FACTORS INFLUENCING FOOD TOURISM IN QIANXINAN PREFECTURE

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ABSTRACT

Food is a reflection of culture, and culinary tourism is considered a branch of cultural tourism. It is a form of tourism that focuses on enjoying food and emphasizes the use of food-related resources as attractions. Culinary tourism provides tourists with memorable experiences through its unique food consumption value while directly or indirectly influencing the destination's image. In existing research, most studies on factors affecting tourism motivation have focused on analyzing the relationship between tourism motivation and tourists, or between tourism motivation and tourism destinations, lacking articles discussing the relationships among all three. Therefore, taking Qianxinan Prefecture as an example, this study collects information through interviews and observations by dividing the research subjects into three dimensions (subject, object, and intermediary) to analyze the factors influencing tourists' food tourism motivation and the connections between these factors. Through descriptive analysis of the relationships between various dimensions and factors, this thesis constructs a relationship model, revealing the cyclical and holistic nature of these factors, and uses this model to explore issues arising at various stages of culinary tourism development.

Keywords: Food tourism, Food consumption value, Destination image, PEST, Influencing factors.

INTRODUCTION

With the development of tourism, food has gained an increasingly prominent position in the tourism industry. As an important component of tourist destination culture, regional food not only enriches the tourism experience but also brings impetus to local tourism, becoming a crucial factor in driving sustained growth in the tourism economy. According to statistics, food consumption accounts for approximately 25% of tourism spending, and 60% of consumers indicate that they are willing to spend more money on tourism, stating that tasting local cuisine is their primary interest while traveling (Association, 2020). With the evolution of tourist behavior, food during travel is no longer just about meeting basic needs, but increasingly becoming an important way for tourists to experience the lifestyle and folk culture of their destination. Local cuisine plays an increasingly crucial role in various aspects, including travel merchandise and destination promotion, comprehensive impact on travel destinations, and tourists' consumption decisions and evaluations. From the tourism industry perspective, as a typical experience-based industry, food consumption value shows a positive correlation with tourists' behavioral intentions (Fangyu, 2023).

The 2022 Chinese Government Work Report explicitly emphasized the need to vigorously promote cultural and tourism development, focusing on creating a number of culturally oriented leisure districts with local characteristics, and strongly developing food tourism (Council, 2011). However, Food tourism development in the region faces several challenges. First, the market positioning is unclear, with insufficient focus on specific target groups. Second, there is a high degree of homogeneity, and the region's unique strengths are not highlighted. Third, outdated business practices in the food and beverage industry no longer meet modern consumer demands. Finally, commercialization and lifestyle shifts have altered some traditional ethnic cuisines (Fangyu, 2023).

In the past research, the author completed customer segmentation and then analyzed the target market of the existing food industry in Qianxinan through these segmented customer groups. Then, the market positioning of food tourism in Qianxinan was summarized, ultimately completing the construction of an STP model for the current development status of food tourism in Qianxinan.

LITERATURE REVIEW

Food tourism

The definition of food tourism

Food tourism was originally defined as a special form of tourism activity, stemming from the concept of "culinary tourism" introduced by Long in 1998. He considered food tourism as tourists' cross-border participation in a series of activities, including the consumption, preparation, and presentation of exotic foods (Long, 2004). However, after research showed that most English speakers associated the term "culinary" specifically with professionally trained chefs, the World Food Tourism Association changed the term to "Food Tourism" in 2012 (Association, 2020). This type of tourism emphasizes food-related resources as attractions, allowing travelers to gain distinctive, unforgettable, and culturally rich experiences through food, combining social and recreational aspects. Food is an essential part of tourism products, with food-related expenses making up about 25% of total travel spending (Erik, 2006). In the 1950s, culinary tourism evolved from French wine tourism, farm tourism, and rural tourism. With the rise of culinary tourism and governments' recognition of its economic contributions, food tourism has flourished in the global tourism market. This is particularly evident in two key areas: "intangible cultural heritage" and "internet popularity" (Fenglin, 2024). This information indicates that tourists often travel to destinations that are renowned either for their currently trending cuisine or rich cultural culinary traditions, such as Provence in France, Chengdu in China, and Bangkok in Thailand.

