

# Research on the Path of Promoting Cultural Confidence of Western Tourists Based on Tourism Activities

Enrui Cui

School of Xi'an Foreign Studies University, Xi'an 710128, China

**Abstract:** Tourism perception has always been the focus of scholars' research. This research takes tourism perception as the starting point, and builds a theoretical model of tourism perception, cultural identity, and cultural self-confidence on the basis of Zhou Yijun and Feng Gengyun's research on the mechanism of tourism promoting cultural self-confidence, and structural equation model verifies the relationship between tourism perception, cultural identity, and cultural self-confidence.

**Keywords:** Tourism perception, Cultural identity, Cultural confidence, Confirmatory factor analysis.

## 1. Overview of Domestic Cultural Self-confidence

### 1.1. Research on The Concept of Cultural Self-confidence

As early as 2009, Chinese scholars conducted extensive research on cultural self-confidence and explained the concept of cultural self-confidence respectively. Liu Shilin (2009) believed that cultural self-confidence is a kind of cultural life function with super biology, super nature and super reality unique to human beings, a high-level cultural structure constructed by human social practice within individual life, and a concrete manifestation of human subjective initiative and cultural creativity[1]. Spruce (2010) believes that cultural self-confidence is the full affirmation of a country, a nation, and a political party of their own cultural values, and a firm belief in their own cultural vitality[2]. Liu Fang (2012) believed that cultural self-confidence is the full affirmation of their own cultural connotation and value, and a firm belief in their own cultural characteristics and vitality[3]. It has the following characteristics: first, it is respectful and proud of its own culture; second, it is courageous and bold to absorb and transform foreign cultures; third, it is respectful and confident of the prospect of cultural development and prosperity. Qiu Baisheng (2012) believes that cultural self-confidence is a manifestation of spiritual maturity based on rational knowledge, and a high degree of cultural consciousness of knowing oneself and the other[4]. The establishment of cultural consciousness and cultural self-confidence requires a certain cultural basis, which mainly refers to the tolerance of a certain culture, cultural resistance to pressure, cultural introspection, etc. Zhang Leisheng (2012) believes that cultural self-confidence is a sign that a nation or country can not only maintain itself but also face the world in the era of change[5]. On the one hand, it fully affirms the value and historical tradition of its own culture, on the other hand, it has a clear understanding of the current cultural state, and has firm confidence in the future development of its own culture. Liao Xiaoqin (2012) believes that cultural self-confidence is a state of mind after people's spiritual and cultural needs are met, and it is the result of national cultural identity[6]. Cultural self-confidence is a new dimension of subject mentality, value pursuit and spiritual life quality, a deep development of human beings, and a manifestation of

cultural self-improvement and expansion of human beings. Zhou Yijun and Feng Gengyun (2018) believed that cultural self-confidence is a stable psychological feature that cultural subjects have formed their confidence and affirmation of their own cultural values and cultural vitality after a series of processes such as objective cultural cognition, reflection, criticism, comparison and identification[7].

### 1.2. Research on the Cultivation of Cultural Self-confidence

For the cultivation of cultural self-confidence, Chinese scholars have also given their own views and countermeasures. Liu Shilin (2009) proposed that knowledge and ethics are the internal conditions for all human practical activities, and also the most important subject basis for the occurrence and growth of cultural self-confidence[8]. Peng Danling (2010) believed that cognition is the most basic psychological process of human beings: the human brain receives the information input from the outside world, processes it, and converts it into mental activities in memory, and then controls human behavior[9]. Spruce (2010) believed that to enhance cultural self-confidence, one must not forget the original, that is, we must adhere to and carry forward the profound national traditional culture, scientific Marxist guiding ideology and rich revolutionary culture[10]. The second is to absorb foreign resources. We should have an open and inclusive mind, a dialectical attitude of choice, and the ability to transform and recreate the coming culture. Third, focus on the future. We should grasp the prospect of China's cultural development from the general trend of world development, the great practice of socialism with Chinese characteristics and the good situation of cultural construction itself. Wang Zeying (2011) believed that the self-confidence of human subject spirit and essential power constitutes the core and foundation of cultural self-confidence, because culture is essentially the product of human spiritual pursuit and creation[10]. In the system structure and dynamic function of cultural self-confidence, ethical spiritual self-confidence is not only the basic self-confidence, but also the dynamic self-confidence, or the purposeful self-confidence, which plays a very important role, especially in the production, creation and maintenance of culture. Han Zhen (2011) believed that the cultural self-confidence of the Chinese nation was based on the long and brilliant cultural tradition, the social practice of building socialism with

