studied qualitatively through a range of methods, which include direct observation, case studies and interviews (Healy & Perry, 2000). Furthermore, interpretive paradigmists view social reality and social construction subjectively, i.e. researchers and participants interact with each other to understand phenomena from the perspective of the individual.

In comparison, the two research paradigms have their own strengths in guiding research. The alternative to the research paradigm relies on a systematic review of existing research and correlation with the researcher's intended study. In conclusion, this study is an empirical study with a quantitative focus and as such will hypothesise the relationship of relevant variables through a positivist research paradigm and test them empirically.

3.3 Research Approach

This study employs a deductive approach to underpin its philosophical framework. The deductive method serves as a pivotal tool for logical validation (Bryman, 2008). Given that deduction is an imperative process within cognitive progression, the conclusion is contingent upon the premises, provided that the thought progression maintains logical integrity. Consequently, by selecting a dependable hypothesis as a premise, the hypothesis's validity can be determined following pertinent analysis.

The accuracy of deductive method's conclusions hinges on whether the initial general knowledge accurately mirrors the essence of objective realities (Creswell, 2009). It needs to test whether the connection between the premises and the conclusion correctly reflects the connection between things. If the premises are universal principles or axioms that have been tested in practice and correctly reflect the essence of things, and the process of deduction follows the rules of logic, then the resulting conclusion is reliable. Therefore, the guidance of deductive approach is essential in quantitative analysis studies.

The main approach of this study is quantitative data analysis. In tourism research, quantitative research is able to specify the nature of things quantitatively, which is the research method and process of expressing problems and phenomena in terms of quantities, and then analyzing, testing, and explaining them to gain meaning (Walle, 1997). There are two leading reasons for adopting this approach. Firstly, there are relatively mature quantitative models in previous perceived image studies, and the structure of variables and the use of dimensions have been widely discussed, which provide an empirical basis for further refinement of the study. On the other hand, since this study would apply a new variable (cultural attachment) and optimize some of the previous frameworks, the use of quantitative analysis allows for a numerical and objective examination and exploration of the problematic uncertainty. In general, the goal of quantitative data analysis is to quantify the abstraction of real-world problems.

In order to achieve the above purpose, it is indispensable for the definition of data-related variables and the division of dimensions. Therefore, this study will also use a theoretical induction approach. Theoretical induction is commonly used in academia to summarize the established literature and is a logical description based on a body of empirical knowledge (Li, 2000). Based on the established literature review, the theoretical inductive approach allows to elaborate the evolutionary patterns of the variables involved in the perceived image. This can be constructed to form an initial logical lineage and guide the quantitative design to be carried out.

Another fundamental part of conducting a quantitative study is to use the hypothesis approach to formulate hypotheses about the relationships of variables that may arise. Since perceived images are too abstract in the real system, the hypothetical approach is able to keep the study in a relatively manageable and quantitative scope by means of hypotheses when it comes to specific destinations and respondents (Wang, 2018). The dependent variables in this study are jointly influenced by multiple independent variables, and the hypothesis approach permits the individual variables to be in a relatively stable logical structure that is used to guide the design of the questionnaire and the specific process of quantitative analysis. The study also focuses on the deductive approach as it tests and validates a model and theory rather than developing some new theory. Based on the above philosophical assumptions, this study primarily adopts a positivist paradigm, with an objectivist-based ontology and its epistemological status.

After using the above-mentioned theoretical approach to guide the research construction, the study will enter the research execution phase, which mainly consists of data collection through questionnaires, data testing with the assistance of SPSS 26.0 using a combination of multiple analysis methods, and the formation of the corresponding report. These two parts will be described in detail in the subsequent subsections. The process design of the study is shown in **Figure 3.1**.

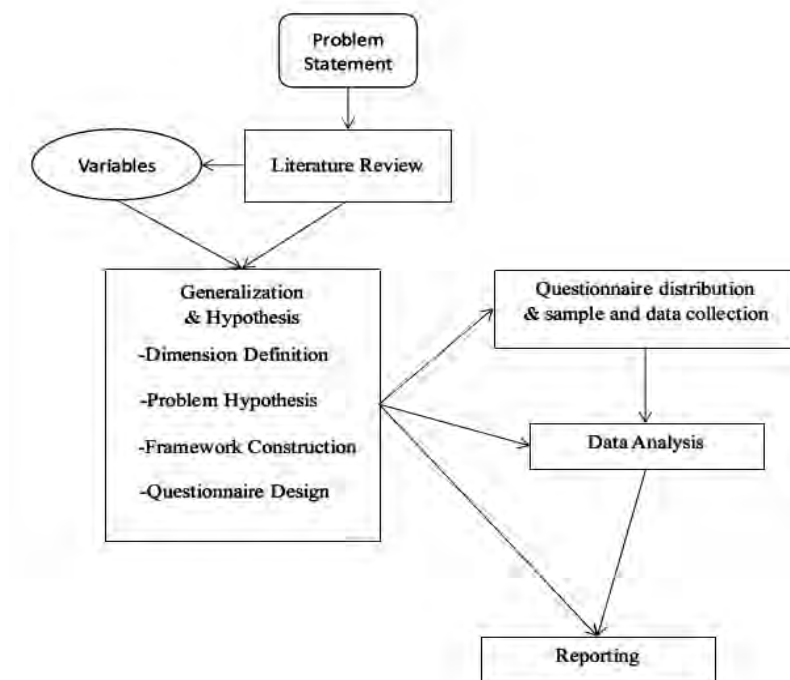


Figure 3.1 Research Design Flow Chart

3.4 Detailed Survey of Study Location

Guangxi has many ethnic minorities, thus forming a colorful ethnic culture (Huang, 2010; Jiang, Wen, Li & Li, 2016; Abrahams, 2015). Among them, the colorful tourism culture provides rich resources for the development of tourism in Guangxi. Firstly, from a historical perspective, the Guangxi region has a long history and culture. Traces of early human activity have been seen as early as 800,000 years ago. More than 2,000 years ago, the first Emperor of Qin Dynasty set up the counties of Guilin, Xiang and Nanhai in the area (Gao, 2017). Therefore, “Gui” is the abbreviation name of Guangxi. In 1958, Guangxi was officially established as an autonomous region, where multi-ethnic people live in harmony. The Zhuang nationality is the largest ethnic minority in the Autonomous Region, with 31.36% of the population, mainly in

the areas of Liuzhou, Nanning and Hechi. Hence the full administrative name of Guangxi is Guangxi Zhuang Autonomous Region (Liang, 2017).

From the viewpoint of cultural resources, as a region inhabited by 12 ethnic minorities, Guangxi has distinctive and rich ethnic characteristics and regional characteristics culture. As for the culture with ethnic characteristics, 11 ethnic minorities, including Zhuang, Yao, Miao, Dong, Mulao, Maonan, Hui, Jing, Yi, Shui and Gelao, have their own cultural characteristics, which are manifested in the differences in beliefs, architecture, food, costumes, rituals, festivals, marriages and funerals of each ethnic group (Meng, 2015; Chen & Huang, 2019; Qin, Wall & Liu, 2011; Wang & Xu, 2021).

Geographically, Guangxi is a subtropical climate zone, one of the southward windows of “the Belt and Road”, both tourism location and climate conditions are very superior (Su & Zeng, 2021). There are peculiar karst landscape scenery, subtropical coastal cultures, distinctive border customs style and border trade, rich ethnic minority style, and abundant historical and humanistic tourism resources in Guangxi (Ma & Hassink, 2014; Ma, 2013; Su & Zeng, 2021). This provides rich characteristic resources for the development of attractive cultural tourism in Guangxi. In terms of regional characteristic culture, Guangxi has mountains and water, and along the border and coast, the culture of mountains and water, border culture and marine culture are unique. For example, Guilin is famous for its landscape, Chongzuo is rich in history and culture, and Beihai's marine culture is worthy of vigorous development (Chen &

Gao, 2017; Bian & Yang, 2020).

Guangxi is also rich in intangible cultural heritage (ICH) (Sun, Cheng & Tan, 2017; He, 2017; Tang, 2020; Wen & Ling, 2018). According to the data of Guangxi Intangible Cultural Heritage Network in 2020, there are four batches of national-level and seven batches of autonomous region level (district-level) ICH projects in Guangxi, including the official and extended lists, with a total of 44 items in 9 categories at the national level and 702 items in 10 categories at the district-level (Tang, 2020). On this basis Guangxi has developed several categories of ICH tourism resources such as folk literature, traditional music, traditional dance, traditional drama, traditional sports, traditional medicine and traditional drawing (Zhao, 2020). The Details of Guangxi's cultural tourism resources are shown in **Table 3.1**.

Table 3.1
Guangxi's Cultural Tourism Resources

Serial No.	Category	Number	Detailed Attractions
1	World Cultural Heritage	3	Zuojiang Huashan Rock Art Cultural Landscape, landscape of Guilin, and Huanjiang.
2	Famous historical and cultural city	3	Guilin, Liuzhou, and Beihai.
3	National- level Scenic Area	3	Guilin Li River, Guiping Xishan, and Ningming Huashan.
4	5A tourist attraction ^a	7	Li River, Qingxiu Mountain, etc.
5	National eco-tourism zone	3	Gupo Mountain, Dalongtan Park, Detian Waterfall
6	National-level ICH	44	Impression Liu Sanjie, Zhuang singing fair, etc.
7	Heritage Conservation Units	66	Guangxi Museum, Guangxi Nationalities Museum, etc.

Note: ^a The quality of China's tourist attractions is divided into five levels, 5A is the best,
Source: Guangxi Culture and Tourism Department (2021).

A-class is the most important standard for the quality of tourist attractions in China. China's tourism scenic quality rating is divided into five levels, from high to low in order for 5A, 4A, 3A, 2A, and 1A level tourist attractions (Zhang, 2019). Internationally famous Chinese tourist attractions (such as the Great Wall) are all 5A level. National A-class tourism attractions are evaluated by provincial tourism bureaus according to the "Management Measures of Tourist Attractions Quality Rating," a national standard established by the National Tourist Attractions Quality Rating Committee. Upon meeting the criteria, these attractions are granted the designation of "National A-class Tourist Attractions," marked by a signboard. This signboard serves as a significant indicator of tourist attraction quality.

Due to the continuous development of the internationalization level of education, Guangxi pays more attention to the cultural exchange activities through ASEAN students (Zeng & Huang, 2020; Yang & Li, 2021; Wu & Yang, 2020). For example, the 2016 "ASEAN International Student Cultural Festival" was held in Nanning and Guilin, organized by the Department of Education of Guangxi Zhuang Autonomous Region and co-organized by Guangxi University and Guilin University of Technology (Source: Guangxi Education, 2016). The 2020 "China-ASEAN University Youth Leadership Summit" was held at Guangxi Normal University (Source: www.gltvs.com, 2020). Guangxi University for Nationalities held an "International Culture and Art Festival" in 2019 (Source: www.jyb.cn, 2019). These activities have made a contribution to cross-cultural communication by carrying out humanistic exchanges between China and ASEAN countries through ASEAN students in China.

3.5 Research Instrument

In quantitative analysis, a research instrument usually refers to a questionnaire, test, observation form, or other data collection instrument (Ciarli, Coad & Rafols, 2015). Specifically for this study, since the investigation of the respondents was accomplished by adopting questionnaire, the design of the research instrument was mainly completed step by step around the questionnaire design.

The instrument was developed to prepare for the construction of the framework, the measurement of the variables, and the design of the questionnaire (Son, 2005). The design of the instrument relies strictly on the theoretical guidance of the previous literature review. After going through the theoretical background guiding the construction of a hypothesis-based research framework, the research instrument needs to be dimensionally scale-defined around all the variables set by the framework.

In order to give a logical hierarchy to the research framework, this study divides the main dimensions involved into independent variable and dependent variable indicators. Among them, the independent variables are used to describe the main influencing conditions of the perceived image, which have four dimensions that contain informational familiarity, experiential familiarity, motivation, and cultural attachment. The dependent variables are used to describe the internal composition of the perceived image, which have three dimensions that contain cognitive image, affective image, and conative image. Among them, because the research questions explore the composition of perceived image under the combined effect of multiple

factors, cognitive image and affective image would also be discussed as internal influences in multiple regression models 2 and 3 along with the four external factors.

The selection of the seven variables is based on sound logic. First, the CAC model of perceived image takes the conative image, which represents the tourist's subsequent intention, as one of the dimensions of image composition, and this dimension dynamically constructs the perceived image with the cognitive image and the emotional image, which is in line with the requirements of this study that intends to explore the subsequent behaviors of international students.

Secondly, informational familiarity, experiential familiarity, and motivation are widely recognized in destination image research as basic external influence variables that can increase the stability of the research instrument. In addition, cultural attachment is a new variable added based on the cultural relationship between the respondent and the destination, and is the part of this study that focuses on innovation. The relationships of the variables set up in this way take into account the logic and credibility of the new research framework to some extent, but also target academic innovation. The scale selection for these seven variables is discussed in detail below.

3.5.1 Measures of Independent Variables

In this study, informational familiarity, experiential familiarity, motivation, and cultural attachment were measured as independent variables on how respondents' perceived images were influenced. The measures of the respective variables would be

described in the following section.

The informational familiarity described in this study mainly refers to the respondents' familiarity with the destination due to secondary information exposure. For tourists who have never visited a destination, secondary sources of information can provide an imaginative element to their perception. Prior to actual contact, tourists' expectations of the destination often depend on informative cognition (Ankomah & Crompton, 1992). Baloglu (2001) defined the role of information sources in the composition of destination images using familiarity as the base dimension. Beerli and Martin (2004) integrate such information sources into three categories: autonomous, organic, and induced sources. Autonomous sources are the objective existence of information dissemination, which provide purely and intuitively informative improvement to tourists, including legacy media, new media, articles, and documentaries (Beerli & Martin, 2004; Valle & Mendes, 2013; Gao, Zhang & Hong, 2017; Wang, 2018). Conversely, induced source carries subjective intention, which specifically promote the intention of tourists regarding target destination, such as travel brochure and commercial marketing (Chen, 2021; Beerli & Martin, 2004; Chen, Lu, Zhang, Zhang & Li 2020; Royo, 2009). Organic sources are based on sharing experiences, such as word-of-mouth from family or friends (Beerli & Martin, 2004; Chen et al., 2015; Martin & Bosque, 2008). The following table summarizes the items for measuring informational familiarity based on foregoing studies.

Table 3.2
Measurement Items for Informational Familiarity

Serial No.	Items
1	Autonomous sources (e.g. legacy media, new media, articles, and documentaries)
2	Induced sources (e.g. travel brochure and commercial marketing)
3	Organic sources (e.g. family, friends, and colleagues)

All scale items were adapted from Baloglu (2001), Beerli and Martin (2004), and Santana and Gosling (2018).

Experiential familiarity is described as the primary information source to reflect the image perception formed by the tourist's experience in the destination trip (Baloglu, 2001). Tourists' views concerning destination is effectively formed within travel experience (Santana & Gosling, 2018; Sonmez & Graefe, 1998; Kong & Chang, 2016; Kim, Hallab & Kim, 2012; Liu, Li & Kim 2017). Beerli and Martin (2004) concluded that the number of visits to a destination and the number of attractions visited can effectively influence the perceived dimensions of travelers regarding their modeling study of experiential familiarity. Prentice and Andersen (2007), on the other hand, explains the important role of culture in generating tourism experiences for tourists from a cultural perspective. Experienced tourists are considered to be skilled in organizing and planning itineraries and familiar with the tourist attractions of the destination (Lojo & Li, 2018). Thus, measurement items for experiential familiarity are proposed in **Table 3.3**.

Table 3.3
Measurement Items for Experiential Familiarity

Serial No.	Items
1	Number of visits to cultural tourism destinations
2	Number of visited attractions in tourism destinations
3	Knowledge of culture
4	Ability to plan tours
5	Familiarity with well-known attractions in the destination

All scale items were adapted from Beerli and Martin (2004), Prentice and Andersen (2007), and Lojo and Li (2018).

Tourists' decisions about travel choices are driven by their travel motivations (Fodness, 1994). Due to the individual tourist's propensity to travel, an abstract link is created between travel motivation and destination image. Exploring this perspective, tourists also have a more positive view of the destination when considering the desired benefits that a psychologically positive drive can bring (Huang & Hsu, 2009). Various scholars have noticed the correlation between tourism motivation and perceived image and have worked to define the relationship model by developing different dimensions. These dimensions correspond to different research criteria including but not limited to seeking knowledge, rest, escape, family visits, and travel enjoyment experience (Tang, 2014; Khan, Chelliah & Ahmed, 2017; Pereira, Gupta & Hussain, 2019; Phillips & Jang, 2007; Ahmad et al., 2020). In contrast to other motivations, Zuraimi and Valeri (2020) conclude that tourists undertake cultural tourism activities mainly for the in-depth exploration of knowledge and the experience of the destination culture. In order to better respond to cultural tourism, the

following measurement items are selected to describe the dimensions of travel motivation (**Table 3.4**).

Table 3.4
Measurement Items for Motivation

Serial No.	Items
1	The search for knowledge about tourism culture
2	Cultural experience in tourism destinations
3	Getting rest in tourism destinations
4	Escaping from study and work
5	Enjoy in tour

All scale items were selected based on Zuraimi and Valeri (2020), and Tang (2014).

As attachment theory continues to be integrated with tourism research, there are relatively well-established evidences that attachment to a destination may be the reason for repeat visits by tourists (Hou, Lin & Morais, 2005). Although many scholars have applied attachment theory in tourism mainly through place attachment, community attachment, and psychological attachment (e.g. Gross & Brown, 2008; Tsai, 2011; Eslami, Khalifah, Mardani, Streimikiene & Han, 2019; Park, Lee & Lee 2016; Ouyang, Gursoy & Sharma, 2017), studies on the components of cultural attachment dimensions still have positive implications for emotional perception towards tourism destination. Hong et al. (2013) proposed four main dimensions of the influence of cultural attachment on individuals' perceptions, including mental health factors, cultural social factors, cross-cultural competence factors, and second language

competence factors.

Moreover, Cultural attachment makes individuals more likely to empathize and emotionally connect with the cultural elements of a destination, thereby influencing their affective image of the destination (Liang et al., 2019; Hong et al., 2013). When people participate in cultural-related tourism activities and destinations that are relevant to their own culture, a sense of belonging may be experienced by them (Canosa, Graham & Wilson, 2017; Liang et al., 2019). Thus, sense of belonging to Guangxi also served as an important item to measure cultural attachment.

Hossain and Lamb (2020) presents cultural attachment that has the functions of social integration, tourism integration, and dual attachment mechanisms in cross-ethnic cultures. They also refer that when people leave a culture or a cultural territory, they may feel a sense of missing it. Within the structure of the perceived image, this study defines the items measuring cultural attachment as follows:

Table 3.5
Measurement Items for Cultural Attachment

Serial No.	Items
1	Social identification with the cultural tourism destination (e.g. social safety, social inclusion, friendliness of residents, etc.) ^a
2	Mental health ^a
3	Cross-cultural competence ^a
4	Destination language learning ability ^a
5	The feeling of attachment to Guangxi social and tourism culture ^b
6	The degree of missing after leaving Guangxi ^b

^a Scale items comes from the study of Hong et al. (2013) .

^b Scale item was selected from previous study by Hossain and Lamb (2020).

^c Scale item was selected from previous study by Canosa et al. (2017).

3.5.2 Measures of Dependent Variables

The dependent variables cognitive image, affective image, and conative image are used in this study to explain the form of composition of respondents' perceived image of cultural tourism. Since there are inter-influential relationships among these three dependent variables, the applicability of these relationships to the perception of cultural tourism would also be further explored in this study.

The cognitive image has been used in many studies as the subject perspective of perceived image composition (e.g. Gartner, 1993; Baloglu & McCleary, 1999; Beerli & Martin, 2004; Agapito et al., 2013; Santana & Gosling, 2018). Cognitive image perception root in the basic conditions of the destination, including natural resources, tourism and recreation, natural environment, general infrastructure, cultural history and art, social environment, tourism infrastructure, political and economic factors, and local atmosphere (Beerli & Martin, 2004). Specifically in the empirical studies, when Beerli & Martin (2004) studied the mechanism of destination image composition, they concluded that social atmosphere is an important dimension of cognitive image perception. Zhang, Wu and Buhalis (2018) divided the perception of cognitive images into attractions, humanity environment, natural environment and tourism technology. Rajesh (2013) categorized infrastructure and traffic conditions as the dimension of

tourism infrastructure. As this study addresses cultural tourism, the details of the description of the cognitive image according to the previous views are presented below in **Table 3.6**.

Regarding the measurement of affective images, some scholars have usually looked at “unpleasant-pleasant”, “exhausting-relaxing”, and “boring-interesting” (e.g. Gartner, 1993; Baloglu & McCleary, 1999; Beerli & Martin, 2004; Li, 2000). In addition, some other scholars measure them by “outdated-trendy” and “original-commercialized”(e.g. Styliadis, 2020; Santana & Gosling, 2018; Line, Hanks & Miao, 2017). **Table 3.7** below present the items.

Table 3.6
Measurement Items for Cognitive Image

Serial No.	Items
1	Natural environment of cultural tourism areas
2	Tourism infrastructure of cultural tourism areas
3	Leisure and entertainment of cultural tourism areas
4	Humanity environment of cultural tourism areas
5	Social atmosphere of cultural tourism areas

All scale items were adapted from the previous study by Beerli and Martin (2004), and Santana and Gosling (2018).

Table 3.7
Measurement Items for Affective Image

Serial No.	Items
1	Cultural tourism is pleasant or unpleasant ^a
2	Cultural tourism is exhausting or relaxing ^a

- | | |
|---|---|
| 3 | Cultural tourism is boring or interesting ^a |
| 4 | Cultural tourism is outdated or trendy ^b |
| 5 | Cultural tourism is original or commercialized ^b |

^a Scale items were adapted from Baloglu and McCleary (1999).

^b Scales items were adapted from Santana and Gosling (2018).

In accordance with the relevant literature, Gartner's (1993) perceived image model assumes that the conative image reflects the tourist's behavioral drive. Agapito et al. (2013) further supported the viewpoint related to conative image. Conative image is described as the set of perceptions that influence the willingness of travelers to revisit and recommend. The conative image may also provoke behaviors in tourists who miss the destination and thus engage in activities with the aim of popularizing tourism in the place (Mwaura, Acquaye & Jargal, 2013). Overall, the conative image can be used as a dimension to measure the tourist's impression of the destination. Therefore, the following table provides specific descriptions of the items on this scale.

Table 3.8
Measurement Items for Conative Image

Serial No.	Items
1	Intention to revisit cultural tourism areas.
2	Intention to recommend cultural tourism areas.
3	Miss the local life when leave cultural tourism destination
4	Intent to popularize the cultural tourism image of cultural tourism destination
5	Have a good impression of cultural tourism areas

All scale items were adapted from Gartner (1993), Agapito et al. (2013), and Mwaura et al.

(2013).

3.6 Questionnaire Design

In addition to the independent and dependent variables that were discussed in detail in the previous section, descriptive statistical analyses will be conducted for the socio-demographic characteristics of the respondents in this study in order to get a more intuitive picture of the basic information about the respondents. Socio-demographic characteristics are considered to be a descriptive statistically customary variable (Manoa & Costa, 2015; Kislali, Kavaratzis & Saren 2020). Typically, the socio-demographic characteristics of visitors include gender, age, education, marital status, occupation, income and place of residence. In general, demographic variables are categorical data, rather than numerical data in a data measurement scale. Therefore, these variables are not statistically significant in quantitative terms from an empirical perspective in this study. Overall, this study designed the socio-demographic characteristics survey as the first part of the questionnaire and used it only for simple descriptive statistics. The main items are shown in the table below.

Table 3.9
Measurement Items for Socio-demographic Characteristics

Serial No.	Items
1	Gender
2	Age
3	Nationality
4	Family income
5	Marital status
6	Universities
7	Specialty

All scale items were selected based on foregoing relevant studies and the reality of this study.

This study used an empirical deductive approach to sampling by questionnaire. For the research framework with explanatory and predictive ability to be impactful, the questionnaire design must be effective, reasonable, and scientific. The initial questionnaire was first designed based on the relevant knowledge involved in the literature review, and developed the dimensions according to the overall framework of the study. Next, the variables involved in the questionnaire were further decomposed and defined. Finally, the questionnaire design used the normative model to provide specific descriptions of the three dimensions of dependent variables and the four dimensions of independent variables.

Table 3.10
Questionnaire Scale Design

Dimension	Brief Description of Item	References
Informational Familiarity	1.Traditional media	Baloglu (2001);
	2.New media	Beerli and Martin
	3.Articles	(2004);
	4.Documentaries	Santana and Gosling
	5.Travel handbooks and guides from travel agencies.	(2018)
	6.Commercial marketing from travel agencies.	
	7.Information from family	
	8.Information from friends	
	9.Information from colleagues	
Experiential Familiarity	1.Number of visits	Beerli and Martin
	2.Number of visited attractions	(2004);
	3.Knowledge of culture	Prentice and Andersen
	4.Ability to plan tours	(2007);
	5.Familiarity with well-known attractions	Lojo and Li (2018)
Motivation	1.Seekig knowledge	Tang (2014);
	2.Cultural Experience	Zuraimi and Valeri
	3.Getting rest in tourism destinations	(2020)
	4.Escaping from study and work	

	5.Enjoy in tour	
Cultural Attachment	1.Attached to the culture of Guangxi 2. Sense of belong to Guangxi 3.Guangxi is safe 4.Guangxi is a tolerant place 5.local residents of Guangxi are friendly 6.physically and mentally healthy 7.integrate and adapt into culture 8.Learn and use some dialects. 9.Good communication 10.Like the cultures	Hong et al. (2013); Hossain and Lamb (2020); Canosa et al. (2017)
Cognitive Image	1.Natural environment 2.Infrastructure 3. Leisure and entertainment 4.Humanity environment 5.Social atmosphere	Beerli and Martin (2004); Santana and Gosling (2018)
Affective Image	1.Pleasant degree 2.Relaxation degree 3.Interesting degree 4.Outdated or trendy 5.Original or commercialized	Baloglu and McCleary (1999); Santana and Gosling (2018)
Conative Image	1.Intention to revisit 2.Intention to recommend 3.Miss life in Guangxi 4.Intention to popularize 5.Good impression	Gartner (1993); Agapito et al. (2013); Mwaura et al. (2013)

For the specific study, the main structure of the questionnaire is divided into eight parts: the first part is statistics on socio-demographic characteristics; the part two to five are investigations of the external factors influencing the perceived image, including informational familiarity, experiential familiarity, motivation, and cultural attachment; the part six to eight test respondents' perceptions of cultural tourism in Guangxi from the perspectives of cognitive, affective and conative angles. All indicators between part two to part eight are measured on a 7-point Likert scale from 1 to 7 divided into criteria. The detailed questions using both English and Chinese

versions would be presented in the **Appendix A and B**. It is worth noting that this study did not set the relevant question items used for screening respondents. This is due to the fact that all the respondents were identified as international Chinese students from ASEAN by the coordinators of the international faculties of the universities during the sampling process. The details of the sampling are discussed thoroughly in subsection 3.7 and therefore are not repeated here.

3.7 Sample and Data Collection

3.7.1 Sampling Population

The survey respondent population are ASEAN international Chinese students over the age of 18 studying in Guangxi, China, including undergraduate, master's and doctoral students. The scoping of respondents was based on the requirements of Guangxi's tourism marketing strategy. Firstly, there are obvious differences between international students and ordinary tourists, one of the significant features is that international students are able to live in the place of residence for a long time, so as to perceive Guangxi's culture and tourism in a more comprehensive way. In addition, the strategy for international students is different because they are governed by individual universities, while the government can require universities to provide appropriate tourism services for international students at the policy level.

Secondly, selecting only international Chinese students from ASEAN is a necessity of the source country strategy. ASEAN has been closely interacting with Guangxi since

ancient times and is an important future target for Guangxi's tourism promotion. After market segmentation, overseas Chinese are a special target group. And the research on international Chinese students can further understand the composition of their perceived image. Thus, it can provide decision support for them to bring more ASEAN Chinese tourists in the future. Therefore, even though other international tourists are also beneficial to the development of cultural tourism in Guangxi, only international Chinese students were strictly selected as respondents in this study for the purpose of serving the strategy of the Guangxi government.

The group of ASEAN international Chinese students is one of the international student population in China. International student education is an important part of China's opening up of education to the outside world and an important part of the internationalization of Chinese higher education (Wang, 2021; Yang & Li, 2021; Wu & Yang, 2020; Cheng, Fan, Chen & Dong, 2012). In recent years, with the establishment of Guangxi ASEAN Free Trade Area, Guangxi has been cooperating and exchanging more and more frequently with ASEAN countries in the field of education, attracting a large number of students from ASEAN countries to China (Yang & Li, 2021; Shi, 2020; Qin & Wang, 2018). First of all, the internationalization scale of higher education in Guangxi has been at a relatively advantageous level. At present, there are 18 universities in Guangxi that can enroll international students, which is in the middle level of China (Yang & Li, 2021).

In addition, expanding the number and scale of Chinese ASEAN students coming to

China has also become one of the short-term goals of the Guangxi government in developing education. The Autonomous Region Government proposes to establish Guangxi as a major study destination for ASEAN international Chinese students (Yang & Li, 2021). From 2015 to 2020, the number of international students studying in Guangxi exceeded 60,000 (Yang & Li, 2021; Qin & Wang, 2018). However, there are no corresponding statistics on the number of international students of Chinese descent.

To ensure the smooth conduct of the study, I used my connections as a lecturer in Guangxi Hezhou university to contact with the administrators of the international colleges of several major universities on telephone. This preliminary telephone investigation acquired the expected responses, as these administrators have kept social media platforms in China such as QQ and WeChat groups for using to manage each class of international students more than ten years, and a significant number of whom are international Chinese students. The number of Chinese students from ASEAN at each university is expected to range from a few hundred to a thousand. Therefore, a conservative estimate of the sampling population is 9600.

3.7.2 Sampling Technique and Sample Size

Since the exact size of the study population could not be determined, this study decided to use a cluster random sampling procedure. This sampling method can be used without the need for a precise number to form a total sampling frame, but rather to select a estimated sample size for grouped sampling (Koyuncu & Kadilar, 2010).

For regularly distributed populations where the dynamics of the total number of respondents are uncertain, this sampling can be more precise and reduce errors. Moreover, this sampling method enables the placement of individuals with small differences in the same cluster in order to facilitate the use of variability across clusters to perform a more comprehensive sample recovery.

The respondent population was clustered by region. These international Chinese students have attended or are currently attending 18 universities in Guangxi that offer international education, as described in subsection 3.7.1. Due to the fact that Guangxi is a provincial administrative region with a large area and numerous tourism attractions, international Chinese students from different sojourn cities would have diverse experiences in tourism. Relatively speaking, students studying at universities in similar regions may be exposed to more closely neighboring tourism attractions. In other words, there may be some differences between the two regional clusters of students' knowledge of Guangxi tourism, and their perceived image of Guangxi cultural tourism. Hence, here the 18 universities are divided into two region clusters, the south central region around the capital city Nanning, and the northern region around the key tourism city Guilin. As shown in **Table 3.11**.

Table 3.11
Estimated Population Distribution

Region	Serial No.	Universities	Cities	Estimated Number
	01	Guangxi University	Nanning	1100
	02	Guangxi Minzu University	Nanning	900
	03	Guangxi Medical University	Nanning	700

South Central Region	04	Guangxi University of Finance and Economics	Nanning	450
	05	Nanning Normal University	Nanning	400
	06	Guangxi University of Chinese Medicine	Nanning	350
	07	Beibu Gulf University	Qinzhou	350
	08	Baise University	Baise	330
	09	Hechi University	Hechi	320
	10	Guangxi Normal University for Nationalities	Chong zuo	250
	11	Guangxi Science & Technology Normal University	Laibin	250
	12	Guangxi Normal University	Guilin	1000
	13	Guilin University of Electronic Technology	Guilin	750
	14	Guilin University of Technology	Guilin	750
Nothern Region	15	Guilin University of Aerospace Technolog	Guilin	550
	16	Guilin Tourism University	Guilin	500
	17	Wuzhou University	Wuzhou	450
	18	Hezhou University	Hezhou	200
Total				9600

The approximate number of international Chinese students at each university, including those who have graduated, was estimated based on telephone interviews with the coordinators who manage the international colleges. The total number of population expected is 9,600, of which 5,400 (57%) are in the south central region and 4,200 (43%) are in the northern region.

The percentage of respondents in the population is referenced to the sample size statistics of Krejcie and Morgan (1970). It is calculated as follows:

$$s = \frac{X^2 NP(1-P)}{d^2(N-1) + X^2 P(1-P)}.$$

s = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the

desired confidence level (3.841).

N = the population size.

P = the population proportion (assumed to be .50 since this

would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05).

According to this method, the sample size for a population within 9000-10000 should be 368 (Krejcie & Morgan, 1970). In order to increase the accuracy of data, this study would double the amount of questionnaires distributed from 368 to 736. This is consistent with the sampling principle of multiplying the sample size as suggested by Anderson and Gonzalez (2011). Doubling the questionnaire can provide a certain degree of assurance that the sample recovery will not fall below the minimum value, which in this study must be at least 368 samples returned.

Since the lists of registered international Chinese students are in the hands of the coordinators of the international colleges, these lists can help in the accuracy of the random selection of respondents, but these lists are confidential. Therefore, after consulting with these coordinators, the researcher of this study offered them

assistance in the form of payment for their participation in the distribution and collection of the questionnaires. The distribution of the target respondents was centered on the universities in Guangxi, and the staff involved in the questionnaire collection in each university were asked to distribute and collect the questionnaires according to the preset distribution volume as a way to get paid. The sampling framework is displayed in **Figure 3.2**.

It is worth noting that this sampling method has been confirmed as valid by a number of investigations on tourism or international education (e.g. Ding & Lee, 2013; Dyer, Gursoy, Sharma & Carter, 2007; Glass & Westmont, 2014). This ensures that the characteristics within each group are adequately represented. As a result, the sample is more likely to reflect the characteristics of the different cluster within the aggregate, thus improving the representativeness of the results. Therefore, sample sizes would also be proportionally distributed among the two regions to provide a comprehensive representation of the distribution of respondents.

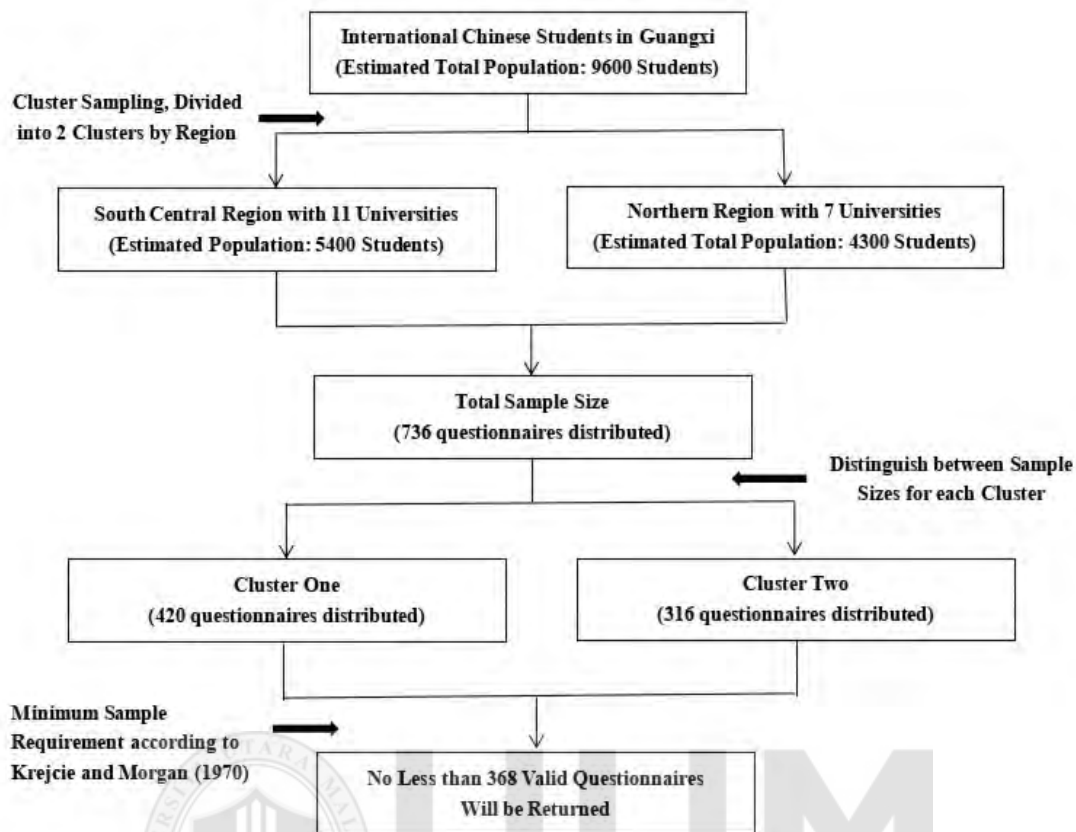


Figure 3.2 Sampling framework

3.7.3 Respondent Selection

The selection of respondents is directly related to the representativeness of the research results. Reasonable and random selection of representative respondents can better reflect the overall characteristics and attitudes. If respondents are not selected appropriately, the results may be biased, leading to distorted findings (Montabon, Daugherty & Chen, 2017). In a cluster sampling, the representativeness of the respondent group is one of the important principles of respondent selection (Milligan, 2004).

Stehman (1997) argued that in a cluster sampling survey, there is less variability within each cluster, thus selecting a portion of the sample in a randomized manner also provides assurance that the consistency within each cluster is adequately represented. It is important to note that in questionnaire surveys, the sample size of the representatives of each cluster selected in the whole cluster sampling should be several times the predetermined number of questionnaires to be distributed in order to ensure a sufficient recovery rate (Wu & Thompson, 2020). Based on the above principles, this study shall distribute questionnaires to three randomly selected universities in each of the two regional sets in the whole cluster sampling setup, with the number of respondents being approximately 4.5 times the number of questionnaires distributed. This selection takes into account the fact that some international students may not be on campus for various reasons. The selected respondents are shown in **Table 3.12**.

Table 3.12
Distribution of Respondents Selected

Region	No.	Universities	Selected Populations	Sample Size	Minimum Recovery	%
South Central Region	1	Guangxi University	1100	242	121	57%
	2	Guangxi University of Finance and Economics	450	100	50	
	3	Beibu Gulf University	350	78	39	
Northern Region	1	Guilin University of Electronic Technology	750	164	82	43%
	2	Guilin Tourism University	500	108	54	
	3	Hezhou University	200	44	22	
Total			3350	736	368	100%

On the other hand, randomly selecting a portion of the population within a grouping-defined population saves the cost and time of the study. However, sample variability remains an important need in the selection process in order to minimize sample bias (Milligan, 2004). With regard to the distribution of the questionnaire in the six universities, the selection of respondents continued to follow the principle of random selection in order to maintain variability.

Therefore, once the sample size is determined as presented in **Table 3.12** above, the research assistants would send the questionnaires to the international Chinese student coordinators of each university to randomly select the respondents in the list of registration. During the distribution process, advance notifications of questionnaire collection would be given by the coordinators of the international colleges of the six universities. The questionnaire would then be handed over to the selected students. These students were asked to submit the completed questionnaires within a specified period of time. After that, the coordinator would return the totalized questionnaires to the assistants.

The sampling process involves two stages. The initial stage is the pilot test, designed to ensure the questionnaire items' appropriateness and diminish errors during data analysis. The pilot test participants encompass international Chinese students from Guangxi Minzu University and Guilin University of Technology. These universities were chosen due to their locations: Guangxi Minzu University is situated in Nanning, the political-cultural hub of Guangxi, while Guilin University of Technology is

located in Guilin, renowned as a prime tourism city and cultural center in Guangxi. Additionally, international Chinese students from these universities were not included in the official sample list, eliminating the potential bias of duplicated samples. The pilot test involved offline questionnaire distribution, and the gathered data underwent differentiation testing via SPSS 26.0, contributing to the refinement of the final questionnaire.

The subsequent phase comprises the formal survey. The author coordinated with research assistants who, with the assistance of coordinators from the international colleges of the targeted universities, collected hardcopy questionnaires. Questionnaire validity was established based on the following criteria: (1) questionnaires with gaps were deemed invalid; (2) haphazardly filled questionnaires were considered invalid; (3) questionnaires exhibiting overwhelming selection of the same responses were deemed invalid. To enhance the questionnaire collection efficiency, both collectors and respondents were offered various levels of incentives, sourced from the Social Science Research Fund of Guangxi Education Department, which the author received.

This study strictly followed the ethical and moral requirements of quantitative questionnaire analysis. First of all, this study is not a sensitive topic investigation. It does not involve questions on psychiatric health, sexual orientation, religious beliefs, political positions, private experiences, or other touchy subjects that would trigger discomfort or negative emotional responses from respondents. Secondly, the purpose of the investigation was clearly stated in the opening section of the questionnaire to

ascertain the informed consent of the participating respondents. In addition, the names of the respondents were kept confidential and the sampling process was conducted with the permission and assistance of the respective universities, so there was no question of compromising privacy. In conclusion, this study complies with the ethical and moral norms of questionnaire investigation.

3.8 Data Analysis

According to the research needs of this study, the data processing was input using SPSS 26.0 statistical analysis tool, mainly using the following analysis methods: descriptive statistical analysis, reliability and validity tests, factor analysis, analysis of variance, and multiple regression analysis.

Descriptive statistical analysis is a method of summarizing and expressing quantitative data in a approach that reveals the characteristics of the data distribution.

It mainly includes frequency analysis of data, analysis of concentration trend of data, analysis of dispersion of data, distribution of data, and some basic statistical graphs (Byon & Zhang, 2010). Descriptive statistical analysis is usually used to correlate socio-demographic characteristics and is considered to be able to examine effectively results (e.g. LIodra-Riera, Martinez-Ruiz, Jimenez-Zarco & Izquierdo-Yusta, 2015; Byon & Zhang, 2010; Dolnicar & Grun, 2013; Mackay & Couldwell 2004), which is equally applicable to the analysis of data on socio-demographics in this study.

Reliability represents the level of reliability and consistency of the data, and it reflects

the stability and concentration of the data. Validity refers to the ability of the measurement instrument to accurately measure the true situation of the survey respondents, which reflects the accuracy of the data (Echtner & Ritchie, 1993). In this study, the reliability analysis of the sample data from the formal questionnaire was conducted as in the pilot test, and the Cronbach's alpha coefficient applied to the Likert-type scale was used to test again the internal consistency of the measurement scales. Technically, the closer the coefficient value of Cronbach's alpha is to 1, the higher the reliability of the scale. In empirical studies, a coefficient value of Cronbach's alpha of 0.7 is considered to have fine reliability, and it greater than 0.6 means acceptable (Moon, Kim, Ko, Connaughton & Lee, 2011; Byon & Zhang, 2010; Mendes, Valle & Guerreiro, 2011). The validity test in this study would use structural validity analysis. It first determines the variables via Bartlett's spherical test and to conclude whether they were suitable for factor analysis (Jackson, 1993). Then, It derives cumulative variance contributions and factor loadings through exploratory factor analysis, which can be used to measure the structural validity between the variables.

Factor analysis is a multivariate statistical analysis method that reduces a number of variables with overlapping information and intricate relationships to a few unrelated composite factors, starting from the dependency relationships within the correlation matrix of the studied indicators (Schroeder, 1996). Several studies have used this approach to analyze cognitive image perception and factor delineation in sources of influence (e.g. Alcaniz, Garcia & Blas, 2009; Martin, Rodriguez & Bosque, 2008;

Cho, Fiore & Russell, 2014; Custodio & Gouveia, 2007). In some other empirical studies on tourism motivation, this approach has been used to assess the intrinsic drivers of perceived image composition (e.g. Silvestre & Correia, 2005; Li et al., 2010; Sharma & Nayak, 2018). Specific to this study, factor analysis is mainly used to extract common factors from the variables and used to measure the correlation between the target variables.

Analysis of Variance (ANOVA) was used to test the significance of the difference between the means of two and more samples (Ahmed,1991). It can test the magnitude of the effect on the variables caused by changes in different factors and thus perform variable control, or can analyze the variability between or within factors. In this study ANOVA is used to examine the effect of differences in multi-factor scenario on cognitive image perception, affective image perception, and conative image perception.

Multiple regression analysis combined with path analysis is a multivariate statistical technique. Its strength lies in the quantitative study of multivariate interactions (Lee & Jan, 2020). It aims to investigate the phase relationships between potential variables when the model contains them, and to complete the overall model test. In this study, the multiple regression models were constructed based on **Framework 3.4** to verify the relevant research by examining the significance of the analyzed path coefficients hypothesis. Moreover, the indicators are judged and corrected according to the fitness to propose a basis for the final formation of a correspondingly successful research

framework. The following table shows the data analysis methods involved for specific variables.

Table 3.13 provides a summary of the analysis methods that should be used for each variable, which would be useful to guide the subsequent study.

Table 3.13
Data Analysis Methods

Section	Details of measurement scale	Number of items	Statistical procedure
1	Socio-demographic characteristics	7	Descriptive statistical analysis.
2	Informational familiarity	9	Factor analysis; Analysis of Variance; Reliability and validity analysis; Multiple regression analysis.
3	Experiential familiarity	5	Factor analysis; Analysis of Variance; Reliability and validity analysis; Multiple regression analysis.
4	Motivation	5	Factor analysis; Analysis of Variance; Reliability and validity analysis; Multiple regression analysis.
5	Cultural attachment	10	Factor analysis; Analysis of Variance; Reliability and validity analysis; Multiple regression analysis.
6	Cognitive image	5	Factor analysis; Analysis of Variance; Reliability and validity analysis; Multiple regression analysis.
7	Affective image	5	Factor analysis; Analysis of Variance; Reliability and validity analysis; Multiple regression analysis.
8	Conative image	5	Factor analysis; Analysis of Variance; Reliability and validity analysis; Multiple regression analysis.

3.9 Summary

The purpose of this chapter is to provide detailed methodology and way of thinking for the study. It is used to guide the development of practical research and to construct logical ideas. It focuses on the hierarchical definition of research variables, the formation of an elevated framework with logical hypotheses, and the sequential design of a preliminary questionnaire. In addition, this chapter also describes the main methods used to collect the sample and data through the questionnaire, as well as the data analysis methods involved in the specific use of this study. The subsequent sections would rely on the general approach discussed in this chapter for specific quantitative analysis work.



CHAPTER FOUR

FINDINGS

4.1 Introduction

This chapter divulges the study's findings and data analysis outcomes. To commence, a pilot test scrutinized the anticipated question items for each dimension to gauge sample variability via independent samples t-test. Subsequently, the initial analysis encompassed the statistical data screening process, encompassing the evaluation of missing data, outlier assessment, and hypothesis testing. The chapter culminates by summarizing the model estimation, hypothesis testing, and its overarching conclusions.

4.2 Pilot Test

4.2.1 Construct and Content Validity of Items

Construct validity pertains to the extent to which a measurement instrument, such as a questionnaire, test, or scale, aptly captures the intended construct or concept for measurement, while maintaining coherence with the theoretically relevant variables. It involves ascertaining whether the measurement instrument effectively mirrors the concepts under investigation and can measure them proficiently (Smith, 2005). Meanwhile, content validity involves assessing the degree to which a measurement

instrument encompasses pertinent and comprehensive content to gauge a specific concept or construct. This involves determining whether the items or questions within the measurement instrument adequately encompass all significant facets of the concept being measured (Almanasreh, Moles & Chen, 2019). Both constructs serve as pivotal methods to ensure that measurement instruments are meticulously designed and used, in alignment with the study's purpose. This practice enhances measurement tool quality, while bolstering the reliability and validity of research outcomes.

In accordance with Hennessey and Hewett (2013), the subject of the construct and content analysis is to determine that the formulation of the question item is consistent with the scope of what needs to be known about the concept under study. In practice, due to the different regions targeted by the measurement instrument, the respondent group's understanding of what the question items express may generate biases arising from ambiguity. In order to eliminate or minimize bias, expert identification as an effective approach used to test construct and content validity (Rubio, Berg-Weger, Tebb, Lee & Rauch, 2003).

Therefore, in the pilot test of this study, three professors who are more authoritative in the field of tourism in Guangxi were requested to comment on the questionnaire items in order to ensure a higher explanatory competence. The comments of the experts are illustrated in **Table 4.1**.

Table 4.1
Expert Comments on Items

Variables	Number of Items	Comments
Informational familiarity	9	Q4 of the Chinese questionnaire requires sentence revision
Experiential familiarity	5	Acceptable
Motivation	5	Acceptable
Cultural attachment	10	Q9 of the Chinese questionnaire requires sentence revision.
Cognitive image	5	Acceptable
Affective image	5	Acceptable
Conative image	5	Acceptable

The experts gave a high level of evaluation to the questionnaire items, and only a few items needed to be revised in terms of Chinese semantics. This supports the measurement instrument used in this study has relatively better construct validity as well as content validity. All question items can be retained and used for pilot test.

4.2.2 Tests of Variability of Pilot Samples

For extensive or intricate research endeavors, a comprehensive pilot test is essential prior to commencing actual data collection. A pilot study entails conducting a full-fledged data collection involving a reasonably substantial sample, spanning the entire process from initiation to conclusion. This encompasses addressing all questionnaire questions and procedural steps. The pilot sample size is contingent upon the actual sample size and the available number of data collectors. Typically, a sample comprising around 30 to 75 representative respondents effectively fulfills the purpose

(Browne, 1995).

For the quantitative analysis of the questionnaire, the variability of the sample is an important indicator to be examined using the pilot test. The degree of variability in the sample represents some disagreement between respondents on the same questionnaire items and imparts statistical significance to the investigation (Chalmers, Counsell & Flora, 2015). Minor differences or no differences can be judged as consensus and lack real statistical value.

To achieve the above purpose, this study collected 50 representative respondents with the same respondent group involved in this study for independent sample t-test according to the recommendation of Sarkisian et al. (2007). The method has also been used in numerous studies in pilot tests for analysis of variance (Takahashi et al., 2003; Manteghi, Mostofa & Lamit, 2020; Perkins, 2018). The 50 questionnaires came from Nanning, the capital of Guangxi, and Guilin, the largest tourist city in this autonomous region. An offline face-to-face collection was used, with a random sample taken at the international colleges of the universities involved. The sampling method was consistent with the formal questionnaire investigation.

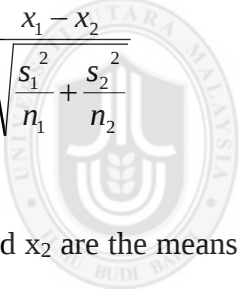
The pilot test grouped each set of variables according to under 27% of the low scores versus and over 73% of the high scores, which has been demonstrated in previous studies to detect the explanatory capacity of variability in samples using mean values (Hair, 2011). This procedure is conventionally used to explore the difference between

two groups on a particular variable in order to test more precisely whether this difference is significant. Specifically, the following steps are needed:

(1) It is hypothesized that the samples of the two groups are independent and that their distributions are normal or approximately normal.

(2) The means and standard deviations of the two sample groups need to be calculated.

(3) The t-statistic can be calculated using the following formula:


$$t = \frac{x_1 - x_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

where x_1 and x_2 are the means of the two groups, s_1 and s_2 are the standard deviations of the two groups, and n_1 and n_2 are the sizes of the two samples, respectively.

(4) The degree of freedom is the number of free data points used to calculate the t-statistic and can be calculated using the following formula:

$$df = n_1 + n_2 - 2$$

(5) The t-distribution table is used to find the p-value corresponding to the t-statistic, and then the p-value is compared with our pre-determined significance level to determine whether the difference is significant. If the p-value is higher than the significance level, the hypothesis holds that there is a significant difference between

the means of the two sample groups and the corresponding question items are retained.

Since the variability is for all dimensions, each question item must be tested. The results of the independent sample t-test for informational familiarity are shown in **Table 4.2**. Among them, the 9 items of informational familiarity, IF1 to IF9, each have 13 samples distributed in the high and low scoring groups. Std. deviation (SD) are not equal to 0, which proves that the explained variables are valid. The minimum t-value is -2.862 on IF8, which is greater than the standard demand of $t > 1.96$ (Hair, 2011). All items were significant at the standard $p < 0.05$ and therefore IF1-IF9 were retained for entry into the formal questionnaire.

Table 4.2
Prior Test Results of Informational Familiarity (N = 50)

Items	t-test for Equality of Means				HL	N	Mean	SD
	t	df	p	MD				
IF1	-5.455	24	0.000	-2.69	1	13	3.92	1.706
					2	13	6.62	0.506
IF2	-3.021	24	0.006	-1.54	1	13	5.15	1.772
					2	13	6.69	0.480
IF3	-4.865	24	0.000	-1.85	1	13	4.85	1.281
					2	13	6.69	0.480
IF4	-3.464	24	0.002	-1.85	1	13	4.62	1.850
					2	13	6.46	0.519
IF5	-3.157	24	0.004	-1.31	1	13	4.69	1.377
					2	13	6.00	0.577
IF6	-4.924	24	0.000	-2.15	1	13	3.92	1.382
					2	13	6.08	0.760
IF7	-4.200	24	0.000	-1.62	1	13	4.38	1.193
					2	13	6.00	0.707
IF8	-2.862	24	0.009	-1.54	1	13	4.69	1.843
					2	13	6.23	0.599
IF9	-8.141	24	0.000	-2.38	1	13	4.23	0.927

	2	13	6.62	0.506
--	---	----	------	-------

Note:

HL indicates the grouping of high and low scoring clusters. MD indicates mean difference.

SD indicates standard deviation. N means the number of samples. The significant criterion of p value is $p < 0.05$ (Hair, 2011).

The 5 items EF1-EF5 of experiential familiarity have 29 degrees of freedom, where the low scoring cluster has 15 samples and the high scoring cluster has 16 samples. The minimum SD value is 0.480 for the high score group of IF2 and IF3, which means that items of experiential familiarity also have interpretability. Where the t -values indicating significant criteria ($p < 0.001$) are between -4.694 (EF3) and -8.978 (EF4), all are within the standard range and the question items EF1-EF5 are retained. The results are shown in **Table 4.3**.

Table 4.3
Prior Test Results of Experiential Familiarity (N = 50)

Items	t-test for Equality of Means				HL	N	Mean	SD
	t	df	p	MD				
EF1	-8.771	29	0.000	-8.77	1	15	2.80	0.941
					2	16	5.75	0.931
EF2	-8.836	29	0.000	-8.84	1	15	3.13	1.125
					2	16	6.06	0.680
EF3	-4.694	29	0.000	-4.69	1	15	4.47	1.187
					2	16	6.19	0.834
EF4	-8.978	29	0.000	-8.98	1	15	2.87	1.125
					2	16	5.81	0.655
EF5	-5.486	29	0.000	-5.49	1	15	4.13	1.506
					2	16	6.38	0.619

Table 4.4, on the other hand, shows the results of the test for the 5 question items of motivation, all of which met the criteria for retention, even the p -value for MO5 was slightly higher reaching 0.03 ($t = -2.291$).

As with the other external influence dimensions of perceived image, the nine question items of cultural attachment met expectations in the pilot test results. Of these, the low scoring group has 15 samples while the high scoring group has 13 samples. The questions are significant at $p < 0.001$ except for CA7 which is significant at $p < 0.01$.

Table 4.4
Prior Test Results of Motivation (N = 50)

Items	t-test for Equality of Means				HL	N	Mean	SD
	t	df	p	MD				
MO1	-9.639	27	0.000	-3.15	1	16	3.31	1.078
					2	13	6.46	0.519
MO2	-3.781	27	0.001	-1.76	1	16	4.94	1.611
					2	13	6.69	0.480
MO3	-6.453	27	0.000	-2.31	1	16	4.00	1.211
					2	13	6.31	0.480
MO4	-3.994	27	0.000	-1.99	1	16	3.94	1.652
					2	13	5.92	0.760
MO5	-2.292	27	0.030	-1.14	1	16	4.94	1.692
					2	13	6.08	0.641

Table 4.5
Prior Test Results of Cultural Attachment (N = 50)

Items	t-test for Equality of Means				HL	N	Mean	SD
	t	df	p	MD				
CA1	-6.980	26	0.000	-3.06	1	15	3.40	1.454
					2	13	6.46	0.660
CA2	-6.307	26	0.000	-3.14	1	15	3.40	1.682
					2	13	6.54	0.660
CA3	-5.739	26	0.000	-1.75	1	15	4.87	0.915
					2	13	6.62	0.650
CA4	-4.414	26	0.000	-1.87	1	15	4.67	1.397
					2	13	6.54	0.660
CA5	-4.225	26	0.000	-1.58	1	15	4.80	1.207
					2	13	6.38	0.650
CA6	-5.260	26	0.000	-1.62	1	15	5.00	1.000
					2	13	6.62	0.506
CA7	-3.702	26	0.001	-1.34	1	15	4.73	1.223
					2	13	6.08	0.494

CA8	-4.785	26	0.000	-2.26	1	15	3.67	1.496
					2	13	5.92	0.862
CA9	-4.793	26	0.000	-1.95	1	15	4.20	1.373
					2	13	6.15	0.555
CA10	-5.678	26	0.000	-1.47	1	15	5.07	0.704
					2	13	6.54	0.660

These items significantly explain the variability of the samples and are therefore retained in their entirety for the formal investigation session. The relevant results are shown in **Table 4.5**.

