

The Influence of Food Tourism Experience on Revisit Intention --Taking the Chengdu Jianshe Road as an Example

Wen Zhong^{1, a}, Dandan Kang^{2, b}

¹ Guizhou University, Wuhou District, Chengdu City, Sichuan Province, China

² Guizhou University, Queshan County, Zhumadian City, Henan Province, China

^a 1047524133@qq.com, ^b ddkang99@163.com

Abstract. With the advent of the experience economy and the change of tourists' consumption concept, tourists pay more and more attention to the experience process of tourism, and the food experience has become an important factor for many tourists to choose tourism destinations. Based on this, this paper took Chengdu Jianshe Road as an example, carried out a combined online and offline questionnaire survey on Chengdu Jianshe Road tourists, and adopted SPSS 26 software to conduct factor, correlation and regression analysis to explore the effect of food experience on land revisit intention. First, tourists' evaluation indicators of Chengdu Jianshe Road can be divided into four dimensions: food characteristics, soft and hard conditions, food culture, and price level, which are generally positive. There was no significant correlation between revisit intentions ($P < 0.05$); in addition, through the exploration on the relationship between gourmet tourism experience and revisit intentions, it was found that food characteristics had a significant positive impact on revisit intentions ($\beta = 0.715$, $p < 0.01$), and has the greatest influence. In theory, this paper innovatively incorporates the exploration of food tourism experience as a core variable into the study of revisit intention, and provides relevant suggestions for future food research. In practice, this research has important reference significance for the marketing and development of food tourism destinations.

Keywords: Food travel experience, Willingness to revisit, Chengdu Jianshe Road.

1. Introduction

In the era of economic experience in today's world, tourists are increasingly pursuing impressive and distinctive travel experiences. In addition to the common visual experience, sensory stimuli such as taste, smell, and hearing also bring tourists a unique travel experience [1]. Among them, the taste experience has become the goal pursued by more and more tourists while travelling. With the improvement of people's living standards, tasting food is not only to meet the basic physiological needs, but also as a leisure activity. Tourists get unique spiritual enjoyment and material experience in the process of tourism. In this context, the combination of food and tourism has not only become an important development strategy for many tourist destinations, but has also become a research field that scholars pay more and more attention to.

As Asia's first "world food capital" - Chengdu, it is also the economic and cultural center of the southwest and a key tourist city in the west. Due to the special geographical environment and food culture, local food is characterized by spiciness. Distinctive gourmet snacks have gradually become a local tourist attraction, attracting tourists from all over the world, showing the locality and culture of Chengdu. According to the survey, more than 90% of domestic tourists who enter Sichuan will choose to "taste the authentic Chengdu cuisine"[2], which shows the strong attraction of Chengdu cuisine to domestic tourists. The Chengdu Municipal Government makes full use of food resources, promotes food tourism to become an important development sector in Chengdu's tourism industry, and promotes the development of local tourism.

Among them, the popular tourist destination represented by Chengdu Jianshe Road has become the first choice for many tourists to experience delicious food, which is beneficial to local tourism. During China's first five-year plan, many factories took root on Chengdu's construction road, becoming one of the birthplaces of Chengdu's industry. With the continuous development of the construction road industry and the gradual improvement of infrastructure construction, it has attracted

a large number of migrant workers and many traders. In the decades of development, Jianshe Road has gradually introduced various authentic Sichuan dishes, becoming a snack street with both industrial characteristics and authentic delicacies. Today, Jianshe Road has become a popular check-in place for most food lists, and snacks with different characteristics have also become an important attraction for tourists in Chengdu.

At present, there are many studies on food tourism in Chengdu, but they mainly focus on food tourism [3], food tourism resource development, food tourism products. Few of them are on the influence of food as a tourist attraction on tourists' willingness to revisit. Understanding tourists' willingness to revisit can not only bring long-term economic benefits to the tourist destination, but also enhance tourists' willingness and loyalty to revisit the tourist destination, which is of great significance. What kind of food experience does Chengdu local food bring to tourists? How will tourists' food experience in tourist destinations affect their willingness to revisit? To what extent do tourists of different ages differ in their willingness to revisit after experiencing delicious food at the destination?

Based on this background, this study took Chengdu Jianshe Road as a target area to conduct a case study and investigated the tourists on Chengdu Jianshe Road,. Aiming at exploring on the relationship between tourists' food experience and revisit intention, the paper conducted an empirical analysis. The research conclusions reached were taken as the reference for proposing countermeasures and suggestions for other cities that take food tourism as an important development plate of local tourism. Theoretically and practically speaking, this research contributes a lot to maintaining tourists' loyalty, improving the quality of tourism catering services, and promoting the development of food tourism under the background of experience economy.

