

# Study on Cultural and Tourism Product Layer and Experience Quality in Ethnic Minority Areas Take Jinuo Mountain Village as an Example

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## Abstracts

According to tourism experience theory, tourism semiotics theory, consciousness map theory, and planned behavior theory, starting from tourism products and taking tourists' "behavior" as the research idea, it is found that tourism products are the important factor affecting customer behavior. The immersive experience layer of the product has a positive impact on the post-tour behavior of tourists, and a conceptual model and research hypotheses are proposed. Taking 360 group tourists organized by travel agencies to Xishuangbanna as the research object, choosing mature scales such as travel experience preference, surveying the 360 research objects using questionnaires, and analyzing the 360 questionnaires collected through SPSS and AMOS software, using quantitative analysis method.

The results show that: in the context of cultural tourism products and services in ethnic areas, the structure of cultural tourism products in ethnic areas has a stronger impact on tourists' willingness to share and revisit after traveling through the level of tourists' immersive experience in the intermediary variable. It not only puts forward targeted countermeasures and suggestions but also verifies the empirical research on tourists' post-tour behavior based on the immersive experience level adapted to cultural tourism products in China's ethnic regions.

**Keywords:** Ethnic Areas; Culture-Oriented Travel; Immersive Experience; Post Tour Behavioral

## Introduction

In the era of the experience economy, tourism experience is the core of tourists' tourism value. Creating a pleasant and unforgettable tourism experience for tourists is an important part of designing cultural tourism products in ethnic areas. The tourism experience is rich and multi-dimensional. The tourism experience obtained by tourists varies according to different types. The tourism experience is complex and hierarchical. The design of cultural tourism products in ethnic areas should highlight the core of the local culture, and the designed cultural only tourism products have core competitiveness. The attraction of tourist-type cultural tourism products to tourists is getting weaker and weaker. Cultural tourism products that can be experienced by tourists are gradually favored by tourists. Many experience projects have been launched in various places, but the content is single and there are many homogeneous products.

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The attraction is not enough, and it is difficult for tourists to leave an unforgettable experience. Therefore, from a psychological point of view, this experience can be defined as an emotional state. An attitude and feeling result from the interaction of internal factors. This attitude and feeling can be low-layer, shallow-layer, intermediate-layer, high-layer, and deep-layer. The measurement of tourism experience should be the measurement of this emotional experience, which includes the quality of tourism experience and the degree of tourism experience, and should not only use satisfaction to measure the quality of tourism experience. High-quality tourism product experience makes tourists Intention to revisit or conduct word-of-mouth promotion

This study constructs a theoretical model of cultural tourism product structure levels, immersive tourism experience, and tourists' post-tour behavior intentions in ethnic regions, aiming to reveal that the immersive tourism experience layer plays a significant role as an intermediary between cultural tourism products and tourists' post-tour behavior in ethnic regions. This study researches tourists' behavioral intention and its antecedent mechanism and provides a theoretical and practical reference for the creation and promotion of cultural tourism products in ethnic areas.

## Research Objectives

The purpose of this study is to find out the tourists' demand for ethnic cultural tourism products through the exploratory research on the influence of the progressiveness of the tourism experience layer from the shallower to the deeper on the tourists' behavioral intentions after the trip, and then to make the tourists revisit or the act of sharing. Conduct questionnaire design and software analysis to verify the layer of tourists' experience to achieve the following three purposes.

(1) Through the experimental method, according to the consumers' immersive experience of tourism in different scenarios, build a tourism experience layer model.

(2) Verify the relationship between the viewing experience layer and tourist behavior, the relationship between participatory experience and tourist behavior, and the relationship between immersive experience and tourist behavior under the immersive experience of consumer tourism.

(3) Propose tourism industry marketing strategies based on the immersive experience of consumer tourism

## 2. Literature review

### 2.1 The application of tourism semiotics in cultural tourism products in ethnic areas

In the areas inhabited by ethnic minorities in China, due to long-term production and living habits, cultural landscapes with strong ethnic customs and profound cultural heritage have been formed (Hui Song, 2015 : 231-242), which has also become the biggest attraction of ethnic tourism. According to the theory of symbolic interaction, tourism is the symbolic communication between people and the interaction of symbols between people. (Hongbo Sun, 2009 : 4)In the process of ethnic tourism, Not only make tourists feel the signifier system of

tourist cultural symbols but also must make them feel the signifier system of tourist cultural signs. Only by achieving the organic combination and perfect unity of the two systems can the cultural symbols of ethnic tourism truly realize their proper meaning, tourists can truly "immerse" in it, national culture can be truly understood, cultural identity and cultural construction can be realized.