The 3 internal dimensions of perceived image also obtain favorable results in the pilot test analysis. Of these, the t-values for the five question items of the cognitive image range from -4.122 (COG1) to -5.872 (COG5). These items are significant at $p < 0.001$ as show in **Table 4.6**, Therefore, all of which are retained.

Table 4.6
Prior Test Results of Cognitive Image (N = 50)

Items	t-test for Equality of Means				HL	N	Mean	SD
	t	df	p	MD				
COG1	-4.122	30	0.000	-1.48	1	13	5.31	1.494
					2	19	6.79	0.419
COG2	-4.658	30	0.000	-1.55	1	13	4.92	1.188
					2	19	6.47	0.697
COG3	-4.831	30	0.000	-1.54	1	13	4.62	1.261
					2	19	6.16	0.501
COG4	-4.502	30	0.000	-1.96	1	13	4.46	1.808
					2	19	6.42	0.507
COG5	-5.872	30	0.000	-2.17	1	13	4.31	1.437
					2	19	6.47	0.612

The pilot test results of each question item in the remaining two dimensions are in order: AFF1 ($t = -5.156$, $p < 0.001$), AFF2 ($t = -4.940$, $p < 0.001$), AFF3 ($t = -4.121$, p

< 0.001), AFF4 ($t = -4.736$, $p < 0.001$), AFF5 ($t = -5.635$, $p < 0.001$), CON1 ($t = -9.100$, $p < 0.001$), CON2 ($t = -4.468$, $p < 0.001$), CON3 ($t = -6.011$, $p < 0.001$), CON4 ($t = -5.963$, $p < 0.001$), and CON5 ($t = -6.160$, $p < 0.001$). These variables significantly explain the variability of the sample and would be used continuously in the full questionnaire analysis in their entirety. The results are received in **Tables 4.7 and 4.8**.

Table 4.7
Prior Test Results of Affective Image (N = 50)

Items	t-test for Equality of Means				HL	N	Mean	SD
	t	df	p	MD				
AFF1	-5.156	31	0.000	-2.11	1	17	4.76	1.602
					2	16	6.88	0.342
AFF2	-4.940	31	0.000	-1.51	1	17	5.18	1.074
					2	16	6.69	0.602
AFF3	-4.121	31	0.000	-1.22	1	17	5.59	1.121
					2	16	6.81	0.403
AFF4	-4.736	31	0.000	-1.42	1	17	4.65	1.057
					2	16	6.06	0.574
AFF5	-5.635	31	0.000	-1.81	1	17	5.00	1.225
					2	16	6.81	0.403

Table 4.8
Prior Test Results of Conative Image (N = 50)

Items	t-test for Equality of Means				HL	N	Mean	SD
	t	df	p	MD				
CON1	-9.100	32	0.000	-2.33	1	16	4.56	1.031
					2	18	6.89	0.323
CON2	-4.468	32	0.000	-1.60	1	16	5.06	1.436
					2	18	6.67	0.485
CON3	-6.011	32	0.000	-1.70	1	16	4.69	1.078
					2	18	6.39	0.502
CON4	-5.963	32	0.000	-1.56	1	16	5.00	0.894
					2	18	6.56	0.616
CON5	-6.160	32	0.000	-1.91	1	16	4.81	1.223

	2	18	6.72	0.461
--	---	----	------	-------

In a nutshell, depending on the full results of the pilot test analysis, the logical dimensions guided and constructed in the previous chapters based on the literature review, the reflected question items were able to express some degree of variability for the sample, which facilitated the follow-up study.

4.3 Response Rate

Response rate is one of the important indicators of questionnaire quality, which reflects respondents' attitude and willingness to take the investigation, as well as the reliability and representativeness of the data (Deutskens, Ruyter, Wetzels & Oosterveld, 2004). The response rate is closely related to the sampling procedure, and the statistics of the response rate can help to check whether the obtained sample supports the follow-up study.

According to the previously prepared sampling plan, the questionnaires were collected offline by the research assistants who went to the six Guangxi universities. The coordinators in charge of managing international students at each university assisted in distributing the questionnaires to international Chinese students randomly selected from the registration list. A total of 736 questionnaires were distributed and 583 were collected within the specified time. All questionnaires were collected from December 1, 2022 to December 10, 2022. The offline questionnaire respondents fit the population range of the previously developed sampling plan, and their overall data

are shown in **Table 4.9**.

In terms of data results, a total of 309 questionnaires were collected back from the south central region and 274 from the northern region, both of which exceeded the previously established minimum returned requirements for cluster sampling (south central region 210, northern region 158). A total of 583 questionnaires were returned, representing a recovery rate of 83%, which is in line with the recovery rates suggested by some previous studies. As suggested by Keding, Brabyn, MacPherson, Richmond and Torgerson (2016) that a response rate of 30% is adequate for surveys. Therefore, the questionnaire response rate of this study is considered to support the subsequent research work.

Table 4.9
Questionnaire Distribution and Response Rate (N = 583)

Questionnaire	Frequency	Rate (%)	Required Minimum
Distributed questionnaires (south central region)	420	57%	210
Distributed questionnaires (northern region)	316	43%	158
Total questionnaire distribution	736	100%	368
Total returned questionnaires	583	83%	None

4.4 Data Screening

The function of data screening is extremely crucial in quantitative analysis. Data screening assists the investigator in eliminating data that do not fit the purpose of the study or are erroneous, ensuring the quality and accuracy of the data analyzed (Lewis, Rachlow, Garton & Vierling, 2007). Firstly, data screening provides help in removing

outlier values, thus avoiding confounding or erroneous effects on the results. It can also exclude incomplete or missing data and avoid bias in the analysis process. Furthermore, in terms of sample control, it enables further improvement of sample quality to ensure the reliability and generalization of analysis results. Based on these favorable factors, data screening in general ensures that the data comply with the prerequisites of the study hypotheses, thus avoiding misleading inferences and conclusions during data analysis.

4.4.1 Data Coding

The returned questionnaires were entered as data in SPSS 26.0 and displayed as variables in the view page. The coding is based on the initials of the main constituent words of the variables or the order of the items represented, which is simple and easy to identify. The 9 items/questions used to measure informational familiarity were coded as IF1, IF2, IF3, IF4, IF5, IF6, IF7, IF8, and IF9 (e.g. question no.2 “New media such as website and APP can help you know more on the cultural tourism of Guangxi.” is coded as IF2). Thus, the same process is used for other external variables that influence the composition of the perceived images, including experiential familiarity (EF1 to EF5), motivation (MO1 to MO5), and cultural attachment (CA1 to CA10).

The three internal dimensions of perceived image composition as the main dependent variable were also coded using a similar approach. The slight difference, however, is that since the cognitive image and the conative image have the same initial letters, for

ease of differentiation, only the first three letters of the first constituent word are taken as codes for these three variables to be entered. Hence, the cognitive images were coded as COG1, COG2, COG3, COG4, and COG5 in the order of the question items (e.g. question no.3 “There are many entertainments and leisure time in Guangxi.” is coded as COG3). Correspondingly, affective images were coded as AFF1 to AFF5 and conative images were coded as CON1 to CON5.

4.4.2 Accuracy of Data Input

It is important to check the accuracy of data input in SPSS because the results of data analysis will be directly influenced by the data input. Due to the very large amount of questionnaire data, it is prone to some errors in the process of manual data entry. Therefore, verifying the accuracy of data entry ensures that the data set is complete and that there are no missing data or unreasonable values (Erceg-Hurn & Mirosevich, 2008). This study used the data viewer to ensure the accuracy of data entry. The Data viewer is a feature in SPSS that provides users with the ability to view and edit data. After data entry. Firstly, check that the variables in the data set are correct, that the variable names are spelled and labeled correctly, and that all variables are correctly identified as numeric, string, or date type, etc. Moreover, it checks that the value of each variable is within the expected range. For instance, in this study there are only two options for marital status and if option 3 appears it is considered as an incorrect value entered.

Since this study used the Likert 7-point scale, it was checked to ensure that the seven

variables involved in the study framework were within the range of that value. However, while examining the data from the socio-demographic statistics, some error values were still found. After comparing with the original questionnaire, the errors were determined to be only due to data entry. After correction, all values were retained to proceed to the next step of the test. The error values and correction values are shown in **Table 4.10**.

Table 4.10
Data Input Check and Correction (N = 583)

Error Cases	Variables	Error Value	Correct Value
Case 14	Gender	3	2
Case 31	Gender	5	1
Case 79	Marital status	3	1
Case 81	Marital status	3	1
Case 102	Annual family income	6	2
Case 211	Gender	3	2
Case 245	Annual family income	5	3
Case 326	Specialty of study	6	4
Case 401	Nationality	11	1
Case 477	Gender	4	2

4.4.3 Missing Data

Analyzing missing data is another aspect that needs attention when performing SPSS quantitative analysis. To a certain extent, failure to consider missing data would probably lead to bias and errors in the results and affect the accuracy of the analysis. The worse case scenario is when the proportion of missing data to the total sample is large, which potentially causes the sample size to decrease, thus affecting the statistical significance of the results (Altman & Bland, 2007). However, not all cases of missing data are unacceptable and have to be differentiated in proportion. For

example, when the level of missing data is below 1%, it can be considered to have no impact; below 5% is an acceptable range and manageable; if it reaches 15%, strict measures need to be taken and complex procedures used to address it (Acuna & Rodriguez, 2004). In general, it is normal for human-completed questionnaires to cause missing data. Therefore, it is the responsibility of the researcher to accommodate the possibility of such missing data and to deal with it through effective methods so that the results of the analysis remain true.

In the 583 questionnaires returned, a total of 29733 data points need to be existed. Of these, 133 missing values were statistically identified, accounting for 0.45%. This percentage is considered to be a low level of missing data and can be ignored or does not require much attention relative to quantitative analysis studies. When the missing values are less than 5%, a relatively efficient and concise treatment is Means Substitution (Altman & Bland, 2007). In this handling case, the missing values are replaced with the mean values of the relevant question items. The missing value data statistics for the variables of interest in this study are shown in **Table 4.11**.

According to the missing data statistics, the variables with the most missing values included informational familiarity (37) and cultural attachment (44). It is noteworthy that these two variables also possess a relatively high number of question items. The 19 missing values of motivation are mainly distributed in question item 2, with a total of 10 (MO2: Experiencing culture at a destination is an important motivation for you to do cultural tourism in Guangxi). The other variables containing missing values

presented a relatively even distribution, with a small amount of missing data in almost every question item. The reason for the missing values cannot be answered exactly by the data statistics. However, this can be probably assumed that some respondents inadvertently did not answer these questions.

Table 4.11
Total and Percentage of Missing Data (N = 583)

Variables	Number of missing values	No items in variables	Total data point (N x no. of items)	Percentage of missing data
Socio-demographic characteristics	0	7	4081	0%
Informational familiarity	37	9	5247	0.71%
Experiential familiarity	0	5	2915	0%
Motivation	19	5	2915	0.65%
Cultural Attachment	44	10	5830	0.75%
Cognitive Image	11	5	2915	0.38%
Affective Image	15	5	2915	0.51%
Conative Image	7	5	2915	0.24%
Total	133	51	29733	0.45%

4.4.4 Univariate and Multivariate Outliers

Testing for outliers is an important step in data analysis that can improve the accuracy and reliability of data analysis and help analysts better understand the distribution of data in a data set, leading to more credible conclusions (Yuan, & Bentler, 2001). A more comprehensive approach is to perform outlier tests for both univariate and multivariate values.

Univariate outliers can first be detected by using the Z-score. When the sample size is large than 80, a Z-score higher than ± 3.29 should be judged as an outlier according to Filipov, Zlatkov, Dimitrov and Svinarov (2015). In SPSS 26.0, when data entry was performed using a 7-point Likert scale, the results of each question item needed to be standardized for display to form a Z-score. The outlier test conducted directly on the item scores contributed to a further improvement in precision. After the outlier detection carried out by Z-score, the informational familiarity with the 9 question items contained a total of 39 outliers, and a total of 15 cases containing outliers needed to be removed, as shown in **Table 4.12**.

Table 4.12
Outlier Detection Results for Informational Familiarity (N = 583)

Items	Mean	Std. Deviation	N of Outliers	Outliers Cases
IF1	5.432	1.330	9	
IF2	6.069	1.098	9	
IF3	5.820	1.019	4	
IF4	5.897	1.081	7	26, 32, 111, 127, 136, 221, 230, 335,
IF5	5.561	1.147	2	383, 418, 467, 469, 472, 478, 499
IF6	5.237	1.364	0	(N = 15)
IF7	5.317	1.324	5	
IF8	5.554	1.174	2	
IF9	5.595	1.117	1	

From the test results, there are relatively few cases of outliers arising from experiential familiarity. Out of a total of 5 question items, EF1, EF2, and EF4 were not detected as outliers. Only EF3 and EF5 respectively resulted in 7 and 6 outliers. Therefore, a total of 8 cases needed to be removed, as shown in **Table 4.13**.

Table 4.13
Outlier Detection Results for Experiential Familiarity (N = 583)

Items	Mean	Std. Deviation	N of Outliers	Outliers Cases
EF1	4.700	1.456	0	
EF2	5.295	1.389	0	
EF3	5.470	1.166	7	26, 32, 127, 230, 275, 294, 383
EF4	4.878	1.494	0	459 (N = 8)
EF5	5.403	1.332	6	

The test results of the motivation are similar to the experiential familiarity. Outliers were found in only 2 question items, MO2 (2 outliers) and MO5 (8 outliers). Hence, the cases including number 26, 127, 136, 230, 275, 367, 386, 438, 467, and 500 were to be deleted. The related results are listed in **Table 4.14**.

Table 4.14
Outlier Detection Results for Motivation (N = 583)

Items	Mean	Std. Deviation	N of Outliers	Outliers Cases
MO1	4.928	1.438	0	
MO2	5.573	1.139	2	
MO3	5.305	1.328	0	26, 127, 136, 230, 275, 367, 386,
MO4	4.882	1.538	0	438, 467, 500 (N = 10)
MO5	5.945	1.186	8	

The 10 question items of the variable cultural attachment showed a relatively high number of outliers, which were distributed among CA3, CA4, CA5, CA6, CA7, CA9, and CA10. A total of 24 outliers were generated in 14 cases, and undoubtedly, which would be also removed in the follow-up study to improve accuracy. The results are presented in **Table 4.15**.

Table 4.15
Outlier Detection Results for Cultural Attachment (N = 583)

Items	Mean	Std. Deviation	N of Outliers	Outliers Cases
CA1	4.813	1.330	0	
CA2	4.666	1.653	0	
CA3	5.777	1.099	1	
CA4	5.683	1.103	2	
CA5	5.863	1.008	2	26, 111, 136, 230, 287, 294,
CA6	5.818	1.054	6	335, 367, 411, 447, 459, 478,
CA7	5.606	1.121	4	485, 499 (N = 14)
CA8	5.185	1.391	0	
CA9	5.307	1.256	6	
CA10	5.760	0.992	3	

Compared to the four factors of external influences on perceived image in the research framework, the three internal elements of perceived image, although with fewer question items, showed frequent outliers. **Table 4.16** illustrates the outlier results for the 5 question items of cognitive image, which involves a total of 14 cases as well as 20 outliers.

Table 4.16
Outlier Detection Results for Cognitive Image (N = 583)

Items	Mean	Std. Deviation	N of Outliers	Outliers Cases
COG1	6.252	1.054	3	
COG2	5.587	1.147	1	26, 111, 136, 230, 275, 287, 294,
COG3	5.587	1.079	5	335, 346, 418, 445, 478, 491,
COG4	5.832	1.053	3	499 (N = 14)
COG5	5.793	1.093	8	

A relatively high number of outliers were also recorded in the 5 items of the affective image, generating a total of 24. The main concentrations were in the question items

AFF1 (8), AFF2 (6), and AFF5 (5). Among them, a total of 12 cases needed to be further addressed. As shown in **Table 4.17**.

Table 4.17

Outlier Detection Results for Affective Image (N = 583)

Items	Mean	Std. Deviation	N of Outliers	Outliers Cases
AFF1	5.940	1.074	8	
AFF2	6.027	0.982	6	
AFF3	5.967	0.962	3	26, 111, 221, 230, 287, 294, 315,
AFF4	5.220	1.218	1	335, 367, 438, 478, 502 (N = 12)
AFF5	5.930	1.000	6	

As an endpoint of the overall research framework, the highest 9 outliers were emerged in CON1 among the 5 question items of the dependent variable conative image. 13 cases containing a total of 25 outliers were identified and recorded. This contributed to the accuracy of the analysis results after further processing. The results of the outlier statistics for the conative image are summarized in **Table 4.18**.

Table 4.18

Outlier Detection Results for Conative Image (N = 583)

Items	Mean	Std. Deviation	N of Outliers	Outliers Cases
CON1	6.034	1.145	9	
CON2	6.005	1.028	4	26, 136, 230, 275, 294, 335,
CON3	5.684	1.106	3	367, 383, 438, 445, 478, 485,
CON4	5.736	1.087	5	498 (N = 13)
CON5	6.045	0.987	4	

The identification of univariate outliers by processing standardized parameters using Z-score has improved the accuracy of the data to a greater extent. However, according

to the suggestion of Tang, Cui, Liu and Li (2018), the box-line plot test should be further utilized when dealing with univariate outliers, which can enhance the judgment of the skewness of the data set and thus further filter out more cases of outliers. Therefore, in order to obtain more accurate analytical results, this study utilizes the box-line method to further identify univariate outliers as an aid to the results obtained by the z-score method. A graphical representation of the relevant results is displayed in **Appendix C**. Hence, a total of 58 cases with univariate outliers were detected by the box-line plot and Z-score methods, including case numbers 26, 32, 111, 127, 136, 221, 230, 275, 287, 293, 294, 315, 322, 333, 335, 346, 366, 367, 378, 383, 386, 388, 395, 405, 407, 411, 418, 420, 422, 428, 432, 433, 438, 440, 442, 445, 447, 448, 459, 466, 467, 469, 472, 478, 480, 483, 485, 487, 490, 491, 492, 498, 499, 500, 501, 502, 504, and 506.

Moreover, this study used the Mahalanobis distance analysis to detect multivariate outliers. The Mahalanobis distance analysis is a statistic that measures outliers in multivariate data (De Maesschalck, Jouan-Rimbaud & Massart, 2000). It takes into account the correlation between multiple variables and is therefore helpful in detecting multivariate outliers. The Mahalanobis distance measures how far an observation is from the mean vector in a multidimensional space, taking into account the correlation between different variables. An observation is considered as an outlier if its Mahalanobis distance is below $p < 0.001$ in significance. Hence, a total of 24 cases were deleted because their Mahalanobis distance's test below significant standards. Cases include number 32, 111, 127, 136, 221, 230, 275, 287, 335, 367, 378,

383, 395, 407, 418, 445, 467, 469, 472, 478, 491, 499, 502, and 506. Due to the duplication of outlier cases detected by the 3 methods, finally, the statistical results of z-score standardization, box-line plot test, and Mahalanobis distance analysis were combined and a total of 58 cases were removed. The percentage of deleted outlier cases was 9.94% (**Table 4.19**) of the total number of questionnaires, which complies with the criterion of less than 10% suggested by some previous studies (Nurunnabi, West & Belton, 2015). As a result, 525 eligible cases would be used in the subsequent quantitative analysis, which also met the criteria of more than 368 questionnaires required for the sampling design.

Table 4.19
Number of Questionnaire Used for the Further Analysis (N = 525)

Questionnaire	Frequency	Rate (%)
Total	583	100%
Rejected/Removed	58	9.94%
Retained/Usable	525	90.06%

4.4.5 Normality Test

Normality test is a quantitative analysis method for examining whether data conforms to a normal distribution (Yap & Sim, 2011). The normal distribution is widely used in numerous studies on social phenomena. A lot of statistical methods and inferences are based on the assumption of normal distribution, such as hypothesis testing, parameter estimation, and regression analysis (Yazici & Yolacan, 2007). A normality test determines whether the sample data comes from an overall population that conforms to a normal distribution. If the data satisfy the hypothesis of normal distribution, the

sample can be considered reasonable and thus can be inferred and analyzed using statistical methods based on normal distribution. Therefore, according to the research framework and methodology involved in this study, normality testing is indispensable.

In hypothesis testing studies consistent with linear regression, it is generally recommended to examine the skewness and kurtosis of the data set to identify the normal distribution (Bai & Ng, 2005). Skewness is a measure used in statistics to describe the degree of symmetry of a data distribution. It determines the distribution of data by reflecting the asymmetric skewness of the data to the left or right relative to the mean. Kurtosis on the other hand, is a descriptive value that shows whether the data distribution is in a platykurtic or leptokurtic state. Platykurtic is the data set with large standard deviation, and leptokurtic is data set with small standard deviation.

While normal distribution is essential for further factor analysis and multiple regression analysis in quantitative studies. However, in practice, a perfect normal distribution with a value of 0 is difficult to exist in sociological studies. Therefore, some previous studies have developed reasonable criteria for the reference values of skewness and kurtosis. According to Curran, West and Finch (1996), some degree of skewness are acceptable as long as the value is between ± 3.0 . Others, such as Ory and Mokhtarian (2009), indicate that kurtosis deviations in the range of ± 7.0 do not significantly affect the analysis when the sample size is greater than 200. In this study, the normality test would be conducted with reference to the above criteria.

Referring to the above requirements, further normality tests were performed for each variable. To further improve accuracy, this analysis is conducted for each question item. A total of 525 samples were involved, with 44 question items for 7 main variables. The results of the analysis are shown in the following tables.

Table 4.20
Results of Normality Test for Informational Familiarity (N = 525)

Items	Skewness		Kurtosis	
	Statistics	Std error	Statistics	Std error
IF1	-1.321	0.107	1.890	0.213
IF2	-1.773	0.107	4.262	0.213
IF3	-1.165	0.107	2.394	0.213
IF4	-1.429	0.107	3.224	0.213
IF5	-1.045	0.107	1.403	0.213
IF6	-0.730	0.107	0.181	0.213
IF7	-1.069	0.107	1.300	0.213
IF8	-1.197	0.107	2.115	0.213
IF9	-1.076	0.107	2.035	0.213

Table 4.21
Results of Normality Test for Experiential Familiarity (N = 525)

Items	Skewness		Kurtosis	
	Statistics	Std error	Statistics	Std error
EF1	-0.546	0.107	-0.312	0.213
EF2	-1.028	0.107	0.842	0.213
EF3	-1.156	0.107	2.212	0.213
EF4	-0.760	0.107	-0.052	0.213
EF5	-1.165	0.107	1.527	0.213

Table 4.22

Results of Normality Test for Motivation (N = 525)

Items	Skewness		Kurtosis	
	Statistics	Std error	Statistics	Std error
MO1	-0.555	0.107	-0.261	0.213
MO2	-1.060	0.107	1.689	0.213
MO3	-0.906	0.107	0.602	0.213
MO4	-0.617	0.107	-0.345	0.213
MO5	-1.722	0.107	3.942	0.213

Table 4.23

Results of Normality Test for Cultural Attachment (N = 525)

Items	Skewness		Kurtosis	
	Statistics	Std error	Statistics	Std error
CA1	-0.492	0.107	0.026	0.213
CA2	-0.316	0.107	-0.775	0.213
CA3	-1.138	0.107	1.567	0.213
CA4	-1.051	0.107	1.464	0.213
CA5	-1.127	0.107	1.963	0.213
CA6	-1.275	0.107	2.579	0.213
CA7	-1.011	0.107	1.653	0.213
CA8	-0.703	0.107	0.032	0.213
CA9	-1.036	0.107	1.245	0.213
CA10	-0.979	0.107	1.815	0.213

Table 4.24

Results of Normality Test for Cognitive Image (N = 525)

Items	Skewness		Kurtosis	
	Statistics	Std error	Statistics	Std error
COG1	-1.865	0.107	4.235	0.213
COG2	-1.030	0.107	1.519	0.213
COG3	-1.244	0.107	2.683	0.213
COG4	-1.457	0.107	3.279	0.213
COG5	-1.190	0.107	2.026	0.213

Table 4.25

Results of Normality Test for Affective Image (N = 525)

Items	Skewness		Kurtosis	
	Statistics	Std error	Statistics	Std error
AFF1	-1.389	0.107	2.664	0.213
AFF2	-1.473	0.107	3.687	0.213
AFF3	-1.278	0.107	2.677	0.213
AFF4	-0.709	0.107	0.457	0.213
AFF5	-1.284	0.107	2.616	0.213

Table 4.26

Results of Normality Test for Conative Image (N = 525)

Items	Skewness		Kurtosis	
	Statistics	Std error	Statistics	Std error
CON1	-1.646	0.107	3.460	0.213
CON2	-1.491	0.107	3.414	0.213
CON3	-0.894	0.107	0.931	0.213
CON4	-1.217	0.107	2.309	0.213
CON5	-1.507	0.107	3.509	0.213

The results from **Tables 4.20-4.26** show that the skewness of all question items satisfy the ± 3.0 criterion, which is more favorable for data analysis. Meanwhile, all kurtosis indicators also satisfy the condition of being below ± 7.0 . Due to the large sample size of this study that entered the follow-up analysis, which was actually 525, well over 200 samples. Therefore, the requirements of the data analysis were met in the normality tests of kurtosis and skewness. The samples can be considered to largely satisfy a normal distribution. For further details, data analysis plots for normality tests are also presented in **Appendix D**.

4.5 Profile of Respondents

After removing outlier samples, a total of 525 questionnaires were accomplished by ASEAN Chinese students from six universities in Guangxi. Among the 525 respondents, the proportion of female respondents is 54.67%, which is obviously higher than that of male 9.34%. Relatively speaking, this proportion is suitable to enhance the variability of the sample to a certain extent.

The age group of the respondents was mainly concentrated between 18 and 22 years old, with a percentage of 70.10%, which reflects that the participants of the investigation were mainly undergraduate students. In the investigation regarding annual family income, the respondent group mainly concentrates in two options of less than USD 30,000 and between USD 30,000 to 50,000, accounting for 33.71% and 35.23% respectively. since travel needs certain economic support, this result can reflect to some extent the level of family income needed to study and travel in Guangxi.

On the other hand, the participating students are mainly from five ASEAN countries, which are Thailand, Vietnam, Malaysia, Laos and Singapore. Within this, Thai students are the most numerous, with 114 students accounting for 21.72% of the total. The other four countries represented between 10 and 20 percent of respondents. These five major countries contributed 81.71% of the total respondent group. The remaining five ASEAN countries recorded fewer respondents, with a total of only 96. Of these students, only 20.19% were married at the time of the investigation.

In addition, The valid samples were drawn from six randomly selected universities in the cluster sampling. The number of questionnaires returned from each university matched the pre-determined values. From the result, the questionnaires were completed by ASEAN Chinese students from Guangxi University, Guangxi University of Finance and Economics, Beibu Gulf University, Guilin University of Electronic Technology, Guilin Tourism University, and Hezhou University. Of these, Guangxi University of Finance and Economics, and Beibu Gulf University are located in the cluster of south central region, the number of questionnaires used was 279. Guilin University of Electronic Technology, Guilin Tourism University, and Hezhou University are from northern region, the number of questionnaires used was 246. The percentage of returned questionnaires available to each university is also consistent with the size of their ASEAN Chinese student population.

Finally, with regard to the statistics of the respondents' majors, the number and percentage of students involved in management, linguistics, computing, and education were 115(21.90%), 106(20.19%), 56(10.67%), and 98(18.67%), in proper sequence. It is worth noting that in addition to the main majors mentioned above, students from many different majors participated in this survey, such as accounting, psychology, tourism and hospitality management, communications, multimedia, etc. These respondents were jointly counted in the specialty's option "others", which accounted for 28.57% of the total. These ratios indicate that universities in Guangxi offer a diverse range of majors for international students with a variety of choices, which is roughly similar to some previous investigations on international students in Guangxi

(Lai, et al., 2020).

The structure of respondents presented by the above parameters remarkably provides a reflection of the variability needed in the study, which constitutes a better basis for the reliability of the data. The socio-demographic results of the respondents are shown in **Table 4.27**.

Table 4.27
Respondents' Demographic Information (N = 525)

Parameters	Options	Frequency	Valid Percentage
Gender	Male	238	45.33%
	Female	287	54.67%
Age	18-22	368	70.10%
	23-30	127	24.20%
	Over 30	30	5.70%
Nationality	Thailand	114	21.72%
	Vietnam	93	17.71%
	Malaysia	85	16.19%
	Laos	71	13.52%
	Singapore	66	12.57%
	Others	96	18.29%
Annual family income (In USD)	Less than \$30,000	177	33.71%
	\$30,000-\$50,000	185	35.23%
	\$50,000-\$100,000	101	19.24%
	Over \$100,000	62	11.82%
Marital status	Single	419	79.81%
	Married	106	20.19%
University	Guangxi University	141	26.86%
	Guangxi University of Finance and Economics	87	16.57%
	Beibu Gulf University	61	11.62%
	Guilin University of Electronic Technology	119	22.67%
	Guilin Tourism University	75	14.28%
	Hezhou University	42	8.00%
Specialty	Management	115	21.90%

of study	Linguistics	106	20.19%
	Computing	56	10.67%
	Education	98	18.67%
	Others	150	28.57%

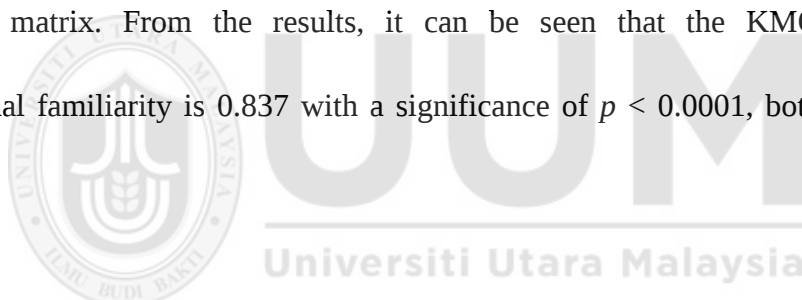
4.6 Exploratory Factor Analysis

The reliability and validity analysis of the data began with factor analysis. As suggested by MacCallum, Widaman, Zhang and Hong (1999), factor analysis can effectively examine the correlation, variability, and stability among all question items to further determine the validity of the overall variables' explanatory power. In addition, because of the introduction of cultural attachment as a new variable in this study, the inter-dimensional relationships of the quantitative model need to be further examined and therefore need to be tested by exploratory factor analysis (EFA). Another important purpose of exploratory factor analysis is to retain the number of valid factors and reduce the number of problematic items that may produce errors. The principal component factor extraction method is used here, which utilizes a form of factor rotation guided by the maximum variance method to derive the factor loadings for each question item. The results of the factor analysis for each variable are discussed in turn in the subsequent sections.

4.6.1 Factor Analysis Results of Informational Familiarity

After the completion of the principal component analysis, items with factor loadings below 0.650 are removed because they may adversely affect the calculation of convergent validity and thus lead to less precise results of the correlation analysis (Sharma, Chandana, pankaj & Bhardwaj, 2015). Under this requirement, the

informational familiarity item IF7 was deleted due to the factor loading value of 0.605. This handling has resulted in a improved Kaiser-Meyer-Olkin (KMO) value. As recommended by Santana and Gosling (2018), the validity of factor analysis can be verified from Bartlett' s test of sphericity and the KMO test of sampling adequacy. The reference criterion selected herewith, which is limited to a minimum value of KMO not less than 0.6, comparable to previous literature (Mamat, Noor & Noor, 2016). Above this range, it is possible to ensure that the values of factor loading are compatible with the needs of further analysis. Bartlett's test of sphericity is then referenced to the significance criterion of $p < 0.05$, supporting the factorability of the correlation matrix. From the results, it can be seen that the KMO value of informational familiarity is 0.837 with a significance of $p < 0.0001$, both satisfying the criteria.



On the other hand, the correlation matrix analysis revealed that all the question items of this variable were greater than 0.3 in the results of the correlation coefficients, which indicates that the data is appropriate for further analysis (Heale & Twycross, 2015). The principle component analysis displayed that only one factor with an eigenvalue above 1 explained 54.17% of the total variance, which needs to be no less than 50% after deleting the non-compliant items (Hair, 2011). Based on Catell's (1966) scree test, only one component was retained for further investigation. Details of the factor loadings for informational familiarity retention items are shown in **Table 4.28** below.

Table 4.28

Factor Loading for Informational Familiarity (Retained Items)

Items	Brief Descriptions	Factor Loadings
IF1	Traditional media can help know more on cultural tourism.	0.780
IF2	New media can help know more on cultural tourism.	0.737
IF3	Articles can help know about cultural tourism.	0.678
IF4	Documentaries can help know about cultural tourism.	0.720
IF5	Travel handbooks and guides from travel agencies can help know about cultural tourism.	0.769
IF6	Commercial marketing from travel agencies can help know about cultural tourism.	0.774
IF8	Information from friends can help know about cultural tourism.	0.735
IF9	Information from colleagues can help know about cultural tourism.	0.765
Eigenvalue		3.461
Explained Variance		54.17%

Further data results such as KMO value from the factor analysis of this variable are shown in **Table 4.29**.

Table 4.29

Summary of Factor Analysis Result for Informational Familiarity

No.	Factor-based Evaluation	Results	Referential Criteria
1	KMO measure of sampling adequacy	0.837	Minimum value is 0.6
2	Bartlett's test of Sphericity: Approx. Chi-Square	1098.000	$p < 0.05$
	Bartlett's test of Sphericity: df	28	
	Bartlett's test of Sphericity: significant	< 0.0001	
3	Strength of inter-correlation among items	All values are greater than 0.3	Correlation coefficient > 0.3
No.	Approaches	Results	Remarks

1	Kaiser's Criteria	One factor exceeded eigenvalue of 1	Minimum eigenvalue of 1 is acceptable to retain the factors
2	Catell's scree test	One factor retained	Only one factors is above the value of 1 and above elbow of the curve

Further review using scree plot produced a clear break in the components after the main factor, so only the main factor was retained in further analysis. The result of the scree test using Catell (1966) is shown in **Figure 4.1**.

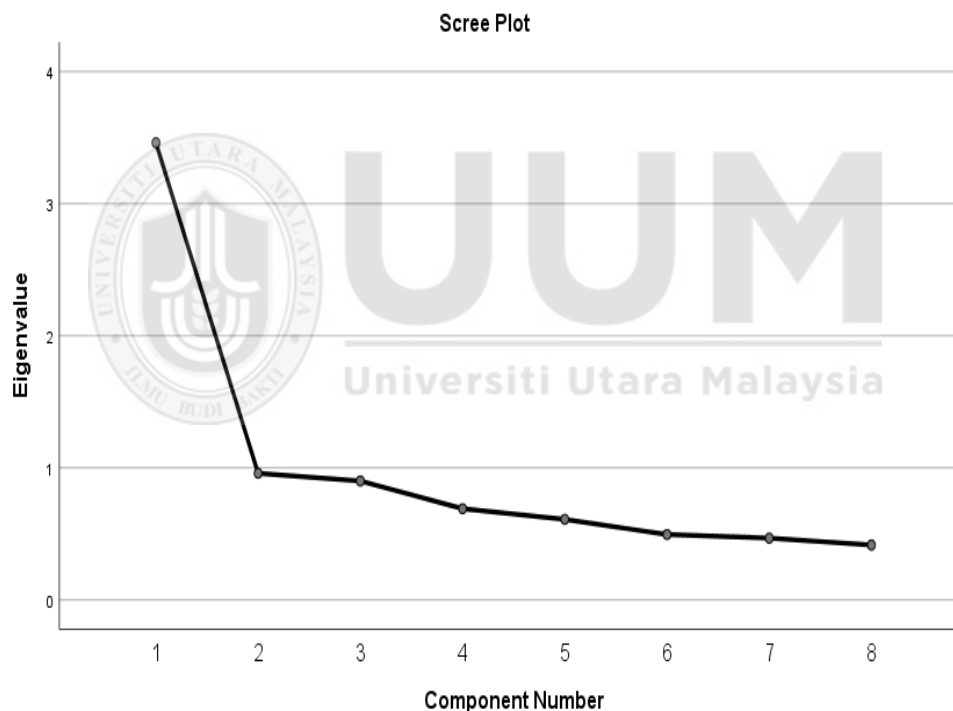


Figure 4.1: Scree plot of informational familiarity

4.6.2 Factor Analysis Results of Experiential Familiarity

The principal component analysis displayed that all five items of experiential familiarity are above 0.65, which means that all of these question items can be retained. In the sampling adequacy test regarding the KMO value, the statistical result

for this variable is 0.861, which again far exceeded the minimum criterion of 0.6.

The correlation coefficients of all five question items, EF1-EF5, are above 0.3, which indicates that the variable is suitable for factor analysis and meets the requirements of correlation matrix analysis. The Bartlett sphericity test for experiential familiarity perfectly reached statistical significance at $p < 0.0001$. This result further supports the breakability rate of the correlation matrix of the factors. One principal component factor was identified, explaining the total variance of 65.61%. The scree plot of this variable is further highlighted by this principal component factor. The retained question items with factor loadings by the experiential familiarity variable are given in **Table 4.30**.

Table 4.30
Factor Loading for Experiential Familiarity (Retained Items)

Items	Brief Descriptions	Factor Loadings
EF1	You often traveled in Guangxi.	0.802
EF2	You visited some cultural tourism attractions in Guangxi.	0.842
EF3	You know some cultures of Guangxi.	0.769
EF4	You are experienced in conducting tours in Guangxi.	0.831
EF5	You familiar with the most famous tourism attractions in Guangxi.	0.805
Eigenvalue		3.281
Explained Variance		65.61%

The further detailed results of the factor analysis are illustrated by **Table 4.31** below,

including KMO measure of sampling adequacy, Bartlett's test of Sphericity, Strength of inter-correlation among items, and methods of Kaiser's Criteria and Catell's scree test. All results fulfilled the criteria of exploratory factor analysis and contributed to the validity of the data.

Table 4.31

Summary of Factor Analysis Result for Experiential Familiarity

No.	Factor-based Evaluation	Results	Referential Criteria
1	KMO measure of sampling adequacy	0.861	Minimum value is 0.6
2	Bartlett's test of Sphericity: Approx. Chi-Square	1183.764	$p < 0.05$
	Bartlett's test of Sphericity: df	10	
	Bartlett's test of Sphericity: significant	< 0.0001	
3	Strength of inter-correlation among items	All values are greater than 0.3	Correlation coefficient > 0.3
No.	Approaches	Results	Remarks
1	Kaiser's Criteria	One factor exceeded eigenvalue of 1	Minimum eigenvalue of 1 is acceptable to retain the factors
2	Catell's scree test	One factor retained	Only one factors is above the value of 1 and above elbow of the curve

The data from the principal component analysis of experiential familiarity was reviewed through the scree plot and the result is represented in **Figure 4.2** below.

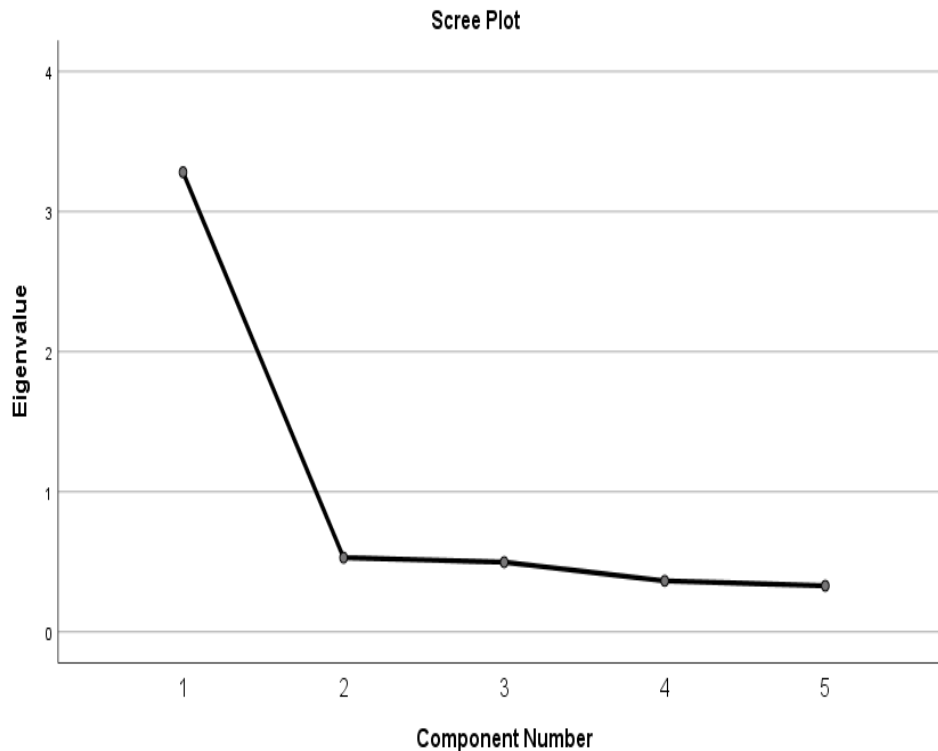


Figure 4.2: Scree plot of experiential familiarity

4.6.3 Factor Analysis Results of Motivation

The question item MO1 needs to be removed from the variable motivation on the grounds that its factor loading after principal component analysis is calculated to 0.630, which is slightly lower than 0.65. In the test of sampling adequacy regarding KMO values, the statistical result for this variable came out to be 0.784. This still meets the requirements of the reference standard.

In testing the suitability of the variables for factor analysis, the correlation coefficients of the remaining four question items are above 0.3 and meet the criteria of correlation matrix analysis. The Bartlett's test of sphericity reached statistical significance $p < 0.0001$, suggesting the factorability of the correlation matrix. One principal

component factor was identified and has eigenvalues exceeding 1, This explains the total variance of the proportion 59.76 percent. Only one major component was identified for subsequent analysis, after further analysis by Catell's (1966) scree test. The factor loading results are shown in the following table.

Table 4.32
Factor Loading for Motivation (Retained Items)

Items	Brief Descriptions	Factor Loadings
MO2	Experiencing culture at a destination is an important motivation.	0.754
MO3	Getting rest is an important motivation.	0.751
MO4	Leaving study and work is an important motivation.	0.698
MO5	Enjoy the tour is an important motivation.	0.716
Eigenvalue		1.990
Explained Variance		59.76%

The analysis of this variable and its test results are summarized in the following **Table 4.33.**

Table 4.33
Summary of Factor Analysis Result for Motivation

No.	Factor-based Evaluation	Results	Referential Criteria
1	KMO measure of sampling adequacy	0.784	Minimum value is 0.6
2	Bartlett's test of Sphericity: Approx. Chi-Square Bartlett's test of Sphericity: df Bartlett's test of Sphericity: significant	297.426 6 < 0.0001	$p < 0.05$
3	Strength of inter-correlation among items	All values are greater than 0.3	Correlation coefficient > 0.3

No.	Approaches	Results	Remarks
1	Kaiser's Criteria	One factor exceeded eigenvalue of 1	Minimum eigenvalue of 1 is acceptable to retain the factors
2	Catell's scree test	One factor retained	Only one factors is above the value of 1 and above elbow of the curve

The data from the principal component analysis of motivation was reviewed through the scree plot and the result is represented in **Figure 4.3** below. A critical factor was clearly identified.

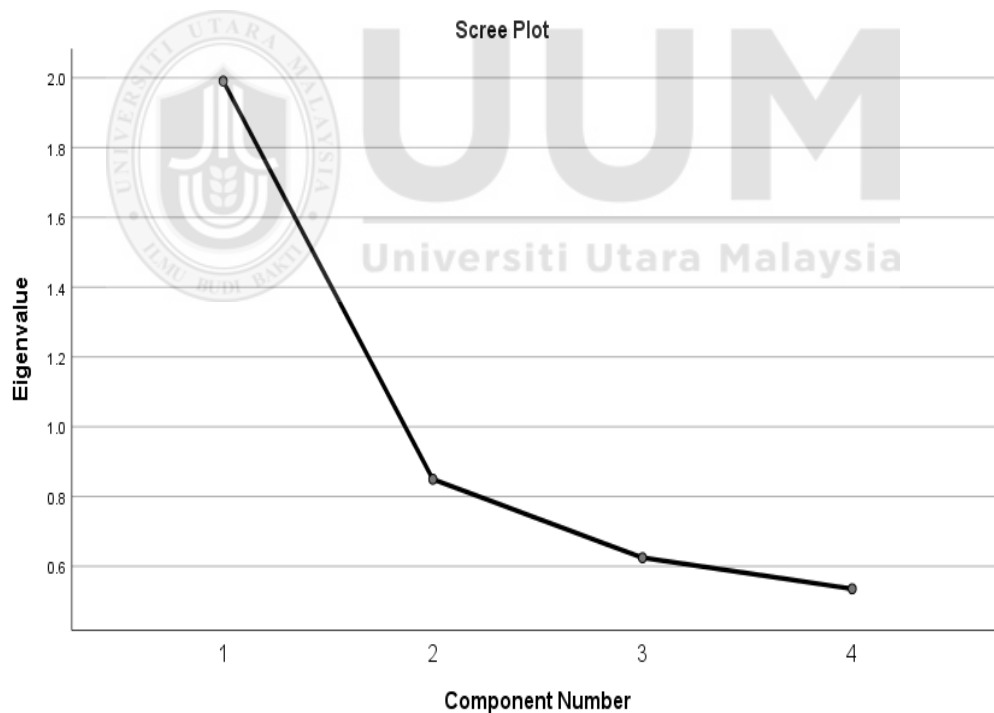


Figure 4.3: Scree plot of motivation

4.6.4 Factor Analysis Results of Cultural Attachment

After a principal component analysis of cultural attachment, eight question items that

met a factor loading value greater than 0.65 were retained. The deleted question items were CA2 and CA9, and their factor loadings were 0.619 and 0.599, respectively. In addition, the Kaiser-Meyer-Olkin test of sampling appropriateness also has revealed an appropriate value of 0.889.

The correlation coefficients of the remaining eight question items all satisfy the condition of greater than 0.3. This indicates that the data for this variable are suitable for the basic requirements of factor analysis. The Bartlett's test of sphericity reached statistical significance ($p < 0.05$), fully demonstrating the factorability of the correlation matrix. The principle component analysis disclosed the presence of only one factor with an eigenvalue higher than 1, explaining 59.68% of the total variance. Consequently, after further examination of the scree plot, a major factor identified was used with the subsequent analysis. The factor loading results for the remaining eight question items for cultural attachment are presented in **Table 4.34**.

Table 4.34

Factor Loading for Cultural Attachment (Retained Items)

Items	Brief Descriptions	Factor Loadings
CA1	You are attached to the culture of Guangxi.	0.782
CA3	You think Guangxi is safe.	0.711
CA4	You think Guangxi is a tolerant place.	0.754
CA5	You think the local residents of Guangxi are friendly.	0.713
CA6	You are physically and mentally healthy while living in Guangxi.	0.733
CA7	You can integrate into Guangxi's culture and adapt to it.	0.722

CA8	You like to learn and use some Guangxi dialects.	0.723
CA10	You like the cultures of Guangxi's tourism destinations.	0.792
Eigenvalue		3.974
Explained Variance		59.68%

Further data results from the factor analysis of cultural attachment are shown in **Table 4.35**.

Table 4.35
Summary of Factor Analysis Result for Cultural Attachment

No.	Factor-based Evaluation	Results	Referential Criteria
1	KMO measure of sampling adequacy	0.889	Minimum value is 0.6
2	Bartlett's test of Sphericity: Approx. Chi-Square Bartlett's test of Sphericity: df Bartlett's test of Sphericity: significant	1451.246 28 < 0.0001	$p < 0.05$
3	Strength of inter-correlation among items	All values are greater than 0.3	Correlation coefficient > 0.3
No.	Approaches	Results	Remarks
1	Kaiser's Criteria	One factor exceeded eigenvalue of 1	Minimum eigenvalue of 1 is acceptable to retain the factors
2	Catell's scree test	One factor retained	Only one factors is above the value of 1 and above elbow of the curve

Further review using scree plot produced a clear break in the components after the main factor, so only one main component factor was retained in further analysis. The result of the scree test using Catell (1966) is shown in **Figure 4.4**.

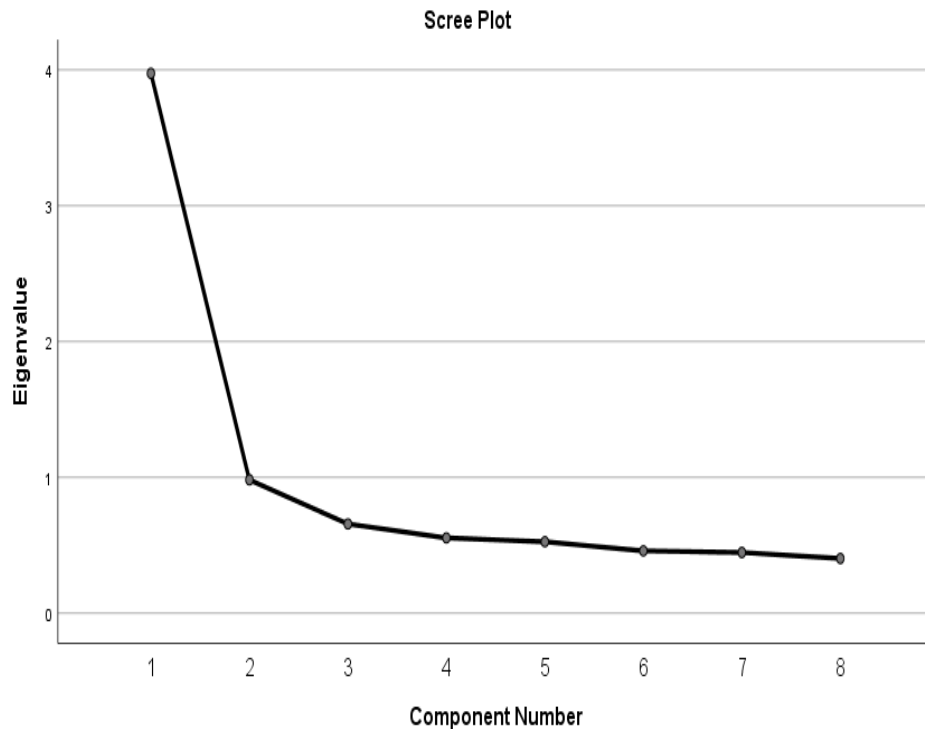


Figure 4.4: Scree plot of cultural attachment

4.6.5 Factor Analysis Results of Cognitive Image

Of the five question items in the cognitive image, COG1 needed to be omitted due to a factor loading of 0.642, somewhat below the restriction. The factor loadings of the four retained question items were all above 0.7. The detailed values are displayed in

Table 4.36.

Table 4.36

Factor Loading for Cognitive Image (Retained Items)

Items	Brief Descriptions	Factor Loadings
COG2	The cultural tourism facilities of Guangxi is complete.	0.715
COG3	There are many entertainments and leisure time in Guangxi.	0.796
COG4	Guangxi has harmonious humanity environment.	0.774

COG5	Guangxi has excellent social atmosphere.	0.769
------	--	-------

Eigenvalue	2.336
Explained Variance	58.40%

In the sample adequacy test regarding KMO values, the statistical result for cognitive images was 0.784. This remains in line with the referred criterion. The Bartlett's test for sphericity was significant at $p < 0.0001$, meaning the factorizability of the correlation matrix is well demonstrated. The correlation coefficients of the remaining eight question items all satisfy the condition of greater than 0.3, that is applicable to exploratory factor analysis. One principal component factor was identified and has eigenvalues exceeding 1, This explains the total variance of the proportion 58.40 percent. Only one major component was identified for subsequent analysis, after further analysis by Catell's (1966) scree test. The factor loading results are shown in the following table.

Table 4.37

Summary of Factor Analysis Result for Cognitive Image

No.	Factor-based Evaluation	Results	Referential Criteria
1	KMO measure of sampling adequacy	0.784	Minimum value is 0.6
2	Bartlett's test of Sphericity: Approx. Chi-Square Bartlett's test of Sphericity: df Bartlett's test of Sphericity: significant	504.443 6 < 0.0001	$p < 0.05$
3	Strength of inter-correlation among items	All values are greater than 0.3	Correlation coefficient > 0.3
No.	Approaches	Results	Remarks
1	Kaiser's Criteria	One factor exceeded	Minimum eigenvalue of 1 is acceptable to

2	Catell's scree test	eigenvalue of 1 One factor retained	retain the factors Only one factors is above the value of 1 and above elbow of the curve
---	---------------------	--	--

Further review using scree plot produced a clear break in the components after the main factor, so only one main component factor was retained in further analysis. The result of the scree test using Catell (1966) is shown in **Figure 4.5**.

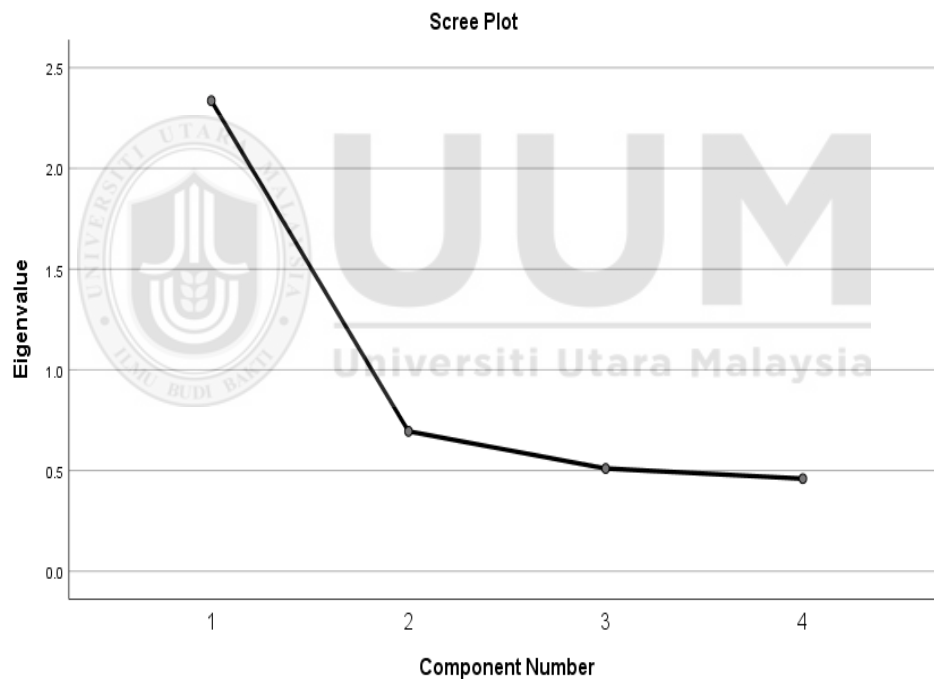


Figure 4.5: Scree plot of cognitive image

4.6.6 Factor Analysis Results of Affective Image

After principal component analysis of the emotional image, it was also necessary to delete the question item of number 4, due to its factor loading of only 0.595. The question items with factor loadings above 0.65 for AFF1, AFF2, AFF3, and AFF5

would be retained. The detailed values are presented in **Table 4.38**.

Table 4.38
Factor Loading for Affective Image (Retained Items)

Items	Brief Descriptions	Factor Loadings
AFF1	Guangxi's cultural tourism is pleasant.	0.814
AFF2	Guangxi's cultural tourism is relaxing.	0.762
AFF3	Guangxi's cultural tourism is interesting.	0.704
AFF5	Guangxi's cultural tourism is original.	0.718
Eigenvalue		2.254
Explained Variance		56.35%

The correlation coefficient for each remaining question item of this variable meets the criteria of being higher than 0.3. The KMO value is 0.758. The Bartlett's test for sphericity was significant at $p < 0.0001$. In the case where one principal component factor with an eigenvalue exceeded 1 was clearly identified, it explained a proportion of 56.35% of the total variance. All of the above data confirmed the validity of the factor analysis for this variable. The specific results are available in **Table 4.39**.

Table 4.39
Summary of Factor Analysis Result for Affective Image

No.	Factor-based Evaluation	Results	Referential Criteria
1	KMO measure of sampling adequacy	0.758	Minimum value is 0.6
2	Bartlett's test of Sphericity: Approx. Chi-Square	439.490	$p < 0.05$
	Bartlett's test of Sphericity: df	6	
	Bartlett's test of Sphericity: significant	< 0.0001	

3	Strength of inter-correlation among items	All values are greater than 0.3	Correlation coefficient > 0.3
No.	Approaches	Results	Remarks
1	Kaiser's Criteria	One factor exceeded eigenvalue of 1	Minimum eigenvalue of 1 is acceptable to retain the factors
2	Catell's scree test	One factor retained	Only one factors is above the value of 1 and above elbow of the curve

Reviewed by further analysis of Catell's (1966) scree test, a clear break in the components after the main factor was display by the scree plot of affective image.

Refer to **Figure 4.6**.