The characteristics of food tourism

Cooking classes

Culinary education is an important part of European gastronomic tourism (Mulcahy, 2019). European cooking schools typically offer flexible short-term training courses lasting a week or a month to meet tourists' needs. Food Tours for learning and experiencing culinary skills, focusing more on food preparation and cooking styles (Henderson,

2009). For example, the culinary training programs at "Top 5 Culinary Schools In The World" reflect people's enthusiasm for learning culinary skills (Sophie, 2022).

Food tours
Ashleigh and other scholars believe that this kind of travel emphasizes the actual use, preparation style, and food context of food. "Food tourism" not only pays attention to the consumption of the food itself, but also pays attention to the culture behind food consumption and the communication with local residents (Ellis *et al.*, 2018). Chen Duoling believes that food tourism is a series of activities carried out by tourists who leave their daily residence or living place and are attracted by any tourism resources related to food, such as food tasting, consumption, production, and display, and take this as their main purpose (Rachão *et al.*, 2019). In the new media era, Zhou believes unique cuisines have gained visibility through short mobile videos, creating a new marketing model of "food check-ins." Governments are increasingly emphasizing various unique local cuisines in their tourism marketing strategies, making them city landmarks (Zhou, 2016).

Food festivals
These are celebratory events that showcase and sell food from specific regions or areas (Michael Hall *et al.*, 2003). In a report by Mastercard Economics (Martinez, 2024), benefiting from the European Football Championship, Munich, Germany, topped the list of popular cross-border travel destinations from June to August 2024. During the Rio Carnival, international tourists' spending on food and groceries increased by 156%. In addition, restaurants within 4 km of Taylor Swift concert venues saw a 68% increase in sales during event periods compared to a regular day. Similar food festivals are held worldwide. According to Mehmet Kabacık's research, food festivals have three commonalities: first, the time is the national holiday of each country; second, the activity method is combined with the local ethnic culture; third, the food is mainly of local characteristics (Kabacık, 2024).

Consumer travel motivation
Travel motivations are divided into four types: personal health motivations, social and historical cultural motivations, and social motivations (Fudong, 1996). Fields applied Macintosh's explanation of tourism motivations, believing that the motivations driving consumers to choose food tourism include: physiological, cultural, interpersonal communication, and prestige (Fields, 2003). Building on this foundation, Zhang Tao believes that the driving motivations for food tourism are mainly reflected in cultural exploration (Tao, 2012), food curiosity and entertainment relaxation, while the pull factors are mainly reflected in food production and related clothing sectors. Therefore, the consumption driving force refers to a consumer's inner willingness, both how much a tourism consumer "wants to do," as well as the force influencing one's social psychology; environmental driving force is the push generated by external environmental factors, generally referring to the operational attributes of tourism destinations, meaning how much tourism consumers "can do." This research categorizes the completion of tourism activities into three dimensions based on tourism motivation: tourists who implement these activities as the subject, tourism destinations that carry tourism activities as the object, and factors that are neither subject nor object but produce influence are classified as the intermediary.

Food consumption value
Consumption value refers to the difference between the perceived value of the product and the cost to the consumer after shopping. Choe proposed the seven-dimensional extended consumption value theory based on the theory of consumption value, which includes the quality value, health value, economic value, emotional value, prestige value, interactive value, and cognitive value of the food (Choe and Kim, 2019). Some scholars believe that food service operators should provide an unforgettable culinary experience value for dining consumers, which will help enhance the reputation of food and dining establishments (Du and Li, 2022). Accordingly, this research defines food consumption

value as the difference between the perceived value and cost after customers taste food at a tourism destination. WENNI constructed a chain mediation model to examine the influence of food consumption value on tourists' behavioral intentions and consumption attitudes (Wenli *et al.*, 2022). The results show that food consumption value not only has a significant positive impact on tourists' behavioral intentions but also influences consumption attitudes.

Food consumption value and consumer behavior intention
Research on consumer behavior involves all aspects of purchasing behavior, from pre-purchase activities to post-purchase consumption, evaluation, and disposal activities (Tamta and Banoth, 2022). It is influenced by different factors in various tourism environments. In Jiang Yibin's research, place attachment is an important factor that stimulates tourists' behavioral intentions in film and television tourism (Jiang *et al.*, 2021). In Du *et al.* research (Du *et al.*, 2021); there is a positive correlation between consumption value and behavioral intention. Gu research also indicates that the consumption value of restaurants can positively influence tourists' post-consumption behavioral intentions (Gu *et al.*, 2021).