2. Literature Review

2.1 Food Tourism

Food tourism has entered the public eye as early as at the beginning of the 21st century, and research on it has gradually emerged. Food tourism research is developed on the basis of food science and tourism and other disciplines. The research on food tourism at home and abroad mainly involves the concept of food tourism and the development and utilization of food tourism resources.

Foreign research on food tourism started early, and the current development is relatively systematic. Priscilla Boniface (2003) pointed out that food tourism is a travel for the purpose of tasting food. Hall and Sharples (2003) defined food tourism as tour intended to experience a particular type of food or food products from a particular region. Domestic research on food tourism is still in the initial development stage, so further systematic and perfect theoretical research is needed. Few scholars have put forward a clear definition of food tourism. Zhang Cailie (1997) believes that Chinese food tourism is the main connotation of tasting Chinese food, while visiting the natural and cultural landscapes of the location as auxiliary content [4]. Chi Jingcai (1998) believes that food tourism is a tourist activity whose main purpose is to taste the food of various countries or regions [5].

With the development of social economy and the increase of people's needs, tourists' demand for enjoyment in tourism activities has increased. Tourists no longer simply pursue delicious food, but also hope to experience other tourism products derived from food and experience tourism. In view of this, this paper proposes the following assumptions:

H1 food experience has a positive and significant impact on revisit intention.

2.2 Food tourism experience

Food tourism is at the consumption end, focusing on tourism experience. Food is the main attraction in the process of food tourism [6]. Smith (1983) pointed out that the food experience in tourist destinations enables tourists to obtain physical and mental satisfaction at the same time. Hjalager (2002) found that unforgettable experiences connect travelers with local culture, scenery

and food. Food experience refers to the comprehensive feeling that tourists get in the process of experiencing food, which is subjective and constructive. At the same time, the taste experience is "adventure" to a certain extent, and this "adventure" is more obvious in tourism [7]. In the process of tasting food in different places, tourists enjoy adventure and novel travel experience, which is very important for tourism.

At present, the research on food tourism experience mainly focuses on the development of food tourism resources, tourists' perception, tourism satisfaction, etc., and the IPA analysis method is widely used. In the research on the development of food resources, researchers rarely take food as the central attraction, and most of the research focuses on selecting ethnic regions as case sites.

2.3 Willingness to revisit

The concept of revisit intention, derived from behavioral intention theory, refers to the willingness of tourists to visit a particular destination again in the future and to spread positive evaluations to friends and relatives around them (Prayag, 2007). Some scholars believe that revisit intention is the willingness of tourists to visit the same destination within a certain period of time after the end of the tourism activity, and it is the expression of tourists' loyalty to the destination [8]. Early researchers' research on revisit intentions explored the factors that affect tourists' revisit intentions from different perspectives, and to understand the process of revisit intentions, which also contributed to the development of tourism products, tourism marketing, and tourism services in tourism destinations. This in turn stimulates tourists' willingness to revisit and increases their loyalty.

At present, exploring the influencing mechanism of revisit intention is the focus of domestic research, and rich results have been achieved. At the same time, scholars have studied the influence of satisfaction, destination image and perceived value on revisit intention. Among them, the satisfaction variable has been the most verified in empirical research, mainly to explore the mediating effect of satisfaction on tourists' revisit intention. Few studies have focused on the influence of variables such as tourism product characteristics, tourist experience and revisit intention on tourism experience. Analyzing the influence of tourism experience and revisit intention helps to quantify the influence of tourist experience on revisit intention, and at the same time provides scientific basis and data support for improving the reputation of tourist destinations, stabilizing the source market, and promoting destination marketing.

Although scholars have achieved more research results in the aspects of food experience and revisit intention, few researchers have explored the revisit intention of food tourists, and differentiated and compared the revisit of tourists from different provinces and genders. Intention differences, research on the relationship between food experience and revisit intention is even rarer. Therefore, on the basis of existing research, this paper takes the revisit intention of food tourists as the research object, with gender and province as the group, and focuses on whether the food tourism experience has an impact on tourists' revisit intention, and explores the impact. The biggest correlative factor of food tourists' willingness to revisit, and to provide recommendations for food tourism suppliers. This paper makes the following hypotheses:

H2 Significant differences in willingness to revisit food tourists of different genders

H3 There is a significant difference in the willingness of food tourists to revisit both inside and outside the province

