

The Influence of Public Service Facilities on Tourists' Attractiveness in Tourist Destinations from The Perspective of Emotional Cohesion

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Abstract: Public service facilities in tourist destinations are an important part of tourist attractiveness, moreover, they are important leisure and cultural places for local residents, assuming complex and diverse functions. In this paper, we will explore the impact of the public service facilities on tourist attractiveness in tourist destinations from the perspective of emotional cohesion, through the proposed and interpretation of the relationship chain model. Public service facilities in tourism destinations have a direct impact on residents' life satisfaction, and the improvement of residents' life satisfaction can promote residents' pro-tourism behavior, thus enhancing the support for tourism and promoting the improvement of tourists' attractiveness. On the other hand, public service facilities in tourism destinations can also be part of tourism resources themselves, contributing to increased tourist attractiveness. The increase in tourist attractiveness can promote the development of local tourism, further enhance the life satisfaction of residents, and improve the construction of public service facilities, and the two-way positive impact constitutes a driving force for the development of the destination.

Keywords: Emotional cohesion, Pro-tourism behavior, Public service facilities, Tourist attractiveness.

1. Introduction

Tourism is a way to promote the harmonious development of tourists and destinations through the pursuit of interaction between people and nature, as well as people and people. With the continuous development of social and economic development, people's basic living needs are guaranteed to a certain extent, and the demand for outdoor recreation and cultural leisure is showing an increasing trend. The public service facilities in tourist destinations precisely assume the function of supplying people with leisure and entertainment, providing a public rest space for residents and tourists. In the context of the epidemic, public service facilities in tourist destinations carry a more complex role. On the one hand, public service facilities are an important guarantee to meet the basic needs of residents. On the other hand, under the influence of the epidemic, tourists travel shorter distances and prefer destinations that are moderate in distance, close to nature, and can provide good leisure services or experiences. As a buffer zone and an important link between residents and tourists, public service facilities in tourism destinations increase the interactive experience between people and nature, making tourism activities more diversified and vivid. Public service facilities and their level in tourism destinations are having a significant impact on the attractiveness of a place to tourists.

2. Related Concept definition

2.1. Emotional cohesion

Emotional cohesion theory is introduced in this paper to explain the relationship between destination public service amenities and the impact of tourist attractiveness. Emotional cohesion first emerged in the field of religion, and later became widely used to refer to relational bonds characterized by intimate emotions and deep interactions. In

this paper's exploration of tourism destinations, it is used to study the relationship between subject and guest in tourism behavior, i.e., focusing on the two main perspectives of tourists and residents. From the residents' perspective, studies have attributed the antecedents of their emotional cohesion to three major points: shared beliefs, shared behaviors, and interactive behaviors. From the tourists' perspective, related scholars argue that tourists' emotional cohesion towards residents is associated with the perception of tourism destination security as urban-rural relationship, and good emotional cohesion also affects tourism destination loyalty positively.

2.2. Pro-tourism behavior

Pro-tourism behavior is generally considered to be the resident's supportive attitude toward tourism development and a set of concretized behaviors derived from this attitude toward tourism development. It has been pointed out that the stronger the residents' positive perceptions of tourism impacts, the more pronounced their propensity for pro-tourism behavior. This paper introduces pro-tourism behaviors to explore the behavioral intentions of destination residents to support tourism development and whether such support can increase the attractiveness of the destination, and increase the "pull" of attraction.

There is also a relationship between emotional cohesion and pro-tourism behavior. The increased emotional cohesion naturally influence the development of residents' pro-tourism behavior, and the residents' pro-tourism attitudes and behaviors can also enhance residents' emotional cohesion and deepen the emotional connection between residents and tourists.

2.3. Tourism destination public service facilities

Public service facilities generally refer to places invested

by the government for residents' leisure activities, such as municipal parks, museums, art centers, leisure plazas, sports stadiums, etc. Public service facilities carry the most basic services of urban society, and the fairness of their distribution is related to the healthy development of the city and the normal operation of the society.