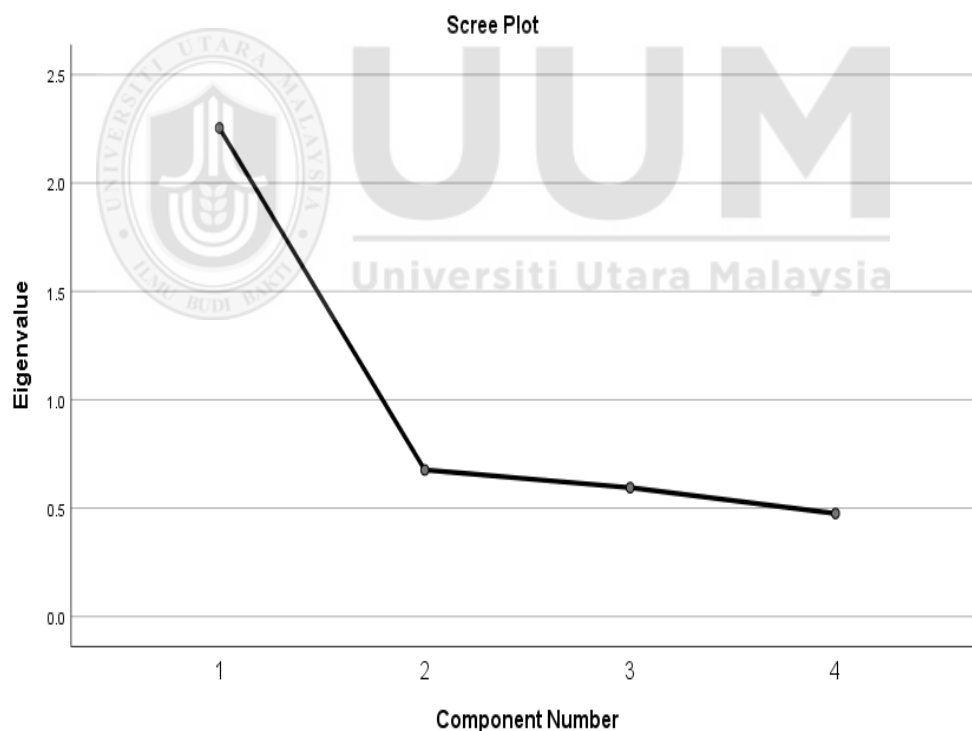


Figure 4.6: Scree plot of affective image

4.6.7 Factor Analysis Results of Conative Image

Since the factor loading values all exceeded 0.7, all question items of conative image

were maintained for subsequent research analysis after the principal component analysis. The variable has parameters regarding the degree of fitness for factor analysis, such as KMO values, Bartlett's test of sphericity, and Strength of inter-correlation among items that are in accordance with the referential criteria. Detailed data results are presented in **Tables 4.40 and 4.41.**

Table 4.40
Factor Loading for Conative Image (Retained Items)

Items	Brief Descriptions	Factor Loadings
CON1	You often traveled in Guangxi.	0.814
CON2	You visited some cultural tourism attractions in Guangxi.	0.745
CON3	You know some cultures of Guangxi.	0.770
CON4	You are experienced in conducting tours in Guangxi.	0.774
CON5	You familiar with the most famous tourism attractions in Guangxi.	0.763
Eigenvalue		2.993
Explained Variance		59.86%

Table 4.41
Summary of Factor Analysis Result for Conative Image

No.	Factor-based Evaluation	Results	Referential Criteria
1	KMO measure of sampling adequacy	0.832	Minimum value is 0.6
2	Bartlett's test of Sphericity: Approx. Chi-Square	910.437	$p < 0.05$
	Bartlett's test of Sphericity: df	10	
	Bartlett's test of Sphericity: significant	< 0.0001	
3	Strength of inter-correlation among items	All values are greater than 0.3	Correlation coefficient > 0.3
No.	Approaches	Results	Remarks
1	Kaiser's Criteria	One factor	Minimum eigenvalue

		exceeded eigenvalue of 1	of 1 is acceptable to retain the factors
2	Catell's scree test	One factor retained	Only one factors is above the value of 1 and above elbow of the curve

Only one major component was distinctly identified for subsequent analysis, after further analysis by Catell's (1966) scree test. The breaking situation about the factors and the extraction of the main factors are shown in **Figure 4.7**.

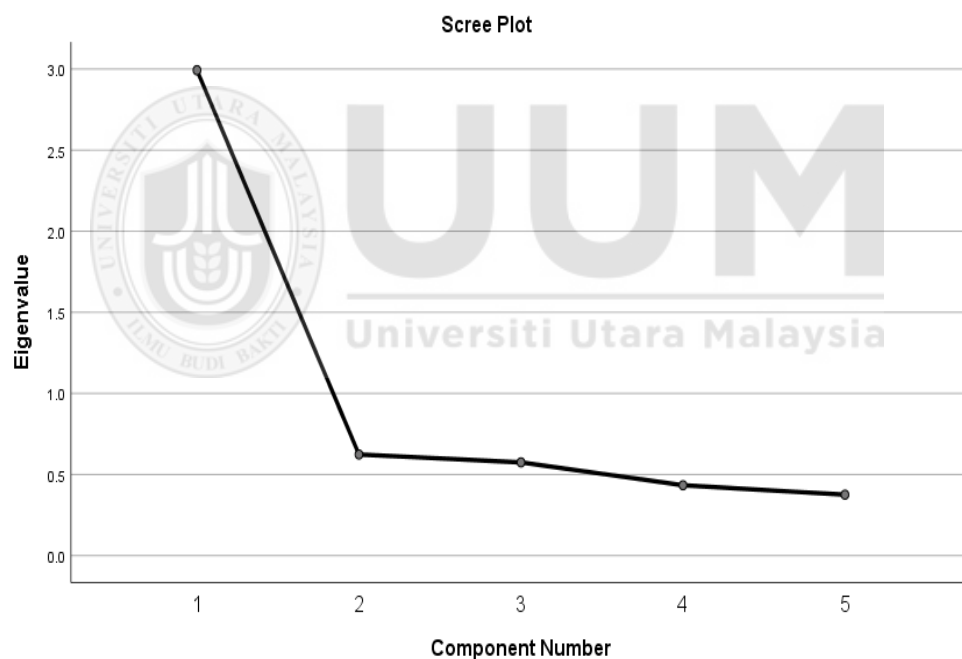


Figure 4.7: Scree plot of conative image

4.7 Reliability Analysis

Reliability analysis is a statistical method used to assess the internal consistency and reliability of a measurement instrument such as questionnaire. It determines the stability and consistency of a measurement instrument by calculating the correlation

between different items or dimensions. The main role of reliability analysis as a data quality test is to ensure that the analysis produces reliable and consistent results (Yang & Green, 2011). This can be done using Cronbach's alpha test and inter-item correlations.

4.7.1 Cronbach's Alpha

Cronbach's alpha coefficient is a commonly used method to assess the internal consistency and reliability of a measurement instrument. It measures the correlation between the items (or variables) in a measurement instrument and thus assesses the reliability of the instrument. the value of Cronbach's alpha ranges from 0 to 1, with values closer to 1 indicating higher reliability of the instrument. The calculation of Cronbach's Alpha is based on the covariance matrix of the individual items in the measurement instrument and takes into account the correlation between the individual items, the variance of the items, and the effect of the number of items in the measurement instrument.

The steps for reliability assessment using Cronbach's Alpha are as follows: Collect the relevant measurement data, including the scores of each item in the measurement instrument. Based on the collected data, calculate the covariance matrix between the individual items. Calculate the sum of the variances of all items in the measurement tool. Calculate Cronbach's Alpha using the following formula.

$$\text{Alpha} = (\text{number of items} / (\text{number of items} - 1)) * (1 - (\text{overall variance} - \text{sum}$$

of the variances of the items) / overall variance)

Finally, the results are output and interpreted. Cronbach's Alpha is calculated to be between 0 and 1. In general, the closer the Alpha value is to 1, the higher the internal consistency and reliability of the measurement instrument. Typically, an Alpha value no less than 0.6 is considered as the minimum acceptable criterion, over 0.7 is considered to have good reliability, while a value greater than 0.8 is considered to have favorable reliability (Hair, 2011).

Based on the above principles, Cronbach's alpha was tested for the main seven variables involved in this study. Question items that did not meet the Cronbach's alpha reliability requirement were subject to further review and deletion. The results of the Cronbach's alpha analysis for the seven variables are reported in **Table 4.42**.

Table 4.42
Cronbach's Alpha Reliability Test Results

Variables Tested	Cronbach's Alpha Value	No. of Items
Informational familiarity	0.811	8
Experiential familiarity	0.868	5
Motivation	0.757	4
Cultural attachment	0.850	8
Cognitive image	0.761	4
Affective image	0.741	4
Conative image	0.832	5

From the results, it is clear that all seven variables have Cronbach's alpha values above 0.7, which is considered as a better reliability criterion. Among them, the values of informational familiarity, experiential familiarity, cultural attachment, and conative image exceed 0.8. These values would greatly enhance the trustworthiness of

the subsequent analysis. In addition to the above results, further review of the inter-items correlation is needed to ensure that the question items can still be retained for subsequent analysis.

4.7.2 Items Analysis and Correlation between Items

The correlation test between each item of the variable and the total score is another important reliability indicator, and this item-completed reliability test demonstrates the relative correlation within the variable (Kam & Chan, 2018). Corrected item-total correlation values provide indicators for the retention or omission of item statements in the scale. Correlations provide indicators for the retention or omission of item statements in the scale.

All question items for each variable were necessary to complete the above test. The test results for each variable would be discussed subsequently in turn, where the results of the informational familiarity test are provided in **Table 4.43**.

Table 4.43
Results from Item Analysis for Informational Familiarity

Items No.	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IF1	39.728	28.137	0.546	0.786
IF2	39.084	30.294	0.507	0.792
IF3	39.360	30.227	0.552	0.787
IF4	39.272	30.321	0.487	0.794
IF5	39.611	29.265	0.545	0.786
IF6	39.924	27.822	0.542	0.788
IF8	39.600	29.729	0.501	0.793
IF9	39.581	29.683	0.537	0.788

As can be seen from the above table, all eight reserved items of informational familiarity obtained values in “Cronbach’s Alpha if Item Deleted” that are lower than the Cronbach’s Alpha value of this variable (0.811). In addition, all question items have “Corrected Item-Total Correlation” values greater than 0.4, and as proposed by Hair (2011), all of these items should continue to be retained until subsequent analysis.

Table 4.44 is the result of the item analysis of experiential familiarity.

Table 4.44

Results from Item Analysis for Experiential Familiarity

Items No.	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach’s Alpha if Item Deleted
EF1	21.044	19.981	0.682	0.843
EF2	20.451	19.901	0.737	0.828
EF3	20.271	22.583	0.641	0.853
EF4	20.857	19.428	0.720	0.833
EF5	20.333	21.051	0.685	0.841

According to the results, each question item of experiential familiarity was removed with Cronbach’s Alpha values smaller than the results counted in the previous section (0.868). The question item with the lowest coefficient on “Corrected Item-Total Correlation” is EF1 with a value of 0.682, which is much higher than 0.4. Therefore all question items were further retained. The results of the item analysis of the variable motivation are shown in **Table 4.45**.

Table 4.45
Results from Item Analysis for Motivation

Items No.	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MO2	16.112	9.432	0.481	0.742
MO3	16.396	7.881	0.503	0.726
MO4	16.827	7.388	0.598	0.699
MO5	15.716	9.020	0.550	0.685

All four retained question items of the motivation reached the criterion of greater than 0.4 in the test results of “Corrected Item-Total Correlation”. Meanwhile, all values in the test results of “Cronbach’s Alpha if Item Deleted” are lower than the original Cronbach’s Alpha value (0.757) of the variable. Therefore, all the question items are suitable for subsequent analysis. The continued **Table 4.46** then shows the results related to cultural attachment.

Table 4.46
Results from Item Analysis for Cultural Attachment

Items No.	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CA1	39.667	31.066	0.588	0.833
CA3	38.743	32.779	0.593	0.831
CA4	38.829	32.207	0.637	0.826
CA5	38.632	33.618	0.592	0.832
CA6	38.682	32.908	0.611	0.829
CA7	38.907	32.272	0.622	0.828
CA8	39.314	31.418	0.524	0.843
CA10	38.747	33.773	0.582	0.833

As can be seen from the results in the table above, consistent with the results of the previously tested variables, the eight retained question items for cultural attachment were attained on the “Corrected Item-Total Correlation” and “Cronbach’s Alpha if

Item Deleted” results. Hence, all question items should be used for the follow-up quantitative analysis.

The next three **Tables 4.47-4.49** present the results of the item analysis for the three variables cognitive image, affective image, and conative image within the perceived image.

Table 4.47
Results from Item Analysis for Cognitive Image

Items No.	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
COG2	17.206	6.824	0.504	0.735
COG3	17.202	6.604	0.604	0.679
COG4	16.941	6.926	0.570	0.699
COG5	17.000	6.813	0.560	0.703

Table 4.49
Results from Item Analysis for Affective Image

Items No.	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AFF1	17.939	5.027	0.613	0.633
AFF2	17.840	5.673	0.546	0.676
AFF3	17.931	5.854	0.482	0.710
AFF5	17.941	5.678	0.497	0.703

Table 4.48
Results from Item Analysis for Conative Image

Items No.	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CON1	23.539	10.612	0.680	0.784
CON2	23.564	11.823	0.598	0.808
CON3	23.888	11.249	0.627	0.800
CON4	23.823	11.249	0.633	0.798
CON5	23.541	11.772	0.619	0.802

From the statistical results of the three tables mentioned above, it is clear that the thirteen retained question items for cognitive image, affective image, and conative image were attained on the “Corrected Item-Total Correlation” and “Cronbach’s Alpha if Item Deleted” results. Therefore, no questions need to be omitted, the thirteen question items should be further used for the subsequent quantitative analysis. The results of these analyses strengthen the reliability of the overall study.

4.8 Convergent Validity Analysis

After identifying that the structural reliability of the variables satisfied the criteria, the convergent validity of the data needed to be analyzed in order to further determine the degree of correlations and internal consistency among the factors. According to the discussion of Farrell (2010), convergent validity can be tested by Average Variance Extracted (AVE).

AVE is a metric used to assess the convergent validity of a measurement instrument. It measures the average proportion of variance explained by the constructs or factors, reflecting the consistency and relevance of the measurement instrument. Since the factor loading values for each variable question item have been counted in the previous section, the AVE values can be obtained by the following steps:

First, it needs to calculate the sum of squares of the factor loadings. For each factor or dimension, the sum of squares of its individual factor loadings is calculated. This can be done by multiplying the value of each factor loading by itself and summing.

In the second step, it needs to further calculate the average factor loading and average variance: the sum of squares of the factor loadings calculated in step 2 is divided by the number of factors (or constructs) to obtain the average factor loading. Then, the average variance of the factor or construct is calculated, which is the sum of the common factor variances of the factor or dimension.

Finally, AVE values are calculated. The average factor loadings calculated in step 2 are divided by the average variance to obtain the value of AVE. This represents the proportion of the mean variance explained by the factor loadings and reflects the convergent validity of the factor or dimension. The formula for calculating AVE is as follows:

$$AVE = (\text{average factor loading}) / (\text{average variance})$$

The value of AVE ranges from 0 to 1. In generally, AVE greater than or equal to 0.5 is considered acceptable and indicates that the factor loadings explain a high proportion of the variance, thus indicating that the factor or construct has high convergent validity (Vinodh, & Joy, 2012). The convergent validity results for the main seven variables involved in this study are shown in **Table 4.50**.

Table 4.50
AVE Value of Each Variable

Variables Tested	No. of Items	AVE
Informational familiarity	8	0.556
Experiential familiarity	5	0.656
Motivation	4	0.533
Cultural attachment	8	0.550

Cognitive image	4	0.584
Affective image	4	0.564
Conative image	5	0.598

It is obvious from the results presented in the table above that the AVE values of all variables exceed the minimum limit of 0.5. The results imply that the data have favorable convergent validity. This provides a higher guarantee of validity for subsequent multiple linear regression tests between the correlated variables.

4.9 Discriminant Validity Analysis

In SPSS quantitative analysis, discriminant validity is an indicator used to estimate the differences between variables in a measuring instrument (Soto & John, 2009). It supports the researcher in determining the uniqueness of the variables, in other terms, which extents to how they can be distinguished from each other.

The assessment of discriminant validity ensures that the different dimensions of the research framework do not overlap in measurement and avoids confusion and redundancy due to approximation. This is essential to ensure the validity and accuracy of the study. As discussed by Hair (2011), discriminant validity can be verified by Pearson correlation test. It is a statistical indicator used to measure the linear correlation between multiple continuous variables, which examines the strength and direction of the variables in a linear relationship.

The Pearson correlation coefficient takes values in the range of -1 to 1. When the

correlation coefficient is 1, it means that there is a perfectly positive linear relationship. Whereas, when the correlation coefficient is -1, it means that there is a completely negative linear relationship. When the correlation coefficient is 0, it means that there is no linear relationship between the variables. The calculation of Pearson correlation coefficient is based on the covariance and standard deviation between the variables. It can be calculated by the following formula:

$$r = \text{Cov}(X, Y) / (SD(X) * SD(Y))$$

In which, r denotes the Pearson correlation coefficient, $\text{Cov}(X, Y)$ denotes the covariance of variables X and Y , and $SD(X)$ and $SD(Y)$ denote the standard deviation of variables X and Y .

As suggested by Soto and John (2009), a Pearson correlation coefficient between 0.3 and 0.7 can be considered moderately correlated, which is relatively favorable for multiple regression tests. This is because coefficients less than 0.3 indicate insufficient correlation between the variables, which may affect the accuracy of the results. Whereas coefficients greater than 0.7 may produce the problem of covariance. The results of the Pearson correlation analysis for the main seven variables in this study are illustrated in **Table 4.51**.

Table 4.51
Results of Pearson Correlation Analysis between Variables

Pearson Correlation	IF	EF	MO	CA	COG	AFF	CON
IF	0.746	-	-	-	-	-	-
EF	0.539**	0.810	-	-	-	-	-
MO	0.478**	0.482**	0.730	-	-	-	-
CA	0.599**	0.687**	0.533**	0.742	-	-	-
COG	0.594**	0.512**	0.563**	0.713**	0.764	-	-
AFF	0.578**	0.453**	0.528**	0.684**	0.712**	0.751	-
CON	0.606**	0.560**	0.491**	0.727**	0.721**	0.714**	0.773

** . Correlations significant at the $p < 0.01$ level (2-tailed)

From the results, it is clear that all Pearson correlation coefficients are significant at the level of $p < 0.01$ in the case of 2-tailed test. On the other hand, 0.746, 0.810, 0.730, 0.742, 0.764, 0.751, and 0.773 are the square root values calculated from the AVE values of the variables. Referring to Hair (2011) on discriminant validity, when the square root value of AVE is greater than the other Pearson correlation coefficients between coaxes, there is positive discriminant validity amongst the variable data. It is also important to note that there are five Pearson correlation coefficients greater than 0.7 between cultural attachment, cognitive image, affective image, and conative image, which would be necessary to further examine the covariance of these variables in a follow-up analysis.

In a nutshell, the reliability and validity analysis of the quantitative data for this study was completed. The variables involved in the research framework, when supported by the data, have been considered to possess sufficient reliability and validity and are appropriate for subsequent analysis related to the research hypotheses.

4.10 Descriptive analysis

The following section discussed the results of descriptive analysis for each of the under study variable using mean and standard deviation. These two data are the key to constitute the multiple regression analysis. In addition, these two data can give some degree of initial observation and identification to the researcher to detect trends in the concentration of variables. This will facilitate a more effective summary evaluation after the final results have been generated. The values of the eight question items for informational familiarity are shown in **Table 4.52**.

Table 4.52
Mean and Standard Deviation for Informational Familiarity

Items	Descriptions	Means	Standard deviations
IF1	Traditional media can help know more on cultural tourism.	5.438	1.309
IF2	New media can help know more on cultural tourism.	6.082	1.073
IF3	Articles can help know about cultural tourism.	5.806	1.017
IF4	Documentaries can help know about cultural tourism.	5.893	1.100
IF5	Travel handbooks and guides from travel agencies can help know about cultural tourism.	5.554	1.157
IF6	Commercial marketing from travel agencies can help know about cultural tourism.	5.242	1.358
IF8	Information from friends can help know about cultural tourism.	5.566	1.312
IF9	Information from colleagues can help know about cultural tourism.	5.585	1.113

The above results show that the eight retained question items of informational familiarity are all concentrated approximately in the region of 5-6 in terms of mean

value. This indicates that most of the respondents can be apprised of the information related to Guangxi tourism from different information channels. The values of the five question items for experiential familiarity are displayed in **Table 4.53**.

Table 4.53
Mean and Standard Deviation for Experiential Familiarity

Items	Descriptions	Means	Standard deviations
EF1	You often traveled in Guangxi.	4.695	1.473
EF2	You visited some cultural tourism attractions in Guangxi.	5.288	1.470
EF3	You know some cultures of Guangxi.	5.469	1.178
EF4	You are experienced in conducting tours in Guangxi.	4.882	1.493
EF5	You familiar with the most famous tourism attractions in Guangxi.	5.406	1.325

The statistics in the above table show that the mean values of the five reserved question items of experience familiarity are concentrated between 4 and 5, which indicates that most respondents have a neutral or slightly trusting attitude towards the role of travel experience in understanding cultural tourism in Guangxi. The values of the four question items for variable motivation are presented in **Table 4.54**.

Table 4.54
Mean and Standard Deviation for Motivation

Items	Descriptions	Means	Standard deviations
MO2	Experiencing culture at a destination is an important motivation.	5.571	1.151
MO3	Getting rest is an important motivation.	5.288	1.338

MO4	Leaving study and work is an important motivation.	4.857	1.545
MO5	Enjoy the tour is an important motivation.	5.968	1.150

The four retention items of motivation revealed in the results of the descriptive analysis that the main mean values were concentrated around 5. This indicates that the majority of respondents are biased towards endorsing the role of motivation in cultural tourism. **Table 4.55** illustrates the statistical results of the retained question items for cultural attachment.

Table 4.55
Mean and Standard Deviation for Cultural Attachment

Items	Descriptions	Means	Standard deviations
CA1	You are attached to the culture of Guangxi.	4.836	1.331
CA3	You think Guangxi is safe.	5.760	1.112
CA4	You think Guangxi is a tolerant place.	5.674	1.100
CA5	You think the local residents of Guangxi are friendly.	5.674	1.100
CA6	You are physically and mentally healthy while living in Guangxi.	5.821	1.071
CA7	You can integrate into Guangxi's culture and adapt to it.	5.596	1.133
CA8	You like to learn and use some Guangxi dialects.	5.189	1.395
CA10	You like the cultures of Guangxi's tourism destinations.	5.756	1.003

The results of each mean value of cultural attachment are around 5, indicating that the respondents have relatively recognized cultural attachment to Guangxi. **Tables 4.56-4.58** demonstrate the results of the descriptive analysis of the three elements within the perceived image, including four retained question items of cognitive image, four retained question items of affective image, and five retained question items conative image.

Table 4.56
Mean and Standard Deviation for Cognitive Image

Items	Descriptions	Means	Standard deviations
COG2	The cultural tourism facilities of Guangxi is complete.	5.577	1.151
COG3	There are many entertainments and leisure time in Guangxi.	5.581	1.091
COG4	Guangxi has harmonious humanity environment.	5.842	1.050
COG5	Guangxi has excellent social atmosphere.	5.783	1.089

Table 4.57
Mean and Standard Deviation for Affective Image

Items	Descriptions	Means	Standard deviations
AFF1	Guangxi's cultural tourism is pleasant.	5.945	1.066
AFF2	Guangxi's cultural tourism is relaxing.	6.044	0.961
AFF3	Guangxi's cultural tourism is interesting.	5.952	0.979
AFF5	Guangxi's cultural tourism is original.	5.943	1.012

Table 4.58
Mean and Standard Deviation for Conative Image

Items	Descriptions	Means	Standard deviations
CON1	You often traveled in Guangxi.	6.050	1.146
CON2	You visited some cultural tourism attractions in Guangxi.	6.025	1.012
CON3	You know some cultures of Guangxi.	5.701	1.088
CON4	You are experienced in conducting tours in Guangxi.	5.766	1.081
CON5	You familiar with the most famous tourism attractions in Guangxi.	6.048	0.998

The three retained question items on the variable of perceived image were all concentrated on scores of 5-6 regarding the mean values. It indicates that respondents have a better perceived image of cultural tourism in Guangxi. These descriptive statistics values would be directly related to the results of the subsequent multiple regression analysis regarding hypothesis testing.

4.11 Hypotheses Testing

Hypothesis testing is the final and most significant part of data analysis. It verifies the relevant hypotheses formulated in the study through the corresponding methods to facilitate the revelation of the interrelationships between variables, thus providing a sociological study with a logically valuable reference base. This study primarily used multiple regression analysis to perform hypothesis testing.

4.11.1 Observation of Phenomenon Linearity

As suggested by Zhang, Casten and Brenner (1989), the linearity of the phenomenon can be initially observed and assessed using scatter plots before proceeding to a specific analysis. Scatter plot is a data visualization chart used to show the relationships between variables. It presents the values of variables and the correlation between them by plotting data points on a coordinate plane. Linearity is first established by obeying the principle that the relationship between variables is in a normal distribution, so the histogram and Normal P-P Plot can be used to determine the level of conformity for the normal distribution of the data. Then, by observing the scatter plot, note the distribution and trend of the data points. If the data points tend to be roughly concentrated and distributed near a line, then the phenomenon is probably linear. According to the output pattern shown in **Appendix E**, the variables involved in this study possess the linearity of the phenomenon.

4.11.2 Multicollinearity Test

Multicollinearity is a situation in which there is a high degree of collinearity or linear correlation between independent variables in regression analysis (Fotheringham & Oshan, 2016). Multicollinearity potentially leads to a number of problems that affect the analysis results. First of all, it may weaken the explanatory ability of the independent variables. When the independent variables are highly correlated with each other, it is difficult to determine the separate contribution of each independent variable to the dependent variable. This can reduce the accuracy and reliability of the

regression model results.

Moreover, this may produce unstable regression coefficients. In the presence of multicollinearity, the regression coefficients in the regression model may become unstable. Small changes or minor sample perturbations may lead to significant changes in the regression coefficients, making interpretation and prediction difficult.

Ultimately, erroneous inferred results may arise. Multicollinearity may lead to inaccurate statistical inferences. For example, significance tests of regression coefficients may give incorrect conclusions, preventing the researcher from correctly interpreting the effect of the variables on the dependent variable. On the other hand, according to the previous section, several Pearson correlation coefficients above 0.7 were generated in the discriminant validity test. Therefore, multicollinearity detection is essential.

This study used tolerance and variance inflation factor (VIF) for multicollinearity testing. These two parameters indicate how much of the variability of the specified independent is not explained by the other independent variables in the model. The minor tolerance value of below 0.10 and the VIF value greater than 5 indicates the presence of multicollinearity as suggested by Sekaran and Bougie (2010). The results of the multicollinearity analysis are shown in **Table 4.59**.

Table 4.59
Results of Analysis for Multicollinearity

Dependent variables	Independent variables	Tolerance	VIF
Cognitive image	Informational familiarity	0.585	1.708
	Experiential familiarity	0.492	2.033
	Motivation	0.663	1.509
	Cultural attachment	0.429	2.330
Affective image	Informational familiarity	0.553	1.809
	Experiential familiarity	0.485	2.061
	Motivation	0.619	1.617
	Cultural attachment	0.303	3.299
	Cognitive image	0.372	2.687
Conative image	Informational familiarity	0.532	1.881
	Experiential familiarity	0.480	2.085
	Motivation	0.604	1.656
	Cultural attachment	0.282	3.545
	Cognitive image	0.335	2.983
	Affective image	0.411	2.431

As can be seen from the data presented in the table above, the statistics for tolerance and VIF do not have any values that cross the boundaries required by the standard. Therefore, there is no multicollinearity in the variables of this study, and the data can be used for multiple regression analysis.

4.11.3 Multiple Regression Analysis

This subsection examines the direct effects of independent variables on dependent variables through the analysis of multiple regression, which is for testing the research hypotheses described in the previous chapters. When cognitive image is used as the dependent variable, four hypotheses related to it need to be tested, with informational familiarity, experiential familiarity, motivation, and cultural attachment as independent variables. These four hypotheses are reviewed below.

H1a: Informational familiarity significantly influences cognitive image of the international Chinese student.

H2a: Experiential familiarity significantly influences cognitive image of the international Chinese student.

H3a: Motivation significantly influences cognitive image of the international Chinese student.

H4a: Cultural attachment significantly influence cognitive image of international Chinese student.

This set of variable relationships is defined as model 1 in the multiple regression analysis, and its correlation model plot is shown in **Figure 4.8**.

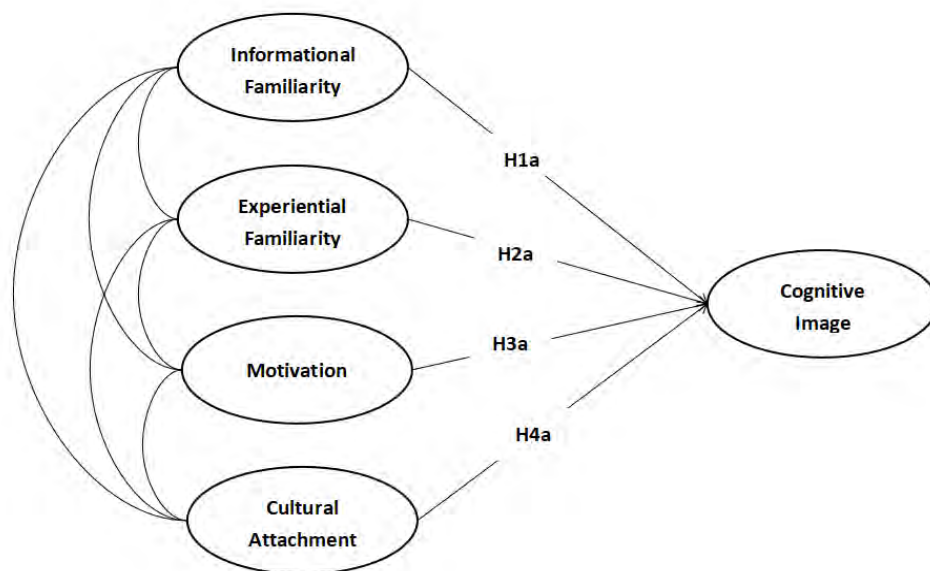


Figure 4.8: Structure plot for multiple regression model 1

Analysis of variance (ANOVA) was used to further determine the explanatory power of the independent variables on the dependent variable, thus ensuring the authenticity of the hypotheses. In ANOVA, the analysis decomposes the overall variance into within-group variance and between-group variance, and then determines whether there is a significant difference between the variable means by comparing the magnitude of between-group variance and within-group variance. ANOVA generates an F-statistic and a corresponding p-value. the F-value is used to measure the degree of difference between the between-group variance and the within-group variance, and the p-value is used to determine whether this difference is significant. If the p-value is less than a predetermined level of significance (usually 0.05), it can be concluded that there is a significant difference between the group means. The results of the ANOVA for model 1 are shown in **Table 4.60**.

Table 4.60
Results of ANOVA for Model 1

Model 1	Sum of Squares	df	Mean Square	F	Sig.	R
Regression	229.891	4	57.473	219.246	0.000	0.792
Residual	136.312	520	0.262			
Total	366.203	524				

As shown by the ANOVA of model 1, this set of variables was significant at $F = 219.246$, $p < 0.001$. This indicates that model 1 has sufficient explanatory capacity. The subsequent multiple regression analysis produced results with high reliability. The results of the multiple regression analysis of model 1 with detailed data are shown in **Table 4.61**.

Table 4.61
Results of Multiple Regression Analysis for Model 1

Model 1		Unstandardized Coefficient		Standardized Coefficient	t	p	R ²
DV	IV	B	Std. Error	β			
COG	Constant	0.440	0.187		2.351	0.019	0.628
	IF	0.212	0.038	0.194	5.540	0.000	
	EF	-0.076	0.029	-0.102	-2.673	0.008	
	MO	0.182	0.030	0.200	6.086	0.000	
	CA	0.623	0.042	0.600	14.700	0.000	

Regression Equation: $COG = 0.440 + 0.212IF - 0.076EF + 0.182MO + 0.623CA$

The resultant data from multiple regression model 1 demonstrated that the independent variables informational familiarity, experiential familiarity, motivation, and cultural attachment explained approximately 62.8% of the variance in dependent variable cognitive image ($R^2 = 0.628$, $p < 0.001$). Specifically, there were significant positive relationships between informational familiarity ($B = 0.212$, $t = 5.540$, $p < 0.001$), motivation ($B = 0.182$, $t = 6.086$, $p < 0.001$), and cultural attachment ($B = 0.623$, $t = 14.700$, $p < 0.001$) on cognitive image. This suggests that international Chinese students from ASEAN are able to learn about cultural tourism in Guangxi through a variety of information, and that they can form positive cognitive images of cultural tourism in Guangxi when they are motivated to travel in Guangxi as well as have cultural attachments to Guangxi. It is worth noting that the unstandardized coefficient of cultural attachment is the highest among the independent variables, reaching 0.632, which indicates that the cultural attachment of these international students has the greatest influence on their perception of cultural tourism in Guangxi.

On the other hand, experiential familiarity ($B = -0.076$, $t = -2.673$, $p < 0.01$) displayed

a significant negative relationship with cognitive image. Lower scores of experiential familiarity would likely lead to a better formed cognitive image. Under the combined influence of other factors such as informational familiarity, motivation, and cultural attachment, the ASEAN Chinese students who lack travel experience probably instead have a more positive effect on the perception of Guangxi. Further regression path analysis of model 1, as suggested by Bojarian, Asadi-Gharneh and Golabadi (2019), enables the results to be output more intuitively. As presented in **Figure 4.9**.

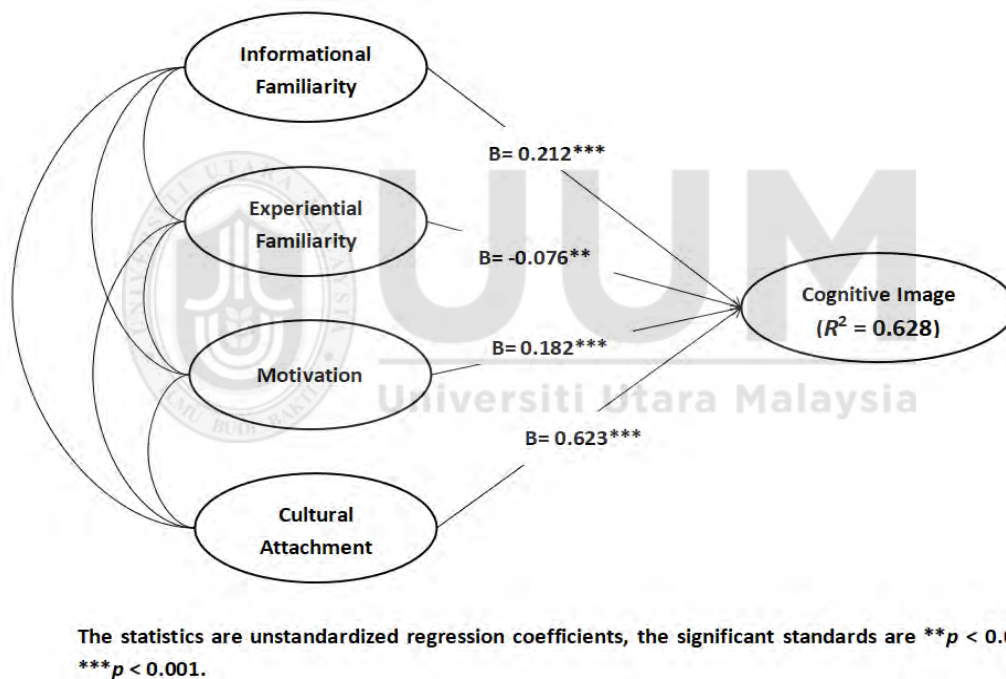


Figure 4.9: Results of path analysis for model 1

The independent variables of multiple regression model 2 were informational familiarity, experiential familiarity, motivation, cultural attachment, and increased cognitive image. The dependent variable was affective image. A total of five previous hypotheses are addressed in model 2, reviewed below:

H1b: Informational familiarity significantly influences affective image of the international Chinese student.

H2b: Experiential familiarity significantly influences affective image of the international Chinese student.

H3b: Motivation significantly influences affective image of the international Chinese student.

H4b: Cultural attachment significantly influence affective image of international Chinese student.

H5: The cognitive image significantly influences affective image towards cultural tourism destination.

This set of variable relationships is defined as model 2 in the multiple regression analysis, and its correlation model plot is shown in **Figure 4.10**.

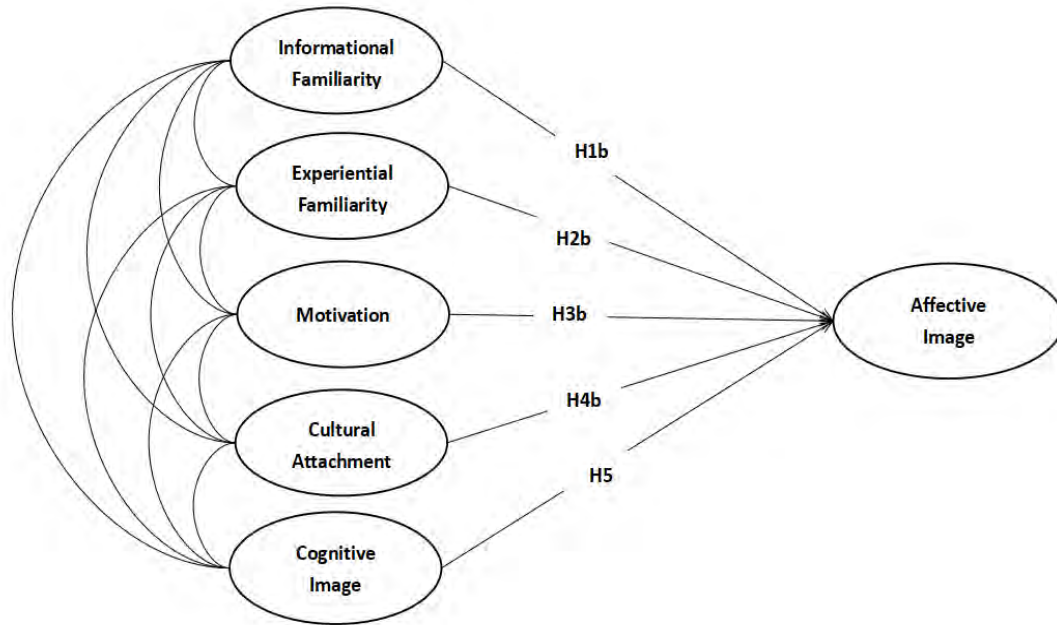


Figure 4.10: Structure plot for multiple regression model 2

As the same as model 1, the explanatory capacity of model 2 continues to be observed here using ANOVA. The results are presented in **Table 4.62**.

Table 4.62

Results of ANOVA for Model 2

Model 2	Sum of Squares	df	Mean Square	F	Sig.	R
Regression	175.34	5	35.068	148.538	0.000	0.767
Residual	122.529	519	0.236			
Total	297.87	524				

The ANOVA results for model 2 showed that this set of variables was significant at $F = 148.538$, $p < 0.001$. This indicates that model 2 has sufficient explanatory capacity as well. The subsequent multiple regression analysis produced results with high reliability. **Table 4.63** demonstrates in detail the results of the multiple regression analysis on model 2.

Table 4.63
Results of Multiple Regression Analysis for Model 2

Model 2		Unstandardized Coefficient		Standardized Coefficient	t	p	R ²
DV	IV	B	Std. Error	β			
AFF	(Constant)	1.339	0.178		7.501	0.000	0.589
	IF	0.170	0.037	0.172	4.541	0.000	
	EF	-0.067	0.027	-0.099	-2.449	0.015	
	MO	0.105	0.029	0.127	3.552	0.000	
	CA	0.298	0.048	0.319	6.230	0.000	
	COG	0.315	0.042	0.349	7.572	0.000	

Regression Equation: $AFF = 1.339 + 0.170IF - 0.067EF + 0.105MO + 0.298CA + 0.315COG$

The detailed result data of multiple regression model 2 indicated that the independent variables including informational familiarity, experiential familiarity, motivation, cultural attachment, and cognitive image explained approximately 58.9% of the variance in dependent variable affective image ($R^2 = 0.589$, $p < 0.001$). Among them, informational familiarity ($B = 0.170$, $t = 4.541$, $p < 0.001$), motivation ($B = 0.105$, $t = 3.552$, $p < 0.001$), cultural attachment ($B = 0.298$, $t = 6.230$, $p < 0.001$), and cognitive image ($B = 0.315$, $t = 7.572$, $p < 0.001$) had significant positive effects on affective image. This means that under the comprehensive influence of external factors information, motivation, cultural attachment, and internal factor cognitive image, Chinese students from ASEAN tend to develop cordial affective images of cultural tourism in Guangxi.

On the contrary, experiential familiarity ($B = -0.067$, $t = -2.449$, $p < 0.05$) once again reflected a significant negative effect on affective image. Lower scores of experiential familiarity would likely lead to a better formed affective image. Under the joint influence with the external factors of informational familiarity, motivation, cultural

attachment, and the internal factor of perceived image, cognitive image, Chinese students from ASEAN who have less travel experience are likely to have a better affection for cultural tourism in Guangxi instead. Further regression path analysis of model 2 is presented in **Figure 4.11**.

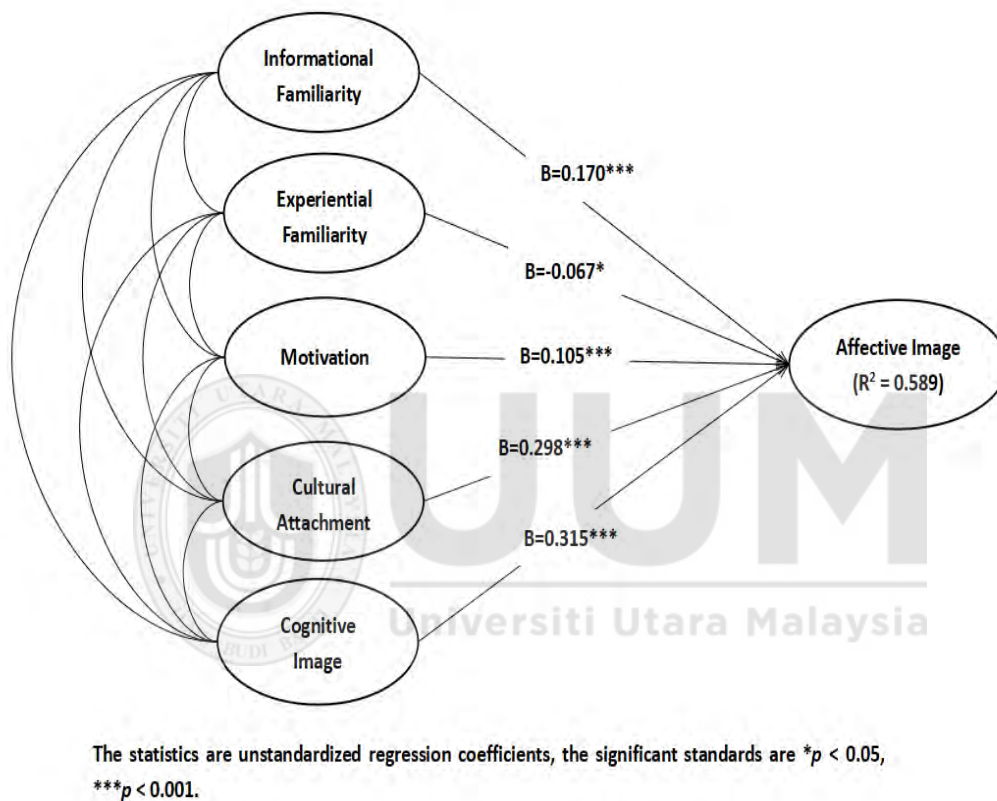


Figure 4.11: Results of path analysis for model 2

With conative image as the dependent variable, the independent variables need to be analyzed include the four external influences of informational familiarity, experiential familiarity, motivation, and cultural attachment, with the two internal influences of perceived image, cognitive image and affective image. A total of six previous hypotheses are addressed in these variable relationships, reviewed below:

H1c: Informational familiarity significantly influences conative image of the international Chinese student.

H2c: Experiential familiarity significantly influences conative image of the international Chinese student.

H3c: Motivation significantly influences conative image of the international Chinese student.

H4c: Cultural attachment significantly influence conative image of international Chinese student.

H6: The cognitive image significantly influences conative image towards cultural tourism destination.

H7: The affective image significantly influences conative image towards cultural tourism destination.

The relationship between the independent and dependent variables was defined as model 3 in the multiple regression analysis, and its relevant model graph is illustrated in **Figure 4.12**.

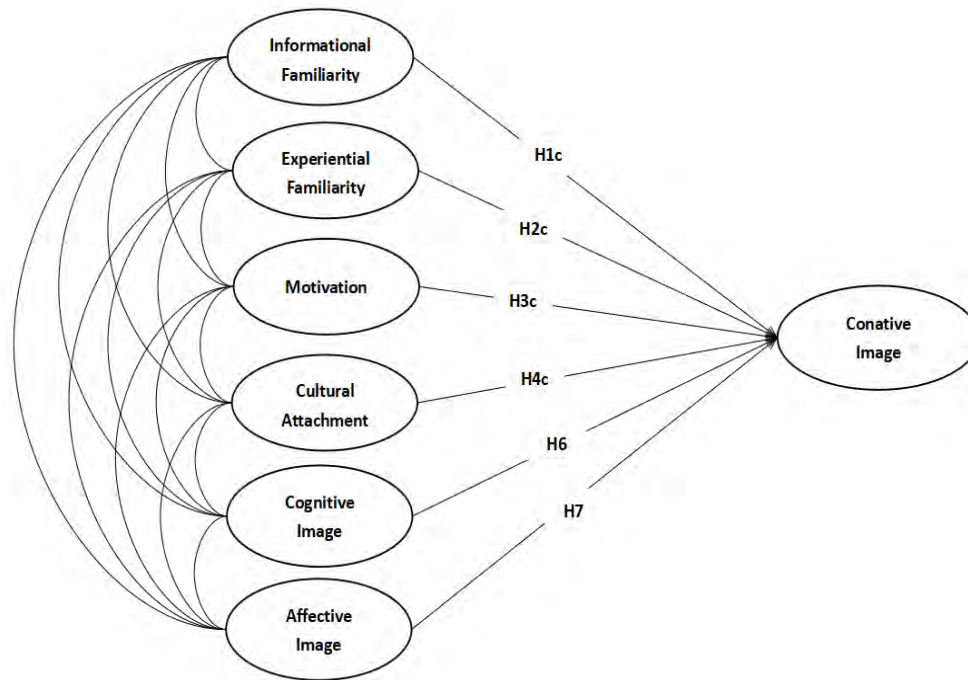


Figure 4.12: Structure plot for multiple regression model 3

As the same as previous models, the explanatory capacity of model 3 continues to be observed here using ANOVA. The results are presented in **Table 4.64**.

Table 4.64
Results of ANOVA for Model 3

Model 3	Sum of Squares	df	Mean Square	F	Sig.	R
Regression	247.308	6	41.218	195.635	0.000	0.833
Residual	109.137	518	0.211			
Total	356.445	524				

The ANOVA results for model 3 revealed that the significance of this cluster of variables was at $F = 195.635$, $p < 0.001$. This demonstrates that the explanatory capacity of model 3 qualifies for the analysis. The multiple regression analysis that yielded results with a high level of credibility. The detailed results of the multiple regression analysis of model 3 are illustrated in **Table 4.65**.

Table 4.65
Results of Multiple Regression Analysis for Model 3

Model 3		Unstandardized Coefficient		Standardized Coefficient	t	p	R ²
DV	IV	B	Std. Error	β			
CON	(Constant)	0.243	0.178		1.372	0.171	0.694
	IF	0.110	0.036	0.102	3.052	0.002	
	EF	0.063	0.026	0.085	2.424	0.016	
	MO	-0.028	0.028	-0.031	-1.000	0.318	
	CA	0.263	0.047	0.257	5.620	0.000	
	COG	0.174	0.041	0.177	4.203	0.000	
	AFF	0.406	0.041	0.372	9.802	0.000	

Regression Equation:

$$\text{CON} = 0.243 + 0.110\text{IF} + 0.063\text{EF} - 0.028\text{MO} + 0.263\text{CA} + 0.174\text{COG} + 0.406\text{AFF}$$

Detailed data analysis results indicated that, when informational familiarity, experiential familiarity, motivation, cultural attachment, cognitive image, and affective image used as independent variables, which explained approximately 69.4% variance for the dependent variable conative image ($R^2 = 0.694$, $p < 0.001$) in the multiple regression analysis of model 3.

In this set of model data, the analysis of constants was not significant ($p = 0.171$). In multiple regression analysis, the constant indicates the average expected value of the dependent variable when all independent variables are taken to be zero, But in this study, the variable 0 does not exist because the range of values of the Likert scale is 1-7, so the fact that the insignificant constant has no specific meaning here. An insignificant constant does not mean that the coefficient estimates of the other independent variables in the regression model are invalid or non-significant (Martins, 2017). In general, non-significant constants are often caused by outliers as well as multicollinearity. If the outlier samples are not rigorously eliminated prior to

performing the multiple regression analysis, or if the covariance test is not performed for the variables, then the results of the analysis may be subject to inaccuracies. However, this study has rigorously excluded outlier samples and performed detailed multiple covariance analysis for all variables before performing multiple regression analysis, which can show that insignificant constants do not affect the conclusion of multiple linear relationships between variables.

On the other hand, in the case of more independent variables, the role of constant tends to be weakened because the independent variables have greater explanatory power for the dependent variable. Therefore, the insignificance of the data for the constants in model 3 did not affect the validity and reliability of the other analysis results.

Among the other results, informational familiarity ($B = 0.110$, $t = 3.052$, $p < 0.01$), experiential familiarity ($B = 0.063$, $t = 2.424$, $p < 0.05$), cultural attachment ($B = 0.263$, $t = 5.620$, $p < 0.001$), cognitive image ($B = 0.174$, $t = 4.203$, $p < 0.001$), and affective image ($B = 0.406$, $t = 9.802$, $p < 0.001$) had significant positive influences on conative image. This indicates that under the combined influence of the external factors information, experience and cultural attachment, with the internal factors cognitive image and affective image, Chinese students from ASEAN tend to form a well-intentioned conative image of cultural tourism in Guangxi.

However, one variable appeared to be insignificant in model 3. Motivation ($B =$

-0.028, $t = -1.000$, $p = 0.318$) far crosses the lowest bound of analytical significance ($p < 0.05$). This suggests that motivation does not form an influential role on the conative image in the context of other relevant factors. Chinese students from ASEAN are not driven by motivation that could create further conative behavior towards cultural tourism of Guangxi. Further regression path analysis of model 3 is presented in **Figure 4.13**.

Integrating models 1, 2, and 3, the path analysis involving the complete multiple regression of the entire research framework is demonstrated in **Figure 4.14**.

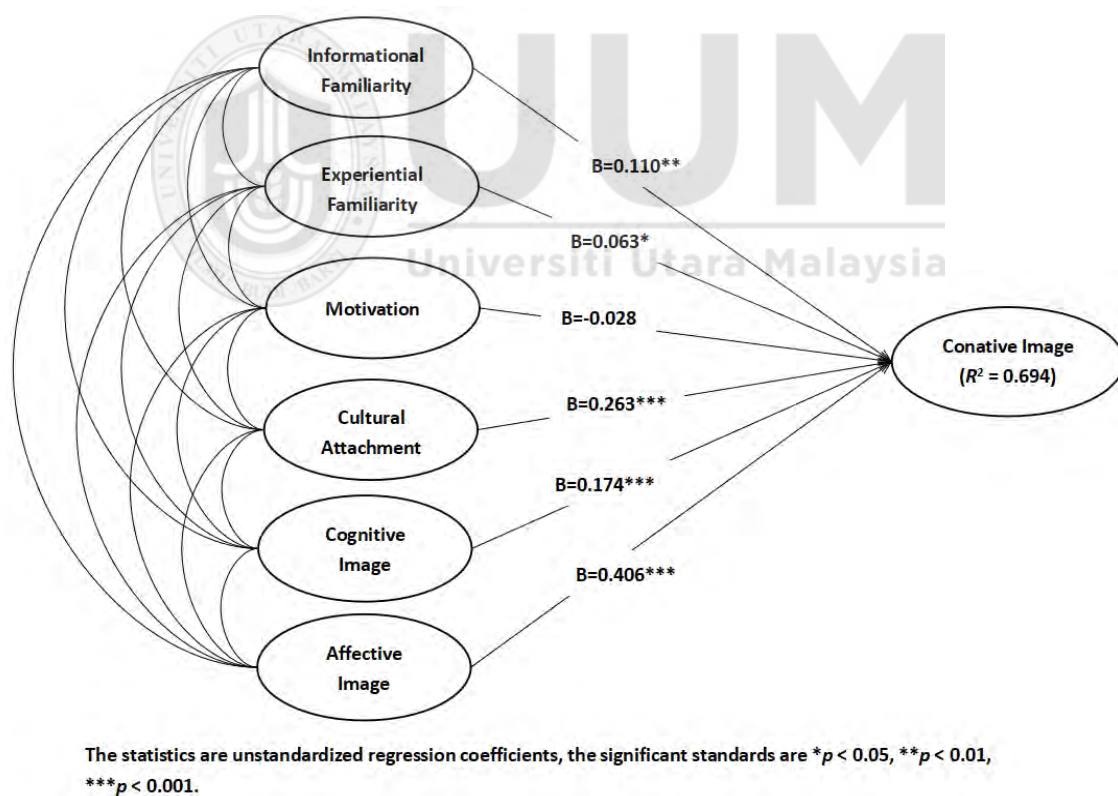


Figure 4.13: Results of path analysis for model 3

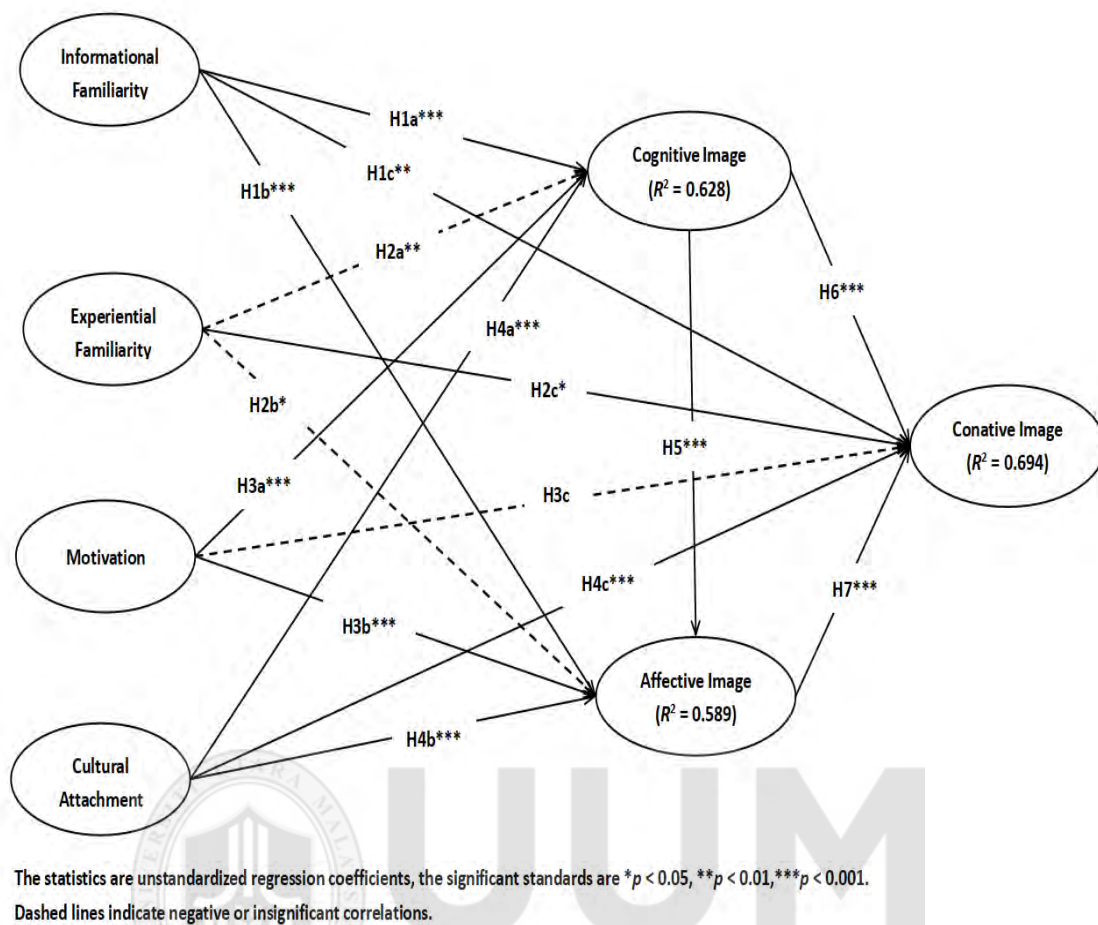


Figure 4.14: Results of hypotheses testing

4.11 Summary

In a nutshell, chapter 4 is the core of this study, which presents the findings of the quantitative analysis in detail. After the pilot test, 583 questionnaires were returned according to the sampling procedure, of which 525 validated questionnaires were used in the formal analysis. Factor analysis was used to delete the items that did not meet the criteria and reliability and validity analyses were conducted to ensure a stable structure of the measurement instrument. Finally, the previously proposed hypotheses were tested using multiple regression analysis. The results of the study satisfy the

demands of the study objectives and would be discussed specifically in the next chapter.



