Relationship between Tourists' Involvement and Revisit Intention at Guangxi Detian Waterfall Destinations[†]

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Abstract

The 21st century is the era of the experience economy. Tourism is the industry with the most development potential in the era of experience economy. All aspects of food, accommodation, travel, shopping, entertainment and other links provide tourists with a variety of unique experiences. In the fierce competition in the tourism market, how to improve the revisit rate of tourists has become an important subject. This research takes Guangxi Detian Waterfall as a case object, and conducts a research on waterfall tourists' involvement and revisit intention. Through the collection of documents, the research status of tourists' involvement and revisit intention is grasped, and the concept and measurement of tourists' involvement and tourist revisit intention are analyzed. At the same time, on the basis of planned behavior theory, cognitive response theory and literature materials, a questionnaire was designed to investigate the tourists' involvement and revisit intention the Detian Waterfall, and 484 people were investigated. According to the analysis of the collected data results, it is found that there is a significant positive correlation between tourist involvement and tourist revisit intention. Based on this, Detian Waterfall should improve the level of tourist involvement through importance of destination, pleasantness, individual tast, safety, and risk possibility, so as to enhance tourist revisit intention.

Keywords: Tourist involvement, Revisit intention, Detian Waterfall, China

Introduction

Since the beginning of the 21st century, with the increasing living standards of Chinese citizens, tourism has become one of the important outdoor leisure activities in the daily life of the residents, and it is also an important way for Chinese to continuously improve their life satisfaction and happiness index. Guangxi Detian Waterfall is a 5A-level scenic spot in China and has always been a good place for tourists to travel to the waterfall (Li et al., 2019). In the past 2 years, China tourism industry as a whole has shown a healthy, stable and sustained growth trends. After experiencing the impact of the shutdown and restart of the epidemic, the tourism industry generally realized that traditional tourism has been unable to adapt to the development of today's society, and it is necessary to change the concept to enhance the core competitiveness of enterprises to promote the transformation and upgrading of the tourism industry. With the support of the Ministry of Culture and Tourism of China, the tourism industry has carried out supply-side structural reforms to promote the innovative development of the tourism industry, focusing on rectifying market order issues related to consumers' vital interests such as false propaganda, safety, and health in the tourism industry (Zhou and Lv, 2022). In the context of the era of involvement in the economy, how to create high-quality involved products and services, so that consumers can gain various profound and unique experiences and feelings, thereby enhancing the adhesion between consumers and enterprises, has been managed by various industries. focus of operators and operators. Therefore, through the analysis

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of Guangxi Detian Waterfall tourists' involvement and revisit intention, it can effectively improve the service quality of Detian Waterfall and attract more Chinese tourists to visit.

Guangxi Detian Waterfall is located in the upper reaches of Guichun River in Daxin County, about 50 m away from the No.53 boundary marker on the Sino-Vietnamese border. The clear Guichun River is a tributary of the Zuojiang River and a border river on the Sino-Vietnamese border. Detian Waterfall is a masterpiece when it flows through Putang Island. The waterfall falls in 3 levels, with a maximum width of more than 200 m, a depth of more than 60 m, a drop of more than 70 m, and an average annual flow of 50 cubic meters per second, the geology of the location is thick-layered dolomite (Yu, 2016). Guangxi Detian Waterfall is the largest natural waterfall in Southeast Asia. It is designated as a special scenic spot by the state. Detian Waterfall is among the 6 most beautiful waterfalls in China selected by China National Geographic Magazine (Li et al., 2019). In the field of tourism industry, revisit intention has always been regarded as the embodiment of tourists' overall or partial economic behavior, and the development of tourism enterprises depends on tourists' active word-of-mouth publicity and the behavior results of multiple revisits (Darnell & Johnson, 2001). Guangxi Detian Waterfall tourism is a kind of service industry, and its consumers will also have such troubles. Therefore, tourists will form a higher level of impression of consumption risk, that is, a perceived risk, generated by the joint action of various service information. In order to effectively increase the revisit rate of tourists at Detian Waterfall in Guangxi, it is necessary to analyze tourist involvement in Detian Waterfall in Guangxi, and improve the service according to tourist involvement, thereby increasing the revisit rate of tourists.

In China, a society where relationships are the core bond, the service experience of other customers is one of the most reliable sources of information. Especially in today's rapid development of social media, for example, in terms of the average annual growth rate of user scale, the user scale of travel booking has grown the fastest, from 30.24 million in 2009 to 410 million in 2018, with an average annual growth rate. The rate reached 37.02 %, and it will decline in 2020 due to the impact of the epidemic (Zhang and Guo, 2022). The effectiveness of information exchange has raised the importance of word-of-mouth information in the impression of tourists as the main body of tourism. Therefore, among the various factors that affect tourism, tourist revisit intention has become particularly important (Zhang and Guo, 2022). The use of tourist involvement to understand the relevant content of consumers' travel revisiting behavior has 2 positive meanings: First, it is possible to have a more in-depth understanding of the characteristics of tourism; and behavioral research finally achieves a grasp of the core of tourist revisit intention (Kim, 2008), but Few scholars have explored the mechanism of action between the 2. It is hoped that the research conclusions can provide some constructive and practical guidance suggestions for waterfall tourism enterprises or tourist attractions.

Based on the above analysis, it can be seen that the tourism industry has developed rapidly in recent years, and tourists are paying more and more attention to tourism involvement. How to improve tourists' involvement and revisit intention to visit again has become an important content of tourist attractions and enterprises. At present, more attention has been paid to the tourism involvement and revisit intention of Detian Waterfall in Guangxi. Through the research of this paper, it analyzes the tourists' involvement and revisit intention of detian Falls in Guangxi, and has an overall control over the current situation of the tourism construction of Detian Falls in Guangxi, and at the same time effectively grasps the tourist revisit intention. On this basis, good suggestions and measures are made for the development of Detian Waterfall, which can be used for reference for the development and improvement of waterfall tourist attractions.