3. Research Methods

3.1 Study design and data acquisition

In this study, the questionnaire survey method was used. In the early stage, questionnaires were randomly distributed on Jianshe Road in Chengdu. Later, due to the impact of the epidemic, an online questionnaire survey was carried out to complete the data collection and obtain data information on the food experience and revisit intention of tourists on Jianshe Road in Chengdu. The questionnaire survey will be implemented in July 2021, during which 50 offline and 161 online, a total of 211 will

be distributed. After preliminary interpretation, invalid questionnaires and other questionnaires that did not meet the requirements were deleted. There were 204 valid questionnaires, and the sample efficiency rate reached 96.68%. On the basis of summarizing and sorting out the literature, SPSS26 software is used to analyze the data, and empirical analysis and research are carried out on the relationship between tourists' food experience and revisit intention.

The questionnaire is mainly divided into three parts, of which the first and second parts mainly use the Likert five-level scale: the first part includes related questions about the food experience of Chengdu Jianshe Road, referring to the literature of Zheng Yuling and others, combined with Chengdu The characteristics of Jianshe Road are used to improve the problem; the second part includes relevant questions about tourists' willingness to revisit, referring to the literature of Xu Guoquan, Guo Huicong and others; the third part includes basic survey questions about the demographic information of the interviewed tourists, such as: Gender, education, age, permanent residence, income and other social and economic attributes.

This paper found that the measurement dimensions of food experience in the previous research mainly focused on food characteristics, food safety, service quality, hardware facilities, etc., and the investigation was more comprehensive. The measurement dimension of revisiting intention is mainly composed of three indicators: "willingness to play again, willingness to recommend, and willingness to give priority to". Through the comparison of multiple literature scales and dimension extraction, combined with the actual situation of Jianshe Road, the questionnaire for this paper was finally determined. The food experience of tourists on Jianshe Road in Chengdu is mainly measured from four dimensions: food characteristics, soft and hard conditions, food culture, and price level.

3.2 Sample structure

As shown in Table 1, among the interviewed tourists, the proportion of men and women is equal, with men accounting for 44.6% of the total number and women accounting for 55.4%. In addition, most of the respondents were in the 18-45 age group, accounting for 54.4% of all respondents.

In terms of education level, 68.6% of the respondents are college students (undergraduate and junior college), which is the main group of respondents, followed by people with low and middle education (high school and below), accounting for 19.1%, and people with high education (postgraduate and above) accounted for the least, only 12.3%. The disposable monthly income of the respondents can reflect the personal economic base. The respondents with a monthly income of less than 2,000 yuan are the main group, accounting for 72.5%, followed by those with a monthly income of 2,000-4,000 yuan, accounting for 23.0%. The respondents with a monthly income of more than 4,000 yuan are relatively few, accounting for 4.4%. Affected by factors such as spatial distance and traffic conditions, in terms of geographical distribution, the respondents were mainly from the southwest region, accounting for 30.4%, followed by the central and southern regions, accounting for 22.1%. In general, the gender ratio of the interviewed tourists is relatively balanced, and the age level is reasonable. The educational level and monthly income status of the interviewed tourists can reflect the real situation of the interviewed tourists.

4. Research result

Based on SPSS 26 statistical analysis software, quantitative analysis was carried out using the combined online and offline questionnaire survey data in July 2021. In order to ensure the credibility of the research, the reliability and validity of the questionnaire data were tested first. On this basis, the statistical software SPSS 26 was used to standardize the data to facilitate unified analysis of the data. Through factor analysis, the dimensions of tourists' food experience are obtained, and then through the calculation of variables, the questions of each dimension are clarified, and the correlation analysis between the data of each dimension and the data of revisit intention is carried out to conduct empirical analysis and research on their correlation. The independent sample T test was used to

explore whether there were significant differences in the willingness to revisit food tourists of different genders and ages.

The questionnaire used was divided into three parts, namely, demographic information, tourists' food experience, and willingness to revisit. In order to make the research reliable, the online data, offline data and all data were analyzed by the α reliability coefficient test method, and the coefficient values were all greater than 0.75. The overall questionnaire data obtained the coefficient value of 0.827, which was greater than 0.80, indicating that the data of the survey and statistics have reached the standard of statistical analysis and can be analyzed.

