



# Motivation and Influence of Female Tourists' Tourism Photography

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## ABSTRACT

It is of great theoretical and practical significance to study the tourism photography motivation of female groups and its impact on tourism behavior. Taking female tourists in Xiamen as the survey object, this paper studied their tourism photography motivation, and explored the impact of tourism photography motivation on the intention to revisit and to share images. The study found that in the motivation of tourism photography, "self-narration and self-identification", "attracting attention", "proof and memory" and "Aesthetics" could significantly affect the revisit intention of female tourists, and "Aesthetics", "proof and memory" and "attracting attention" could significantly affect the sharing intention of female tourists. Finally, the corresponding suggestions were put forward according to the research results.

**Keywords:** Female, Motivation of tourism photography, Revisit intention, Willingness to share

## 1. INTRODUCTION

Mass tourism is accompanied by photography, and tourism experience has visual nature<sup>[1]</sup>. Tourists tend to take pictures of various things in the process of traveling, and tourism photography has become a common behavior of modern tourists<sup>[2]</sup>. With the rise of female tourism market, more and more female tourists are keen on sharing travel photos, expressing their emotional needs and personality through photography. Tourism photography has become an effective way for female tourists to show themselves, show beauty and gain identity. It has also become a factor affecting tourists' perception of destination image. Tourism sharing behavior after photography has formed opportunities and challenges for the image publicity of tourist destinations. However, academic circles pay little attention to tourism photography, mainly focus on the relationship between photographic motivation and photographic behavior. There are few discussions on the relationship between photographic motivation and the willingness to share tourism intention. From the perspective of female tourism photography, this paper studies the relationship among the motivation of tourism photography, the revisit intention and the willingness to share. This paper aims to enrich the relevant theories of tourism photography and provide decision-making reference for tourism practice.

## 2. LITERATURE REVIEW

### 2.1. Research on the motivation of tourism photography

In 1979, Chalfen took the lead in discussing the role of photography in tourism<sup>[3]</sup>. The topic of tourism photography has gradually attracted the attention and discussion of many academic circles. In the field of psychology and motivation of tourism photography, many useful achievements have emerged. Scholars carried out research on the motivation of tourism photography, which can be roughly summarized into the following types: voyeurism, relationship maintenance, proof and memory, self-narration and self-identification. Firstly, voyeurism. It is considered that tourists were passive and driven by peeping desire when viewing and taking photos<sup>[4]</sup>. Secondly, relationship construction and maintenance. Tourists could establish and maintain social relations through photography, such as taking collective photos to reflect group identity<sup>[5]</sup>, so as to promote the formation of interpersonal relations<sup>[6]</sup>. Third, proof and memory. In order to prove that they had been here, tourists took photos and shared through social media<sup>[7-8]</sup>, which became the evidence of tourists' stayed at the destination<sup>[9-10]</sup> and an important medium for storing tourism experience<sup>[11]</sup>. For increasing their impression during tourism, tourists will evoke memories

in the form of symbolic, souvenirs and photos. Lastly, self-narration and self-identification. Tourist photos provide information for tourists' narration, and express their personal identity and preferences through photos. Camera is a tool for tourists' self-identification <sup>[12-13]</sup>. Tourists realize self-narration by taking photos and consciously manipulate their self-image through selective photography to achieve the goal of self-image management <sup>[14]</sup>. In addition, Social network also has a certain influence on tourist photography motivation. People share photos on social media through micro-blog and smart phones to attract attention <sup>[15]</sup>. Zhang Qi (2019) <sup>[16]</sup> pointed out that tourists' photography motivation also includes aesthetic appreciation.

As far as the study of female travel photography motivation is concerned, there is not much academic attention. Only a few literatures have explored female selfie and female photographer's self-expression. Cao kunping (2013) <sup>[17]</sup> believes that self photography is a medium for female photographers to pay attention to themselves, emphasize their own value, and reconfirm and define women's identity. Min Si (2018) <sup>[18]</sup> pointed out that female photographers are more subtle in their artistic expression, focusing on women's self world and their expression of the self world. Chen Zhiying and Han Xiaoyu (2021) <sup>[19]</sup> discussed how female photographers express themselves, build themselves and seek identity through self photography.