This research attempts to use the Detian Waterfall in Guangxi as a case object, to carry out the research on tourists' involvement and their revisit intention at the waterfall, so as to explain the relationship between tourists' involvement and revisit intention, so as to better explain the causal relationship between tourist involvement and behavioral intentions. It is hoped that the conclusions of the research can provide some constructive and practical guiding suggestions for the planning and management of Guangxi Detian Waterfall Scenic Spot. Specifically, the research objectives are as follows:

1) To explore the level of tourism involvement of tourist at Guangxi Detian Waterfall destinations.
2) To explore the level of revisit intention at Guangxi Detian Waterfall destinations.

3) To examine the relationship between tourism involvement on the revisit intention at Guangxi Detian Waterfall destinations.

4) To provide some suggestions for the planning and management of Detian Waterfall scenic spot in Guangxi.

Literature review

Theoretical framework

This paper mainly adopts cognitive response theory and planned behavior theory as the theoretical basis. With regard to cognitive response theory, Greenwald (1968) proposed that people always have some positive or negative explanatory thoughts when they react to information, which are called cognitive responses. Cognitive responses determine whether people accept information and change their attitudes. Cognitive response theory refers to the theory of the formation, transformation and measurement of attitudes. The theory believes that attitude is a psychological tendency of an individual to a certain kind of social things. By Osgood and Tannenbaum (1955), it refers to the question of whether attitudes change when an information source provides an opinion on something. Consistency theory involves 3 variables: 1) the individual's attitude toward the information source; 2) the individual's attitude toward the event commented on by the information source; and (3) the nature of the information source's assertion about the matter. Its components include cognitive, affective and behavioral tendencies, which are social (not inherent), relativity (the relative relationship between the subject and the object), coordination (the coordination of cognition, emotion, and behavioral tendencies), stability (once the Formation is not easily changed), indirect (behavioral tendency is not the behavior itself). gradually formed in the social environment. High-involvement consumers in consumption behavior will first conduct cognitive thinking, then develop feelings, and finally take action; low-involvement consumers do not have a particularly strong preference for products at the beginning, and generally form evaluations and attitudes after actual purchase and use.

Ajzen (1991) proposed Planned behavior theory, and its connotation can help us understand how people change their behavior patterns. The scholar believes that people's behavior is the result of deliberate planning (Hou, 2012). Planned behavior theory states that the more positive an individual's attitude towards a certain behavior is, the stronger the individual's behavioral intention; the more positive the subjective norm of a certain behavior is, the stronger the individual's behavioral intention will be; the more positive the subjective norm and the stronger the perceived behavioral control, the stronger the individual's behavioral intention will be. Human behavior is not fully voluntary but under control. In the process of tourism involvement, people's behavioral intentions will be affected by some factors, and they plan behaviors based on their own cognition in order to obtain good expectations. Ajzen (1991) believes that all factors that may affect behavior indirectly affect behavior through behavioral intentions. The behavioral intention is affected by 3 related factors, one is derived from the individual's own "Attitude", that is, the "Attitude" he holds towards a specific behavior; the other is derived from external The "Subjective Norm" in the present refers to the "Subjective Norm" that affects individuals to take a specific behavior; the last is derived from the "Perceived Behavioral Control".

According to the above analysis, the theoretical model structure of this paper is constructed. The model consists of 2 variables, which are tourist involvement and tourist revisit intention.

Hypothesis development

The tourism industry is considered to be the largest involved producer and is a typical selling involved industry. Destination managers have generally recognized the importance of involvement, and Whether it can provide tourists with unforgettable tourism involvement has become the key to the success of tourism enterprises in the fierce market competition. Therefore, it is very important to understand the quality of tourist involvement. On this basis, tourism destinations or tourism enterprises can effectively manage tourism involvement and design tourism involvement products. In the research of tourism involvement, only by continuously optimizing the quality of tourism services can tourist revisit intention be improved.

Bigne and Sanchez (2001) sees tourist involvement as the emotional connection that tourism activities bring to tourists, influenced by other factors such as goals, values, and personal needs. The logic can be explained as people with strong involvement, most of them will pay attention to and try to collect information about the target product, especially when the target product has enough belief in the consumer's psychology, it will make consumption People are loyal to the product, and then make multiple purchases. In the research of tourism behavior, some scholars have also explored the relationship between tourism involvement and tourists' behavior intention.

Blackwell (2001) made a detailed classification of involvement, which is mainly divided into 3 categories: The first is contextual involvement. Attention to the target event is restored with the end of the situational stimulus. Simply put, it is an external influence. The second is persistent involvement, consumers in this category usually pay attention to the target event for a period of time, and personal experience and value orientation are the main influencing factors. The third is response involvement, which can essentially be as a combination of the first 2 methods, the main occurrence situation or the target event has a certain complexity. It is mainly caused by 2 mechanisms, internal and external. The logic can be explained as people with strong involvement, most of them will pay attention to and try to collect information about the target product, especially when the target product has enough belief in the consumer's psychology, it will make consumption People are loyal to the product, and then make multiple purchases. In the research of tourism behavior, some scholars have also explored the relationship between tourism involvement and tourists' behavior intention.

It is worth mentioning that the measurement and analysis scale of tourist involvement mainly involves 2 aspects of cognitive involvement and emotional involvement, and is refined to value, importance, degree of demand, interesting, fascinating, and engaging emotions and so on. There is a significant positive correlation between involvement behavior and behavior willingness. However, in view of the particularity of tourism consumption behavior, consumers with higher tourism involvement will more actively search for relevant tourism information and actively understand the deep cultural value behind leisure and entertainment, as a result, the proposition of forming a higher revisit intention and recommendation intention needs to be further tested.