## 2.2 The application of modern consciousness map theory in the classification of tourism experience

Tourism experience has become a hot topic in the tourism industry at home and abroad, but few people care about the depth of the tourism experience. The experience in the travel world is "understatement", some are "excited", and some are "unforgettable", Even occasionally some experiences will change the value concept and thinking mode of tourists for a lifetime, and promote self-development and growth. Different travel experiences have different depths of consciousness, which may lead to very different meanings. To this end, it is necessary to explore the layer of consciousness of the tourism experience. Consciousness, however, is a complex mental process. Therefore, it is impossible to completely rely on the induction of qualitative data to study the depth of consciousness of tourism experience. To this end, this study will be based on the theoretical analysis of the modern consciousness map, through active awareness and reflection on one's own experience (called introspection in psychology).

## 2.3 The application of planned behavior theory in tourists' post-tour behavior.

The quality of tourists' travel experience is an important factor related to tourists' willingness to revisit, and it has a significant impact on tourists' post-tour behavior intentions. Kotler (2003 : 80) pointed out that consumers will be satisfied or dissatisfied with their consumption after using a certain product or service, and this subjective evaluation will affect consumers' behavioral intentions. Gitelson&Richard (1984 : 199-217) believed that the recommendation and evaluation in the post-tour behavior intention can bring favorable publicity to the tourist attraction. Mano&Oliver (1993 : 451-466) found that emotional experience is related to word of mouth. believed that consumers' perceptual experience when shopping in stores will directly affect their enjoyment experience, and further affect their repurchase behavior after shopping. Petrick's (2004 : 397-407)Research shows that the satisfaction experience has a significant positive impact on tourists' revisit tendency. Baker&Cramptou (2000 : 785-804) found that both value perception and satisfaction experience have an impact on behavioral tendencies, but the role of satisfaction experience is more obvious. also came to the same conclusion by taking Hong Kong tourists as an example. Yanqing Zhang's (2008) research on domestic leisure tourists in Qingdao shows that tourists' satisfaction experience has a significant positive impact on post-tour behavior tendency. Yu Yong et al., (2010 : 10) found that there is a positive correlation between satisfaction experience and tourists' behavioral intention after travel, and a high-quality travel experience can increase the probability of revisiting and recommending it to others. The study of Jingyan Liu et al., (2009 : 82-88) shows that tourists' ecological accommodation experience and the degree of personal involvement have significant positive effects on tourists' environmental behavior

intentions and the degree of personal involvement shows a larger positive impact. Junxia Lu (2005 : 95-96) analyzed the relationship between variables such as tourist experience, satisfaction, and follow-up behavior of tourists in ancient towns.

### 3. Research hypothesis

Based on the perspective of ethnic cultural tourism, referring to Zhenchun Song and Qiu Li's construction of the distribution map of urban cultural structure, from the perspective of tourists' experience to explore the distribution structure of ethnic cultural resources in ethnic tourism destinations. According to the size of the perception subject and the degree of perceived difficulty or simplicity divide the national culture into the outer direct perception layer-perception culture, the intermediate indirect perception layer-group culture, and the core layer-national spirit. According to the theory of symbolic interaction, tourism is the symbolic communication between people and the interaction of symbols between people (Hongbo Sun, 2009 : 4). In the process of ethnic tourism, tourists must not only feel the signification system of tourist cultural symbols, but also make them feel the signification system of tourist cultural signs. Only by achieving the organic combination and perfect unity of the two systems, can the cultural symbols of national tourism truly realize their proper meaning, tourists can truly "immerse" in them, national culture can be truly understood, cultural identity and cultural construction can be realized.

Therefore, the following hypothesis are made at the immersive experience layer:

H1: There are significant in the immersive experience of cultural tourism product structure in different ethnic regions.

H1a: Peripheral layer perception culture is significant for immersive experience layer.

H1b: The middle-layer group culture has an significant effect on the immersive experience layer.

H1c: The core-layer spiritual of national has an significant effect on the immersive experience layer.

H2a: The core-layer spiritual and cultural products are significant revisited.

H2b: The core-layer spiritual and cultural products are significant in word-of-mouth sharing.

H3: The layer of immersive experience is an significant mediating role between cultural products in ethnic areas and tourists' post-tourism behavior.

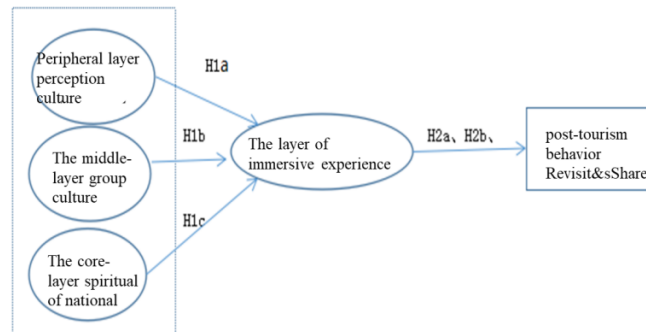


Figure 1 The relationship between ethnic cultural tourism structure and immersive experience layer and post-tour behavior

## Research Methods

This study used a questionnaire survey method, take the group tourists organized by travel agencies to Xishuangbanna as the main participants in the questionnaire survey of the experimental research, There are two main reasons. On the one hand, actual consumers as subjects can improve the external validity of the questionnaire results. On the other hand, actual consumers in real tourism groups can help this study reduce the sample selection bias and obtain a more representative sample (with a wider geographical distribution), thereby improving the robustness of the study conclusions.