CHAPTER FIVE

DISCUSSION

5.1 Introduction

The analysis and results of this study have been illustrated detailedly in the preceding chapter. This chapter would discuss the results of this study more specifically in light of the findings based on the quantitative analysis. The findings of the study were first summarized to determine the extent to which the hypotheses were tested. The results are then inspected against the research questions for the achievement of the objectives. After further concluding the contributions of this study, suggestions are also made for future related research. Meanwhile, the limitations of this study were specified. Finally, a retrospective summary of the whole study is presented.

5.2 Recapitulation of the Study's Findings

The origin of this study is to help Guangxi as a cultural tourism destination to achieve strategic market advantages in image promotion. Guangxi has a long history and rich cultural heritage, such as the landscape and idyllic paintings of the Li River, the Dong culture of the Sanjiang Dong Autonomous County, and the folk culture of the Longji Terraced Fields, etc. These cultural heritages provide tourists with the opportunity to gain an in-depth understanding of China's history and culture.

Guangxi and ASEAN countries have close links and commonalities in history and culture, such as common folk culture and historical origins. This cultural connection can promote ASEAN tourists' interest in and recognition of Guangxi culture. Therefore, ASEAN is an important source market for cultural tourism in Guangxi. As a large number of ASEAN students enter Guangxi to study, this gives the Guangxi government new ideas for exporting its image of culture and tourism towards ASEAN. This study can support the understanding of the perceived image of cultural tourism in Guangxi by Chinese students from ASEAN countries at both academic and practical levels.

The main purpose of this study is to construct a framework for the composition of perceived images that includes both external influences and internal factors. The role of this framework is to analyze the interrelationship between the four external factor variables (informational familiarity, experiential familiarity, motivation, and cultural attachment), and the three internal composition elements (cognitive image, affective image, and conative image) of perceived image. Importantly, cognitive image and affective image were examined both as dependent variables and as independent variables along with other external factors to explore the possible effects. Whereas, cultural attachment was incorporated as a new dimension in the study of perceived images.

The study analyzed the responses of 525 international Chinese students from ASEAN who have study experiences in Guangxi. In overall, the majority of respondents

generated a certain extent of perceived image regarding cultural tourism in Guangxi. After factor analysis to examine the validity structure of the variable items, 8 items of informational familiarity, 5 items of experiential familiarity, 4 items of motivation, 8 items of cultural attachment, 4 items of cognitive image, 4 items of affective image, and 5 items of conative image were retained. All variables passed the Cronbach's alpha dominated reliability test with a minimum criterion of coefficient greater than 0.6 (Hair, 2011).

The multiple regression analysis outputs the final analysis results. The variances of 62.8%, 58.9%, and 68.4% were explained when cognitive image, affective image, and conative image were used as dependent variables, respectively. The results revealed a mixed effect of variables. Among these, when analyzing the effects on cognitive images, informational familiarity, motivation, and cultural attachment all had positive effects, except for experiential familiarity, which produced a negative correlation. A similar situation arises in the analysis of the effect on emotional images, where experiential familiarity again yielded a negative effect. While cognitive image as a dependent variable had a positive effect together with the other three variables. When testing the dependent variable intentional image, all five variables had positive effects, except for motivation, which had no significant effect.

5.3 Discussion of the Findings against Research Questions

The discussion of research findings are based upon the research questions which in turn reflect the research objectives, The research questions of this study are reviewed

below:

(1) How do informational familiarity, experiential familiarity, motivation, and cultural attachment influence cognitive image of cultural tourism in Guangxi via multiple regression analysis?

(2) How do informational familiarity, experiential familiarity, motivation, cultural attachment, and cognitive image influence affective image of cultural tourism in Guangxi via multiple regression analysis?

(3) How do informational familiarity, experiential familiarity, motivation, cultural attachment, cognitive image, and affective image influence conative image of cultural tourism in Guangxi via multiple regression analysis?

In order to contrast and more effectively answer these research questions from the perspective of the quantitative analysis results, the main results of the hypothesis testing are summarized below in **Table 5.1**. These results were derived from multiple regression analysis with the research model complying with the criteria of the validity and reliability testings.

Table 5.1
Summary of Main Results from Hypotheses Testing

Hypotheses	Descriptions	Results
H1	Informational familiarity significantly influences the international Chinese student's perceived image towards Guangxi's Cultural Tourism.	Supported
H1a	Informational familiarity significantly influences cognitive image of the international Chinese student.	Supported

H1b	Informational familiarity significantly influences affective image of the international Chinese student.	Supported
H1c	Informational familiarity significantly influences conative image of the international Chinese student.	Supported
H2	Experiential familiarity significantly influences the international Chinese student's perceived image towards Guangxi's Cultural Tourism.	Supported
H2a	Experiential familiarity significantly influences cognitive image of the international Chinese student.	Supported
H2b	Experiential familiarity significantly influences affective image of the international Chinese student.	Supported
H2c	Experiential familiarity significantly influences conative image of the international Chinese student.	Supported
H3	Motivation significantly influences the international Chinese student's perceived image towards Guangxi's Cultural Tourism.	Partially supported
H3a	Motivation significantly influences cognitive image of the international Chinese student.	Supported
H3b	Motivation significantly influences affective image of the international Chinese student.	Supported
H3c	Motivation significantly influences conative image of the international Chinese student.	Not supported
H4	Cultural attachment significantly influences the international Chinese student's perceived image towards Guangxi's Cultural Tourism.	Supported
H4a	Cultural attachment significantly influence cognitive image of international Chinese student.	Supported
H4b	Cultural attachment significantly influence affective image of international Chinese student.	Supported
H4c	Cultural attachment significantly influence conative image of international Chinese student.	Supported
H5	The cognitive image significantly influences affective image towards cultural tourism destination.	Supported
H6	The cognitive image significantly influences conative image towards cultural tourism destination.	Supported
H7	The affective image significantly influences conative image towards cultural tourism destination.	Supported

Research Question 1: How do informational familiarity, experiential familiarity, motivation, and cultural attachment influence cognitive image of cultural

tourism in Guangxi via multiple regression analysis?

Understanding the relationships between informational familiarity, experiential familiarity, motivation, and cultural attachment to cognitive image relies on the findings of multiple regression analyses. This type of analysis is effective in demonstrating a variety of factors. The analysis strictly follows the standards of quantitative research, and discusses the model construction, measurement instrument design, questionnaire collection, and reliability analysis of the model with sufficient logic. Therefore, the results of the analysis are recognized.

Research question 1 focused on measuring the role of four external factors discussed previously in the literature on cognitive image (Santana & Gosling, 2018; Beerli & Martin, 2019), where cognitive image is the first dimension used in the CAC model to explain the internal composition of the perceived image according to Agapito et al. (2013). Therefore, to analyze the four external factors related to the cognitive image can be understood at the cognitive level of the composition of perceived image.

In all of them, in multiple regression model 1, informational familiarity positively affects cognitive image. The unstandardized coefficient of information familiarity on cognitive image was 0.212 at the significance criterion of $p < 0.001$. Therefore, hypothesis H1a was fully supported. This is consistent with some previous studies (Seo et al. 2013; Kim et al. 2019; Kesgin, Murthy & Pohland, 2019). In all of these studies, informational familiarity was shown to be positively related to cognitive

image. These studies explain that tourists can rely on multiple information channels to obtain basic information about the destination. When the degree of information acquired by tourists is higher, the deeper cognitive image they produce.

Guangxi itself has rich cultural and tourism resources and has made considerable investment in tourism infrastructure. In the dimension of dominant cognitive image composition, both cultural tourism-oriented natural and humanistic tourism environments are equally important. Broadening the channels of information dissemination so that travelers can learn more about the various knowledge of cultural tourism in Guangxi is the importance of informational familiarity. Hypothesis H1a re-emphasizes the logical relationship between information familiarity and cognitive image, which will also guide how Guangxi can further utilize international Chinese students from ASEAN to deliver information related to Guangxi's cultural tourism.

In contrast, although experiential familiarity likewise significantly influenced cognitive image in model 1, the effect of experiential familiarity was negatively correlated with cognitive image. The unstandardized correlation coefficients and significance were $B = -0.076$, $p < 0.01$, hypotheses H2a was confirmed. Previous research on perceived images has not been strictly unified, and the literature review paper by Kislali, Kavartzis and Saren (2016) in a correlation analysis addressing experiential familiarity and cognitive image, discusses the influences of positive and negative correlations regarding these two variables that coexist in different studies. The findings of this study could not resolve this disagreement, but could still analyze

the possibility of this negative correlation to some extent.

One possible explanation for the negative effect of experiential familiarity on cognitive images is the occurrence of cognitive laziness (Tan, & Wu, 2016). Familiar destinations can reduce people's willingness and incentives to acquire and process new recognize (Tan, 2017). Specifically for this study, since the respondents, as international students with living and studying experience in Guangxi, they may believe that they already know enough about the destination and no further cognitive effort is needed. This cognitive laziness may result in their image of the destination remaining relatively unchanged or lacking in depth. Even because of getting some bad experiences similar to locals, international students rather create negative cognitive images. In order to solve the above contradictions, cultural tourism in Guangxi should focus on improving its own quality and utilize more activities to create new cultural attractions for international students. This can solidify their knowledge of cultural tourism in Guangxi.

The results of the analysis showed that motivation had a positive effect on cognitive image. The correlation coefficient was 0.182 ($p < 0.001$). Therefore, hypothesis H3a was also confirmed, which supports the view of some previous studies (Li et al., 2010; Pahlavan & Lubart, 2007). Tourism motivation opportunities affect tourists' perceived preferences and expectations of a destination. Different tourism motivations can lead tourists to pay different attention to and value destination characteristics, thus affecting their perceived image of the destination (Nicoletta & Servidio, 2012). This

means that motivating tourists to travel the destination for experiencing tourism culture is also an effective way to enhance the cognitive image of the destination by tourists. In the long run, Guangxi's target market is ASEAN Chinese tourists, so serving international Chinese students from ASEAN can make Guangxi's cultural tourism widely publicized, thus stimulating the travel motivation of potential tourist sources.

Cultural attachment was applied as a novel variable in the study of perceived images and the results were impressive. In the multiple regression analysis model 1, the hypothesis H4a with cultural attachment as the independent variable was fully confirmed. In it, cultural attachment had a positive effect on perceived image at a significant condition of $p < 0.001$. The unstandardized correlation coefficient reached an astonishing 0.623. This reflects the very high explanatory power of cultural attachment on cognitive image. From an academic point of view, the introduction of this new variable to the study of cognitive image has sufficient theoretical significance.

The results of the effect of cultural attachment on cognitive image confirm the arguments of some previous studies. Cultural attachment enhances an individual's identification with a specific culture. Individuals give higher attention and cognitive concentration to elements and features of a tourist destination that are related to their cultural background (Liang et al., 2019). Cultural attachment affects tourists' understanding and interpretation of the destination's cultural values, beliefs and

practices, which in turn affects their perceived image of the destination (Hossain and Lamb, 2020).

Cultural attachment is constantly being formed in cross-cultural adaptation (Hong et al, 2013). However, it is essentially inseparable from a sense of cultural identity. Specifically for this study, although international Chinese students from ASEAN have a strong connection to Chinese culture in terms of their ethnic background. However, since they are foreigners altogether, with the long period of cultural integration, they have developed new living practices in their home countries. Then these students have to go through the same process of cross-cultural adaptation when they live in Guangxi and experience the local tourist culture. In facilitating them through these processes, Guangxi's tourism practitioners can better utilize their service capabilities, enabling international students to better integrate into local culture and customs.

Based on the above discussion, the objectives dominated by the research question 1 have also had corresponding results. Among them, as the respondents of this study, the composition of the cognitive image of Guangxi's cultural tourism among international Chinese students from ASEAN was confirmed to be influenced by all four external factors. The dimension of experiential familiarity was the only one of them that produced a negative correlation effect.

Research Question 2: How do informational familiarity, experiential familiarity, motivation, cultural attachment, and cognitive image influence affective image of

cultural tourism in Guangxi via multiple regression analysis?

An important pre-requisite for the architecture of model 2 is the affirmation of the role of the external four elements in conjunction with the cognitive image on the affective image. This is due to the fact that perceived images are dynamically constructed processes and the formation of affective image varies with cognitive alterations. Therefore, another focus of Research Question 2 was to incorporate the exploration of relationships within the perceived images in the multiple regression analysis. This is based on the three-factor theory of the internal constituents of a perceptual image proposed by Gartner (1993) and the cognitive-emotional-associative (CAC) model proposed by Agapito et al. (2013). It is worth noting that this interrelationship occurs in conjunction with the other external factors being discussed.

In this case, informational familiarity once again positively affects affective image in the multiple regression analysis model 2. The unstandardized coefficient was 0.170 with a significant criterion of $p < 0.001$. Therefore, hypothesis H1b was completely supported.

Informational familiarity can influence tourists' expectations. When tourists have less information about the destination, they may have higher expectations, but when there is a large gap between the actual experience and the expectations, this may lead to disappointment or negative emotions. Conversely, if tourists have more information and knowledge about the destination, they may have more realistic expectations of

what the destination will actually be like, reducing possible disappointment (Kim et al., 2019).

Cultural tourism in Guangxi needs to emphasize the role of information familiarity in enhancing the emotional connection between travelers and destinations when trying to influence the affective image of international Chinese students. When tourists are more familiar with information about the history, culture, and customs of a destination, they are more likely to empathize and emotionally identify with the destination, which may lead to a more positive and responsive affective image (Murthy & Pohland, 2019). Therefore, the manner in which messages are delivered in cultural destination marketing and communication is critical in shaping the emotional experiences and attitudes of tourists.

In model 2, although hypothesis H2b is supported, experiential familiarity once again produced a negative correlation effect. The unstandardized correlation coefficient and significance were $B = -0.067$ and $p < 0.05$, respectively. The negative effect of experiential familiarity on affective images, according to Ha and Perks (2005), is probably due to emotional adaptation. Tourists tend to have stronger emotional reactions to what is new and exciting. However, over time and with experience, the emotional response to the same destination may gradually diminish (Berman & Knight, 2014). This is because people gradually adapt to the emotional stimuli brought by the destination, so that the emotions triggered by the stimuli no longer have the same intensity and novelty. Thus, experiential familiarity may lead to

emotional adaptation that attenuates the response to the affective image of the destination.

Motivation was shown to have a positive effects on affective image in the analysis results. The correlation coefficients was 0.105 ($p < 0.001$). Therefore, the hypotheses H3b was confirmed. Travel motivation can stimulate affective experiences and emotional responses to destinations. This also drives them to produce particular affective images (Pahlavan & Lubart, 2007). This study reconfirms the above viewpoint. Guangxi, as a cultural tourism destination, needs to study and understand the motivations of tourists from a marketing perspective, such as cultural exploration, historical tracing, and learning experience. In response to different motivations, destinations may develop different positioning and marketing strategies to attract specific types of tourists. This helps to ensure that tourists have a more positive affection of the cultural tourism destination.

Cultural attachment had positive effects as well on affective image in the significant condition of $p < 0.001$. The unstandardized correlation coefficients was 0.298. Cultural attachment is closely related to affective connections, where individuals develop a strong emotional identification with their own cultural identity and cultural background (Hong et al, 2013). When individuals engage in tourism activities and destinations related to their own culture, they may experience emotional satisfaction, a sense of belonging, and a sense of closeness. Cultural attachment enables individuals to more easily empathize and emotionally connect with the cultural

elements of a destination, thus influencing their affective image of the destination (Liang et al., 2019, Hong et al, 2013). Hypothesis H4b was confirmed to re-emphasize the above point that the image promotion of Guangxi's cultural tourism also needs to focus further on the role of cultural attachment on tourists in terms of emotions.

In the validation of multiple regression analysis, when cognitive image was used as an internal influence on perceived image, it positively affected the dependent variable affective image. The significance criterion is $p < 0.001$ and the unstandardized coefficient is 0.315. Therefore, hypothesis H5 was fully confirmed.

These results support some of the previous arguments. Cognitive images are cognitive representations of destinations based on individuals' perceptions, cognition, and information processing of the destination. When individuals have certain cognitive images of a destination, these cognitive representations influence their assessment of and attitudes toward the destination (Michael, James & Michael, 2018). According to the cognitive-affective theory in psychology, people's cognitive assessment of a particular destination directly affects their emotional responses (Agapito et al., 2013). Thus, tourists' cognitive images of destinations would directly or indirectly shape their affective images of destinations.

These results likewise inform Guangxi as a cultural tourism destination. Due to the educational properties of the respondents, destinations should provide educational experiences and explanations to convey knowledge and information to tourists

through lectures, exhibitions, and guided tours to enhance their understanding of the culture and history of the destination, thus reinforcing the effect of cognition on emotions (Lane et al., 2014).

On the basis of the above deliberation, the purpose of the study addressed by research question 2 was also fully tested. The composition of affective image is influenced by a combination of internal and external factors, and the related hypotheses were all supported.

Research Question 3: How do informational familiarity, experiential familiarity, motivation, cultural attachment, cognitive image, and affective image influence conative image of cultural tourism in Guangxi via multiple regression analysis?

In multiple regression model 3, conative image was fully analyzed as the final dependent variable. It is not only constrained by the four external influences, but also jointly influenced by the two important dimensions of perceived image, cognitive image and affective image.

Firstly in this model, informational familiarity again plays a positively influential role. With a significance criterion of $p < 0.001$, the unstandardized coefficients of informational familiarity on conative image was 0.110. Moreover, in the analysis with conative image, the coefficient value for experiential familiarity is 0.063 ($p < 0.05$), which is a positive correlation result. These two findings confirm hypotheses H1c and H2c.

The positive effect of experiential familiarity on conative image is in line with expectations and supports the findings of alternative studies (Woosnam, Styliadis & Ivkov, 2020; Casali, Liu, Presenza & Moyle, 2020). Experiential familiarity predisposes people to provide more specific and accurate reviews and recommendations, sharing their actual experiences in that destination. In addition, some travelers tend to prefer familiar destinations because they believe they can have a favorable experience and satisfaction there (Gallarza et al., 2002). This sense of reliability and trust can enhance the behavioral conative image of a destination, prompting a greater tendency to recommend that destination.

However, there are still some studies that have been conducted with opposite conclusions according to a literature review by Yilmaz and Yilmaz (2020). The possibility that such different viewpoints emerge lies in the fact that in the actual research process, different effects may occur for different groups of respondents and in different study sites. Although different effects were generated, the model construction for experiential familiarity still has considerable value, which can continue to provide some corresponding references for subsequent studies.

Cultural tourism destinations value informational familiarity and experiential familiarity as important influences on tourists' conative image. These factors can directly influence tourists' behaviors, attitudes, and intentions, thus shaping their behavioral intentions. For Guangxi, informational familiarity affects the decision support of tourists choosing to travel toward Guangxi. When tourists have more

information familiarity with Guangxi, they are at greater likelihood to support and choose to revisit Guangxi. On the other hand, positive experiential familiarity contributes to positive word-of-mouth. Utilizing international Chinese students from ASEAN to share their positive experiences in social media and verbal communication will likely attract more ASEAN Chinese to experience cultural tourism in Guangxi.

However, in correlation analysis between motivation and conative image, a non-significant situation emerged ($B = -0.028$, $p = 0.318$), which means that hypothesis H3c was not confirmed. In some previous studies, similar results have occurred (Lane, Stynes & O'Donoghue, 2014; Kislali et al., 2020). One possible reason is that, travel motivation often has a driving effect on pre-travel decisions (Bodur & Yavas, 1988). Whilst the conative image is usually arising during or after the tourism activity (Pahlavan & Lubart, 2007). Specifically for this study, since the respondents were international students with long-term experience living and studying at the destination, their behavioral intentions may have been considered by more factors, and it is understandable that the role of motivation was not obvious. Thus, even though H3 was only partially supported, the study findings are still informative.

The findings obtained for cultural attachment as a novel variable applied to the study of perceived images are impressive. In the multiple regression analysis, the three hypotheses H4a, H4b, and H4c involving cultural attachment as an independent variable were fully confirmed. Among them, cultural attachment had positive effects on cognitive image, affective image, and conative image in the significant condition

of $p < 0.001$. The unstandardized correlation coefficients are 0.623, 0.298, and 0.263, respectively. With this high level of explanatory power, H4 was also fully confirmed.

Cultural attachments are constantly being formed in cross-cultural adaptation (Hong et al, 2013). However, it is essentially inseparable from a sense of cultural identity. Cultural attachment gives individuals a stronger sense of values and identification with a particular culture. These values and identifications may be related to behavioral intentions, as individuals tend to demonstrate and support the culture to which they are attached in their behavior. Cultural attachment can shape individuals' behavioral intentions, making them more inclined to choose destinations and experiences that are culturally relevant to their own culture (Hossain and Lamb 2020). This becomes the basis of the conative images that constitutes by the tourists.

Cultural attachment implies that international Chinese students from ASEAN have a deep sentimental connection to the culture of Guangxi. This sentimental connection can prompt tourists to positively identify themselves with the cultural tourist sites in Guangxi and enhance their sense of attachment to Guangxi. Therefore, cultural tourism destinations in Guangxi need to stimulate tourists' feelings of cultural attachment through the dissemination of local culture, history, and folklore, so that tourists can produce a sense of identification with Guangxi's culture, thus enhancing their behavioral intentions towards Guangxi.

Cognitive image likewise positively affects the conative image, accompanied by unstandardized coefficients of 0.174, and the significance criterion was $p < 0.001$. Therefore, the hypotheses H6 was sufficiently confirmed. Cognitive representations include individuals' perceptions of the characteristics, attributes, features, and advantages of a destination (Li, Xu, Song & He, 2020). When individuals have certain cognitive images of destinations, these cognitive representations provide the information and knowledge base that influences their behavioral intentions toward the destination. Therefore, tourists form conative images toward destinations by assessing and interpreting cognitive images.

On the other hand, research question 3 focused on measuring the rest part of the internal constituents of the perceived image under CAC model. When affective image was used as the independent variable, it yielded a significant positive correlation on the dependent variable conative image ($B = 0.406, p < 0.001$). Significant effect is of the highest order and the explanatory power dominates distinctly when acting in conjunction with other independent variables. Therefore, hypothesis H7 was adequately proved. It shows that ASEAN Chinese international students, as respondents, are sufficiently encouraged by their emotions towards Guangxi to have the intention to promote Guangxi's cultural tourism.

This is also consistent with the findings of some previous studies (Michael et al., 2018; Agapito et al., 2013). Emotions perform an important role in decision-making and behavioral processes (Schwarz, 2000). Affective images are formed based on the

emotional reactions and experiences that individuals generate in response to a destination. These emotional reactions can be a significant influence in an individual's decision making and behavior. When tourists have positive affective images of destinations, they are more likely to create positive conative images. Han and Hwang (2016). argued that when travelers develop positive affective images, they would tend to choose to engage in destination-related behaviors and activities.

In conjunction with research question 1 and 2, the triangular relationship between cognitive image, affective image, and conative image was further verified. This again supports the study conducted by Agapito et al. (2013). Specifically for this study, as the respondents are a group of international students with deep ties to the destination, their longer experience in the sojourn place makes them experienced and veteran sojourners. The correlation study for the conative image also confirms that the composition of the perceived images contributes to the analysis of the willingness in promoting the destination for this type of tourists.

In summary, the results of the multiple regression analysis answered question 3 from a data perspective. The objectives of the study were also satisfactorily accomplished. The conclusions of this study are rich and have value for discussion in an academic and practical sense. The relevant contributions to this study will be specifically discussed in the next section.

5.4 Research Contribution

The contribution of this study would be discussed from both theoretical and practical perspectives in the following section.

5.4.1 Theoretical Contribution

This study contributes in several facets to the literature on the perceived image of tourism destination. Many earlier studies have focused on the internal components of the perceived image (Lievens, Van Hove & Anseel, 2007; Agapito et al., 2013; Leung et al., 2011). This study extends these studies by fully considering the possible role of external factors that influence the perceived image. More importantly, in addition to continuing to use dimensions that have previously been widely discussed in the construction of destination images, such as informational familiarity, experiential familiarity, and motivation, this study also innovatively incorporates the dimension of cultural attachment. This assists in constituting a relatively comprehensive model of perceived image composition that has positive implications for tourists with cultural attachments and for exploring the image connections between tourists and cultural tourism destinations.

In addition, this study provides a more detailed discussion of the link between cultural attachment and perceived images. Previously, in studies related to destination image, the dimensions selected based on attachment theory mainly focus on place attachment, community attachment, and brand attachment, etc. (Gross & Brown, 2008; Tsai, 2011; Eslami, Khalifah, Mardani, Streimikiene & Han, 2019; Park, Lee & Lee 2016; Ouyang, Gursoy & Sharma, 2017). Based on the research results of Hong et al. (2013),

this study constructs a quantitative analysis dimension of cultural attachment applicable to perceived images by integrating the views of other scholars on cultural attachment (Liang et al, 2019). This has greatly enriched the academic role of attachment theory.

On the other hand, this study further applies a quantitative model about the internal constituents of the perceived image. It is mainly in accordance with the CAC model based on three elements proposed by Agapito et al. (2013). This model highlights and applicates a number of earlier theories related to the composition of perceived images (Loureiro & Jesus, 2019; Han, Hwang, 2016). This study draws on this model to some extent and again verifies the reliability of the model in a quantitative analysis.

In terms of the use of research methods, this study relies mainly on quantitative analysis methods with hypothesis testing as the main focus. This method is rigorous and standardized because it has been widely used and proven effective in destination image research before (Gupta & Hussain, 2019; Baloglu & McCleary, 1999; Dann, 1996; Gartner, 1993). The study is more fully discussed in terms of the theoretical logic of the variables, the design of the questionnaire, the details of the sampling, and the completeness of the analysis. This has strong academic implications for similar studies.

The results of the quantitative analysis confirmed almost all of the hypotheses presented in the research framework, except for the correlation between motivation

and conative image. This means that the research framework of this study, which relies on theoretical logic and is developed after much discussion, has strong reliability and validity. Importantly, the framework's variable question items are oriented toward cultural tourism destination, which also has a degree of relevance to theoretical studies related to cultural tourism.

Another important academic contribution of this study is that the construct of the new model can provide logical support for subsequent similar studies. For researchers interested in such topics, the data and methodology of this study are worthwhile. Perceived image research will be one of the hotspots in tourism destination research in the future throw. This study can analyze the cultural adaptation between people of the same race from different countries from a cultural perspective. This can help some countries and regions to attract these same-race international tourists to visit. Especially, the scale of cultural attachment can visualize the attachment relationship between tourists and destinations. And research on international students can be discussed more extensively using this framework to analyze their intercultural adjustment in the place of sojourn.

For cultural tourism research in Guangxi, this study enriches the theoretical system of cultural tourism. First of all, international Chinese students usually have diversified cultural backgrounds, and the study of their perceived images can promote the communication and awareness between cultural tourism and different cultures in Guangxi. By studying international Chinese students' perceptions of cultural tourism

in Guangxi, we can gain a deeper understanding of the perceptions and understandings of different cultural groups about Guangxi's culture, which can help to improve the level of cross-cultural research on cultural tourism in academia.

Secondly, previous research on cultural tourism in Guangxi has rarely dealt with perceived image as well as cultural attachment. This study can promote the output of academic papers and research results. Such research can help scholars to publish papers and write research papers in the academic field of international tourism and enhance their academic status and influence.

Finally, this study can better contribute to the understanding of international Chinese students' attitudes toward cultural tourism in Guangxi in tourism specialized education. This can be useful to optimize the curriculum design and improve the quality of education. Such research results can serve as an important reference for tourism education and provide students with richer and more relevant learning resources.

In a nutshell, the main innovative perspective of this study in terms of scholarship is to explore the influence of cultural attachment on perceived image, which has not been adequately discussed in existing studies. Based on this, a relatively comprehensive framework of perceived image composition including internal and external factors is constructed by combining previous studies. It effectively integrates disciplinary ideas from tourism and psychology to support previous findings related to

perceived image research on an innovative basis.

5.4.2 Practical Contribution

In addition to its theoretical contribution, this study has a degree of practical contribution to destination marketing and other tourism developments, as it focuses on a specific tourism destination and a relatively representative group of respondents. The following addresses the practical implications of this study specifically.

Firstly, from the macro strategy of tourism, ASEAN is an important source of visitors for Guangxi to promote its international cultural tourism image. Guangxi is directed as a window to ASEAN in the “Belt and Road Initiative” policy. It is also for this reason that Guangxi’s universities have many international students from ASEAN, some of whom are international Chinese. These international students might have a strong cultural attachment to China due to their ethnic backgrounds (Li & McKercher, 2016). This study constructs a link between cultural attachment and perceived image by using cultural attachment to help understand the contribution of these respondent groups to the cultural tourism image output of Guangxi from the perspective of destination marketing.

The results of the multiple regression analysis showed that cultural attachment exerted a positive influence on all three internal constituent dimensions of perceived image. This indicates that Guangxi is committed to the development of cultural tourism, paying attention to the role of some tourists with cultural homogeneity has important

image promotion significance. When formulating the marketing strategy, fully consider the cultural attachment and identity, which may be able to stimulate the interest of Chinese groups in ASEAN region to travel to Guangxi. As tourism stakeholders, the role of culture as a connecting link should also be fully considered when developing ASEAN's tourism sources.

On the other hand, as research further confirms that perceived images are compounded by the influence of multiple factors, destination marketers should also maintain their output of tourism information. By creating better marketing conditions to introduce Guangxi tourism and relying on experienced tourists to attract more potential visitors and motivate them to travel. Through the perceived image which is constantly compounded, it makes the promotion of Guangxi tourism image form a virtuous cycle.

Another controllable factor for destinations is to strengthen the environment, facilities and amenities, social safety, tourism atmosphere, and cultural tolerance related to cultural tourism. These elements were examined as question items in the dimensions of cultural attachment and cognitive image. The enhancement in these aspects can help tourists to enhance the sense of cross-cultural experience, thus creating a stronger interest and a better image of Guangxi's cultural tourism.

At the endpoint of the multiple regression analysis, it was confirmed that almost all factors may have a role in the conative image of international Chinese students from

ASEAN. International students, as a special tourism group, may become ambassadors for destination promotion thanks to their extensive experience living in their host countries and their cross-cultural competence. Tourism operators in Guangxi can consider the economic role of international students in tourism promotion from this perspective. In the age of self-media, perhaps cooperation between destination tour operators and international students could have a broader marketing effect.

In addition, the promotion of the destination image is not comprehensive enough with the contribution of the government and tourism practitioners alone. In fact, local residents of Guangxi's cultural tourism destinations are also stakeholders. An increase in international visitors can boost local tourism and generate significant income for local residents (Dumbrovská, 2016). For residents, there is a need to complement the requirements of the overall Guangxi tourism development strategy to present a more inclusive cultural environment for international students and subsequent potential international visitors. This can help enhance and promote the cultural tourism image of the destination.

A favorable advantage is that international students are always managed by the university. In Guangxi, all universities are under the control and guidance of the government. The Guangxi government can introduce some corresponding policies to urge universities to provide more convenient traveling conditions for international students. It can also organize cultural activities with universities as hot spots to enhance the perceived image of international students. In addition, the construction of

courses related to cultural tourism in Guangxi should also be an important part of information expansion, which can help deepen students' knowledge of Guangxi culture. This will assist in effectively establishing the relationship between informational familiarity, experiential familiarity, and perceived image.

In particular, this study contributes to the understanding of international Chinese students' perceptions and views of destinations, including their preferences, cultural preferences, and travel needs. This helps to customize promotional strategies to meet their specific needs and points of interest. International Chinese students often share their perceptions and experiences of a destination on social media or in personal communications. Providing quality services and unique experiences can motivate international students to become good promoters of the destination, helping to promote the destination's image through word-of-mouth. Based on the results of the study, promotional content and marketing strategies can be tailored for international students, targeting the unique charms and features of the destination and attracting the attention of more international Chinese students. When they return to their own countries, the word-of-mouth effect can bring more potential tourists to Guangxi.

In conclusion, this study re-emphasizes empirically the important role of perceived image for destination marketing. The main dimensions used in the research framework all reveal the vital link between different factors and the formation of perceived image. This provides good practical implications for the development of destination tourism with a focus on image promotion.

5.5 Limitations

The main limitation of this study is due to the theme of the investigation. The study is mainly concerned with the cultural tourism in Guangxi in terms of image promotion, with a special focus on strategically attracting tourists with cultural attachment tendencies. The article does not have a comprehensive selection of interviewed groups, but focuses on Chinese international students from ASEAN and who have study abroad experience in Guangxi. While this limitation helps to some extent to help marketing focus, there are potential problems of generalizability in the study. This implies that subsequent validation of the empirical capability of the research framework against a broader audience group may also be warranted.

It must be clear at the outset that the framework of this study relies on the literature review for its logical structure. The dimensions of the framework are applicable to other similar studies. The analytical methods used also strictly conform to the basic requirements of quantitative statistics. In subsequent research, this study can provide some reference value, but some adaptive modifications are needed to address the specific objectives for each study. For example, the scale of this study is for cultural tourism in Guangxi, so some future studies target different research locations and need to be modified accordingly in the semantic presentation. On the other hand, the sampling method used in this study is closely related to the respondents. And subsequent studies cannot be limited to using the exact same sampling method as this study according to the distribution of the respondent group. This will ensure that the study in question is academically adaptable.

On the other hand, in terms of the selection of variables, this study can only ensure relative comprehensiveness. Since the study of perceived images is constantly changing and developing, novel dimensions like cultural attachment, which is used in this study, are being generated. It is most probable that views and dimensions not fully included in this study are presented in several latest studies. However, for the seven variables selected for this study, there is still sufficient prior literature to provide support for the academic logic (e.g. Santana & Gosling, 2018; Beerli & Martin, 2019; Agapito et al., 2013; Hong et al., 2013).

In addition, another limitation is prevalent in quantitative analysis studies conducted on the basis of questionnaires. During the questionnaire data collection process, it was beyond the researcher's control whether the respondents gave the full truthfulness of their responses (Rowley, 2014). when individuals are aware that they are being observed, they tend to behave in a certain respect that they perceive as socially desirable and acceptable. This bias may affect the degree of fit between the analysis and the social reality.

Furthermore, in the use of research methods. Only quantitative research methods were used in this study. Nowadays some studies on perceived images have also been shown to utilize a mixed qualitative and quantitative research method (Shi, Gursoy & Chen, 2019; Lalicic, Marine-Roig, Ferrer-Rosell & Martin-Fuentes, 2021). The qualitative perspective can help the researcher to obtain more empirical information to a certain extent and thus be more comprehensive in the summary.

A final limitation of this study is that the role of some mediating and moderating factors was not considered in the model construction. While exploring the direct relationship between dimensions helps to understand the formation of social effects from the most fundamental perspective. But it is possible that some mediating or moderating effects can help analyze sociological phenomena more comprehensively. This can be further investigated in subsequent studies by developing existing proven research model in this study.

5.6 Suggestions for Future Research

An important contribution of this study is the construction of a link between cultural attachment and perceived image. According to Hong et al. (2013), this dimension was shown to be used to analyze psychological changes in people's cross-cultural adaptation. For studies related to cultural tourism as a theme, cultural attachment may play an important role. Therefore, the explanatory power of this dimension should be further refined and developed for different situations subsequently to suit different situations of cultural tourism research.

In the process of tourism development, international students have been widely noticed as a special tourism group. This study provides ideas from perceived image formation and constructs a relatively comprehensive composition framework. Subsequent studies can be based on this study and select international students from different geographical areas or different identity backgrounds for mediated or moderated comparative analysis for different research practices to further explore the

role of international students as a group in the transmission of perceived tourism images.

The research methodology used in this study, based on SPSS 26.0 as an analytical tool, provides some insights into the underlying research methodology. However, subsequent studies that introduce mediating or moderating variables or integrate other more complex relational dimensions will need to borrow more comprehensive analytical tools such as Smart-PLS or Amos for structural equation modeling applications. These tools allow for a more complete analysis of the effects associated with mediating and moderating perceived images.

Subsequent researchers could conduct studies on international students of other races. For example, Malaysian Indian students studying in India and Chinese Korean students studying in South Korea. Such studies are highly similar to the present study. Furthermore, since cultural attachment also allows for a discussion of cross-cultural adaptation, the composition of the perceived image of international students of different races in their sojourn place can be further investigated.

The final recommendation is that the research framework of this study can be considered as a base model. Consequently, if there is a need to conduct research for different regions or different populations, new dimensions can be added on top of this basic model as mediating or moderating variables to conduct more complicated quantitative research.

5.7 Summary

This study successfully accomplished the research objective of testing the relationship between all relevant variables. This includes verifying the influence of the four external dimensions of informational familiarity, experience familiarity, motivation, and cultural attachment on the perceived image, and analyzing the relationship between the three internal elements of the perceived image: cognitive image, affective image, and conative image. Among them, the main hypotheses were almost all substantiated,, except for the effect of motivation on conative image.

Overall, the perceived image of a destination is governed by multiple factors. The combination of relatively adequate factors explored to form a comprehensive research framework contributes to further understanding of the composition of perceived images. For tourists with acculturation experiences such as international students, cultural attachment is a research dimension that can be informative. For Guangxi, the image promotion of cultural tourism needs to pay attention to the strategy of using international students and to make fuller use of the academic exploration of perceived image.

REFERENCES

- Abrahams, R. (2015). Tourism and the reconfiguration of host group identities: a case study of ethnic tourism in rural Guangxi, China. *Journal of Tourism and Cultural Change*, 13(1), 39-55.
- Afshardoost, M. & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0261517720300789>.
- Agapito, D., Valle, P. O. & Mendes, J. C. (2013). The cognitive-affective-conative model of destination image: A confirmatory analysis. *Journal of Travel & Tourism Marketing*, 30, 471-481.
- Ahmad, A., Jamaludin, A., Zuraimi, N. S. M. & Valeri, M. (2020). Visit intention and destination image in post-Covid-19 crisis recovery. *Current Issues in Tourism*. Retrieved from <https://www.tandfonline.com/doi/full/10.1080/13683500.2020.1842342>.
- Ahmed, Z. U. (1991). The influence of the components of a state's tourist image on product positioning strategy. *Tourism Management*, 12(4), 331-340.
- Akmal (2017). Local culture and morality attachment to track framework of pre-service English teachers within the challenge of 21st century skills. *International Journal of Education*, 9(2), 113-119.
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of Consumer Expertise. *Journal of Consumer Research*, 13(4), 411-451.
- Alcaniz, E. B., Garcia, I. S. & Blas, S. S. (2009). The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis. *Tourism Management*, 30, 715-723.
- Almanasreh, E., Moles, R., & Chen, T. F. (2019). Evaluation of methods used for estimating content validity. *Research in Social and Administrative Pharmacy*, 15(2), 214-221.
- Alrawadieh, Z., Prayag, G., Alrawadieh, Z. & Alsalameen, M. (2018). Self-identification with a heritage tourism site, visitors' engagement and destination loyalty: the mediating effects of overall satisfaction. *The Service Industries Journal*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/02642069.2018.1564284>.
- Altman, D. G., & Bland, J. M. (2007). Missing data. *BMJ*, 334(7590), 424-424.
- Anderson, R. P., & Gonzalez, I. (2011). Species-specific tuning increases robustness to sampling bias in models of species distributions: An implementation with Maxent. *Ecological Modelling*, 222(15), 2796-2811.

- Andreu, L., Bigne, J. E. & Cooper, C. (2000). Projected and perceived image of Spain as a tourist destination for British travellers. *Journal of Travel & Tourism Marketing*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1300/J073v09n0403>.
- Anguelovski, I. & Barcelona, U. A. (2013). From environmental trauma to safe haven: Place attachment and place remaking in three marginalized neighborhoods of Barcelona, Boston, and Havana. *City Community*, 12(3), 211-237.
- Ankomah, P. K. & Crompton, J. L. (1992). Tourism cognitive distance: A set of research propositions. *Annals of Tourism Research*, 19, 323-342.
- Arriaga, X. B. & Agnew, C. R. (2001). Being committed: affective, cognitive, and conative components of relationship commitment. *Personality and Social Psychology Bulletin*, 27(9), 1190-1203.
- Azizi, Z., Fatemi, A. H., Pishghadam, R. & Ghapanchi, Z. (2015). Investigating the relationship between Iranian EFL learners' cultural intelligence and their home cultural attachment. *Mediterranean Journal of Social Sciences*, 6(3), 575-585.
- Bai, J., & Ng, S. (2005). Tests for Skewness, Kurtosis, and Normality for Time Series Data. *Journal of Business & Economic Statistics*, 23(1), 49-60.
- Baloglu, S. & Brinberg, D. (1997). Affective images of tourism destinations. *Journal of Travel Research*, 35(4), 11-15.
- Baloglu, S. & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26 (4), 868-897.
- Baloglu, S. (2001). Image variations of Turkey by familiarity index: informational and experiential dimensions. *Tourism Management*, 22, 127-133.
- Beerli, A. & Martin, J. D. (2004). The philosophy of Management. *Annals of Tourism Research*, 31 (3), 657-681.
- Beerli, A. & Martin, J. D. (2019). Explaining the gap in the image of tourist destinations through the content of and exposure to secondary sources of information. *Current Issues in Tourism*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/13683500.2019.1658726>.
- Berman, A. K., & Knight, R. A. (2014). The Relation of Familiarity With Sexual Abusers to Subsequent Developmental Adaptation in Youths Who Have Sexually Offended. *Sexual Abuse: A Journal of Research and Treatment*, 27(6), 587-608.
- Bian, Z. Y. & Yang, L. B. (2020). Mechanism of tourism and cultural dissemination in ethnic minority areas: A case study of Guangxi. *Social Scientist*, 12, 59-64.
- Bodur, M., & Yavas, U. (1988). Pre-travel planning orientations. *Tourism Management*, 9(3), 245-250.
- Bojarian, M., Asadi-Gharneh, H. A., & Golabadi, M. (2019). Factor analysis, stepwise

- regression and path coefficient analyses of yield, yield-associated traits, and fruit quality in tomato. *International Journal of Vegetable Science*, 25(6), 542-553.
- Boo, S. & Busser, J. A. (2005). The hierarchical influence of visitor characteristics on tourism destination images. *Journal of Travel & Tourism Marketing*, 19(4), 55-67.
- Bricker K. S. & Kerstetter, D. (2000). Level of specialization and place attachment: An exploratory study of whitewater recreationists. *Leisure Sciences*, 22, 233-257.
- Brosch, T., Pourtois, G. & Sander, D. (2010). The perception and categorisation of emotional stimuli: A review. *Cognition and Emotion*, 24(3), 377-400.
- Browne, R. H. (1995). On the use of a pilot sample for sample size determination. *Statistics in Medicine*, 14(17), 1933-1940.
- Bryman, A. (2004). Qualitative research on leadership: A critical but appreciative review. *The Leadership Quarterly*, 15, 729-769.
- Bryman, A. (2008). Of methods and methodology. *Qualitative Research in Organizations and Management: An International Journal*, 3(2), 159-168.
- Byon, K. K. & Zhang, J. J. (2010). Development of a scale measuring destination image. *Marketing Intelligence & Planning*, 28(4), 508-532.
- Canosa, A., Graham, A., & Wilson, E. (2017). Growing up in a tourist destination: negotiating space, identity and belonging. *Children's Geographies*, 16(2), 156-168.
- Casali, G. L., Liu, Y., Presenza, A., & Moyle, C.-L. (2020). How does familiarity shape destination image and loyalty for visitors and residents? *Journal of Vacation Marketing*, 27(2), 151-167.
- Cattell, R. B. (1966). The Scree test for the number of factors. *Multivariate Behaviour Research*, 1(2), 245-276.
- Cardador, M. T., Dane, E. & Pratt, M. G. (2011). Linking calling orientations to organizational attachment via organizational instrumentality. *Journal of Vocational Behavior*, 79, 367-378.
- Calantone, R. J., Di Benedetto, C. A., Hakam, A., & Bojanic, D. C. (1989). Multiple Multinational Tourism Positioning Using Correspondence Analysis. *Journal of Travel Research*, 28(2), 25-32.
- Casper, W. J. & Harris, C. M. (2008). Work-life benefits and organizational attachment: Self-interest utility and signaling theory models. *Journal of Vocational Behavior*, 72, 95-109.
- Chalmers, R. P., Counsell, A., & Flora, D. B. (2015). It Might Not Make a Big DIF. *Educational and Psychological Measurement*, 76(1), 114-140.
- Chan, C. & Zhang, Y. (2018). Matching projected image with perceived image for

- geotourism development: a qualitative-quantitative integration. *Asian Geographer*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/10225706.2018.1527235>.
- Chaulagain, S., Wiitala, J., & Fu, X. (2019). The impact of country image and destination image on US tourists' travel intention. *Journal of Destination Marketing & Management*, 12, 1-11.
- Chen, C. & Lin, Y. (2011). Segmenting mainland Chinese tourists to Taiwan by destination familiarity: a factor-cluster approach. *International Journal of Tourism Research*. Retrieved from <https://onlinelibrary.wiley.com/doi/abs/10.1002/jtr.864>.
- Chen, C., Lin, Y., Gao, J. & Kyle, G. (2015). Developing a market-specific destination image scale: A nomological validation approach. *Tourism Analysis*, 20, 3-12.
- Chen, C. & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions?. *Tourism Management*, 28, 1115-1122.
- Chen, H. Y. (2021). Study on the influence of netflix marketing on tourists' perceived destination image from the perspective of crowd effect theory. *Tourism Overview*, 10, 5-7. (中文期刊)
- Cheng, J. F., Fan, H. Z., Chen, S. L. & Dong, M. Y. (2012). Research on the development status and countermeasures of graduate education in China in the early 21st century. *China Higher Education Research*, 11, 43-51. (中文期刊)
- Chen, J. Q., Lu, L., Zhang, H. M., Zhang, H. Z. & Li, G. S. (2020). The mechanism of influence of tourism promotional film marketing on tourists' behavior in a crisis situation: Mediation of destination image and moderation of perceived safety. *Areal Research and Development*, 39(5), 110-132. (中文期刊)
- Chen, H. & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 26, 153-163.
- Chen, W. & Gao, X. (2017). Research on tourism development model of marine intangible cultural heritage in Beibu Gulf Region of Guangxi. *Journal of Guangxi Normal University: Philosophy and Social Science Edition*, 53(6), 64-70. (中文期刊)
- Chen, W. & Huang, B. N. (2019). Research on the driving mechanism of cross-border ethnic cultural tourism cooperation in Guangxi: Based on the background of "the Belt and Road". *Guizhou Ethnic Studies*, 40(8), 100-108. (中文期刊)
- Cho, E., Fiore, A. M. & Russell, D. W. (2014). Validation of a fashion brand imagescale capturing cognitive, sensory, and affective associations: Testing its role in an extended brand equity model. *Psychology and Marketing*, 32(1), 28-48.

- Choi, J. G., Tkachenko, T. & Sil, S. (2011). On the destination image of Korea by Russian tourists. *Tourism Management*, 32, 193-194.
- Chiang, Y. (2016). Examining the relationships between destination image, place attachment, and destination loyalty in the context of night markets. *International Journal of Business and Management*, 11(2), 11-21.
- Chi, C. G. & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29, 624-636.
- Chon, K. (1991). Tourism destination image modification process: Marketing implications. *Tourism Management*, 12(1), 68-72.
- Ciarli, T., Coad, A., & Rafols, I. (2015). Quantitative analysis of technology futures: A review of techniques, uses and characteristics. *Science and Public Policy*, 43(5), 630-645.
- Cong, L., Xu, L. L. & Fang, X. Y. (2021). Impact of successful bid for Winter Olympics on perceived image in Beijing tourism destination. *Acta Scientiarum Naturalium Universitatis Pekinensis*, 57(3), 496-506.
- Cordell, V. V. (1997). Consumer knowledge measures as predictors in product evaluation. *Psychology and Marketing*, 14(3), 241-260.
- Counted, V. & Watts, F. (2017). Place attachment in the Bible: The Role of attachment to sacred places in religious life. *Journal of Psychology and Theology*, 45(3), 218-232.
- Creswell, J. W. (2009). Editorial: Mapping the Field of Mixed Methods Research. *Journal of Mixed Methods Research*, 3(2), 95-108.
- Curran, P. J., West, S. G., & Finch, J. F. (1996). The robustness of test statistics to nonnormality and specification error in confirmatory factor analysis. *Psychological Methods*, 1(1), 16-29.
- Custodio, M. J. F. & Gouveia, P. M. D. C. B. (2007). Evaluation of the cognitive image of a country/destination by the media during the coverage of mega-events: the case of UEFA EURO 2004TM in Portugal. *International Journal of Tourism Research*, 9, 285-296.
- De Maesschalck, R., Jouan-Rimbaud, D., & Massart, D. L. (2000). The Mahalanobis distance. *Chemometrics and Intelligent Laboratory Systems*, 50(1), 1-18.
- Dann, G. M. S. (1996). Tourists' images of destination - An alternative analysis. *Journal of Travel & Tourism Marketing*, 5(1/2), 41-55.
- Deutskens, E., de Ruyter, K., Wetzels, M., & Oosterveld, P. (2004). Response Rate and Response Quality of Internet-Based Surveys: An Experimental Study. *Marketing Letters*, 15(1), 21-36.

- Ding, C. G., & Lee, H.-Y. (2013). An accurate confidence interval for the mean tourist expenditure under stratified random sampling. *Current Issues in Tourism*, 17(8), 674-678.
- Doherty, R. W., Hatfield, E., Thompson, K & Choo, P. (1994). Cultural and ethnic influences on love and attachment. *Personal Relationships*, 1, 391-398.
- Dolnicar, S. & Grun, B. (2013). Validly measuring destination image in survey studies. *Journal of Travel Research*, 52(1), 3-14.
- Duan, X., Marafa, L. M., Chan, C., Xu, H. & Cheung, L. T. O. (2020). Measuring the gaps in the projected image and perceived image of rural tourism destinations in China's Yangtze River Delta. *Sustainability*. Retrieved from <https://www.mdpi.com/2071-1050/12/12/5121>.
- Dumbrovská, V. (2016). Urban Tourism Development in Prague: From Tourist Mecca to Tourist Ghetto. *Tourism in the City*, 275-283.
- Dwyer, L., Chen, N. & Lee, J. (2019). The role of place attachment in tourism research. *Journal of Travel & Tourism Marketing*, 36(5), 645-652.
- Dyer, P., Gursoy, D., Sharma, B., & Carter, J. (2007). Structural modeling of resident perceptions of tourism and associated development on the Sunshine Coast, Australia. *Tourism Management*, 28(2), 409-422.
- Echtner, C. M. & Ritchie, J. R. B. (1993). The measurement of destination image: An empirical assessment. *Journal of Travel Research*, 31(4), 3-13.
- Erceg-Hurn, D. M., & Mirosevich, V. M. (2008). Modern robust statistical methods: An easy way to maximize the accuracy and power of your research. *American Psychologist*, 63(7), 591-601.
- Eslami, S., Khalifah, Z., Mardani, A., Streimikiene, D. & Han, H. (2019). Community attachment, tourism impacts, quality of life and residents' support for sustainable tourism development. *Journal of Travel & Tourism Marketing*, 36(9), 1061-1079.
- Esper, F. S. & Rateike, J. A. (2010). Tourism destination image and motivations: The Spanish perspective of Mexico. *Journal of Travel & Tourism Marketing*, 27, 349-360.
- Fakeye, P. C. & Crompton, J. L. (1991). Image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley. *Journal of Travel Research*, 30(2), 10-16.
- Farrell, A. M. (2010). Insufficient discriminant validity: A comment on Bove, Pervan, Beatty, and Shiu (2009). *Journal of Business Research*, 63(3), 324-327.
- Filipov, J. J., Zlatkov, B. K., Dimitrov, E. P., & Svinarov, D. (2015). Relationship between vitamin D status and immunosuppressive therapy in kidney transplant recipients. *Biotechnology & Biotechnological Equipment*, 29(2), 331-335.