Kim (2008) pointed out that the factors that can affect the degree of involvement have diverse characteristics, and there may be interactions between each influencing factor, therefore, it is not comprehensive to measure consumer involvement in a single dimension, it is relatively reasonable to use multi-dimensional constructs as the basis for the measurement of involvement degree, and to make full use of the previous research results, through continuous improvement and innovation on its basis, the dimension of involvement degree is summarized, and a consumer involvement scale is created based on this, so as to effectively measure the involvement of consumers.

In the meantime, Chinese scholars have also conducted some related research on tourist involvement. Huang et al. (2003) believes that tourist involvement positively affects place attachment, and tourist involvement positively affects tourists' place attachment through the mediating effect of creative involvement, tourist involvement positively affects tourists' place attachment through the mediating effect of satisfaction. The results show that the service industry does not exist in the form of physical objects, it can be carried out at the same time, and the substantive meanings are quite different, which will mislead consumers to produce a wrong concept of consumption value. It is also a kind of service, and its consumers will also have such troubles. Therefore, tourists will also perceive a higher consumption risk. In order to reduce this perceived risk, people will collect various service information. And one of the most reliable sources of information is other customers with relevant experience.

Huang (2019) based on theoretical analysis, put forward the hypothesis of the function relationship of tourists' restorative environmental perception of various dimensions, and constructed a structural equation model of tourists' restorative environmental perception, tourism involvement and tourist revisit intention. A questionnaire survey of 367 domestic tourists found that attractiveness and compatibility have a significant positive impact on tourist satisfaction.

Peng (2010) Tourism involvement as a new interpretive perspective of tourism behavior is attracting attention from the academic circles. The use of tourism involvement to understand the relevant content of

consumers' tourism behavior has positive significance for grasping the characteristics of the main body of tourism activities and the characteristics of the activities themselves. Through the use of SPSS to verify the structural model of the 3 variables of involvement, motivation and destination image, the data analysis results show that the cognitive image of the destination positively affects the emotional image of the destination, and tourist involvement positively affects the cognitive image and the destination image. Emotional image, and indirectly affect emotional image through cognitive image.

Lu (2020) mainly conducts research from the following 4 aspects: Making a tourist motivation scale, so as to explore the factors that constitute tourism motivation, and obtain the relationship between tourism motivation and tourist involvement. Tourists with high tourism involvement generally have a higher evaluation of the behavior or the activity itself due to the improvement of self-payment, thereby strengthening a positive emotional experience; a positive emotional experience will lead individuals to make decisions about future behaviors. A positive attitude is also more inclined to form a positive behavioral intention, which can be expressed as a strong revisit intention and an intention to actively transmit positive word of mouth.

Wang (2009) believe that the motivation of self-driving travel has a significant positive impact on tourist involvement and tourist revisit intention, and that tourist involvement has a significant positive impact on tourist revisit intention, tourist involvement plays a partial mediating role in the influence of self-driving travel motivation on tourist revisit intention. From the 2 aspects of tourists and tourist destinations, suggestions are put forward to make plans for self-driving tours, develop different products to cater for tourists' motivations, improve relevant supporting facilities and services, and enhance the image publicity of tourist destinations.

Ding et al. (2019) under normal circumstances, involvement can be regarded as a kind of psychological state, and the level of the state is determined by some things and one's own needs, hobbies, outlook on life and desire to achieve goals in a certain environment. The higher the correlation, the higher the perceived self-relevance. Naturally, the degree of involvement will be high, and eventually there will be some behaviors that continue to pay attention to certain types of things. Through the analysis of tourist involvement, place attachment and tourist satisfaction in red tourist attractions, it is concluded that the variables are positively correlated.

Fan et al. (2019) believe that tourist involvement can not only directly have a positive impact on environmentally friendly behaviors, but also have an indirect positive impact on environmentally friendly behaviors mediated by tourism satisfaction. On this basis, the research on the influencing factors of tourists' behavioral intentions gradually focuses on the previous actors of tourists. The existing research results verify the influence of tourist involvement, tourism involvement quality, past experiences and other factors on tourists' behavioral intentions.
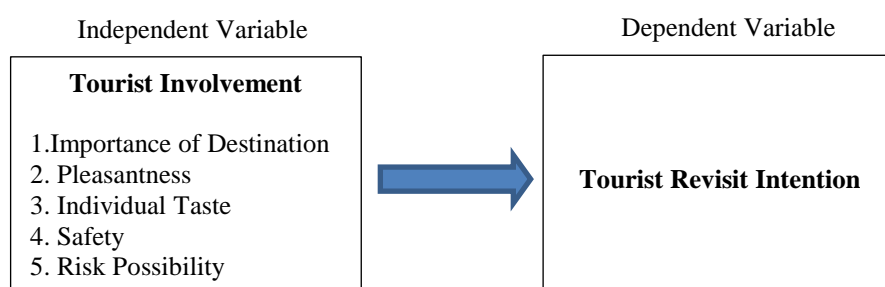
Zhu and Wang (2020) believe that there is a positive moderating effect between the sense of tourism value and the willingness to communicate with commercial goods, and between the willingness of non-governmental organizations to communicate, residents are more deeply tourist involvement from "Belt and Road" countries, the stronger the tourist revisit intention.

Luo et al. (2020) tourists' rural landscape cognition can directly affect their revisit intention, and can indirectly affect their revisit intention through satisfaction variables. Tourists who think that the tourism involvement is high, will feel that the tourism behavior is more important to them, and have a higher interest in the tourism behavior, at the same time, they are more likely to regard tourism as a reflection of personal interest, value cognition and taste, as a result, they will have a higher behavioral willingness, are more inclined to revisit this place, and are more willing to recommend this travel destination to those around them.