Chinese characteristics, and the guidance of the latest achievements of sinicized Marxism[11]. Wang Nanshi and Hou Zhenwu (2011) believed that the establishment of cultural life consciousness is the premise of cultural self-confidence, and cultural life consciousness is the rational belief that the ideal culture of the Chinese nation can still regain vitality through "anti original innovation" when great changes occur in real social life[12]. It is a necessary condition for us to keep the consciousness of cultural life and enhance cultural self-confidence to peel off the practical level that is no longer applicable to traditional culture, and to explore and analyze the origin of the vitality of national culture. Huang Xiaobo (2012) believes that the generation of cultural self-confidence has its own laws. Cultural cognition is the prerequisite, cultural exchange is the condition, the mastery of cultural discourse power is the key, and cultural development is the cornerstone to enhance cultural self-confidence[13]. Zhou Zhenggang (2012) believed that the cultivation of high cultural self-confidence must correctly understand and handle several basic relationships in practice: first, to treat mainstream culture and diverse culture, we should correctly handle the relationship between monism and pluralism, with pluralism playing a neutral role and showing diversity in the mainstream. Second, we should correctly handle the relationship between inheritance and innovation in the treatment of Chinese culture, not only taking its essence, but also weeding out the old and bringing forth the new. Third, we should correctly handle the relationship between criticism and absorption when dealing with foreign cultures, adhere to inclusiveness, and also resist the dross[14]. Bing Zheng (2011) believes that cultivating a high degree of cultural self-confidence: first, we should handle the relationship between the construction of socialist core values and the status quo of multiculturalism from the perspective of the current situation of contemporary Chinese culture. Secondly, we should properly handle the dialectical relationship between socialism and market economy. Thirdly, we should deal with the relationship between idealism and utilitarianism in contemporary culture[15]. Qixuan (2012) believed that cultural confidence is essentially confidence in the vitality of culture. To enhance cultural confidence, it requires a rational review of historical traditional culture, red revolutionary culture, national folk culture, and contemporary Chinese culture, and an inclusive reference to the world's historical culture, foreign national culture, and modern civilization achievements[16]. Shen Zhuanghai (2012) believes that the basic point of cultural self-confidence is mainly based on the long and brilliant traditional culture, and confidence in excellent traditional culture is an important part of cultural self-confidence; To enhance the cultural confidence based on the present, we need to strengthen the sorting and research of the history and reality of contemporary Chinese cultural development, strengthen the research and publicity of contemporary Chinese cultural elements, cultural images and cultural symbols, strengthen the education and practice of the socialist core value system, and more importantly, we need to promote the great prosperity and development of culture with the spirit of reform and innovation[17]. Sun Yanqing (2012; It is not to shield and cover it, nor to slander, totally deny, smear or whitewash it. Zhou Guiying (2012) believed that in the process of the introduction of Western learning into the East, China's culture experienced ups and downs from full confidence to arrogance, to inferiority and self abandonment, and then to the return of loss. He believed that, in today's

globalization, if China wants to truly rise, it must improve its soft power and become a cultural power. A cultural power is based on a strong cultural self-confidence. To rebuild our cultural self-confidence, we must dare to break the western cultural hegemonism, improve the cultural consciousness of the Chinese nation, and handle the relationship between the national and global characteristics of Chinese culture[18]. Chen Wei (2013, Form cultural consciousness and get rid of cultural self-confidence[19]. Wang Fang (2017) believes that cultural memory is the source of cultural self-confidence and urban and rural rejuvenation. The factors influencing the connotation of memory were analyzed from the internal and external forces of memory construction[20]. Wei Bo (2017) believed that discussing cultural self-confidence needs to go deep into the changes of social material life to grasp its generation and development mechanism[21].