- Fodness, D. (1994). Measuring travel motivation. *Annals of Tourism Research*, 21(3), 555-581.
- Fotheringham, A. S., & Oshan, T. M. (2016). Geographically weighted regression and multicollinearity: dispelling the myth. *Journal of Geographical Systems*, 18(4), 303-329.
- Fu, J. H., Morris, M. W. & Hong, Y. Y. (2015). A transformative taste of home: Home culture primes foster expatriates' adjustment through bolstering relational security. *Journal of Experimental Social Psychology*, 59, 24-31.
- Gallarza, M. G., Saura, I. G. & Garcia, H. C. (2002). Destination image towards a conceptual framework. *Annals of Tourism Research*, 29(1), 56-78.
- Gao, C. W. (2017). An experiment on the cultural changes in archaeology from Pre-Qin to Han dynasties in Guangxi region: The historical status of Hepu during the Han dynasty. *Sichuan Cultural Relics*, 1, 47-51. (中文期刊)
- Gao, H., Zhang, H. M. & Hong, X. T. (2017). The relationship between the perceived image of marginal tourist places and tourists' behavioral intention: A Comparison based on potential and existing visitors. *Journal of Suzhou University*, 32(9), 42-47. (中文期刊)
- Gartner, W. C. (1993). Image formation process. In M. Uysal & D. Fesenmaier (Eds.), *Communication and channel systems in tourism marketing* (pp. 191-215). New York, NY: The Haworth Press.
- Gartner, W. C. (1994). Image formation process. *Journal of Travel & Tourism Marketing*, 2(2-3), 191-215.
- Glass, C. R., & Westmont, C. M. (2014). Comparative effects of belongingness on the academic success and cross-cultural interactions of domestic and international students. *International Journal of Intercultural Relations*, 38, 106-119.
- Govers, R., Go, F. M. & Kumar, K. (2007). Promoting tourism destination image. *Journal of Travel Research*, 46, 15-23.
- Gross, M. J. & Brown, G. (2008). An empirical structural model of tourists and places: Progressing involvement and place attachment into tourism. *Tourism Management*, 29, 1141-1151.
- Guangxi Statistical Bureau (2020). Guangxi Statistical Yearbook 2020. Retrieved from <http://tjj.gxzf.gov.cn/tjsj/tjnj/material/tjnj20200415/2020/zk/indexch.htm>.
- Gu, M. (2000). Dalian city tourism image positioning and overall planning. *Tourism Tribune*, 5, 63-67. (中文期刊)
- Hahm, J. & Severt, K. (2018). Importance of destination marketing on image and familiarity. *Journal of Hospitality and Tourism Insights*, 1(1), 37-53.
- Ha, H.-Y., & Perks, H. (2005). Effects of consumer perceptions of brand experience

- on the web: brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour*, 4(6), 438-452.
- Hair, J. F. (2011). Multivariate Data Analysis: An Overview. *International Encyclopedia of Statistical Science*, 904-907.
- Hallmann, K., Zehrer, A. & Muller, S. (2015). Perceived destination image: An image model for a winter sports destination and its effect on intention to revisit. *Journal of Travel Research*, 54(1), 94-106.
- Halpenny, E. A. (2010). Pro-environmental behaviours and park visitors: The effect of place attachment. *Journal of Environmental Psychology*, 30, 409-421.
- Han, C. M. (1989). Country Image: Halo or Summary Construct? *Journal of Marketing Research*, 26(2), 222-229.
- Han, H. & Hwang, J. (2016). Investigating healthcare hotel travelers' overall image formation: Impact of cognition, affect, and conation. *Tourism and Hospitality Research*, 18(3), 346-356.
- Hausmann, A. (2007). Cultural tourism: Marketing challenges and opportunities for German cultural heritage. *International Journal of Heritage Studies*, 13(2), 170-184.
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence Based Nursing*, 18(3), 66-67.
- Healy, M. & Perry, C. (2000). Comprehensive criteria to judge validity and reliability of qualitative research within the realism paradigm. *Qualitative Market Research: An International Journal*, 3(3), 118-126.
- He, H. X. (2017). Analysis on the traditional inheritance mode of Guangxi intangible cultural heritage under the threshold of communication. *Guangxi Social Science*, 1, 26-30. (中文期刊)
- Hennessey, I. A. M., & Hewett, P. (2013). Construct, concurrent, and content validity of the eoSim laparoscopic simulator. *Journal of Laparoendoscopic & Advanced Surgical Techniques*, 23(10), 855-860.
- Hernandez-Mogollon, J. M., Duarte, P. A. & Folgado-Fernandez, J. A. (2018). The contribution of cultural events to the formation of the cognitive and affective images of a tourist destination. *Journal of Destination Marketing & Management*, 8, 170-178.
- Hidalgo, M. & Hernandez, B. (2001). Place attachment: conceptual and empirical questions. *Journal of Environmental Psychology*, 21, 273-281.
- Hinde, R. A. & Stevenson-Hinde, J. (1990). Attachment: Biological, cultural and individual desiderata. *Human Development*, 33, 62-72.
- Hofstra, J., Oudenhoven, J. P. & Buunk, B. P. (2005). Attachment styles and majority

- members' attitudes towards adaptation strategies of immigrants. *International Journal of Intercultural Relations*, 29, 601-619.
- Hosany, S., Ekinci, Y. & Uysal, M. (2006). Destination image and destination personality: an application of branding theories to tourism places. *Journal of Business Research*, 59, 638-642.
- Hossain, B., & Lamb, L. (2020). Cultural Attachment and Wellbeing Among Canada's Indigenous People: A Rural Urban Divide. *Journal of Happiness Studies*, 21, 1303-1324.
- Hong, Y., Fang, Y., Yang, Y. & Phua, D. Y. (2013). Cultural attachment: a new theory and method to understand cross-cultural competence. *Journal of Cross-Cultural Psychology*, 44(6), 1024-1044.
- Hou, J., Lin, C. & Morais, D. B. (2005). Antecedents of attachment to a cultural tourism destination: The case of Hakka and Non-Hakka Taiwanese visitors to Pei-Pu, Taiwan. *Journal of Travel Research*, 44, 221-233.
- Hsu, C. H. C., Wolfe, K. & Kang, S. K. (2004). Image assessment for a destination with limited comparative advantages. *Tourism Management*, 25, 121-126.
- Huang, S. & Hsu, C. H. C. (2009). Travel motivation: linking theory to practice. *International Journal of Culture, Tourism and Hospitality Research*, 3(4), 287-295.
- Huang, X. N. (2010). Explored thoughts on tourist market of inbound tourism in Guangxi. *Journal of Guangxi Normal University for Nationalities*, 27(5), 83-87. (中文期刊)
- Huete-Alcocer, N., Martinez-Ruiz, M. P., Lopez-Ruiz, V. R. & Izquiedo-Yusta, A. (2019). Archeological tourist destination image formation: Influence of information sources on the cognitive, affective and unique image. *Frontiers in Psychology*. Retrieved from <https://www.frontiersin.org/articles/10.3389/fpsyg.2019.02382/full>.
- Hunt, J. D. (1975). Image as a Factor in Tourism Development. *Journal of Travel Research*, 13(3), 1-7.
- Hu, Y. Z. & Ritchie, J. R. B. (1993). Measuring Destination Attractiveness: A Contextual Approach. *Journal of Travel Research*, 32(2), 25-34.
- Intason, M., Lee, C. & Coetzee, W. (2021). Examining the interplay between a hallmark cultural event, tourism, and commercial activities: A case study of the Songkran Festival. *Journal of Hospitality and Tourism Management*, 49, 508-518.
- Isa, S. M., Ariyanto, H. H. & Kiumarsi, S. (2019). The effect of place attachment on visitors' revisit intentions: evidence from Batam. *Tourism Geographies*. Retrieved from <https://www.tandfonline.com/doi/10.1080/14616688.2019.1618>

- Jackson, D. A. (1993). Stopping rules in principal components analysis: A comparison of heuristic and statistical approaches. *Ecology*, 74(8), 2204-2214.
- Jiang, J. B. & Sun, S. X. (2021). Influence mechanism of nostalgia on historical and cultural blocks tourists' environmentally responsible behavior: Intermediary role of perceived value and place attachment, *Human Geography*, 5, 83-91. (中文期刊)
- Jiang, Z., Wen, J., Li, X. Q. & Li, T. (2016). Exploring tourism level measurement and spatial differentiation in Guangxi. *Guangxi Social Science*, 4, 19-24. (中文期刊)
- Johnson, R. B. & Onwuegbuzie, A. J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational Researcher*, 33(7), 14-26.
- Kam, C. C. S., & Chan, G. H. (2018). Examination of the validity of instructed response items in identifying careless respondents. *Personality and Individual Differences*, 129, 83-87.
- Kastenholz, E., Marques, C. P. & Carneiro, M. J. (2020). Place attachment through sensory-rich, emotion-generating place experiences in rural tourism. *Journal of Destination Marketing & Management*. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S2212571X20300779>.
- Kayat, K. & Hai, M. A. (2014). Perceived service quality and tourists' cognitive image of a destination. *Anatolia – An International Journal of Tourism and Hospitality Research*, 25(1), 1-12.
- Keding, A., Brabyn, S., MacPherson, H., Richmond, S. J., & Torgerson, D. J. (2016). Text message reminders to improve questionnaire response rates. *Journal of Clinical Epidemiology*, 79, 90-95.
- Kelaita, P. (2021). Tracks to gay elsewhere: cultural attachment and spatial imaginaries. *Cultural Geographies*. Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/14744740211029286>.
- Kesgin, M., Murthy, R. S., & Pohland, L. W. (2019). Residents as destination advocates: the role of attraction familiarity on destination image. *Journal of Hospitality and Tourism Insights*, 2(1), 55-74.
- Khan, M. J., Chelliah, S. & Ahmed, S. (2017). Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived risks, and travel constraints. *Asia Pacific Journal of Tourism Research*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/10941665.2017.1374985>.
- Kim, K., Hallab, Z. & Kim, J. N. (2012). The moderating effect of travel experience in a destination on the relationship between the destination image and the intention to revisit. *Journal of Hospitality Marketing & Management*, 21, 486-505.

- Kim, S., Lee, K. Y., Shin, S. I. & Yang, S. Effects of tourism information quality in social media on destination image formation: The case of Sina Weibo. *Information & Management*, 54, 687-702.
- Kim, S., Lehto, X. & Kandampully, J. (2019). The role of familiarity in consumer destination image formation. *Tourism Review*, 74(4), 885-901.
- Kim, S. & Yoon, Y. (2003). The hierarchical effects of affective and cognitive components on tourism destination image. *Journal of Travel & Tourism Marketing*, 14(2), 1-22.
- King, C., Chen, N. & Funk D. C. (2015). Exploring destination image decay: A study of sport tourists' destination image change after event participation. *Journal of Hospitality & Tourism Research*, 30(1), 3-31.
- Kislali, H., Kavartzis, M., & Saren, M. (2016). Rethinking destination image formation. *International Journal of Culture, Tourism and Hospitality Research*, 10(1), 70-80.
- Kislali, H., Kavartzis, M. & Saren, M. (2020). Destination image formation: Towards a holistic approach. *International Journal of Tourism Research*, 22(2), 266-276.
- Ko, D. & Park, S. (2000). Five aspects of tourism image: A review. *International Journal of Tourism Sciences*, 1, 79-92.
- Kock, F., Josiassen, A. & Assaf, A. G. (2016). Advancing destination image: The destination content model. *Annals of Tourism Research*, 61, 28-44.
- Kong, W. H. & Chang, T. (2016). Souvenir shopping, travel motivation, and travel experience. *Journal of Quality Assurance in Hospitality & Tourism*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/1528008X.2015.1115242>.
- Koyuncu, N., & Kadilar, C. (2010). On improvement in estimating population mean in stratified random sampling. *Journal of Applied Statistics*, 37(6), 999-1013.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30(3), 607-610.
- Kyle, G. T., Absher, J. D. & Graefe, A. R. (2003). The moderating role of place attachment on the relationship between attitudes toward fees and spending preferences. *Leisure Sciences*. 25, 33-50.
- Kyle, G. T., Mowen, A. J. & Tarrant, M. (2004). Linking place preferences with place meaning: An examination of the relationship between place motivation and place attachment. *Journal of Environmental Psychology*, 24, 439-454.
- Kwon, H. H., Trail, G. T. & Anderson, D. F. (2005). Are multiple points of attachment necessary to predict cognitive, affective, conative, or behavioral loyalty?. *Sport Management Review*, 8, 255-270.
- Lai, J., Pan, P., Lin, Y., Ye, L., Xie, L., Xie, Y., ... Jiang, J. (2020). A Survey on

- HIV/AIDS-Related Knowledge, Attitudes, Risk Behaviors, and Characteristics of Men Who Have Sex with Men among University Students in Guangxi, China. *BioMed Research International*, 2020, 1-10.
- Lalicic, L., Marine-Roig, E., Ferrer-Rosell, B., & Martin-Fuentes, E. (2021). Destination image analytics for tourism design: An approach through Airbnb reviews. *Annals of Tourism Research*, 86, 103100.
- Lane, C., Stynes, M., & O'Donoghue, J. (2014). The image of mathematics held by Irish post-primary students. *International Journal of Mathematical Education in Science and Technology*, 45(6), 879-891.
- Laroche, M., Papadopoulos, N., Heslop, L. A., & Mourali, M. (2005). The influence of country image structure on consumer evaluations of foreign products. *International Marketing Review*, 22(1), 96-115
- Lee, C., Kang, S., Reisinger, Y. & Kim, N. (2012). Incongruence in destination image: Central Asia region. *Tourism Geographies*, 14(4), 599-624.
- Lee, R. & Lockshin, L. (2011). Halo effects of tourists' destination image on domestic product perceptions. *Australasian Marketing Journal*, 19, 7-13.
- Lee, T. H. (2009). A structural model to examine how destination image, attitude, and motivation affect the future behavior of tourists. *Leisure Sciences*, 31, 215-236.
- Lee, T. H. & Jan, F. (2020). How does involvement affect attendees' aboriginal tourism image? Evidence from aboriginal festivals in Taiwan. *Current Issues in Tourism*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/13683500.2020.1832969>.
- Lee, T. H. & Shen, Y. L. (2013). The influence of leisure involvement and place attachment on destination loyalty: Evidence from recreationists walking their dogs in urban parks. *Journal of Environmental Psychology*, 33, 76-85.
- Leung, D., Law, R. & Lee, H. A. (2011). The perceived destination image of Hong Kong on Ctrip.com. *International Journal of Tourism Research*, 13, 124-140.
- Lewis, J. S., Rachlow, J. L., Garton, E. O., & Vierling, L. A. (2007). Effects of habitat on GPS collar performance: using data screening to reduce location error. *Journal of Applied Ecology*, 44(3), 663-671.
- Liang, L., Yang, Y. S., Xiao, Q. G., & Li, A. J. (2019). Current Status and Prospects of Research on Cultural Attachment. *Journal of Research on Education for Ethnic Minorities*, 30(2), 107-114. (中文期刊)
- Liang, P. A. (2017). Study on digital protection of intangible cultural heritage of Guangxi Zhuang sports. *Guangxi Social Science*, 5, 30-33. (中文期刊)
- Li, B. W. & Song, H. M. (2020). Cultural "harmony and dissimilarity" in the tourism development of "east Asian cultural capital dialectical relationship and synergy in the development of tourism in the east Asian cultural capital. *China Tourism*

Development Penning, 35(7), 7-9. (中文期刊)

- Lievens, F., Van Hove, G., & Anseel, F. (2007). Organizational Identity and Employer Image: Towards a Unifying Framework. *British Journal of Management*, 18(1), 45-59.
- Li, D., Wang, C. L., Jiang, Y., Barnes, B. R. & Zhang, H. (2014). The asymmetric influence of cognitive and affective country image on rational and experiential purchases. *European Journal of Marketing*, 48(11/12), 2153-2175.
- Li, H. (2007). Study on content and instrument of destination image measurement. *Human Geography*, 2, 48-52. (中文期刊)
- Li, J. (2020). Culture and tourism-led peri-urban transformation in China – The case of Shanghai. *Cities*. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0264275118310795>.
- Li, J., Pan, L. & Hu, Y. (2021). Cultural involvement and attitudes toward tourism: Examining serial mediation effects of residents' spiritual wellbeing and place attachment. *Journal of Destination Marketing & Management*. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0264275118310795>.
- Li, L. L. (2000). Spatial cognitive process and law of tourism destination image. *Scientia Geographica Sinica*, 20(6), 563-568. (中文期刊)
- Li, M., Cai, L. A., Lehto, X. Y. & Huang, J. (2010). A missing link in understanding revisit intention—The role of motivation and image. *Journal of Travel & Tourism Marketing*, 27, 335-348.
- Li, T. E., & McKercher, B. (2016). Effects of place attachment on home return travel: A spatial perspective. *Tourism Geographies*, 18(4), 359-376.
- Li, T., Liu, F. & Soutar, G. N. (2021). Experiences, post-trip destination image, satisfaction and loyalty: A study in an ecotourism context. *Journal of Destination Marketing & Management*, 19, 1-10.
- Lin, C., Morais, D. B., Kerstetter, D. L. & Hou, J. (2007). Examining the role of cognitive and affective image in predicting choice across natural, developed, and theme-park destinations. *Journal of Travel Research*, 46(2), 183-194.
- Lin, X. Z. (2011). Guangxi, China-ASEAN Uniform Information Joint Development of Manufacturing and Logistics Industry. *Applied Mechanics and Materials*, 52-54, 2099-2104.
- Line, N. D., Hanks, L. & Miao, L. (2018). Image matters: incentivizing green tourism behavior. *Journal of Travel Research*, 57(3), 296-309.
- Llodra-Riera, I., Martinez-Ruiz, M. P., Jimenez-Zarco, A. I. & Izquierdo-Yusta, A. (2015). A multidimensional analysis of the information sources construct and its relevance for destination image formation. *Tourism Management*, 48, 319-328.

- Li, Y., Xu, X., Song, B., & He, H. (2020). Impact of Short Food Videos on the Tourist Destination Image-Take Chengdu as an Example. *Sustainability*, 12(17), 6739.
- Liu, B. (2021). A study on the relationship between tourists' memorable experiences of food and drink, place attachment and loyalty - An empirical analysis based on Chengdu. *Journal of Researches on Dietetic Science and Culture*, 38(4), 23-30. (中文期刊)
- Liu, J. & Yue, M. T. (2019). Tourist Involvement, place attachment and willingness to pay tourism ecological compensation - The case of Wuyishan National Park. *Areal research and development*, 38(2), 112-128. (中文期刊)
- Liu, X., Li, J. & Kim, W. G. (2017). The role of travel experience in the structural relationships among tourists' perceived image, satisfaction, and behavioral intentions. *Tourism and Hospitality Research*, 17(2), 135-146.
- Li, W. L., Feng, L. Y., Zhang, S. W., Lin, C. H. & Guo, W. J. (2021). A study on the relationship between tourism video image perception, place attachment and intention to travel. *Journal of Hubei University of Arts and Science*, 42(2), 28-34. (中文期刊)
- Lojo, A., & Li, M. (2018). Segmentation by Experiential Familiarity and Travel Mode of the Chinese Outbound Market to Spain. *Journal of China Tourism Research*, 14(1), 100-121.
- Loureiro, S. M. C. & Jesus, S. (2019). How perceived risk and animosity towards a destination may influence destination image and intention to revisit: the case of Rio de Janeiro. *Anatolia*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/13032917.2019.1632910>.
- Lue, C., Crompton, J. L. & Fesenmaier, D. R. (1993). Conceptualization of multi-destination pleasure trips. *Annals of Tourism Research*, 20, 289-301.
- Mackay, K. J. & Couldwell, C. M. (2004). Using visitor-employed photography to investigate destination image. *Journal of Travel Research*, 42(4), 390-396.
- Mackay, K. J., & Fesenmaier, D. R. (1997). Pictorial element of destination in image formation. *Annals of Tourism Research*, 24(3), 537-565.
- Ma, D. Y. (2020). The relationship between cultural authenticity, place attachment and tourism support-An empirical study based on the perspective of ethnic tourism village residents. *Social Scientist*, 7, 51-56.
- MacCallum, R. C., Widaman, K. F., Zhang, S., & Hong, S. (1999). Sample size in factor analysis. *Psychological Methods*, 4(1), 84-99.
- Main, M. (1990). Cross-cultural studies of attachment organization: Recent studies, changing methodologies, and the concept of conditional strategies. *Human Development*, 33, 48-61.
- Malar, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional brand

- attachment and brand personality: The relative importance of the actual and the ideal self. *Journal of Marketing*, 75, 35-52.
- Ma, L. (2013). Strategy study on national tourism clothing cultural of Guilin region. *Applied Mechanics and Materials*, 411-414, 2335-2338.
- Mamat, M. N., Noor, N. M., & Noor, N. M. (2016). Purchase Intentions of Foreign Luxury Brand Handbags among Consumers in Kuala Lumpur, Malaysia. *Procedia Economics and Finance*, 35, 206-215.
- Ma, M. & Hassink, R. (2014). Research frontiers: Path dependence and tourism area development: the case of Guilin, China. *Tourism Geographies*, 16(4), 580-597.
- Mano, A. & Costa, R. A. (2015). A conceptual model of the antecedents and consequences of tourist destination image. *Procedia Economics and Finance*, 23, 15-22.
- Manteghi, G., Mostofa, T., & Lamit, H. B. (2020). A Pilot Test to Analyse the Differences of Pedestrian Thermal Comfort Between Locals and Internationals in Malacca Heritage Site. *Environment and Urbanization ASIA*, 11(2), 326-341.
- Marine-Roig, E. & Clave, S. A. (2016). Perceived image specialisation in multiscalar tourism destinations. *Journal of Destination Marketing & Management*, 5(3), 202-213.
- Marine-Roig, E. & Ferrer-Rosell, B. (2018). Measuring the gap between projected and perceived destination images of Catalonia using compositional analysis. *Tourism Management*, 68, 236-249.
- Martin, H. S. & Bosque, I. A. R. (2008). Exploring the cognitive–affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 29, 263-277.
- Martins, C. J. A. P. (2017). The status of varying constants: a review of the physics, searches and implications. *Reports on Progress in Physics*, 80(12), 126902.
- Masadeh, M. A. (2012). Linking philosophy, methodology, and methods: Toward mixed model design in the hospitality industry. *European Journal of Social Sciences*, 28(1), 128-137.
- McIntosh, A. J. & Prentice, R. C. (1999). Affirming authenticity consuming cultural heritage. *Annals of Tourism Research*, 26(3), 589-612.
- McKercher, B. & Cros, H. (2003). Testing a cultural tourism typology. *International Journal of Tourism Research*, 5, 45-58.
- Mendes, J., Valle, P. O. D. & Guerreiro, M. (2011). Destination image and events: A structural model for the Algarve case. *Journal of Hospitality Marketing & Management*, 20, 366-384.
- Meng, L. (2015). Research on international communication of Guangxi folk culture

- tourism resources. *Journal of Southwest University for Nationalities*, 9, 149-152.
- Michael, N., James, R., & Michael, I. (2018). Australia's cognitive, affective and conative destination image: an Emirati tourist perspective. *Journal of Islamic Marketing*, 9(1), 36-59.
- Mikulincer, M. & Shaver, P. R. (2003). The attachment behavioral system in adulthood: Activation, psychodynamics and interpersonal processes. *Advances in Experimental Social Psychology*, 35, 53-152.
- Milligan, P. (2004). Comparison of two cluster sampling methods for health surveys in developing countries. *International Journal of Epidemiology*, 33(3), 469-476.
- Mina, H. S., Reza, P. & Mohammad, G. (2014). Constructing and validating the self-efficacy scale for English language learners' textbooks through Rasch measurement model. *International Journal of Research Studies in Language Learning*, 3(6), 73-84.
- Mirecki, R. M. & Chou, J. L. (2013). A multicultural application of attachment theory with immigrant families: Contextual and developmental adaptations. *Contemporary Family Therapy*, 35, 508-515.
- Mohamed, A. E., Shariff, N. M. & Kayat, K. (2017). The influences of community attachment on residents' perceptions towards Lenggong Valley's designation as the UNESCO World Heritage Site. *Asian Journal of Business Management Studies*, 8(2), 21-25.
- Montabon, F., Daugherty, P. J., & Chen, H. (2017). Setting standards for single respondent survey design. *Journal of Supply Chain Management*, 54(1), 35-41.
- Moon, K. S., Kim, M., Ko, Y. J., Connaughton, D. P. & Lee, J. H. (2011). The influence of consumer's event quality perception on destination image. *Managing Service Quality*, 21(3), 287-303.
- Mohamed, M. E., Kim, D. C., Lehto, X. & Behnke, C. A. (2021). Destination restaurants, place attachment, and future destination patronization. *Journal of Vacation Marketing*. Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/13567667211014947>.
- Monka, M., Quist, P. & Skovse, A. R. (2020). Place attachment and linguistic variation: A quantitative analysis of language and local attachment in a rural village and an urban social housing area. *Language in Society*. Retrieved from <https://www.cambridge.org/core/journals>.
- Morgan, P. (2010). Towards a developmental theory of place attachment. *Journal of Environmental Psychology*, 30, 11-22.
- Mwaura, D., Acquaye, D., & Jargal, S. (2013). Marketing implications of the destination image of Mongolia. *Worldwide Hospitality and Tourism Themes*, 5(1), 80-91.

- Nicoletta, R. & Servidio R. (2012). Tourists' opinions and their selection of tourism destination images: An affective and motivational evaluation. *Tourism Management Perspectives*, 4, 19-27.
- Niemczyk, A. (2013). Cultural tourists: "An attempt to classify them". *Tourism Management Perspectives*, 5, 24-30.
- Nolte, T., Bolling, D. Z., Hudac, C. M., Fonagy, P., Mayes, L. & Pelphrey, K. A. (2013). Brain mechanisms underlying underlying the impact of attachment-related stress on social cognition. *Frontiers in Human Neuroscience*, 7, 1-12.
- Nurunnabi, A., West, G., & Belton, D. (2015). Outlier detection and robust normal-curvature estimation in mobile laser scanning 3D point cloud data. *Pattern Recognition*, 48(4), 1404-1419.
- Ory, D. T., & Mokhtarian, P. L. (2009). The impact of non-normality, sample size and estimation technique on goodness-of-fit measures in structural equation modeling: evidence from ten empirical models of travel behavior. *Quality & Quantity*, 44(3), 427-445.
- Ouyang, Z., Gursay, D. & Sharma, B. (2017). Role of trust, emotions and event attachment on residents' attitudes toward tourism. *Tourism Management*, 63, 426-438.
- Ozturk, A. B. & Qu, H. (2008). The impact of destination images on tourists' perceived value, expectations, and loyalty. *Journal of Quality Assurance in Hospitality & Tourism*, 9(4), 275-297.
- Pahlavan, F., & Lubart, T. (2007). Motivational Effects of Success Or Failure Feedback on the Perception of Affective Pictures. *Psychological Reports*, 100(2), 585-603.
- Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B. & Iacobucci, D. (2010). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing*, 74, 1-17.
- Park, K., Lee, J. & Lee, T. (2016). Residents' attitudes toward future tourism development in terms of community well-being and attachment. *Asia Pacific Journal of Tourism Research*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/10941665.2016.1208669>.
- Wu, C., & Thompson, M. E. (2020). *Stratified Sampling and Cluster Sampling*. In: *Sampling Theory and Practice*. ICSA Book Series in Statistics. Springer, Cham.
- Pearce, P. L. (1982). Perceived changes in holiday destinations. *Annals of Tourism Research*, 9(2), 145-164.
- Pereira, M. L., Anjos, F. A., Anana, E. S. & Weismayer, C. (2021). *Journal of Outdoor*

Recreation and Tourism. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S2213078021000487>.

- Pereira, V., Gupta, J. J. & Hussain, S. (2019). Impact of travel motivation on tourist's attitude toward destination: Evidence of mediating effect of destination image. *Journal of Hospitality & Tourism Research*. Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/1096348019887528>.
- Perkins, B. L. (2018). A Pilot Study Assessing the Effectiveness of Equine-Assisted Learning with Adolescents. *Journal of Creativity in Mental Health*, 13(3), 298-305.
- Peroff, D. M., Morais, D. B., Seekamp, E., Sills, E. & Wallace, T. (2019). Assessing residents' place attachment to the Guatemalan Maya landscape through mixed methods photo elicitation. *Journal of Mixed Methods Research*, 14(3), 379-402.
- Phelps, A. (1986). Holiday destination image — the problem of assessment. *Tourism Management*, 7(3), 168-180.
- Phillips, W. & Jang, S. (2007). Destination image and visit intention: Examining the moderating role of motivation. *Tourism Analysis*, 12, 319-326.
- Pike, S. & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. *Journal of Travel Research*, 42, 333-342.
- Pinto, M. J. A. & Gomes, E. L. (2021). The touristudent: how international academic mobility can contribute to tourism. *Journal of International Students*, 11(1), 60-80.
- Pollini, G. (2005). Elements of a theory of place attachment and socio-territorial belonging. *International Review of Sociology - Revue Internationale de Sociologie*, 15(3), 497-515.
- Prayag, G. (2011). Paradise for who? Segmenting visitors' satisfaction with cognitive image and predicting behavioural loyalty. *International Journal of Tourism Research*, 14, 1-15.
- Prayag, G., Hosany, S., Muskat, B. & Chiappa, G. D. (2015). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of Travel Research*. Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/0047287515620567>.
- Prentice, R., & Andersen, V. (2007). Interpreting heritage essentialisms: Familiarity and felt history. *Tourism Management*, 28(3), 661-676.
- Prodanova, J., San-Martin, S. & Jimenez, N. (2020). Achieving customers' repurchase intention through stimuli and site attachment. *Journal of Organizational Computing and Electronic Commerce*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/10919392.2020.1739395>.

- Qin, Q., Wall, G. & Liu, X. (2011). Government roles in stimulating tourism development: A case from Guangxi, China. *Asia Pacific Journal of Tourism Research*, 16(5), 471-487.
- Qin, Y. J. & Wang, J. L. (2018). Study on the Internationalization of Guangxi Higher Education under the "Belt and Road" Initiative. *Journal of Guangxi University for Nationalities*, 40(6), 217-221. (中文期刊)
- Rajesh, R. (2013). Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. *PASOS. Revista de Turismo y Patrimonio Cultural*, 11(3), 67-78.
- Ramkissoon, H. (2015). Authenticity, satisfaction, and place attachment: A conceptual framework for cultural tourism in African island economies. *Development Southern Africa*, 32(3), 292-302.
- Raymond, C. M., Brown, G. & Weber, D. (2010). The measurement of place attachment: Personal, community, and environmental connections. *Journal of Environmental Psychology*, 30, 422-434.
- Reilly, M. D. (1990). Free elicitation of descriptive adjectives for tourism image assessment. *Journal of Travel Research*, 26(4), 21-26.
- Reisinger, Y. & Turner, L. (1997). Cross-cultural differences in tourism: Indonesian tourists in Australia. *Tourism Management*, 18(3), 139-147.
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12-21.
- Richards, G. & Wikson, J. (2004). The international student travel market: travel style, motivations, and activities. *Tourism Review International*, 8, 57-67.
- Routh, D. A. & Burgoyne, C. B. (1998). Being in two minds about a single currency: A UK perspective on the euro. *Journal of Economic Psychology*, 19, 741-754.
- Rowley, J. (2014). Designing and using research questionnaires. *Management Research Review*, 37(3), 308-330.
- Royo-Vela, M. (2009). Rural-cultural excursion conceptualization: A local tourism marketing management model based on tourist destination image measurement. *Tourism Management*, 30, 419-428.
- Rubio, D. M., Berg-Weger, M., Tebb, S. S., Lee, E. S., & Rauch, S. (2003). Objectifying content validity: Conducting a content validity study in social work research. *Social Work Research*, 27(2), 94-104.
- Saari, R., Hockert, E., Luthje, M., Kugapi, O. & Mazzullo, N. (2020). Cultural sensitivity in Sami tourism: A systematic literature review in the Finnish context. *Finnish Journal of Tourism Research*, 16(1), 93-110.
- Salazar, N. B. (2012). Community-based cultural tourism: issues, threats and

- opportunities. *Journal of Sustainable Tourism*, 20(1), 9-22.
- Santana, L. D. & Gosling, S. M. (2018). Dimensions of image: a model of destination image formation. *Tourism Analysis*, 23: 303-322.
- Sarani, A. & Khoosf, S. G. (2014). Unpeeling the onion: On the relationship among Iranian EFL teachers' attachment and its underlying components with their emotional intelligence. *Iranian Journal of Applied Language Studies*, 6(2), 104-118.
- Sarkisian, C. A., Prohaska, T. R., Davis, C., & Weiner, B. (2007). Pilot Test of an Attribution Retraining Intervention to Raise Walking Levels in Sedentary Older Adults. *Journal of the American Geriatrics Society*, 55(11), 1842-1846.
- Scannell, L. & Gifford, R. (2010). Defining place attachment: A tripartite organizing framework. *Journal of Environmental Psychology*, 30, 1-10.
- Schreuder, E., Erp, J., Toet, A. & Kallen, V. L. (2016). Emotional responses to multisensory environmental stimuli: A conceptual framework and literature review. *Sage Open*, 6(1), 1-19.
- Schroeder, T. (1996). The relationship of residents' image of their state as a tourist destination and their support for tourism. *Journal of Travel Research*, 34(4), 71-73.
- Schwarz, N. (2000). Emotion, cognition, and decision making. *Cognition & Emotion*, 14(4), 433-440.
- Sekaran, U., & Bougie, R. (2010). *Research methods for business - A skill-building approach* (5th ed.). West Sussex, United Kingdom: John Wiley & Sons.
- Seo, S., Kim, O. Y., Oh, S. & Yum, N. (2013). Influence of informational and experiential familiarity on image of local foods. *International Journal of Hospitality Management*, 34. 295-308.
- Seyfi, S., Hall, C. M. & Rasoolimanesh, S. M. (2019). Exploring memorable cultural tourism experiences. *Journal of Heritage Tourism*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/1743873X.2019.1639717>.
- Sharma, P. & Nayak, J. K. (2018). Do tourists' emotional experiences influence images and intentions in yoga tourism?. *Tourism Review*, 74(3), 646-665.
- Sharma, V. K., Chandana, pankaj, & Bhardwaj, A. (2015). Critical factors analysis and its ranking for implementation of GSCM in Indian dairy industry. *Journal of Manufacturing Technology Management*, 26(6), 911-922.
- Shi, F. (2020). Study on the effectiveness of regional cultural experience activities for ASEAN students in Guangxi. *Higher Education Forum*, 8, 107-111. (中文期刊)
- Shi, S., Gursay, D., & Chen, L. (2019). Conceptualizing home-sharing lodging experience and its impact on destination image perception: A mixed method

- approach. *Tourism Management*, 75, 245-256.
- Silberberg, D. (1995). Cultural tourism and business opportunities for museums and heritage sites. *Tourism Management*, 16(5), 361-365.
- Silva, C., Kastenholz, E. & Abrantes, J. L. (2013). Place-attachment, destination image and impacts of tourism in mountain destinations. *Anatolia - An International Journal of Tourism and Hospitality Research*, 24(1), 17-29.
- Silvestre, A. L. & Correia, A. (2005). A second-order factor analysis model for measuring tourists' overall image of Algarve, Portugal. *Tourism Economics*, 11(4), 539-554.
- Sirgy, M. J. & Su, C. (2000). Destination image, self-congruity, and travel behavior: toward an integrative model. *Journal of Travel Research*, 38(4), 340-352.
- Smith, G. T. (2005). On construct validity: Issues of method and measurement. *Psychological Assessment*, 17(4), 396-408.
- Son, A. (2005). The measurement of tourist destination image: Applying a sketch map technique. *International Journal of Tourism Research*, 7, 279-294.
- Song, H., Kim, K. & Yim, B. H. (2017). The mediating effect of place attachment on the relationship between golf tourism destination image and revisit intention. *Asia Pacific Journal of Tourism Research*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/10941665.2017.1377740>.
- Soto, C. J., & John, O. P. (2009). Ten facet scales for the Big Five Inventory: Convergence with NEO PI-R facets, self-peer agreement, and discriminant validity. *Journal of Research in Personality*, 43(1), 84-90.
- Sonmez, S. F. & Graefe, A. R. (1998). Determining future travel behavior from past travel experience and perceptions of risk and safety. *Journal of Travel Research*, 37, 171-177.
- Stehman, S. V. (1997). Estimating standard errors of accuracy assessment statistics under cluster sampling. *Remote Sensing of Environment*, 60(3), 258-269.
- Stratan, A., Perciun, R. & Gribincea, C. (2015). Identifying cultural tourism potentials in republic of Moldova through cultural consumption among tourists. *Procedia - Social and Behavioral Sciences*, 188, 116-121.
- Stylidis, D. (2018). Residents' place image: a cluster analysis and its links to place attachment and support for tourism. *Journal of Sustainable Tourism*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/09669582.2018.1435668>.
- Stylidis, D. (2020). Exploring resident–tourist interaction and its impact on tourists' destination image. *Journal of Travel Research*. Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/0047287520969861>.
- Stylidis, D., Shani, A. & Belhassen, Y. (2017). Testing an integrated destination image

- model across residents and tourists. *Tourism Management*, 58, 184-195.
- Stylidis, D., Woosnam, K. M., Ivkov, M. & Kim, S. S. (2020). Destination loyalty explained through place attachment, destination familiarity and destination image. *International Journal of Tourism Research*, 22(5), 604-616.
- Stylos, N., Bellou, V., Andronikidis, A. & Vassiliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism Management*, 60, 15-29.
- Su, B. (2011). Rural tourism in China. *Tourism Management*, 32(6), 1438-1441.
- Su, D. N., Nguyen, N. N., Nguyen, Q. N. T. & Tran, T. P. (2020). The link between travel motivation and satisfaction towards a heritage destination: The role of visitor engagement, visitor experience and heritage destination image. *Tourism Management Perspectives*, 34, 1-11.
- Su, J. (2003). A preliminary study on the mechanism of tourism destination image formation. *Journal of Lianyungang Teachers College*, 1, 37-38. (中文期刊)
- Suhud, U., Allan, M. & Willson, G. (2021). The relationship between push-pull motivation, destination image, and stage of visit intention: the case of Belitung Island. *International Journal of Hospitality & Tourism Systems*, 14(1), 9-20.
- Sun, C. M., Cheng, Q. & Tan, G. X. (2017). Status of digital protection of intangible cultural heritage of Guangxi minorities and analysis of countermeasures. *Guangxi Ethnic Studies*, 3, 124-132.
- Sun, M., Ryan, C. & Pan, S. (2015). Using Chinese travel blogs to examine perceived destination image: The case of New Zealand. *Journal of Travel Research*, 54(4), 543-555.
- Su, Z. & Zeng, Y. Y. (2021). Marketing mix strategy of cultural tourism industry under the normalization of epidemic prevention and control: A case study of Guangxi. *China Economist*, 9, 153-154.
- Taheri, B., Jafari, A. & O'Gorman, K. (2014). Keeping your audience: Presenting a visitor engagement scale. *Tourism Management*, 42, 321-329.
- Takahashi, K., Fukazawa, M., Motohira, H., Ochiai, K., Nishikawa, H., & Miyata, T. (2003). A Pilot Study on Anti plaque Effects of Mastic Chewing Gum in the Oral Cavity. *Journal of Periodontology*, 74(4), 501-505.
- Tang, H., Cui, F., Liu, L., & Li, Y. (2018). Predictive models for tyrosinase inhibitors: Challenges from heterogeneous activity data determined by different experimental protocols. *Computational Biology and Chemistry*, 73, 79-84.
- Tang, K. X. (2020). The interpretation and display of traditional opera as an intangible cultural heritage: A case study of Guangxi Color Tune Drama. *Journal of Guangxi University for Nationalities*, 42(4), 70-77.

- Tang, Y. (2014). Travel motivation, destination image and visitor satisfaction of international tourists after the 2008 Wenchuan earthquake: A structural modelling approach. *Asia Pacific Journal of Tourism Research*, 19(11), 1260-1277.
- Tan, W.-K. (2017). Repeat visitation: A study from the perspective of leisure constraint, tourist experience, destination images, and experiential familiarity. *Journal of Destination Marketing & Management*, 6(3), 233-242.
- Tan, W. & Wu, C. (2016). An investigation of the relationships among destination familiarity, destination image and future visit intention. *Journal of Destination Marketing & Management*, 5(3), 214-226.
- Tapachai, N. & Waryszak, R. (2000). An examination of the role of beneficial image in tourist destination selection. *Journal of Travel Research*, 39, 37-44.
- Tasci, A. D. A., Gartner, W. C. & Cavusgil, S. T. (2007). Conceptualization and operationalization of destination image. *Journal of Hospitality & Tourism Research*, 31(2), 194-233.
- Tasci, A. D. A., Uslu, A., Styliadis, D. & Woosnam, K. M. (2021) Place-oriented or people-oriented concepts for destination loyalty: destination image and place attachment versus perceived distances and emotional solidarity. *Journal of Travel Research*. Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/0047287520982377>.
- Tavitiyaman, P. & Qu, H. (2013). Destination image and behavior intention of travelers to Thailand: the moderating effect of perceived risk. *Journal of Travel & Tourism Marketing*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/10548408.2013.774911>.
- Tonge, J., Ryan, M. M., Moore, S. A. & Beckley, L. E. (2014). The effect of place attachment on pro-environment behavioral intentions of visitors to coastal natural area tourist destinations. *Journal of Travel Research*. Retrieved from <http://jtr.sagepub.com/content/early/2014/05/08/0047287514533010>.
- Tsai, S. (2011). Place attachment and tourism marketing: Investigating international tourists in Singapore. *International Journal of Tourism Research*, 14, 139-152.
- Vada, S., Prentice, C. & Hsiao, A. (2019). The influence of tourism experience and well-being on place attachment. *Journal of Retailing and Consumer Services*, 47, 322-330.
- Vaske, J. J. & Kobrin, K. C. (2010). Place attachment and environmentally responsible behavior. *The Journal of Environmental Education*, 32(4), 16-21.
- Veasna, S., Wu, W. & Huang, C. (2013). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management*, 36, 511-526.
- Venkatalaxmi, A., Padmavathi, B. S. & Amaranath, A. (2004). A general solution of

- unsteady Stokes equations. *Fluid Dynamics Research*, 35, 229-236.
- Viken, A., Hockert, E. & Grimwood, B. S.R. (2021). Cultural sensitivity: Engaging difference in tourism. *Annals of Tourism Research*. Retrieved from <https://www.sciencedirect.com/science/article/pii/S0160738321000980>.
- Vinodh, S., & Joy, D. (2012). Structural Equation Modelling of lean manufacturing practices. *International Journal of Production Research*, 50(6), 1598-1607.
- Wallendorf, M. & Arnould, E. J. (1988). "My Favorite Things": A cross-cultural inquiry into object attachment, possessiveness, and social linkage. *Journal of Consumer Research*, 14, 531-547.
- Walmsley, D. J. & Young, M. (1998). Evaluative images and tourism: The use of personal constructs to describe the structure of destination images. *Journal of Travel Research*, 36, 65-69.
- Wang, C. (2018). Influencing Factors, Mechanisms and types of tourism destination image perception: Case study of "Colorful Guizhou" based on grounded theory. *Tourism Forum*, 11(4), 116-124. (中文期刊)
- Wang, C. D. & Mallinckrodt, B. (2006). Acculturation, attachment, and psychosocial adjustment of Chinese/Taiwanese international students. *Journal of Counseling Psychology*, 53(4), 422-433.
- Wang, H. G. & Liu, G. H. (2010). Tourism destination image connotation and formation mechanism. *Theory Monthly*, 2, 98-100. (中文期刊)
- Wang, S. S., Zhang, B. L. & Zhou, R. (2020). An empirical analysis of the coupled development of cultural industry and tourism industry in Tibet. *Tibetan Studies*, 3, 23-32. (中文期刊)
- Wang, J. Y., Wu, J. F. & Wang, A. M. (2018). Process of the tourist destination image elements: An exploratory study based on grounded theory. *Human Geography*, 6, 152-160. (中文期刊)
- Wang, W. & Xu, H. Q. (2021). Survey and research on the high-quality development of tourism in Guangxi in the post-epidemic era. *Journal of Guilin University of Technology*, 41(2), 434-443. (中文期刊)
- Wang, X. (2021). Main Features, Influencing Factors and Optimization Strategies of Regional Distribution of International Students in China. *Higher Education Forum*, 9, 97-104. (中文期刊)
- Wen, D. N. & Ling, Y. P. (2018). Analysis of the current situation of tourism development of intangible cultural heritage in Guangxi. *Estate and Science Tribune*, 17(24), 16-17. (中文期刊)
- White, C. F. (2004). Destination image: to see or not to see?. *International Journal of Contemporary Hospitality Management*, 16(5), 309-314.

- Williams, D. R. & Roggenbuck, J. W. (1989). Measuring place attachment: Some preliminary results. *NRPA Symposium on Leisure Research*. Retrieved from <https://www.fs.fed.us/rm/value/docs/nrpa89.pdf>.
- Wong, J. & Lai, T. (2015). Celebrity attachment and behavioral intentions: The mediating role of place attachment. *International Journal of Tourism Research*, 17, 161-170.
- Woosnam, K. M., Styliadis, D., & Ivkov, M. (2020). Explaining conative destination image through cognitive and affective destination image and emotional solidarity with residents. *Journal of Sustainable Tourism*, 28(6), 917-935.
- Wu, C. C., Zhou, G. Z., & Wang, Y. Y. (2022). Knowledge mapping analysis of China's cultural tourism research. *Journal of Anhui Normal University (Natural Science Edition)*, 45(6), 575-583. (中文期刊)
- Wu, J., Chen, J & Dou, W. (2016). The internet of things and interaction style: the effect of smart interaction on brand attachment. *Journal of Marketing Management*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/0267257X.2016.1233132>.
- Wu, N. & Yang, W. (2020). The development process and future trend of Chinese and Indian international students' education under the perspective of "Belt and Road" . *Journal of Hebei Normal University (Education Science)*, 22(3), 74-82. (中文期刊)
- Wu, P. & Ang, S. H. (2011). The impact of expatriate supporting practices and cultural intelligence on cross-cultural adjustment and performance of expatriates in Singapore. *The International Journal of Human Resource Management*, 22(13), 2683-2702.
- Wynveen, C. J., Schneider, I. E., Cottrell, S., Arnberger, A., Schlueter, A. C. & Ruschkowski, E. V. (2017). Comparing the validity and reliability of place attachment across cultures. *Society & Natural Resources*. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/08941920.2017.1295499>.
- Xie, K. L. & Lee, J. (2013). Toward the perspective of cognitive destination image and destination personality: The case of Beijing. *Journal of Travel & Tourism Marketing*, 30, 538-556.
- Xu, F. F., Morgan, M. & Moital, M. (2011). Cross-cultural segments in international student travel: an analysis of British and Chinese market. *Tourism Analysis*, 16, 663-675.
- Yang, J., He, J. & Gu, Y. (2012). The implicit measurement of destination image: The application of implicit association tests. *Tourism Management*, 33, 50-52.
- Yang, J., Yuan, B. & Hu, P. (2015). Tourism destination Image and visit intention: Examining the role of familiarity. *Journal of China Tourism Research*, 5, 174-187. (中文期刊)

- Yang, S. P. & Li, S. S. (2021). Problems and development measures of ASEAN international student education in Guangxi. *Higher Education Forum*, 8, 71-74. (中文期刊)
- Yan, H., & Bramwell, B. (2008). Cultural Tourism, Ceremony And The State In China. *Annals of Tourism Research*, 35(4), 969-989.
- Yanyun Yang, & Green, S. B. (2011). Coefficient Alpha: A Reliability Coefficient for the 21st Century? *Journal of Psychoeducational Assessment*, 29(4), 377-392.
- Yap, B. W., & Sim, C. H. (2011). Comparisons of various types of normality tests. *Journal of Statistical Computation and Simulation*, 81(12), 2141-2155.
- Yap, W. J., Cheon, B., Hong, Y. & Christopoulos, G. I. (2019). Cultural attachment: From behavior to computational neuroscience. *Frontiers in Human Neuroscience*. Retrieved from <https://www.frontiersin.org/articles/10.3389/fnhum.2019.00209/full>.
- Yap, W. J., Christopoulos, G. I. & Hong, Y. (2017). Physiological responses associated with cultural attachment. *Behavioural Brain Research*. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0166432817300542>.
- Yazici, B., & Yolacan, S. (2007). A comparison of various tests of normality. *Journal of Statistical Computation and Simulation*, 77(2), 175-183.
- Yeh, S., Chen, C. & Liu, Y. (2012). Nostalgic emotion, experiential value, destination image, and place attachment of cultural tourists. *Advances in Hospitality and Leisure*, 8, 167-187.
- Yeoh, E. K.-K., Chang, L., & Zhang, Y. (2018). China–Malaysia Trade, Investment, and Cooperation in the Contexts of China–ASEAN Integration and the 21st Century Maritime Silk Road Construction. *The Chinese Economy*, 51(4), 298-317.
- Yilmaz, Y., & Yilmaz, Y. (2020). Pre- and post-trip antecedents of destination image for non-visitors and visitors: A literature review. *International Journal of Tourism Research*, 22(4), 518-535.
- Yuan, K.-H., & Bentler, P. M. (2001). Effect of outliers on estimators and tests in covariance structure analysis. *British Journal of Mathematical and Statistical Psychology*, 54(1), 161-175.
- Yuksel, A., Yuksel, F. & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31, 274-284.
- Yu, Y. F., Xu, M. Y. & Zhao, X. (2017). The influence of perceived cultural originality on local attachment among residents of ethnic tourism places -Take Enshi Tujia and Miao Autonomous Prefecture in Hubei Province as an example. *Areal research and development*, 36(2), 74-77.

- Zeng, Y. P. & Huang, Y. L. (2020). A discussion on the development effects of professional international education in Guangxi local universities under the background of international education - Take Guilin University of Technology as an example. *Journal of Jiangxi Vocational and Technical College of Electricity*, 33(7), 119-121. (中文期刊)
- Zhang, J.-Y., Casten, R. F., & Brenner, D. S. (1989). Empirical proton-neutron interaction energies. Linearity and saturation phenomena. *Physics Letters B*, 227(1), 1-5.
- Zhang, H., Wu, Y. & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, 8, 326-336.
- Zhang, W. Q., Yang, L. Y. & Yang, S. X. (2021). Composite sampling design with changing population capacities of the sampling frame. *Journal of systems engineering*, 36(4), 566-576.
- Zhang, Y. (2019). Evolution of market pattern and marketing innovation of 5A tourist attractions under new media. *Journal of Commercial Economics*, 6, 183-185.
- Zhang, Z., Liang, Z. & Bao, J. (2021). From theme park to cultural tourism town: Disneyization turning of tourism space in China. *Regional Sustainability*, 2, 156-163. (中文期刊)
- Zhao, Q. (2020). Discussion on tourism and intangible cultural heritage dissemination: A case study of Guangxi tourism. *Journal of Guilin Normal College*, 34(1), 41-43. (中文期刊)
- Zhou, N. X. & Sha, R. (2001). A preliminary study on the formation process and life cycle of tourism destination image. *Geography and Territorial Research*, 17(1), 55-58. (中文期刊)
- Zhou, Y. B. (2020). The influence mechanism of black narration on tourism destination induced image. *Tourism Tribune*, 35, 65-79. (中文期刊)

APPENDIX A

Questionnaire on the perceived image of Guangxi as cultural tourism destination (in English)

Dear sir/madam,

How do you do! I am conducting a study on the perceived image of Guangxi cultural tourism destination by ASEAN international Chinese students. After you read each option, please make your choice according to the requirements of the question. This survey is anonymous and will not involve your personal privacy. The content of the survey is for my PhD thesis only.

Your answers will also be treated as confidential and will only be used for academic purposes.

Thank you very much for your assistance and contribution!

Yours sincerely,

Luo Tianyang (A researcher from Universiti Utara Malaysia & Hezhou University, Guangxi)

PART ONE: SOCIO-DEMOGRAPHIC DETAILS

The following statement is about your personal background. Please tick the appropriate box.

1. Gender: Male ☐ Female ☐;

2. Age: 18-22 ☐ 23-30 ☐ Over 30 ☐;

3. Nationality: Vietnam ☐ Thailand ☐ Malaysia ☐ Cambodia ☐ Brunei ☐

Myanmar ☐ Singapore ☐ Indonesia ☐ Laos ☐ Philippines ☐

4. Annual family income (In USD):

Less than \$10,000 ☐ \$10,000-\$30,000 ☐ \$30,000-\$50,000 ☐

\$50,000-\$100,000 ☐ Over \$100,000 ☐;

5. Marital status: Married ☐ Single ☐

6. From which university:

Guangxi University ☐ Guangxi University of Finance and Economics ☐

Beibu Gulf University ☐ Guilin University of Electronic Technology ☐

Guilin Tourism University ☐ Hezhou University ☐;

7. Specialty of study: Management ☐ Linguistics ☐ Computing ☐ Education ☐

Others, please specify: _____.

PART TWO: informational familiarity

To what extent do you agree with the following statements? Please tick your choice below:

Question Items	Scale						
	Strongly disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly agree
1. Traditional media such as TV or newspapers can help you know more on the cultural tourism of Guangxi.							
2. New media such as website and APP can help you know more on the cultural tourism of Guangxi.							
3. Articles can help you to know about cultural tourism in Guangxi.							
4. Documentaries can help you to know about cultural tourism in Guangxi.							
5. Travel handbooks and guides from travel agencies can help you to know about cultural tourism in Guangxi.							
6. Commercial marketing from travel agencies can help you to know about cultural tourism in Guangxi.							
7. Information from family members can help you to know about cultural tourism in Guangxi.							

8. Information from friends can help you to know about cultural tourism in Guangxi.							
9. Information from colleagues can help you to know about cultural tourism in Guangxi.							

PART THREE: EXPERIENTIAL FAMILIARITY

To what extent do you agree with the following statements? Please tick your choice below:

Question Items	Scale						
	Strongly disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly agree
1. You often traveled in Guangxi.							
2. You visited some cultural tourism attractions in Guangxi.							
3. You know some cultures of Guangxi.							
4. You are experienced in conducting tours in Guangxi.							
5. You familiar with the most famous tourism attractions in Guangxi							

PART FOUR: MOTIVATION

To what extent do you agree with the following statements? Please tick your choice below:

Question Items	Scale						
	Strongly disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly agree
1. Searching knowledge about tourism culture is an important motivation for you to do cultural tourism in Guangxi.							

2. Experiencing culture at a destination is an important motivation for you to do cultural tourism in Guangxi.							
3. Getting rest is an important motivation for you to do cultural tourism in Guangxi.							
4. Leaving study and work is an important motivation for you to do cultural tourism in Guangxi.							
5. Enjoy the tour is an important motivation for you to do cultural tourism in Guangxi.							

PART FIVE: CULTURAL ATTACHMENT

To what extent do you agree with the following statements? Please tick your choice below:

Question Items	Scale						
	Strongly disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly agree
1. You are attached to the culture of Guangxi.							
2. You feel like you belong to Guangxi.							
3. You think Guangxi is safe.							
4. You think Guangxi is a tolerant place.							
5. You think the local residents of Guangxi are friendly.							
6. You are physically and mentally healthy while living in Guangxi.							
7. You can integrate into Guangxi's culture and adapt to it.							
8. You like to learn and use some Guangxi dialects.							
9. Even if you don't know							

the local language, you can also communicate good with the people in Guangxi.							
10. You like the cultures of Guangxi's tourism destinations.							

PART SIX: COGNITIVE IMAGE

To what extent do you agree with the following statements? Please tick your choice below:

Question Items	Scale						
	Strongly disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly agree
1. Guangxi has beautiful natural environment.							
2. The cultural tourism facilities of Guangxi is complete.							
3. There are many entertainments and leisure time in Guangxi.							
4. Guangxi has harmonious humanity environment.							
5. Guangxi has excellent social atmosphere.							

PART SEVEN: AFFECTIVE IMAGE

To what extent do you agree with the following statements? Please tick your choice below:

Question Items	Scale						
	Strongly disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly agree
1. Guangxi's cultural tourism is pleasant.							
2. Guangxi's cultural tourism is relaxing.							
3. Guangxi's cultural tourism is interesting.							
4. Guangxi's cultural tourism is trendy.							
5. Guangxi's cultural tourism is original.							

PART EIGHT: CONATIVE IMAGE

To what extent do you agree with the following statements? Please tick your choice below:

Question Items	Scale						
	Strongly disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly agree
1. You would like to travel to Guangxi again.							
2. You would like to recommend others to travel to Guangxi.							
3. You would miss the local life when you leave Guangxi.							
4. You would like to popularize the cultural tourism image of Guangxi.							
5. You have a good impression of Guangxi's cultural tourism.							

APPENDIX B

Questionnaire on the perceived image of Guangxi as cultural tourism destination (in Chinese)

亲爱的先生/女士：

您好！现在正在进行一项关于东盟中国留学生对广西文化旅游目的地的感知形象的研究。在您阅读每个选项后，请根据问题的要求做出选择。本调查是匿名的，不会涉及您的个人隐私。调查内容仅用于研究者的博士学位论文。

您的答案也将被视为机密，只用于学术目的。

非常感谢您的协助和贡献！

调查者：罗天扬（马来西亚北方大学和广西贺州学院的研究者）

第一部分：社会人口背景

以下部分是关于你的个人背景，请在适当的选项内打勾。

1. 性别：男 ☐ 女 ☐;

2. 年龄：18-22 ☐ 23-30 ☐ 30 岁以上 ☐;

3. 国籍：越南 ☐ 泰国 ☐ 马来西亚 ☐ 柬埔寨 ☐ 文莱 ☐

缅甸 ☐ 新加坡 ☐ 印度尼西亚 ☐ 老挝 ☐ 菲律宾 ☐

4. 家庭年收入 (美元\$):

低于\$10,000 ☐ \$10,000-\$30,000 ☐ \$30,000-\$50,000 ☐

\$50,000-\$100,000 ☐ 高于\$100,000 ☐;

5. 婚姻状况：已婚 ☐ 未婚 ☐

6. 在哪所大学学习:

广西大学 ☐ 广西财经大学 ☐ 北部湾大学 ☐ 桂林电子科技大学 ☐

桂林旅游学院 ☐ 贺州学院 ☐

7. 所学专业：管理学 ☐ 语言学 ☐ 计算机 ☐ 教育 ☐

其他专业，请填写：_____.

第二部分：信息熟悉度

你在多大程度上同意以下说法？请在你的选择上打勾：

问题	尺度						
	非常不同意	不同意	有些不同意	中立	有些同意	同意	非常同意
1.电视或报纸等传统媒体可以帮助你了解更多关于广西的文化旅游。							
2.网站和 APP 等新媒体可以帮助你了解更多关于广西文化旅游的信息。							
3.旅游文章可以帮助你了解广西的文化旅游。							
4.纪录片可以帮助你了解广西的文化旅游。							
5.旅行社的旅游手册和指南可以帮助你了解广西的文化旅游。							
6.旅行社的商业营销可以帮助你了解广西的文化旅游。							
7.家庭成员提供的信息可以帮助你了解广西的文化旅游。							
8.来自朋友的信息可以帮助你了解广西的文化旅游。							
9.同事或同学提供的信息可以帮助你了解广西的文化旅游。							

第三部分：经验熟悉度

你在多大程度上同意以下说法？请在你的选择上打勾：

问题	尺度						
	非常不同意	不同意	有些不同意	中立	有些同意	同意	非常同意
1.你经常在广西旅行。							
2.你参观了广西的很多文化旅游景点。							
3.你知道广西的许多文化。							
4.你很有在广西计划旅游的经验。							
5.你熟悉广西最著名的旅游景点。							

第四部分：动机

你在多大程度上同意以下说法？请在你的选择上打勾：

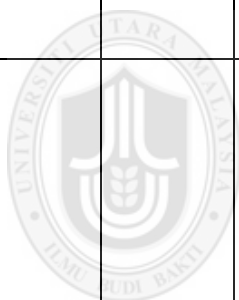
问题	尺度						
	非常不同意	不同意	有些不同意	中立	有些同意	同意	非常同意
1. 寻求有关旅游文化的知识是你到广西进行							

文化 旅游 的 重 要 动 力 。						
2 · 在 目 的 地 体 验 文 化 是 你 在 广 西 进 行 文 化 旅 游 的 一 个 重 要 动 机 。						
3 · 获 得 体						



UUM
Universiti Utara Malaysia

息是你在广西进行文化旅游的一个重要动力。						
4. 远离学习和工作是你在广西进行文化旅游的一个重要						



UUM
Universiti Utara Malaysia

要 动 机 。							
5 · 享 受 旅 游 是 你 在 广 西 进 行 文 化 旅 游 的 一 个 重 要 动 力 。							

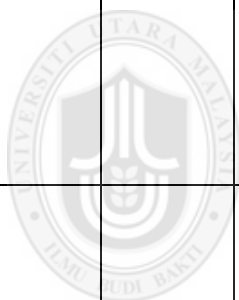
第五部分：文化依恋

你在多大程度上同意以下说法？请在你的选择上打勾：

问 题	尺度						
	非常不同意	不同意	有些不同意	中立	有些同意	同意	非常同意
1 ·							

你 对 广 西 的 文 化 很 依 恋 。						
2 · 你 感 觉 自 己 属 于 广 西 。						
3 · 你 认 为 广 西 是 安 全 的 。						
4 · 你 认 为 广 西 是 一						

个宽容的地方。						
5. 你认为广西的当地居民很友好。						
6. 在广西生活期间，你的身体和心理都很健康。						



UUM
Universiti Utara Malaysia

。							
7 · 你可以融入广西的文化并适应它。							
8 · 你喜欢学习和使用一些广西方言。							
9 · 即使你不懂当地							



UUM
Universiti Utara Malaysia

语言，你也可以和广西人很好地沟通。						
10. 你喜欢广西旅游目的地地的文化。						

第六部分：认知形象

你在多大程度上同意以下说法？请在你的选择上打勾：

问题	尺度						
	非常不同意	不同意	有些不同意	中立	有些同意	同意	非常同意
1. 广							

西拥有美丽的自然环境。						
2. 广西的文化旅游设施齐全。						
3. 广西有许多娱乐活动和休闲时间。						
4.						