### 4.1 Questionnaire Design and Construct Measurement

According to Jiangzhi Long (2009 : 4), the tourism experience is divided into five layers: sensory experience, cognitive experience, emotional experience, emotional experience, return experience and spiritual experience. On the basis of these five layer models, three tourism experience layer scales are constructed. Chen&Tsai (2007 : 1115-1122) defined tourist behavior intention as the prediction made by tourists on the possibility of recommending a tourist destination to their relatives and friends and revisiting a tourist destination. The variables in the study were named "behavioral intention", "preference" and "Choice decision", etc., the specific measurement indicators include "preference layer", "next travel choice", "may choose at any time in the future", "travel intention in the next five years" and so on. Considering the situation of this study, we made adaptive modifications to the original scale, and the final scale formed a total of seven questions, including three dimensions of cultural tourism product structure and tourism experience layer in ethnic areas, and five items below each dimension. There are two dimensions of tourists' post-behavior after travel, and there are 5 items below. Based on the above discussion, the final scale formed in this study contains 3 variables, 8 dimensions, and 40 items, and finally formed a measurement table of tourists' post-behavioral intentions after travel by cultural tourism experience layer in ethnic areas.

In order to ensure that the Chinese scale used in this study can accurately reflect the semantics of the original scale, adopts the method and steps of back translation (Brislin,1980 : 389-444). First, translate the revised English scale into a Chinese version. This process was completed independently by the author of this article and another bilingual researcher, and then the two were compared, discussed and adjusted, and a Chinese version of the scale was formed. After that, the Chinese version of the scale is handed over to a professional English translator to complete the back-translation process, which will produce an English version of the scale. Finally, the author and two translators work together to compare and discuss the two English versions of the scales, and reflect all comments in the final Chinese scale. The restoration translation method adopted in this study can maximize the accuracy of translation, so that the Chinese scale is semantically consistent with the original version of the scale. In addition, the layer of tourism experience and the willingness of tourists after travel were measured using a 5-point Likert scale. The variable items are anchored on a scale from 1 to 5. Where 1 means "completely disagree" and 5 means "completely agree"

After the Chinese version of the scale was formed, the questionnaire submitted it to the surveyors of the travel agency and two tour guides who led the group for a face validity test (Anderson&Gerbing, 1991: 732–740). A total of five tour guides and two travel agency staff completed the test. The questionnaire asks participants to read each item of the scale carefully, whether there are ambiguities, misunderstandings and incomprehensible sentences. According to the feedbacks and suggestions of tour guides and travel agencies, the scale has been slightly adjusted and revised in this study.

#### 4.2 Data collection and sample overview

With the support of our partner travel agencies, we invited 2 tour guides as research assistants to help collect survey data, and completed the survey data collection through on-site visits and scanning QR code online questionnaires. In order to ensure the effect of the on-site visit and online questionnaire experiment, the study assistants have been pre-trained. During this process, we introduced the study purpose, research questions and research methods of this study to the study assistants, and focused on the implementation steps and precautions of the investigation and research. After ensuring that the study assistants had a good understanding of the study, we issued research notes and access to the online situational questionnaire platform (QR code)

Table 1 Sample characteristics of experimental studies (N=360)

variable/category	quantity	percentage(%)
Gender		
Male	167	46.4
Female	193	53.6
Age		
18-25	62	17.2
26-30	55	15.2
31-40	166	46.1

41-50	66	18.3
51-60	9	0.25
Above60	0	0
Education		
High school and above	183	50.8
College and Undergraduate	151	41.9
Postgraduate	26	0.72
PhD student	0	0
Profession		
Production staff	44	12.2
salesperson	42	11.6
Administration/Logistics Staff	40	11.1
professional	38	10.6
Consultant/Consulting	26	0.72
Consumer service	14	0.39
teacher	15	0.41
manager	31	0.86
full-time students	28	0.78
others	82	2.27
monthly income		
3500 and below	12	0.33
3500 to 7000 yuan	34	0.94
7000 to 10000 yuan	42	11.67
10,000 yuan and above	18	0.5

#### 4.3 Data Analysis and Hypothesis Testing

##### 1. Measurement Model Testing

Before formally running the measurement model, the data were tested (e.g. missing and outliers) and normality tested. The results of the normality test show that the kurtosis and skewness of each observed variable should be between  $-1$  and  $+1$ . No variable has an absolute value of kurtosis and skewness greater than 1. Therefore, the data of experimental study 2 did not break the basic hypothesis of normality, and confirmatory factor analysis (CFA) can be performed

