Research on the Influence of Ethnic Diet on the Attraction of Tourism Destination

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Abstracts

This paper takes ethnic diet as the starting point of tourism destination research to study the impact on the attraction of tourism destinations in ethnic areas. Firstly, this paper collects the research data by means of questionnaire survey and interview with senior practitioners in relevant industries, and then combines the tourism experience theory and symbolic interaction theory to feed back the impact of ethnic diet on the attraction of tourism destinations by means of cross test, empirical analysis and log linear model regression verification, Finally, the study found that firstly, ethnic diet has a positive impact on the attraction of tourism destinations in ethnic areas, secondly, ethnic diet has a positive impact on the tourism experience of tourists in ethnic areas, and finally, the tourism experience mediates the impact of ethnic elements on tourism destinations.

Keywords: Ethnic Diet; Tourism Experience; Tourist Destination Attraction

Introduction

As one of the most representative ethnic provinces in China, Yunnan Province is also a major tourism province in China. How to correctly select the corresponding resources for investment is very important. "Curse of resources" is a famous proposition in development economics. Its meaning is that when resource rich economies develop to a certain period, their growth rate is often slower than that of resource poor economies. At present, the tourism development in China's ethnic minority areas is still dominated by the development of natural resources. Although China's ethnic minority areas are rich in resources, with the increasing investment in the tourism model dominated by natural resources in ethnic minority areas, the tourism income decreases marginally, showing a phenomenon of dislocation development, and the tourism income lags far behind the large cities with developed economy and poor natural resources. This shows that the tourism industry in China's ethnic areas is gradually entering the trap of resource curse.

Although the dislocation of tourism resources and tourism income exists in all tourism areas in China, it is most obvious in ethnic areas, which shows that ethnic areas still have huge tourism development space, and the correct choice of tourism resources means the correct development direction. China's ethnic areas not only have rich natural tourism resources, but also have a large number of ethnic cultural tourism resources. The endless development of natural resources is not conducive to sustainable development, but the correct development of ethnic cultural tourism is conducive to the protection and sustainable development of China's precious ethnic cultural resources.

The relationship between culture and tourism can be understood as the relationship between soul and carrier. As an environment-friendly and resource-saving tourism and cultural resources, it is far from playing its due role. At present, among all tourism resources, tourism cultural resources have the least impact on tourism economy and have great promotion potential. How to further develop and create tourism cultural resources and tap the potential value of tourism cultural resources is an important focus to improve regional tourism economy. For a long time, restricted by the management system, ideas and other factors, on the one hand, China has bred rich and valuable national cultural resources. On the other hand, in the process of industrialization development of national culture, the overall scale of cultural industry is small and scattered, the industrial results are lack of rationality, the development investment and depth of national cultural resources are insufficient Single development mode. Therefore, on the basis of insight into the development status of China's national culture industry, it is of great theoretical and practical significance to put forward the industrialization development path and government management mode of national culture.

Research Objectives

This paper takes ethnic diet as the starting point of tourism destination research to study the impact on tourism destinations in ethnic areas. Based on tourism experience theory and symbolic interaction theory, this paper analyzes the mechanism of the impact of ethnic diet on tourism destinations, and finally verifies the impact of ethnic diet on tourism destinations through tourism experience by means of questionnaire survey and field interview, combined with the cross analysis method of corresponding classified data, so as to provide suggestions for improving the attraction of tourism destinations in ethnic areas.