广西拥有和谐的人文环境。							
5. 广西具有良好的社会氛围。							

第七部分：情绪形象

你在多大程度上同意以下说法？请在你的选择上打勾：

问题	尺度						
	非常不同意	不同意	有些不同意	中立	有些同意	同意	非常同意
1. 广西的文化旅游是令							

人愉快的。						
2 · 广西的文化旅游是放松的。						
3 · 广西的文化旅游很有趣。						
4 · 广西的文化旅游是一种						



UUM
Universiti Utara Malaysia

潮流。						
5. 广西的文化旅游是原生态的。						

第八部分：意动形象

你在多大程度上同意以下说法？请在你的选择上打勾：

问题	尺度						
	非常不同意	不同意	有些不同意	中立	有些同意	同意	非常同意
1. 你愿意再次到广西旅行。							
2. 你愿							

意推荐别人到广西旅游。						
3. 当你离开广西时，你会怀念当地的生活。						
4. 你愿意普及广西的文旅旅						



UUM
Universiti Utara Malaysia

游 形 象 。							
5 · 你 对 广 西 的 文 化 旅 游 印 象 深 刻 。							



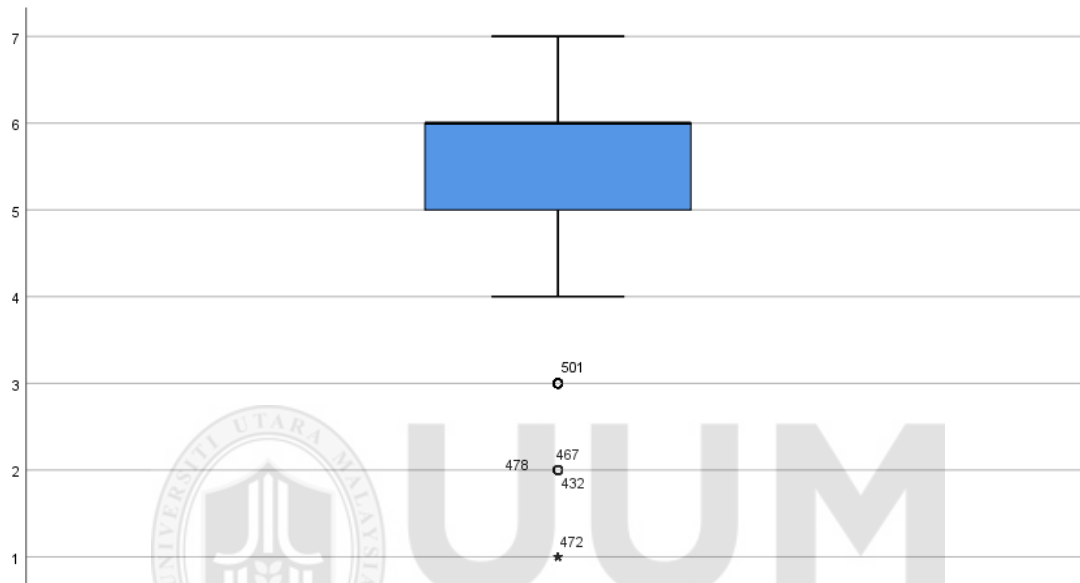
UUM
Universiti Utara Malaysia

APPENDIX C

Box Plot for Univariate Outlier

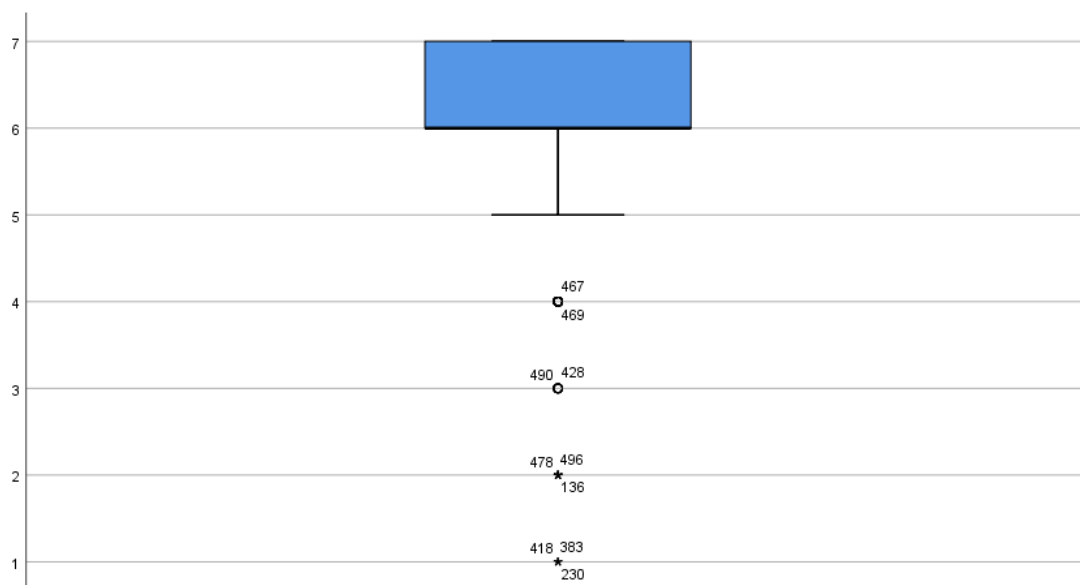
1. Box Plot of observed univariate outlier (Informational Familiarity)

IF1:



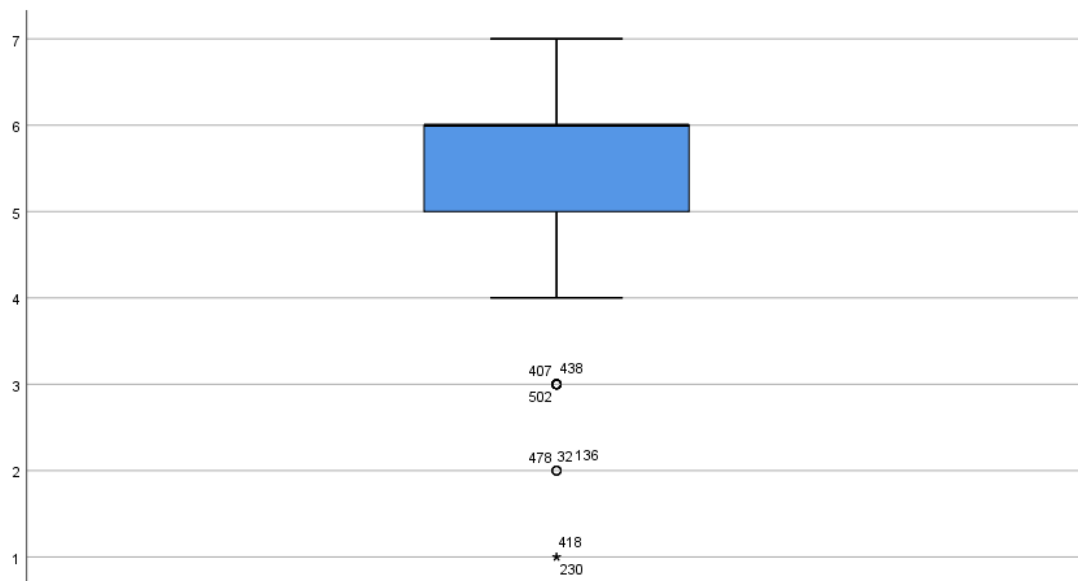
Traditional media such as TV or newspapers can help you know more on the cultural tourism of Guangxi

IF2:



New media such as website and APP can help you know more on the cultural tourism of Guangxi.

IF3:

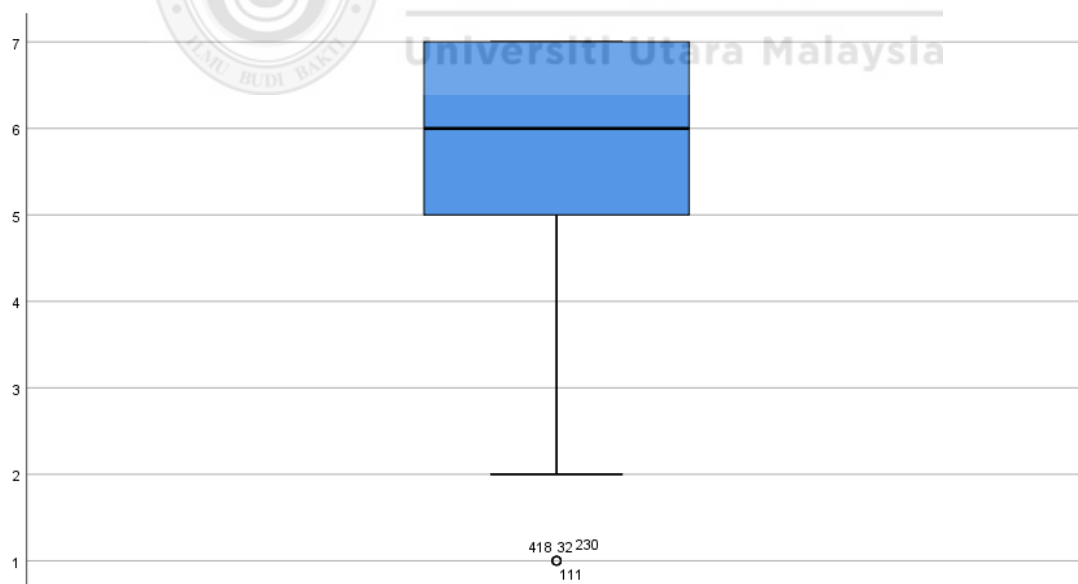


Articles can help you to know about cultural tourism in Guangxi.



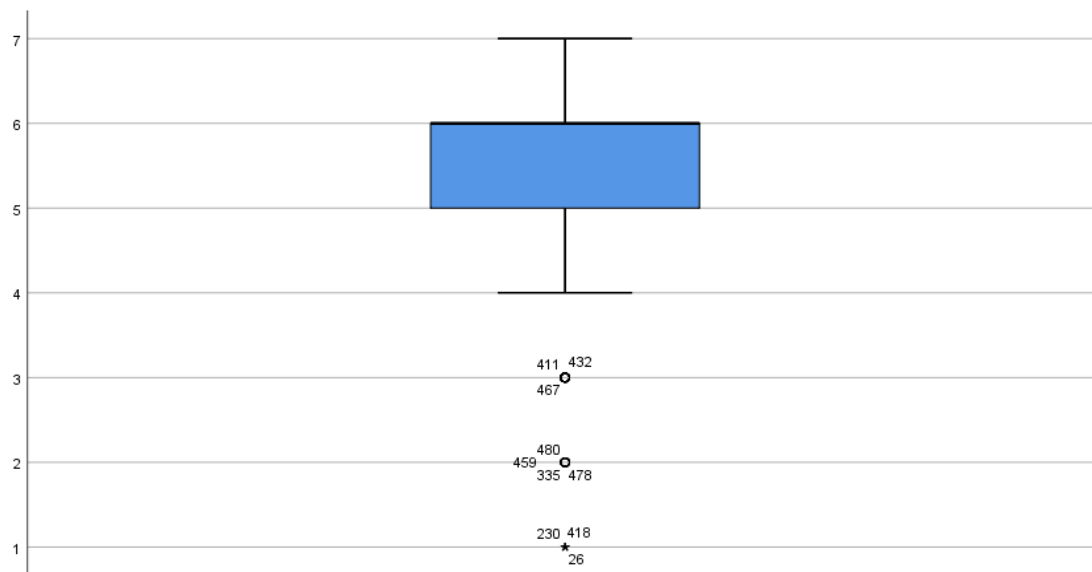
UUM
Universiti Utara Malaysia

IF4:



Documentaries can help you to know about cultural tourism in Guangxi.

IF5:

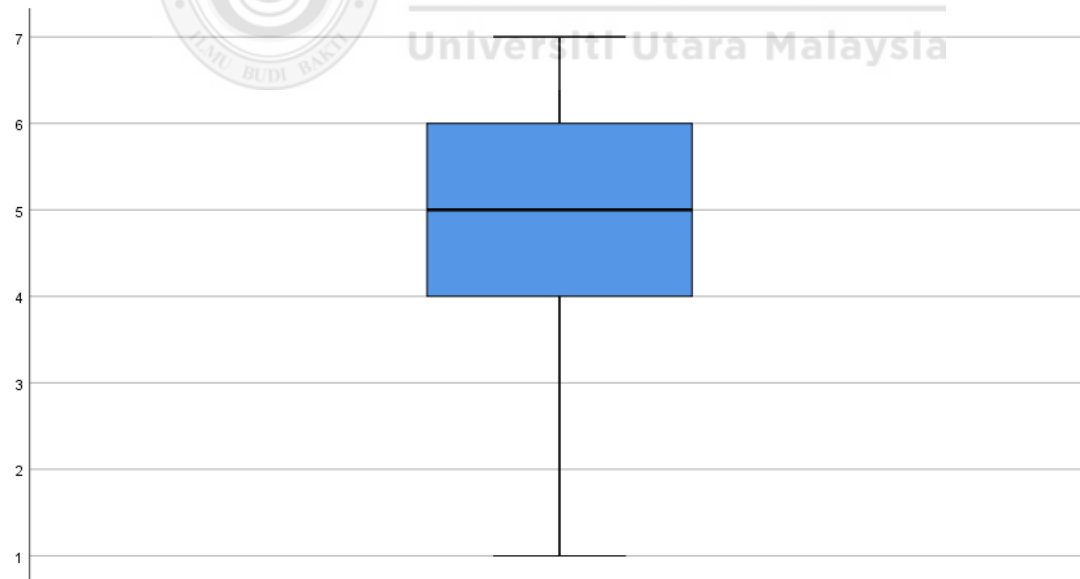


Travel handbooks and guides of travel agencies can help you to understand the cultural tourism of Gu



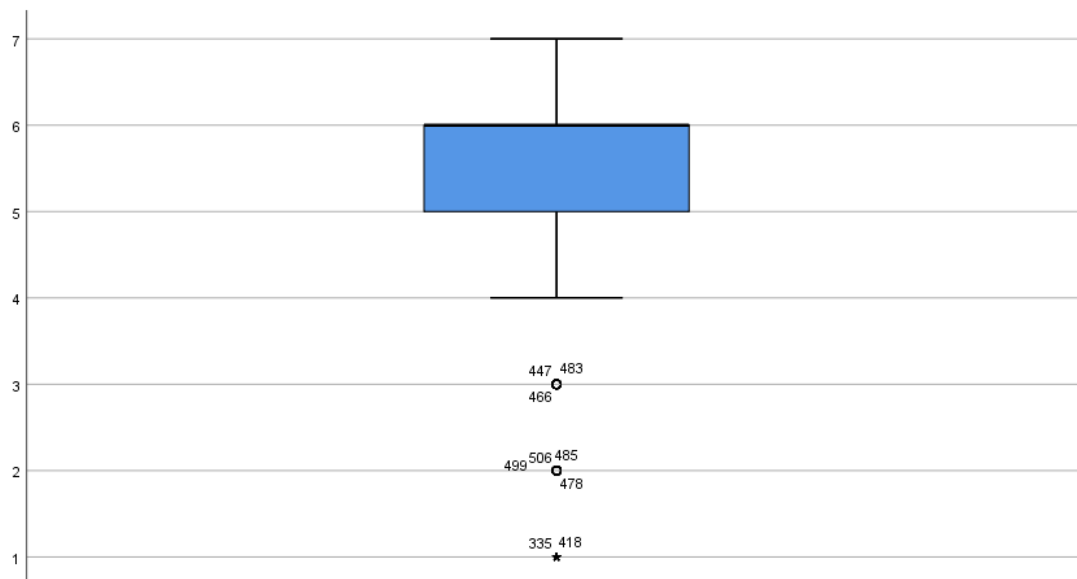
UUM
Universiti Utara Malaysia

IF6:



Commercial marketing from travel agencies can help you to know about cultural tourism in Guangxi.

IF7:

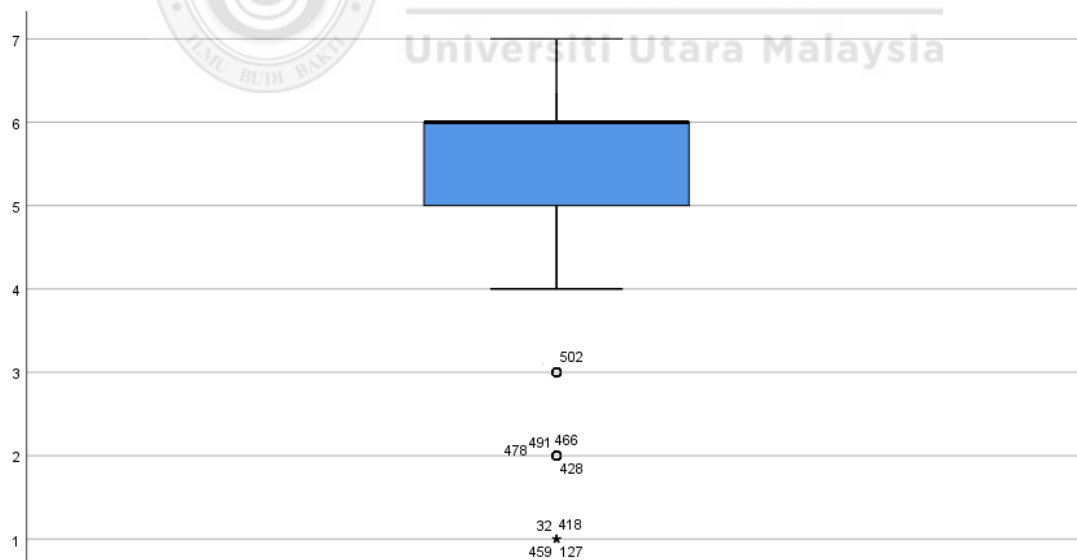


Information from family members can help you to know about cultural tourism in Guangxi.



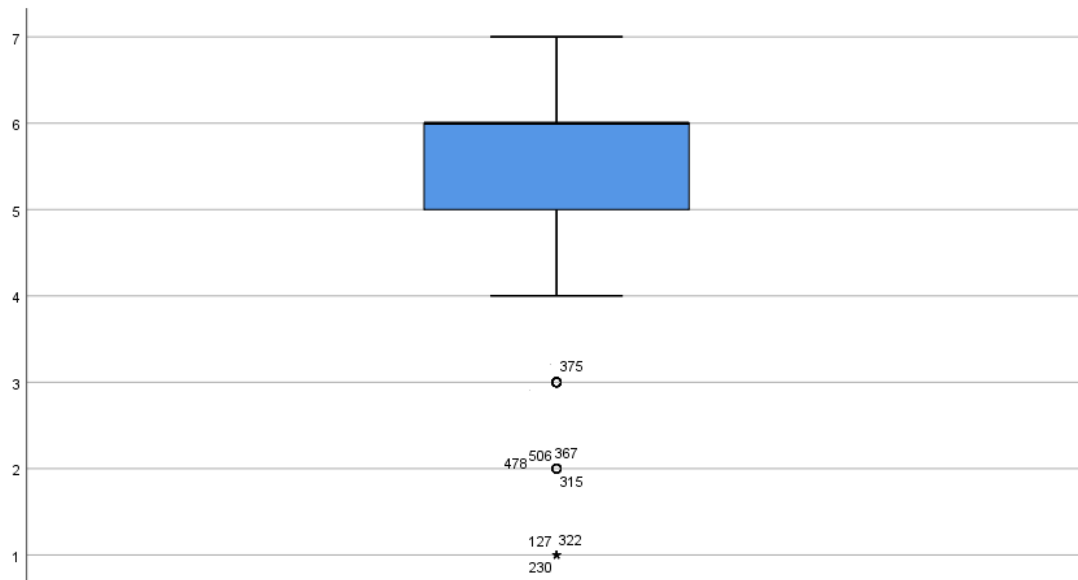
UUM
Universiti Utara Malaysia

IF8:



Information from friends can help you to know about cultural tourism in Guangxi.

IF9:



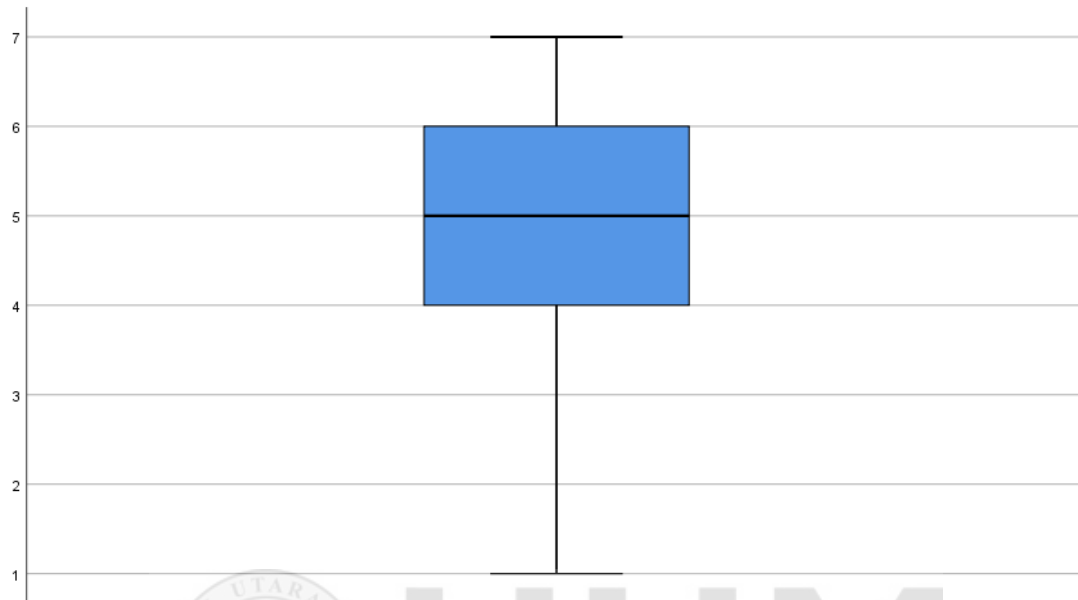
Information from colleagues can help you to know about cultural tourism in Guangxi.



UUM
Universiti Utara Malaysia

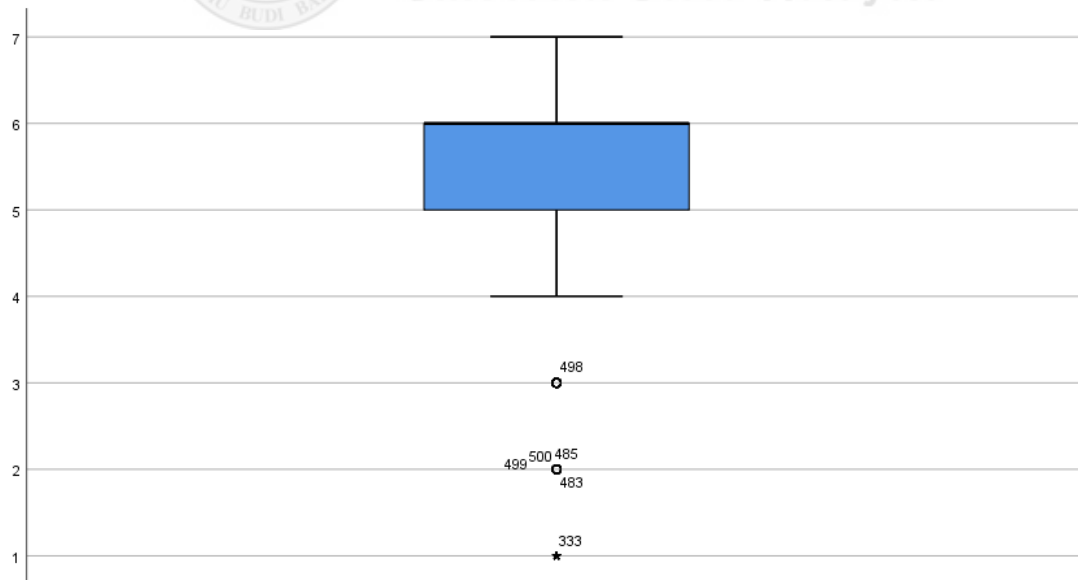
2. Box Plot of observed univariate outlier (Experiential Familiarity)

EF1:



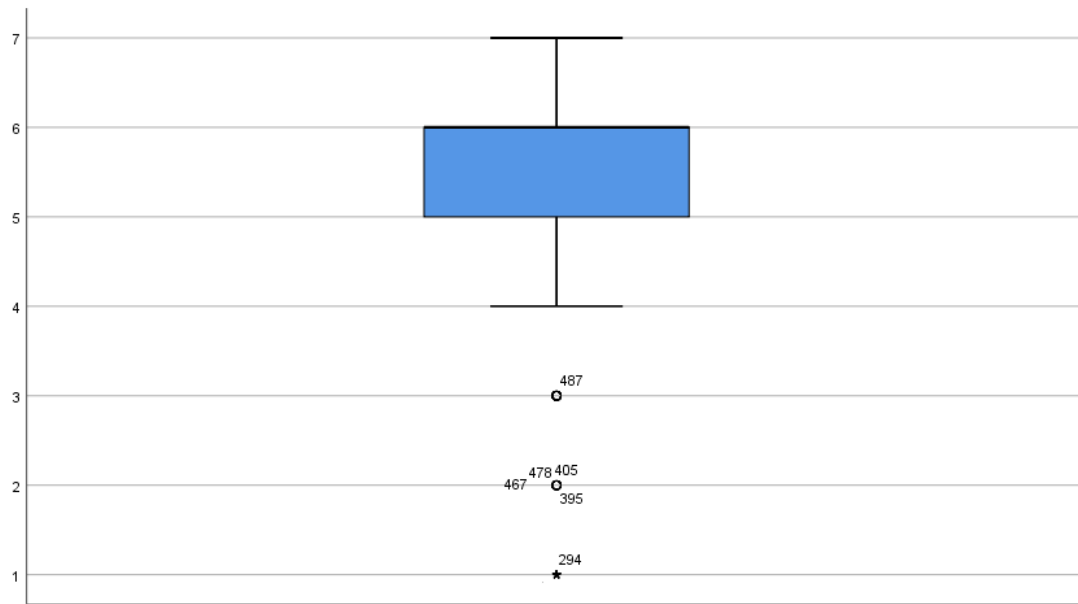
You often traveled in Guangxi.

EF2:



You visited many cultural tourism attractions in Guangxi.

EF3:

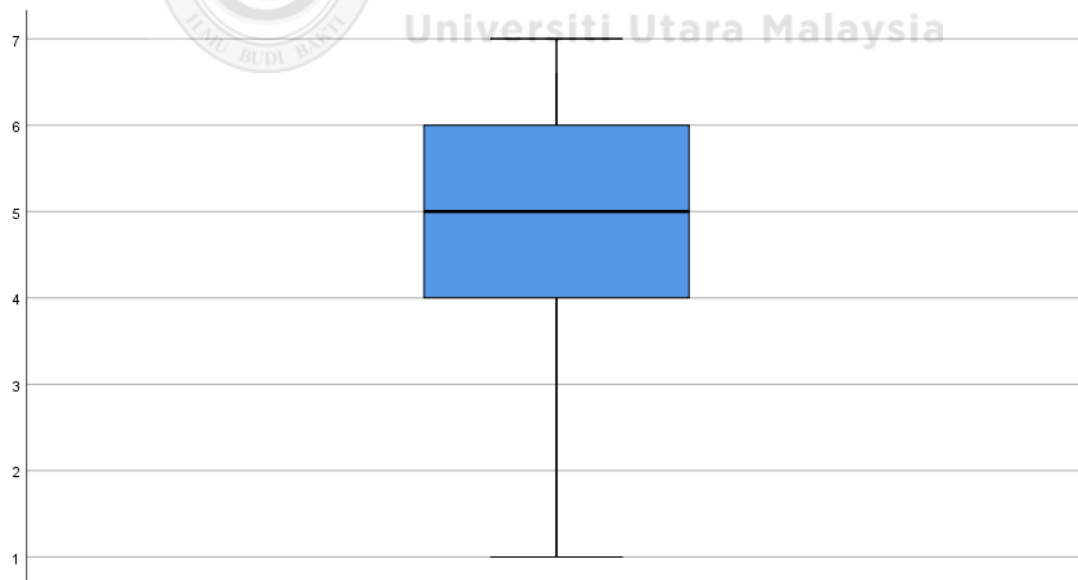


You know some cultures of Guangxi.



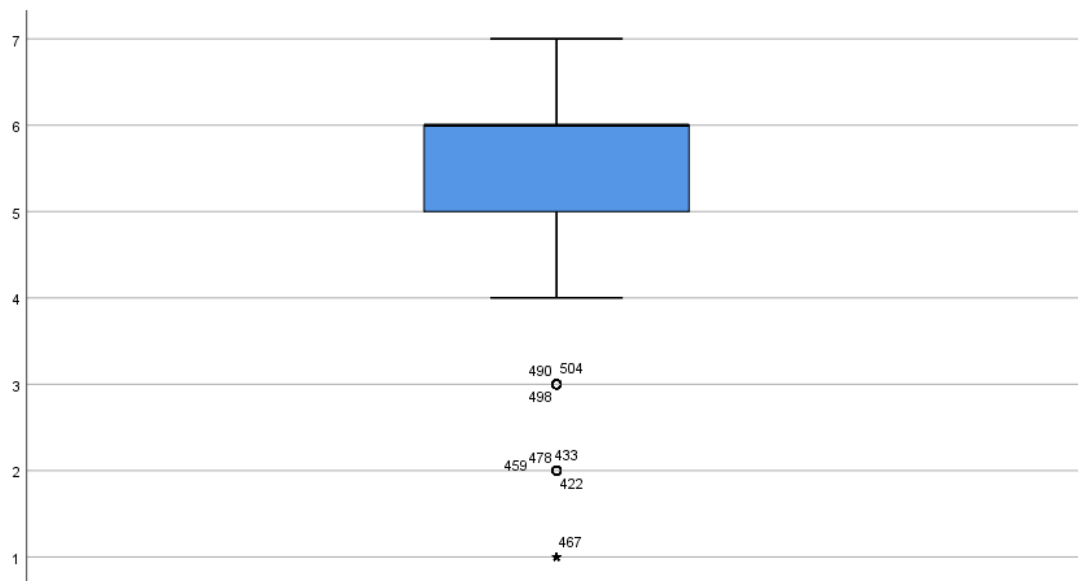
UUM
Universiti Utara Malaysia

EF4:



You are experienced in conducting tours in Guangxi.

EF5:



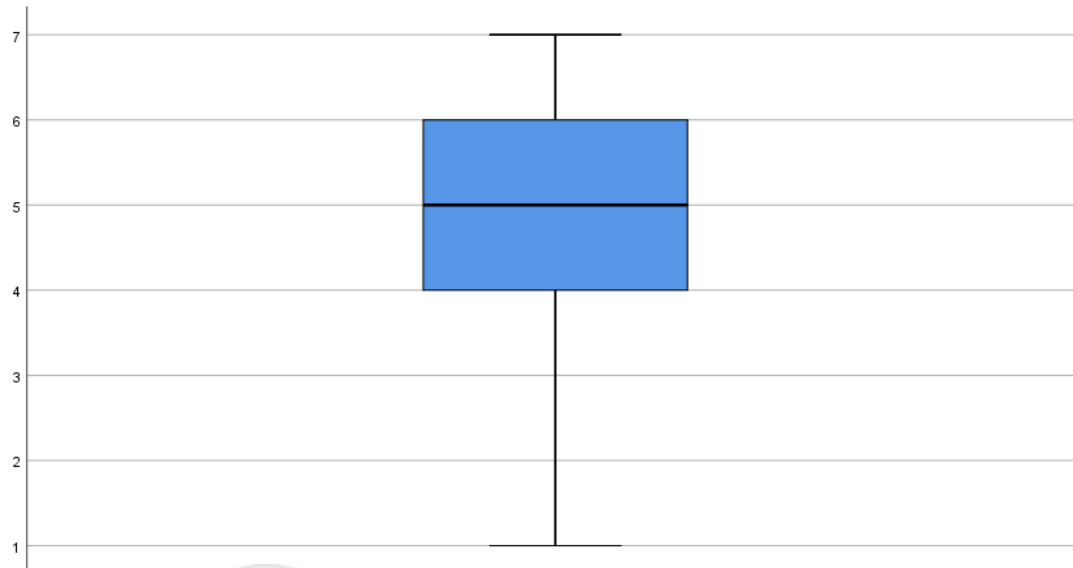
You familiar with the most famous tourism attractions in Guangxi.



UUM
Universiti Utara Malaysia

3. Box Plot of observed univariate outlier (Motivation)

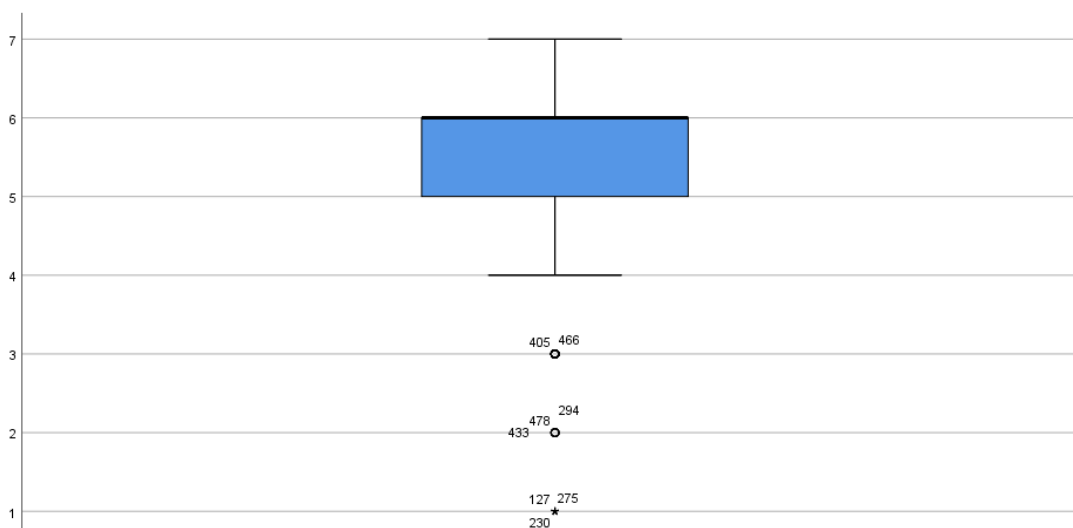
MO1:



Searching knowledge about tourism culture is an important motivation for you to do cultural tourism

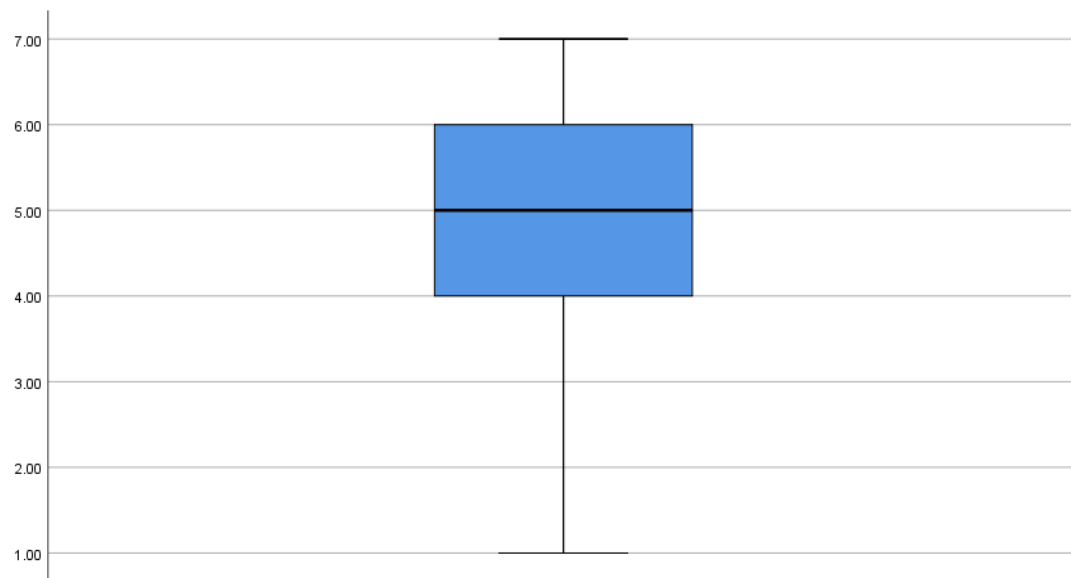


MO2:



Experiencing culture at a destination is an important motivation for you to do cultural tourism in G

MO3:

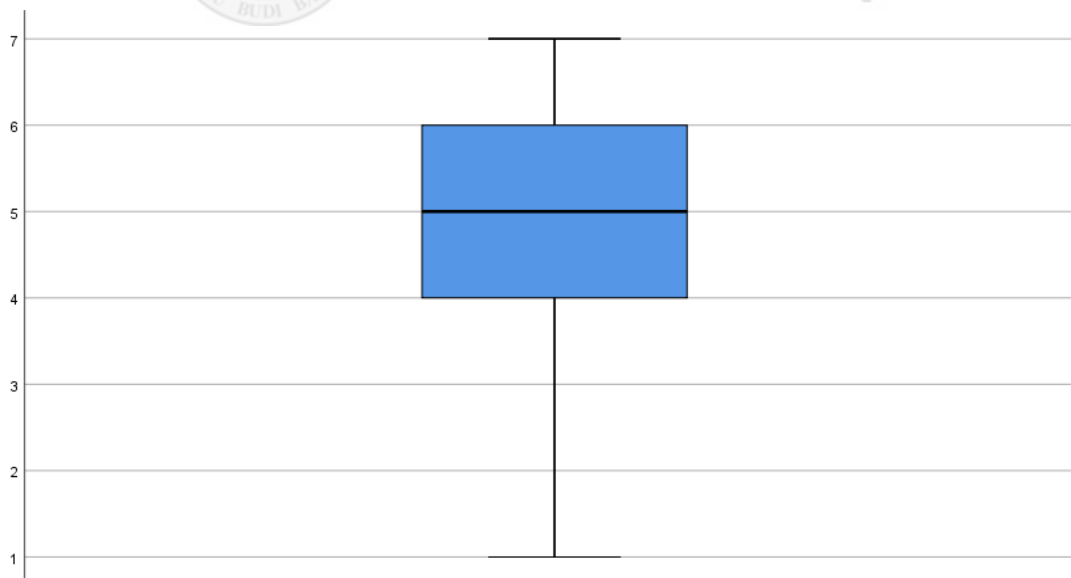


Getting rest is an important motivation for you to do cultural tourism in Guangxi.



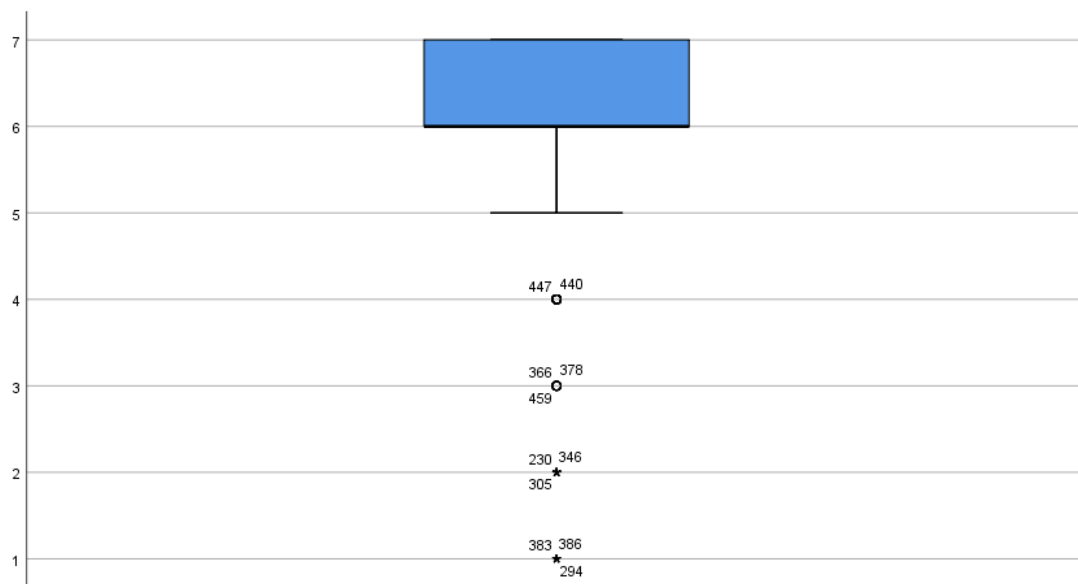
UUM
Universiti Utara Malaysia

MO4:



Leaving study and work is an important motivation for you to do cultural tourism in Guangxi.

MO5:



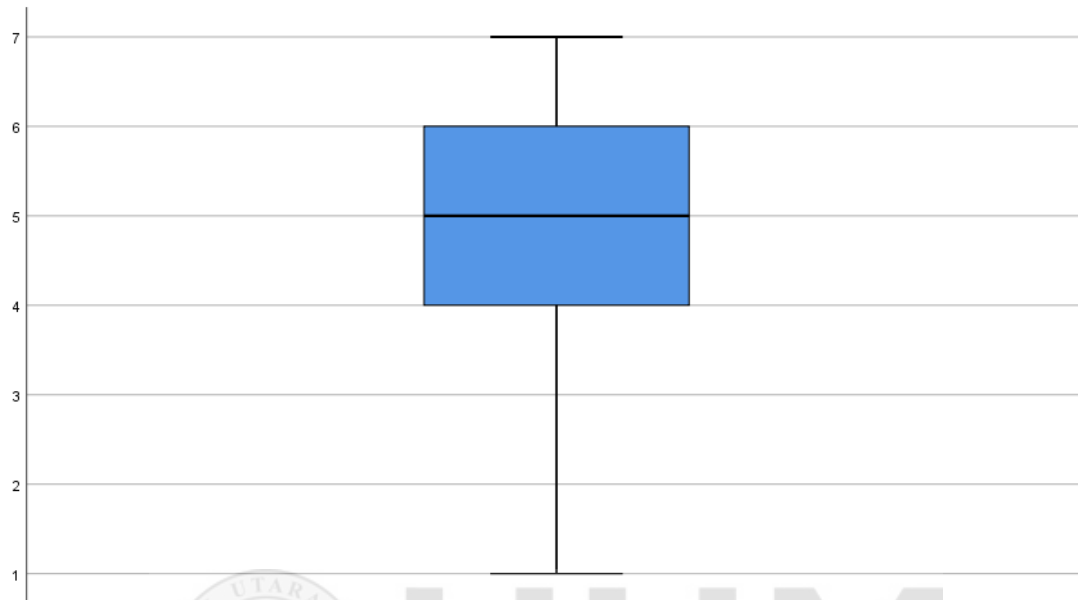
Enjoy the tour is an important motivation for you to do cultural tourism in Guangxi.



UUM
Universiti Utara Malaysia

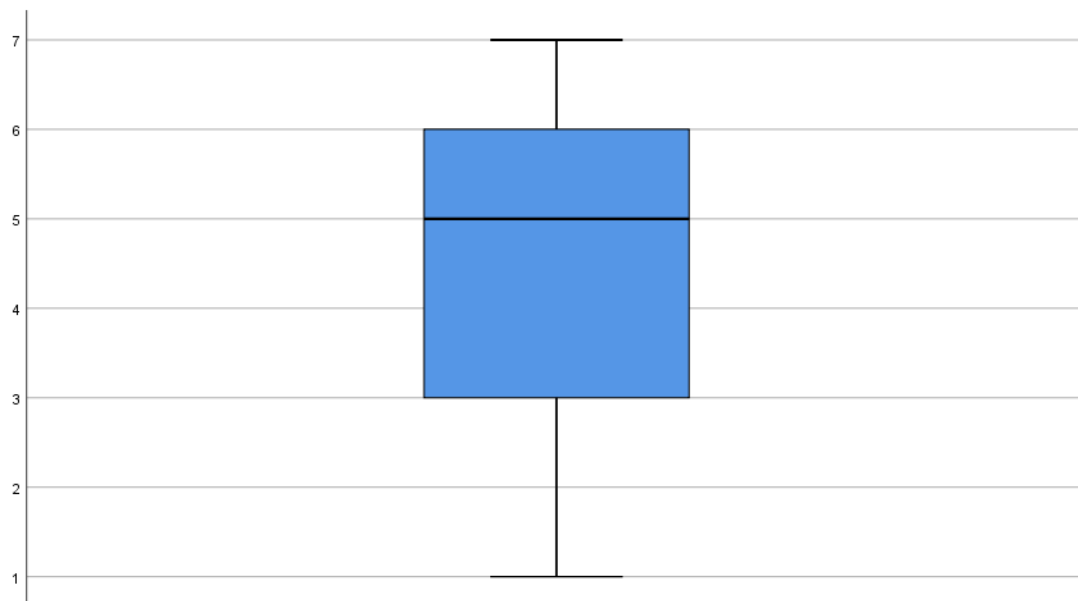
4. Box Plot of observed univariate outlier (Cultural Attachment)

CA1:



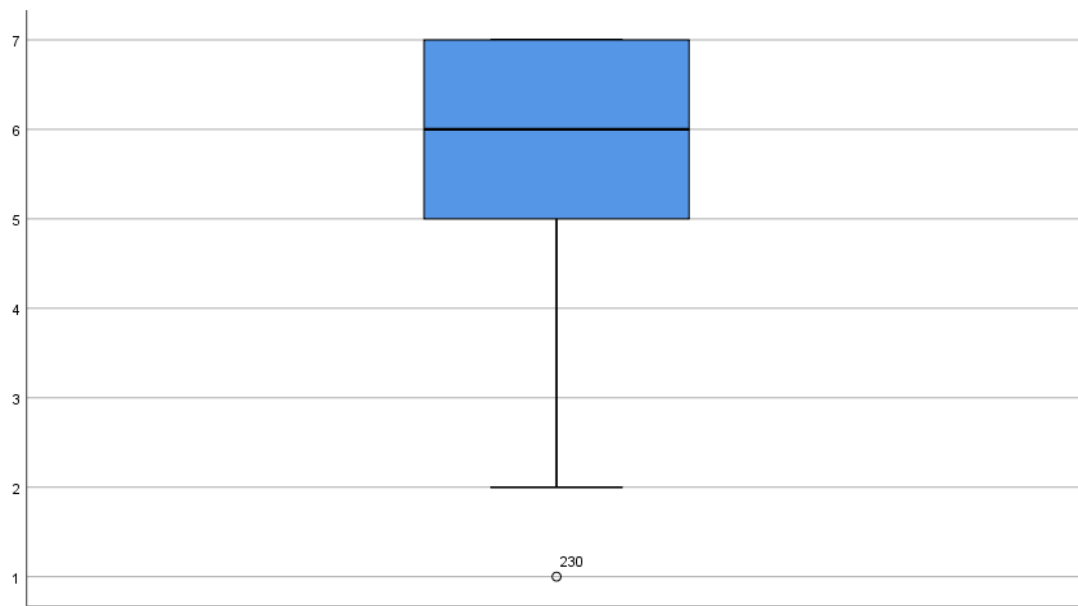
You are attached to the culture of Guangxi.

CA2:



You feel like you belong to Guangxi.

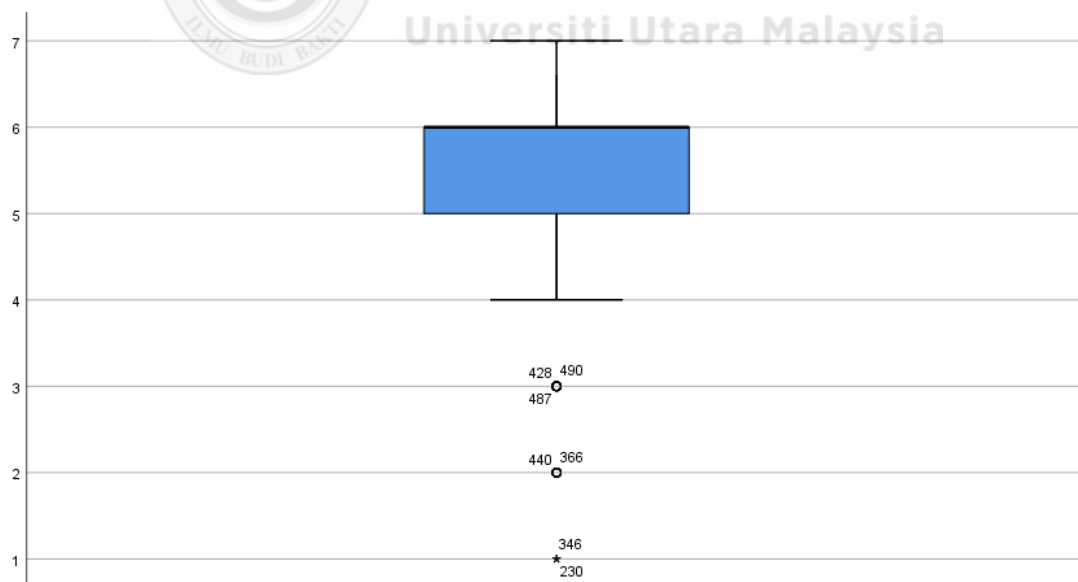
CA3:



You think Guangxi is safe.

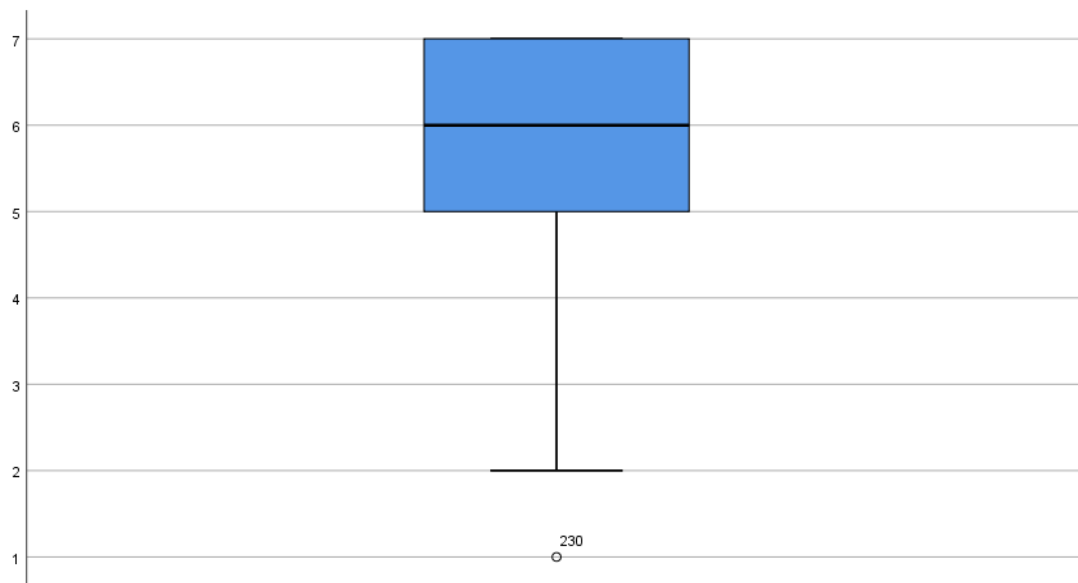


CA4:



You think Guangxi is a tolerant place.

CA5:

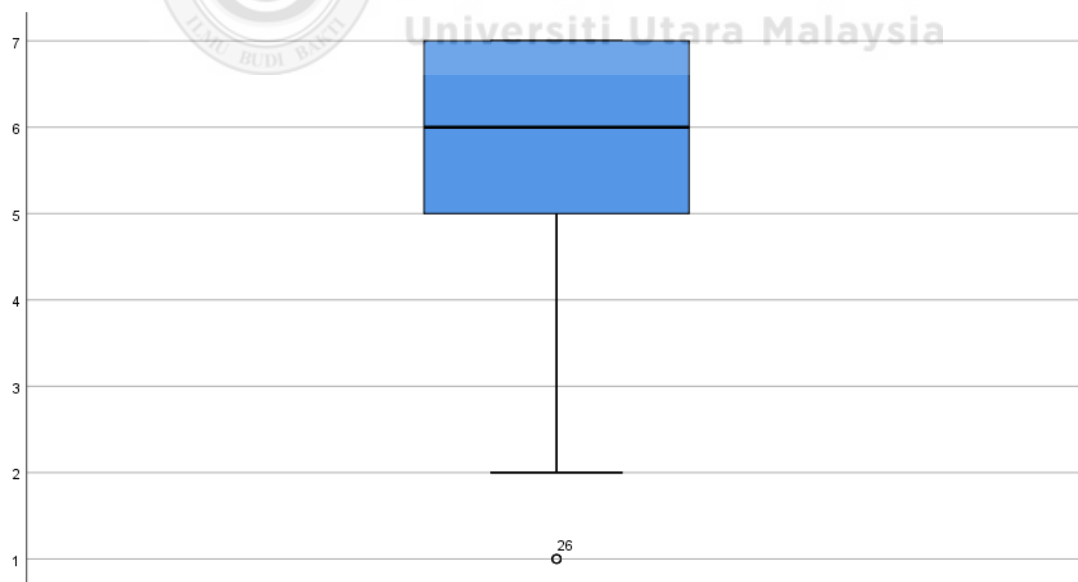


You think the local residents of Guangxi are friendly.



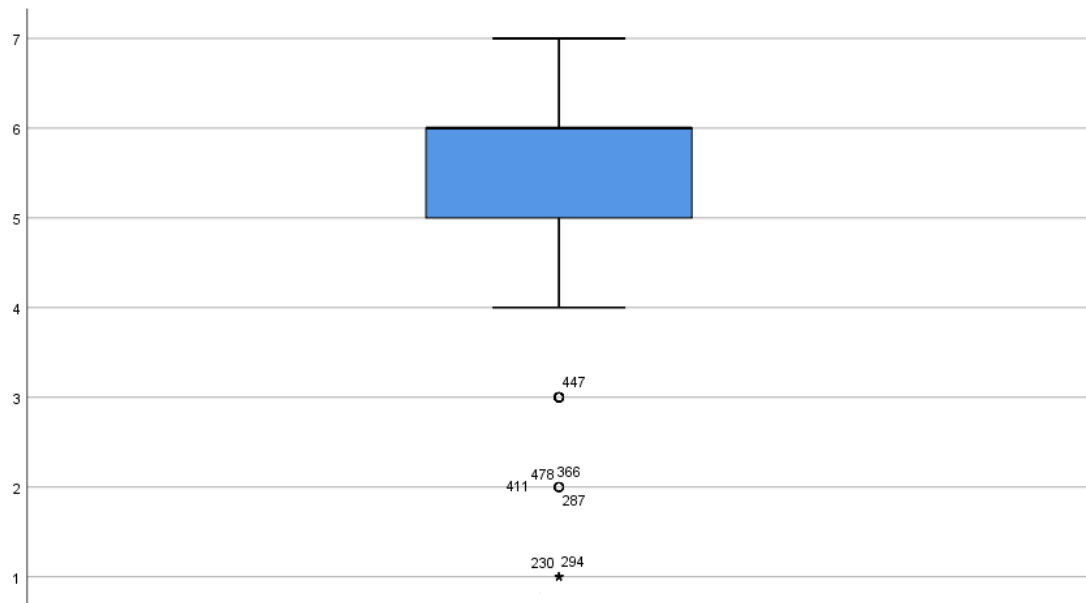
UUM
Universiti Utara Malaysia

CA6:



You are physically and mentally healthy while living in Guangxi.

