A study of the impact of tourists' travel intentions from the perspective of customisation
--Taking the Western Sichuan Boutique Tour as an Example

Qiufeng Huang[1], Meiling Du[2], Keyue Wang[1], Lufang Guo[3], Yonggui Qian[1,*]

[1]School of Management, Chengdu University of Information Technology, Chengdu, China
[2]school of statistics, Chengdu University of Information Technology, Chengdu, China
[3]Faculty of Culture and Arts, Chengdu University of Information Technology, Chengdu, China

huangqiufeng2022@163.com(Q.H.), 2199054255@qq.com (M.D.)
wangkeyue000@163.com (K.W.), 2927228600@qq.com(L.G.)
*money@cuit.edu.cn(Y.Q.)

Abstract. As tourists have higher requirements for travel experiences, custom-ised tourism is personalised according to tourists' needs and interests in order to create unique and unforgettable travel experiences. Taking western Sichuan as an example, this paper evaluates the impact situation of customised tourism on western Sichuan tourism through regression analysis method and fsQCA meth-od, which broadens the research perspective of western Sichuan tourism to a certain extent, and provides theoretical support for the development of western Sichuan tourism in the future. Based on this, the author puts forward relevant suggestions for customised tourism in western Sichuan.

Keywords: customised tourism; regression analysis; fsQCA method; western Sichuan.

1   Introduction

In recent years, the traditional mass tourism mode can not meet the personalised de-mand, therefore, customised tourism is gradually emerging. Wang Yamin (2011) suggested that the West Sichuan region has many rich tourism resources and will gradually become one of people's choices of tourist places [1]. With its unique natural landscape and cultural heritage, many domestic travel agencies and online travel platforms have launched customised tourism products in western Sichuan to meet the personalised needs of tourists, which usually include customised itineraries, exclusive guides, private vehicles and other services. However, at the same time, there are some development dilemmas in domestic customised tourism. zhang Jianqiang (2020) ana-lysed the dilemmas of domestic customised tourism and put forward some improve-ment measures [2], which provide valuable experience for the development of domes-tic customised tourism. riyi Chen (2023) proposed that in the modern society with fragmented media, catering to the preferences of potential tourists has already become

the core competitiveness of urban tourism, which can promote the tourism destination image efficiently and enrich audience experience [3]. In summary, the current customised tourism mainly focuses on the service content and implementation plan, and puts forward a more cutting-edge view on the development of customised tourism in western Sichuan [4].

2   Analysis of the Current Situation of Overall Tourism and Customised Boutique Tourism in Western Sichuan

2.1   Overall Tourism Situation in Western Sichuan

Western Sichuan has many magnificent natural landscapes, such as Jiuzhaigou, Siguniangshan, and Dacheng Yading, which attract a large number of domestic and foreign tourists. Western Sichuan also has a rich cultural heritage, such as Mugetso Ancient Town, Ganzi Tibetan Village, Aba Grassland, etc., where tourists can gain an in-depth understanding of the cultural landscape of Tibetans, Qiangs and other ethnic minorities. In 2023, Western Sichuan received a total of 67,828,800 tourists and realised a comprehensive tourism income of 50.904 billion yuan, which was basically restored to the level of the same period in 2019. Jiuzhaigou, where the whole region resumed opening, sold out its tickets in advance for three consecutive days, and the number of tourists received and ticket revenue increased by 375.46 percent and 350.80 percent, respectively, compared with the same period in 2019. On the big data platform, Aba and Ganzi B&B bookings and increases ranked among the top five in the country.

2.2   Status of Customised Boutique Tourism

According to statistics, China's customised tourism market size will be 304.434 billion yuan in 2023, an increase of 7.55% year-on-year. With the development of the tourism market, more and more tourists have increased their demand for personalised travel itineraries. Theme tours in customised tours in western Sichuan have gained widespread attention, such as photography tours, adventure tours, and cultural exchanges. These theme tours can meet the interests and needs of different tourists [5]. The market size of China's customised tourism industry is expected to reach RMB 340 billion in 2025, with a growth rate of 9.2%.

3   Research Design

3.1   Questionnaire Design

Table 1. Results of descriptive statistical analysis

variant	N	average value	(statistics) standard deviation
Environmental quality factors	504	3.82	.501
traveller's preference	504	3.12	.497
Willingness to participate in custom-ised tourism	504	3.90	.487
travel intent	504	3.52	.519
traveller's attitude	504	2.87	.498
Basic Information for Visitors	504	3.04	.418

The content of the questionnaire of this study mainly includes six parts: environmental quality factors, travelling preference, willingness to participate in customised tourism, travelling intention, tourists' attitudes (degree of interest), and tourists' basic information.

Environmental quality factors: perfect infrastructure; beautiful scenery and suitable climate; unique architectural attraction; complete travelling routes; better development of scenic spots; reasonable distribution of scenic spots and easy to visit.

Travelling intention: social needs and emotional communication; leisure and entertainment to ease the pressure of life; business trips; research and study.

Travel Preference: Self-driving; backpacking; group travel; customised travel.