Food consumption value and consumer attitude
Consumer attitude is the emotional response of consumers toward an object. Guo believes that it includes the evaluation held within a certain period after consumption and the resulting action orientation (Guo *et al.*, 2007). Consumption value is identified as a potential determinant influencing tourists' attitudes toward local cuisine (Kim and Anita, 2012). When tourists experience high-quality products and services, it can evoke positive emotions and lead to a favorable attitude. M. Fishbein believes that consumer attitudes impact purchasing behavior in two ways: first, by influencing consumers' evaluations of a product, and second, by shaping their interest in the product, ultimately determining their purchasing decisions (Ajzen and Fishbein, 1977). In the context of gastronomy, this study defines consumer attitude as tourists' evaluations after tasting the local cuisine at a travel destination and the resulting behavioral tendencies.

Tourist destination image
The image of a tourist destination refers to the overall evaluation of the destination by tourists and potential tourists. It is a comprehensive perception of various aspects, including the destination's society, politics, economy, lifestyle, culture, and tourism development (Wang and Liu, 2010). The image of a culinary destination refers to tourists' perceptions of the food services and culinary products at the destination they visit (Wang and Hsu, 2010). Compared to traditional features such as natural landscapes and cultural heritage, various characteristics of local cuisine have a greater impact on tourists' perception of a destination's image (Zhang *et al.*, 2014). Tourist attractions and restaurants serve as carriers of local cuisine and exist as key elements in culinary tourism. The cuisine of a nation or region can effectively represent its cultural characteristics, allowing tourists to gain more immersive experiences (Long, 2004). Research has confirmed that various attributes of cuisine – such as quality and taste – can influence tourists' attitudes, and these attributes are reflected in the value of food consumption (Kim and Eves, 2012).

Community influence
The influence of social communities on culinary tourism is mainly reflected in the sharing of personal travel experiences, which in turn shapes others' perceptions of a destination's image. If tourists have a positive attitude toward a particular local cuisine, it can influence their intention to revisit the destination and recommend it to others (Lee, 2009). Nie suggested that tourists can present their travel experiences through original photos, videos, and text, sharing local scenery, cuisine, and culture, thereby shaping the overall image of the destination and influencing travel intentions (Nie, 2019). Based on this, Wu Peiyu and colleagues developed a conceptual model using travel photos shared on WeChat Moments as an example, proposing that such images can

enhance potential tourists' willingness to visit a destination (Wu and Huang, 2019).

PEST

In 1999, American scholars Johnson G. and Scholes K. proposed the PEST analysis model for analyzing the macro environment. PEST examines four key factors: Politics (P), Economy (E), Society (S), and Technology (T).

- Political factors include political conditions, laws, regulations, and policies. Changes in the political environment directly impact business operations, as policies and regulations can support specific industries while also regulating industry behavior to protect consumer rights.
- Economic factors encompass economic development, gross domestic product (GDP), and per capita income. GDP is a key macroeconomic indicator, and per capita income directly affects consumers' purchasing power.
- Social factors involve culture, customs, and lifestyles. As society evolves, people's consumption concepts also change over time.
- Technological factors include existing technologies, technological capabilities, and development trends. Emerging technologies can help businesses reduce costs while also creating new consumer demands.

METHODS

This study takes Qianxinan Prefecture in Guizhou Province, China, as the research subject and adopts a qualitative research approach. Through observation and interviews, it analyzes three dimensions of culinary tourism: the subject (consumers), the object (destination), and the intermediary (other independent factors between the two) to identify existing issues. Using the PEST theoretical model as the analytical framework, the study examines how various factors influence one another to identify key problems. The research is conducted in three steps:

First, setting the study is subject, object, and intermediary. On the basis of the PSET theory and surrounding the policy management, economic development, social culture, and technological facilities, to interview. Then, from interviews and observations, similar information was categorized using the PEST model, resulting in nine influential factors: food consumption value, consumer behavioral intentions, consumer attitudes toward food, infrastructure, destination services, destination image, reputation, community relationships, and policy orientation. Finally, the PEST model is used to explore the factors influencing tourism motivation among the subject, object, and intermediary. Based on these influencing factors, a relationship model between the three is constructed. The purpose is to use the relationship model to explore the problems in the development of food tourism.

