RESEARCH ON THE TOURISM DECISION-MAKING MECHANISM: A CASE STUDY OF AMERICAN OUTBOUND TOURISM

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ABSTRACT

Aim/Purpose	This article takes 'tourism decision-making behavior' as an entry point, and deeply analyzes the factors influencing the travel decision-making of Chinese 'American Travel' tourists and their degree of influence, so as to provide a reference for the development of Chinese outbound tourism.
Background	With the development of China's economy and the improvement in people's level, the outbound tourism market of Chinese residents has developed rapidly. The United States has become an important tourism destination country for Chinese residents' outbound tourism, and China has also become one of the important tourist source countries of American tourism. However, the rapid development of 'American tourism' has also caused competition problems in China's tourism industry. For example, prices and tourism products have become a means of competition among tourism enterprises. As the main body of consumption, tourists' decision-making behavior will be affected by various factors.
Methodology	Drawing lessons from previous scholars' research results on tourism decision-making behavior, the influencing factors of tourism decision-making behavior are summarized. A theoretical model and index system of factors influencing tourism decision-making behavior of Chinese residents 'Travel in the United States' are established, research hypotheses are put forward, questionnaire data are collected, and SPSS and Amos are used to analyze and verify the theoretical model.
Contribution	This research expands the literature on topics related to tourism decision-making in research and practice. It establishes a theoretical model and index system

for the factors that influence the decision-making behavior of Chinese residents' 'American Travel' tourism. In addition, we propose countermeasures for tourism products, enterprises, and the government.

Findings	Prior knowledge and external information have a positive influence on tourism perception and value perception, and a negative influence on risk perception. Risk perception value perception has a positive and negative influence on tourism decision-making and tourism motivation, respectively. Tourism motivation has a positive influence on tourism decision-making and has a positive impact.
Recommendations for Practitioners	According to the research conclusions of this article, the following countermeasures and suggestions are put forward from three aspects of tourism: products, enterprises, and governments.
	On the basis of existing tourism products, relevant operating companies should pay more attention to the upgrading and transformation of tourism, leisure and entertainment products in scenic spots to increase the willingness of tourists to travel.
	When considering corporate marketing and promotion plans, tourism companies operating related businesses should increase the weight of their marketing budgets in online marketing, increase investment in online marketing, and develop mobile applications that meet the preferences of Chinese residents in the United States.
	Do a good job in the timely publication of safety reminders and local information. Safety is an important foundation for tourism development and the core concern of many tourists.
Future Research	Due to the important research on the impact of tourism activities, the influencing factors are many and complex, and the psychological process of tourism decision-making is carried out directly. There are still unconsidered factors that need to be studied in depth. In the future, it is possible to compare multiple resource-featured themes, and increase the characteristics of potential tourists, and the factors affecting the selection behavior of regional cultural tourists, and so forth, in order to make the research more applicable and practical instructive significance.
Keywords	tourism decision; influencing factors; structural equation

INTRODUCTION

For a long time, tourism has been regarded as a social phenomenon of economic nature, and has gradually become a very important field in tourism research (Wang et al., 2005). Tourism is one of the factors of long-term economic growth (Balaguer & Cantavella-Jorda, 2002), and its economic importance is reflected in various industries (Mayer & Vogt, 2016). But the essence of tourism is ontology-human research (Deng, 2019), and tourism decision-making is the key variable. At present, many experts and scholars lay the study emphasis of tourism and its influencing factors on the reaction of tourists after arriving at the destination, while ignoring the most significant link before tourism behavior – tourism decision-making (Yao, 2011). To this end, taking the Chinese 'U.S. Travel' tourists as an example, and 'tourism decision-making behavior' as an entry point, this article analyzes the factors affecting travel decision-making and their degree of influence in depth from five dimensions (Prior Knowledge, External Information, Risk Perception, Value Perception, Tourism Motivation) in order to deepen the understanding of the impact of travel decision-making.