Tourist Attitude (Level of Interest): Not interested in customised tourism at all; Don't know much about customised tourism but willing to try; Generally interested in customised tourism; Particularly interested in customised tourism.

Willingness to participate in customised tourism: I will often participate in customised tourism in the future, I will participate in customised tourism again when I have the opportunity in the future, I will include participation in customised tourism in my plan in the future, I will participate in a variety of forms of customised tourism in the future, I will recommend customised tourism to others in the future [5].

Tourist basic information: gender; age; education; income.

3.2   Statistical Analysis of the Sample

The questionnaires of this study were screened by tourists who have experienced customised tourism, and 300 questionnaires were distributed, which is a wide range. In addition, 250 questionnaires were distributed through customised travel clubs, related QQ groups, and WeChat groups of travel enthusiasts. Finally, a total of 536 questionnaires were recovered, and 505 valid questionnaires were obtained after selection and elimination, with an effective rate of 94.22%.

The demographic characteristics of tourists in this questionnaire: in terms of gender ratio, there are relatively more females, with 273 females accounting for 54.2%;

from the age point of view, the 19-45 years old interval segment is the main customer group, accounting for 87.1%; from the point of view of educational level, high school and below accounted for 29.2%, and college and bachelor's degree accounted for 67.3%. From the perspective of income level, 240 people under 6000 yuan, accounting for 47.6%. 6000-12000 yuan accounted for 39.1%. It can be seen that the level of customised consumption has a lot of room for improvement. The demographic characteristics of the study population are more complete, and the data are more representative and suitable for the study.

4   Empirical Analysis

This paper adopts fsQCA analysis and correlation analysis to carry out the research of customised tourism willingness in western Sichuan. The main reasons are as follows: Firstly, the current domestic and international research mainly focuses on exploring the customised tourism intention from a single-factor or two-factor perspective, ignoring the complexity of the formation of customised tourism intention as well as the diversified links. Secondly, the data in this paper come from the self-assessment questionnaire of customised tourists, which is not applicable to the clear-set qualitative comparative analysis method that can only calibrate the variables to 0 or 1, so fsQCA is chosen as the research tool in this paper[6].

4.1   Data Measurement and Collection

This paper analyses the influencing factors of tourists' customized tourism intention from the single factor and the combination path of different factors respectively[7]. In this paper, a 7-point Likert scale is used, and the questionnaire contains five parts.

The first part is the basic tourist profile of customised tourists (4 items), with a Cronbach's α of 0.912; the second part is the environmental quality factor scale, mainly referring to the studies of Yeh et al. and Zhang Pengyang et al. with a total of 6 items, and a Cronbach's α of 0.967; the third part is the tourists' attitudes, travel bias, and travel intention scale, mainly referring to the studies of Lin et al. with a total of 12 items, and the third part is the tourists' attitude, travel bias, and travel intention scale, mainly referring to the studies of Lin et al. et al.'s study, with a total of 12 items and Cronbach's α of 0.909, 0.862, and 0.924, respectively; the fourth part is the customised tourism intention scale, which mainly refers to Aizen et al.'s study, with a total of 5 items and Cronbach's α of 0.924; the scales of the variables and the display of descriptive statistical analysis are shown in Tables 1 and 2, respectively. in order to make the initial sample In order to make the initial sample data meet the conditions of Boolean logic analysis, fsQCA software was used to calibrate the results of the study, so that they were transformed into the pooled data in the interval of [0,1] in accordance with Boolean logic [6].

4.2   Results and Analyses

1. Validity Tests

The test results using spss26.0 show that the skewness of each variable is between -0.891 and 0.285, which does not exceed the threshold of 3 for the absolute value; the kurtosis is between -1.231 and 0.372, which does not exceed the threshold of 10 for the absolute value. Secondly, the standardised factor loading values of each question item are between 0.710 and 0.929, which satisfy the criterion of not less than 0.6; the variables' combined reliability (CR) were greater than 0.8; and the average variance extracted (AVE) met the criterion of no less than 0.5. Finally, the correlation coefficients between the variables were derived (see Table 2).

Table 2. Correlation analysis

variant	Environmental quality factors	traveller's preference	Willingness to participate in customised tourism	travel intent	traveller's attitude	Basic Information for Visitors
Environmental quality factors	0.817					
traveller's preference	0.020	0.869				
Basic Information for Visitors	0.034	0.504	0.771			
travel intent	0.112	0.051	0.121	0.775		
traveller's attitude	0.005	0.177*	0.089	0.069	0.765	
Willingness to participate in customised tourism	0.017	0.009	0.164*	0.031	0.231**	0.815

Note: N=504, values on the diagonal are square roots of AVE, * denotes p<0.05,** denotes p<0.01

2. Univariate Necessity Analysis

In this paper, necessity analysis is performed by calculating the consistency index of each condition variable based on Boolean algebra. By performing univariate necessity analysis on the condition variables, the results show that the consistency level of all condition variables does not exceed the threshold of 0.9. Therefore, each single condition variable was insufficient to constitute a necessity for tourists to develop a willingness to participate in customised western Sichuan tourism.