### **1.3. Research on the Relationship Between Tourism and Cultural Self-confidence**

Li Mingjian (2013) raised the issue of strengthening community cultural confidence in combination with various misconceptions in rural tourism development. Wang Degang (2014) believed that to build a harmonious ethical relationship in rural tourism, we must adhere to the principle of equality and balance in both the cultural and economic fields. Cultural self-confidence and balance of interests are the basis for establishing the ethical relationship in rural tourism[22]. Wu Zhongjun et al. (2017) studied the reconstruction of cultural space in tourist towns based on the theory of space production[23]. Zhou Yijun (2018) used tourism, psychology, communication and other related theories to analyze the formation process of cultural self-confidence[24]. According to the stage characteristics of the evolution of tourists' cognition, identity and self-confidence in tourism activities, this paper demonstrates the coupling relationship between tourism process and cultural self-confidence. Wang Yaobin believes that cultural self-confidence provides value orientation for tourism and core content for tourism expression. Tourism has built a platform and a channel for rapid communication of cultural confidence into the hearts of the people. At a critical moment when the impetuous social atmosphere and cultural market need to be reversed, tourism, as a comprehensive industry, can provide a specific entry point for the country's cultural strategy and top-level design. Cao Shitu studied the cultural self-confidence of Chinese tourism researchers from the aspects of cultural accumulation of tourism development history, tourism essence and the current situation of tourism science research. Zhang Peng (2020) believed that the development of tourism culture should be promoted by "image+" to enhance cultural confidence[25]. Pan Shanjuan (2021) explored the strategy of Guilin's urban spirit to enhance the self-confidence of tourism culture, and believed that we should rely on the strength of the masses to stimulate the vitality of cultural self-confidence[26].

## **2. Research on the Relationship Between Foreign Tourism and Self-confidence**

Desforges (2000) studied the process of tourism consumption promoting self-identity[27].

Church (1982), when reviewing the study of travelers, believed that having a broader vision or world outlook,

reducing ethnocentrism, intolerance and stereotype, and enhancing self-awareness and self-confidence in the local culture would form a more positive and objective attitude towards the host country's culture and a stronger appreciation[28].

#### Research Hypothesis and Model Construction

Through the review of the research on cultural self-confidence of domestic scholars, it can be found that most scholars stay on the surface of explaining the concept and characteristics of cultural self-confidence[29]. There are many macro researches and few micro perspectives. However, most scholars focus on the macro level of culture, nation and country, and too much political propaganda, but little micro research on the subject "people" of culture. Even though some scholars have studied how to cultivate cultural self-confidence, few scholars have conducted empirical analysis on how to cultivate cultural self-confidence. Therefore, based on the mechanism proposed by Zhou Yijun and Feng Gengyun[30] in the study of the role of tourism in promoting

cultural self-confidence, this paper will conduct a verification study from the micro perspective of people, and propose the following assumptions to build the following model (as shown in Figure 1):

H1: Tourism perception is positively related to cultural memory before traveling, cultural communication during traveling, and cultural adjustment after traveling;

H2: Cultural identity is positively related to destination cognition, destination association and destination identity;

H3: Cultural self-confidence is positively correlated with initial self-confidence, test self-confidence and new self-confidence;

H4: Tourism perception has a significant positive impact on cultural self-confidence;

H5: Cultural identity has a significant positive impact on cultural self-confidence;

H6: Cultural identity has a significant positive impact on tourism perception;