Shi and JanakaLow (2020) believe that the formation of rural tourist revisit intention is not only affected by cognitive factors, but also by emotional and motivational factors. In the research, the scholar divides tourists' behavioral intentions into 2 aspects: One is tourist revisit intention, and the other is tourists' willingness to recommend. If tourists have positive behavioral intentions, they are more inclined to accept services or products again, and at the same time, they will praise and recommend the tourist destination to others. Using structural equation model to explore the relationship between tourism involvement and tourist

satisfaction, it is found that the direct relationship between tourism involvement and satisfaction is very obvious.

It can be seen from the above-mentioned domestic and foreign researches that the research on tourist involvement by scholars has been carried out earlier in foreign countries, and the theory is relatively mature, while my country mainly conducts practical verification research at different levels. In general, domestic and foreign scholars' research on tourist involvement shows that the factors that affect tourist revisit intention include multiple levels. However, few of these studies have conducted empirical studies on the relationship between tourist involvement, tourist perception and loyalty. At the same time, in the existing research scenarios, there are few studies on waterfall tourists' travel involvement and tourist revisit intention. For this reason, this study takes Detian Waterfall as a case object, conducts an in-depth analysis of the relationship between tourist involvement and tourist revisit intention, and proposes the following variables:

Independent Variable

Tourist Involvement

1.Importance of Destination
2. Pleasantness
3. Individual Taste
4. Safety
5. Risk Possibility

Dependent Variable

Tourist Revisit Intention

Based on this, the following assumptions are made:

H1: There is a positive relationship between tourists' involvement and revisit intention.

H1a: There is a positive relationship between the importance of destination of tourist involvement and tourist revisit intention.

H1b: There is a positive relationship between pleasantness of tourist involvement and tourist revisit intention.

H1c: There is a positive relationship between individual taste of tourist involvement and tourist revisit intention.

H1d: There is a positive relationship between safety of tourist involvement and tourist revisit intention.

H1e: There is a positive relationship between risk possibility of tourist involvement and tourist revisit intention.

Based on the above analysis, in the analysis of tourism behavior, tourist involvement and revisit intention are 2 important contents. By analyzing the tourism involvement is a kind of representation of the tourists' travel involvement, the revisit intention is the perception and evaluation of the tourists after the end. From the cognitive response theory, it can be seen that the situation of tourist involvement will determine the attitude of revisit intention. From the perspective of planned behavior theory, it can be concluded that the tourist involvement will have an impact on people's behavior plans, that is, the tourism revisit intention will have an impact. In general, there is a positive relationship between tourist involvement and tourist revisit intention.

Methodology

Research design and methods

From the above theoretical analysis, we can know that there is a potential correlation between tourists' involvement and revisit intention. On this basis, the variables studied in this paper are clarified. In order to effectively demonstrate the relationship between tourists' involvement and revisit intention, this paper will design a questionnaire to collect relevant data for empirical analysis.

Population and sampling

Although Detian Waterfall is one of the most majestic waterfalls in the world, there has been a decline in tourists in recent years and a lack of sustained competitiveness among tourist attractions of the same type. From the point of view of tourists' visits, the return rate is low. For this reason, how to effectively improve the tourist revisit intention in Detian Waterfall and enhance the stickiness of tourists requires analysis of their perception of involvement and service satisfaction, and then to find out the problem, and finally to make targeted improvements and perfect. In order to effectively obtain relevant data on tourist involvement, landscape perception, and tourist revisit intention at Detian Waterfall in Guangxi, this study designed a questionnaire based on the above-mentioned literature content and related theories, combined with research needs. In the population sampling, this paper mainly focuses on the tourist group of Detian Waterfall, and adopts the Cochrane sampling method for sampling. Currently affected by the epidemic, the average daily number of visitors to Detian Waterfall is 500, and the monthly number of visitors is 15,000. To ensure the reliability of sampling, this paper uses Cochran's formula to calculate the sample size (Cochran, 1997). Combined with the situation of Detian Waterfall, the sample size can be calculated according to the formula:

$$n = n_0/(1+(n_0-1)/N)) = 484 \text{ people.}$$

Based on this, in the process of sampling, all tourists who have been to Detian Waterfall were selected, and the sample size was determined to be 484 people. In practice, a total of 520 questionnaires were distributed and 511 were returned.

Data collection

After completing the questionnaire design, the survey is mainly carried out by means of the questionnaire star. By entering the content of the questionnaire into the website of the questionnaire star, the questionnaire link and QR code are generated. Questionnaires are distributed to tourists in the form of questionnaire links and QR codes, that is, an online survey of Guangxi Detian Waterfall tourist involvement is conducted online, and the completed documents are collected, and the questionnaire data is collected and sorted, the questionnaire began on March 27, 2022 and ended on April 8, 2022.

Variable measurement

In the research of this paper, 2 variables are mainly involved, namely: "tourist involvement" and "tourist revisit intention".

Measurement of "tourist involvement"

In order to effectively measure "tourist involvement", the quantitative processing is carried out by means of questionnaire design. In the question design, referring to the content of Zhao and Cui (2018) "Research on the relationship between tourist involvement, tourism motivation and destination image" and design the problem of variables in combination with the situation of Detian Waterfall. For the tourist involvement scale, the analysis is mainly carried out from the 5 dimensions of importance of destination, pleasantness, individual taste, safety, and risk possibility, and combined with the connotation of the 5 dimensions and the situation of Detian Waterfall to carry out the questionnaire questions Design, the measurement items of each dimension are more than 5. The specific content of the questionnaire is as follows:

Table 1 Tourist involvement scale.