The QCA software was used to analyse the calibrated questionnaire data to obtain the combined influence path of tourists' willingness to customise tourism.The results showed that the overall consistency was 0.785714, which met the criterion of being greater than 0.8, and the coverage was 0.942857, which indicated that the overall

grouping was a stronger explanation of the results, which was in line with the expectations of the study [6]. Calculations using the obtained data resulted in three condition combination schemes with different levels of complexity for complex solutions, simple solutions and intermediate solutions. Then, focusing on reporting the intermediate solution based on combining the simple solution (see Table 3), the results of the intermediate solution show that there are a total of five different combinations of paths affecting tourists' willingness to customise their tours, which are categorised into three types in this paper.

Table 3. Configuration analysis

conditional variable	Configuration path				
	Config-uration 1	Config-uration 2	Configu-ration 3	Configu-ration 4	Configu-ration 5
Environmental quality factors					
traveller's preference					
Basic Information for Visitors	U		U		
travel intent					
traveller's attitude	U	U		U	U
consistency	1	0.93617	1	1	0.97561
original coverage	0.142857	0.523809	0.071429	0.345238	0.47619
Unique coverage	0.035714	0.142857	0.071429	0.011905	0.011905
Consistency of solutions	0.942857				
Coverage of solutions	0.785714				

Note: ● indicates that the core condition exists, ⑧ indicates that the core condition is missing, ● indicates that the marginal condition exists, and blank indicates that the condition can either exist or not exist.

Category 1: Environmental perception-orientated (grouping 1)

With environmental quality factors and travelling preferences as the core conditions, this type of grouping pattern reflects tourists' high perception of environmental quality and specific preferences for travelling. It suggests that tourists tend to choose travel options that meet their environmental quality standards and travel preferences. The high consistency (0.93617) in this grouping pattern, despite the absence of basic tourist information and tourist attitudes, suggests that the strong presence of environmental quality and travelling bias is sufficient to drive tourists' travel decisions, even when personal information and attitudes do not act as the main driving factors.

Category 2: Information Evaluation Orientation (Grouping 2)

This type of grouping pattern has the presence of basic tourist information as the core condition, complemented by the continued importance of environmental quality and travelling bias. It indicates that tourists highly value their basic information (e.g.,

age, gender, occupation, etc.) as well as their evaluation of the environment and travelling in the decision-making process. A consistency of 1 indicates that when tourists' basic information is combined with their positive evaluations of environmental quality and travel bias, it is highly likely to result in tourism behaviour.

Category 3: Combined Attitude Orientation (Grouping State 3, Grouping State 4, Grouping State 5)

This type of grouping pattern takes travelling intention as a shared core condition, reflecting the strong willingness of tourists to participate. In particular, histograms 3 and 5 show that the presence or absence of tourists' attitudes provide insights into how tourists adjust their travel decisions according to their personal attitudes and perceptions. Group state 3 is characterised by the absence of basic tourist information and the absence of tourist attitudes, suggesting that in some cases, even if tourists are less concerned with basic personal information and attitudes, a strong intention to travel and a positive perception of environmental quality can still drive their tourism decisions. Grouping 4 and Grouping 5 further emphasise how travel intentions and environmental quality perceptions work together to drive tourists' travel choices in the presence of tourists' attitudes, demonstrating tourists' preferences for tourism activities supported by positive attitudes [8].

3. Robustness Test

In this paper, the value of the consistency threshold is changed in the robustness test stage, and the data that meet this threshold after screening are analysed again to compare the changes in the groupings to assess the reliability of the results [6]. If the adjustment of the parameters does not lead to substantial changes in the number of groupings, components, and consistency and coverage, the results of the analyses can be considered to be scientific and objective. In this paper, the consistency threshold was changed from 0.8 to 0.85, and the groupings produced after adjustment were basically the same as the original groupings, and the results did not change significantly, i.e., the robustness passed the test.

5   Conclusions and Recommendations of the Study

5.1   Conclusions of the Study

(1) From an individual point of view, environmental quality is the most influential factor, however, no single factor can completely influence the customised tourism intention of Sichuan West Boutique Group, and each factor needs to influence the customised tourism intention of Sichuan West Boutique Group through a combination of different paths; (2) Through the QCA method, the factors are integrated, and a total of five combinations are generated to summarise the path of the formation of the customised tourism intention of Sichuan West Boutique Group (3) The influence paths of customised tour willingness of the Western Sichuan boutique group can be classified into three types, i.e., environment perception-oriented, information evaluation-oriented and comprehensive attitude-oriented [9].

5.2   Recommendations

(1) It is necessary to focus on improving the quality of the environment, with emphasis on the improvement of the quality of catering and accommodation services along the routes, as well as cooperating with the government in designing specialised tourism routes, so that tourists will not only be able to have a comfortable tourism experience, but also be able to feel the cultural diversity of the surrounding environment. (2) To focus on the development of tourism products, the future needs to be based on age, gender, etc. to design different customised tourism programmes. (3) Increase diversified tourism experiences, such as photography tourism, adventure tourism, cultural exchanges and so on. These themed tours can meet the interests and needs of different tourists [10].

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