Research Methodology

The main research object of this paper is the impact of national diet on the tourism experience and attraction of tourism destination consumers. Firstly, this paper will clarify the category of national diet and study its impact on tourists' experience and tourism destination attraction; Secondly, taking the national diet as the main measurement index to design the questionnaire for relevant data; Thirdly, we use scientific methods to make an empirical analysis of the corresponding data. Zhang Houcan and Xu Jianping (2009) pointed out in their research that classified data, especially for the data analysis of psychological acceptance, can better reflect the correlation of the data with the cross analysis method. Hayes A F (2013) pointed out in their analysis data that classified data analysis of consumer willingness, The cross analysis method should be used to better reflect the correlation of willing classified data. Since the questionnaire data in this paper belong to classified data, the data analyzed in this paper will be analyzed by cross analysis method, and the regression verification will be carried out after the data conclusion is drawn, Hayes A F (2013) When analyzing the data, it is pointed out that the regression analysis of classification intention data should use log linear model for regression verification analysis, which can better reflect the accuracy. Therefore, this paper will use log linear model for regression analysis. The verification results are supplemented by interview data to finally get whether the tourism experience can mediate the impact of ethnic diet on the tourism destination and the impact of ethnic diet on the attraction of tourism
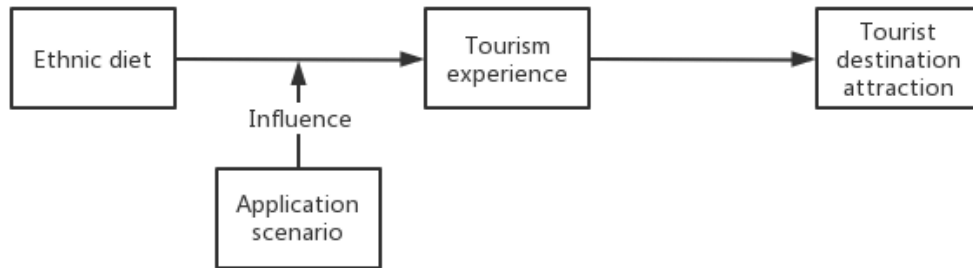
destination(Figure 3.1).
Figure 3.1 Research route

Questionnaire

Through the above description, this study takes the application scenario of ethnic diet and tourism experience as the main measurement indicators of this paper. Through literature analysis, the tourism experience is divided into two sub indicators: interesting and boring. Through the logical relationship between the indicators, this paper designs the corresponding questionnaire, which involves 30 questions, including four dimensions: Tourist attributes, Ethnic Diet application scenarios, tourism experience and tourism destination revisit intention.

The questionnaire was distributed online to the people in the East, middle and west of China. Finally, 520 questionnaires were collected, including 500 valid questionnaires. Zhou Jun (2017) showed that the reliability of the classified data questionnaire can be explained by Cronbach reliability analysis. Therefore, through the analysis of the questionnaire data, the reliability analysis of this questionnaire is as follows (Table 3.1):

Table 3.1 Cronbach reliability analysis

Number of items	Sample size	Cronbach α coefficient
30	500	0.752

Reliability analysis is used to study the reliability and accuracy of quantitative data (especially attitude scale questions) α Coefficient due to Cronbach of this questionnaire α The coefficient is 0.752, ranging from 0.7 to 0.8, so the reliability of this questionnaire is good. Chung R H (2004) indicates that validity analysis is used to study the design rationality of quantitative data (especially attitude scale questions). Firstly, kmo value is analyzed, followed by Bartlett test, and finally the results are obtained to reflect the validity of the research data collected by the questionnaire. Through the validity analysis of this questionnaire, the validity analysis of this questionnaire is as follows (Table 3.2):

The validity analysis results of this questionnaire show that the kmo value is 0.708, ranging from 0.7 to 0.8. The data analysis shows that the data collection validity of this questionnaire is good, which also shows that there is a correlation between the two main measurement indicators. Therefore, the following text will use the questionnaire data to analyze the relationship between the indicators.

Table 3.2 Questionnaire validity analysis results

	KMO	0.708
	Approximate chi square	7599.435
Bartlett sphericity test	*df*	406
	p	0.000

Research Conceptual Framework

Tourism experience itself is also an aesthetic activity, and the aesthetics of tourism is different from the general aesthetics in some aspects. Before becoming a tourist aesthete, travelers have made it clear in their subconscious that they want to experience a continuous aesthetic process. Therefore, travelers are ready for all kinds of spiritual and material preparations. Therefore, this is the difference from ordinary aesthetic activities, especially when compared with some single and simple aesthetic objects as references. Tourism is also a big event in life, because travelers can get a lot of things during a journey. Moreover, because tourism often has a layer of mystery, they often have developed a strong sense of expectation before they set out. The food and scenery along the way can bring themselves a gluttonous feast. From the above description, tourism aesthetics has a certain expectation color compared with daily aesthetics. At the same time, psychologically, it is usually guided by its tendency of knowledge and understanding of various aesthetic elements of tourism destination. (Chung, 2004 : 66-80)

Tourism aesthetic pleasure is the pleasure obtained by tourists through aesthetic experience. From its definition, it can be seen that tourism aesthetic pleasure is a kind of tourism psychological experience produced by tourists when they appreciate the beautiful natural, cultural, customs and other humanistic phenomena. At the same time, it is also a kind of psychological enjoyment obtained from the observation without a sense of interest. The aesthetic pleasure in travel is an indescribable degree of psychological pleasure. The acquisition of aesthetic pleasure comes from the relationship between aesthetic subject and aesthetic object. The aesthetic object is the object perceived aesthetically and the object perceived as an aesthetic object. On the surface, the determination of aesthetic object seems to be the individual aesthetic standard of aesthetic subject. But in fact, individuals in a certain historical period and a certain cultural form have general and mutually agreed standards for the establishment of aesthetic objects.

