



Study on the relationship between tourists' interaction, experience value and revisiting intention

--The perspective of sojourn for the aged

Weiyi Zhao^{a,*}, Changtai Lu^b, Zhiping Zheng^c

School of Business and Tourism, Sichuan Agricultural University, Chengdu, China.

Email : ^{a,*}2270849908@qq.com, ^b343754897@qq.com,
^c1569430808@qq.com

Abstract. Sojourning has gradually become a method for the elderly in the new era. It not only provides a high-quality lifestyle for the active elderly but also opens a new road for national economic growth. Taking the sojourn for the aged as the research object, this paper builds a theoretical model of "interaction among tourists -- tourist experience value -- willingness to revisit", and takes Dujiangyan City as a case for empirical study. The conclusion is as follows: The interaction between tourists can directly affect the intention of revisiting, and the tourist experience value plays a part of the intermediary role, while the interference behavior between tourists has no significant influence on the experience value and the intention of revisiting. Destinations and institutions related to the sojourn for the aged, as the bearing places for interaction among tourists, can take active measures to stimulate this interaction, enhance the experience value of sojourn for the aged, and increase the revisit rate.

Keywords: Sojourn for the aged; Interaction among tourists; Visitor experience value; Willingness to revisit

1 Introduction

During the 14th Five-Year Plan period, China made a series of new achievements in the development of the cause of aging and the construction of the service system for the elderly. The Ministry of Culture and Tourism implemented the development of the central government's cause for the aging, and new forms of integrated development such as residential care for the elderly continued to emerge. It is difficult to maintain the traditional pension model, so it has become an important issue to study the new pension model and actively build the residential pension industry. The silver-haired group has relatively abundant free time and discretionary income. With the integration of the elderly care service industry and tourism industry, the residential care industry contains huge market development potential. As a new "tourism + pension" model, sojourn for the aged enables the elderly to develop their daily leisure and social life in different places more conveniently and popularly [1]. Currently, there are few studies

on this situation in China, and retirees will spend a long time in the destination, which requires them to adapt to various interpersonal interactions, regional spaces, and social situations. Therefore, from the dynamic point of view of everyone, this paper studies the factors affecting the aged sojourners' willingness to visit again, as well as the relationship among tourists' interaction, tourists' experience value, and their willingness to revisit. It is hoped to reveal the influence mechanism of tourists' interaction on the sojourn for the aged' willingness to revisit theoretically and provide suggestions for developing the sojourn for the aged destinations and institutions in practice.

2 Literature review and research hypothesis

2.1 sojourn for the aged

Cheng Yong, deputy secretary-general of the China Association for the Aged, proposed for the first time that the sojourn elderly care combines "vacation elderly care" and "migratory bird elderly care". In 2015, according to the Evaluation Criteria of residential care institutions, residential care is a leisurely way for elderly people to leave their regular residence and travel and live in another place, stay for more than 15 days at a time, and enjoy various services for the elderly during the journey. The definition points out the long-distance and time-limited nature of the sojourn old-age care, which consists of three activities: tourism, old-age care, and residence. The "Senior Tourism Service Standards for Travel Agencies" points out that elderly tourists refer to consumers over 60 years old. Therefore, in this paper, sojourners are defined as those over 60 years old who have left their home area and stayed for more than 15 days at a time.

2.2 Interaction among tourists

In the context of tourism, interpersonal interaction refers to the interaction between individuals and individuals, individuals and groups, and groups and groups in psychology and behavior through verbal or non-verbal means [2]. Inter-customer interaction refers to the direct or indirect influence of other customers' behaviors on customer satisfaction, which is derived from inter-tourist interaction in the context of tourism. It is a process of communication or information exchange between strangers when they meet each other and is triggered by direct or indirect communication between tourists [3]. He Jiaolan [4], taking into account the existence of negative interaction, proposed various forms of verbal or nonverbal, positive or negative communication or behavioral interaction between tourists and other strangers actively or passively in the same tourism context. The study of tourist interaction is carried out in shared accommodation, ethnic tourism, tourist hotels, theme parks, and other situations [5]. Previous studies mainly focused on the relationship between people and land, and the social relationship between people is another important perspective of tourism experience research [6]. Residents play a social role that elderly migrating birds do not often interact with. Love of a foreign land, hobbies, and interests will

increase the affection between retirees, prompting them to spend their retirement years together in a different place [7,8], therefore, the interaction between tourists was selected to explore. Ma Peng [9], based on hostel sojourners, divided the interaction among tourists into interfering behaviors, friendly communication, and helping behaviors. Since the frequency and quality of interpersonal interaction between hostel sojourners and elderly sojourners are similar, Ma Peng's measurement dimension is adopted.