4.1 The relationship between food experience and revisit intention

In this study, correlation analysis was used to explore the relationship between tourists' food experience and revisit intention. Correlation analysis can detect whether two or more variables have a correlation, and can further reflect the degree of correlation according to the specific results [9]. It can be seen from Table 2 that the correlation analysis of X1 food characteristics, X3 infrastructure, and X4 food culture is meaningful. Among them, X1 food characteristics, X3 infrastructure, and X4 food culture are significantly positively correlated with revisit intention ($P < 0.01$). It shows that the higher the positive value of tourists on food characteristics, infrastructure and food culture, the stronger the willingness to revisit, while the price level has a negative correlation with the willingness to revisit, and has no significant effect.

Table 1. Analysis results of the correlation between food experience and tourists' willingness to revisit

		X 1 Gourmet Features	X 2 price levels	X3 Infrastructure	X 4 Food Culture
Willingness to revisit	Pearson correlation	.718 **	-.060	.206 **	.359 **
	Sig. (Two-tailed)	.000	.396	.003	.000
	number of cases	204	203	204	204

**. At the 0.01 level (two-tailed), the correlation is significant.

4.2 Different gender tourists' revisit intentions influence differences

Table 2. Analysis of differences in revisit intention of tourists of different genders

		Levine variance equality test		Mean equality t – test						
		F	salience	t	degrees of freedom	Sig. (Two-tailed)	mean difference	standard error difference	95% confidence interval for the difference	
									lower limit	upper limit
Willingness to revisit	Assume equal variances	4.044	.046	.946	202	.345	.08114	.08575	-.08795	.25022
	do not assume equal variances			.930	177.816	.353	.08114	.08720	-.09094	.25321

In order to explore the difference in the influence of tourists of different genders on revisit intention, this study took gender as the group and conducted independent sample t-test on the data of three items under the dimension of revisit intention.

The observed value of the F statistic for this test is 4.044, corresponding to a probability P value of 0.046. When the significance level is 95%, the probability P value is obviously less than 0.05, so it is considered that the variance of the two populations is not significantly different. Since there is no significant difference in variance, the current measured value of the t statistic is 0.946, and the corresponding two-tailed probability P value is 0.345 ($p > 0.05$), so it is considered that there is no significant difference between the means of the two populations, that is, female and male food tourists. The willingness to revisit is equal, indicating that there is no significant difference in the willingness to revisit between males and females.

4.3 Differences in the influence of tourists' willingness to revisit inside and outside the province

In addition, in order to explore the differences in the influence of food tourists inside and outside the province on the willingness to revisit, this study took the province as a group, and conducted independent samples T-tests on the three evaluation indicators of willingness to revisit.

The table displays that in the evaluation item "recommended or invited", the observed value of the F statistic of the test is 6.938, and the corresponding probability P value is 0.009. When the significance level is 95%, the probability P value is obviously less than 0.05, so it is considered that there is a significant difference in the variance of the two populations, indicating that there are differences in the willingness of food tourists to recommend food inside and outside the province. In the other two groups, the probability P value is greater than 0.05, and there is no significant difference in the overall variance of the two groups, indicating that there is no significant difference between tourists from inside and outside the province in praising the food and revisiting Chengdu.

4.4 Analysis of prominent influencing factors of revisit intention

Before factor analysis, the KMO test and Bartlett's sphericity test should be used to test the suitability of the data. After testing, the KMO value is 0.824, which is greater than 0.8, and the Bartlett sphericity test value is 3067.542 ($df=253$, $p=0.00 < 0.05$), which is significant at the 0.000 level, indicating that the items have strong correlation and are suitable for factor analysis. .

The dimensionality reduction processing of the data was carried out through SPSS. It can be seen from the table that the cumulative variance contribution rate of 7 principal components reached 73.606%, and a total of seven common influencing factors were extracted to represent the entire group of data.

4.5 The relationship between food experience and willingness to revisit

Through the linear regression analysis of the research data, this paper finds that there is a linear relationship between the independent variables X1 food characteristics, X2 price level, X3 infrastructure, X4 food culture and Y1 revisit intention, and the model can better explain the four variables. The influence of willingness to travel ($R^2=0.510$). The regression results showed that: X1 food characteristics had a significant positive impact on Y1 revisit intention ($\beta=0.715$, $p < 0.01$), indicating that the revisit intention was most positively influenced by food characteristics; Y1 has a positive impact on revisit intention ($\beta=0.004$), and the relationship is not significant, indicating that the influence of food culture on revisit intention is relatively weak, and there is greater room for improvement; X2 food culture and X3 infrastructure have an impact on Y1 revisiting Willingness had a negative effect ($\beta=0.004$), and the relationship was not significant. To sum up, in the dimension of food experience, the food characteristics of the tourist destination have the greatest influence on the willingness to revisit. By increasing the regional and cultural characteristics of the food, it can attract tourists and increase the willingness of tourists to visit again.