LITERATURE REVIEW

Most models of tourism consumption are based on theoretical methods of psychology and economics. Tourism behavior, as a research field rather than a subject, has adjusted the relevant theories of psychology and economics in a special way to adapt to the special situation of tourism behavior. Rugg (1973) took 'destination choice' as the dependent variable, and took 'product characteristics', 'consumption technology', and 'budget' as the main independent variables. Regression analysis was used for research. Its main contribution lies in the introduction of three previously ignored dimensions, namely, 'time constraint', 'transportation costs', and 'time costs'. Morley (1992) took the choice of 'tour itinerary' as the dependent variable, using 'country of destination' and 'individual characteristics' such as income, disposable time, and demographic variables. As an independent variable, the research was carried out in an experimental manner. It determined whether business trips, time allocation, budget, and travel choices have an impact on the travel route.

Zalatan (1998) used 'tourism decisions' as the dependent variable and various tasks as independent variables, such as 'financing tasks' and 'pre-departure tasks.' Descriptive statistics and regression analysis were used. It was discovered that there are differences in gender in tourism decision-making. Jiang et al. (2000) also used 'tourism decision-making' as the dependent variable. They used factor analysis to determine that "tourism service", "social connection" and "goal orientation" are three dimensions and take them as three main independent variables affecting tourism decision-making. Finally, the cognition-based destination decision prediction scale was verified and expanded. McCabe et al. (2016) pointed out that microeconomics methods, motivational perspectives, behaviorist paradigms, cognitivism methods, and postmodern perspectives, are the five theoretical methods applied to the construction of tourism decision-making theories. It is through these theoretical methods that tourism decision-making models are empirically working in research.

With the rise of the Internet, the richness of information is different from the past. The Internet is an important carrier for marketing and promotion of travel agencies and tourist destinations. Tourist destinations have also begun to focus on image management. The importance of external information influencing tourists' individual travel decisions has risen. On the other hand, due to the development of the domestic economy, the tourism industry has risen rapidly, and the influence of personal income and other material factors on tourism decision-making has declined compared with before. At the same time, the importance of risk perception in tourism decision-making has gradually increased. In the era of underdeveloped information, tourism decision-making is less selective, and there are few famous tourist destinations, but relatively, the credibility of tourist destinations is greater. In the information-developed years, tourists cross-border travel. The possibility of tourism has increased, and the explosive increase of information about tourist destinations on the Internet, including false propaganda, has made tourists more cautious when making travel decisions, and factors in risk perception have increased.

Based on the research methods and theoretical framework of experimental economics and behavioral economics, this article introduces tourism motivation and destination influencing variables into the study of tourist decision-making behavior, which helps to reveal the 'decision-making black box' of tourists.

RESEARCH MODEL AND HYPOTHESIS

RESEARCH MODEL

This research is based on the tourism decision-making process model of Guo (2009), combining the tourism risk perception model of Sharifpour et al. (2013) and H. Zhang & Lu's (2005) research on tourism motivation, as well as the early research on tourism decision-making and recent research. The research model in Figure 1 is proposed.
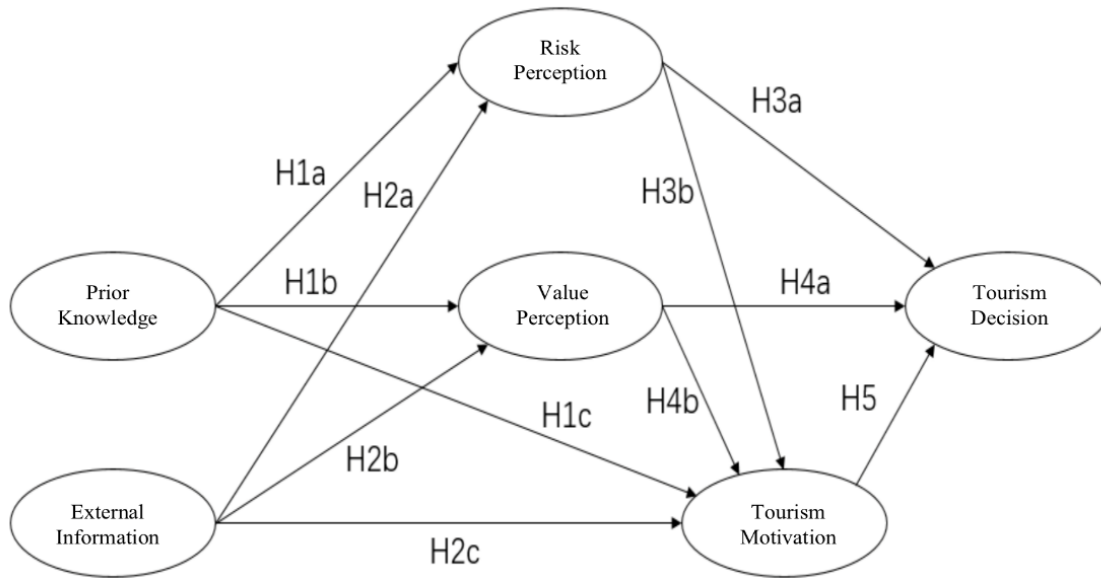
Figure 1. Research model