The facilities in tourism destinations have the role of public service facilities mentioned above, but take on a more complex role. In addition to meeting the needs of local residents, public service facilities in tourist destinations are also geared toward outside visitors, providing them with cultural and recreational activities. Public service facilities in tourist destinations can also play a buffering role between residents and tourists, such as parks, green spaces and other places that can isolate residential areas from tourist areas to a certain extent.

2.4. Visitor Attractiveness

Tourist attractiveness, also generally referred to as tourism attractiveness, is a set of factors and sums that motivate people to visit a place for tourism activities, including landscape, resources, products, services and other elements. Tourism attractiveness is the inner core driving force that constitutes the tourism attraction, and is also an important indicator reflecting the ability of tourist destinations or tourist facilities to attract tourists, which has a significant impact on tourists' decision or choice of tourist areas, tourism modes and types of tourism.

In terms of visitor attraction, destination attraction can be divided into the combined result of two forces: the pull of product supply and the push of market demand. The "pull" refers to an inward force generated by the destination to tourists, mainly by the destination resources and products and other tourism attractions. The "push" is the current market demand and the independent demand generated by tourists. This paper focuses on the "pull" effect of tourist attraction in tourist destinations. Most of the pull factors are external and closely related to the attributes of the destination itself, a measure that summarizes the characteristics and essence of the destination.

3. Literature Review

Research results on residents' emotional cohesion and pro-tourism behavior on tourism destination development are relatively abundant. The theory of affective cohesion was first proposed by French scholar Durkheim (1912), pointing out that the affective cohesion among religious people is formed by common ritualized behaviors and religious beliefs. Collins

(1975) further revised the affective cohesion theory by adding interaction as the third antecedent of affective cohesion. Hammarstorm (2005) emphasizes that emotional cohesion is a relational bond characterized by intimate feelings and deep interactions, and is mainly characterized by the closeness and intimacy that individuals can perceive through contact.

Woosnam (2009) was the first to introduce the concept of emotional cohesion

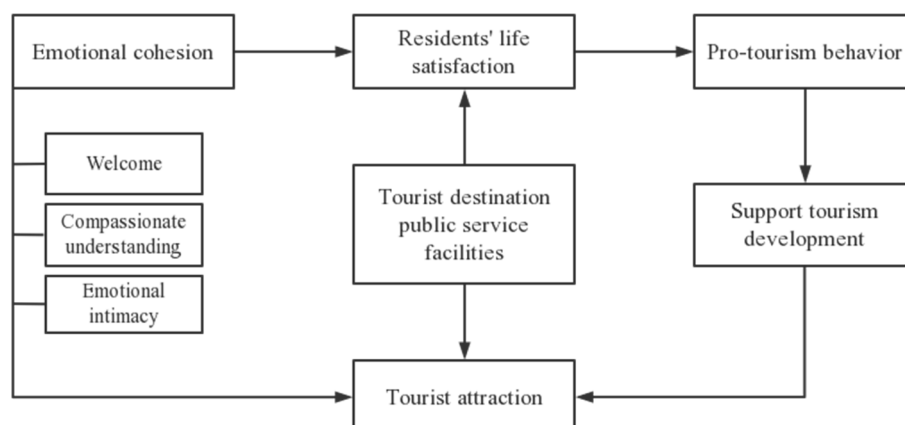
into the tourism field. She verified that shared beliefs, shared behaviors, and interactive behaviors between destination residents and tourists have a positive effect on the degree of emotional cohesion between them. Woosnam (2010) developed the Emotional Solidarity Scale (ESS) and found that emotional cohesion between destination residents and tourists can significantly increase residents' supportive attitudes toward tourism development, and improve tourists' perceptions of safety. Long, Chunfeng, and Chai, Shousheng (2021) found that emotional cohesion is a key factor influencing residents' pro-tourism behavior, which can strengthen residents' perceptions of tourism benefits. Related scholars point out that residents' emotional cohesion toward tourists helps promote residents' support for tourism development.