Based on previous scholars' summary of tourists' photography motivation and relevant studies on female photography, this paper summarizes female tourism photography motivation as voyeurism, proof and memory, self-narration and self-identification, and attracting attention and aesthetics as the source of questionnaire items.

## 2.2. Research on the influence of photography motivation on tourists' behavior

The influence of photography motivation on tourists' behavior is mainly reflected in the influence on tourists' tourism behavior and photography behavior. Among them, tourists' photography behavior includes tourists' photography activities in the tourism experience and photo processing / sharing after shooting<sup>[20]</sup>.

Firstly, tourism photography motivation will affect the choice of tourists when they choose their tourism destinations. In the research of Chalfen <sup>[3]</sup>, tourists hope to take images they have seen in magazines, newspapers and postcards. Therefore, tourists will choose these tourist destinations specially for the purpose of photographing the images they have seen. Secondly, photographic motivation has an impact on tourists' photographic behavior. There are differences in photos taken by different types of tourists<sup>[3,5]</sup>. Tan Gianni (2011)<sup>[15]</sup> conducted correlation analysis between tourists'

photography motivation and photography behavior. The results showed that in order to commemorate, tourists would deliberately choose scenic spots to travel. To prove their visit, tourists would take pictures of all scenery as much as possible. He also analyzed the correlation between post-tour photo processing behavior and photography motivation, and pointed out that tourists' photography motivation not only affected tourists' photography behavior, but also affected the way of processing photos. The motivation determined the behavior. The tourist's photographic motivation played a key role in the influence of tourist's photographic behavior. There were different degrees of correlation between tourist's photographic behavior and motivation.

In general, the existing research failed to fully explore the motivation and influence of tourism photography. Especially, the groups were not divided according to gender. Women have become the main consumers in the tourism market. Therefore, the study of female's tourism photography motivation and behavior would not only provide reference value for the development of female tourism market, but also an effective supplement to the research of tourism photography.

## 3. RESEARCH DESIGN AND DATA COLLECTION

### 3.1. Questionnaire design

The questionnaire includes the basic information of the respondents, tourist's photography behavior, tourist's photography motivation and the impact of photography motivation on willingness of tourists to revisit and image sharing. In the part of photography motivation, a scale (Table1) is designed according to relevant literature, which divides women's tourism photography motivation into five dimensions: voyeurism, proof and memory, self-narration and self-identification, attracting attention and aesthetics.

**Table 1.** Measurement scale

Motivation Type	Item
Voyeurism (VOY)	Curious about the real situation of the tourist destination, I couldn't help taking photos to meet my desire to visit.
	Interested in tourism real estate, I want to meet my desire to visit by taking photos.
	See things I've never seen in the tourist destination and meet my desire to visit through the camera lens.

	When I encounter obstacles or can't see clearly in the tourist destination, I will use the camera to meet my desire to "see".
Proof& memory (P&M)	Shoot to prove I've been there
	Shoot in order to leave a memory for myself
	Shooting to record travel experiences
	Shoot to show others
	To be able to recall travel experiences after many years
Self-narration & self-identification (N&I)	Take photos to my satisfaction
	Shoot in order to improve my photography
	Shoot in order to show some of my distinctive temperament or characteristics by taking photos
	convey feelings about the tourism destination through tourism photography
Attracting attention (A-A)	In order to publish photos and get attention
	In order to publish photos and attract "likes"
	In order to publish photos, obtain exposure
	In order to share photos and attract netizens' comments and exchanges
Aesthetics (AES)	In order to take the most beautiful image
	In order to take photos that can be used for decoration
	Shoot to show your understanding of beauty
	Shoot to show the beautiful side of a place
	To capture the moment of beauty

### 3.2. Data Collection

This paper takes female tourists in Xiamen as the research sample, and the survey objects include the female tourists who come to or have been to Xiamen and the female tourists who set out from Xiamen to travel to other places. Questionnaires were distributed through the internet and in the field, of which 53 questionnaires were distributed and recovered in the spots, and 302 questionnaires were distributed and recovered in the internet, totaling 355 questionnaires were collected. By screening, the questions whose answer time was less than

3 minutes were regarded as invalid questionnaires with inconsistent logic. A total of 29 invalid questionnaires were deleted, and a total of 326 valid questionnaires were recovered.