Figure 4.1 Travelers' psychological state and their landscape needs

It can be seen from the above statements that tourism aesthetic experience is an activity carried out simultaneously by outward activities and inward activities. It first pays attention to and perceives the external form and characteristics of things, and then returns to the internal psychological world of mankind. The external and internal return to the same shape for many times, and finally makes the internal emotion adjust, comb and harmonious, Produce a pleasant emotional feeling. This is the experience process of aesthetic pleasure. At the same time, it is also a special psychological process that gets rid of the sense of interest and utilitarianism. This section will use Professor Xie Yanjun's model diagram of the relationship between travelers' psychological state and their aesthetic objects (Figure 4.1).

The vertical axis in the figure represents the psychological state of travelers. It can reflect the psychological types of today's potential travelers. Therefore, it can be understood as the transition process of human general psychological state from primitive to modern. Different points on the vertical axis indicate differences in degree. The horizontal axis opposite to the vertical axis represents the tourism landscape corresponding to the tourists' psychological state, which also has different existing states from primitive to modern. This picture clearly reflects the relationship between the traveler's mentality and the required landscape state. It can be found from the figure that the development of aesthetic state from primitive to modern is contrary to the development of landscape demand from primitive to modern, which is the two relative tendency areas ECP and QBF formed under the epqf line in the figure. These two areas show that both ends of the traveler's psychological state have obvious demand tendency. Travelers in a modern state need a tourism landscape with original flavor or culture. On the contrary, travelers in a primitive state need a modern tourism landscape. A. As gotllieb expressed in his article, wealthy Americans must live a day of farmers' vacation, while those poorer travelers look forward to a day of aristocratic life. (Balabanis, 2017 : 166-182)

With the rapid development of China's economy, the Chinese people can no longer be satisfied with the previous state of just having enough to eat and wear. Now the people's material life is plump, the demand level is slowly transformed into knowledge demand, and the aesthetic demand is increasingly developing towards high modernization, which makes people living in the southeast coast and the central plains more and more interested in the western ethnic areas, Tourists will be eager to verify whether the relevant ethnic knowledge obtained through film and television plays or reading materials is consistent with their knowledge. These confirmation activities or related tourism activities are new answers obtained under the new environment, which has new significance or tourism value of tourism acquisition. It happens that most ethnic areas are located in the economically underdeveloped western region of China, and many ethnic diets still retain a certain original style, which is more in line with the aesthetic pleasure needs of modern people. When their aesthetic experience has a relatively original ethnic diet, it can be imagined that they can bring a pleasant experience to travelers.

Research Results
### Ethnic diet and tourist destination attraction
Analysis background
In the existing research and literature, few researchers directly start from the perspective of ethnic diet to study whether it has an impact on tourism destinations, but many scholars have studied tourism attraction. Luo Guanghua (2017) pointed out in his analysis and Research on the influencing factors of Dalian tourism attraction, The composition of Dalian's tourism attraction and how to enhance Dalian's tourism attraction, in its research, it is clearly pointed out that one of the main elements of Dalian's tourism attraction is the attraction of sea culture, and finally around how to explore and carry forward sea culture to enhance the attraction of the tourism destination. Zhang Han (2018) pointed out in his research that tourism attraction refers to the ability to stimulate tourists' desire to travel, form tourism demand, and finally transform potential tourists into real tourists. In his research, he also pointed out that the core attraction to the tourism destination lies in its cultural connotation. Culture is the soul of tourism development. If the tourism destination does not have its representative characteristic culture, its subsequent development will face difficulties. The scholar took Lijiang as a typical example to conduct micro empirical analysis, Finally, it is concluded that the cultural connotation of tourism destination is one of its core tourism attractions.