2.3 Tourists' interaction and experience value

Interaction is the driving force of experience and emotion, and the depth and intensity of the tourism experience are influenced by tourism interaction. Tourism experience is a process in which tourists change their psychological level and adjust their psychological structure by connecting with tourism objects. It is the result of the interaction between psychological factors and tourism objects, and a comprehensive experience of tourists' aesthetic pleasure [5]. The tourist experience value is the expansion of customer value in the context of the service industry and is a complex process of interaction between tourists and the external environment, dynamic diversity, and comprehensive evaluation of tourists during tourism. Tourists' satisfaction and experience value are affected by the quality of tourists' interaction [3]. The interaction among B&B travelers can improve the tourism experience, and enhance the subjective well-being of tourists, and the experience value plays a complete intermediary role [9]. The experiential value of retirees refers to the value perception and overall evaluation generated by tourists' interaction with the surrounding environment, service personnel, and other tourists during their aging years. The classification dimension of tourists' experience value can be summarized as introspection, relevance, and hierarchy. The research of hierarchical experience theory has been extended to the traditional service industry, which can more flexibly measure the level of customer demand. Drawing on the research of Ma Peng, the study divides the value of the tourist experience into three dimensions: cognition, emotion, and society, and puts forward the following hypothesis:

H1a: Friendly communication among tourists positively affects the cognitive experience value. H1b: Friendly communication among tourists positively affects the emotional experience value. H1c: Friendly communication among tourists has a positive impact on social experience value. H1d: Interference behavior among tourists negatively affects cognitive experience value. H1e: Interference behavior among tourists negatively affects affective experience value. H1f: Interference among tourists negatively affects the social experience value. H1g: Helping behavior among tourists positively influences cognitive experience value. H1h: Helping behavior among tourists positively influences affective experience value. H1i: Helping behavior among tourists positively influences social experience value.

2.4 Tourists' interaction and willingness to re-visit

Repeat intention means that after tourists have visited a certain destination or project once or more, based on their past travel experiences and preferences, they have the interest and possibility of re-visiting the destination, are willing to re-visit frequently, and give priority to the same type of scenic spots [10]. Interaction is diverse, and the interaction between different groups produces different results, which will have an important impact on tourists' willingness to re-visit and happiness. There are differences in customer interaction among different service industries. Customer interaction depends on the industry and situation, and customer interaction has direct and indirect influences on re-visit intention [11]. Based on the viewpoints of Dou Lu and Jiang Qin [8,12], this study selects three dimensions of revisiting intention, recommendation intention, and whether it can be realized in a short period, and proposes the following hypotheses:

H2a: Friendly communication among tourists has a positive impact on revisiting intention. H2b: Interference behavior among tourists has a negative effect on revisit intention. 2c: Help behavior among tourists has a positive effect on revisit intention.

2.5 Experience value and revisiting intention

The study of revisit intention focuses on antecedent variables, covering factors such as travel motivation, experience value, service level, place attachment, etc. The demographic characteristics, travel preferences, and behavior patterns of different tourists will cause differences in their revisit intention. Studies on revisiting intention mostly consider specific situations, such as constructing a path of "cognitive-emotion-behavioral tendency" in the context of folk culture tourism to explore the relationship between tourists' perceived value and place attachment to revisiting intention [10]. Experience value is defined as an emotional bond that positively contributes to satisfaction and willingness to revisit [13], based on which the following hypothesis is proposed:

H3a: Cognitive experience value has a positive effect on revisiting intention. H3b: Emotional experience value has a positive influence on revisiting intention. H3c: Social experience value has a positive influence on revisiting intention.

3 Research Design

3.1 Questionnaire design

The questionnaire design includes two parts: the first part is demographic characteristics, including age, gender, education level, income level, etc. The second part is the measurement items of the relevant variables of the model, using the measurement dimensions of domestic and foreign mature scales to ensure the reliability and validity of the questionnaire. The interactive items among tourists refer to the studies of He Jiaolan and Jiang Ting [4,11]; The experience value items refer to the research of Huang Ying, Ma Peng, PI Pingfan and Jiang Qin [3,9,12,14]; The willingness to re-

visit draws on the studies of Dou Lu and Jiang Qin [8,12]. All measurement items were designed using a Likert five-level scale.