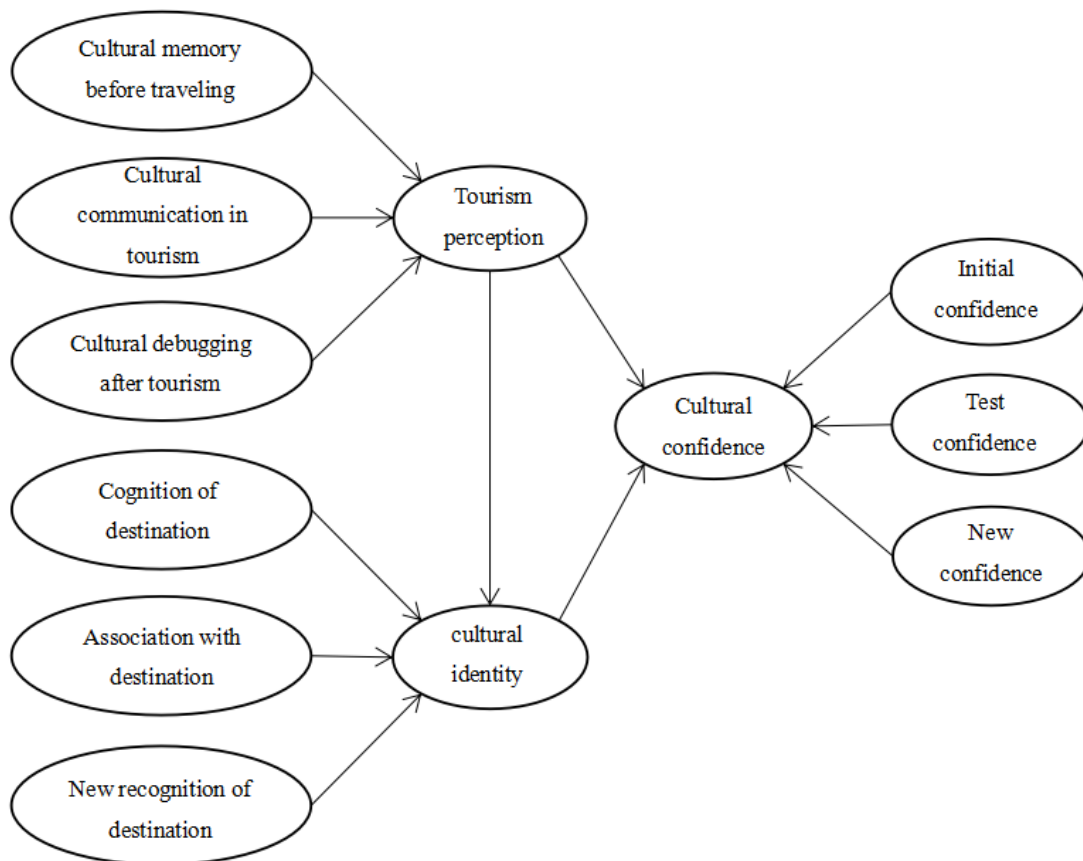


Figure 1. Hypothesis model diagram

### 3. Research Design

#### 3.1. Questionnaire Design

This questionnaire is based on Andy S. Choi of Australian National University, Franco Papandrea of Canberra University, Ma Fei fan of Nanjing University and other scholars' scales for assessing cultural values and attitudes. Combined with the content of this study, a questionnaire was formed. The questionnaire includes two parts: First, demographic characteristics of tourists. Demographic characteristics include tourists' gender, age, occupation,

education level, monthly family income and residence. Second, measure the three scales of "tourism perception", "cultural identity" and "cultural self-confidence". The second part is the main part of the questionnaire. "Tourism perception" includes three dimensions: cultural memory before traveling, cultural communication during traveling, and cultural adjustment after traveling. "Cultural identity" includes three dimensions: destination cognition, destination association, and destination identity. "Cultural confidence" includes three dimensions: initial confidence, test confidence, and new confidence. The Likert 5-point measurement method

was used in the scale, which was 1 point (very disagreed), 2 points (disagreed), 3 points (average), 4 points (agreed) and 5 points (very agreed).

### 3.2. Data Analysis

This study involves multiple potential variables. In order to avoid errors, the hypothesis was verified and analyzed by using Structural Equation Modeling (SEM), and SPSS 25.0 and AMOS21.0 statistical software were selected for assistance. The analysis steps are as follows: First, analyze the demographic information of the respondents; Secondly, by

analyzing the internal consistency, confirmatory factor (CFA) and the structural validity of the model, we can make a general judgment on the reliability and validity of the scale; Then, verify whether the hypothesis H1-H6 is correct through path analysis.

## 4. Analysis of Research Results

### 4.1. Descriptive Statistical Analysis of Samples

First, describe the demographic characteristics of the questionnaire results, and the results are as follows (Table 1):

**Table 1.** Analysis of demographic characteristics

variable	Options	Frequency	percentage	Average	standard deviation
Gender	male	126	42%	1.58	0.49
	female	174	58%		
Age	Under 20	1	0%	3.51	0.89
	20-25 years old	52	17%		
	26-30	65	22%		
	31-35 years old	157	52%		
	Over 35	25	8%		
education	No education background	6	2%	3.05	0.67
	Junior high school	42	14%		
	undergraduate	184	61%		
	Master or above	68	23%		
	staff and workers of enterprise	110	37%		
occupation	Individual merchant	40	13%	3.17	2.50
	student	45	15%		
	civil servant	50	17%		
	soldier	6	2%		
	retiree	6	2%		
	migrant workers	11	4%		
	farmer	6	2%		
	other	26	9%		
	No income	42	14%		
	1-2000 yuan	8	3%		
income	2001-3000 yuan	30	10%	4.01	1.51
	3001-4000 yuan	81	27%		
	4001-5000 yuan	104	35%		
	More than 5000 yuan	35	12%		

According to the above analysis results, it can be seen that the numerical characteristics of demographic variables reflect the distribution of the respondents. The mean value represents the concentration trend. The standard deviation represents the fluctuation. According to the frequency analysis results of each variable, it can be seen that the distribution basically meets the requirements of sampling survey. For example, according to the results of gender survey, the proportion of males is 42% and that of females is 58%. It can be seen that the results of this survey focus on women's wishes.

