

An Empirical Study on the Impacts of Tourist Risk Perception on Tourist Motivation and Satisfaction in Xinjiang of China under the Background of the Belt and Road Initiative*

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Discussing the impact of the crisis in Xinjiang on tourists and tourism plays an important role in Xinjiang tourism industry leveraging the country's the Belt and Road Initiative and policy support, and constructing the "Silk Road Economic Zone Core Area" and the "Silk Road Economic Zone Tourism Center". Based on the questionnaire survey of tourists infamous tourism scenic spots, like Urumqi, Bortala Mongolia Autonomous Prefecture, Xinjiang, Hami, Changji Hui Autonomous Prefecture, Yili Kazakh Autonomous Prefecture, and so on. This study used literature analysis, multivariate statistical analysis, and structural equation model. This paper constructed a study on the mechanism and path of the impact of tourism risk perception on the tourism motive and the satisfaction degree of tourism. The results showed that there was a significant positive correlation between tourism motivations and satisfaction, and there was also a significant positive correlation between tourism motivation and tourism satisfaction. The findings of this study provided scientific basis for quantitative decision-making for the crisis management in Xinjiang and the corresponding tourism marketing strategies.

Keywords: the Belt and Road, tourism risk perception, tourism motivation, tourism satisfaction

Introduction

First, the Belt and Road helped Xinjiang's tourism development. President Xi Jinping. proposed jointly building a "Silk Road Economic Belt" on September 7, 2013 in Kazakhstan (Yang, 2013). In the same year, on October 3, in Indonesia, President Xi Jinping proposed to jointly create the "21st-Century Maritime Silk Road" (Xu, 2013). The issuance of "Vision and Actions on Jointly Building Silk Road Economic Belt and 21st-Century Maritime Silk Road" on March 27, 2015 marked the Belt and Road Initiative into the comprehensive construction phase (Yang, 2015). With the releasing of "the Belt and Road" strategy and

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relevant policies, Xinjiang's economic development has ushered in a major opportunity (Cao, 2015). The Belt and Road has become an important starting point and driving force of the development of Xinjiang's tourism, which is located in the core area of the Silk Road economic zone and named as the frontline position of the West opening of the "Silk Road Economic Belt" (Wang, 2016). It was of great practical significance to take advantage of the Belt and Road Initiative to promote the development of tourism by seizing the historical opportunity and promoting the construction of the "Silk Road Economic Belt" and the "21st-Century Maritime Silk Road".

Second, Xinjiang's tourism resources have been effectively developed. Xinjiang has a vast territory, a vast land, and abundant resources. Xinjiang's tourist attractions, star hotels, travel agencies, tourism enterprise groups, and other tourism enterprises developed rapidly with the rich tourism resources and the strong support for developing Xinjiang's tourism industry from the relevant departments of the central and state, the provinces and municipalities, and autonomous regions' party committee and government. At present, Xinjiang has gradually formed a four-season-available tourism situation (Shi, 2015). Here are not only colorful natural landscape, but also the human landscape, the unique spectacular ancient city site, the Xinjiang's passionate people, the rich and simple folk customs, and the channel of communication between China and the West-Silk Road. Xinjiang showed a magnificent picture of "3,000 years of desert wind, 5,000 years of Western love" in front of the world. Xinjiang's various forms of tourism products, including the Silk Road tours, eco-tours, folk tours, cultural heritage tours, ice and snow tours, red tours, border tours, adventure tours, self-driving tours, rural tours, and leisure tours, will lead visitors to experience the beauty of multi-dimensional Xinjiang.

Third, Xinjiang's tourism development was affected by violent terrorist attacks. Accompanied with the rich cultural heritage brought by the multi-ethnic characteristic, the ethnic separatist forces have brought tremendous negative impact. According to the data from the Xinjiang Tourism Bureau, during the week after July 5, three five A-class scenic spot in Xinjiang's tourist reception numbers were significantly decreased, including Tianshan Tianchi Scenic Area, Turpan Grape Valley Scenic Spot, and Kanas Scenic Spot (Xinjiang Tourism Administration, 2009). A series of violent terrorist crisis happened from 2010 to 2016, including Urumqi acupuncture incident, Hotan violence attacks, Yecheng terrorist attacks, Lukeqin violent terrorist attacks, and Urumqi South Station bombings, have also caused serious impact on Xinjiang's prosperous tourism. It made Xinjiang's tourism in downturn, and the development pace slowed in recent years. It even made the development of tourism in Xinjiang stagnated and backward, resulting people were panicky and unwilling to travel to Xinjiang.

A series of crisis events in Xinjiang made the tourism industry in Xinjiang cannot be normal, stable, and development independently. It was an urgent problem to be solved that how to face the crisis effectively and revive the tourism industry in Xinjiang through the crisis management. Under this background, it was of great theoretical and practical value to study the impact of tourists risk perception on tourist motivation and tourist satisfaction.

Domestic and International Literature Review

Literature Review on Tourist Risk Perception

First, the general situation of domestic tourism risk study. In this paper, fuzzy retrieval was carried out in the China National Knowledge Internet (CNKI) literature database using the keywords "tourism" and "risk". Figure 1 showed the search results. Before 1988, there is no relevant literature and a total of 1,675 retrieval

records acquired from 1988 to 2016. The records increased after 2010, but no more than 10 per year. The top 10 research areas in China were tourism (984), macroeconomic management and sustainable development (186), investment (185), finance (136), enterprise economy (87), trade economy (60), insurance (58), agricultural economy (50), safety science and disaster prevention (47), and service economy (47). The discussion included not only economic, tourism, economic management, and relations between sustainable developments and other economy industries, but also safety science, disaster prevention, and other aspects. And the field of tourism has a considerable scale of scholars.

Second, the general situation of international tourist risk study. This paper searched from the Web of Science core collection database with the keywords “tourism” and “risk”. Figure 1 showed the search results. Before 1990, there were only three literatures in 1977, and a total of 1,302 records were extracted from 1990 to 2016. Although the research on tourism risk in foreign countries started earlier than in China, there was no big breakthrough in recent years after a slight increase in 2011-2014. The top 10 research areas in foreign countries were hospitality leisure sport tourism (331), environmental sciences (202), environmental studies (167), management (128), ecology (93), public environmental occupational health (85), geosciences multidisciplinary (82), water resource (77), sociology (75), and economics (58). Different from the Chinese relevant research field, foreign environmental science, public environmental health, and sociology scholars paid more attention to risk research.

In order to have more comprehensive research and a wider perspective on the study of tourism risk perception both at home and abroad, domestic literatures are researched with the keywords “tourism risk” and “perception”, and the Chinese core journals with high quality and 70 titles in the full-text database of Chinese Social Science Citation Index (CSSCI) were selected. International literatures were searched with the keywords “tourism risk” and “perception”. This paper selected 227 items data from the Web of Science core collection database and carried on co-word analysis.