RESULTS

Background of Qianxinan prefecture

Qianxinan is located at the junction of Guizhou, Yunnan, and Guangxi provinces. Wanfenglin[1] is its main tourist attraction. Its unique geographical features, mild climate, and the integration of diverse ethnic cultures have together created Qianxinan's distinctive culinary culture. Food culture is the embodiment of a national culture and is primarily composed of three elements. Ingredients, the region's proximity to mountains and rivers provides a unique variety of local delicacies, including rare mountain ingredients and fresh river fish, which lay a solid foundation for its culinary traditions. Character, the local ethnic minorities, who often call themselves "children of the mountains," have long nurtured a culture of respect and reverence for nature.

Political

Since the 18th National Congress of the Communist Party of China proposed the concept of "cultural confidence," multiple policies have been introduced to support and protect traditional culture, with traditional cuisine being one of its key components. At the national level, policies related to ecotourism and sustainable development have shifted tourists' perceptions toward experiential tourism. At the local level, the focus has been on highlighting indigenous culture to establish a strong destination image.

The national level

The development of cultural tourism is regarded by China as an effective strategy for promoting sustainable tourism. Government agencies have placed great emphasis on developing cultural tourism and expanding the cultural tourism market. At the national level, policies are issued through each departmental collaboration, breaking down cooperation barriers between departments and fostering the positive development of the national cultural tourism industry.

The local level

With the support of rural revitalization[2], the Qianxinan Prefecture government has also issued a series of policy documents to promote cultural tourism. The development of cultural tourism is reflected in intangible cultural heritage skills and gastronomy, demonstrating the government's policy orientation toward cultural tourism development and providing a clear direction for its growth.

Economic

GDP as an international measurement standard quantifies and reflects the local development level, proving that a region can meet tourists' basic needs. Areas with complete infrastructure and services often bring good tourism experiences. During tourism, the better the destination's infrastructure and service levels are, the more they can attract tourists to spend, which can drive related industry upgrades, allowing more revenue to be invested in construction, forming a virtuous cycle.

An increase in gross regional product

In 2023, the total GDP of Qianxinan Prefecture reached 15.52 billion yuan, representing a 3.1% increase compared to the previous year. The per capita GDP was 54.17 thousand yuan, marking a 7.4% rise from the previous year. Rapid economic growth has provided supporting infrastructure and financial guarantees for tourism development, while also increasing investment in the catering industry. According to the 2022 Qianxinan Tourism Industrialization Work Summary, Qianxinan promoted cultural and tourism consumption by distributing discount coupons. From the issuance date to the end of the year, a total of 722.36 discount coupons were distributed through major mobile app platforms. Between January and November 2022, the average tourist expenditure in Qianxinan Prefecture was 905.35 yuan per person, with 5.2018 million overnight visitors, generating a total consumption of 68.83 million yuan.

The income of related industries continues to increase

The tourism industry itself is a service-oriented industry, and food tourism, as an important component of tourism, can drive the development of related industries such as dining, accommodation, and transportation, thereby boosting the local economy. Since 2006, Guizhou Province has held the Tourism Industry Development Conference annually. Cities and prefectures within the province use this conference to develop their local tourism industries, attract investment, and promote economic growth.

> The integrated development of agriculture, culture, commerce, and tourism is key to transforming and upgrading the cattle farming industry. Moving forward, we plan to develop tourism projects centered around cattle, offering a full sensory experience in both sight and taste to attract more visitors.
> Zhang, deputy manager of Guizhou Cattle Industry Group

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1 Wanfenglin: Forest of ten thousand peaks.

2 A strategy proposed by the Chinese President at the 19th National Congress of the Communist Party of China held on October 14, 2017.
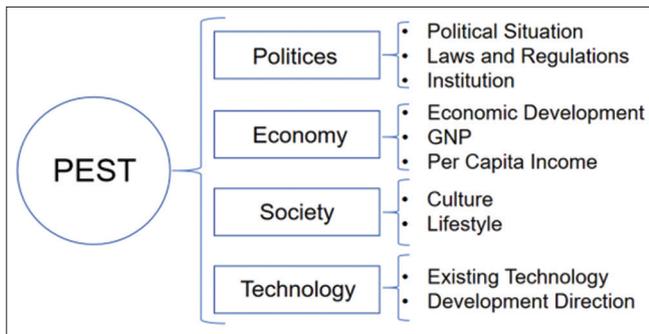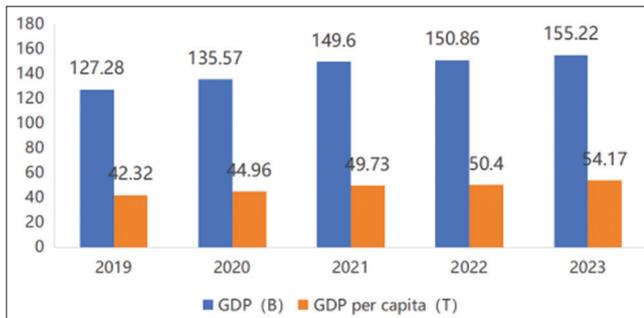
Fig. 1: PEST theoretical model summary