3.2 Data collection and sample overview

From May 20 to May 25, 2023, we conducted offline research on sojourn for the aged in Du Jiangyan City. A total of 250 questionnaires were collected, and 219 effective answers were obtained, with an effective rate of 87.6%. Among the interviewees, the occupation distribution showed diversity; Over 75 years old accounted for 51.36%; Most were female (61.64%); 84.93% originally lived in cities; High school or college education or above accounted for 82.19%; 44.2 percent had a monthly income of 4,000 yuan or more; Retirement pensions accounted for 74.4 percent of daily living sources; 75.4% were in good health or above; 69.8% of monthly expenses were 2000-4000 yuan; Living for the elderly for more than 6 months each year accounted for 49.3%; Good living environment in the city (63.9%) and the influence of people around them (55.7%) accounted for the most reasons. 16.89% of the people have a monthly income of less than 2,000 yuan, and 15.07% of the people originally live in rural areas, and their income can not support their Sojourning life. The children of this part of the population will receive their parents to live in the city in their later years and are willing to provide for their parents to live in Sojourn for the aged.

4 Data analysis

4.1 Reliability and validity analysis

Cronbach α coefficient was used to test the internal consistency of samples. Cronbach α coefficient =0.888 > 0.8, the sample data is highly reliable and can be used for further analysis. The number of valid samples for analysis is 219, which is more than 5 times of the number of analysis items, and the sample size is moderate. KMO value =0.906 > 0.8, the validity of the sample data is ideal, and it is suitable for factor analysis. There were 7 factors and 30 analysis items in the study. All the standard load values of each item meet more than 0.5, all the seven factors meet CR > 0.7, AVE > 0.5, and the aggregation validity of the measurement model is ideal. The AVE square root values of all factors are greater than the maximum value of the absolute value of the correlation coefficients between the factors, and the discrimination validity of the measurement model is ideal.

4.2 Structural equation model and hypothesis testing

The fitting indexes of the model were² $\chi^2/df < 3$, SRMR < 0.1, RMSEA < 0.1; CFI, IFI and TLI were all above 0.9, and the other indexes were close to the judgment criteria, that is, the fitting quality of the measurement model was satisfactory (Table 1). The path analysis results show that (Table 2), H1a, H1b, H1c, H1g, H1h, H1i, H2a, The standardized path coefficients corresponding to H2c, H3a, H3b and H3c are 0.382,

0.209, 0.349, 0.379, 0.432, 0.328, 0.139, 0.177, 0.196, 0.202, 0.209, respectively, and the P values are all less than 0.05, indicating that the hypothesis is valid. However, the value corresponding to H1d, H1e, H1f and H2b is all greater than 0.05, so the hypothesis is not valid.

Table 1. Model fitting index

Fitting index	Squared/df	SRMR	RMSEA	GFI	AGFI	IFI	CFI	TLI
Reference values	< 3	< 0.1	< 0.10	> 0.9	> 0.9	> 0.9	> 0.9	> 0.9
Test value	1.12	0.039	0.023	0.892	0.869	0.987	0.987	0.985

Table 2. Summary of model regression coefficients

Assumptions	Nonnormalized coefficient	SE	z value	p	Coefficient of standardization	Hypothesis Testing
H1a	0.382	0.07	5.473	0	0.328	True
H1b	0.242	0.072	3.342	0.001	0.209	True
H1c	0.429	0.075	5.727	0	0.349	True
H2a	0.145	0.066	2.209	0.027	0.139	True
H1d	0.042	0.038	1.101	0.271	0.059	False
H1e	0.036	0.039	0.913	0.361	0.051	False
H1f	0.065	0.041	1.604	0.109	0.088	False
H2b	0.021	0.031	0.684	0.494	0.034	False
H1g	0.349	0.056	6.265	0	0.379	True
H1h	0.395	0.058	6.844	0	0.432	True
H1i	0.32	0.06	5.339	0	0.328	True
H2c	0.146	0.056	2.603	0.009	0.177	True
H3a	0.176	0.053	3.321	0.001	0.196	True
H3b	0.18	0.055	3.275	0.001	0.202	True
H3c	0.177	0.051	3.455	0.001	0.209	True

4.3 Intermediate effect test

Hierarchical regression was used to verify the mediating effect (Table 3). The regression coefficient of friendly communication on willingness to revisit decreased after adding cognitive experience value ($M_1, \beta=0.343, p<0.01$), that is, from 0.506 in M 1 to 0.343 in M 2. After the addition of cognitive experience value, the goodness of fit of the model became higher ($M_1, R^2=0.256; M_2, R^2=0.384; \Delta R^2=0.129$), i.e. cognitive experience value plays a partial mediating role between friendly communication and willingness to revisit. In the same way, it is concluded that tourist experience value plays a partial mediating role between friendly communication, helping behavior and revisiting intention.