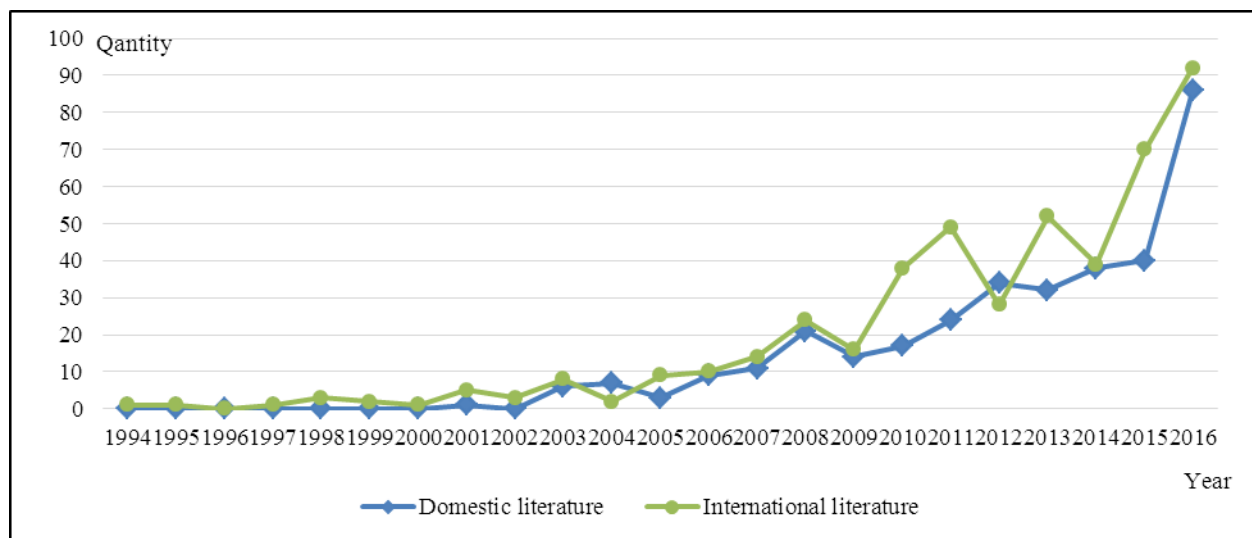


Figure 1. The research trends of the quantity of domestic and international tourism risk (Source: CNKI literature database, 1988-2016; Web of Science core collection database, 1990-2016, http://202.120.227.56:8331/V/VNY3PXFUPNPVE4IPFQRDYG922I9GDLCEB3SM5S6FHPQRL8SB-00314?FUND=NATIVE-LINK&RESOURCE=FDU00331&pds_handle=GUEST).

Liu and Ye (2012) thought that the social network analysis method can be applied to the co-word network

analysis based on the foundation of information and information science, and the subject or topic structure can be explored. Among them, the keyword is regarded as a node. In this paper, the pre-processed high-frequency keywords co-occurrence matrix was imported into the social network analysis software, and then calculated and assigned according to the centrality of each node. In order to show the results more intuitively, this study set the intensity of the relationship between the keyword with the largest centrality attribute value and the core keyword to show the value based on the attribute value, and obtained the co-occurrence network knowledge map of domestic and foreign research. To explain the high-frequency keywords and the main direction of the research areas more intuitively, the keywords nodes in the area of greater attribute value and importance showed a larger circle in the map, and the thicker line between the core keywords showed the stronger relationship. The social network knowledge map provided the effective visual means for studying the relationship between the keywords.

As shown in Figure 2, there were several groups of keywords in the study of domestic tourism risk perception that had strong co-word relationship, including tourism crisis, risk perception; influencing factors, factor analysis; travel websites, network trust, brand reputation, service guarantee; tourism e-commerce, decision-making behavior; tourism shopping, decision-making model, perceived risk; and satisfaction, loyalty. From that, we can see: Firstly, tourism risk is closely related to crisis and it plays an important role in the analysis of influencing factors and reasons in the process of studying tourism risk perception. Therefore, the influencing factors of tourism risk and crisis management need to be further studied. Secondly, there were strong co-word relationship between tourism websites, e-commerce and network trust, brand reputation, service assurance and decision-making behavior, which requires a comprehensive study and interpretation of the potential risks of online travel. With the advent of the Internet + era, it is of great practical significance to study tourists' perception of on line travel, which helps improving their satisfaction and loyalty, their trust of Internet and brand reputation. Thirdly, tourism shopping and decision-making model has become a hot spot in the domestic tourism risk perception researches, and the tourism motivations and related decision-making behaviors of tourism risk have also become a trend of domestic tourism risk perception researches. In addition, backpackers, cruise tourism, and other aspects of the potential risk of tourism have also been widespread concerned by domestic scholars.

As shown in Figure 3, international tourism risk perception research has several groups of keywords that had had strong co-word relationship, which were safety, risk analysis; island countries, risk spillovers, volatility, small size, risk returns; organ trafficking, transplant tourism, human immunodeficiency virus (HIV) and rural tourism, schistosoma mansoni. From that, we can see: Firstly, tourism risk, safety, and risk analysis are closely related. The analysis of spillover, volatility, and follow-up of risk has a very important role, and most foreign scholars tended to take the island as a study case in these areas. Secondly, there were strong co-word relationship strength between outbound tourism and the illegal trade of goods, especially drug trafficking, as well as HIV. In addition to the relationship between normal tourism shopping, tourism industry and tourism demand, foreign scholars also focused on the universality of the combination of social phenomenon and tourism. Thirdly, rural tourism and the existence of natural risk factors had also become the focus of foreign tourism risk perception research. Beyond that, risk management, adventure tourism, vulnerability, uncertainty were also hot topics in foreign tourism risk perception research.

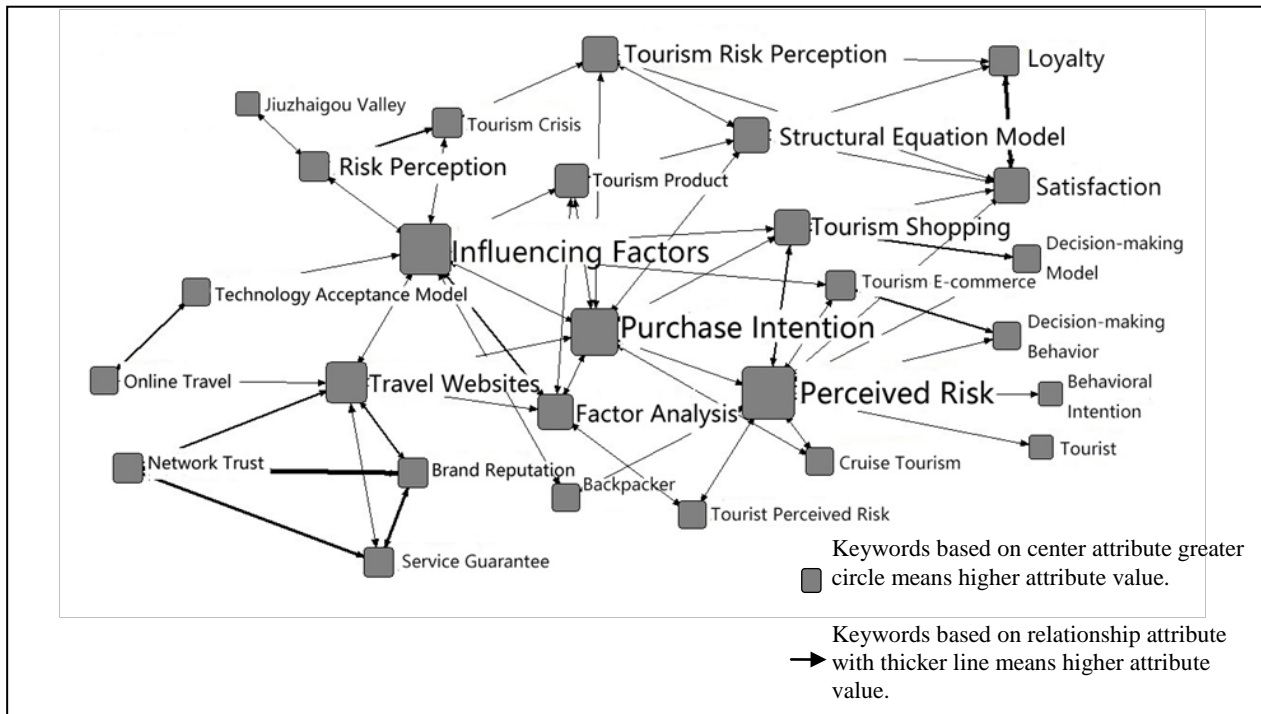


Figure 2. The chart of domestic tourism risk perception research literature on co-word network analysis (Source: CNKI literature database, 1988-2016, http://202.120.227.56:8331/V/VNY3PXFUPNPVE4IPFQRDY9G22I9GDLCEB3SMSH5S6FHPQRL8SB-00314?FUNC=NATIVE-LINK&RESOURCE=FDU00331&pds_handle=GUEST).

