Research on the Scale and Practice of the "Tourism+" Concept

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Abstract: With the arrival of the experience economy era and the rapid development of the tourism industry, the value of the tourism customer experience has received increasing attention from academia. How to enhance the value of the tourist experience has become an effective way to improve the competitiveness of tourist destinations. However, there is no suitable tool for measuring the value of the tourism experience. Based on previous research results, this study developed a "Tourism+" customer experience value scale. First, the basic items of the customer experience value scale were determined through questionnaire surveys and in-depth interviews. The initial scale was determined after two rounds of pilot questionnaire surveys, and then the initial scale was used in questionnaires to measure customer experience value. After the measurement, final conclusions were obtained through item analysis, exploratory factor analysis, confirmatory factor analysis, and reliability and validity testing, providing a quantitative tool for "Tourism+."

Keywords: scale development | confirmatory factors | customer experience value

1. The Definition of "Tourism+"

It refers to a new concept and model of regional coordinated development in which, within a certain region, tourism is taken as the dominant industry, and comprehensive and systematic optimization and upgrading of the region's economic and social resources — especially tourism resources, related industries, the ecological environment, public services, institutional mechanisms, policies and regulations, and civilized qualities — is carried out to realize the organic integration of regional resources, the convergent development of industries, and co-construction and sharing by society, with tourism driving and promoting the coordinated development of the economy and society.

2. Establishment of the "Tourism+" Items

First is demand pull: China is currently the world's largest consumer market; the development of tourism has achieved phased results, and future development will be

even more rapid. The rise in tourism demand requires a richer and more diversified supply of tourism products, which calls for developing "Tourism+." Second is the driving role of "tourism": the "tourism" referred to here is not sightseeing, leisure, and vacation in the narrow sense, but the economic phenomenon and economic activity valued by the government in the professional sense. Third is the impetus of transformation: China's economy is currently in a transitional stage of consumption-driven economic growth, and tourism is the leader of the modern service industry, playing an important role in promoting the conversion of old and new growth drivers. Fourth is ecological interaction: in recent years, the construction of ecological civilization has been placed in a position of unprecedented importance. Tourism is a green industry and a "smokeless industry" that can boost green development, which is extremely consistent with the construction of ecological civilization.

3. Purification of the "Tourism+" Items

Five judges were invited; the meaning of each category was clearly explained to them, and one of the items was given as an example. Then the judges were asked to classify all items into the table respectively. If a judge believed that a certain item did not belong to any category, it was listed separately as "unsuitable."

Note: the judges did not know in advance which items had been grouped into a category.

Criterion: if at least four of the five judges believed that a certain item did not belong to any category, it was deleted from the item pool.

The reliability analysis results are shown in Table 1. The Cronbach's Alpha coefficient of each dimension is 0.72-0.88, and the overall Cronbach's Alpha coefficient is 0.84, a value exceeding 0.8, indicating that the questionnaire has good reliability and stability. Validity passed the KMO and Bartlett's sphericity tests (Table 2). The KMO statistic is 0.892, greater than the 0.7 standard; and the P value of Bartlett's sphericity test is 0.000, indicating that the reliability of the questionnaire test is strong, the internal consistency is acceptable, and it is suitable for factor analysis.

Table 1 Reliability Test of the Questionnaire

Latent Variable	Cronbach's Alpha	Number of Items
Urban development level (IC)	0.88	4

Perceived tourism quality (IPQ)	0.87	8
Tourism expectations (AT)	0.85	3
Perceived tourism value (PV)	0.85	3
Tourist satisfaction (TS)	0.88	3
Tourist complaints (TC)	0.72	2
Tourist loyalty (TR)	0.83	2
Total questionnaire (TOTAL)	0.84	25

Table 2 KMO and Bartlett's Test

Test Item		Value
Kaiser-Meyer-Olkin measure of sampling adequacy		0.892
Bartlett's test of sphericity	Approximate chi-square	1224.191
	df	0.276
	Sig.	.000

4. Generation of the "Tourism+" Dimensions

This paper uses the principal component analysis method for exploratory factor analysis, using SPSS 17.0 software to perform oblique rotation on the data, extracting factors with eigenvalues $\geqslant 1$ and retaining those with factor loadings exceeding 0.5; the results are shown in Table 3. The analysis results show that about 7 common factors explain 78.24% of the questionnaire, which is basically consistent with the model assumptions. However, some individual observed variables still need to be adjusted.

Table 3 Exploratory Factor Analysis

Variable	Factor Loading						
	1	2	3	4	5	6	7
Tourism industry	0.748						
Tourism governance	0.878						
Tourism environment	0.819						
Network services					0.752		

Virtual tourism					0.762		
Shopping					0.771		
Tourism transportation					0.796		
Tourism public service platform					0.811		
Scenic area management					0.747		
Hotels					0.806		
Travel agencies					0.826		
Tourism marketing							
Overall expectations				0.771			
Tourism reliability expectations				0.889			
Tourism distinctiveness expectations				0.868			
Cost saving			0.813				
Perceived travel cost			0.807				
Perceived overall value			0.911				
Compared with expectations		0.848					
Compared with the ideal		0.856					
Overall satisfaction		0.849					
Reporting to administrative departments						0.712	
Negative publicity						0.688	
Frequent revisits							0.797
Positive publicity							0.822

Conclusion

After reliability and validity testing, the scale has high reliability and validity. Using the customer experience value scale for empirical analysis, it is found that the α coefficients are all greater than 0.70. According to the final survey results of this study, managers of "Tourism+" destinations can promptly identify problems in four

aspects — functional, social, emotional, and brand — which is conducive to enhancing the value of the customer experience.

At the same time, the scale developed in this study represents a certain breakthrough in the quantitative research of customer experience value, establishing a set of scientific and reasonable measurement methods, which are also applicable to the measurement and evaluation of customer experience value. Due to the diversity of tourist destination types, the experience value scale of different types of tourist destinations can be further improved by enhancing the value of the customer experience, ultimately improving the competitiveness of tourist destinations and achieving sustainable development.

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