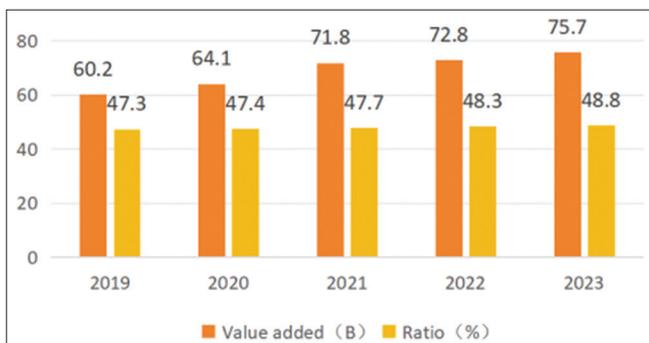**Fig. 2: GDP and GDP per Capita of Qianxinan (Statistical office of Qianxinan)**

Fig. 3: Income and proportion of tertiary industry

> Consumers spend more on experiences than on goods, and they are increasingly seeking better options through enjoying traditional cuisine and unique local accommodations.
>
> Local B&B operators

Consumer behavior intentions are changing

The change in awareness of food tourism has also prompted travelers to pursue more cultural experiences and cultural. Tourists are not only satisfied with tasting food, but also hope to experience the unique local lifestyle and cultural charm through food. This transformation in consumer behavioral intent is precisely a point that destinations have overlooked.

> The egg fried rice at Wanfenglin is very famous on TikTok. Taking advantage of the holiday, I specially brought my child to taste it, and we all liked it very much. However, it felt no different, did not have the ethnic minority feel in my imagination.
>
> Mr. Zhao Zhejiang tourist

After the first egg fried rice restaurant became famous, more and more villagers opened the same type of egg fried rice restaurant. There are 37 restaurants in the Wanfenglin that only make egg fried rice, and they're all on the same street. During the peak tourist season, they can sell 40,000 portions of egg fried rice every day.

> Wanfenglin staff

Social

Qianxinan is located at the junction of Guizhou, Yunnan, and Guangxi provinces, serving as an important transportation hub in the southwest region. At least 30 ethnic minority groups live in the prefecture, with the Buyi and Miao ethnicities being the predominant groups. The area is rich in regional cultural resources, and its food culture has distinctive characteristics. Influenced by multiple cultures, this has created cultural diversity in the region.

Rich food resources

The complex and varied mountainous landscape of Qianxinan Prefecture, along with its special vertical mountain climate, has given rise to a continuous supply of green, ecological, and high-quality ingredients. The region currently has 3,913 plant species, including nearly 200 types of medicinal herbs. Under brand development initiatives, 21 Chinese geographical indication agricultural products have been registered. Qianxinan Prefecture's cuisine is predominantly Sichuan-style, but integrates the unique cooking techniques of local ethnic minorities and exclusive local ingredients to form distinctive flavors. Its characteristics can be mainly summarized in three aspects: spicy, sour, and glutinous. Authentic traditional dishes can often only be tasted at farmhouse restaurants and other establishments known only to locals.