Although few scholars directly study the impact of ethnic elements on tourism destinations, the research of experts and scholars on the influencing factors of tourism destination attraction points to a key word - local characteristic culture. The characteristic culture of tourism destinations in ethnic areas is ethnic culture, and ethnic diet is one of the core of ethnic culture. Therefore, for tourism destinations in ethnic areas, developing and improving the influence of ethnic culture is one of the necessary ways for tourism destinations in ethnic areas to enhance their core tourism attraction. Under a reasonable scenario, the correct use of ethnic elements is the core of this path.

Data analysis
Zhang Houcan and Xu Jianping (2009) pointed out in their research that the cross analysis method can better reflect the correlation of classified data, especially for the data analysis of psychological acceptance. Because the questionnaire data in this paper are classified willingness data, this paper uses the cross analysis method to verify the correlation between ethnic elements and tourism destination revisit willingness (Table 5.1).
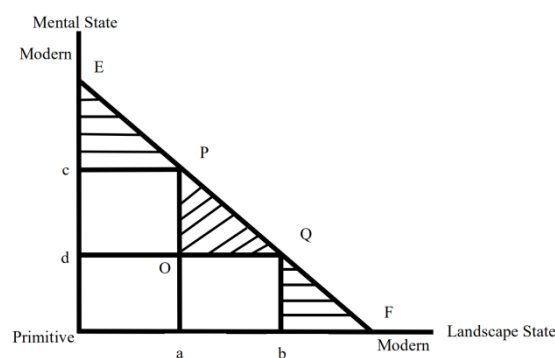
Table 5.1 Table of cross analysis results

Title	Designation	Ethnic Diet(%)					Total	χ^2	p
		Very interested	Interested	Uncertain	Uninterested	Very uninterested			
Revisit intention	-3	18(12.68)	17(7.17)	7(8.14)	2(6.90)	1(16.67)	45(9.00)	83.611	0.000 **
	Will	105(73.94)	147(62.03)	49(56.98)	11(37.93)	0(0.00)	312(62.40)		
	Uncertain	17(11.97)	69(29.11)	27(31.40)	12(41.38)	2(33.33)	127(25.40)		
	No	2(1.41)	4(1.69)	3(3.49)	4(13.79)	3(50.00)	16(3.20)		
Total		142	237	86	29	6	500		

* p<0.05 ** p<0.01

It can be seen from the above table that the cross analysis test is used to study the differential relationship between ethnic diet and tourism destination revisit intention. From the above table, it can be seen that ethnic diet samples show significant (P < 0.05) for tourism destination revisit intention in ethnic areas, which means that ethnic diet samples show differences for tourism destination revisit intention in ethnic areas. The ethnic diet showed a significant level (chi = 83.611, P = 0.001 < 0.01).

This paper also carries out regression verification on the cross analysis results. Hayes a f (2013) pointed out in its analysis data that the regression analysis of classification intention data should adopt the logarithmic linear model for regression verification analysis. Firstly, this paper constructs the logarithmic linear model:

$$\ln(m_{et}) = \alpha_e + \beta_t + (\alpha\beta)_{et} + \varepsilon_{et}$$

Where e is the ethnic diet and t is the willingness to revisit the tourism destination. This paper fits the multiple distribution log linear model, and the results are as follows (Table 5.2):

Table 5.2 Regression verification table of ethnic diet on revisit intention of tourism destination (based on C and D)

Parameter	Estimate	Std. Error	Z	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Constant	2.015[a]					
[R = 1.00]	2.970	.256	11.596	.000	2.468	3.472
[R = 2.00]	2.072	.265	7.814	.000	1.552	2.591
[R = 3.00]	0[b]	.	.	.	.	.
[C = 1.00]	1.355	.198	6.832	.000	.966	1.743
[C = 2.00]	1.928	.189	10.190	.000	1.557	2.299
[C = 3.00]	.904	.210	4.313	.000	.493	1.314
[C = 4.00]	0[b]	.	.	.	.	.
[R = 1.00] * [C = 1.00]	3.315	.794	4.177	.000	1.760	4.870
[R = 1.00] * [C = 2.00]	3.062	.670	4.568	.000	1.748	4.376
[R = 1.00] * [C = 3.00]	2.222	.725	3.063	.002	.800	3.644
[R = 1.00] * [C = 4.00]	0[b]	.	.	.	.	.
[R = 2.00] * [C = 1.00]	1.287	.812	1.584	.113	-.305	2.878
[R = 2.00] * [C = 2.00]	2.078	.663	3.136	.002	.779	3.377
[R = 2.00] * [C = 3.00]	1.402	.724	1.936	.053	-.017	2.821
[R = 2.00] * [C = 4.00]	0[b]	.	.	.	.	.
[R = 3.00] * [C = 1.00]	0[b]	.	.	.	.	.
[R = 3.00] * [C = 2.00]	0[b]	.	.	.	.	.
[R = 3.00] * [C = 3.00]	0[b]	.	.	.	.	.
[R = 3.00] * [C = 4.00]	0[b]	.	.	.	.	.