PRIOR KNOWLEDGE

Prior knowledge refers to the synthesis of the individual's past knowledge, which includes not only the individual's experience, but also the learner's attitude and knowledge (Sharifpour & Walters, 2014). In tourism decision-making, prior knowledge refers to the individual's past knowledge, experience and attitudes related to the tourist destination. Tourism decision-making can be either the result of behavior, or a process. As a process, it may include a series of processes from problem identification, information collection, product evaluation and selection to purchase and post-purchase behavior (Q. Zhang et al., 2012). In this research, tourism decision-making mainly refers to the behavior tendency of individuals to decide whether to travel.

Prior knowledge, as the individual's previous knowledge, will give the individual a basic judgment, involving whether the travel is at risk; for example, a physical risk (such as traveling to dangerous areas or no-man's land), or a psychological risk (such as whether good enough scenery could be enjoyed). Additionally, prior knowledge is able to allow individuals to have a basic judgment on the value of the tourist destination. And, as the individual learns more about the destination, it will affect the individual's impulse to travel. Therefore, this research proposes the following hypotheses:

H1a: The individual's prior knowledge has a negative impact on their risk perception.

H1b: The individual's prior knowledge has a positive impact on their perception of value.

H1c: An individual's prior knowledge has a positive impact on his or her travel perception.

EXTERNAL INFORMATION

In the study of Sharifpour et al. (2014), the information is divided into three categories: information from oneself, information from others, and detailed information about external destinations. The information derived from oneself can be considered as prior knowledge and belongs to the individual's past knowledge, while the information derived from others, whether it is from family or friends or the propaganda of travel agencies, can be regarded as external information. At the same time, the detailed description of the destination, whether it comes from online travel notes, comments, or the destination's official websites, can also be viewed as external information. Therefore, in this study, drawing on the relevant research of public relations communication, external information is defined

as different from the knowledge originally possessed by the individual, and belongs to the information that the individual later comes into contact with through certain media or individuals, including information from relatives and friends, networks, publicity information of travel agencies, and so forth (Feng, 2008).

On the basis of the individual's prior knowledge, the individual is also vulnerable to the outside world. Today is a networked information age, where online marketing is prevalent, and all kinds of information are bombarding consumers. At the same time, consumers may also communicate with relatives and friends to obtain certain travel-related information. This information will affect consumers' judgments on travel behavior, including risk considerations and value perception. In addition, external information tends to amplify information on tourist destinations, which easily evokes individual travel motives. Therefore, this research proposes the following hypotheses:

> H2a: The external information received by the individual has a negative impact on the risk perception.

> H2b: The external information received by an individual has a positive impact on its perception of value.

> H2c: The external information received by the individual has a positive impact on their perception of travel.

RISK PERCEPTION

Risk perception is an important research concept in many fields, mainly referring to the individual's perception and feeling of external risks (Meng et al., 2010). The original concept was extended from psychology, referring to the uncertainty of the results implicit in the purchase decision of customers (Derbaix, 1983). Some foreign scholars have also conducted in-depth research on the risks that new products will bring to customers: Jacoby and Kaplan (1972) divided customer perceived risks into financial risks, functional risks, physical risks, psychological risks, and social risks. Peter and Tarpey (1975) proposed that the sixth important risk is time risk; Stone and Grønhaug (1993), the study showed that the first five risks plus time risk can explain 88.8% of customer perceived risks.

In this study, it refers to the individual's perception of the risks that may be brought about by tourism behavior, including whether tourism services are value for money, whether there are physical/physiological dangers.