### 4.2. Reliability Test

Reliability refers to the consistency of the results obtained when the same object is repeatedly measured by the same method. Reliability indicators are mostly expressed by

correlation coefficients, which can be roughly divided into three categories: stability coefficient (consistency across time), equivalent coefficient (consistency across forms) and internal consistency coefficient (consistency across projects). There are four main methods for reliability analysis: retest reliability method, duplicate reliability method, split reliability method  $\alpha$  Reliability coefficient method. In this study  $\alpha$  Reliability Coefficient Method, Cronbach  $\alpha$  The reliability coefficient is the most commonly used reliability coefficient. The reliability coefficient of the total scale is better to be above 0.8, and 0.7-0.8 is acceptable; The reliability coefficient of the subscale should be better than 0.7, and 0.6-0.7 is acceptable. The analysis results are shown in the following tables (Table 2, Table 3, Table 4, Table 5, Table 6, Table 7, Table 8):

**Table 2.** Reliability analysis of cultural memory scale before traveling

Options	Scale average after deleting item	Scale variance after deleting item	Corrected item and total correlation	Square multiple correlation	Clone Bach Alpha after deleting item	Standardized $\alpha$
Cultural memory before traveling 1	16.12	10.095	0.740	0.569	0.862	
Cultural memory before traveling 2	16.00	10.381	0.724	0.536	0.865	
Cultural memory before traveling 3	16.06	10.224	0.777	0.624	0.853	0.888
Cultural memory before traveling 4	16.06	10.719	0.694	0.496	0.872	
Cultural memory before traveling 5	15.96	10.597	0.710	0.514	0.869	

**Table 3.** Reliability analysis of the scale of cultural communication in tourism

option	Scale average after deleting item	Scale variance after deleting item	Corrected item and total correlation	Square multiple correlation	Clone Bach Alpha after deleting item	Standardized $\alpha$
Cultural Exchanges in Tourism 1	11.64	6.225	0.741	0.554	0.826	
Cultural Exchanges in Tourism 2	11.83	6.447	0.679	0.474	0.849	
Cultural Exchanges in Tourism 3	11.70	5.882	0.732	0.556	0.829	0.870
Cultural Exchanges in Tourism 4	11.72	6.010	0.737	0.548	0.826	

**Table 4.** Table Reliability Analysis of Cultural Adjustment after Travel

option	Scale average after deleting item	Scale variance after deleting item	Corrected item and total correlation	Square multiple correlation	Clone Bach Alpha after deleting item	Standardized $\alpha$
Cultural adjustment after tourism 1	7.96	2.376	0.783	0.634	0.722	
Cultural adjustment after tourism 2	7.96	2.457	0.748	0.603	0.757	0.847
Cultural adjustment after tourism 3	7.79	2.938	0.627	0.398	0.868	

**Table 5.** Reliability analysis of destination cognition scale

option	Scale average after deleting item	Scale variance after deleting item	Corrected item and total correlation	Square multiple correlation	Clone Bach Alpha after deleting item	Standardized $\alpha$
Cognition of destination 1	11.84	5.165	0.704	0.496	0.850	
Cognition of destination 2	11.76	5.352	0.711	0.508	0.846	
Cognition of destination 3	11.81	5.149	0.755	0.582	0.829	0.874
Cognition of destination 4	11.92	5.061	0.751	0.576	0.830	

**Table 6.** Reliability Analysis of Destination Association Scale

option	Scale average after deleting item	Scale variance after deleting item	Corrected item and total correlation	Square multiple correlation	Clone Bach Alpha after deleting item	Standardized $\alpha$
Association with destination 1	7.25	3.270	0.645	0.417	0.764	
Association with destination 2	7.20	2.923	0.682	0.465	0.725	0.814
Association with destination 3	7.33	2.983	0.667	0.447	0.741	

**Table 7.** Reliability Analysis of the Destination New Identity Scale

option	Scale average after deleting item	Scale variance after deleting item	Corrected item and total correlation	Square multiple correlation	Clone Bach Alpha after deleting item	Standardized $\alpha$
New recognition of destination 1	7.38	2.893	0.670	0.503	0.452	
New recognition of destination 2	7.46	2.744	0.728	0.570	0.531	0.835
New recognition of destination 3	7.47	2.685	0.759	0.694	0.489	