> The egg fried rice in our shop is cooked with high-quality rice from Wanfenglin, freshly refined lard every day, and eggs purchased from villagers.
>
> Huang Xiu, first egg fried rice restaurant owner from Wanfenglin

> The forest coverage rate of Yuntun Park is more than 65%, all of which are national and provincial pilot projects of the undergrowth economy. From January to October this year, the scenic spot has received 891,000 tourists and achieved tourism revenue of 29.2153 million yuan. At present, the scenic area is creating a national tourism resort.
>
> Su Xingxin, Person in charge of Wanfeng company

Food culture becomes the image of the destination

"Wanfenglin egg fried rice" has become the most renowned dish in Qianxinan and serves as a successful example of rural food image creation. In Qianxinan, traditional dishes are typically offered through "agritourism" establishments, with ingredients primarily sourced from farm produce. Regarding vegetable consumption, beyond common farm crops, locals in Qianxinan Prefecture particularly enjoy wild vegetables such as fern shoots, Chinese toon sprouts, and Qingming greens. These wild vegetables possess extremely high medicinal value in traditional Chinese medicine.

> Local food such as wild fish and cured meat is very popular, and during the Spring Festival, tourists from Guangxi, Sichuan, Yunnan, and other places are the most popular, and they will visit here for several days.
>
> Tianying Wei, Agritourism "dream township" Boss

> Street food is hot dogs, fried potatoes, and so on, it's normal, can't see traditional culture, this hot pot is not different from our hometown, even less distinctive.
>
> Chengdu tourists, eating at a hot pot restaurant

Social sharing influences travel motivation

When tourists visit a destination, they gain an experience, which they share with those around them. Whether good or bad, these experiences become a reputation for the destination. When these experiences are published on the internet, they become part of an online reputation. In
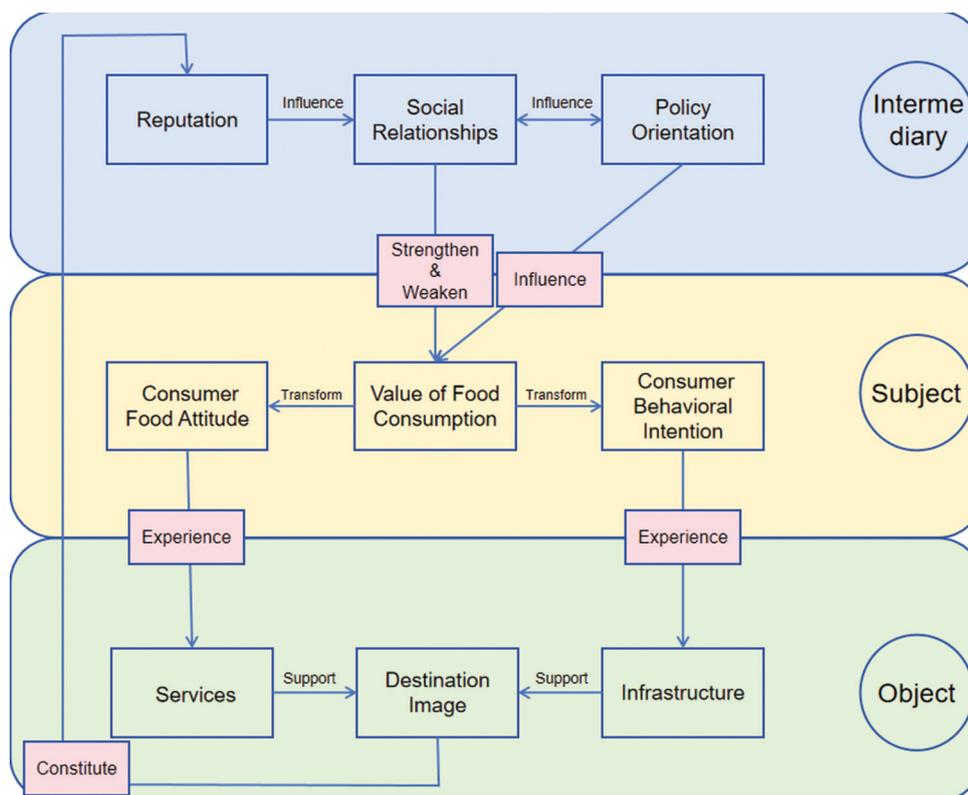
Fig. 4: Model diagram of influencing factors

Table 1: Relevant Chinese policy documents

Promulgation time	File name	Related content
March 2019	Measures for the administration of national cultural ecological reserves	ecological of Cultural protection areas shall be established to protect the intangible cultural heritage
January 2022	The 14th Five-Year Plan for Tourism Development	Through "culture +" highlight the difference between regional tourism
September 2023	Measures to release the potential of tourism consumption and promote the high-quality development of tourism	It emphasizes stimulating tourism consumption demand through "food+tourism" and other forms
November 2023	Inside the country Tourism Promotion Programme (2023–2025)	Emphasize the upgrading of tourism consumption experience
March 2024	Guiding Opinions on promoting high-quality development of catering industry	Local research on traditional cooking skills and catering culture is encouraged to point out the direction for cultivating food culture IP