On the basis of the individual's prior knowledge, the individual is also easily influenced by the outside world. Today is a networked information age, where online marketing is prevalent, and all kinds of information are bombarding consumers. At the same time, consumers may also communicate with relatives and friends to obtain certain travel-related information. This information will affect consumers' judgments on travel behavior, including risk considerations and value perception. In addition, external information tends to amplify information on tourist destinations, which easily evokes individual travel motives. Therefore, this research proposes the following hypotheses:

> H2a: The external information received by the individual has a negative impact on the risk perception.

> H2b: The external information received by an individual has a positive impact on its perception of value.

> H2c: The external information received by the individual has a positive impact on their perception of travel.

The stronger the individual's perception of the risks of tourism, the more worried about the losses caused by tourism behavior, which will reduce their desire to travel. At the same time, risk, as a negative factor, will also directly affect the individual's decision on tourism behavior. Therefore, this research proposes the following hypotheses:

H3a: An individual's perception of risk has a negative impact on their travel decisions.

H3b: An individual's perception of risk has a negative impact on his or her travel motivation.

VALUE PERCEPTION

Thaler (1985) proposed the concept of value perception. He understood value perception as the concept of difference in utility; that is, the difference between acquired utility and transaction utility. Among them, acquired utility refers to the comparison between people's subjective feelings of gaining benefits in the consumption process and actual monetary expenditures, while transaction utility refers to the comparison of the monetary price that consumers believe to purchase products should be paid with their real money.

Zeithaml (1988) defined the concept of value perception from the perspective of consumer psychology; that is, the overall effect that customers perceive after comprehensively evaluating and measuring the costs and benefits of the products and services they buy. It can be seen that his definition of customer value perception refers to the comprehensive evaluation made by customers after the overall utility of the purchased goods, which is the result of comparing two perceptions of income perception and cost perception. This argument puts forward that not only the value can be obtained by the customer from the consumer experience, but also the customer will feel it in the consumer experience, thus expanding the scope of understanding of the concept of value.

Best (2009) divides value perception into three levels: emotional benefit, economic benefit, and perceived benefit. In these three levels, perceived emotional benefits cannot be evaluated by money and have strong subjective perceived benefits. Perceived economic benefits are a value-creating product that can be measured by money. Perceived benefits can be measured from three angles: brands, services, and products quality. Park et al. (1986) further classified the benefits of brands from three perspectives: experience value, symbolic value, and functional value. It can be seen from the above that different researchers have certain differences in their understanding of value perception, which are actually caused by the different starting points of the research scholars. They are essentially starting from the perspective of exchanging benefits to understand the concept of perceived value. In other words, they all believe that the value that customers can perceive is customer value, the most basic theoretical point of which is the produced comprehensive evaluation and subjective feeling as a result of perception and loss that consumers gain or lose when they have purchased or intend to purchase a certain product or service.

Yu et al. (2010) believe that value perception refers to the subjective manifestation of the value contained in a product/service by customers, an overall evaluation of the perceived benefits, and the utility of the product or service. In this research, value perception is the individual's perception of the benefits (psychological enjoyment, social conversation, etc.) brought by travel behavior.

Value perception, as a positive influencing factor, can increase the possibility of individuals making travel decisions. When an individual feels that the scenery of a place is more beautiful and that traveling to that place can bring great enjoyment, the easier it is to make a travel decision. In the perception of value, the first thing that improves is the individual's travel motivation. The greater the individual's perception of the benefits and value brought about by tourism, the greater the motivation generated. Therefore, this research proposes the following hypotheses:

H4a: The individual's perception of value has a positive impact on their travel decisions.

H4b: An individual's perception of value has a positive impact on his or her travel motivation.

TRAVEL MOTIVATION

Motivation is the general driving force that guides consumers' behavior to reach their needs (Hennig-Thurau et al., 2003). Travel motivation is stimulated by people's travel needs, and when consumers

have the demand, it will stimulate travel motivation (Xie, 2015). Travel motivation is the vaguely complicated psychological activity of people, which is regarded as a significant factor for tourists to decide to go to a tourist destination (Zhang et al., 2018).