Dimension	Measurement item
Importance of destination	Detian Waterfall is important to me. Visiting Detian Waterfall is what I yearn for. Detian Waterfall is a meaningful activity for me. I attach great importance to the experience of Detian Waterfall. Detian Waterfall is very important to my holiday life.
Pleasantness	Detian Waterfall is something that makes me feel more satisfied. Detian Waterfall experience brings me a lot of fun. I enjoyed my time staying at Detian Waterfall. The view of Detian Waterfall makes people feel good. The service of Detian Waterfall is very comfortable.
Individual taste	Detian Waterfall tour can reflect my personal taste. Detian Waterfall tour can reflect my interests and characteristics. I care what others think about my experience of Detian Waterfall. I can talk freely when I see other people have the experience of Detian Waterfall. The design of the scenic spots of Detian Waterfall conforms to the aesthetics.
Safety	The safety management of Detian Waterfall is in place. Detian Waterfall has intimate safety warnings. Detian Waterfall has a good emergency response mechanism. Detian Waterfall can give good feedback to tourists. Detian Waterfall has a perfect avoid risk system.
Risk possibility	The booking system of Detian Waterfall will go wrong. Detian Waterfall products are non-refundable after purchase. Accommodation at Detian Waterfall is not allocated as scheduled. Food at Detian Waterfall was not paid for a long time after payment. Detian Waterfall tours are non-refundable after payment has been made.

Measurement of "tourist revisit intention"

When measuring the variable of "tourist revisit intention", the dimension of revisit intention by Kim (2008) was referred to, and the design was combined with the content of Detian Waterfall. In the design of specific measurement questions, the selected dimensions are loyalty, wish to pay more, switching propensity, internal reaction, and external response. According to the specific connotation of each dimension and the specific situation of Detian Waterfall, each dimension Design 5 measurement questions.

In order to obtain effective measurement data, a 5-point Likert scale is used to design the questions of the above 2 variables. According to the personal experience of tourists, each item is scored from 1 to 5 points according to different degrees. The specific content of the questionnaire is as follows:

Table 2 Tourist revisit intention scale.

Dimension	Measurement item
Loyalty	Next time I will visit this Detian Waterfall again. Detian Waterfall is my priority for my next trip. The air of Detian Waterfall is very fresh, I will want to come for the second time. The green plants of Detian Waterfall survive very well and have the will to come back. Detian Waterfall brings me joy more than other waterfalls.
Wish to pay more	Detian Waterfall makes me want to spend more money. I will buy a lot of Detian Waterfall products to take home. I am willing to pay for more activities at Detian Waterfall. If time permits, I would like to live in Detian Waterfall. I don't care about the cost of Detian waterfall.
Switching propensity	I will still choose Detian Waterfall for other business promotions. Even if the price increases, I will still choose Detian Waterfall. Although Detian Waterfall is far away, I am still willing to come again. Even if Detian Waterfall does not continue to invest, I will continue to come back. Even if I'm alone, I'll do it again.
Internal reaction	Detian Waterfall has a good service system and would like to come again. I will introduce the advantages of Detian Waterfall to others. When I encounter problems, I can get timely solutions to make me feel good, and I am willing to come again. I had a family experience at Detian Waterfall, hope to come again. When I have a dispute, Detian Waterfall has a good handling mechanism, I am willing to come again.
External response	The humidity of Detian Waterfall feels good, willing to come again. The temperature of Detian Waterfall is good, I am willing to come again. The overall facilities of Detian Waterfall are comfortable and willing to come again. The scenery around Detian Waterfall is beautiful, willing to come again. The overall atmosphere of Detian Waterfall is attractive and I would like to come again.

Data analysis

Statistical analysis is mainly to realize the empirical test of quantitative analysis, and the purpose of quantitative analysis is to determine the relationship between tourists' involvement and revisit intention. The empirical test of this study mainly includes the reliability and validity test of the scale, which is used to strengthen the reliability and validity of the questionnaire, and then carry out descriptive statistical analysis, regression analysis and other data analysis on variables. After implementing the questionnaire survey, this paper collects and organizes the data, and uses SPSS software to analyze the correlation between tourist involvement and tourist revisit intention. When conducting SPSS analysis, import the data

collected by the questionnaire into SPSS, and click the relevant function options to obtain the analysis results. In the analysis, the regression equation of tourist involvement and tourist revisit intention is constructed to confirm the relationship between the 2 variables and test the research hypothesis.

To test the research hypotheses, data were collected through questionnaires. In this study, the respondents were tourists from Detian Waterfall. In order to ensure the reliability of the samples, they were distributed to different groups of people at 10:00 in the morning, 14:00 at noon, and 18:00 in the afternoon. In this study, the total number of investigators was 511. In order to effectively improve the validity of the questionnaire, before the formal launch of the questionnaire, a small-scale pre-investigation was conducted, and the questionnaire was distributed to 50 tourists for investigation, and the reliability and validity of the data and the questionnaire were analyzed.

Results

According to the construction of the above-mentioned empirical analysis model, the questionnaire was designed and implemented, and the data required for the empirical analysis was collected. This paper combines the empirical analysis model and uses SPSS for data analysis. In the analysis of this paper, the research is mainly carried out from the respondent profiles, reliability analysis, descriptive analysis, correlation analysis and regression analysis.

Before quantitative analysis, it is necessary to analyze the reliability of the survey data tourist involvement to ensure that the collected data is reliable and effective. This study carried out related research with the help of SPSS19.0 analysis software, and the reliability analysis was realized by Cronbach's α alpha test. In the specific analysis, according to the different indicators of the questionnaire design, tests were carried out respectively, according to the analysis results, the **Table 1** can be obtained.