Table 3. Results of mediating test

Dependent Variable	M1	M2	M3	Willingness to revisit		M6	M7	M8
	M4	M5						
Argument								
Friendly communication	0.506**	0.343**	0.298**	0.301**				
Helping behavior Mediating variables					0.557**	0.379**	0.359 **	0.371 **
Cognitive Experience value		0.394**				0.332**		
Emotional experience value			0.409**				0.367**	
Social experience value				0.403**				0.369**
Coefficient of decision R ²	0.256	0.384	0.380	0.376	0.310	0.389	0.406	0.412
F-number	74.523**	67.439**	66.199**	65.103**	97.605**	68.722**	73.730**	75.675**
Adjust R value ΔR^2	0.256	0.129	0.124	0.120	0.310	0.079	0.095	0.102
Adjust the F value ΔF	74.523**	45.182**	43.33**	41.704**	97.605**	27.790**	34.698**	37.381**

Note: ** means $p < 0.01$, * means p less than 0.05

5 Conclusion and Discussion

5.1 Research conclusion

The impact of interaction between tourists on the value of tourists' experience.

The hypothesis of interaction between tourists on tourist experience value is partially valid. Friendly communication has a positive impact on tourist experience value, and the influence is affective, social, and cognitive in order. Helping behavior has a positive impact on tourists' experience value, and its impact is cognitive, affective, and social in order. The hypothesis of interfering behavior on tourists' experience value is not valid, and residential care is now located in the middle and high-end market. The elderly who choose to sojourn usually have higher cultural literacy and pursue high-quality travel experiences and quality of life. If there is no direct conflict with them, they will often choose to ignore the interference behavior in the process of sojourn, which has little impact on the overall travel experience.

The influence of tourists' experience value on their willingness to re-visit.

The hypothesis of tourists' experience value on revisiting intention is all valid, and its influence is social, affective, and cognitive in descending order. Sociality is the highest dimension of experience value, which means that tourists can satisfy their sense of belonging, respect, and satisfaction through tourism behavior. For self-actualization, sensibility is the change of tourists' mood and emotion, and cognition is the thinking and learning of tourists in tourism behavior. When tourists have a sense of belonging to a tourist destination, their loyalty will be increased accordingly. Therefore, the influence of social experience value on the willingness to revisit is in line with the theoretical expectation.

The mediating role of tourists' experience value.

Friendly communication and helping behavior have a direct positive effect on revisiting intention, but the hypothesis that interfering behavior has a negative effect on revisiting intention is not valid. Tourist experience value plays a part in a mediating role between friendly communication, helping behavior, and revisiting intention. The longer time range of the sojourn experience leads to a longer interaction path among tourists, which can have a direct impact on their willingness to visit again. At the same time, the willingness to revisit, as a post-trip behavior tendency, is affected by multiple experiences during the travel process.

5.2 Management implications

Due to the limitation of time and personnel, the research method was only to fill in the offline questionnaire without conducting in-depth interviews, which may lead to the loss of some important information mining. The improvement of the sojourn experience value and re-visit willingness of retirees can effectively enhance the visibility of tourist destinations, increase the income of related organizations, and cultivate high-quality loyal customers. Destinations and relevant organizations can take steps to facilitate interactions between sojourn and visitors.

Create interactive situations. Tourism destinations and resident elderly care institutions should improve infrastructure construction, create public places to promote interaction, encourage the participation of elderly residents, and stimulate interactive behavior. Establish an online platform to encourage information exchange. The government of the tourism destination can establish an exclusive information exchange platform for the aged sojourn to share their travel experiences and life moments online, and government staff can participate in answering inquiries to form an online linkage. Residential care institutions can establish WeChat groups to encourage the sojourn to share life photos and suggestions. Dig deep into the characteristics of the destination to enhance the travel experience. Tourism destinations plan high-quality travel routes and play projects based on their own advantages of tourism resources and cultural heritage, enhance the travel experience of sojourn for the aged through unique travel experiences and stimulate their willingness to visit again.

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