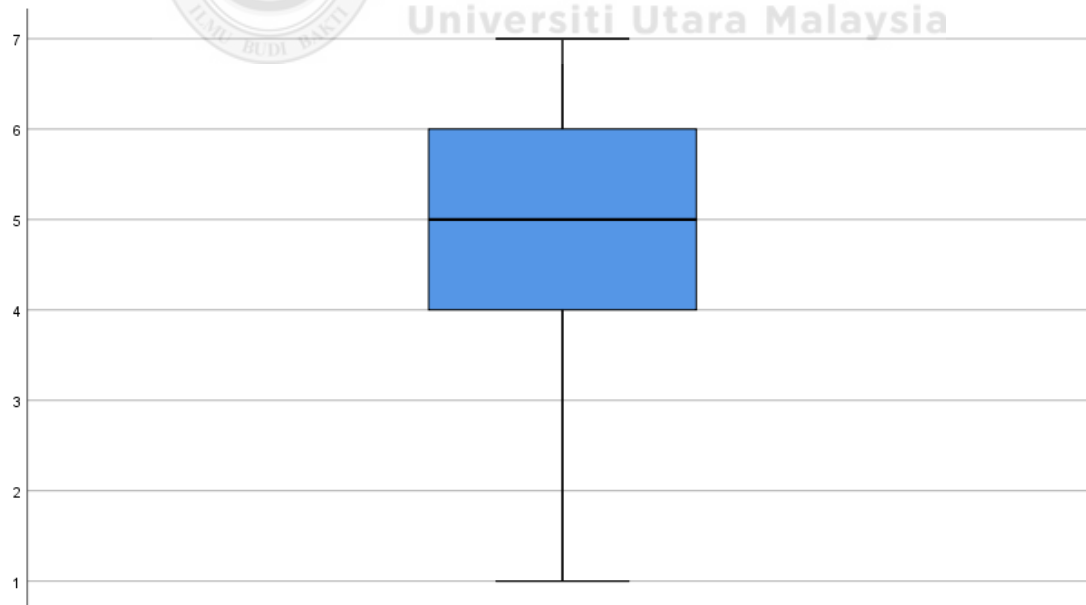
CA7:



You can integrate into Guangxi's culture and adapt to it.

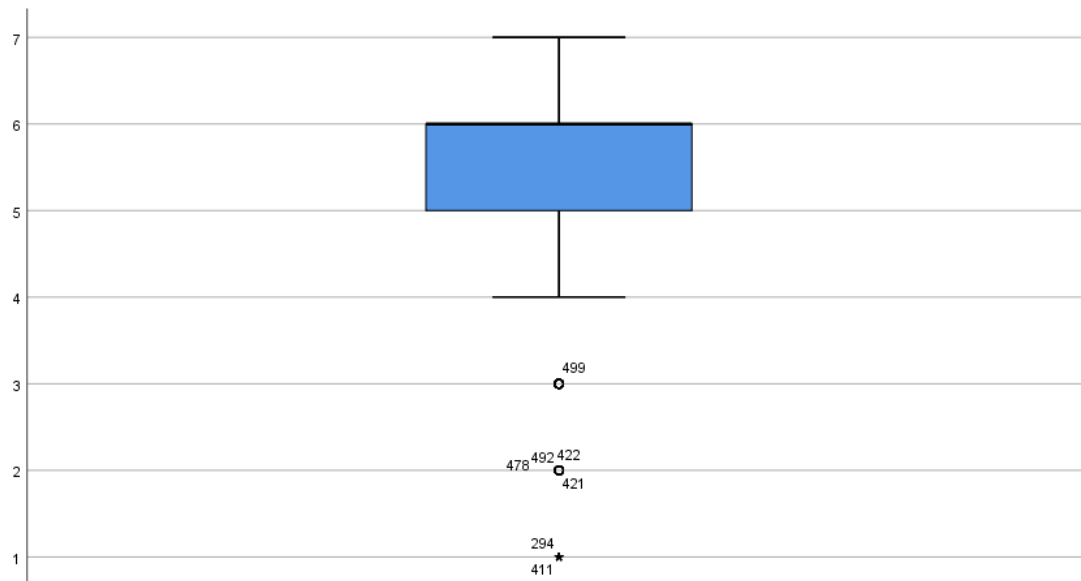


CA8:



You like to learn and use some Guangxi dialects.

CA9:

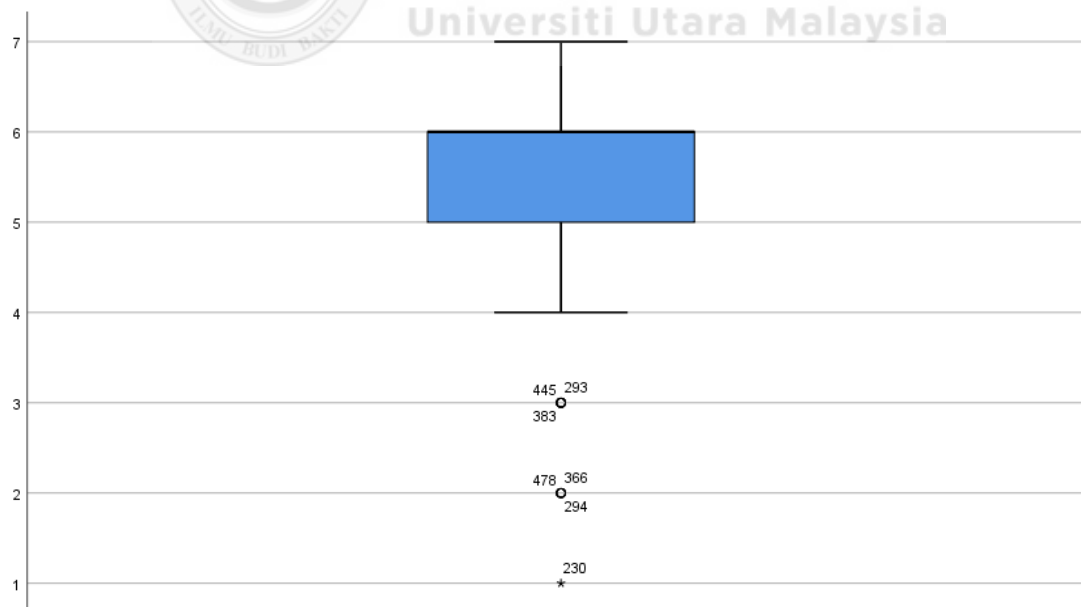


Even if you don't know the local language, you can also communicate good with the people in Guangxi.



UUM
Universiti Utara Malaysia

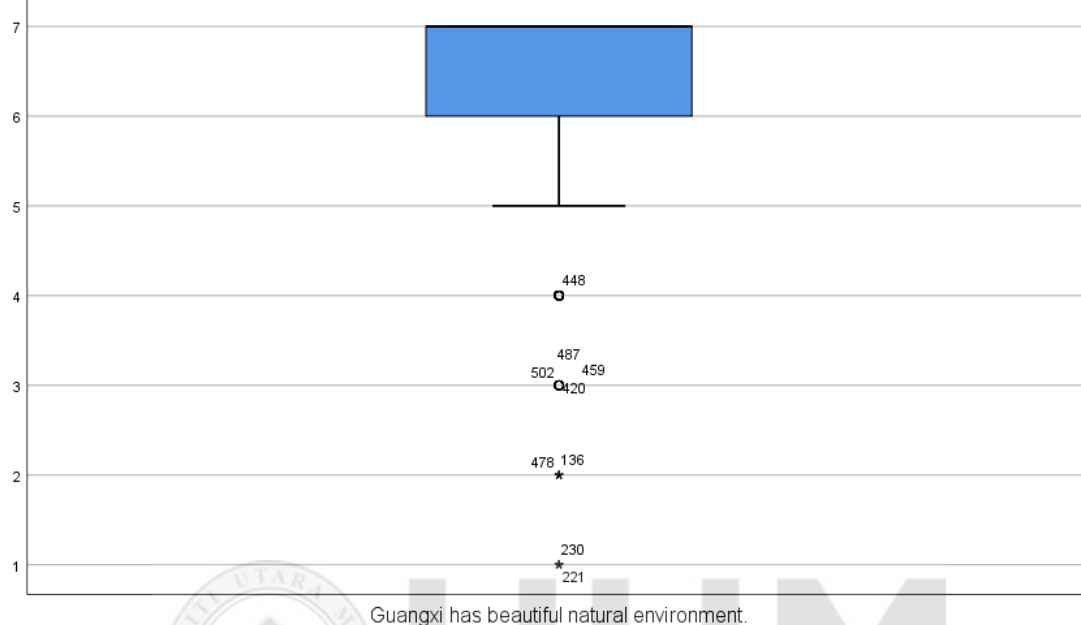
CA10:



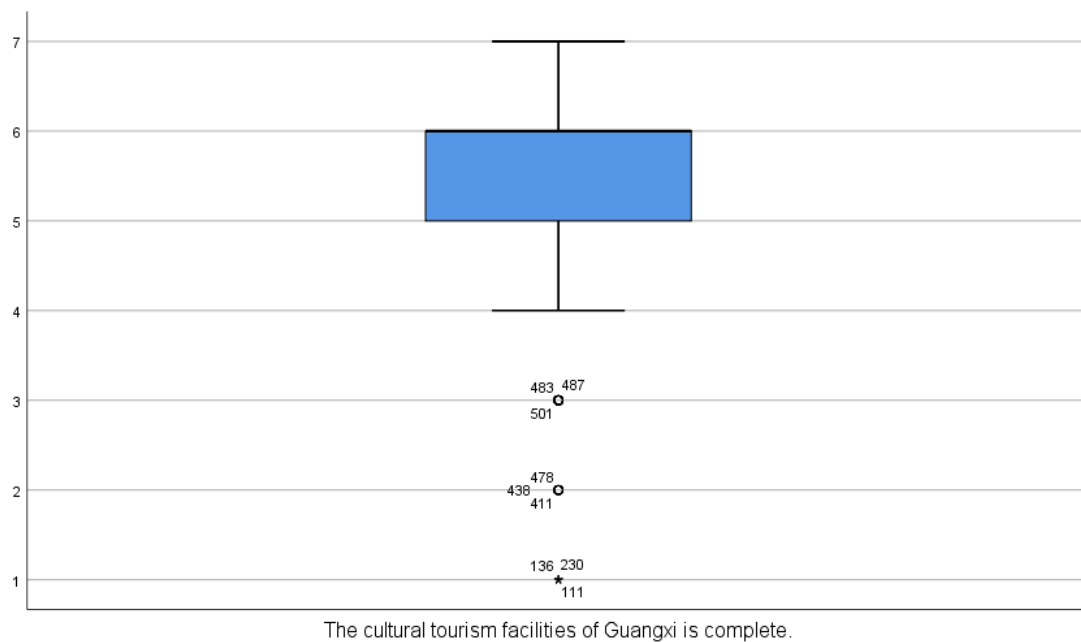
You like the cultures of Guangxi's tourism destinations.

5. Box Plot of observed univariate outlier (Cognitive Image)

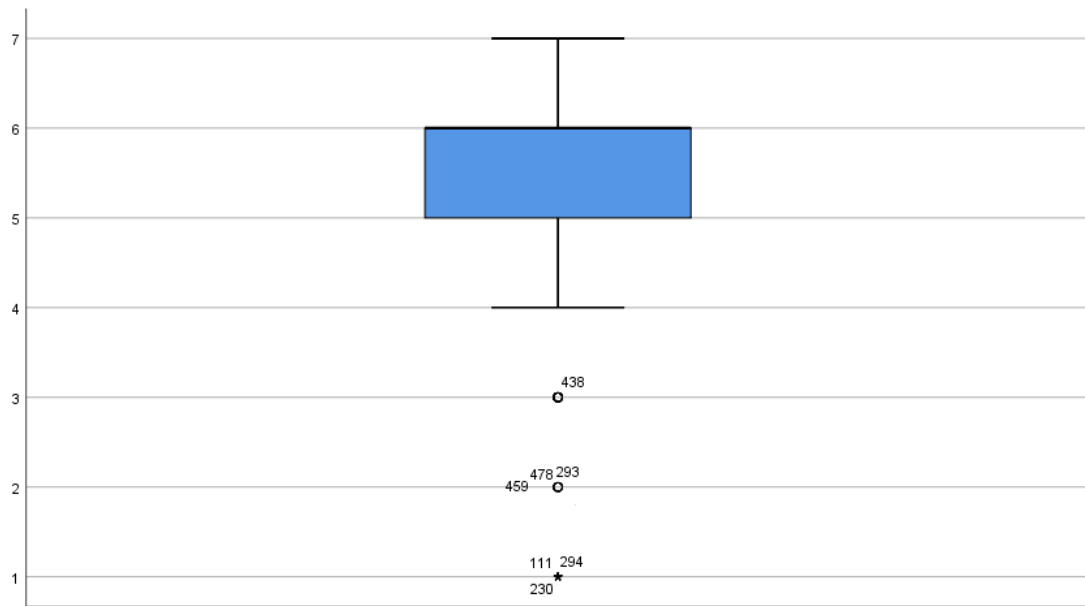
COG1:



COG2:



COG3:

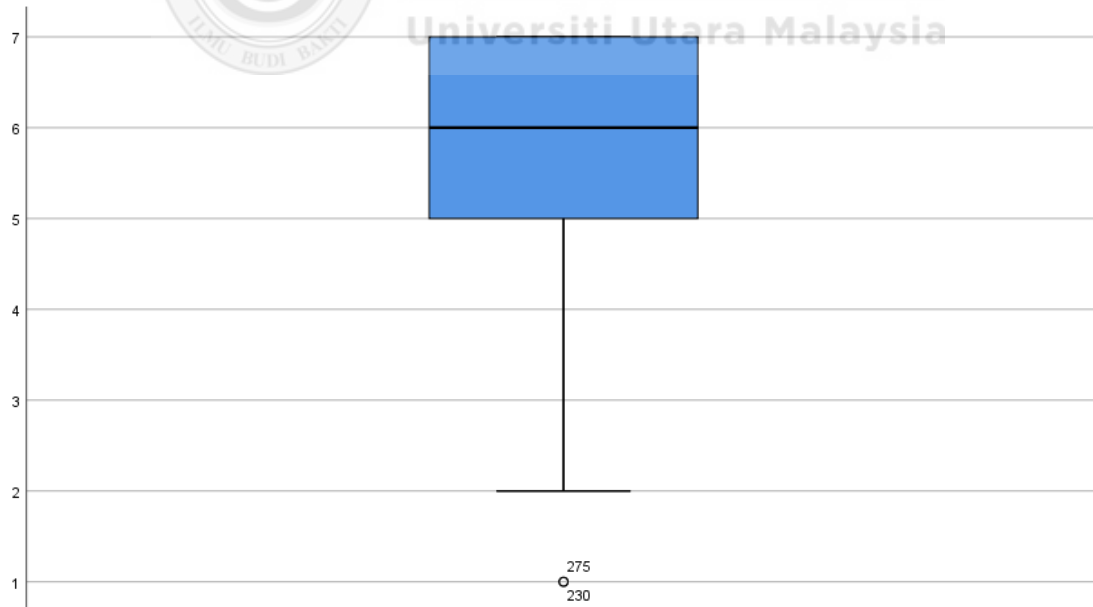


There are many entertainments and leisure time in Guangxi.



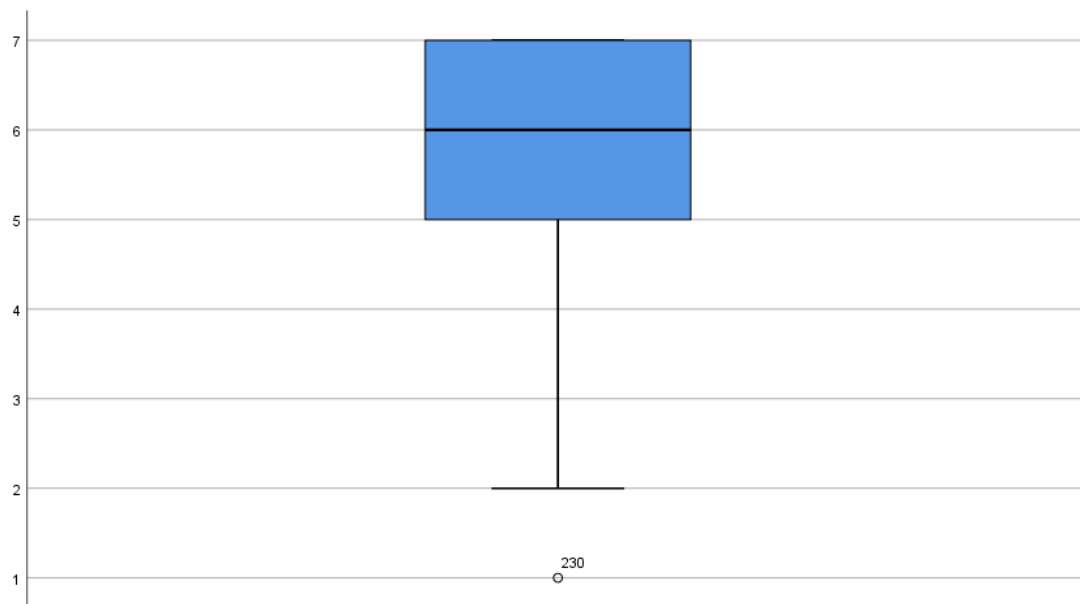
UUM
Universiti Utara Malaysia

COG4:



Guangxi has harmonious humanity environment.

COG5:



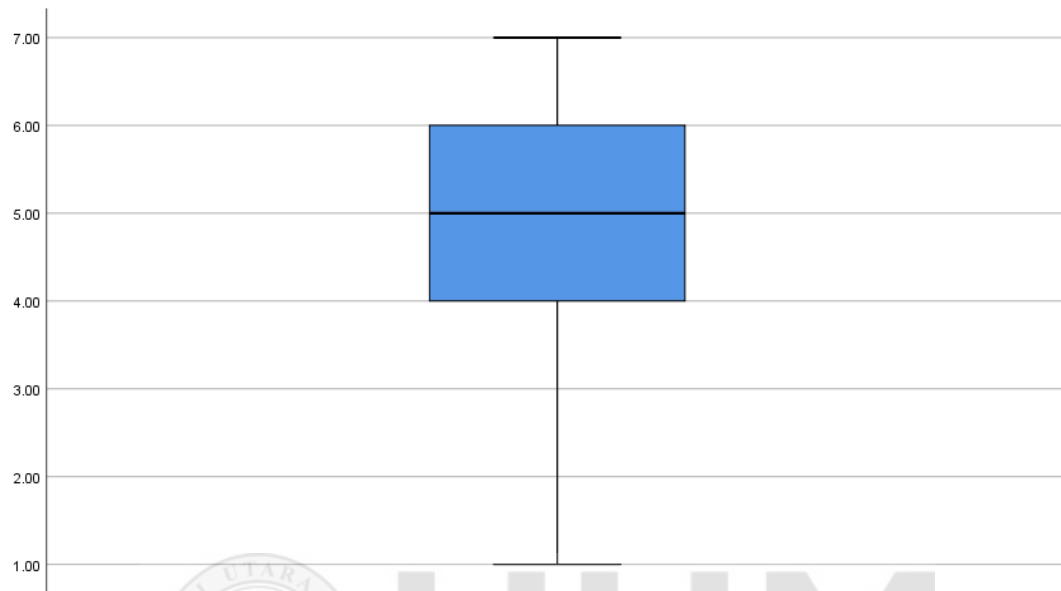
Guangxi has excellent social atmosphere.



UUM
Universiti Utara Malaysia

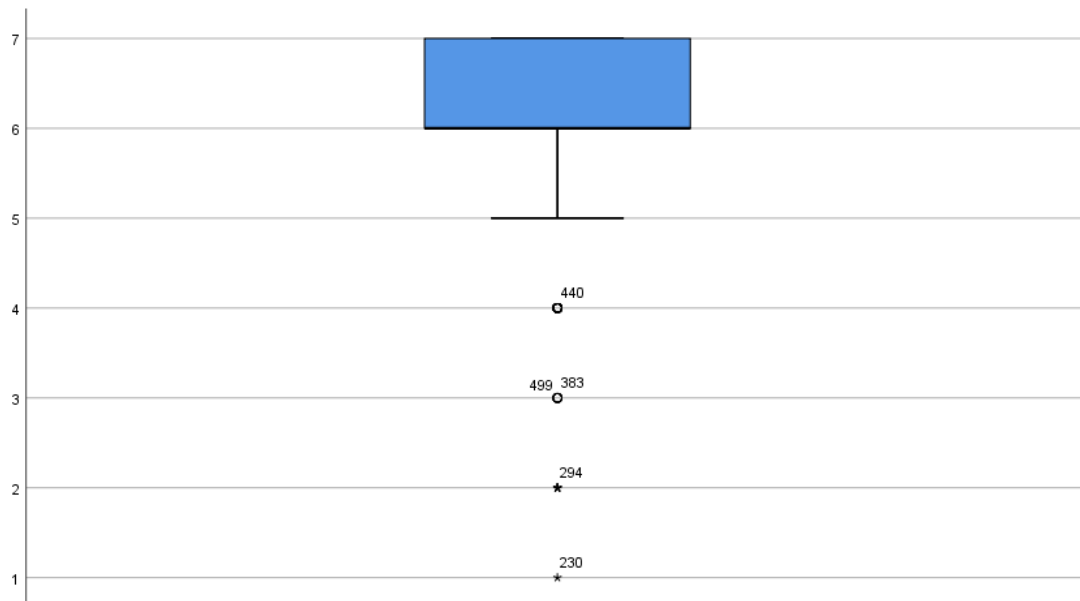
6. Box Plot of observed univariate outlier (Affective Image)

AFF1:



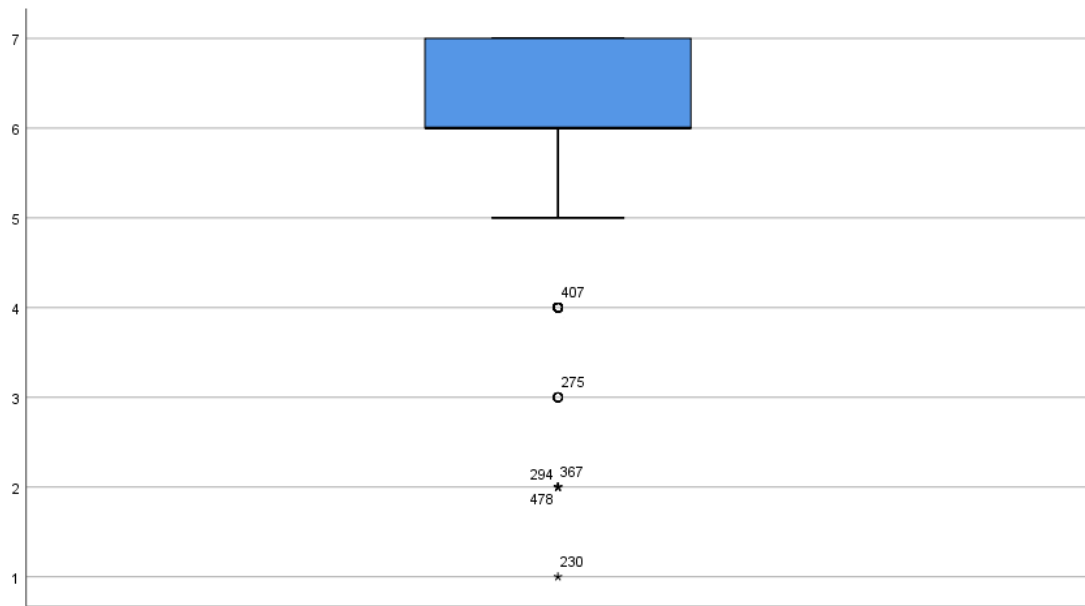
Guangxi's cultural tourism is pleasant.

AFF2:



Guangxi's cultural tourism is relaxing.

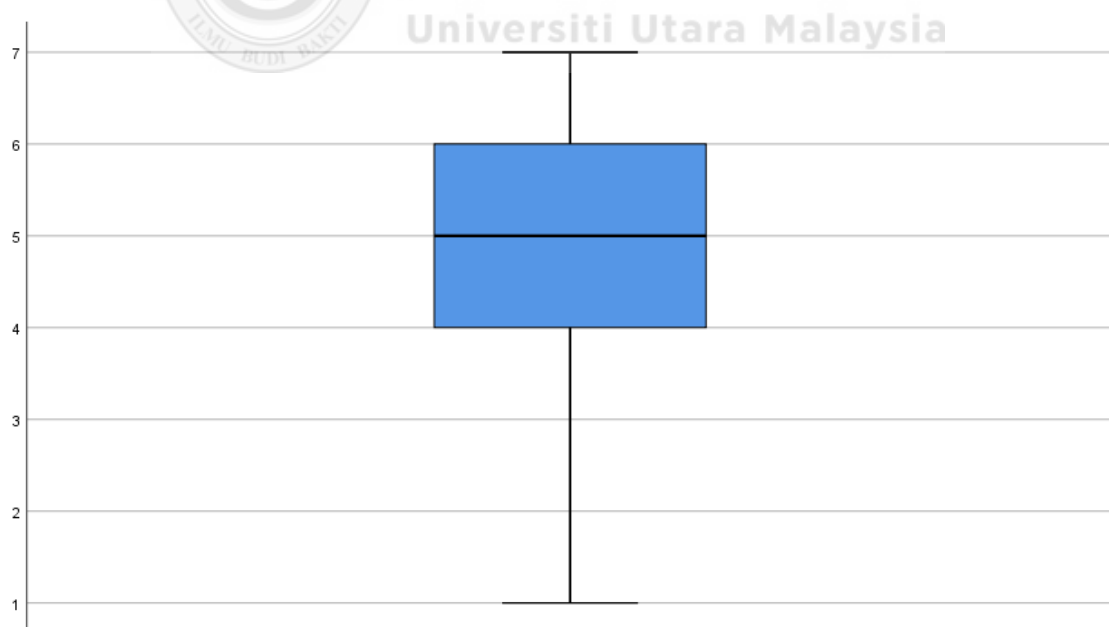
AFF3:



Guangxi's cultural tourism is interesting.

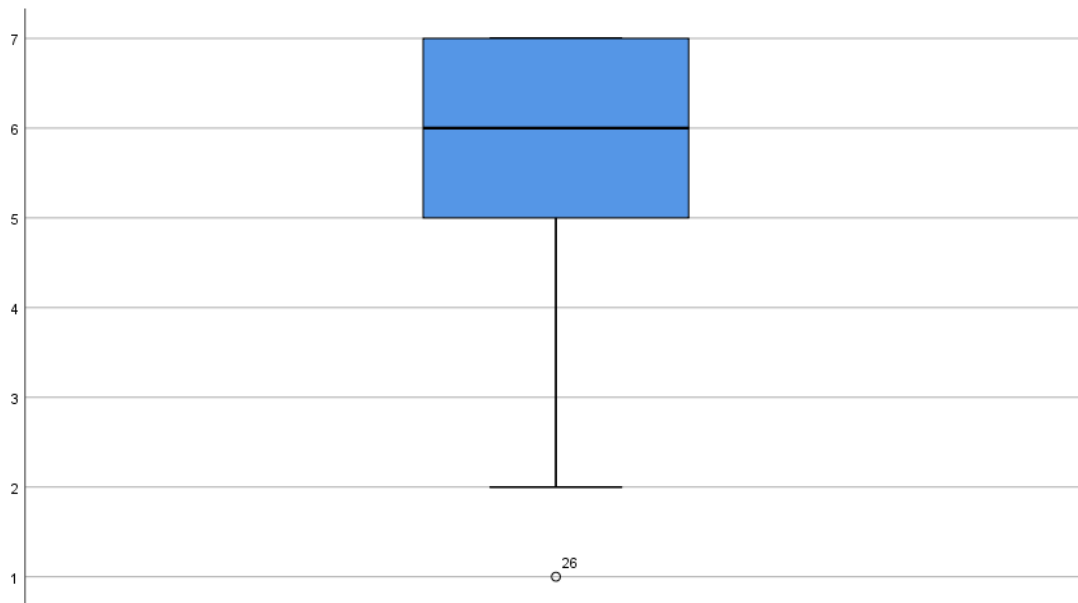


AFF4:



Guangxi's cultural tourism is trendy.

AFF5:



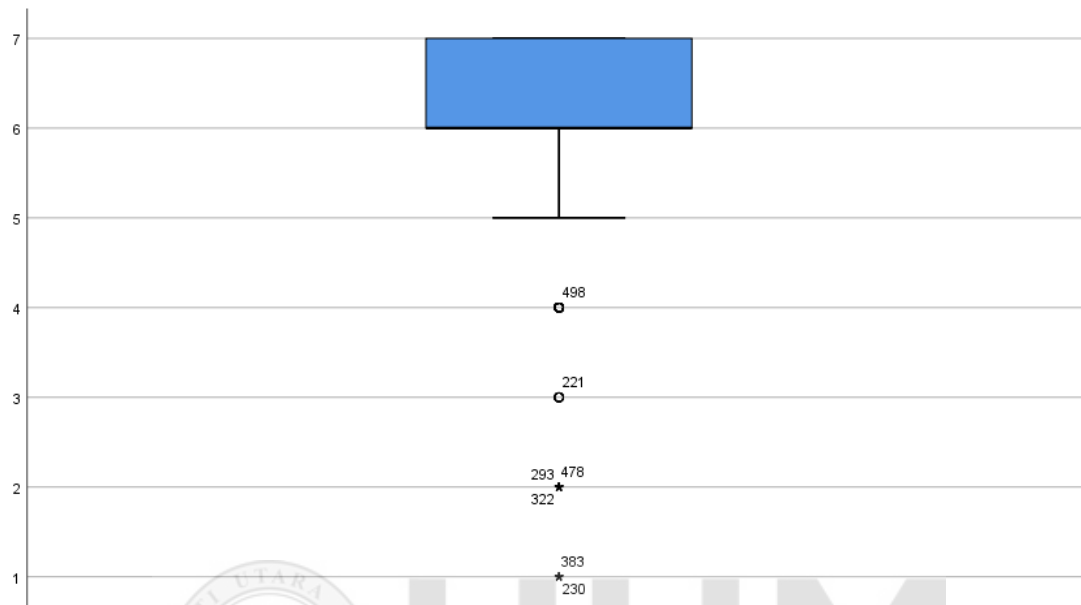
Guangxi's cultural tourism is original.



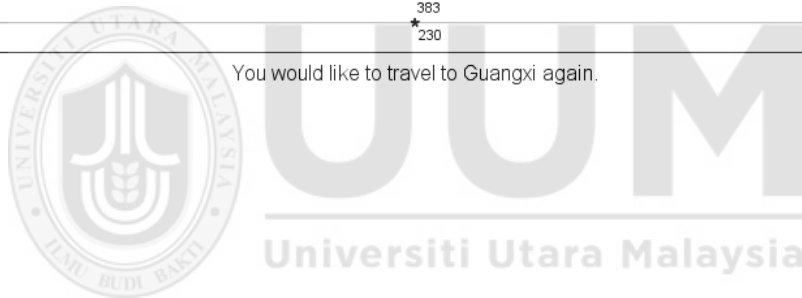
UUM
Universiti Utara Malaysia

7. Box Plot of observed univariate outlier (Conative Image)

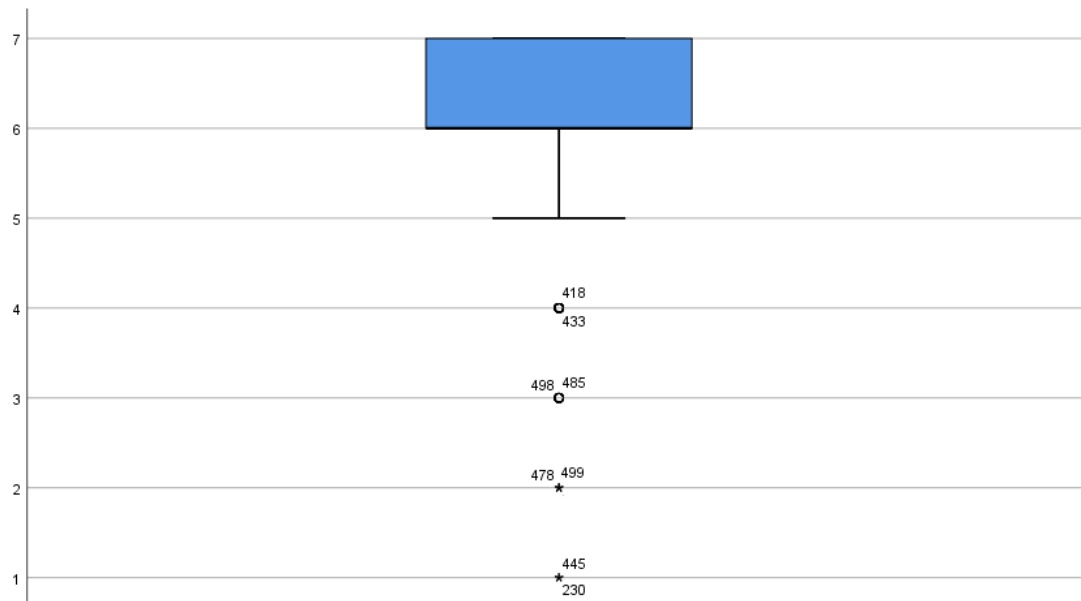
CON1:



You would like to travel to Guangxi again.

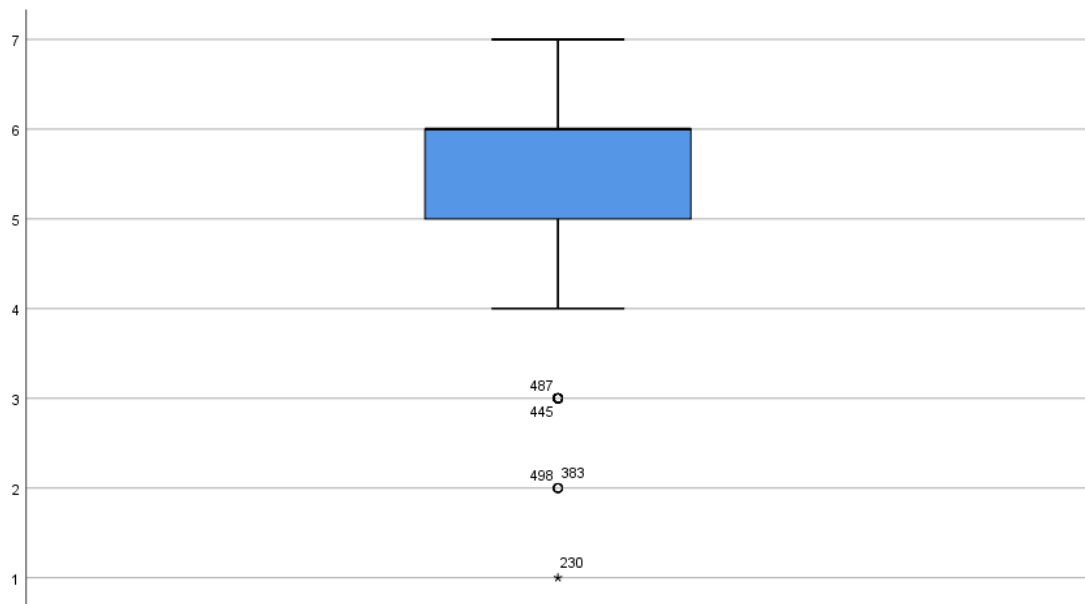


CON2:



You would like to recommend others to travel to Guangxi.

CON3:

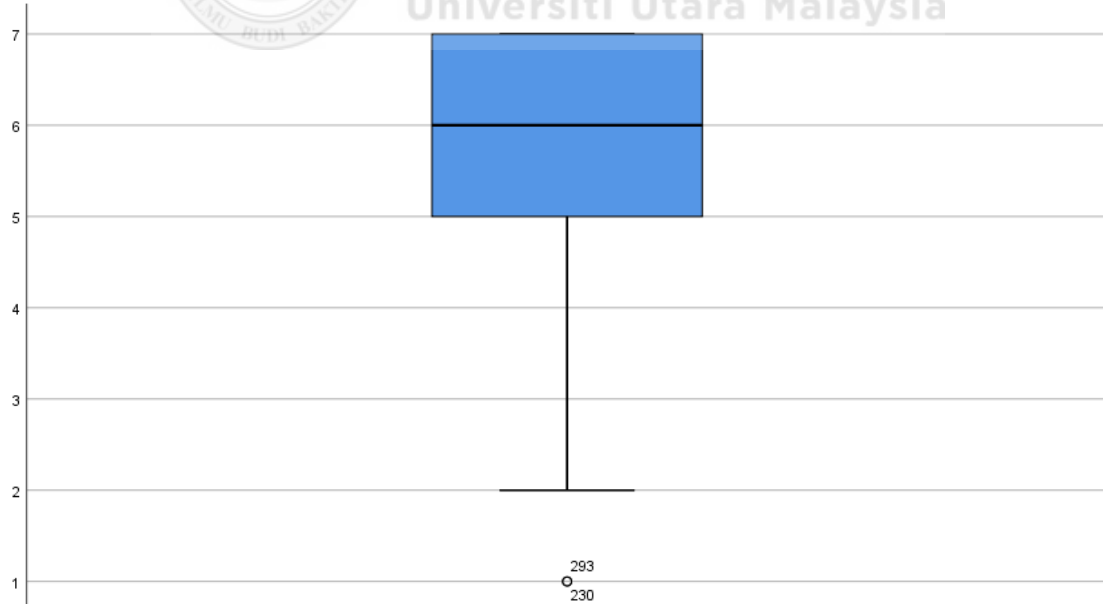


You would miss the local life when you leave Guangxi.



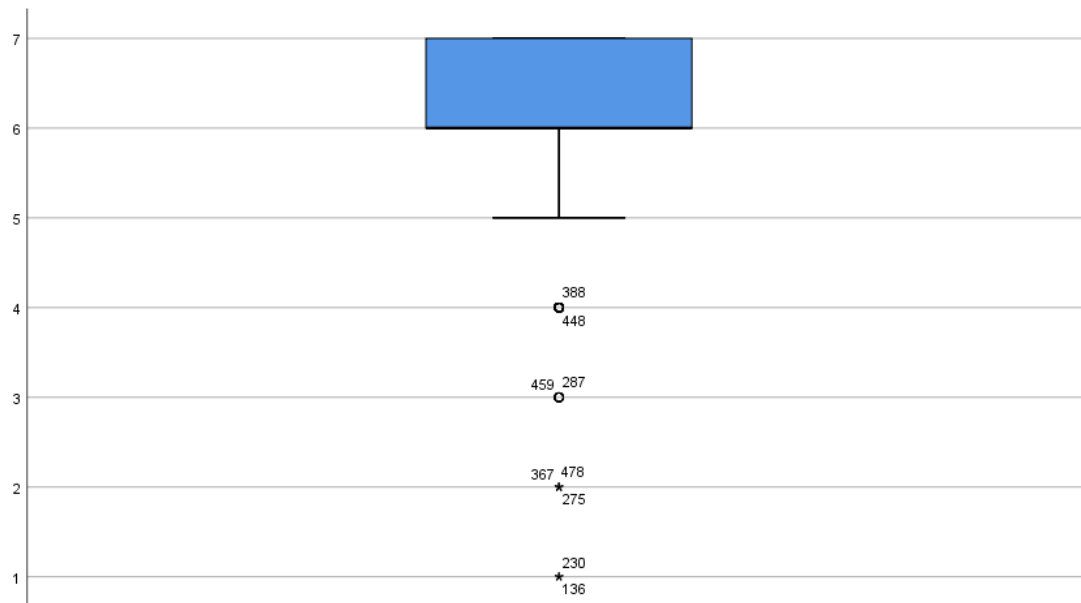
UUM
Universiti Utara Malaysia

CON4:



You would like to popularize the cultural tourism image of Guangxi.

CON5:



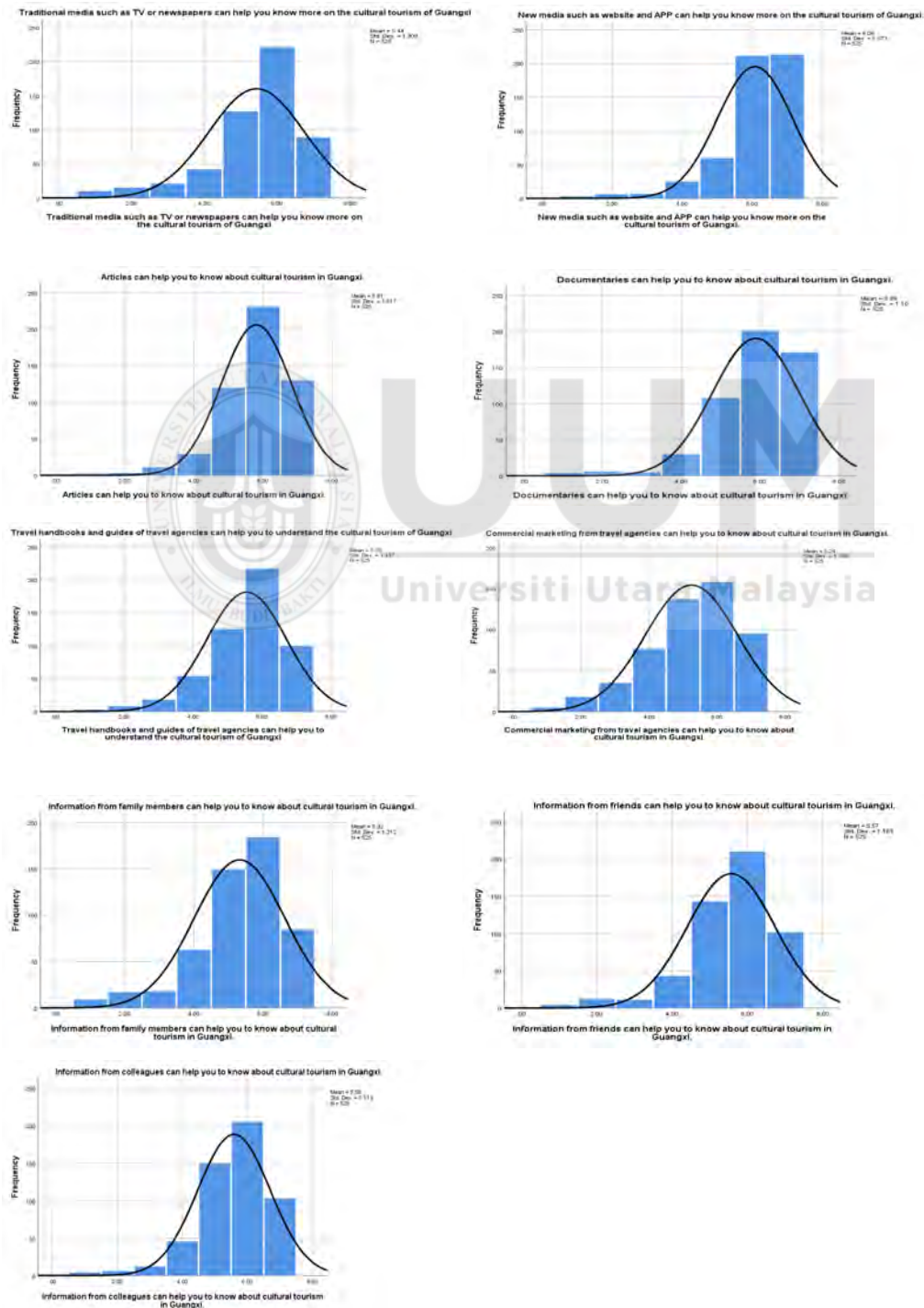
You have a good impression of Guangxi's cultural tourism.



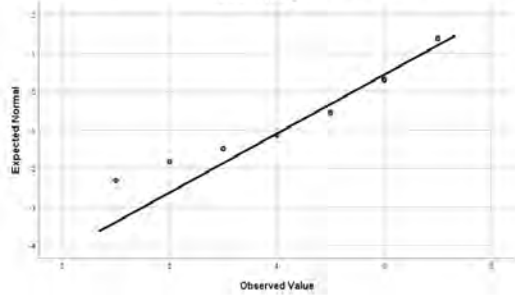
APPENDIX D

Normality Test Graphs and Plots

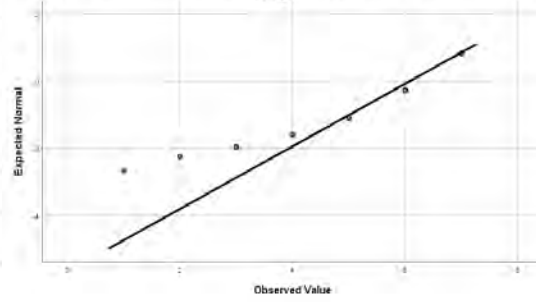
1. Informational familiarity:



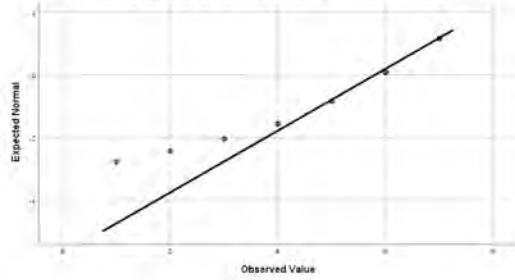
Normal Q-Q Plot of Traditional media such as TV or newspapers can help you know more on the cultural tourism of Guangxi.



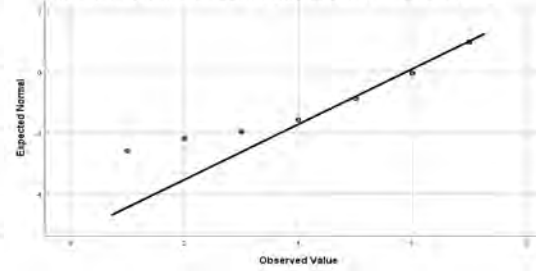
Normal Q-Q Plot of New media such as website and APP can help you know more on the cultural tourism of Guangxi.



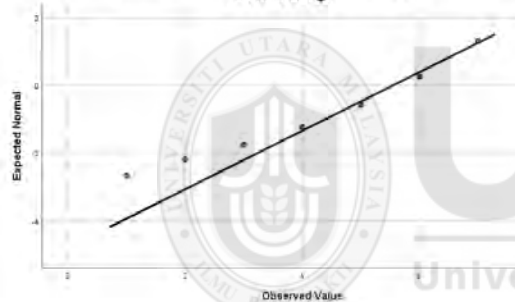
Normal Q-Q Plot of Articles can help you to know about cultural tourism in Guangxi.



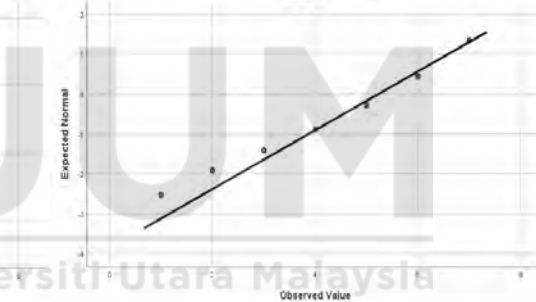
Normal Q-Q Plot of Documentaries can help you to know about cultural tourism in Guangxi.



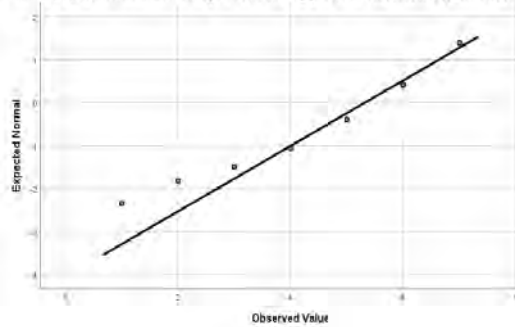
Normal Q-Q Plot of Travel handbooks and guides of travel agencies can help you to understand the cultural tourism of Guangxi.



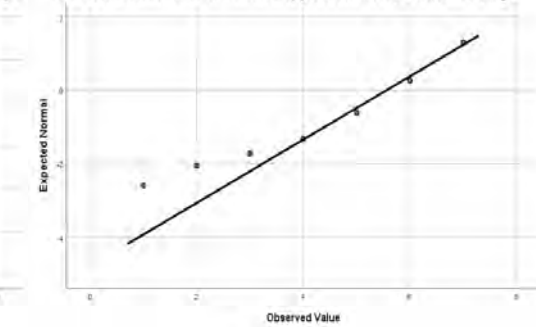
Normal Q-Q Plot of Commercial marketing from travel agencies can help you to know about cultural tourism in Guangxi.



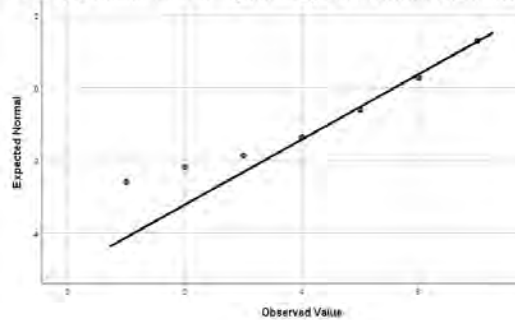
Normal Q-Q Plot of Information from family members can help you to know about cultural tourism in Guangxi.



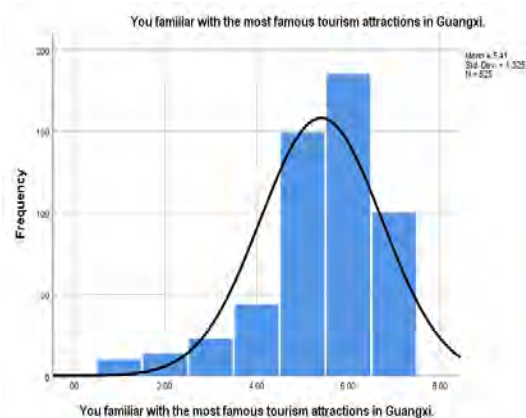
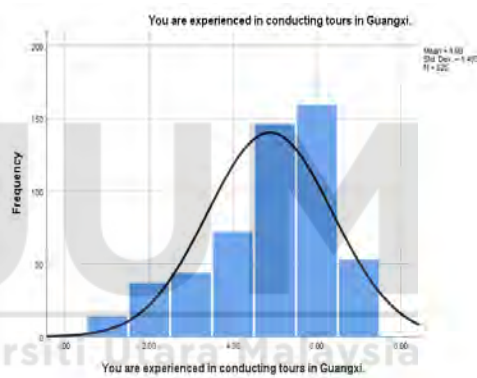
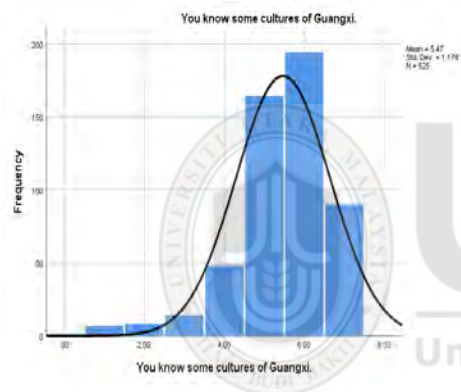
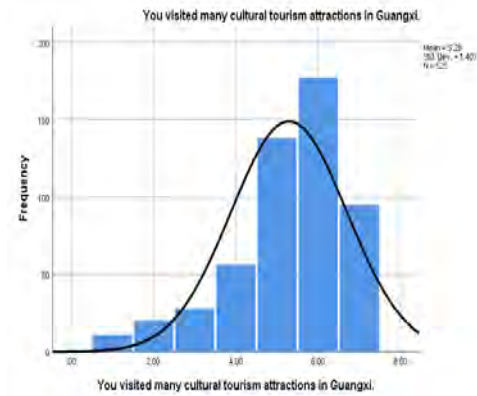
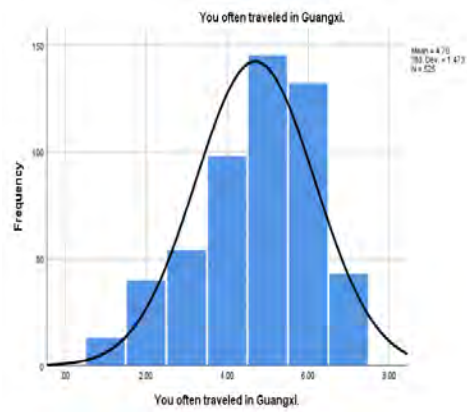
Normal Q-Q Plot of Information from friends can help you to know about cultural tourism in Guangxi.

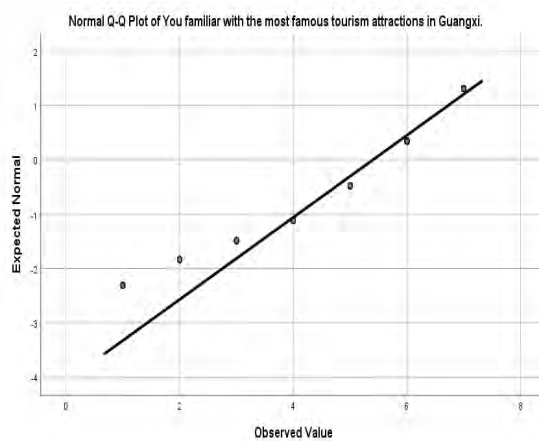
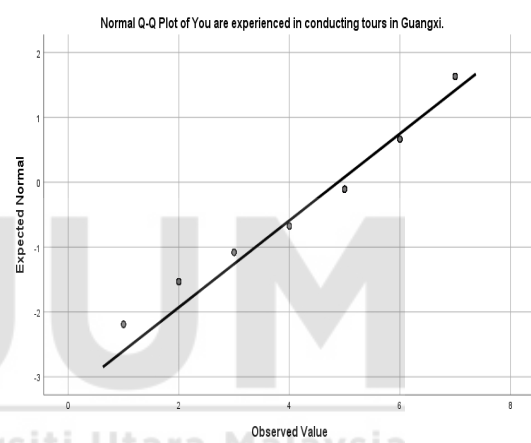
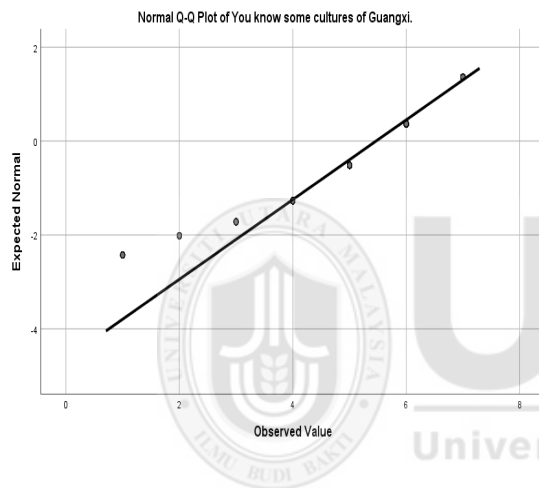
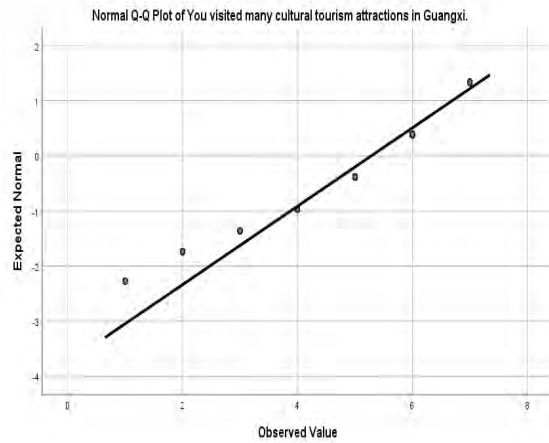
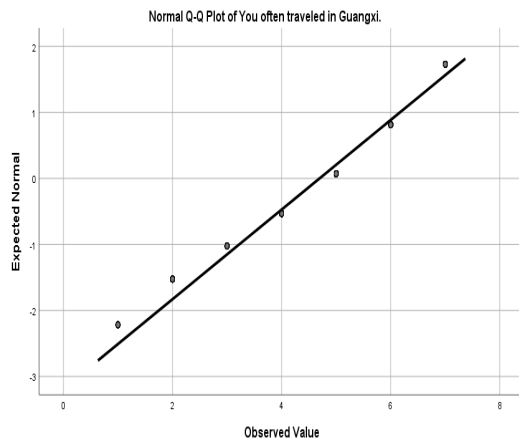


Normal Q-Q Plot of Information from colleagues can help you to know about cultural tourism in Guangxi.