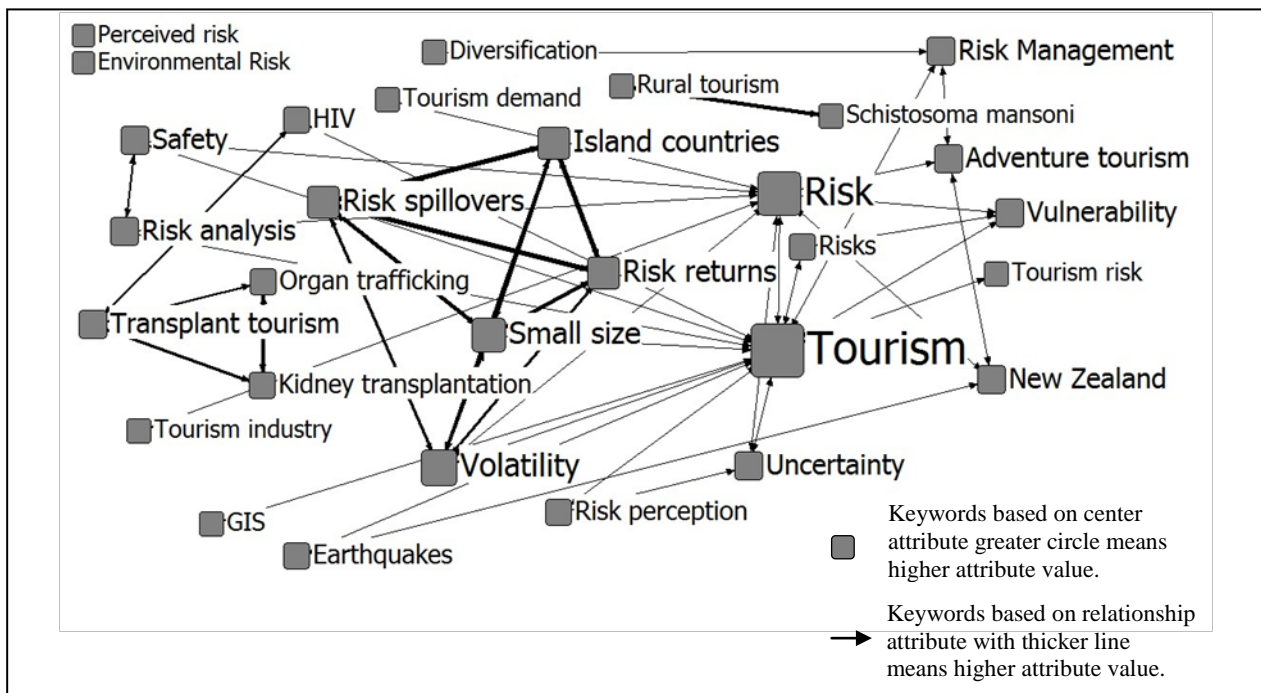


Figure 3. The chart of international tourism risk perception research literature on co-word network analysis (Source: Web of Science core collection database, 1990-2016, http://202.120.227.56:8331/V/VNY3PXFUPNPVE4IPFQRDYG922I9GDLCEB3SMSH5S6FHPQRL8SB-00314?FUNC=NATIVE-LINK&RESOURCE=FDU00331&pds_handle=GUEST).

Literature Review on Domestic and Foreign Researches of Tourism Risk Perception Impact Tourism Motivation

Firstly, foreign researches of tourism risk perception impact tourism motivation. Kim and Chalip (2004) took the World Cup as an example to analyze the effects of interest, risk, and economic constraints on sports tourism enthusiasts' willingness to participate in competitions. The study found that tourism motivations had both positive and negative effects, and the host country had a direct relationship with their participation. Bank and Wiesner (2011) investigated the effects of weather changes in the winter tourism industry on the motivations, concerns, and impediments to tourism operations. Through interviews with 61 ski lift operators in Austria, the study concluded that ski lift operators' expertise and support should be enhanced. Reddy, Nica, and Wilkes (2012) explored emerging research dimensions of space tourism in southern England, and investigated the motivations, behaviors, and decisions that affect potential space tourism participants. This research showed that the desire for adventure was a motivating and stimulating factor for space travelers, but their willingness was also affected by perceived risks. Buckley (2012) analyzed the impulse experience in adventure tourism. It can be thought as an experience of excitement and tension, attracting adventure tourists while bringing risks. The study used ethnographic analysis methods, based on predecessors and more than 2,000 people's adventure log, and summarized the adventure tourism and leisure motivation. Schroeder (2013) investigated the destination risk perceived by tourists in London, which was the host city for the 2012 Summer Olympics. In this study, 4,000 US residents were selected as the samples of the survey. The hierarchical regression analysis was used to summarize the tourism motivations of tourists to the Olympic cities. Social demographics, and past tourist experience had an impact, and the type of travel risk index was also one of the motivations. Using the main path analysis method and citation-based network quantitative method, Chuang, Liu, Lu, and Lee (2014), based on 392 articles on medical tourism, summarized the existing ethical and risk factors, motivational factors, market strategies, and economic analysis of medical tourism, as well as two characteristics of the evolution of research path, and indicated that medical cosmetic research would be a hot spot in the future.

Secondly, domestic researches of tourism risk perception impact tourism motivation. Jin (2009) believed that the implementation of service guarantees will help attract new customer. Through a situational experiment of tourism service industry background, it was found the effectiveness of service assurance in reducing consumer's perceived risk and establishing consumer's confidence was regulated by the reputation of the company. Companies which did not have a good reputation provided service guarantees to reduce consumer's perceived risk and build consumer's confidence, and the effectiveness of these companies was significantly higher than those with good reputation. Xu (2012) explained that the contradiction between the risks faced by adventure tourists and their basic physiological and security needs was not in the main position through psychological analysis of adventure tourists. The need of experience and cognition, the need of aesthetics, and the need of self-fulfillment were the main motive roots of adventure tourists. Yun and Yan (2014) analyzed and summarized the difference of tourism motivations, preference of scenic spots, travel cost, travel time, and perceived risk of four types of self-driving people, such as court-style, individual-type, institutional-type, and spontaneous-type. They also analyzed the difference of information channels and market attitudes of self-driving people in different driving skill levels, and thus found that the characteristics of different self-driving people's behavior. Wang and Xu (2014) constructed the Decomposed Theory of Planned Behavior (DTPB) model for the behavioral intentions of the young people based on their own characteristics. By

studying the influence of motivation, norm belief, information acceptance, risk perception and past experience on latency variables, such as attitude, subjective norms, and perceived behavioral control, they determined the influence of each factor on behavior intention. They came to the intention of mutual help travel generated by the key factors, and gave advice on the development of mutual help travel to promote common development. Yan (2015) believed the crucial link in the information search was consumption decision. The four characteristics of tourism products greatly increased the risk of tourism consumption decision-making, so tourists should collect the information of target product with external forces to assist tourism decision-making and reduce risk. She summarized five aspects, which were tourism information demand and search motivation, tourism information source, search content preference, search behavior characteristic and searcher characteristic. Zhu and Wang (2015) believed that the core idea of outdoor risk management was not to put an end to the threat of security risks, but to give outdoor traveler adequate information so that they can make right decisions for their own lives with sufficient information. The article draws inspiration and recommendations of practical significance for China from the practice of foreign countries and the research results.