##### 2. Reliability and Convergent Validity Tests

In the reliability test, this study uses Cronbach's  $\alpha$  and combined reliability (CR) to evaluate the measurement model. Cronbach's  $\alpha$ . The results of data analysis indicated that the Cronbach's  $\alpha$  value of each dimension was between 0.913 and 0.964. In the field of econometric psychology, the Cronbach's alpha for a facet should be greater than 0.7. In the field of management, some scholars believe that the Cronbach's  $\alpha$  value of the dimension should be greater than 0.8. The Cronbach's  $\alpha$  value of each dimension used in the study exceeded the recommended value of the academic community. Combined reliability refers to the variance shared between a set of observed variables used to measure a certain aspect. In general, the combined reliability value should be above 0.6 to be acceptable. The combined reliability (CR)

of each aspect in the study was between 0.838 and 0.857, all exceeding the threshold of 0.6 or 0.7 recommended by the academic community Convergent validity is used to test whether each indicator is significantly loaded into the facets they .Convergent validity was tested by standardized factor loadings and mean extraction of variance (AVE) The results of the CFA analysis showed that the factor loadings of all indicators were significant at the 0.001 layer, and all exceeded the 0.5 threshold (between 0.722 and 0.972).The value of the mean variance extraction is between 0.651 and 0.900, which exceeds the threshold of 0.5 recommended by the academic community These results imply that all items that make up a scale collectively explain more than 50% of the variance and are aggregated on a single dimension, that is, the measurement tool has ideal convergent validity.

### 3. Discriminant validity test

Using the method of evaluates the discriminant validity of each dimension. First, examine the factor loadings for each indicator (or topic). According to the consensus of the academic community, when the factor loading of an index is greater than 0.5, or when the loading of the index on its measured dimension is greater than its load on other dimensions, it can be shown that discriminant validity does exist. According to the analysis results of CFA, we found that the factor loadings of all items (or indicators) on the planes they represent are between 0.726 and 0.978, and they are all larger than their loadings on other planes. Second, we compared the square root of the AVE value of each variable and the correlation coefficient between the variables. According to the standard of when the square root of the AVE value of a facet is greater than the correlation coefficient between it and other facets, it means that the facet has discriminant validity with other facets. According to the comparison results, this study found that the square root of the AVE value of all aspects (from 0.706 to 0.877) was greater than the correlation coefficient between it and other aspects, which further proved the discriminant validity.

In order to avoid the influence of multicollinearity on the analysis results, a multicollinearity test was carried out. The analysis results show that the tolerance and variance inflation factor (VIF) of each variable are smaller than the conservative thresholds in the academic circles. Among them, the tolerance of each variable is less than 1, and the maximum variance inflation factor is 3.098 (less than 5)

Table 2 Reliability analysis of immersive experience layers

	Scaled mean after removing terms	scale variance after removing terms	Corrected Item and Total Correlation	Cronbach after item deletion Alpha
MC1	12.38	7.009	.618	.782
MC2	12.46	6.872	.613	.783
MC3	12.80	6.430	.611	.785
MC4	12.52	7.025	.621	.782
MC5	12.55	6.569	.604	.786



As shown in Table 2, the reliability analysis of the pre-adjusted data shows that the Cronbach's of the five items of immersive experience is 0.819, indicating that viewing immersive experience has good reliability.

Table 3 Mean, variance, correlation coefficient, and square root of mean variance extraction of immersive experience variables

Facet	Cr	Ave	Revisit	Share
Revisit	0.843	0.519	0.720	
Immersive Experience	0.940	0.758	0.629***	
Share	0.861	0.553	0.511***	0.744

Notes: \*Significantly correlated at the 0.05 level (two-sided); \*\*Significantly correlated at the .01 level (two-sided); \*\*\*Significantly correlated at the .001 level (two-sided); bold on the diagonal The font is the square root of the mean variance extraction for each facet.

#### 4. Direct Action Hypothesis Testing

The direct influence assumed mainly includes the influence of cultural tourism product layer in ethnic areas on tourists' post-tour behavior and tourism experience layer. Conducted a one-way ANOVA with the immersive experience as the dependent variable and the hierarchical grouping of cultural tourism products in ethnic areas as the independent variable. Tested for H1a, H1b, H1c, H2a, H2b

H1 assumes that there are significant differences in the immersive experience of cultural tourism product structures in different ethnic regions. This study uses SPSS26.0 for one-way ANOVA test. The layer of tourists' immersive experience is used as the dependent variable, and the grouping of cultural tourism products in ethnic areas is used as the independent variable to conduct a one-way ANOVA. The covariates are gender, age, educational, income, previous experience and uniqueness needs of the subjects (will not be repeated). First tested the standard deviations of tourist participation groups of cultural tourism products in different ethnic areas. The standard deviations of different tourism groups for the layer of immersive experience are 3.290, 3.357, and 2.800 respectively. Tourists who were randomly assigned to three different tourism groups: the peripheral perceived culture, the middle group cultural layer and the core national spirit have extremely significant differences in the immersive experience situation. The questionnaire items were scored, and the average peripheral perceived culture group. The mean number is 9.500, the mean number of the middle-layer group culture group is 15.125, and the mean number of the core-layer ethnic spiritual culture group is 22.025. The immersive experience of the middle group cultural layer is significantly higher than that of the peripheral perception culture, and the immersive experience of the core national spirit is significantly higher than that of the middle group cultural layer and the peripheral perception culture. That is, the members of the tour group with the core national spirit have obtained a higher immersive experience than the members of the other two groups. Therefore, H1 is validated.