Table 1 Reliability analysis of tourist involvement factors.

Variable		Item	Factor loadings	Cronbach's α
Tourist involvement	Importance of destination	A1	0.625	0.828
		A2	0.697	
		A3	0.712	
		A4	0.646	
		A5	0.671	
	Pleasantness	A6	0.701	0.825
		A7	0.562	
		A8	0.645	
		A9	0.624	
		A10	0.711	
	Individual taste	A11	0.683	0.806
		A12	0.714	
		A13	0.752	
		A14	0.698	
		A15	0.734	
	Safety	A16	0.702	0.824
		A17	0.654	
		A18	0.663	
		A19	0.628	
		A20	0.713	
	Risk possibility	A21	0.652	0.815
		A22	0.667	
		A23	0.689	
		A24	0.674	
		A25	0.734	

In addition, the questionnaire also includes relevant data on tourist revisit intention. To this end, it is necessary to analyze the reliability of the relevant survey data on tourist revisit intention, so as to ensure that the collected data is reliable and effective. This study carried out related research with the help of SPSS19.0 analysis software, and the reliability analysis was realized by Cronbach'sα alpha test. In the specific analysis, according to the different indicators of the questionnaire design, tests were carried out respectively, according to the analysis results, the **Table 2** can be obtained.

Table 2 Reliability analysis of tourist revisit intention factor.

Variable		Item	Factor loadings	Cronbach'sα
Tourist revisit intention	Ioyalty	B1	0.647	0.834
		B2	0.684	
		B3	0.713	
		B4	0.667	
		B5	0.668	
	Wish to pay more	B6	0.721	0.865
		B7	0.598	
		B8	0.637	
		B9	0.648	
		B10	0.721	
	Switching propensity	B11	0.657	0.823
		B12	0.732	
		B13	0.712	
		B14	0.678	
		B15	0.725	
	Internal reaction	B16	0.718	0.842
		B17	0.648	
		B18	0.674	
		B19	0.665	
		B20	0.727	
	External response	B21	0.648	0.819
		B22	0.659	
		B23	0.697	
		B24	0.656	
		B25	0.735	

As can be seen from **Tables 1** and **2**, the Cronbach'sα alpha value of each scale is higher than 0.6, most of the values are above 0.7, not only that, the factor loading value of any item will generally exceed 0.5, According to the critical value of Cronbach'sα coefficient, it can be known that the reliability of any scale involved in this study has reached the standard.

Through the questionnaire survey, the respondents' related information about the tourist involvement in Detian Waterfall was obtained. By arranging the data, the mean and standard deviation of the importance of destination, pleasantness, individual taste, safety and risk possibility of tourist involvement were calculated, and then based on these data to grasp the basic situation of tourist involvement. The calculation results are shown in **Table 3**.

Table 3 Descriptive analysis for tourist involvement.

Items	Mean	S.D.
Importance of destination	2.61	0.96
Pleasantness	2.76	1.01
Individual taste	2.46	1.13
Safety	2.68	0.98
Risk possibility	3.34	0.99

From the results of the above investigation and analysis, it can be seen from the research on the tourist involvement in Detian Waterfall that the average score of tourists on the importance of destination of Detian Waterfall is 2.61, in general, half of the tourists want to know more about the place, and don't pay enough attention to the tourism of Detian Waterfall. This can be seen to a certain extent, Detian Waterfall has limited attraction to tourists.

From a pleasantness perspective, the average is 2.76. It can be seen that most of the tourists are happy with the tourism of Detian Waterfall and have good involvement. At the same time, some people feel that the tourists of Detian Waterfall are not well involved and do not fully feel the joy.

From the perspective of individual taste, the mean is 2.46, which is relatively low. The landscape design and tourism culture of Detian Waterfall are more in line with the needs and values of some people, and most people have a general perception of their points of interest.

In terms of safety, its mean is 2.68. In the risk perception of Detian Waterfall, most tourists believe that the safety management of Detian Waterfall is not perfect, and some dangerous places lack safety warnings. Some tourists believe that Detian Waterfall currently lacks an effective emergency response mechanism and cannot effectively deal with some special situations.

In terms of risk possibility, the mean is 3.34. Judging from the tourist survey of Detian Waterfall, most tourists believe that many consumption items of Detian Waterfall are difficult to refund after purchase, which leads to greater risks for tourists in the consumption process and affects tourist involvement.

Through the questionnaire survey, received information on respondents' tourist revisit intention about the Detian Waterfall was obtained. By arranging the data, the mean and standard deviation of the loyalty, wish to pay more, switching propensity, internal reaction, external response and total tourist revisit intention of tourist revisit intention were calculated, and then based on these data to grasp the basic situation of tourist revisit intention. The calculation results are shown in **Table 4**.

Table 4 Descriptive analysis for tourist revisit intention.

Items	Mean	S.D.
Ioyalty	2.63	1.24
Wish to pay more	2.34	0.95
Switching propensity	2.78	1.65
Internal reaction	2.69	0.78
External response	2.65	1.12
Total tourist revisit intention	2.62	1.04

From the analysis of the above survey data, it can be concluded that:

In terms of loyalty, the mean is 2.63. Generally speaking, most of the tourists of Detian Waterfall have average loyalty to its attractions. In the scoring of the option of "Next time I will visit this Detian Waterfall again", most of them scored 2 points. Tourists are also not high in the score of "Detian Waterfall brings me

joy more than other waterfalls". Judging from this indicator, tourists from Detian Waterfall have little revisit intention.