Literature Review on Domestic and Foreign Researches of Tourism Risk Perception Impact Tourism Satisfaction

Firstly, foreign researches of tourism risk perception impact tourism satisfaction. A. Yüksel and F. Yüksel (2007) believed the perceived or actual risk in the course of a visitor's travel was likely to result in a lot of restrictions on the visitor's shopping behavior. These restrictions would affect both current and future travel decisions. The effect of risk perception on shopping mood, satisfaction and loyalty was tested by structural equation model in this study. Rittichainuwata and Chakraborty (2008) aimed to study the tourism risks perceived by tourists traveling abroad. He explored whether these perceived travel risks will influence the travel decisions of tourists and whether those risks are mitigated in some way by the experience of overseas travelers before they travel to analyze the impact of terrorism and some diseases on Thailand's tourism industry. Lam, Tan, and Oh (2014) argued that international tourists' satisfaction with overseas travel experiences is influenced by the Internet. Based on the data of 211 foreign tourists in Malaysia, this study used multiple linear regression and logistic regression analysis to summarize four independent variables that determined the satisfaction of overseas tourists, including functional benefits, complexity, perceived risk, and cost. This study laid the foundation for the study of the Internet with traveler's decision-making before travel, satisfaction of the trip and revisit rate. Taher, Jamal, Sumarjan, and Aminudin (2015) explored the relationship between pulling factors influencing the backpackers, overall satisfaction and willingness to revisit with the example of mountain tourism in Malaysia. Using the method of questionnaire survey and structural equation model, the paper analyzed and summarized the pulling factors of attracting backpackers to a mountain trek including travel organization, traffic accessibility, perceived security risk, and mountain scenery. These factors also influence the backpacker's evaluation of travel satisfaction and revisit rate. Jarvis, Stoeckl, and Liu (2016) explored the effect of tourist risk, economic, social and environmental factors on tourists' satisfaction, and then studied the effect of tourist satisfaction on their willingness to revisit. Studies showed that local tourism was closely linked to other industries, and rising construction work, deteriorating water clarity and the perceived safety of tourists are declining. It significantly reduced the willingness of tourists to revisit. Local tourism revenue was also affected.

Secondly, domestic researches of tourism risk perception impact tourism satisfaction. Chen, Xu, and Guo

(2011) constructed a structural equation model using three dimensions of interaction quality between tour guides and tourists (behavior, professional skills, and problem-solving) as the intermediary variable, tourists' personal and non-personal risk perception as the intermediary variable, and the tourists' perceived value and satisfaction as the result variables. This paper tried to study the mechanism of tourists' perception and interaction quality between tour guides and tourists. Li et al. (2011) chose the world natural heritage Jiuzhaigou as a case, surveyed 572 domestic tourists who were visiting the scenic area about one year later after the "5.12" Wenchuan earthquake occurred. The study explored the relationship between the risk perception of domestic tourists, the impact of disasters on tourism perception, satisfaction, and loyalty. Wu, Zhou, and Mu (2014) believed that comfortable and cool summer climate conditions were only the most basic conditions for summer tourism. Tourism leisure degree, tourist satisfaction degree, and comprehensive risk degree should be introduced from the angle of industrial development. Xu, Li, and Liu (2015) explored generation mechanism and impact of visitor's extreme experience from the cognitive perspective and emotional perspective. The results showed that the factors, such as skill challenge, perceived risk and customer compatibility can significantly affect the level of extreme experience. There was an obvious inverse U-curve relationship between extreme experience and skill challenge. Li, Pearce, Wu, and Morrison (2015) explored the impact of haze on tourism from the perspective of tourist's perception. A tourist's haze risk perception scale was designed, and the structural relationships between haze perception, risk perception, satisfaction, and loyalty were validated by Structural Equation Modeling (SEM) model. On the basis of the model stability test, this paper compared the haze perception, risk perception, satisfaction and loyalty level among Chinese and foreign tourists by using the mean structure model. Cong, Wu, Zhang, and Newsome (2016) conducted research into visitors to the discovery center in Bangalore, Australia, explored the environmental attitudes and differences of contact with dolphin in wild habitat. The results showed that the willingness to revisit has significant differences among the risk perception, and satisfaction has no significant difference. The results are helpful to understand the characteristics of wildlife tourists and understand the complex process of human and wildlife contact, which are of great significance to wildlife tourism destination management.

Contrast of Domestic and Foreign Research Content and Innovation of This Research

Contrast of domestic and foreign research content. Firstly, the similarities of research content at home and abroad. To begin with, study on the motivations of tourism tourists' risk perception both at home and abroad has paid more attention to the relationship between the risks and the motivations of adventure tourists. As well as research for outdoor adventure, backpackers, hiking enthusiasts and other related market segments. The next, study on the tourist satisfaction of tourist source risk perception both at home and abroad has paid attention to the study from the national nature reserve or the eco-tourism market.

Secondly, the differences of research content at home and abroad. To begin with, the main differences between domestic and foreign research on tourism risk perception impact tourism motivation were that domestic research focused on the psychological motivations of market segments, such as adventure, self-drive tourists and youth tourism groups, as well as the potential risks in the whole process of tourism products, and the relationship between service assurance and tourism decision-making. Foreign researches paid more attention to the relationship between the risks associated with large-scale events and tourist motivations, such as the World Cup and Olympic Games, as well as research from the perspective of space tourism, skiing tourism and medical tourism and other characteristics of the tourism industry. The next, the main differences between

domestic and foreign research on tourism risk perception impact tourism satisfaction were that domestic researches mainly focused on the domestic characteristics of the phenomenon, such as summer tourism, haze or extreme experience to the risk perception of tourists, as well as the interaction quality between tour guides and tourists, the relationship between tourists' risk perception and their satisfaction. Foreign researches have taken into account the risk of cross-border tourism terrorism, as well as traveler's decision-making before travel, satisfaction of the trip and revisit rate.

Contrast of domestic and foreign study method. Firstly, the similarities of study method at home and abroad. To begin with, the similarity between the domestic and foreign tourist risk perception of tourism motivation study method was that from the quantitative point of view, utilized questionnaires and model building method, from a qualitative point of view, utilized field research, depth interview and literature analysis. The next, the similarities between the domestic and foreign tourist risk perception of tourism tourist satisfaction study methods were, from the quantitative point of view, utilized questionnaires and structural equation modeling method, from a qualitative point of view, utilized field study method and depth interviews.

Secondly, the differences of study method at home and abroad. To begin with, the main differences between domestic and foreign research on tourism risk perception impact tourism motivation were that, from the quantitative point of view, domestic utilized factor analysis and cluster analysis combined with the situation simulation method and foreign utilized the multi-level hierarchical regression analysis combined with quantitative network method, from the qualitative point of view, the domestic utilized expert interviews, foreign focused on utilizing ethnographic analysis. The next, the main differences between domestic and foreign research on tourism risk perception impact tourism satisfaction were that from the quantitative point of view, domestic researches adopted multi-linear regression and logistic regression, while foreign researches adopted cluster analysis and variance analysis, and from the qualitative point of view, domestic researches adopted the theoretical construction method, while foreign researches focused on the use of foreign case analysis.

Deficiency of domestic and foreign research. Firstly, most of domestic and foreign researchers studied the risk perception of tourists in the special tourism, such as adventure, backpacker, space, medicine, extreme, summer, large-scale events, and so on. They studied potential risk mainly. Fewer studies have been conducted on the risk perception of real-life and man-made disasters like violent terrorist events.

Secondly, most of domestic and foreign researchers studied the perception of tourists in potential risks and real crisis with the vigorous development of tourism industry. There is less research on the correlation between tourism risk perception, tourism motivation, and tourism satisfaction.