H1a There are significant differences in the immersive experience layer of perceived cultural tourism products in the peripheral layer. H1a. Peripheral layer perceived cultural tourism products 120 tourists randomly participated in it, and under the guidance of research assistants, they participated in peripheral layer perceived cultural tourism projects, such as ethnic festivals in Jinuo mountain village in Xishuangbanna (example: I can see that there is a very strong ethnic culture Characteristic Jinuo mountain village architecture.) Scored and measured for tourists, The peripheral layer scored 9.500, the middle layer scored 15.125, and the core national spirit score was 22.025. Relatively speaking, the peripheral layer perceived cultural tourism products to have the lowest score on the immersive experience layer, with an average of 9.500. Therefore, H1a has not been verified.

H1b middle-layer behavioral cultural products have a significant role in the immersive experience layer. 120 tourists who randomly participated in the middle-layer behavioral cultural tourism products participated in the middle-layer behavioral cultural tourism product projects under the guidance of research assistants, such as Xishuangbanna Jinuo mountain village Jinuo People's festivals (example: follow the girl Jinuo to sing tea songs in Tea mountain, feel the soul of Tea mountain); You can walk into the family "mansion" of the primitive clan tribe and experience the tribal life; you can also follow the young men and women of Jinuo to experience the Jinuo coming-of-age ceremony, and walk into the world of Mahei Ma Niu with the powerful drumbeat, and be a happy people for a day). The scores of tourists are measured. If the middle-layer behavioral cultural tourism projects are at the immersive experience layer, the average is: 15.1125, and the standard deviation is 3.357. It has been verified that the behavioral cultural products of the middle-layer groups are significantly different at the participatory experience layer.

H1c is the core layer of spiritual and cultural products, there are significant differences in the layer of immersive experience. 120 tourists randomly participating in the core layer behavioral cultural tourism products, Under the guidance of the study assistant, he participated in the core-layer spiritual and cultural tourism product projects, such as the integration of the lifestyle of the Jinuo people in the Jinuo mountain village in Xishuangbanna (Example: The method of driving the cultural experience with the live performance of "You Le You Le", the combination of the flowing natural stage and the flowing appreciation, allows tourists to experience the Jinuo cultural tradition and essence more deeply. For tourists at this layer, it is difficult to complete the core-layer spiritual and cultural tourism projects with an ornamental experience. At the immersive layer, the average number of core-layer spiritual and cultural tourism projects is 22.025, the standard deviation is 2.800, and the result is the best. Significantly, H1c was validated.

H2a is an significant difference in the re-visiting of tourists' post-tour behavior by tourism cultural products in different ethnic regions. When revisiting is the dependent variable, cultural tourism products in ethnic areas are grouped as independent variables, and one-way ANOVA is performed on them. The results showed that there were significant differences between the three types of tourism ( $F(2,357)=49.597$ ,  $P<0.001$ ). H2a was verified and randomly assigned to three different types of peripheral perception culture, middle group culture and core national

spirit. There is an significant difference in the willingness to revisit among the tourist groups. The post-mortem test shows that the revisit intention of tourists with national spiritual and cultural products in the core layer is significantly higher than that of perceived cultural products in the outer layer, and higher than that of behavioral cultural products in the middle layer.

Table 4 Descriptive statistics of revisit scores of three groups of cultural tourism products

	mean	standard deviation
Peripheral layer perception culture	17.450	3.955
Middle layer group culture	19.775	3.332
Core layer national spirit	21.758	2.647
Total	19.661	3.781

Table 5 Analysis of variance with tourist revisit as dependent variable

	sum of square	freedom	mean square	F	P value
Between groups	1116.039	2	558.019	49.597	<0.001
Intra-group	4016.617	357	11.251		
Total	5132.656	359			