**Table 8.** Reliability Analysis of Cultural Confidence Scale

option	Scale average after deleting item	Scale variance after deleting item	Corrected item and total correlation	Square multiple correlation	Clone Bach Alpha after deleting item	Standardized $\alpha$
Cultural Confidence 1	7.97	2.564	0.709	0.503	0.835	
Cultural Confidence 2	7.96	2.453	0.752	0.570	0.796	0.863
Cultural Confidence 3	7.94	2.334	0.759	0.580	0.789	

From the reliability analysis of the dimensions of cultural memory before traveling, cultural communication during traveling, cultural adjustment after traveling, cognition of destination, association with destination, new recognition of destination, and cultural self-confidence, it can be seen that the reliability coefficient after deleting 3 items of cultural adjustment after traveling is greater than that of the overall  $\alpha$ . Except for the coefficient, the reliability coefficient of the remaining items after deletion is less than that of the population  $\alpha$  Coefficient, so the title of each content dimension does not need to be adjusted. The overall

standardized reliability coefficients exceed 0.8, which is relatively good.

### 4.3. Validity Test

In the validity test, the moderate test of factor analysis is carried out first. According to the calculation of SPSS 25.0, the KMO value is 0.958. Through Bartlett's spherical test, its significance level is  $P=0.000 < 0.05$  (Table 5-9), indicating that the measured variables of the data are suitable for factor analysis.

**Table 9.** Validity test

KMO and Bartlett test		
KMO sampling suitability quantity		0.958
Bartlett sphericity test	Approximate chi square freedom	5273.867
	Significance	300
		0.000

### 4.4.

### 4.5. Confirmatory Factor Analysis

The confirmatory factor analysis was carried out on the basis of the validity of the questionnaire, and the goodness of fit was selected from the papers of Jun Wena, Songshan (Sam)

Huang a, and Tianyu Yingb  $\chi^2$ /The results of df, CFI, AGFI, IFI and TLI are shown in the following table (Table 10), and the convergence validity of the questionnaire is verified. The results are shown below (Table 11):

**Table 10.** Results of goodness of fit of confirmatory factor analysis

	$\chi^2/df$	CFI	GFI	AGFI	IFI	TLI
Standard value	1.605	0.970	0.904	0.877	0.970	0.965

**Table 11.** Results of confirmatory factor analysis among variables

Potential variable index	Observed variable	Normalized load factor	AVE	CR
Cultural memory before traveling	A1	0.797	0.6162	0.8891
	A2	0.777		
	A3	0.835		
	A4	0.753		
	A5	0.760		
Cultural exchanges in tourism	B1	0.825	0.6261	0.8699
	B2	0.747		
	B3	0.793		
	B4	0.798		
Cultural adjustment after tourism	C1	0.775	0.6324	0.8376
	C2	0.787		
	C3	0.823		
Cognition of destination	D1	0.873	0.6623	0.8866
	D2	0.827		
	D3	0.743		
	D4	0.807		
Association with destination	E1	0.759	0.5932	0.8138
	E2	0.766		
	E3	0.785		
New recognition of destination	F1	0.775	0.6314	0.8369
	F2	0.837		
	F3	0.770		
Cultural confidence	G1	0.791	0.6796	0.8641
	G2	0.833		
	G3	0.848		

From the above table, we can see that the  $\chi^2/df$  value is  $1.605 < 3$ ,  $CFI=0.970$ ,  $GFI=0.904$ ,  $AGFI=0.877$ ,  $IFI=0.970$ ,  $TLI=0.965$ , which indicates that the model has a good fit, and it is suitable for the mechanism of tourism to enhance cultural self-confidence. Latent variables: cultural memory before travel, cultural communication during travel, cultural adjustment after travel, destination cognition, destination association, destination identity, cultural self-confidence. The standardized load coefficient of the observed variables is greater than 0.5, the CR value of each dimension is greater

than 0.5, and the AVE value is greater than 0.8, indicating that the model has good convergence validity, and the observed variables of each dimension can better explain the potential variables to be measured in this study.

#### 4.6. Hypothesis Verification Analysis

Hypothesis verification analysis was conducted on the basis of good model adaptation, and the results are shown in the following table (Table 12):

**Table 12.** Results of path analysis between variables

	Assumed path	Normalized path coefficient	S.E.	T value	P	Hypothesis validation
	Tourism perception → cultural memory before tourism	1.000				
H1	Tourism perception → cultural communication in tourism	0.922	0.04	23.423	''	establish
	Tourism perception → post tourism cultural adjustment	0.901	0.52	20.196	***	
	Cultural identity → cognition of destination	1.000				
H2	Cultural identity → association with destination	0.725	0.08	11.325	***	establish
	Cultural identity → new identity of destination	0.81	0.06	11.59		
	Cultural confidence → initial confidence	1.000				
H3	Cultural confidence → test confidence	0.823	0.07	16.320	***	establish
	Cultural confidence → new confidence	0.852	0.07	15.232	***	
H4	Cultural identity → cultural confidence	0.724	0.06	10.011	***	establish
H5	Tourism perception → cultural confidence	0.245	0.07	3.245	0.002	establish
H6	Tourism perception → cultural identity	0.779	0.06	9.598	***	establish

Note: \*\*\* represents  $p < 0.001$ .