The innovation of this study. Firstly, innovation of the study objects. This study issued questionnaires in famous tourist destinations in Xinjiang, including Urumqi, Hami, Bortala Mongolian Autonomous Prefecture, Changji Hui Autonomous Prefecture, and Yili Kazak Autonomous Prefecture. Based on the ethnicity, this study explored different ethnic groups' perception in tourism risk and critical incident, and analyzed differences between them.

Secondly, innovation of the study perspective. Based on the previous studies on people's perception in tourism risk and critical incident in different population characteristic, such as nationality, occupation, age, and education degree, this paper studied tourists' travel motivation, willingness of travel behavior and satisfaction, and analyzed the specific impact of tourism risk and critical incident on the travel of Xinjiang's tourists.

Theoretical Foundation and Study Hypothesis

Theory of Tourism Motivation

Motivation theories assumed how motivation was activated. Psychologists have proposed several motivational theories: motivation drive theory, arousal theory, expectancy-value theory, incentive theory, attribution theory, and achievement goals theory (Liu, 2004). In tourism research, push and pull theory put forward by foreign scholar Dann is generally accepted. Dann (1981) believed that tourists under the effect of push and pull together to decide whether to travel. Push factor was intrinsic. It was motivational factor or demand due to imbalance or tension, which motivated the generation of tourism motivations. Pull factor was extrinsic. It was associated with attraction and destination attributes which were generated by the tourists' cognition of target attributes, and influenced the choice of destination. Researchers have found that "escape daily environment", "relaxation", "novelty", "social exchange", and "prestige" were identified as push factors, while "nature and culture", "accommodation and transportation", "infrastructure", "bar and nightlife", and "heritage" were classified as pull factors (Fakeye & Crompton, 1991; Turnbull & Uysal, 1995). In addition to push and pull theory, there are two important classification frameworks in the study of tourism motivation: Maslow's hierarchy of needs theory and Iso—Ahola's escape—seek dichotomy (Holden, 1999). Due to the different design of the study, they only showed that different cultures, different types of tourists have different patterns of tourism motivation (Clift & Forrest, 1999).

Theory of Tourists' Satisfaction

The concept of customer's satisfaction was first used by Cardozo in marketing in 1965. Babin and Griffin (1998) argued that customer's satisfaction was a positive, emotional response that results in good shopping reviews and consumer experiences, which were widely recognized by scholars. At present, expectations-disconfirmation model and standard theory are widely used in domestic and foreign studies of tourists' satisfaction. To begin with, according to Oliver (1980)'s expectation-disconfirmation model, consumers expected a product before buying it, and then compared the actual performance of the product with their expectations. If the actual performance was better than expected, it will lead to positive emotions; if the actual performance was worse than expected, it will lead to negative emotions. Customers will be inclined to choose other products when purchase next time. Secondly, according to Oliver and Swan's (1989) equity theory, consumer's satisfaction can be thought as the relationship between the cost spent and the expected return. So, price, benefit, time, and interest were the main factors that determined satisfaction (Heskett, Sasser, & Schlesinger, 1997). Lastly, according to Franken and van Raaij's (1981) standard theory, standard can be used as a benchmark for judging a product. Dissatisfaction was caused by not up to standard. Thus, leisure satisfaction was determined by the difference between the perceived preference of the consumer and actual experience and the perceptions that impeded consumers from reaching the actual experience. Tourists can compare current travel destinations with other destinations that have previously traveled to. The difference between current and past tourist destinations can be used as a standard for evaluating tourist satisfaction. As a result, it was possible to compare the current tourist destination with other similar places where travelers have traveled to obtain tourist satisfaction.

Study Hypothesis

Based on Correia, Valle, and Moço's (2007) push and pull factor and tourism perception model and Yoonshik and Uysal's (2005) verified motivation, satisfaction and loyalty model, combined with the purpose of

this study, the following theoretical model is proposed (see Figure 4). In this model, three variables were purposed, including tourism risk perception, tourism motivation, and satisfaction. The tourists' risk perception played a role in tourism motivation and tourists' satisfaction respectively, and tourism motivation acted on the tourists' risk perception and tourist's satisfaction respectively.

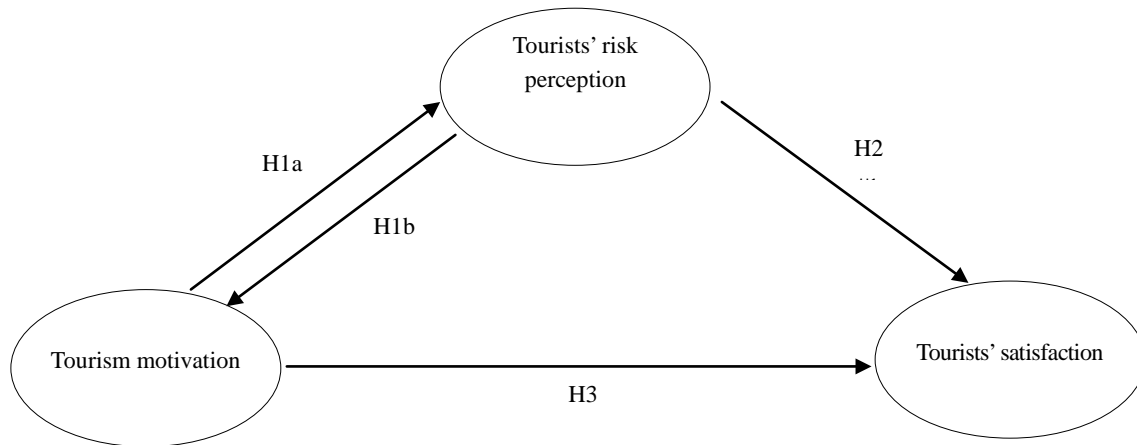


Figure 4. Hypothesis model-model of the impact of tourism risk awareness on tourism motivation and satisfaction.

Based on the existing theories and research review, the following three hypotheses are proposed according to the interaction between variables and the conclusion of previous scholars:

H1a: Risk perception of tourists has a significant positive impact on tourism motivation.

H1b: Tourism motivation has a significant positive impact on risk perception of tourists.

H2: Risk perception of tourists has a significant positive impact on tourism satisfaction.

H3: Tourism motivation has a significant positive impact on tourism satisfaction.

Study Methods

Data Collection

On the basis of the literature review, according to domestic and international literature review and in-depth interviews, a questionnaire on the impact of tourism risk perception on tourism motivation and satisfaction was designed after in-depth interviews with experts and scholars in the industry. The questionnaire consisted of four parts. The first part was perceptions of risk in Xinjiang's tourism by tourists in or outside Xinjiang; the second part was motivation of travelling to Xinjiang of tourists in or outside Xinjiang; the third part was satisfaction of travelling to Xinjiang of tourists in or outside Xinjiang; and the fourth was the social demographic characteristics of tourists in and outside Xinjiang. In first three parts, participants were asked to answer questions on a five-point Likert scale (1 = "Completely disagree", 5 = "Completely agree") to show how much they agreed with each statement.

In order to obtain the latest data of Xinjiang tourists' perception, a randomized survey was carried in Urumqi, Bortala Mongolia Autonomous Prefecture, as well as Hami, Changji Hui Autonomous Prefecture, Ili Kazak Autonomous Prefecture and other places' famous scenic spots during the period of December 2015-February 2016. A total of 500 questionnaires were distributed. After removed some questionnaires that were wrong filled, missing filled, or illegible, 398 valid questionnaires were obtained. The effective rate was 79.6%, which was suitable for the further statistical analysis.

Data Analysis

In this study, SPSS 22.0 was used to describe the social demographic characteristics of tourists in Xinjiang. The reliability and validity of the scale were tested. Exploratory factor analysis was conducted on risk perception, tourism motivation, and satisfaction. AMOS structural equation model was used to verify the hypothetical relationship between customer risk perception, tourism motivation, and satisfaction. Then, the theoretical hypotheses were tested.