a. Constants are not parameters under the multinomial assumption. Therefore, their standard errors are not calculated.
b. This parameter is set to zero because it is redundant.
c. Model: Multinomial
d. Design: Constant + R + C + R * C

When fitting the logarithm linear model of multinomial distribution, this paper deleted - 3 lines of the cross analysis results, because - 3 is the questionnaire data of respondents who skip this question. When collecting the questionnaire data on the willingness of ethnic diet to revisit tourism destinations, this paper only collected respondents who have visited ethnic areas, so respondents who have not visited ethnic areas skip this question, The data has no effect on analysis, so it is deleted. From the results of regression verification in table 5.4, it can

be found that when not interested in ethnic diet (including very not interested), the comparison shows that the willingness to revisit with tourism destinations in ethnic areas is. 000 (Sig. <. 05) due to very interested, interested and uncertain interest in ethnic diet. On the basis of not revisiting the tourism destination in ethnic areas, it can be found that the revisit intention of ethnic tourism destination is determined by ethnic diet, which is. 000 (Sig. <. 05), and also presents significant results, Therefore, in the results of multiple distribution log linear model regression verification of the cross analysis results, it can be found that the impact of ethnic diet on the willingness to revisit of tourism destinations is significant.

Ethnic diet and tourism experience
Analysis background

At present, people are rich in material life and have long been unable to satisfy their knowledge within the known range. Since they choose to travel, they must first choose unknown tourism destinations outside their knowledge range, which can greatly meet their curiosity. The vast majority of China's population live in the inland areas of the Central Plains and coastal and other economically developed areas, while China's ethnic areas are distributed in the northern and western border areas. In addition, a large number of film and television dramas in recent years have covered the ethnic culture of China's ethnic areas with a mysterious veil, which will turn a large number of people in non-ethnic areas into potential travelers, Have the desire or expectation to experience the freshness brought by its culture. In this regard, it is the impact of ethnic cultural elements as influencing factors on tourism experience.

Data analysis

Hayes A F (2013) pointed out in his analysis data that the cross analysis method should be used to analyze the classified data of consumer intention, which can better reflect the relevance of the classified data of consumer intention. Because the questionnaire data in this paper are classified willingness data, this paper uses cross analysis to verify the correlation between ethnic elements and tourism experience (Table 5.3).

Table 5.3 Table of cross analysis results

Title	Designation	Ethnic Diet(%)					Total	χ^2	p
		Very interested	Interested	Uncertain	Uninterested	Very uninterested			
Tourism experience	-3	18(12.68)	17(7.17)	7(8.14)	2(6.90)	1(16.67)	45(9.00)		
	Interesting	122(85.92)	215(90.72)	73(84.88)	22(75.86)	3(50.00)	435(87.00)	37.439	0.000 **
	boring	2(1.41)	5(2.11)	6(6.98)	5(17.24)	2(33.33)	20(4.00)		
Total		142	237	86	29	6	500		

* p<0.05 ** p<0.01

It can be seen from table 5.3 that the cross analysis test is used to study the differential relationship between ethnic diet and tourism experience. From the above table, it can be seen that the ethnic diet samples show a significant effect on the tourism experience (P < 0.05), which means that the ethnic element samples show differences in the tourism experience. Ethnic diet showed significant effect on tourism experience (chi = 37.439, P = 0.000 < 0.01).