## 4. RESULTS AND DISCUSSION

### 4.1. Sample characteristics

The age of the respondents is mainly from 19 to 25 years old, accounting for 33.4%, and then followed by 26 to 35 years old, accounting for 30.7%. The respondents are generally highly educated, and 58.0% of them have bachelor's degree or college degree. The respondents are mainly employees of enterprises, accounting for 46.3%, followed by employees of public institutions and freelancers, accounting for 16.6% and 15.0% respectively. Most people have a monthly income of ¥ 2000-8000, accounting for 69.6%, and 21.5% have an income of more than 8000 yuan. The proportion of women who have travel photography experience in the last year and the last six months is 31.3% and 30.0% respectively, and the proportion of women who have travel experience in the last week is 13.5%.

### 4.2. Behavioral characteristics of tourism photography

Among the female tourists surveyed, most of female like to take pictures of representative symbols or buildings, accounting for 59.2%. Women who take pictures with friends or family members account for 55.2%. Women who like to take pictures of local culture account for 50.6%. Women who like to shoot delicious food accounted for 40.8%. The proportion of women who take selfie in tourism accounts for 36.8%. The rest of the shooting content accounted for less. The female tourists surveyed liked to share representative signs or buildings after shooting, accounting for 59.2%, followed by photos with friends or family, accounting for 50.9%. 49.1% of female tourists like to share local culture. The proportion of female tourists sharing self-portraits and delicious food was 36.5% and 31.9% respectively, and the share of other content was relatively few.

### 4.3. Validity and reliability analysis

As shown in Table 2, the validity of the sample data was tested by KMO and Bartlett test. The KMO value of each variable was greater than 0.6, and the validity analysis passed Bartlett's sphericity test. The reliability analysis of the scale showed that the Cronbach  $\alpha$  coefficient of voyeurism, proof and memory, self-narration and self-identification, attracting attention, aesthetics, revisiting intention and sharing intention is

0.706, 0.755, 0.751, 0.871, 0.790, 0.771 and 0.662 respectively, and the Cronbach  $\alpha$  coefficient overall of the questionnaire is 0.958, indicating the reliability and consistency were reliable within and among each factor.

**Table2.** Results of validity and reliability analysis

Variable	KMO	Cronbach's Alpha
Voyeurism	0.723	0.706
Proof & memory	0.773	0.755
Self-narration & self-identification	0.761	0.751
Attract attention	0.805	0.871
Aesthetics	0.825	0.790
Revisit intention	0.679	0.771
Willingness to share	0.655	0.662

**Table3.** Results of correlation analysis

	VOY	P&M	N&I	A-A	AES	R-I	WTS
Voyeurism (VOY)	1						
Proof & memory (P&M)	.734**	1					
Self-narration & self-identification (N&I)	.701**	.751**	1				
Attract attention (A-A)	.567**	.436**	.610**	1			
Aesthetics (AES)	.727**	.741**	.838**	.553**	1		
Revisit intention (R-I)	.454**	.396**	.626**	.592**	.571**	1	
Willingness to share (WTS)	.541**	.612**	.577**	.470**	.663**	.473**	1

## 4.6. Regression analysis

### 4.6.1 Impact of tourism photography motivation on revisit intention

Stepped-linear regression was used to investigate the effects of five types of photographic motivations, namely voyeurism, proof and memory, self-narration and self-identification, attract attention, aesthetic. The results showed that the independent variables, self-narration and self-identification, attention-attracting, proof and memory, aesthetic, could explain 47.5% variation of the intention to revisit. Voyeurism was not introduced into the regression model, which could not explain the intention to revisit. After model adjustment,  $R^2=0.475$ ,  $F=74.441$ ,  $p<0.05$ , which indicating that the regression model was established.