Findings

Social Demographic Characteristics of Tourists Surveyed

Among the 398 respondents surveyed in this study, the distribution differences of respondents were larger in marital status, age, education, income, occupation, and other aspects. The difference on the gender was not significant (see Table 1).

Firstly, in terms of gender, the proportion of female respondents slightly higher than that of men, the proportion was 58.54% and 41.46%. In terms of marital status, single respondents were the majority, 34.67% of the respondents were married, and 65.33% of the tourists were single. As for age structure, young and middle-aged respondents dominated, with 55.53%, 13.32%, and 12.06% of respondents aged 20-30, 31-40, and 41-50 respectively, while the proportion of respondents aged 51 and above was only 4.77%.

Secondly, on the education level, the proportion of respondents with high education degree was the highest, and the proportion of those who had college degree or above accounted for more than half of the total. Among them, the proportion of respondents with associate/bachelor degree was about 80.90%. In terms of occupational distribution; respondents' occupations were 47.22%, 12.12%, and 5.05% among students, teachers and state-owned enterprises (SOE) staff respectively.

Lastly, on the income side, the distribution of the number of respondents was not very prominent differently. The average monthly income below 1,000 yuan in the respondents accounted for a larger proportion of 39.45%, while 2,001-3,000 yuan accounted for 18.34%, and 3,001-4,000 yuan accounted for the proportion of 10.55%. The proportion of high-income respondents was not more than 10%.

Table 1

Social Demographic Characteristics of Tourists Surveyed in Xinjiang (N = 398)

Social demographic characteristics	Items	Proportion (%)	Social demographic characteristics	Items	Proportion (%)
Gender	Male	41.46	Education degree	Junior middle school degree and below	3.02
	Female	58.54		High school degree/technical secondary school degree/professional high school degree	10.80
Marital status	Single	65.33		associate /bachelor	80.90
	Married	34.67	Occupation	Master and above	5.03
	Below 20 years old	14.07		Civil servant	3.28
Age	20-30 years old	55.53		Professionals	4.55
	31-40 years old	13.32		Housewife	1.26
	41-50 years old	12.06		Artisan/worker	2.78
	51-60 years old	4.02		Business personnel	2.02
	60years old and above	0.75		SOE staff	5.05

(Table 1 to be continued)

Ethnicity	Korean	0.5	Monthly income	Foreign staff	1.26
	Russian	0.5		Private enterprise staff	4.04
	Kazakh	2.9		Waiter/Salesman	0.51
	Han	65.1		Retirees	1.52
	Hui	12.3		Soldier	4.04
	Man	0.3		Student	47.22
	Mongolian	3.9		Teacher	12.12
	Uyghur	14.1		Institution staff	4.55
Travel form	Group travel	31.16		Farmers/pastoralists	0.76
	Self-service travel	68.34		Other	5.05
	Alone	10.30		Below 1,000 yuan	39.45
Travel partner	Family	47.49		1,001-2,000 yuan	7.29
	Colleague	34.67		2,001-3,000 yuan	18.34
	Other	3.77		3,001-4,000 yuan	10.55
Travel length	1-2 days	2.76		4,001-5,000 yuan	5.28
	3-4 days	15.08		5,001-6,000 yuan	7.04
	5-7 days	21.61		6,001-7,000 yuan	1.01
	7-14 days	31.66		7,001-8,000 yuan	1.01
	14 days and above	28.14		8,000 yuan and above	8.04

Exploratory Factor Analysis Based on Structural Equation Model of Tourist Risk Perception, Tourist Motivation and Satisfaction

In order to obtain the basic structure of tourist risk perception, tourism motivation and satisfaction, this study adopted factor analysis to reduce the dimension of all factors. Prior to factor analysis, the Kaiser-Meyer-Olkin (KMO) measure and the Bartlett Sphere test were performed to determine whether the sample data were suitable for factor analysis. In this study, the initial factors were extracted by principal component analysis (PCA), and then the initial factors were rotated by the maximum variance of orthogonal rotation. Factors with characteristic values greater than or equal to 1 and factor load greater than 0.4 were retained. Finally, the factor is named according to the variable with higher factor load.

The KMO statistic of tourist perceived risk was 0.939, and the Bartlett sphere test showed that the correlation coefficient matrix was significantly different from 0 (Approx. Chi-Square = 12186.590, df. = 528, $p = 0.000 < 0.001$). There is a clear correlation between the factors, so factor analysis can be used. Factor analysis produced four principal component factors, and the cumulative variance ratio was 73.243%. The Cronbach α coefficients of the four motivational factors were all greater than 0.4, indicating good consistency between the observed factors of the four motivational factors (Nunnally, 1967). According to the load value of each factor item, four risk factors were named as “medical facility risk”, “life safety risk”, “cultural difference risk”, and “psychological financial risk” (see Table 2).

The KMO statistic of the tourist motivation factor was 0.876, and the Bartlett sphere test showed that the correlation coefficient matrix was significantly different from 0 (Approx. Chi-Square = 4090.796, df. = 120, $p = 0.000 < 0.001$). There is a clear correlation between the factors, so factor analysis can be used. Factor analysis produced four principal component factors, and the cumulative variance ratio was 73.243%. The Cronbach α coefficients of the four motivational factors were all greater than 0.4, which indicated that there were good internal consistency among the four tourism motivational factors. According to the load values of each factor item, four tourism motivational factors were named “incentive travel”, “social communication”,

“return to nature”, and “decompression relaxation” (see Table 2).

The KMO statistic of the tourist satisfaction factor was 0.876, and the Bartlett sphere test showed that the correlation coefficient matrix was significantly different from 0 (Approx. Chi-Square = 21014.850, df. = 1485, $p = 0.000 < 0.001$). There is a clear correlation between the factors, so factor analysis can be used. Factor analysis produced seven principal component factors, and the cumulative variance ratio was 70.991%. The Cronbach α coefficients of the seven motivational factors were all greater than 0.4, which indicated that there were good internal consistency among the seven tourism motivational factors. According to the load values of each factor item, seven tourism motivational factors were named “entertainment promotion”, “tourism traffic”, “overall evaluation”, “tourist accommodation”, “travel shopping”, “travel resources”, and “tourism diets” (see Table 2).

Table 2

Exploratory Factor Analysis Based on Structural Equation Model of Tourist Risk Awareness, Tourist Motivation and Satisfaction

Variables	Common factor	Eigen value	Variance contribution rate (%)	Cumulative variance contribution rate (%)	Cronbach's α coefficient	Mean value
Tourist risk perception	Medical facility risk	9.037	27.384	27.384	0.701	3.980
	Life safety risk	5.167	15.657	43.041	0.741	4.054
	Cultural difference risk	4.359	13.210	56.251	0.833	4.167
	Psychological financial risk	4.242	12.855	69.106	0.692	3.949
Tourist motivation	Incentive travel	4.070	25.435	25.435	0.696	3.201
	Social communication	2.864	17.897	43.333	0.662	3.992
	Return to nature	2.556	15.976	59.309	0.768	4.353
	Decompression relaxation	2.229	13.934	73.243	0.687	3.999
Tourist satisfaction	Entertainment promotion	9.207	16.740	16.740	0.918	3.963
	Tourism traffic	6.973	12.678	29.417	0.921	3.904
	Overall evaluation	5.382	9.786	39.203	0.937	4.407
	Tourist accommodation	5.287	9.614	48.817	0.921	3.878
	Travel shopping	4.866	8.846	57.663	0.919	3.955
	Travel resources	4.259	7.743	65.406	0.935	4.486
	Tourism diet	3.072	5.585	70.991	0.930	4.325

Confirmatory Factor Analysis Based on Structural Equation Model of Tourist Risk Perception, Tourist Motivation and Satisfaction

In order to verify the rationality and validity of the factor structure after completed the exploratory factor analysis, AMOS 21.0 was used to analyze the tourist risk perception, tourist motivation and satisfaction with the confirmatory factor analysis. Four tourist risk perception factors “medical facility risk”, “life safety risk”, “cultural difference risk”, and “psychological financial risk”; four tourist motivation factors “incentive travel”, “social communication”, “return to nature”, and “decompression relaxation”; and seven tourist satisfaction factors “entertainment promotion”, “tourism traffic”, “overall evaluation”, “tourist accommodation”, “travel shopping”, “travel resources”, and “tourism diets” were seemed as the non-observational variables to factor load values of the common factors (see Table 3).