This paper also carries out regression verification on the cross analysis results. Hayes A F(2013) pointed out in its analysis data that the regression analysis of classification intention data should adopt the logarithmic linear model for regression verification analysis. Firstly, this paper constructs the logarithmic linear model:

$$\ln(m_{ef}) = \alpha_e + \beta_f + (\alpha\beta)_{ef} + \varepsilon_{ef}$$

Where e is the ethnic element and F is the tourism experience. This paper fits the multinomial distribution log linear model, and the results are as follows (Table 5.4):

Table 5.4 Regression verification table of ethnic elements on tourism experience of tourism destination (based on C and D)

Parameter	Estimate	Std. Error	Z	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Constant	.916[a]					
[R = 1.00]	.811	.269	3.018	.003	.284	1.338
[R = 2.00]	3.080	.229	13.466	.000	2.631	3.528
[R = 3.00]	0[b]	.	.	.	.	.
[C = 1.00]	3.164	.417	7.592	.000	2.347	3.981
[C = 2.00]	3.676	.413	8.894	.000	2.866	4.486
[C = 3.00]	2.663	.422	6.306	.000	1.835	3.490
[C = 4.00]	1.576	.448	3.513	.000	.697	2.455
[C = 5.00]	0[b]	.	.	.	.	.
[R = 1.00] * [C = 1.00]	2.512	1.233	2.037	.042	.095	4.929
[R = 1.00] * [C = 2.00]	1.668	1.143	1.460	.144	-.571	3.908
[R = 1.00] * [C = 3.00]	.654	1.163	.562	.574	-1.626	2.934
[R = 1.00] * [C = 4.00]	-.278	1.284	-.216	.829	-2.794	2.239
[R = 1.00] * [C = 5.00]	0[b]	.	.	.	.	.
[R = 2.00] * [C = 1.00]	3.555	1.046	3.399	.001	1.505	5.605
[R = 2.00] * [C = 2.00]	3.332	.934	3.568	.000	1.501	5.162
[R = 2.00] * [C = 3.00]	2.089	.924	2.262	.024	.279	3.899
[R = 2.00] * [C = 4.00]	1.072	.955	1.123	.261	-.799	2.944
[R = 2.00] * [C = 5.00]	0[b]	.	.	.	.	.
[R = 3.00] * [C = 1.00]	0[b]	.	.	.	.	.
[R = 3.00] * [C = 2.00]	0[b]	.	.	.	.	.
[R = 3.00] * [C = 3.00]	0[b]	.	.	.	.	.
[R = 3.00] * [C = 4.00]	0[b]	.	.	.	.	.
[R = 3.00] * [C = 5.00]	0[b]	.	.	.	.	.

a. Constants are not parameters under the multinomial assumption. Therefore, their standard errors are not calculated.

b. This parameter is set to zero because it is redundant.

c. Model: Multinomial

d. Design: Constant + R + C + R * C

From the results of regression verification in 4.4, it can be found that based on being very uninterested in ethnic diet, the comparison can be found that the tourism experience results of tourism destinations in ethnic areas are. 000 (Sig. <. 05), showing significant results. On the basis of feeling bored with the tourism destination experience in ethnic areas, it can be found that the tourism experience of ethnic tourism destinations is determined by ethnic diet, and the result is. 000 (Sig. <. 05), which also presents significant results, Therefore, in the results of multiple distribution log linear model regression verification of the cross analysis results, it can be found that the impact of ethnic diet on the tourism experience of tourism destinations is significant.

Tourism experience and tourism destination

Analysis background

No matter what kind of application scenario and application mode, ethnic diet will produce a sense of experience in two directions for tourism experience. In his research, M.S. Jackson also pointed out that the experience of tourism destination can be divided into positive experience and negative experience, and the two kinds of experience are quite opposite, and the positive experience is often accompanied by a more excited heart, It is often expressed as a sense of excitement, while the negative experience is often accompanied by a depressed heart, which is filled with the whole journey and often shows a state of boredom. Therefore, this paper will use the two opposite indicators of interest and boredom to collect tourism experience data in the questionnaire to answer the impact of tourism experience on tourism destinations.

Data analysis

Zhang Houcan and Xu Jianping (2009) pointed out in their research that the cross analysis method can better reflect the correlation of classified data, especially for the data analysis of psychological acceptance. Because the questionnaire data in this paper are classified intention data, this paper uses cross analysis to verify the correlation between experience and revisit intention (Table 5.5).