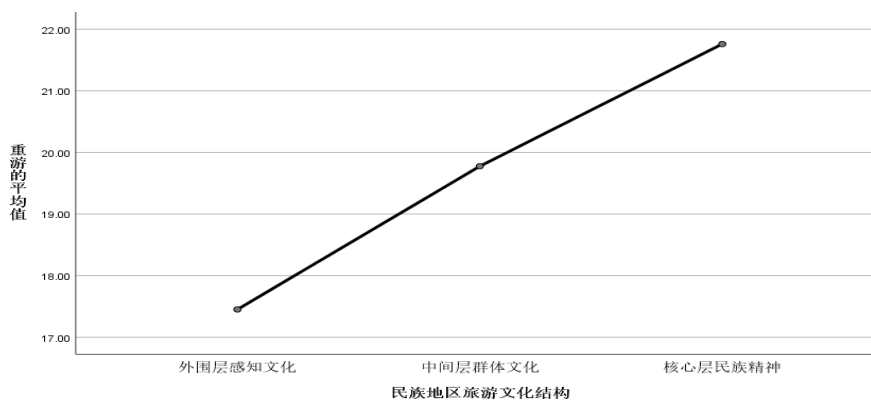


Figure 2 Line chart of revisit scores of different tourism types

H2b means that there are significant differences in word-of-mouth sharing of tourist cultural products in different ethnic regions on tourists' post-tour behavior. In this study, word-of-mouth sharing in tourists' post-tour behavior as the dependent variable, and tourism grouping as the independent variable to conduct a one-way. The results showed that there were significant differences among the three types of tourism ( $F(2,357)=447.886$ ,  $P<0.001$ ). The results show that there are extremely significant differences in the willingness to share among the three different tourism groups randomly assigned to the peripheral perceived culture, the middle group cultural layer and the core national spirit, and H2b is verified. The sharing willingness of the core-layer national spirit group is 17.192, which is higher than the word-of-

mouth sharing willingness of the middle-layer group culture group and the peripheral perception group at the immersive experience layer. Therefore, H2b is validated.

### 5. Mediation Hypothesis Test

H3 The layer of immersive experience is the mediator between cultural products in ethnic areas and tourists' post-tourism behavior. The mediation or indirect effect test methods and steps recommended by Hayes were used to test the hypothesis of the mediation effect, and the theoretical model was used to test the results. Taking the national spirit of the core layer as the reference group to construct a dummy variable, the group culture of the middle layer and the peripheral perception culture are two independent variables, and the two independent variables express the significance of comparing the national spirit of the core layer of the reference group. Taking immersive experience as the mediating variable, and revisiting and sharing as the dependent variables, a structural equation model was constructed to test H3, and the relative mediating effect of tourism layer on cultural tourism structure and post-tour behavior in ethnic areas was significant. The results show that the model fits well and H3 is validated. The specific model and model fitting index are shown in the following table and Figure 4:

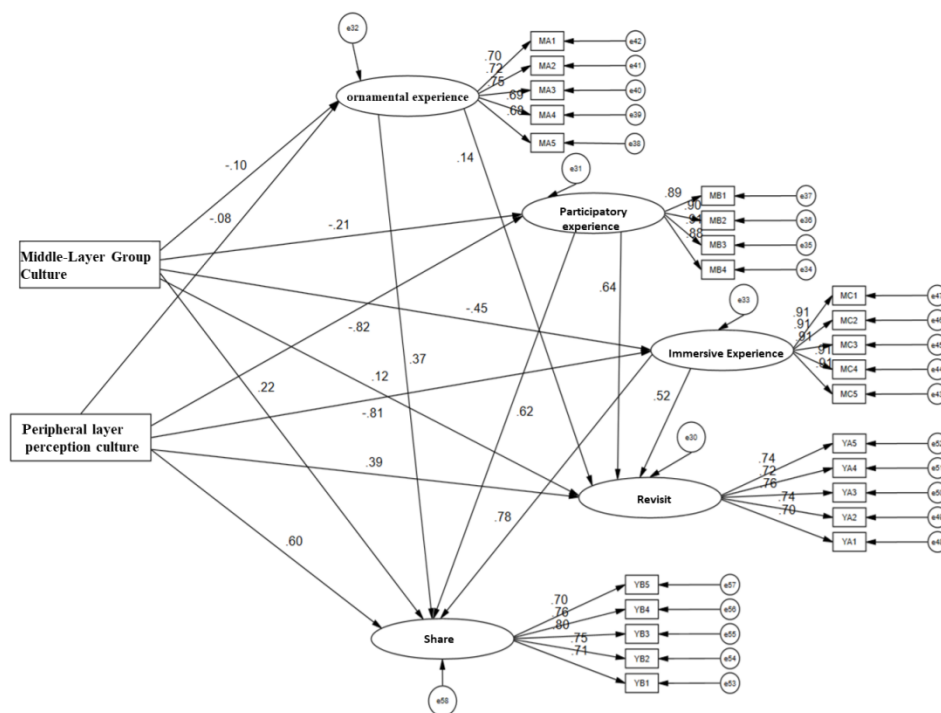


Figure 3 Structural equation fitting index of the theoretical model

The path coefficient saliency results yield the same results as the experimental results (Fig. 3) That is to say, in terms of immersive experience, the average spiritual culture of the core layer is the most significant (Estimate = -0.118, -0.097,  $p > 0.05$ ). Compared with the group

culture of the core layer of national spirit culture, the core layer of national spirit is revisiting  
The difference in score is marginally significant (Estimate =0.171,-0.097,p>0.05)

Table 6 Significance Analysis of Path Coefficients

Dependent Variable	Independent Variable	Estimate	S.E.	C.R.	P
Immersive Experience	Middle-Layer Group Culture	-1.401	0.078	-18.067	***
Immersive Experience	Peripheral Perception Culture	-2.541	0.090	-28.312	***
Revisit	Immersive Experience	0.234	0.058	4.060	***
Sharing	Immersive Experience	0.373	0.057	6.597	***

The H2a immersive experience layer has a significant mediating effect on cultural tourism products and tourists' post-tour behavior in ethnic areas. The mediating effect of immersive experience layers was tested using Bootstrap interval estimation. The results show that the mediating effect of cultural tourism product types in different ethnic regions on revisiting through immersive experience is more significant; therefore, the H2a hypothesis is verified.