Table 12 shows that tourism perception, cultural identity and cultural self-confidence are significant  $P < 0.001$ . It shows that tourism perception is positively related to cultural memory before traveling, cultural communication during traveling, and cultural adjustment after traveling, cultural identity is positively related to destination cognition, destination association, and destination identity, and cultural self-confidence is positively related to initial self-confidence, test self-confidence, and new self-confidence, that is, hypothesis H1, H2, and H3 are established. The result of path analysis shows that the path coefficient of cultural identity to cultural self-confidence is 0.724 ( $p < 0.001$ ), indicating that cultural identity has a significant positive impact on cultural self-confidence, that is, hypothesis H4 is established. The path coefficient of tourism perception to cultural self-confidence is 0.245 ( $p < 0.005$ ), which shows that cultural identity has a significant positive impact on cultural self-confidence, that is, hypothesis H5 is established. The path coefficient of tourism perception to cultural identity is 0.779 ( $p < 0.001$ ), indicating that cultural identity has a significant positive impact on cultural self-confidence, that is, H6 is assumed to be true.

## 5. Conclusion and Enlightenment

By building a model of tourism perception, cultural identity and cultural self-confidence, it is concluded that tourism perception is positively related to cultural memory before traveling, cultural communication during traveling, and cultural adjustment after traveling; cultural identity is positively related to destination cognition, destination association, and destination identity; cultural self-confidence is positively related to initial self-confidence, test self-confidence, and new self-confidence; tourism perception has a significant positive impact on cultural self-confidence, Cultural identity has a significant positive impact on cultural self-confidence, and cultural identity has a significant positive impact on tourism perception.

Tourism is a cognitive activity in a state of leisure and relaxation. Tourists take themselves as the object, travel related information as the operation content, and tourism destination and the environment along the way as the goal to realize self cognition and adjustment accordingly. The tourism industry can explore, reshape and reprocess the tourism resources and local culture of tourism destinations through guidance, interpretation, public opinion building, image shaping, marketing, communication and other means to improve tourism perception, including visual perception, auditory perception, taste perception, olfactory perception, touch perception, motion perception, space perception, distance perception and time perception. However, cultural identity is an internalization process that develops gradually from the outside to the inside. According to the degree of cultural identity, it can be divided into three levels: one is the expression level of cultural identity, that is, the identity of cultural forms; Second, the protective layer of cultural identity, that is, the identity of cultural norms; The third is the core layer of cultural identity, that is, the identity of cultural values. The three levels interact with each other and form a system of cultural identity. The cultural identity system corresponds to the cognition, association and new identity of the destination. Therefore, it is necessary to reasonably arrange the tour schedule to bring tourists a psychological feeling of ups and downs and endless aftertaste, so as to

enhance tourists' cultural identity. On the basis of cultural identity, tourists form initial self-confidence through tourism decision-making, test self-confidence in tourism destination, and finally evaluate the destination to form new self-confidence.