Table 2: Relevant Qianxinan policy documents

Promulgation time	File name	Related content
June 2020	Notification of Optimizing urban management to help Economic Development	Support the "stall economy," street food centralized management to formation of large-scale
September 2021	The province and Prefecture, safety production teleconference clear key task responsibility breakdown plan	Identify ecological of cultural protection areas
October 2023	The 2023 work summary and 2024 work plan of the Qianxinan of Culture, Culture and Tourism	It emphasizes the development of differentiated tourism marketing strategies through cultural tourism
March 2024	Overall Plan of Ecological of Cultural Protection Area in Qianxinan Buyi and Miao Autonomous Prefecture (2023–2035)	Combine culture, catering, and ecology to create high-quality tourism routes

May 2020, led by the Qianxinan Prefecture government departments, a livestream was held on Temu to promote 30 local specialty agricultural products from Qianxinan, including red tea and mushrooms. The livestream only introduced the food image, while promotion on new media platforms was key to establishing the destination's image. In September 2024, the 2024 Influential Media Wanfenglin Dialogue

was held, inviting many mainstream media directors from across the country, well-known social platform executives, and industry leaders to Qianxinan.

At first, I didn't even know about Qianxinan. It was only after my colleague went there on a business trip and posted pictures of

Wanfenglin and the night market on social media that I decided to visit. My wife and I really like this place.

A Shanghai resident who runs an agritourism in Wanfenglin

The food I saw in blogs looked very appetizing, but when I arrive, I was quite disappointed. The portions seemed small, and the environment was even dirty, messy, and poorly maintained. I was really concerned about hygiene.

A tourist from Hunan

Service combined with traditional culture

As an autonomous prefecture for ethnic minorities, Qianxinan hosts a variety of cultural events, such as the "Torch Festival," which focuses on traditional ethnic customs, and the "Colorful Glutinous Rice Festival," which highlights ethnic cuisine. Additionally, the entire prefecture observes a one-day holiday each year on the "Third Day of the Third Lunar Month to celebrate these traditions."

The Miao are often portrayed as shamans in films, which gives them a mysterious aura and makes me very interested in Miao culture. I can even dress in traditional Miao attire while dining in an ethnic-themed restaurant.

A Weibo travel photo blogger

Our hotel primarily serves business guests. In Qianxinan Prefecture, many hotels are decorated with ethnic cultural themes, but we are the only one that allows visitors to experience unique Miao traditions such as the "Gao Shan Liu Shui" (High Mountain and Flowing Water) drinking ritual.

Lobby manager of Shengshi Restaurant

Technology

The Tourist destination infrastructure is an integral part of its overall image and indirectly influences consumers' attitudes toward the destination. It plays a significant role in shaping tourists' evaluations of their travel experiences. Based on their trip, tourists are likely to show their experiences online along with their reviews. These reviews can impact their future travel decisions and also inspire potential travelers to visit the destination.

Infrastructure support

Tourists' behavioral intentions determine the types of infrastructure they interact with, which indirectly influences the direction of technological development. In Qianxinan Prefecture, nighttime economy plays a significant role in food tourism. As of 2024, the prefecture has established 7,700 venues related to nighttime economic activities. This massive industry has also driven upgrades to supporting infrastructure.

Every night, inspection teams use infrared thermometers and other equipment to monitor the power distribution lines at night markets. Additionally, a dedicated 10 kV power line is on standby to support the main supply, proactively helping vendors identify and resolve potential safety hazards.

Ao Rongzheng, Xingyi and Xingren power supply center office director

I used to pass by Qianxinan on business trips and always missed the flavors I experienced back then. The journey from Guiyang to Qianxinan takes about three hours, but with the opening of the Jinzhou Bridge, I made a special trip with my family. This time, it's a food tour—I've already prepared my appetite, ready to eat and explore!