In terms of wanting to pay more, the mean is 2.34, which is a low number. It can be seen that most tourists have a low willingness to pay for Detian Waterfall, most tourists are watching the scenic spots, and they have low desire for entertainment facilities and food consumption in the scenic spots. Tourists at Detian Waterfall stay at the scenic spot for a shorter number of days, and most tourists are unwilling to pay more on Detian Waterfall.

In terms of switching propensity, the mean is 2.78. Because some people have never been to Detian Waterfall, although the distance is far, they still have a greater willingness to visit this scenic spot. However, under the condition that Detian Waterfall has not changed, most tourists will not choose to come for the second time.

From the perspective of internal reactions, the mean is 2.69. After the tour, some tourists will recommend others to play. However, most tourists will not choose to play again because of their poor involvement in it. In the process of visiting Detian Waterfall, some emergency situations have not been handled well, and tourists are not intention to revisit.

From the perspective of external responses, the mean is 2.65. After visiting Detian Waterfall, some tourists had a good feeling during the visit and hope to come again. However, many tourists believe that the overall landscape of Detian Waterfall is average, and there is a lack of effective investment in facilities, which affects the intention of individuals to revisit.

Through the above descriptive statistical analysis, we have mastered the basic situation of tourists' involvement and revisit intention in Detian Waterfall. In order to effectively demonstrate the correlation between tourists' involvement and revisit intention, this paper uses SPSS data analysis tool to analyze the correlation. In the specific analysis, according to the above research assumptions, correlation analysis with tourist revisit intention to revisit is carried out according to the importance of destination, pleasantness, individual taste, safety and risk possibility of tourist involvement. The results obtained are shown in **Table 5**.

Table 5 Correlation analysis between tourists' involvement and revisit intention.

Variables	Importance of destination	Pleasantness	Individual taste	Safety	Risk possibility	Tourist revisit intention
Importance of destination	1					
Pleasantness	0.432**	1				
Individual taste	0.527***	0.368**	1			
Safety	0.482***	0.497**	0.321*	1		
Risk possibility	0.479**	0.421**	0.362**	0.457***	1	
Tourist revisit intention	0.642***	0.512***	0.425***	0.394***	0.387***	1

Note: *, **, *** represent the significance levels of 10, 5 and 1 %, respectively.

　　　Through the correlation analysis, it can be seen that the importance of destination, pleasantness, individual taste, safety and risk possibility of tourist involvement in Detian Waterfall will have a greater impact on tourist revisit intention.

　　　In the above descriptive statistical analysis, it is concluded that most tourists do not rate Detian Waterfall very high, and the average value of each index of tourist involvement is around 2.5. At the same time, from the correlation analysis, it is concluded that there is a correlation between tourists' involvement and revisit intention. In order to further analyze the relationship between tourists' involvement and revisit intention, this paper uses simple linear regression analysis to demonstrate. Through the analysis of SPSS software, we get **Table 6**.

Table 6 Regression coefficient table of tourists' involvement and revisit intention.

Variable	B	t(sig)
Constant	−5.216	−0.322(0.000***)
Importance of destination	0.476	5.364 (0.000***)
Pleasantness	0.361	3.741 (0.000***)
Individual taste	0.346	3.245 (0.002**)
Safety	0.338	2.365 (0.007**)
Risk possibility	0.251	5.763 (0.000***)
R square	0.456	
Adj.R square	0.453	
F-value(sig)	213.524(0.000***)	
N	511	

Note: *, **, *** represent the significance levels of 10, 5 and 1 %, respectively.

　　　From **Table 6**, it can be seen that the regression coefficients of each variable of tourist involvement on tourist revisit intention are 0.476, 0.361, 0.346, 0.338, and 0.251, the 5 coefficient values are all positive, it shows that there is a positive correlation between the variables of tourist involvement and tourist revisit intention. Combined with the results of empirical analysis, there is a significant correlation between tourist revisit intention and tourist involvement in Detian Waterfall, and the higher the tourist involvement value, the higher the tourist revisit intention. Specifically, in the tourist involvement in Detian Waterfall, the importance of destination, pleasantness, individual taste, safety and risk possibility will have a greater impact on tourist revisit intention. In enhancing the tourist revisit intention Detian Waterfall again, these 5 aspects should be improved.

　　　Based on the above-mentioned results, the following conclusions can be drawn: There is a positive relationship between tourists' involvement and revisit intention. There is a positive relationship between the importance of destination of tourist involvement and tourist revisit intention. There is a positive relationship between pleasantness of tourist involvement and tourist revisit intention. There is a positive relationship between individual taste of tourist involvement and tourist revisit intention. There is a positive relationship between safety of tourist involvement and tourist revisit intention. There is a positive relationship between risk possibility of tourist involvement and tourist revisit intention. That is, all the above assumptions are supported.

　　　By collecting and arranging the data obtained from the questionnaires and conducting descriptive statistical analysis on it, it is concluded that, among the respondents of 511, most of the tourists visited Detian Waterfall once, and most tourists stayed for 1 day, accounting for 91.19 %. Among the tourist involvement in Detian Waterfall, the mean values of importance of destination, pleasantness, individual taste, safety and risk possibility are around 2.5, which is relatively low. At the same time, through the

correlation analysis, it can be seen that the importance of destination, pleasantness, individual taste, safety and risk possibility of tourist involvement in Detian Waterfall will have a greater impact on tourist revisit intention. Finally, through regression analysis, it is concluded that there is a significant correlation between tourist revisit intention and tourist involvement in Detian Waterfall, and the higher the tourist involvement value, the higher the tourist revisit intention, and the research hypothesis of the paper is supported.