Table 5.5 Table of cross analysis results

Title	Designation	Tourism experience(%)			Total	χ^2	p
		-3	Interesting	boring			
Revisit intention	-3	45(100.00)	0(0.00)	0(0.00)	45(9.00)		
	Will	0(0.00)	309(71.03)	3(15.00)	312(62.40)		
	Uncertain	0(0.00)	115(26.44)	12(60.00)	127(25.40)	548.274	0.000**
	No	0(0.00)	11(2.53)	5(25.00)	16(3.20)		
Total		45	435	20	500		

* p<0.05 ** p<0.01

It can be seen from the above table that the cross analysis test is used to study the differential relationship between tourism experience and revisit intention. It can be seen from the above table that the tourism experience samples show significant (P < 0.05) for revisit intention, which means that the tourism experience samples show differences for revisit intention.

Tourism experience shows a significant level of 0.01 for revisit intention (chi = 548.274, P = 0.000 < 0.01). According to the percentage comparison difference, the proportion of interesting choice meeting is 71.03%, which is significantly higher than the average level of 62.40%. The proportion of boring choice uncertainty is 60.00%, which will be significantly higher than the average level of 25.40%.

This paper also carries out regression verification on the cross analysis results of revisit willingness of tourism experience to tourism destinations. Hayes A F (2013) pointed out in its analysis data that the regression analysis of classified willingness data should adopt logarithmic linear model for regression verification analysis. Firstly, this paper constructs a logarithmic linear model:

$$\ln(m_{ft}) = \alpha_f + \beta_t + (\alpha\beta)_{ft} + \varepsilon_{ft}$$

Where f is the tourism experience and t is the willingness to revisit the tourism destination. This paper fits the multinomial distribution log linear model, and the results are as follows (see table 5.6):

Table 5.6 Regression verification table of tourism experience on revisit intention of tourism destination (based on C and D)

Parameter	Estimate	Std. Error	Z	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Constant	1.705[a]					
[R = 1.00]	.984	.107	9.196	.000	.774	1.194
[R = 2.00]	-2.148	.282	-7.607	.000	-2.702	-1.595
[R = 3.00]	0[b]	.	.	.	.	.
[C = 1.00]	3.080	.229	13.466	.000	2.631	3.528
[C = 2.00]	0[b]	.	.	.	.	.
[R = 1.00] * [C = 1.00]	.165	.523	.315	.753	-.861	1.190
[R = 1.00] * [C = 2.00]	0[b]	.	.	.	.	.
[R = 2.00] * [C = 1.00]	-1.855	.750	-2.472	.013	-3.326	-.384
[R = 2.00] * [C = 2.00]	0[b]	.	.	.	.	.
[R = 3.00] * [C = 1.00]	0[b]	.	.	.	.	.
[R = 3.00] * [C = 2.00]	0[b]	.	.	.	.	.

a. Constants are not parameters under the multinomial assumption. Therefore, their standard errors are not calculated.

b. This parameter is set to zero because it is redundant.

c. Model: Multinomial

d. Design: Constant + R + C + R * C

When fitting the logarithm linear model of multinomial distribution, this paper deleted -3 rows and -3 columns of the cross analysis results, because -3 is the questionnaire data of respondents who skip this topic. When collecting the questionnaire data of tourism experience in ethnic areas and willingness to revisit tourism destinations, this paper only collected the respondents who have visited ethnic areas, Therefore, respondents who did not travel to ethnic minority areas skipped this question, and their data did not play a role in the analysis, so they were deleted. From the results of regression verification in table 4.6, it can be found that when the experience of tourism destinations in ethnic areas is boring, the comparison can be found that the willingness to revisit with tourism destinations in ethnic areas is. 000 (Sig. <. 05), showing significant results. On the basis of not revisiting the tourism destination in ethnic areas again, it can be found that the revisit intention of ethnic tourism destination is determined by the tourism destination experience in ethnic areas, and the result is. 000 (Sig. <. 05), which also presents significant results, Therefore, it can be found that the experience of tourism destinations in ethnic regions has a significant impact on the willingness to revisit.