5. Conclusion and Discussion

5.1 Conclusion

Taking the Jianshe Road in Chengdu as an example, this paper employed independent sample T test, exploratory factor analysis, and linear regression analysis to explore the influence of food experience on revisit intentions, and draws the following conclusions.

Firstly, there is no significant correlation among different genders, different regions and willingness to revisit. The tourists who participated in the questionnaire were mainly from the southwest and central and southern regions, which were close to Chengdu's habit of eating spicy food. It will bring novel and unique experience to tourists. Therefore, tourists inside and outside the province will not feel uncomfortable because of the large differences in eating habits.

Secondly, tourists' perception of food experience can be divided into 4 dimensions (food characteristics, price level, infrastructure, and food culture). Among them, only the characteristics of food characteristics have a high correlation and positive correlation with tourists' willingness to revisit, and the other dimensions have no significant correlation with the willingness to revisit.

Thirdly, the influence on the willingness to revisit varies greatly under the dimension of food experience. Among them, the characteristics of food have a significant positive impact on the willingness to revisit. In response to this conclusion, food operators and tourist destinations can focus on this place, so that tourists will revisit and promote the development of destination tourism.

5.2 Discussion

Based on the above studies, we can find that improving the taste characteristics of food and enriching the variety of food are the core elements to enhance the competitiveness of Chengdu Jianshe Road. At the same time, although the results of this study did not reflect the correlation among price level, infrastructure, food culture and revisit intention, this result may be affected by various factors, such as the food brought to tourists by the Chengdu Jianshe Road Food Street. The experience is good and exceeds the expectations of tourists. Moreover, on the Chengdu Jianshe Road are mostly snack vendors, and there are almost no large restaurants. Tourists may not have high expectations for infrastructure and food culture, and the price level is also within the acceptable range of tourists. It will have a significant negative impact on the experience of tourists. In addition, due to the impact of the epidemic, the field sample data is relatively small. In future research, the number of offline questionnaire samples can continue to be expanded to improve the accuracy of the data.

In this survey, 64% of tourists have a high willingness to revisit, which proves that tourists' sense of local food experience greatly affects the revisit rate of food tourism destinations. Therefore, tourist destinations with food as the main attraction need to grasp the psychology of tourists focusing on food experience, and provide tourists with veritable, diverse, clean and fresh food. At the same time, the price of the block should be controlled within a reasonable range. , to provide tourists with dining tables, seats and other facilities, and to provide food performances, food history explanations, etc. in the snack street.

6. Conclusion

After three months of study and exploration, this paper has achieved certain research results, but there are also some shortcomings, which need to be further improved.

In terms of data classification, this paper only divided the sample data by gender and province. In the future research, it can be divided according to the classification of the investigators, such as food tourists and non-food tourists, and explore the differences between the food tourism experience between the two.

As for the selection of case sites, future research can adopt multiple food tourism destinations as case sites to investigate the differences in the influence of different underground food tourism

experiences on revisit intentions. The reasons behind should be analyzed so as to provide more comprehensive food tourism destinations suggestions.

References

- [1] Chen J.Y. Research on the influence of familiarity on the quality of food tourism experience [D]. Beijing Forestry University, 2016.
- [2] Zhang J.S. Food Culture and Tourism Economy [J] Journal of Gansu Radio and Television University.
- [3] Zhang Y. Chengdu Food Tourism Research [D]. Fudan University, 2008.
- [4] Hou S.P. Sichuan Cultural Industry Development Report [M] Beijing: Social Sciences Literature Publishing House, 2006.
- [5] Zhao R.G. History of Chinese Food Culture [M] Shanghai: Shanghai People's Publishing House, 2006.
- [6] Guan J.J. A review of foreign food and tourism research——Also on the generalization of the concept of food tourism [J]. Journal of Tourism, 2012(10): 85-91.
- [7] Chen J.Y. Research on the influence of familiarity on the quality of food tourism experience [D]. Beijing Forestry University, 2016.
- [8] GYTEDM, PHELPSA. Patterns of destination repeat business: British tourists in Mallorca, Spain [J]. Journal of Travel Research, 1989, 28(1): 24-28.
- [9] Yang J. and He H. and Hu Q.L. etc. Research on the spatial distribution correlation of urban functional land based on road network density: Taking the downtown area of Yiyang as an example [J]. Economic Geography, 2018, 38(12):97-103.