Motivation, as the driving force of individual behavior, has always been the most significant and direct factor. When the individual's desires are stronger, the more naturally the individual cannot help making certain decisions or behaviors. Therefore, this research proposes the following hypothesis:

H5: An individual's travel motivation has a positive influence on that individual's travel decision.

RESEARCH PROCESS

SAMPLE SELECTION

The distribution of the questionnaire in this study was mainly completed by the staff of a travel agency. The main process is: first, issue paper questionnaires to customers who have consulted about travel in the United States; second, issue online questionnaires to past customers through instant messaging software; and third, further spread them to relatives and friends through customers. The advantage of distributing the questionnaire in this way was to ensure that the questionnaire could be sent to groups with travel experience or planning to travel, and accurately connect with the target group of the research.

QUESTIONNAIRE FORMALLY ADMINISTERED

The questionnaire was officially issued from June 2019 to October 2019. The author conducted a large-scale distribution of paper and online questionnaires through travel agency staff. A total of 346 questionnaires were distributed. After recovery, invalid questionnaires (the same option or omission in the questionnaire) were removed, and 287 valid questionnaires remained. The effective rate of the questionnaire was 82.9%. (The questionnaire is in the appendix.)

COMMON METHOD DEVIATION TEST

The data in this study is based on the participants' self-reporting methods, so there may be a common method bias effect (Zhou & Long, 2004). In order to avoid this kind of influence, this study carried out strict control during the survey process, including the use of anonymous actual measurement and random sampling. In addition, after data collection, Harman's single factor test was used to determine whether the deviation of the commonly used method is serious. The factor analysis in SPSS shows that there are 5 principal components with characteristic roots greater than 1. The first principal component characteristic root is 6.132, and the explained variation is 34.07%, which is lower than the critical standard of 40%, indicating no serious common method bias effect in the study, and subsequent data analysis can be carried out.

Questionnaire data analysis generally uses Cronbach's alpha (Cronbach's α) internal consistency coefficient as the reliability standard, and uses Construct Validity as a data analysis standard to evaluate the validity of the questionnaire. In this study, SPSS 23.0 and AMOS 23.0 were used to verify them.

Using SPSS 23.0 to test the internal consistency of each dimension, the Cronbach's α value of each dimension is as follows. The results show that the α value of each dimension is greater than the standard of 0.7 (Hair, 2009), indicating that the internal consistency of each dimension is good and suitable for subsequent analysis (Table 1).

Table 1. Cronbach's α internal consistency reliability of each dimension

Dimension	Item	Cronbach's α
Prior Knowledge	Q1	0.796
	Q2	
	Q3	
External Information	Q4	0.863
	Q5	
	Q6	
Risk Perception	Q7	0.841
	Q8	
	Q9	
Value Perception	Q10	0.786
	Q11	
	Q12	
Travel Motivation	Q13	0.825
	Q14	
	Q15	
Tourism Decision	Q16	0.843
	Q17	
	Q18	

CONFIRMATORY FACTOR ANALYSIS

Using AMOS 23.0 to perform Confirmatory Factor Analysis (CFA) analysis on all dimensions, the results are shown in Table 2 and Figure 2. The fitting indicators are: $\chi 2/df=281.144/120=2.343$, RMSEA=0.069, CFI=0.935, TLI=0.917, GFI=0.901, SRMR=0.049. All fitting indicators of the model have reached the ideal standard and have an ideal degree of fit, indicating that the measurement model selected in this study can fit the structure of the empirical data.