**Table4.** Regression result (revisit intention)

	Unstd. Coeff.		Std. coeff.	t	P value	VIF
	B	SE	Beta			

## 4.4. Mean transformation

Mean transformation is to calculate all variables in a dimension to obtain a variable. Seven dimensions were set up in the questionnaire, namely voyeurism, proof and memory, self-narration and self-identification, attract attention, aesthetic revisiting intention and sharing intention. They were obtained through the function of the calculation variables of SPSS 25.

## 4.5. Correlation analysis

The significance of each variable was less than 0.01 (Table 3). There is a significant correlation among voyeurism, proof and memory, self-narration and self-identification, attract attention, aesthetic revisiting intention and sharing intention.

constant	0.910	0.210		4.327	0.000	
N&I	0.489	0.096	0.427	5.110	0.000	4.317
A-A	0.289	0.047	0.315	6.164	0.000	1.617
P&M	-0.254	0.081	-0.201	-3.135	0.002	2.551
AES	0.223	0.093	0.188	2.411	0.016	3.767

As shown in Table4, the significance of the independent variables, self-narration and self-identification, attracting attention, proof and memory, aesthetics, are less than 0.05, indicating that the four variables can significantly affect the revisit intention. VIF of the four independent variables are all less than 5, indicating that there is no multicollinearity among the four variables.

Regression results showed that self-narration and self-identification had significant positive influence on the revisit intention of female tourists ( $p<0.05$ , the standardized coefficient is 0.427). The higher the motivation of self-narration and self-identification, the greater the influence on female tourists' revisit intention. This is mainly because that most female tourists express their feelings by going to the same tourist destination for

shooting many times. They can complete the content they want to describe by shooting here many times, or they can find true themselves by shooting in the same place many times.

Regression analysis of proof and memory showed a negative effect ( $p < 0.05$ , the standardized coefficient is  $-0.201$ ). According to the results of regression analysis, the higher the motivation of proof and memory, the lower the influence on female tourists' revisit intention. When the motivation of taking photos is only to prove and remember, it is enough to prove that one has been the tourist destination and evoke memories through photos. After taking photos, the more proof that one has been to this place and the more memory can be recalled through photos, the lower the revisit intention.

Attracting attention can significantly affect the revisit intention of female tourists ( $p < 0.05$ , the standardized coefficient is  $0.315$ ), and it has a positive impact on the revisit intention. The higher the motivation to attract attention, the greater the impact on female tourists' revisit intention. This paper speculates that tourism photography for the purpose of attracting attention will strengthen the revisit intention as long as the attractions of the tourist destination are photographed and shared enough to attract the attention of visitors. Female tourists may go to the same tourist destination many times to shoot in order to increase their "story" and "mystery", or to meet the "ritual" to attract attention. Through multiple trips to the same tourist destination for shooting can attract the attention and curiosity of the shared, so as to get the attention and comments of others.

Aesthetics can significantly affect the revisit intention of female tourists ( $p < 0.05$ , the standardization coefficient is  $0.188$ ), and aesthetics has a positive impact on the revisit intention. The higher the aesthetic motivation, the greater the impact on the revisit intention of female tourists. Aesthetic experience is a psychological process. People's subjective emotion will be transferred to the object to be seen, and then appreciate and experience it. Because women have rich feelings, perceptions, appearances, that is, perceptual knowledge, they are more likely to have attachment to a certain thing because of the aesthetic process. They transfer their subjective emotions and complete the aesthetic process by going to the same place for shooting many times.

#### 4.6.2 Impact of tourism photography motivation on sharing intention

Stepped-linear regression was also used to explore the effects of five types of photographic motivations on the intention to share, voyeurism, proof and memory, self-narration and self-identification, attract attention, aesthetics. The results of data analysis show that the independent variables aesthetic, proof and memory, attraction can explain 48.1% of the variation of sharing

intention. The voyeurism, self-narration and self-identification are not introduced into the regression model, so they cannot explain sharing intention. After model adjustment,  $R^2 = 0.481$ ,  $F = 101.266$ ,  $p < 0.05$ , indicating that the regression model was established.