Throughout the existing domestic and international literature, there are some research results on "pro-environmental behavior" and "tourism-supportive attitudes" in the topic of sustainable tourism development. From the perspective of public services, the focus is on how the buildings and facilities themselves, as part of the tourism resources, have an impact on the attractiveness of the destination to tourists, but there is a lack of attention to the emotions and attitudes of the residents.

It is only when there are "people" that there is a culture of a party, so that tourists can better experience the customs of the destination, the way of life of the people, and even the special temperament of a place. This kind of experience-based tourism is becoming more and more popular, and the attitude and behavior of local residents towards tourism will have a more important impact on this kind of tourism. This paper will take the public service facilities of tourist destinations as the core, from the perspective of residents, combining the theory of residents' emotional cohesion and pro-tourism behavior to deduce a chain of relationships that affect the attractiveness of tourists.

4. Relationship Chain Interpretation

4.1. Schematic diagram of the relationship chain



4.2. Impact of public service facilities on residents' life satisfaction

Public service construction are getting increased attention in today's society, which is related to the comfort of residents and the realization of people's wishes for a better life. It is an important symbol of the quality and competitiveness of urban development. With the rapid development of economy, people have higher requirements for service facilities in culture, medical care and education, which can be divided into two aspects: quantity and quality. In the past, China paid more attention to the construction of the quantity, with the lack of quality, unbalanced supply and other aspects of the problem. At present, the main contradiction in China has been transformed into the contradiction between people's growing material and cultural needs and backward social production, and the concept of building cities is more and more focused on "people-oriented". In such a context, how to really improve the effectiveness of public service facilities in tourist destinations and increase the satisfaction of residents has become an important issue to meet the people's desire for a better life.

How do public service facilities specifically enhance residents' satisfaction and meet their leisure needs? It can be explored from three aspects: social equity, demand satisfaction, and emotional belonging. First, public service facilities, as part of social welfare, reflect the level of economic and social development of a place and the fairness of distribution. In addition, the balanced distribution of public service facilities can also reflect social equity. This social fairness will influence the residents' evaluation of the local government, which in turn will affect their life satisfaction. Secondly, public service facilities provide the needs and demands of residents' lives such as culture and entertainment, medical care and education. These services are closely related to residents' lives, have a great impact on their life satisfaction, and are directly related to the satisfaction of their wishes for a better life.

Finally, public service facilities in tourist destinations are an external "business card", showing the local development level and cultural temperament to tourists and other outsiders. This external influence will give local residents a sense of belonging and increase life satisfaction.

4.3. Affective cohesion and the chain of influence of residents' pro-tourism behavior

In the previous relationship chain, the construction of public service facilities increases residents' life satisfaction and enhances their quality of life, which in turn will promote their emotional cohesion and pro-tourism behavior. Residents' emotional cohesion toward tourists is expressed as a positive emotion, and the expansion-construction theory of positive emotion suggests that the increase of individuals' daily positive emotional experiences can construct lasting personal resources (intellectual, physical, psychological, social resources, etc.), which in turn can enhance individuals' life satisfaction. With the development of tourism in tourist destinations, the positive and negative effects of tourism continue to emerge, impacting residents' daily routines. Woo, Kim, and Uysal (2015) state that residents' life satisfaction affects their support for the future development of tourism. That is, residents with a higher standard of living are more

willing to promote better tourism development in their local area and are more willing to support the development of public service facilities. The higher the life satisfaction of residents, the more likely they are to exhibit pro-tourism behavior.

From the perspective of emotional cohesion, the identification with tourists exhibited by residents, as well as the three dimensions of welcome, compassionate understanding, and emotional intimacy all contribute to the relationship between residents and tourists. Furthermore, it can enhance tourists' perceptions of the safety of the destination, and thus increasing its attractiveness. From another perspective, the enhancement of residents' pro-tourism behavior shows that residents are more willing to support tourism development, more willing to comply with tourism development-related rules, and maintain public service facilities in tourism destinations, which in turn increases the attractiveness of tourism destinations.