## References

- [1] Zeithaml, Valarie A. Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence[J]. *Journal of Marketing*, 1988, S2(7), 2-22.
- [2] Church A T. Sojourner adjustment [J]. *Psychological Bulletin*, 1982 (3) : 540-572.
- [3] Desforges L. Traveling the world: identity and travel biography [J]. *Annals of Tourism Research*, 2000( 27) : 926-945.
- [4] Luo Yuan. Cultural Confidence and Modern Chinese Education [J]. *Journal of Xiangtan Normal University (Social Science Edition)*, 1999 (05): 95-98.
- [5] Spruce. Culture Consciousness, Culture Confidence, Culture Self reliance -- Reflections on the Prosperity and Development of Socialist Culture with Chinese Characteristics [J]. *Red Flag Manuscript*, 2010 (16).
- [6] Shi Wenzhuo. Cultural Confidence: Basic Connotation, Basis Source and Improvement Path [J]. *Research on Ideological Education*, 2017 (5).
- [7] Qin Zhilong On Three Basic Problems of Strengthening Cultural Confidence [J]. *Scientific Socialism*, 2017 (01): 38-43.
- [8] Zhao Fuke, Sun Daozhuang. On President Xi's View of Cultural Confidence [J]. *Socialist Studies*, 2016 (05): 9-15.
- [9] Liu Lintao. The Concept, Essential Characteristics and Contemporary Value of Cultural Confidence [J]. *Research on Ideological Education*, 2016 (4).
- [10] Wu Jun. The significance and path choice of strengthening cultural self-confidence in the new era [J] *Academic Exchange*, 2018 (01).
- [11] Huang Xiaobo. On the Generation Mechanism of Cultural Confidence [J]. *Scientific Socialism*, 2012 (03): 74-77.
- [12] Zeng Qiyue. The Way to Realize Cultural Confidence -- A Study of Xi's View of Cultural Confidence [J]. *Socialist Research*, 2017 (4).
- [13] Liu Congde, Wang Xiao. " The Source and Improvement Path of the "Power" of Cultural Confidence -- An Important Discussion on Learning General Secretary Xi's Thought of Cultural Confidence [J]. *Journal of Central South University for Nationalities (Humanities and Social Sciences Edition)*, 2018 (2).
- [14] Lei Zhicheng. Research on the Improvement of Consciousness and Confidence of Chinese Culture [J]. *Guangxi Social Sciences*, 2018 (11): 192-194.
- [15] Wang Yuefen, E Limei. The Value Dimension and Practical Approach of Enhancing Cultural Confidence [J]. *Academic Exchange* 2019(02):62-69.
- [16] Xu Man, Liu Bo. The Coupling Relationship between Cultivating Cultural Confidence and Leading Social Thoughts and Its Running Theory [J]. *Journal of Northwest Polytechnical University (Social Science Edition)*, 2020 (04): 10-17.
- [17] Shi Wenzhuo. Cultural Confidence: Basic Connotation, Basis Source and Improvement Path [J]. *Research on Ideological Education*, 2017 (05): 43-47.
- [18] Liu Bo The Age and Value Implications of Xi's Thought on Cultural Confidence in the New Era [J]. *Contemporary World and Socialism*, 2018 (01): 97-104.

- [19] Chen Chaolu. Research on the Origin, Value and Improvement Path of Cultural Confidence [J]. *Modern Communication*, 2020 (23): 207-209.
- [20] Hu Benshu. Reflections on the Innovation of Domestic Film and Television Culture Communication from the Perspective of Cultural Confidence [J]. *Media Forum*, 2021,4 (03): 20-21+24.
- [21] Song Ran. Cultural Confidence from New Media Dance Communication [J]. *Home of Drama*, 2021 (06): 91-92.
- [22] Li Mingjian. Community Cultural Confidence and Rural Tourism [N]. *China Tourism News*, 2013-05-08 (014).
- [23] Li Xinjian, Zhang Dan. Tourism enhances cultural confidence [N]. *China Tourism News*, December 13, 2017 (003).
- [24] Wang Yaobin. On the relationship between tourism and cultural self-confidence [N]. *China Tourism News*, 2017-12-14 (A03).
- [25] Wang Jianxin, Fan Guosheng. On Red Culture and Cultural Confidence [J]. *Research on Red Cultural Resources*, 2016, 2 (02): 68-76+92.
- [26] Wang Yingzhe. Research on the Post epidemic Revitalization of Hubei Red Cultural Tourism Industry -- Based on the Perspective of Cultural Confidence Leadership [J]. *Decision and Information*, 2020 (10): 78-83.
- [27] Yao Weijun, Huo Xiaoli. Development of ethnic tourism and cultural industry in the perspective of cultural industry -- taking Laoche Ancient Village in Xiangxi as an example [J]. *Journal of Ocean University of China (Social Science Edition)*, 2015 (01): 98-102.
- [28] Wu Qiang. The Enlightenment of Tang and Song Poetry on the Tourism Development of Dayu Ridge -- From the Perspective of Cultural Confidence [J]. *Journal of Gannan Normal University*, 2019, 40 (05): 121-125.
- [29] He Jinlu. Research on Tourism Experience Quality of Daming Palace National Archaeological Heritage Park from the Perspective of Cultural Confidence [D]. *Northwest University*, 2019.
- [30] Zhou Yijun, Feng Gengyun, Zhou Jun. Research on the correlation between tourism and cultural self-confidence based on tourists' perception [J]. *Journal of Three Gorges University (Humanities and Social Sciences Edition)*, 2019, 41 (03): 38-42.