Table 7 Test analysis of the mediation effect of the immersive experience hierarchy

Independent Variable	Mediating Variable	Dependent Variable	Estimate	Bootstrap 95%	Bootstrap 95%
				Lower	Upper
Indirect Effect					
Middle-Layer Group Culture	Immersive Experience	Revisit	-0.327	-0.520	-0.159
Middle-Layer Group Culture	Immersive Experience	Share	-0.523	-0.734	-0.362
Peripheral Perception Culture	Immersive Experience	Revisit	-0.594	-0.925	-0.290
Peripheral Perception Culture	Immersive Experience	Share	-0.949	-1.308	-0.669
Total Indirect Effect					
Middle-Layer Group Culture	Experience Layer	Revisit	-0.536	-0.741	-0.352
Middle-Layer Group Culture	Experience Layer	Share	-0.760	-1.001	-0.559
Peripheral Perception Culture	Experience Layer	Revisit	-1.343	-1.748	-0.991
Peripheral Perception Culture	Experience Layer	Share	-1.744	-2.179	-1.379
Total Effect					
Middle-Layer Group Culture		Revisit	-0.366	-0.521	-0.220

Middle-Layer Group Culture		Share	-0.433	-0.607	-0.270
Peripheral Perception Culture		Revisit	-0.366	-0.521	-0.220
Peripheral Perception Culture		Share	-0.433	-0.607	-0.270

## Research Conceptual Framework

Comprehension of a text or message is necessary for the relationship between the viewing experience level and tourist behavior, the relationship between participatory experience and tourist behavior, and the relationship between immersive experience and tourist behavior under the immersive experience of consumer tourism. Based on tourism semiotics, the application of modern consciousness map theory in tourism experience, the application of planned behavior theory in tourists' post-tour behavior, as well as consumer tourism immersion experience, the tourism industry marketing strategy is proposed. Only by achieving the organic combination and perfect unity of the two systems can the cultural symbols of ethnic tourism truly realize their proper meaning, tourists can truly "immerse" in them, the national culture can be truly understood, and cultural identity and cultural construction can be achieved. accomplish. Through the comprehensive perspective of multiple theoretical systems, this paper explores the internal mechanism and psychological process of the cultural tourism product structure in ethnic areas affecting tourists' willingness to share and revisit after the trip through the level of tourists' immersive experience. The research in this paper will help the operators of cultural tourism scenic spots in ethnic areas to innovate their thinking and update the experience of tourism products in scenic spots. Comprehensively grasp the factors that affect the experience of tourists in scenic spots, and understand the impact of cultural and tourism product experience levels in ethnic areas on tourists' purchasing decisions and post-tour behaviors, to realize the transformation from comprehensive quality management to tourist experience management, and help scenic spots operators to target Cultural tourism products with different experience levels or tourists with different emotional experiences are classified and managed.

## Research Result

Based on the above content, Summarized as follows (Table 8). Among the 7 research hypotheses tested by the study, 6 research hypotheses were empirically supported, and 1 research hypothesis was not supported. Overall, the entire study provides empirical support for the study model constructed in this study.

Table 8 Summary of research results

No	Hypotheses	Result
H1	There Are Significant Differences In The Layer Of Immersive Experience Of Tourism Cultural Products In Ethnic Areas	Support
H1a	Peripheral Layer Perceived Cultural Products Have Significant Differences At The Layer Of Immersive Experience.	Failed
H1b	There Are Significant Differences In The Layer Of Immersive Experience Among Middle-Layer Behavioral Cultural Products.	Support
H1c	There Are Significant Differences In The Layer Of Immersive Experience Among The Spiritual And Cultural Products Of The Core Layer.	Support
H2a	There Are Significant Differences In The Revisiting Of National Spiritual And Cultural Products At The Core Layer.	Support
H2b	There Are Significant Differences In The Sharing Of Tourism Cultural Products In Different Ethnic Regions.	Support
H3	Immersive Experience Layer Has A Significant Mediating Effect On Tourists' Post-Tour Behavior.	Support

## Discussion

In the process of ethnic tourism, tourists must not only feel the signification system of tourist cultural symbols but also make them feel the signification system of tourist cultural signs. Only by achieving the organic combination and perfect unity of the two systems can the cultural symbols of ethnic tourism truly realize their proper meaning, tourists can truly "immerse" in them, the national culture can be truly understood, and cultural identity and cultural construction can be accomplish achieved. For example, what the Dong nationality song shows to tourists is only the interpretation of the performer's voice and the coordination of singing skills between the performers, etc., but in fact, the real meaning of the Dong nationality song in the life of the Dong people is an important way or means for people to communicate. In many ethnic areas, ethnic tourism products often take their culture one-sided and scene-based, and cut the original complete form with a certain cultural connotation into separate, meaningless, and completely display cultural expressions. This form of expression lacks the support of the corresponding signification system so that many ethnic cultures cannot be correctly displayed, which is the problem of "commercialization" and "stagnation" discussed by scholars. For example, Zhenzhi Yang once took Jiuzhaigou as an example and pointed out that Jiuzhaigou scenic spot is the place where the Tibetans live, the Tibetan prayer flag array was made very large and high at the entrance of the Tibetan village in the scenic spot, and the Tibetan auspicious patterns of the eight treasures were also All painted on the walls. The Tibetans in Jiuzhaigou are very simple in architecture and clothing. This is to develop various Tibetan cultural symbols that are intentionally marked by tourists to attract tourists. This practice of separating the signifier system from the signifier system not only makes the