Table 3

Confirmatory Factor Analysis of the Tourist Risk Perception, Tourist Motivation and Tourist Satisfaction

Variable		Path analysis	Push factor	Factor loading
Tourist risk perception	Medical facility risk	<---	Tourist risk perception	0.963
	Life safety risk	<---	Tourist risk perception	0.538
	Cultural difference risk	<---	Tourist risk perception	0.440
	Psychological financial risk	<---	Tourist risk perception	0.772
Tourist motivation	Incentive travel	<---	Tourist motivation	0.654
	Social communication	<---	Tourist motivation	0.574
	Return to nature	<---	Tourist motivation	0.783
	Decompression relaxation	<---	Tourist motivation	0.709
Tourist satisfaction	Entertainment promotion	<---	Tourist satisfaction	0.933
	Tourism traffic	<---	Tourist satisfaction	0.887
	Overall evaluation	<---	Tourist satisfaction	0.671
	Tourist accommodation	<---	Tourist satisfaction	0.876
	Travel shopping	<---	Tourist satisfaction	0.904
	Travel resources	<---	Tourist satisfaction	0.709
	Tourism diet	<---	Tourist satisfaction	0.755

The results showed that the $X^2/\text{df.}$ was $7.498 > 3.0$ ($X^2 = 655.332$, $\text{df.} = 87$) and RMSEA was $0.128 > 0.8$ (CFI = 0.878, NFI = 0.862). Except the CFI and NFI values of each index were acceptable by the analysis of the data (All greater than 0.8), other indicators need to amend the index (Modification Index) on the model amendment, which indicated the model did not fit well and need further amendments. The index values of revised model were better than that before the correction, indicating that the model's fitting degree was acceptable (see Table 4).

Table 4

Fitting Degree of Model of Tourist Risk Perception, Tourist Motivation and Tourist Satisfaction

	X^2	Df.	$X^2/\text{df.}$	RMSEA	CFI	NFI
Before revise	655.332	87	7.498	0.128	0.878	0.862
After revise	240.364	74	3.248	0.075	0.964	0.949

Hypothesis Test by Regression and Path Analysis Based on Structural Equation Model of Tourist Risk Perception, Tourist Motivation and Tourist Satisfaction

The model can provide a statistically significance estimate of the parameters once a good fit was obtained. Table 5 shows the estimated coefficients of the structural equation model of the effect of the tourist risk perception on tourism motivation and satisfaction. The probabilities of association with null hypotheses were shown in Column P, and where the p value is lower than 0.001 indicated a significant positive or negative relationship between the two non-observed variables.

Therefore, only a part of the two-way relationship of Hypothesis 1 was validated, and Hypotheses 2 and 3 were completely validated. Table 6 shows the results.

According to analysis above, the research model of tourist risk perception, tourist motivation and satisfaction (see Figure 5) was obtained.

As shown in Figure 5, the significant relationships in the model include the significant positive correlation between tourist motivation and satisfaction, and the significant positive correlation between tourist motivation

and tourist satisfaction.

Table 5

Estimation Results of Structural Equation Model Coefficient of Tourist Motivation and Satisfaction Influenced by Tourist Risk Perception

Latent variable	Path	Latent variable	Not standardized path coefficient estimation	S.E.	C.R.	P	Standardized path coefficient estimation
Tourist motivation	<---	Tourist risk perception	0.631	0.054	11.748	***	0.711
Tourist satisfaction	<---	Tourist risk perception	0.687	0.050	13.767	***	0.720
Tourist risk perception	<---	Tourist motivation	0.217	0.072	3.021	**	0.230
Tourist satisfaction	<---	Tourist motivation	0.278	0.055	5.079	***	0.258

Note. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table 6

Conclusion of Structural Equation Model of Tourist Motivation and Satisfaction Influenced by Tourist Risk Perception

Study hypotheses	Analysis result
H1a: Risk perception of tourists has a significant positive impact on tourism motivation.	Support
H1b: Tourism motivation has a significant positive impact on risk perception of tourists.	Support
H2: Risk perception of tourists has a significant positive impact on tourism satisfaction.	Support
H3: Tourism motivation has a significant positive impact on tourism satisfaction.	Support

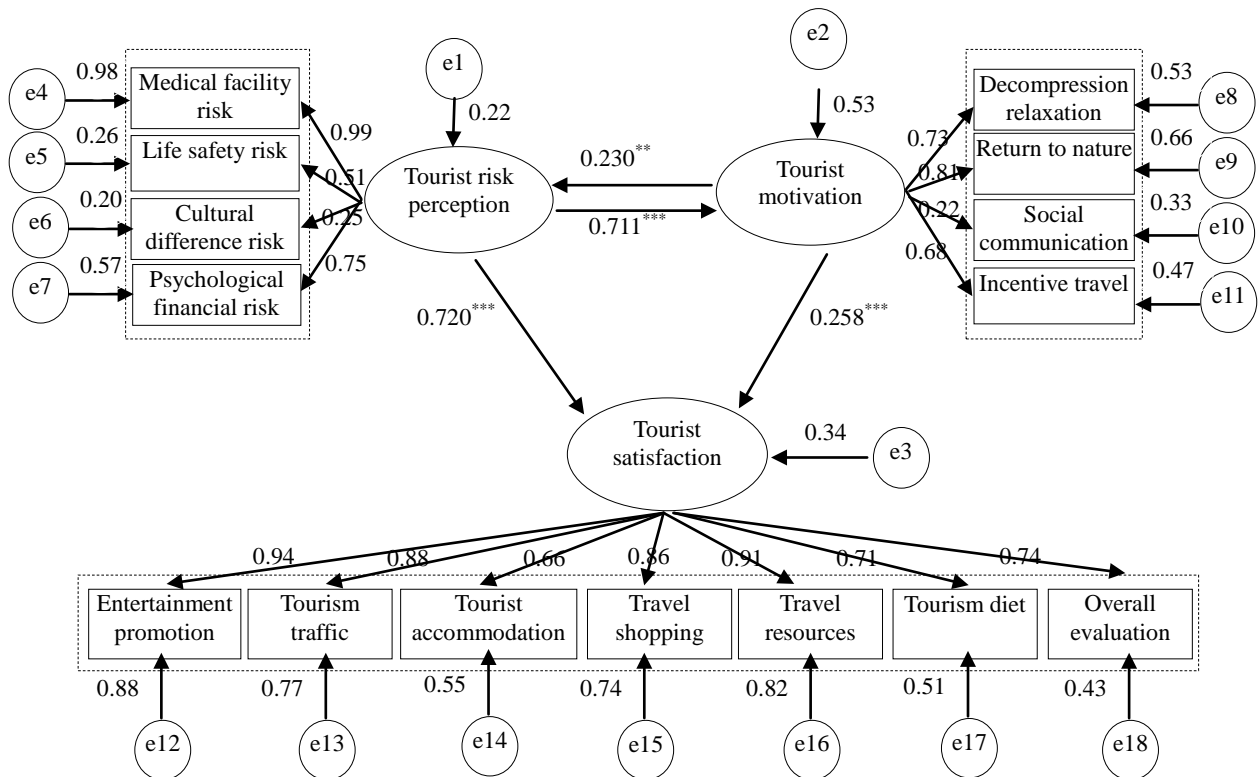


Figure 5. Structural equation model of tourist risk perception, tourist motivation and satisfaction.