Ms. Luo, From Guiyang to Qianxinan travel

New media and reputation of tourist destination

Chinese media such as *China News* and *Live News Room* have covered the cuisine of Qianxinan, further amplified by food influencers on new media like TikTok, REDnote, and Bilibili. This exposure has brought Qianxinan food culture into the public. Most tourists are drawn to the region by social media content, with tasting local cuisine being a primary travel motivation. Potential visitors also rely on the internet to research destination-related information, using online reviews and reputation to guide their travel decisions.

As I've gotten older, I no longer enjoy visiting overly crowded places. When I saw a three-day wellness tour to Qianxinan on Ctrip, I decided to take my husband along. However, since I have mobility issues, it has been inconvenient that the tour package does not include sightseeing shuttles. To take the park's sightseeing bus, we have to wait in long queues, which has been quite frustrating.

63 years old, A tour tourist

DISCUSSION AND CONCLUSION

After summarizing and analyzing literature and materials related to food tourism and its motivations, this study focuses on the cuisine of Qianxinan Prefecture as the research subject. Through extensive data collection via field observations and interviews, the following conclusions have been drawn:

Division of influencing factors of food tourism motivation

According to this study, the factors influencing food tourism motivation can be categorized into nine aspects: food consumption value, consumer behavioral intention, consumer food attitude, infrastructure, destination services, destination image, reputation, social relationships, and policy guidance. Based on the fundamental components of commercial activities, this study classifies these factors into three groups. Food consumption value, consumer behavioral intention, and consumer food attitude is subject. Infrastructure, destination services, and destination image is object. Reputation, social relationships, and policy guidance is intermediary. What sets this study apart is its approach—while previous research often focuses on the relationship between tourism motivation and either tourists or destinations, few studies have explored the interconnected relationships among all three.

The connection between the three dimensions

Using the PEST model to organize information and categorize interview content, it can be seen that tourism motivation revolves around food consumption value, and ultimately converges back to food consumption value. The tourist food consumption values indirectly influence the destination image, while the destination image affects community relationships through reputation. Finally, community relationships and policy guidance directly strengthen or weaken food consumption values.

Relational model is cyclical. From the three dimensions, Tourists select tourism destinations based on a comprehensive consideration of various factors. The image of the tourism destination influences its reputation. Social group influences and policy directions interfere with tourists decide process presenting a "subject-object-intermediary-subject" cycle. From an activity perspective, tourists' travel motivation determines their choice of destination, while the feedback obtained from their experience at the tourism destination affects subsequent motivation, presenting an overall cycle of 'motivation-choice-experience-feedback-motivation'. At the same time, it keeps integrality, with each element directly or indirectly influencing other factors in the process of change.

Research problem about Influencing factors

Policy guidance is a form of macro-regulation by national or local governments. Policies targeting consumers often fall into two categories. The first category includes seasonal and cyclical exemption policies. For example, when ethnic festivals are held in Qianxinan Prefecture, their timing does not coincide with unified public holidays, which often only attracts local tourists. The second category consists of rights-protection incentive policies, such as policies that regulate tourism destinations to enhance consumer travel experiences. However, these are often

distributed through self-operated social media platforms, which fails to achieve the purpose of attracting traffic, and marketing also has limitations. At the same time, policy formulation often only focuses on incentives for tourists and regulations for destinations, while neglecting constraints on travel agencies as intermediaries. This leads to situations where tourists' dissatisfaction with travel agency service quality escalates into negative evaluations of the tourism destination's image.

Beyond tourists' personal preferences, the value of food consumption is directly influenced by communities and policies. The high degree of freedom on the internet determines the inaccuracy of its information. Potential travelers lack the means to distinguish between true and false information. When they receive false information and harbor high expectations, the psychological gap created upon arriving at the destination directly affects consumer attitudes. Utilizing herd mentality, the value of food consumption can be indirectly influenced through community relationships.

The image of a tourism destination is supported by both its infrastructure and supporting services. Currently, Qianxinan lacks a complete dining brand with strong regional characteristics. Ethnic minority cultures have not been truly valued, and marketing cycles are too long with high costs. In the operation of scenic areas or commercial streets, the focus is mainly on introducing "internet-famous food" or imitating successful tourism operation models from other regions, while neglecting the development of their own cultural characteristics. This is a key reason for the serious homogenization. Traditional food in Qianxinan exists as small, scattered, individual operations in the tourism industry, generally in the form of stalls without forming chain operations. Therefore, their competitiveness and influence are relatively small.

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