Table 2. CFA fitting index

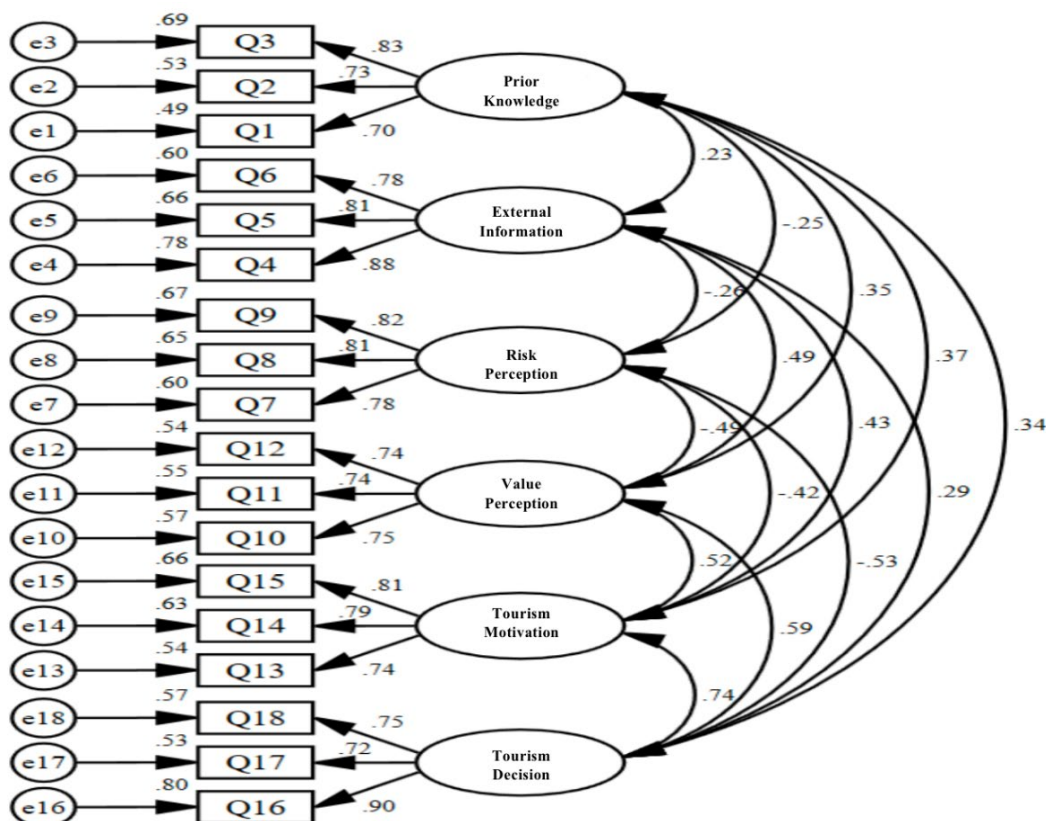| Inspection index	χ^2/df	RMSEA	GFI	CFI	TLI	SRMR
Evaluation standard	<3.00	<0.10	>0.90	>0.90	>0.90	<0.08
Model results	281.144/120=2.343	0.069	0.901	0.935	0.917	0.049

Figure 2. Confirmatory factor analysis (standardized)

Result validity is mainly reflected by convergent validity and discriminant validity. In the case of good model fitting indicators, further check the significance level of factor loading of each item, and calculate the combined reliability (Composite Reliability, CR) and average variance extraction (Average Variance Extracted, AVE) according to the standardized factor loading. The results are shown in Table 3. As shown in the table, the combined reliability of all dimensions is greater than 0.7, and the average variance extraction is greater than 0.5, indicating that the items measured on the same dimension have good aggregation validity (Hair, 2009). (The CR in Table 1 stands for critical ratio.)

Table 3. Confirmatory factor analysis results

Dimension	Item	Non-standardized Regression coefficients	Standard error SE	Critical ratio CR	P	Standardization Regression coefficients	CR	AVE
Prior Knowledge	Q1	1.000				0.703	0.799	0.571
	Q2	1.093	0.106	10.283	***	0.725		
	Q3	1.237	0.117	10.572	***	0.833		
External Information	Q4	1.000				0.881	0.863	0.678
	Q5	0.931	0.061	15.192	***	0.811		
	Q6	0.894	0.062	14.498	***	0.775		

Dimension	Item	Non-standardized Regression coefficients	Standard error SE	Critical ratio CR	P	Standardization Regression coefficients	Convergent validity CR	AVE
Risk Perception	Q7	1.000				0.776	0.842	0.640
	Q8	1.156	0.089	13.028	***	0.807		
	Q9	1.035	0.079	13.119	***	0.817		
Value Perception	Q10	1.000				0.753	0.787	0.552
	Q11	1.043	0.095	10.968	***	0.740		
	Q12	1.115	0.102	10.925	***	0.736		
Travel Motivation	Q13	1.000				0.736	0.824	0.610
	Q14	1.123	0.091	12.320	***	0.793		
	Q15	1.227	0.098	12.538	***	0.812		
Tourism Decision	Q16	1.000				0.897	0.836	0.632
	Q17	0.739	0.054	13.653	***	0.725		
	Q18	0.759	0.053	14.328	***	0.752		

Note: *p<0.05, **p<0.01, ***p<0.001, both are bilateral, the same below.