**Table5.** Regression result (willingness to share)

	Unstd. Coeff.		Std. coeff.	t	P value	VIF
	B	SE	Beta			
constant	0.910	0.210		4.327	0.000	
N&I	0.489	0.096	0.427	5.110	0.000	4.317
A-A	0.289	0.047	0.315	6.164	0.000	1.617
P&M	-0.254	0.081	-0.201	-3.135	0.002	2.551
AES	0.223	0.093	0.188	2.411	0.016	3.767

As shown in Table5, the significance of the independent variables, aesthetic, proof and memory, attraction, are less than 0.05, indicating that the three variables can significantly affect the intention to share. The VIF of the three independent variables are all less than 5, indicating that there is no multicollinearity among them.

Aesthetics can significantly affect the sharing intention of female tourists ( $p < 0.05$ , the standardization coefficient is  $0.396$ ). Aesthetics has a positive impact on the sharing intention. The higher the aesthetic motivation, the greater the impact on the sharing intention of female tourists. Aesthetic motivation is related to impression management. Shooting beautiful things is an aesthetic process. Women love to share and are good at sharing beautiful things. They convey aesthetics through photos and leave the ideal impression expected by others.

Proof and memory can significantly affect the sharing intention of female tourists ( $p < 0.05$ , the standardization coefficient is  $0.258$ ), indicating that proof and memory can positively affect the sharing intention. The higher the motivation of proof and memory, the greater the impact on female tourists' sharing intention. Proof is a process of showing itself to others. Therefore, in order to prove that they have been to a tourist destination, female tourists will share photos. Sharing photos or videos is also a disguised way to find the best storage. In order to prolong the storage time of these photos or videos or prevent them from being damaged, female tourists copy and store these contents through sharing, so as to achieve the purpose of easy access and convenient recall.

Attracting attention can significantly affect the sharing intention of female tourists ( $p < 0.05$ , the standardization coefficient is  $0.258$ ). Attracting attention has a positive impact on the sharing intention of female tourist. The higher the motivation of attract attention, the greater the impact on female tourists' willingness to share. The process of attracting attention needs to be shown to

the outside world, and sharing photos or videos is a way of display. Therefore, when female tourists share these photos or videos, they can maximize the effect of attracting attention.

## 5. CONCLUSIONS

### 5.1. Research Conclusions

In terms of the content taken and shared, female tourists most like to take photos of representative symbols or buildings, photos of friends or family, local humanities, and other content, followed by self-portraits and other content.

Among the motivations of female tourism photography, voyeurism is correlated with female tourists' revisit intention. But there is no regression relationship between them. Self-narration and self-identification, attracting attention, aesthetics can positively affect female tourists' revisit intention. Proof and memory can negatively affect female tourists' revisit intention.

Among the motivations of female tourism photography, voyeurism, self-narration and self-identification are correlated with female tourists' willingness to share, but there is no regression effect on the relationship. It is proved that proof and memory, aesthetic, attracting attention positively affect female tourists' willingness to share.

### 5.2. Suggestions

Create a unique logo. Female tourists like to shoot and share representative signs, buildings and local human landscape. Landmark and human landscape are the main characters of a city or tourist destination. The tourist destination should create a unique IP image in combination with the local culture. Create a cultural atmosphere of both refined and popular taste to guide tourists' correct aesthetic concept and enhance the connotation value of the tourist destination, so that the tourist destination will no longer only become a popular online destination for women to follow the trend and take photos, but become a tourist destination worthy of taking photos, revisiting and sharing.

Design projects for multi person interaction. Female tourists like to take and share photos with friends or family members. Sharing photos is a kind of modern oath, through which they can prove the fetters between friends, the loyalty between them and their lovers, and the affection in their families. Multi-person interactive programs should be added in tourist destinations to meet the opportunity and scene needs of tourists and improve the sharing willingness of female tourists through the joint participation with others.

Pay attention to the function of tourism photos. The functions of tourism photos include artistry, advertising, etc. Tourism photos are the reproduction process of beauty which can give tourists intuitive attraction to attract tourists. Therefore, tourism destinations should encourage female tourists to share the number of 'likes'. Encouraging female tourists to share tourism photos can not only save publicity and marketing costs, but also make the publicity of tourism destinations more efficient.

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