4.4. Influence of public service facilities on tourist attraction in tourist destinations

In the above two relationship chains, we can see a strong link between tourist attractiveness and residents' emotional cohesion, life satisfaction and pro-tourism behavior. The level of public service facilities in tourism destinations affects the life satisfaction of residents, and also assumes the role of external promotion and development. In addition, the enhanced emotional cohesion between residents and tourists brings about a higher sense of identity, which brings stronger sense of interaction and more human customs characteristics to tourism destinations. Furthermore, the pro-tourism behavior of residents can promote the development of local tourism and improve the public service facilities in tourism destinations. The pro-tourism behavior of residents can promote the development of local tourism and improve the public service facilities of tourist destinations.

In summary, public service facilities in tourist destinations enhance tourist attractiveness indirectly by influencing residents' life satisfaction, but in more ways than one, they have a direct impact on tourist destinations and promote tourist attractiveness.

4.4.1. Directly become a tourism resource for tourism destinations

In fact, destination public service facilities also provide outdoor recreation for tourists and have even become important tourism resources in many cities, such as the Shanghai Science Museum, the Louvre in France, and the British Museum in the UK. These locations add to the beauty of tourist destinations. In addition to this type of direct contact, destination public service facilities are also a transition zone between residential areas and tourist areas.

4.4.2. Become a tourist destination transition zone and intersection area

The public sites such as green areas, parks and other places can well separate life and tourism business to a certain extent, which is conducive to the overall planning of tourist destinations. In addition, public service facilities in tourist destinations provide tourists with places to communicate with local life and culture, outdoor recreation sites, and can provide a place for communication and integration between tourism hosts and visitors, which can increase the sense of tourist experience and invariably increase the attractiveness.

4.4.3. Adding charm to the external image of tourism destinations

Public gathering places such as parks, art galleries and museums included in the public service facilities of tourism destinations usually have a large flow of people and can be an important window for external presentation. The architectural style, appearance and experience of public service facilities have an important role in shaping the image of tourism destinations. Outdoor open spaces such as parks and green areas have a certain influence on the streetscape and ecological environment, which can improve the environment of tourist destinations and add to the charm of the image.

5. Conclusion

The impact of tourism destination public service facilities and levels on tourist attraction is multifaceted, and this paper explores the relational chain of the impact of tourism destination public service facility levels on tourist attraction from the perspective of emotional cohesion. Public service facilities in tourism destinations have a direct impact on residents' life satisfaction, and the improvement of residents' life satisfaction can promote residents' pro-tourism behavior, thus enhancing support for tourism and promoting tourist attractiveness.

On the other hand, public service facilities in tourist destinations can themselves serve as part of the tourism resources and contribute to the increase of tourist attractiveness. The positive two-way impact of increased tourist attractiveness can promote the development of local tourism, further enhancing the life satisfaction of residents and improving the construction of public service facilities, which constitute the driving force for the development of the destination.

In this drive, the needs of the population and the intention to support tourism development act as transmitters, linking the development of public service facilities and levels in the destination to the attractiveness of tourists. This is due to the increased emphasis on spiritual development needs and changes in travel patterns as a result of economic development and improved material living standards. From the fast-food tourism of the "go-and-see" type to the in-depth tourism of the experiential type. All these changes indicate that tourism is no longer the display of tourist places and tourism resources, but also the experience of cultural atmosphere and humanistic temperament of a place. With the further development of productivity and the further improvement of people's material life, the purpose of tourism is to have a unique experience. Such an experience is brought by the culture of the tourist destination, and is unique to the people who have lived in the area for generations.

Public service facilities in tourism destinations are first and foremost for the residents, for the local people, and are closely

related to the life and culture of a place. In order to make destination public service facilities have a positive impact on the attractiveness of tourists, they should be people-oriented and practical. Integrating local color while improving quantity, quality and balance can have a two-way effect of increasing the satisfaction of residents internally and enhancing the attractiveness of tourists externally. Thus, the impact of public service facilities and level on tourist attraction is complex and multifaceted, but it is also an important part of the current tourism development, an important factor to enhance the attractiveness of tourism, and a future research direction in line with the development of the times.

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