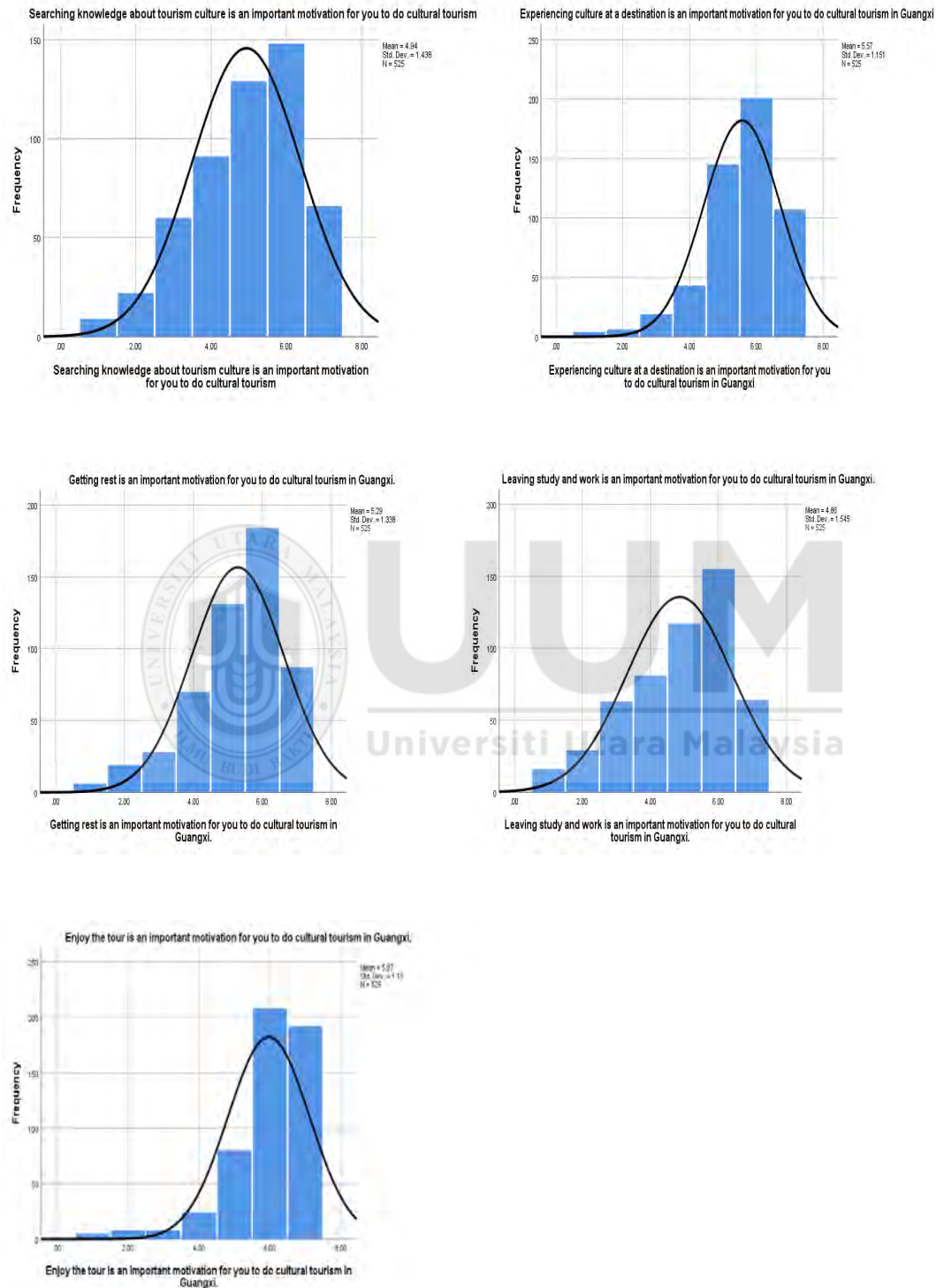


2. Experiential familiarity:

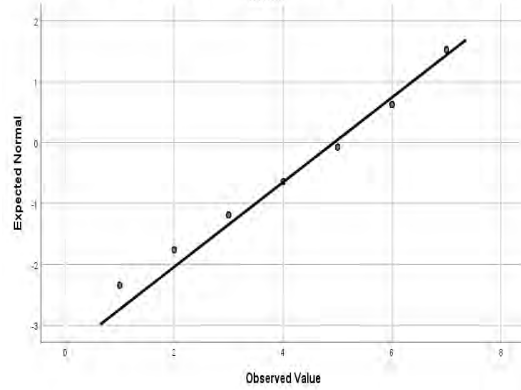




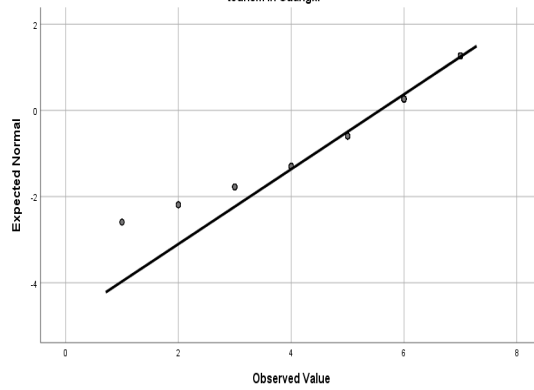
3. Motivation:



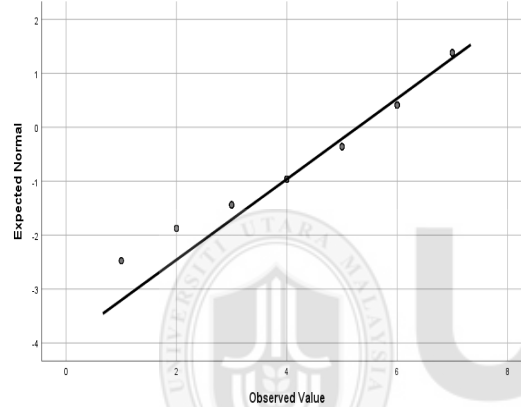
Normal Q-Q Plot of Searching knowledge about tourism culture is an important motivation for you to do cultural tourism



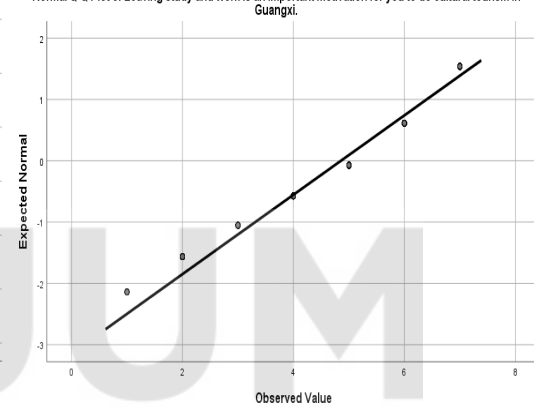
Normal Q-Q Plot of Experiencing culture at a destination is an important motivation for you to do cultural tourism in Guangxi



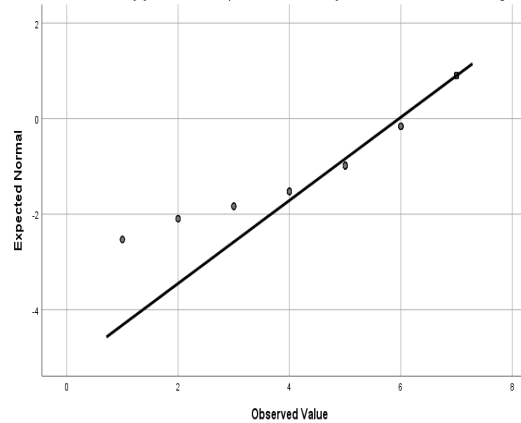
Normal Q-Q Plot of Getting rest is an important motivation for you to do cultural tourism in Guangxi.



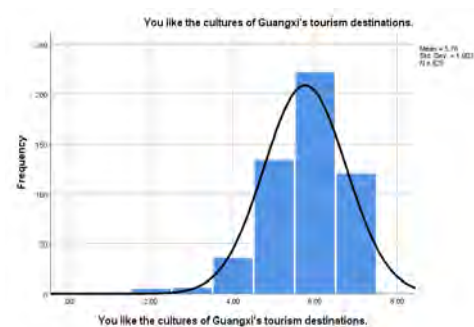
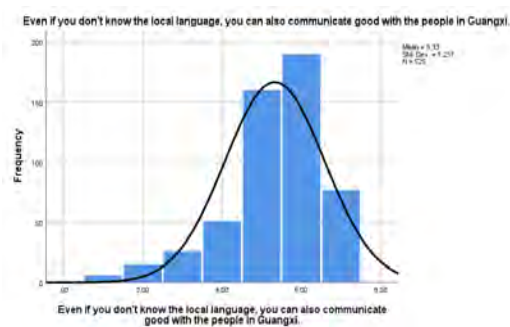
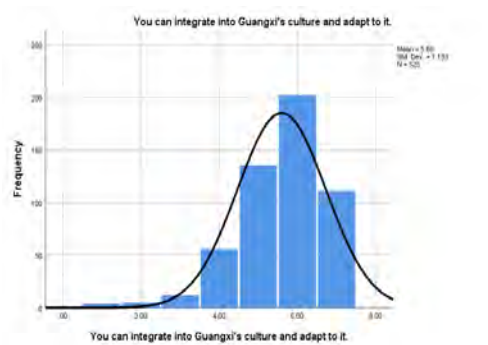
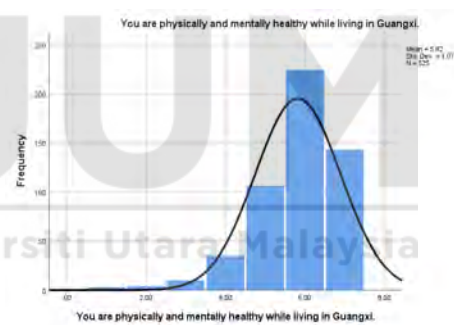
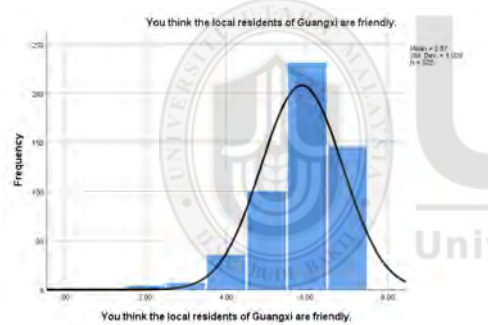
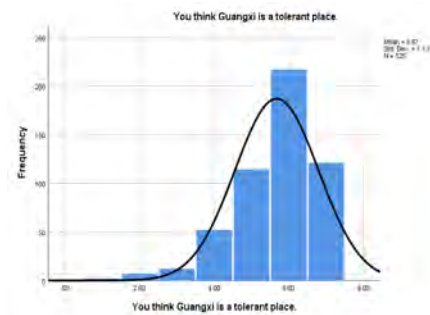
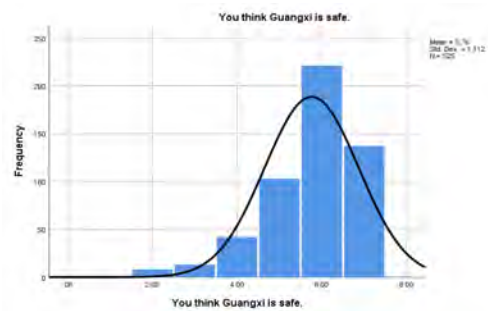
Normal Q-Q Plot of Leaving study and work is an important motivation for you to do cultural tourism in Guangxi.

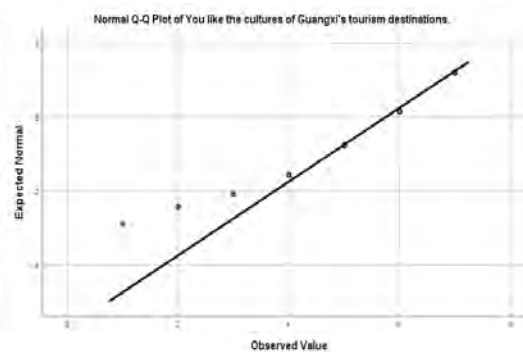
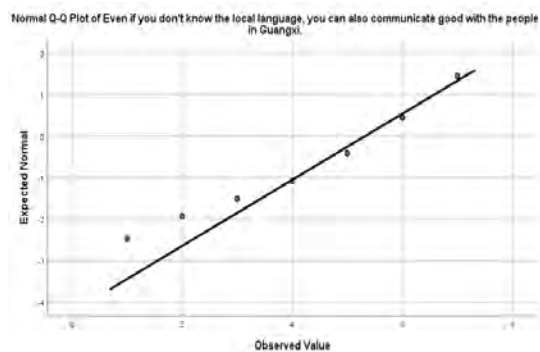
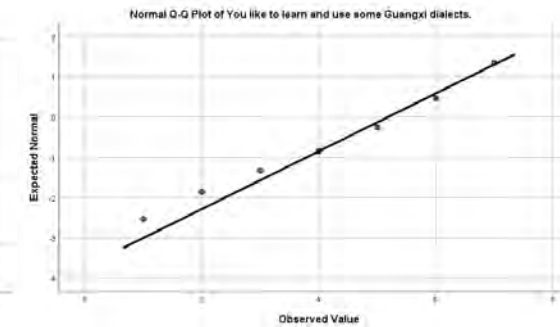
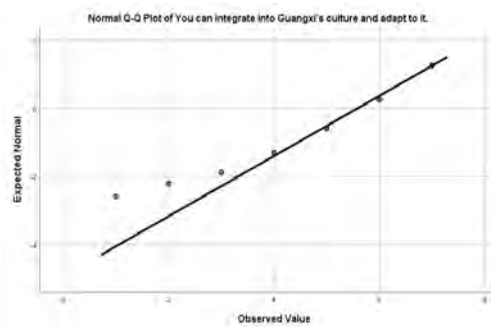
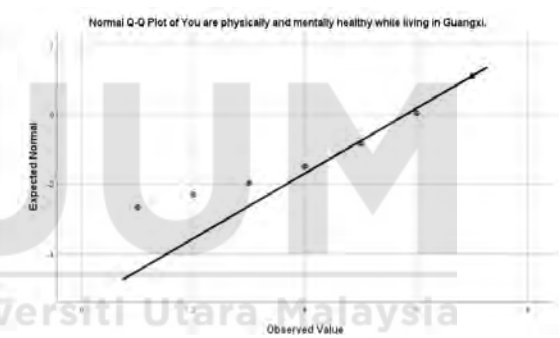
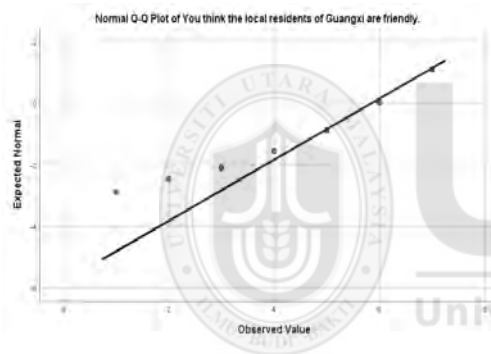
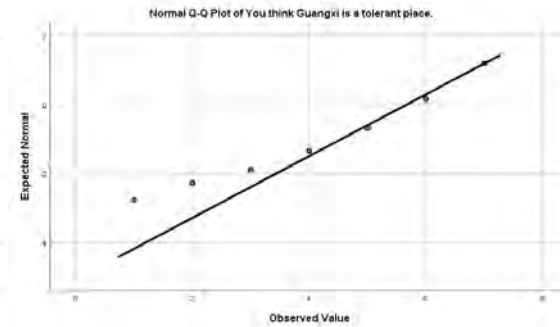
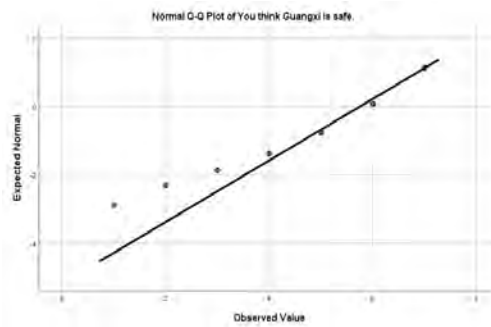
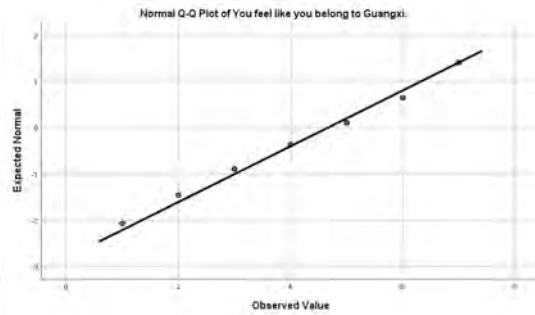
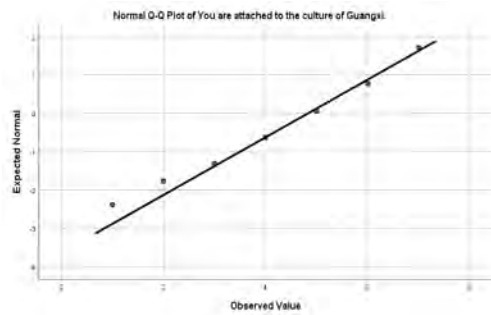


Normal Q-Q Plot of Enjoy the tour is an important motivation for you to do cultural tourism in Guangxi.

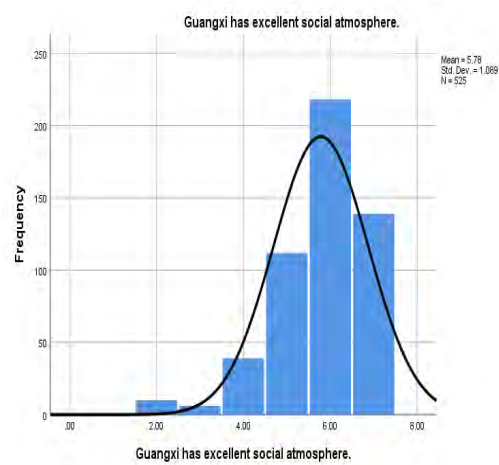
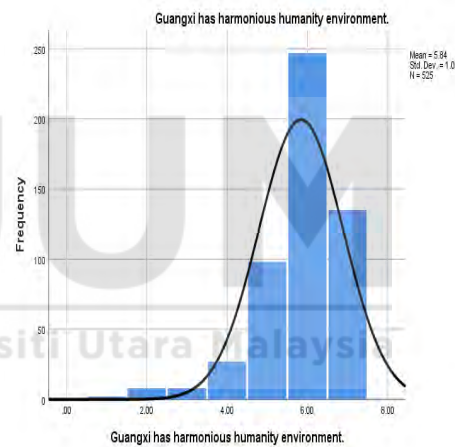
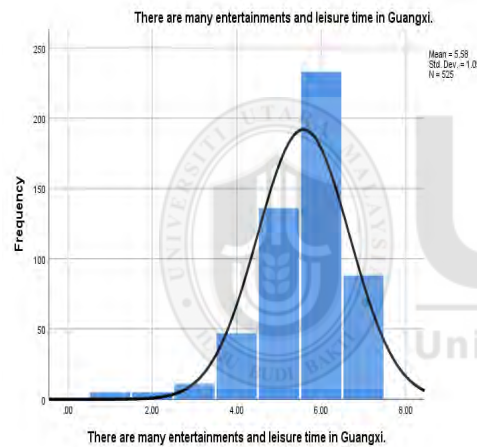
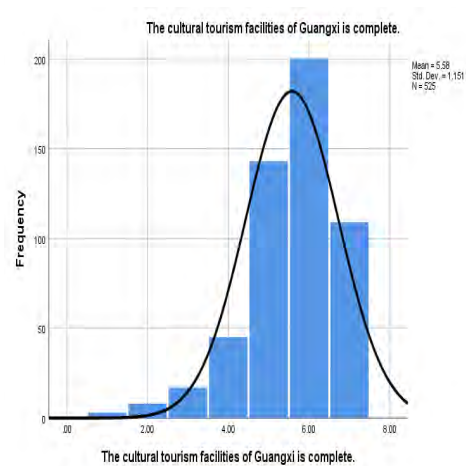
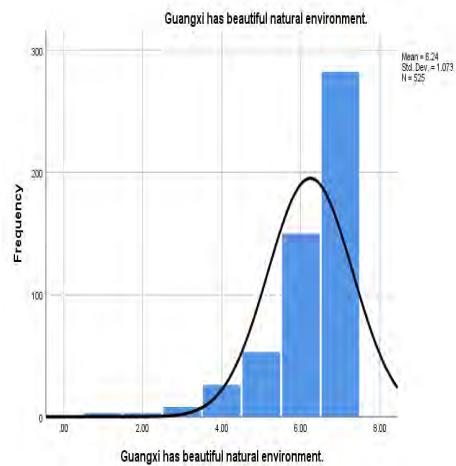


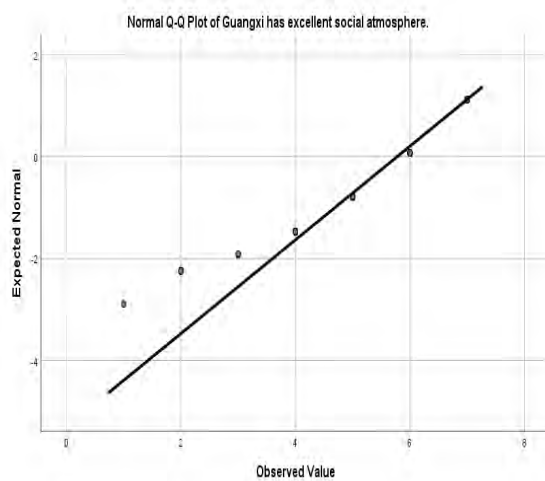
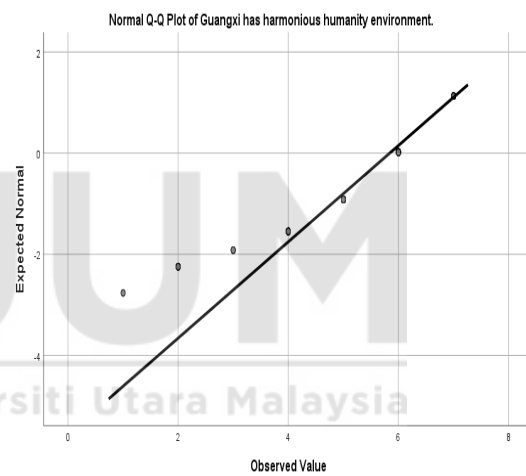
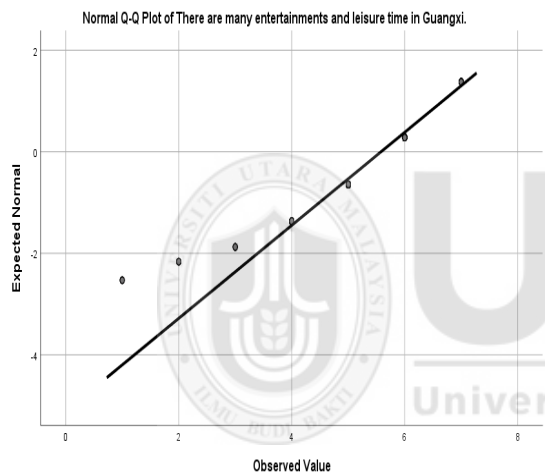
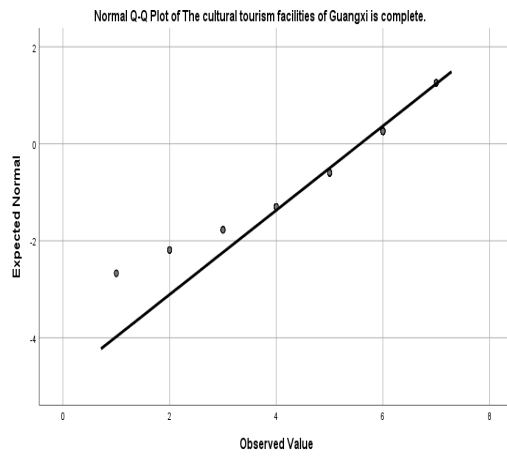
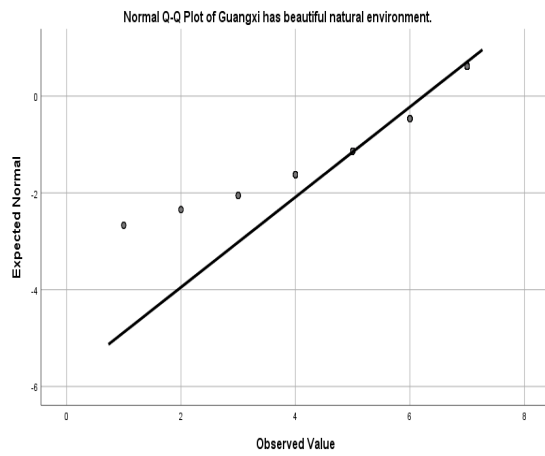
4. Cultural attachment:



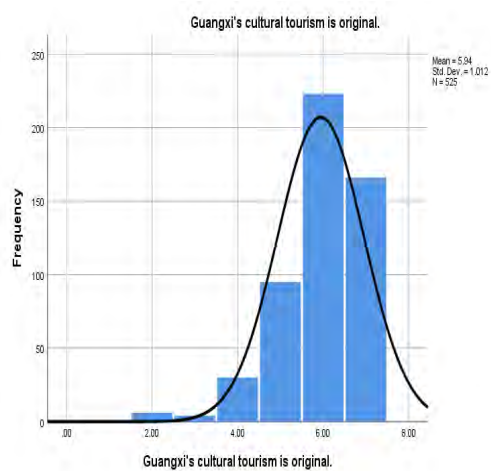
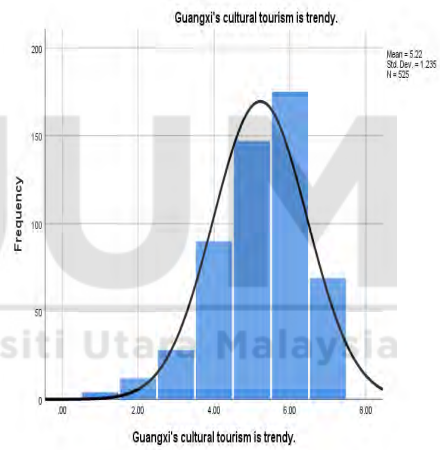
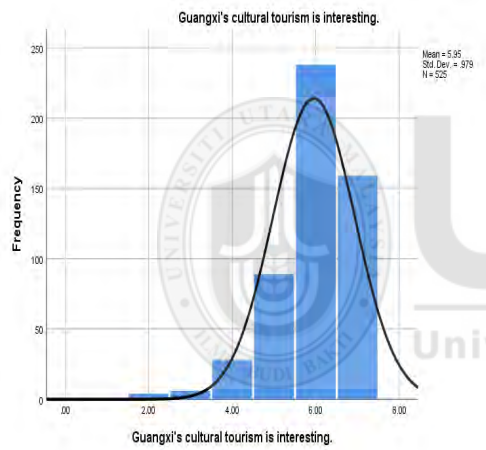
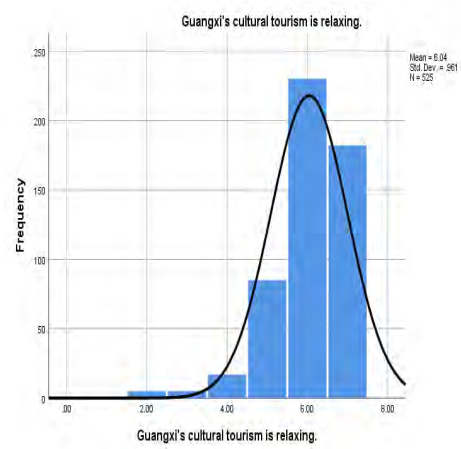
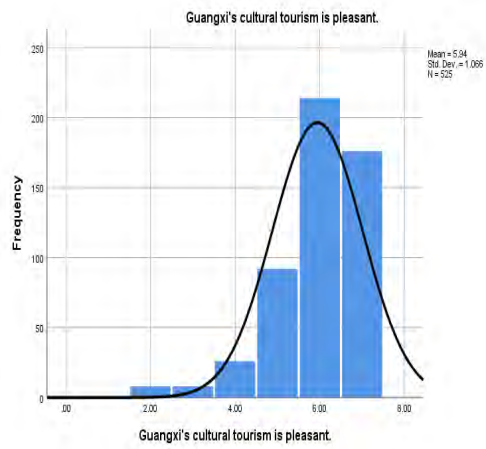


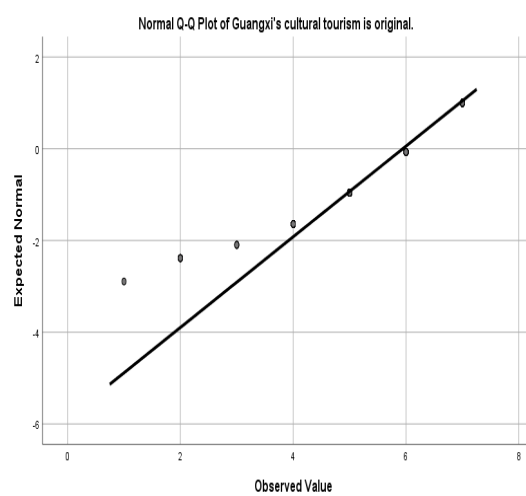
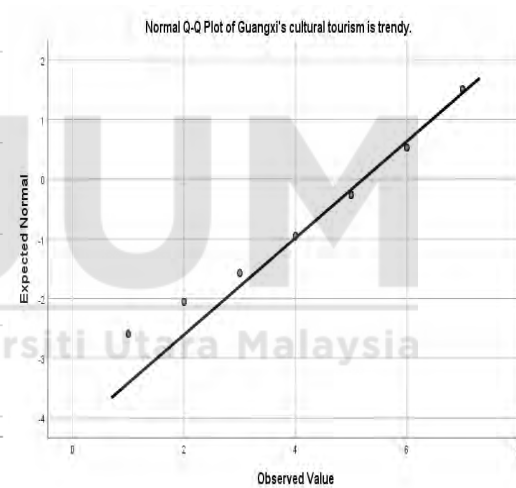
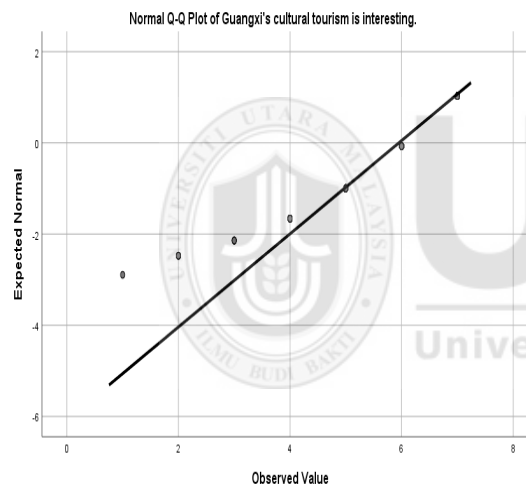
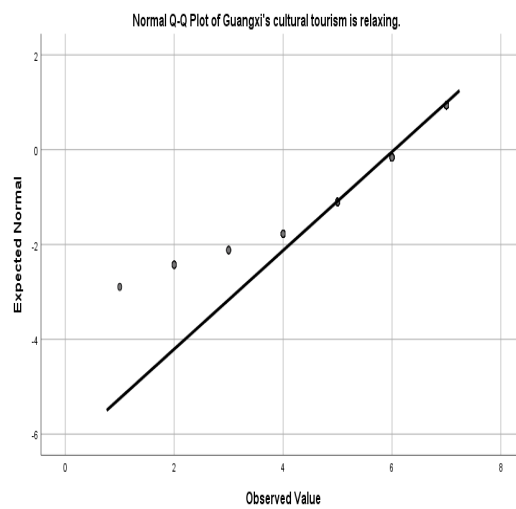
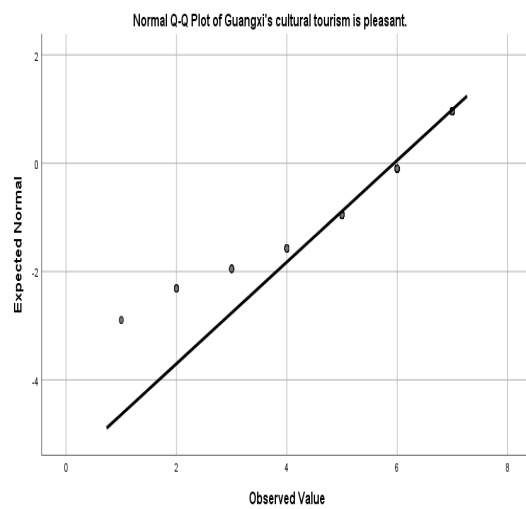
5. Cognitive image:



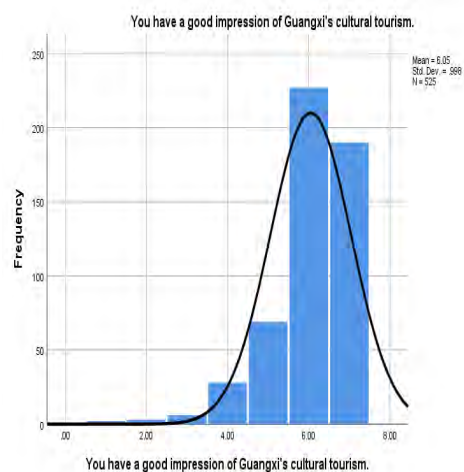
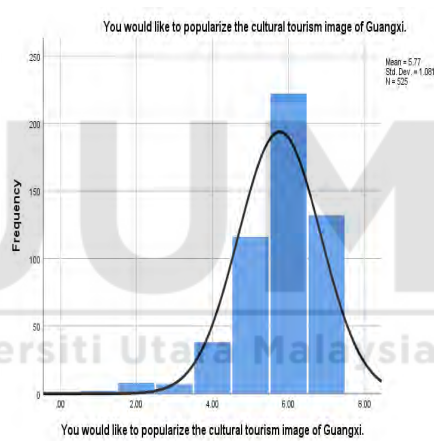
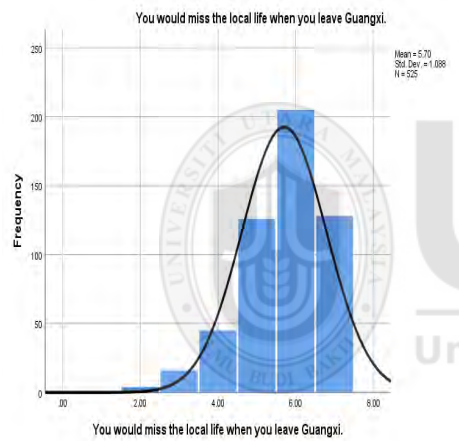
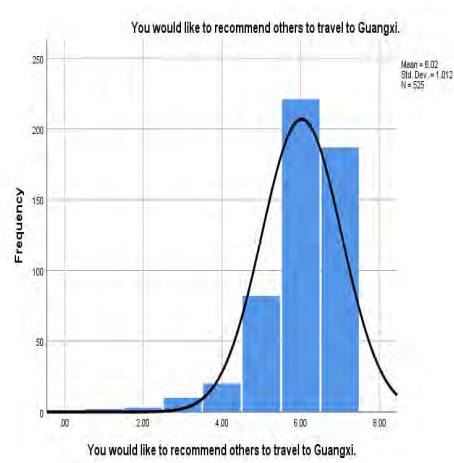
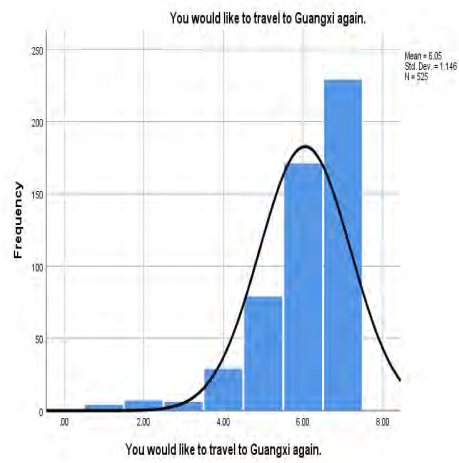


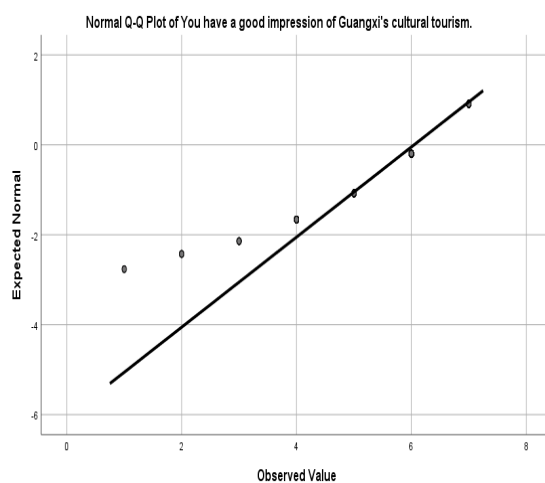
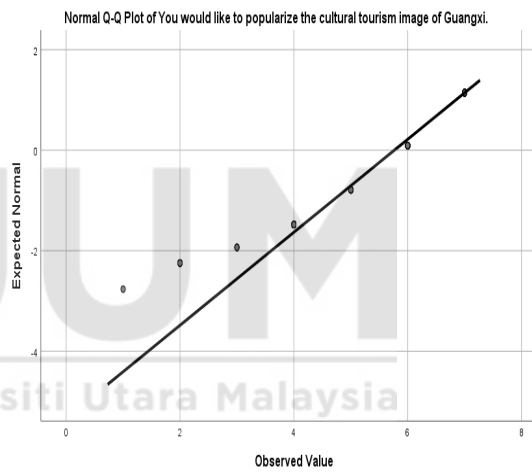
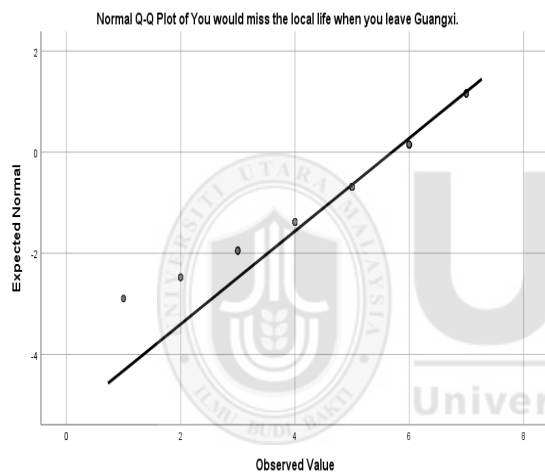
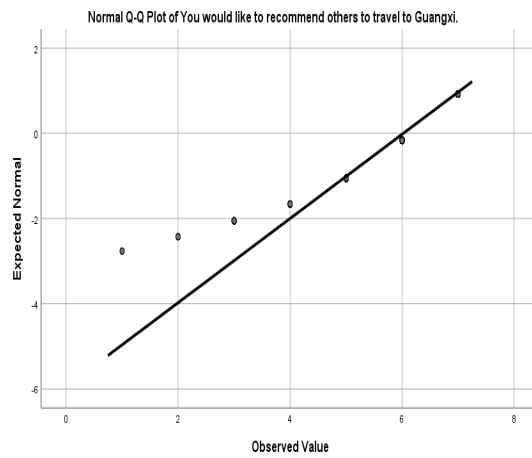
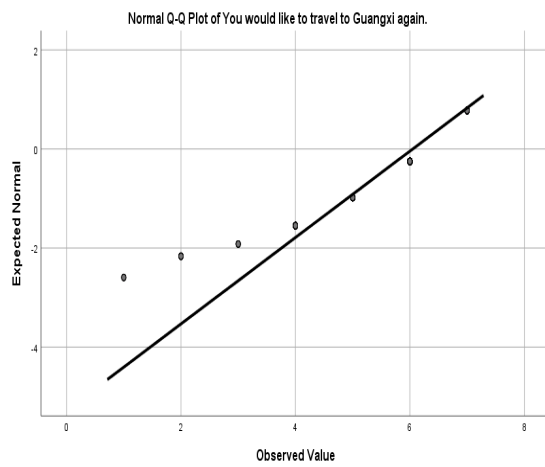
6. Affective image:





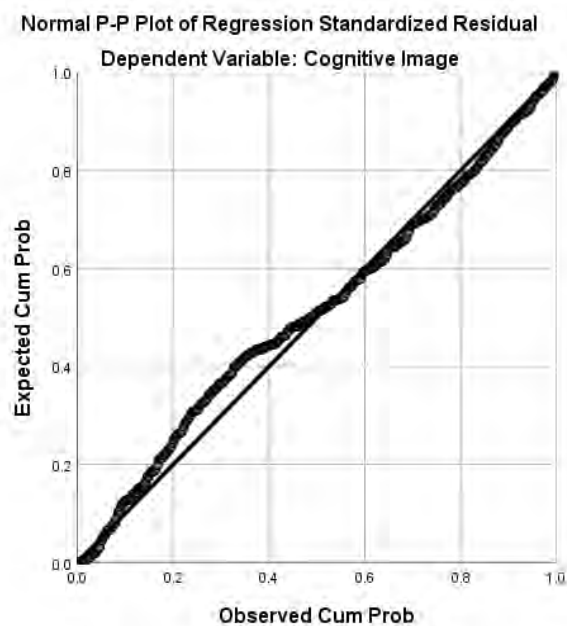
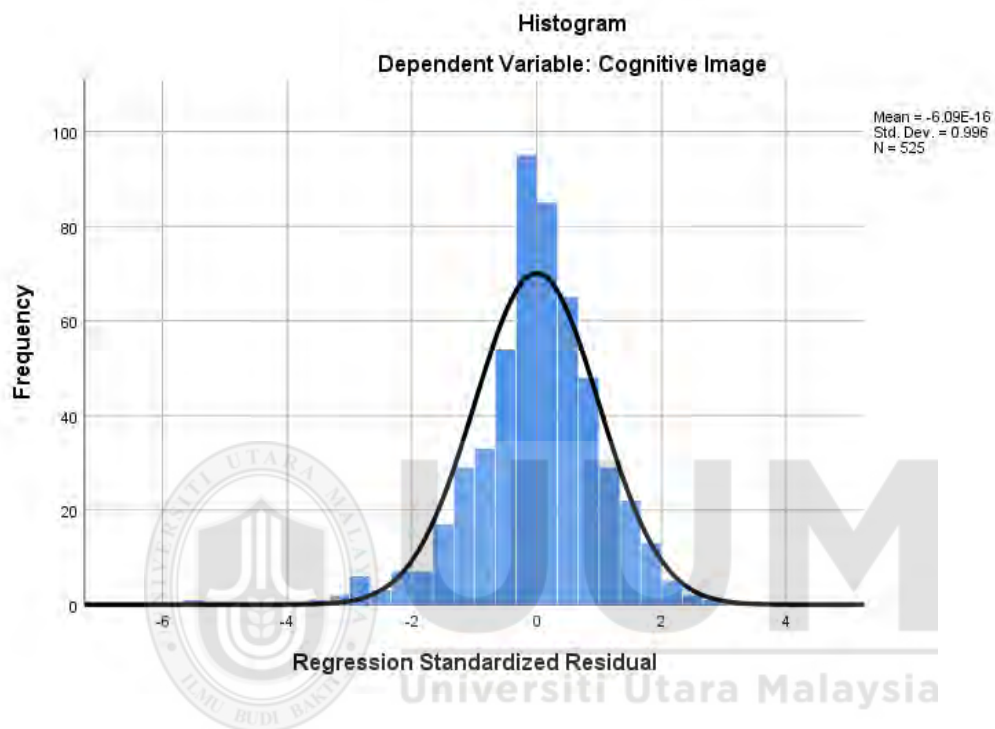
7. Conative image:

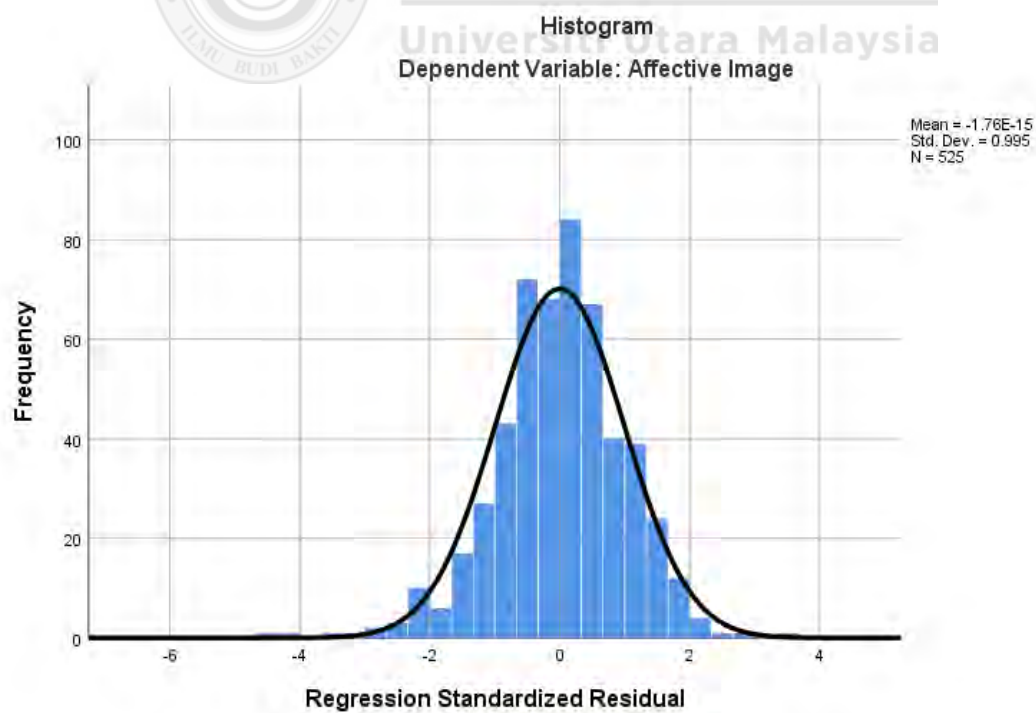
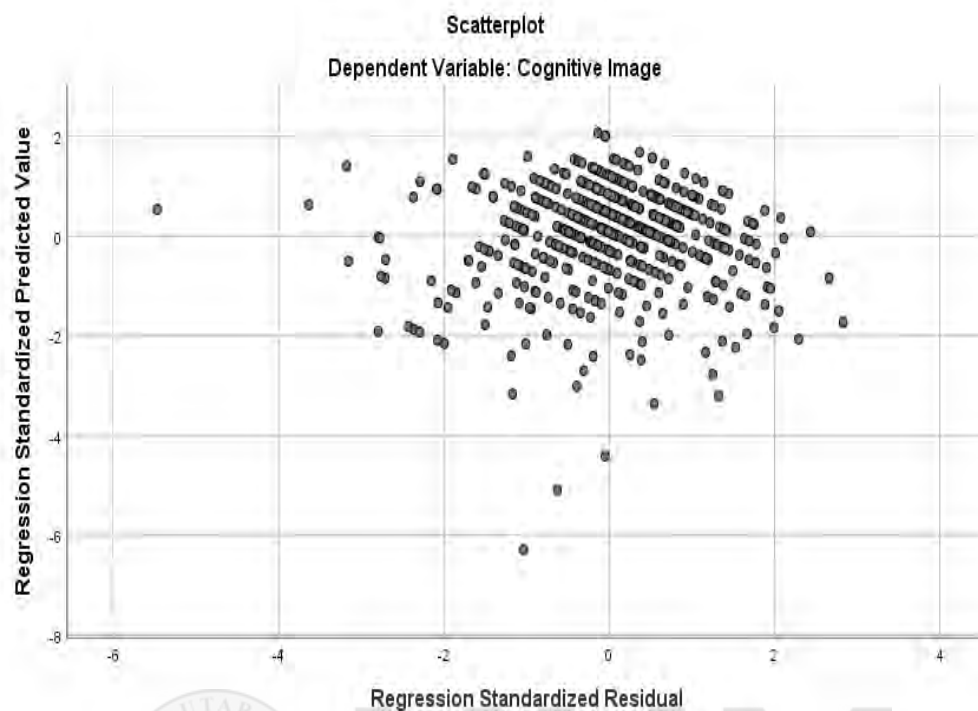




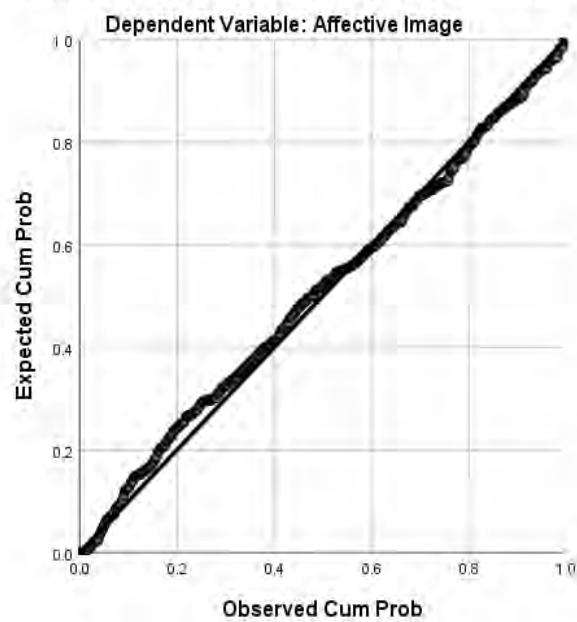
APPENDIX E

Linearity of Phenomenon Plots





Normal P-P Plot of Regression Standardized Residual

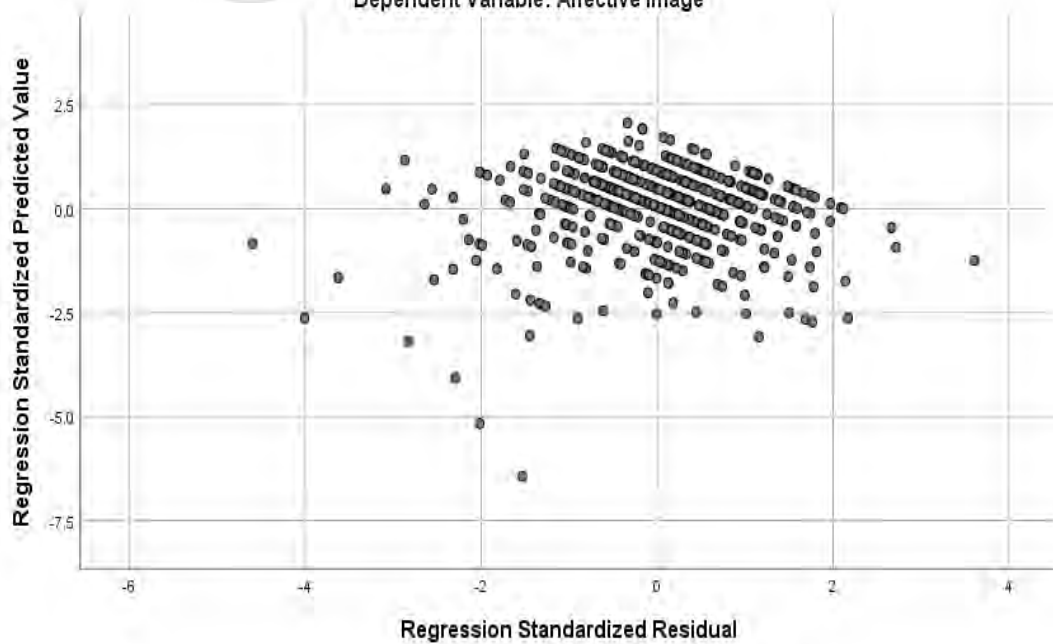


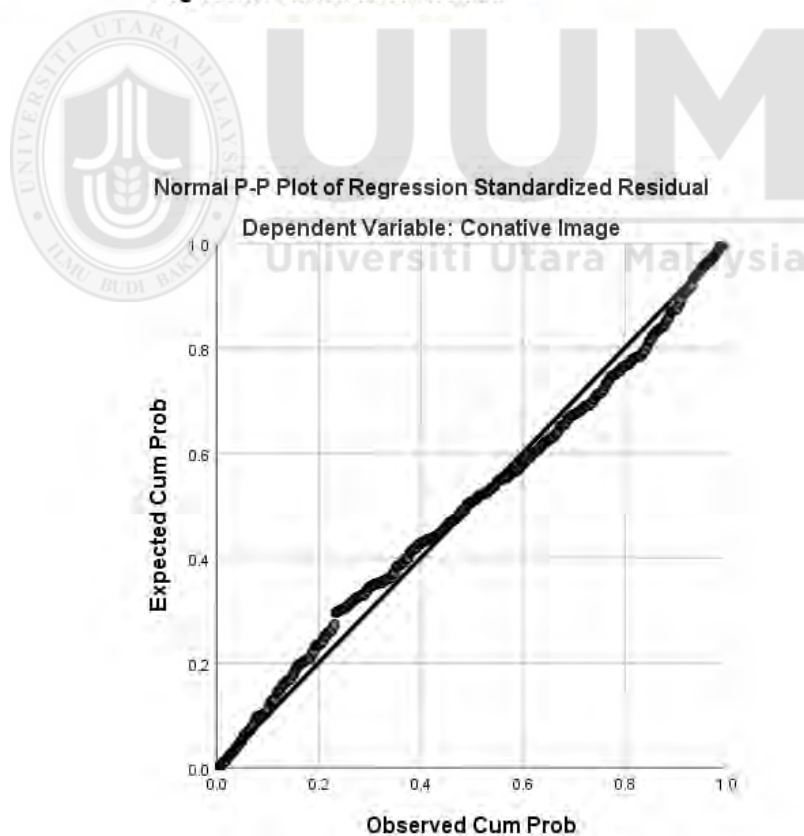
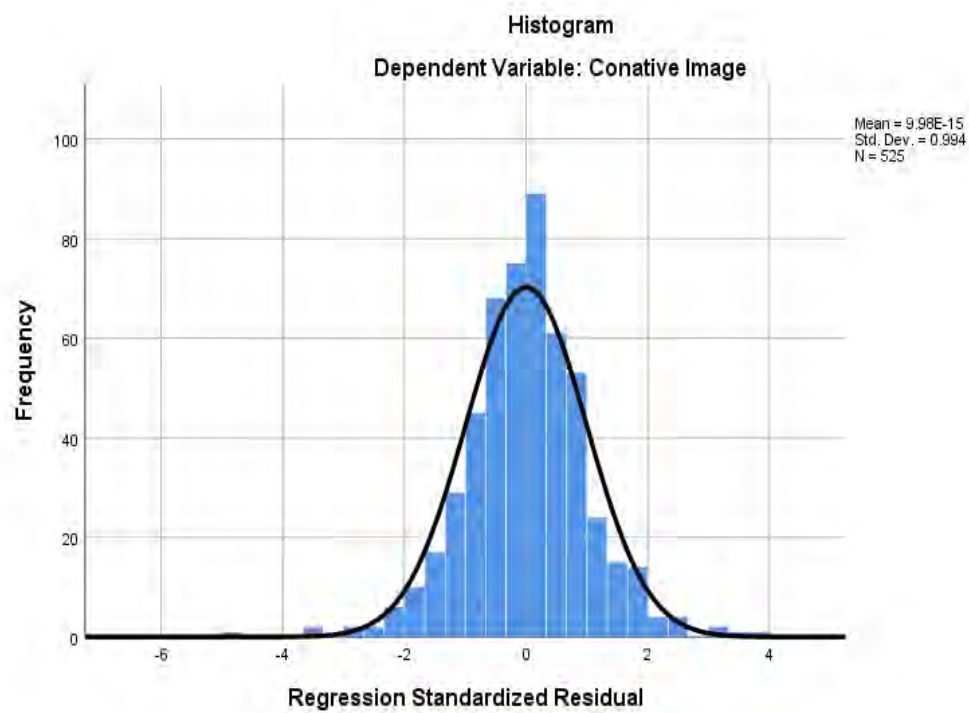
UUM

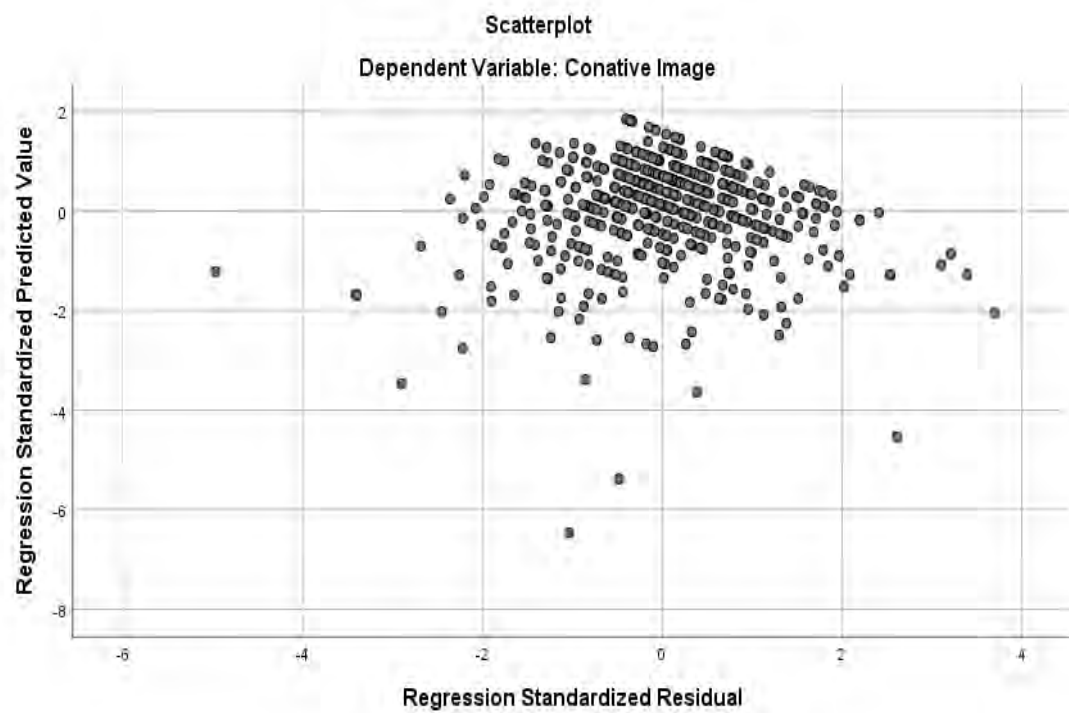
Universiti Utara Malaysia

Scatterplot

Dependent Variable: Affective Image







UUM
Universiti Utara Malaysia