Jiuzhaigou scenic spot lose the authenticity of the national culture but also is an anti-cultural practice.

The research conclusions provide satisfactory answers to the research questions raised in this study. First of all, in the context of cultural tourism products and services in ethnic areas, the structure of cultural tourism products in ethnic areas positively affects their post-tour willingness. That is to say, the higher-layer of tourists' participation in cultural tourism products in ethnic areas, the more they share and re-emphasize after the trip the willingness to travel is stronger. Secondly, in the context of cultural tourism service in ethnic areas, the layer of tourism experience also significantly affects tourists' revisiting and sharing behaviors after the tour. That is to say, the higher-layer of immersive experience in the experience layer of tourists, the stronger the willingness of tourists to share and revisit after the tour. Thirdly, through the comprehensive perspective of multiple theoretical systems, this study explores the internal mechanism and psychological process of the cultural tourism product structure in ethnic areas affecting tourists' post-tour sharing and revisiting willingness through the layer of tourists' immersive experience. Finally, the exploration of the theoretical boundary of this influence mechanism in this study has also achieved the expected research results, providing a satisfactory answer to the proposed research question in this study.

#### 6.1 Discussion on the perspective of creating characteristic cultural products in ethnic areas.

Empirical research shows that tourists of cultural products in ethnic areas are eager to experience the authentic ethnic atmosphere and learn ethnic-cultural knowledge. From the perspective of tourists, authenticity and originality can highlight the cultural differences of cultural tourism products in ethnic areas, thus highlighting the Local ethnic characteristics are an effective way for tourism products to improve the quality of tourists' experience. On the one hand, cultural tourism products in ethnic areas, as a special form of cultural ecotourism, emphasizes maintaining the authenticity of ethnic cultural tourism products, emphasizing that the object of tourism is the "harmony between nature and man" culture based on community participation. On the other hand, the diversity of ethnic culture greatly enriches the content of ethnic cultural tourism, which can meet the tourism needs of tourists at different layers in all aspects. Therefore, tourism products with ethnic cultural characteristics based on the construction of authenticity tourism products will help to optimize the structure of tourism products in ethnic areas and improve the quality of tourists' experience; in specific operations, not only can special tourism activities be carried out on the one hand, such as ethnic sports tourism, ethnic-religious tourism, ethnic festival tourism, etc., but also comprehensively carry out ethnic cultural tourism and fully display local ethnic characteristics to tourists; at the same time, it can also explore ethnic traditional cultural elements through ethnic architecture, ethnic costumes, ethnic songs and dances, ethnic catering, ethnic crafts, ethnic religions, etc., to create ethnic cultural tourism landscapes, and finally form a tourism product with distinctive national culture.



#### Discussion from the perspective of tourists' tourism experience layer

This study combines the "consciousness map" theory in psychology with the research on the layer of tourism experience. By drawing on the theoretical framework of the classification of tourism experience in the consciousness map theory, "sensory experience-cognitive experience-emotional experience-regression experience-spiritual experience", determine the theme of the research model of this study is "cultural tourism products in ethnic areas---immersive experience layer---tourists' consumption behavior intention". Among them, cultural tourism products in ethnic areas refer to what kind of cultural tourism products can attract tourists, which is the perception of tourists and a comprehensive attitude of tourists to products.

From the perspective of tourism experience layer, immersive tourism experience can deeply influence tourists' sensory, emotional and spiritual return, and finally, affect tourists' behavior. According to the theory of consciousness map and planned behavior theory, it can be seen that there is an obvious correlation between tourists' immersive tourism experience layer and tourism behavior intention, and there is also an obvious correlation between behavioral intention and actual behavior. After the introduction of tourist behavior research, the research results of "tourist behavior" have been enriched.

#### 6.3 Implications for the creation of tourism products by the governments of ethnic regions and tourist attractions

The research in this study will help the operators of cultural tourism scenic spots in ethnic areas to innovate their thinking and update the experience of tourism products in scenic spots. Comprehensively grasp the factors that affect the experience of tourists in scenic spots, and understand the impact of cultural and tourism product experience layers in ethnic areas on tourists' purchasing decisions and post-tour behaviors, to realize the transformation from comprehensive quality management to tourist experience management, and help scenic spots operators to target Cultural tourism products with different experience layers or tourists with different emotional experiences are classified and managed.

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