Conclusions and discussion

Detian Waterfall is an important tourist attraction in Guangxi, China. It has good landscape advantages and attracts more tourists. By designing a questionnaire, we investigated the tourist involvement in Detian Waterfall and the tourist revisit intention:

1) Generally speaking, the average value of tourist involvement in Detian Waterfall is not high. It is around 2.5. Some people think that tourists from Detian Waterfall are not involved well and do not fully feel happiness. Tourists feel more in the process of consumption. A big risk that affects tourist involvement.

2) The average tourist revisit intention Detian Waterfall is 2.62, and most tourists will not choose to visit again. In the tourism of Detian Waterfall, most of them have low desire for entertainment facilities and food consumption in the scenic spots. Tourists at Detian Waterfall stay at the scenic spot for a shorter number of days, and most tourists are unwilling to pay more on Detian Waterfall. In the process of visiting Detian Waterfall, some emergency situations have not been handled well, and tourists are not revisit intention.

3) Through the correlation analysis, it can be seen that the importance of destination, pleasantness, individual taste, safety and risk possibility of tourist involvement in Detian Waterfall have significant correlations with tourist revisit intention. Through regression analysis, it is concluded that the regression coefficients of each variable of tourist involvement on tourist revisit intention are 0.476, 0.361, 0.346, 0.338, and 0.251, respectively.

Based on the above conclusions, it can be seen that tourist involvement in Detian Waterfall in Guangxi is insufficient, which affects tourist revisit intention. It should be improved from the aspects of importance of destination, pleasantness, individual taste, safety and risk possibility.

The research conclusions of this paper are consistent with the research conclusions of Kim (2008); Bigne and Sanchez (2001); Blackwell et al. (2001); Huang et al. (2003); and Wang (2009), all of which show that tourist involvement has an impact on the tourist revisit intention. Although these scholars are different from the specific research objects selected in this paper, their results are consistent, in tourism activities, tourist involvement has a positive correlation with tourist revisit intention. The development of the tourism industry should pay attention to enhancing tourist involvement.

Practical implications and suggestions
Reinforce the importance of destination of tourists

In the management optimization of Detian Waterfall, brand building should be strengthened to enhance its popularity. At the same time, it is necessary to enhance the value orientation of scenic spots, enhance the importance of scenic spots, and enable tourists to pay more attention. As the industrial thinking of "Internet +" gradually penetrates into all walks of life, homestay owners should also establish "Internet +" thinking, and stimulate consumers to purchase by enhancing online sensory involvement. Online sensory involvement is mainly to enhance consumers' visual and auditory involvement. In terms of visual involvement, the form of presenting the information of Detian Waterfall can be either a 2-dimensional image-based form or a video-based 3-dimensional form, so that it can attract enough attention.

Improve tourist pleasantness

In the improvement of Detian Waterfall, the pleasure of tourists should be pleasantness. Establishing the service concept of "people-oriented" and providing humanized service is also an important way to generate emotional involvement, and feel happy after enjoying good service. Humanized service is often manifested in details. Front-line service personnel should pay special attention to details and sincerely provide tourists with thoughtful service and friend-like care and help. Involvement activities are the easiest

way for participants to immerse themselves physically and mentally. Detian Waterfall officials can organize various special involvement activities to enrich tourists' travel experience and increase their revisit intention.

Strengthen the shaping of individual taste

In the improvement of Detian Waterfall, the shaping of individual taste should be strengthened. By extending services, tourists can experience differentiated services. In the design of scenic spots, we should combine our own advantages and highlight our own characteristics. The continuity of service is also a method to cultivate customers to continuously get involved in a certain thing, therefore, it is suggested that the officials of Detian Waterfall should pay attention to the maintenance of the relationship between tourists after consumption, visitors who have visited can be invited to participate in the activities recently organized by the official Detian Waterfall by email, and they can send blessings to the guests on important festivals or birthdays, etc. So that the relationship between attractions and tourists will not be terminated due to 1 consumption, so that tourists always feel that there is still a home in the distance.

Strengthen risk management and control in scenic spots

In order to effectively improve the tourist revisit intention, the risk of scenic spots should be strictly controlled. Through a comprehensive investigation of the risk points of the scenic spots, the risk points of the scenic spots are rated at different levels, and then different countermeasures are formulated. In some more dangerous places, obvious "dangerous" signs should be given to remind tourists. At the same time, it is necessary to strengthen the optimization of some details, and set up warnings for some places that are easy to fall and bump. At the same time, the scenic spot has continuously improved the emergency response mechanism, set up a medical team, and dealt with some emergency situations in a timely manner, effectively improving the service quality of tourists, allowing tourists to increase their tourism involvement, thereby increasing their revisit intention.

Possibility to reduce scenic risk

In some projects involving payment in Detian Waterfall, the investment in technology should be increased to reduce the possibility of risk. Through the system upgrade, the booking errors of Detian Waterfall are lowered and reduced, and the good involvement of tourists is ensured. At the same time, after purchasing the products of Detian Waterfall, the right to return and exchange should be given. According to the accommodation situation of Detian Waterfall, it should be allocated in strict accordance with the reservation, and patient guidance should be carried out in case of special circumstances. In order to effectively improve the diet problem of Detian Waterfall, professional personnel should be deployed. In daily management, it is necessary to strengthen the training and improvement of the comprehensive quality of personnel. After paying for the activities of Detian Waterfall, the right to return and exchange should be given. In the practical management of Detian Waterfall, continuous optimization should be carried out according to the specific situation, in order to effectively increase the tourist involvement, and thus increase the tourist revisit intention.

Research limitations and suggestions for future studies

In the research of this paper, Detian Waterfall is mainly selected to conduct research on tourists' involvement and tourists' intention to revisit. The investigation time is mainly from March to April. As a natural landscape, waterfall tourism is affected by seasons. In different seasons, there may be some differences in the involvement of tourists, which leads to certain limitations in the samples selected in this paper.

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