Discussion

Based on the tourism experience theory, this study takes the ethnic diet as the research starting point, and then studies its impact on the attraction of tourism destinations through the index of tourism experience. The conclusions are as follows:

Firstly, ethnic diet has a positive impact on the attraction of tourism destinations in ethnic areas. Based on the cross test analysis of questionnaire data and the regression verification of log linear model, it can be found that the impact of ethnic diet on tourism destinations is positive and correlated. The questionnaire data based on the willingness of ethnic diet to revisit tourism destinations are collected from respondents who have had tourism experience in ethnic areas. Therefore, it can be seen directly from the questionnaire data that the main factor for tourists to travel to ethnic areas is the attraction of ethnic culture, and the correct application of ethnic culture, Is the correct orientation of tourism development in ethnic minority areas. From the expert interview, it can also be found that the whole interview reply is filled with ethnic characteristic culture. Tourists are very interested in ethnic history, ethnic clothing, ethnic diet and ethnic patterns. These are ethnic elements. The results of the interview also feed back that ethnic culture is the core tourism attraction of ethnic areas, Ethnic diet is one of the core of ethnic culture, so ethnic diet plays a key role in the economic and social development of ethnic regional tourism destinations. (Chen, 2020 : 33-45)

Secondly, ethnic diet has a positive impact on the tourism experience of tourists in ethnic areas. Based on the tourism experience theory, combined with the questionnaire data and interview data, this study found that ethnic diet is positive and related to the tourism experience of tourism destinations in ethnic areas. The cultural display of tourism destination is a creative process. On the basis of regional culture, it should use new cultural elements to expand and innovate culture according to the development trend of tourism demand, create symbolic cultural space and tourism activity places of tourism destination, and then highlight the uniqueness of tourism destination image. Due to its unique historical development context and its unique ethnic cultural style, the correct utilization and development of tourism destinations in ethnic areas can make tourists stay in them and can not resist its special charm. It can also be found from the interview that tourists show a more recognized attitude towards the tourism experience of ethnic elements and can enjoy it. The corresponding cultural display of

tourism destination is a process of cultural landscape creation. Relevant scholars regard the cultural landscape as a dynamic evolution process, a social process, a cultural space production result and serving the community. It has important enlightenment significance for the understanding and in-depth study of the display and application of ethnic elements in tourism destination. At the same time, it forms a positive impact of ethnic cultural elements on tourism experience. (Cakici, 2017 : 354-376)

Finally, tourism experience mediates the impact of ethnic elements on tourism destinations. Based on tourism experience theory and symbolic interaction theory, supplemented by relevant questionnaire data and interview data, it is found that tourism experience mediates the impact of ethnic diet on tourism destinations, that is, ethnic diet can improve travelers' travel experience, so as to have a more positive impact on tourism destinations in ethnic areas. It is precisely because revisiting is a high degree of recognition for tourism destinations. Tourists with better tourism experience will naturally have higher revisit intention, while tourists with poor tourism experience will have relatively lower revisit intention, The willingness to revisit, as the main measure of tourism experience, can feed back the tourists' acceptance of the tourism destination to a great extent. In addition to revisiting intention, this paper also collected data on recommendation intention. 420 of the 500 respondents said that if the experience was interesting, they would recommend this trip to relatives and friends, accounting for 84%. Through the data, it is found that among the 435 respondents who think the experience of ethnic tourism destination is interesting, 371 are willing to share the interesting journey with their friends, accounting for 85.29%, while 40 of the 45 respondents who have traveled in ethnic areas in the future said that if the journey experience is interesting, they will recommend it to their relatives and friends, accounting for 88.89%. This shows that in the process of tourism experience, if the travel experience effect is good, the tourism destination will also be publicized. It will not only obtain potential tourists from revisiting willingness, but also obtain more potential resources due to its recommendation, which provides an effective help for the economic and social development of the tourism destination.

Recommendation

According to the final results of data analysis and research, ethnic diet can effectively and positively affect the attraction of tourism destinations in ethnic areas through tourism experience. Therefore, according to the data analysis results, the following suggestions are put forward:

First of all, we should pay attention to the development and protection of national elements. Although China vigorously promotes the development of cultural tourism, businessmen are not aware of the huge economic value implied by the correct use of national elements, which leads to the serious homogeneity of tourism commodities and tourism projects in China's existing national tourism destinations. Therefore, we should pay attention to the effective and correct publicity of national culture, Add effective help to the protection and sustainable development of our national culture. Secondly, the correct use of national elements to develop tourism can effectively promote national unity and progress. Finally, the development of ethnic elements in tourism destinations should pay attention to the correct path choice to avoid homogenization, which will eventually lead to negative effects on tourism consumers.

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