Note. “***” means significant by 0.001 levels, e_1 - e_{18} , respectively, represent for the measurement error of the variables.

Hypothesis 1a was supported, and Hypothesis 1b was supported, indicating that tourist risk perception and

tourist motivation have a bidirectional positive relationship. Among them, the tourist risk perception had a significant positive impact on tourist motivation, which was caused by tour's function of meeting tourists' adventure motivation. It was the curiosity of tourists and the pursuit of stimulating and adventure sports and activities that made the more risk Xinjiang tourists perceived, the more they were motivated to explore some kind of adventure, surprise tourism resources. Tourist motivation had positive impact on tourist risk perception, which indicated that the greater the tourist motivation was, the greater risk tourist percept.

Hypothesis 2 was supported, which indicated that tourist risk perception had positive impact on tourism satisfaction. This is due to the overall tourism situation in Xinjiang caused by medical facilities, life safety, cultural differences and psychological and financial aspects, did not cause persistent risk perception to tourists. And the overall development of tourism in Xinjiang was good. Although a series of violent incidents occurred, but due to timely monitoring of the government, the correct post-processing, as well as Xinjiang's tourism brand image publicity in recent years, coupled with the Belt and Road Initiative, many tourists in Xinjiang with risk perception so many tourists in Xinjiang gave positive comments on local tourism oppositely with risk perception.

Hypothesis 3 was supported, which indicated that the tourist motivation had significant positive impact on tourist satisfaction. Strong motivation to travel the destination meant tourists had strong interest in the local tourism resources. Or there were other factors can increase their pleasure in the traveling. Even if some unstable and risk factors existed, they will be replaced by the strong motivation. Also, the degree of excitement and passion in the travel as a result of their tourism motivations will increase their satisfaction with the destination.

Conclusions and Management Implications

Conclusions

To begin with, the tourist risk perception factors included "medical facility risk", "life safety risk", "cultural difference risk", and "psychological financial risk". The first factor was related to the medical services, medical security, medical supplies, and accommodation, transportation, catering, tourism facilities, and so on provided by the Xinjiang tourism department. The second factor included the political environment, social environment, violence, and threat of the Xinjiang tourism. The third factor was the different communication among ethnic groups, the difference of eating habits, ethnic status, and so on. The fourth factor included tourists will not encounter fraudulent cheating, robbery theft, forced shopping, emergencies, ethnic conflicts, and other phenomena when traveled Xinjiang. The four Xinjiang tourists' perceived risk factors above had significant positive correlation to the tourist motivation and satisfaction degree.

Secondly, tourist motivation factors included "incentive travel", "social communication", "return to nature", and "decompression and relaxation". The first factor was mainly related to unit incentives, work needs, and so on. The second factor mainly included visiting relatives and friends, entertainment and recreation, etc. The third factor mainly represented returning to nature, visiting the monuments, and so on. The fourth factor was mainly included escaping the daily life trivia, slowing pressure, adjusting the mood, and so on. There were significant positive correlations between the above four tourist motivators of Xinjiang tourists and the tourist satisfaction.

Thirdly, tourist satisfaction factors included "entertainment promotion", "tourism traffic", "overall evaluation", "tourism accommodation", "travel shopping", "travel resources", and "tourism diet". The first

factor was mainly related to Xinjiang tourism entertainment, activity experience, entertainment, publicity channels, etc. The second factor mainly included the Xinjiang's transportation junction, road conditions, means of transportation, transportation services, etc. The third factor represented the overall feeling of tourism in Xinjiang. The fourth factor mainly included Xinjiang tourism accommodation facilities, service level, health situation, and so on. The fifth factor mainly represented the price of shopping products, practicability, and so on in Xinjiang. The sixth factor mainly included Xinjiang's natural, cultural resources and folk culture evaluation. The seventh factor mainly included the type and delicious degree of Xinjiang diet.

Lastly, the study of the whole model showed that the tourist risk perception in Xinjiang had a significant positive correlation with tourist motivation and satisfaction. There was also a significant positive correlation between tourist motivation and tourist satisfaction. This was due to the Xinjiang tourists had a strong adventure intensive in the local vast expanse of territory, the mysterious Loulan ancient country, thrilling devil city and other tourism resources. After experiencing and experiencing the tourism style and folk culture different from that of the tourists generating region, plus the timely and correct maintenance of the local government, tourist risk perception improved tourist satisfaction on the contrary.

Managerial Implication

First, develop Xinjiang tourism products with adventure characteristics. Create tourism products accorded to tourists interests aimed at the strong intensive in the local adventure resources. Establish a unique mysterious natural tourism image and passionate folk tourism image to increase the national customs of Xinjiang tourism. On the basis of unique and attractive of Xinjiang's unparalleled natural and cultural tourism resources. So, tourists' perception of Xinjiang's tourism image can be guided imperceptibly, and eliminate tourists' stereotypes, thus increase the sense of safety of tourists. And utilize the opportunity that hit variety shows were recorded there to jointly develop the interactive, experiential tourism products that visitors were eager to experience.

Second, guide the publicity of Xinjiang tourism image correctly. In order to give full play to the positive influence of the Xinjiang tourist's motivation, the media propaganda in Xinjiang should pay attention to the differences of receiving information channels between all ethnic groups, and create different, various ways to share and popularize tourism information. Meanwhile, the information disclosure in the tourist destination should pay attention to the obviousness, convenience, and comprehensiveness. In addition, the media should focus on authentic and positive reports. Reports about the terrorist incidents in Xinjiang should be objective and authentic, and supplemented by corresponding buffer measures. Media were supposed to refuse rumors to protect Xinjiang's image, and not believe those radical remarks and reports.

Third, construct Xinjiang tourism crisis management system. In order to fundamentally reduce the risk perception of tourism in Xinjiang, such as facilities and personal safety, we should proceed from the three stages of the crisis incident and assess the potential danger and crisis. In the normal crisis management stage, establish emergency management, communication and security systems, set up a tourism crisis fund, enact relevant laws, and cultivate crisis awareness. In the crisis precursor management stage, check a series of tourism safety facilities, prepare crisis resources, etc. In the crisis outbreak and processing stage, confirm the involved groups timely, mobilize all forces to participate in the rescue, use media effectively, assess the mentality of tourists, and conduct psychological counseling to determine objectives of crisis management and action programs in different stages.

Fourth, implement brand interactive tourism marketing strategy. Although the interaction and understanding between Xinjiang and outside became deeper and deeper in recent years, Xinjiang's unique western region's cultures still lack penetration to some extent. Most people still lack understanding and recognition of Xinjiang. In the process of tourism marketing and development, we should use the theory of cultural symbiosis to increase the direct and indirect communication between tourists and local people in Xinjiang, especially minorities. Different ethnic peoples have mutual attraction. Increasing the interaction between ethnic minority and tourists became a new way of national integration in Xinjiang, enhanced the cohesion of Xinjiang.

In a word, this study explored the impact of tourist risk perception on tourist motivation and tourist satisfaction based on the theoretical hypothesis and empirical analysis. The direction of the exploration needs deepening in the future. The structural equation model can be constructed from variables, such as internal and external risks, tourist motivation promotion factors, tourist satisfaction, tourist loyalty, willingness to revisit and so on. Meanwhile, due to the differences between northern and southern regions, this research site was limited to northern region, so the investigation of the whole Xinjiang need to be promoted further.

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