On the basis of the convergent validity of the measurement model, the discriminant validity is further tested. The value of the root sign of the dimension AVE is compared with the correlation coefficients of this dimension and other dimensions, and the results are shown in Table 4. The correlation coefficient between any two dimensions is less than the square root of the AVE of each dimension itself (the numbers in bold on the diagonal line), indicating that there is sufficient effectiveness in distinguishing between different dimensions.

Table 4. Discrimination validity test table

| Dimension	Mean	Standard deviation	1	2	3	4	5	6
1.P K	4.79	1.28	**0.76**					
2.E I	4.35	1.31	0.23	**0.82**				
3.R P	3.41	1.33	-0.25	-0.26	**0.80**			
4.V P	4.59	1.17	0.35	0.49	-0.49	**0.74**		
5.T M	4.95	1.22	0.37	0.43	-0.43	0.52	**0.78**	
6.T D	4.65	1.15	0.34	0.29	-0.53	0.59	0.74	**0.79**

Note: The bolded numbers on the diagonal of the table are the square ($\sqrt{AVE}$), of the average variance extraction of the corresponding dimensions, and the off-diagonal numbers are the correlation coefficients between dimensions.

MODEL FITTING AND HYPOTHESIS TESTING

On the basis of the above reliability and validity tests, this study conducted a preliminary statistical test on the research hypothesis of the relationship between the fit of the overall model and the potential dimensions. The analysis results of the structural model are shown in Table 5 and Figure 3.

Table 5. Fitting indexes of structural model

Inspection index	χ²/df	RMSEA	GFI	CFI	TLI	SRMR
Evaluation standard	<3.00	<0.10	>0.90	>0.90	>0.90	<0.08
Model results	313.924/123=2.552	0.074	0.889	0.923	0.904	0.070
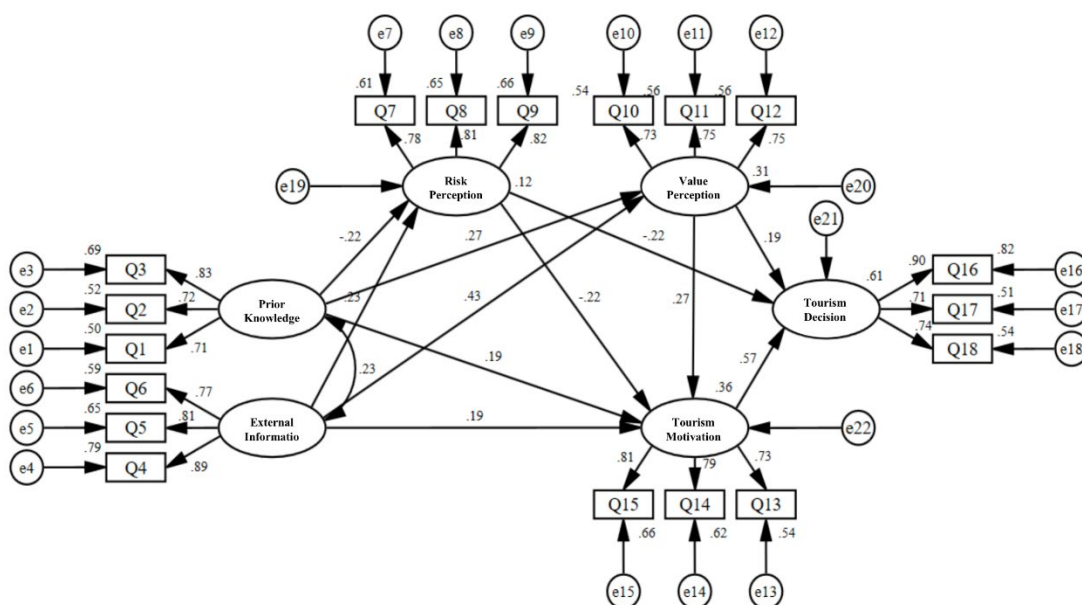
Figure 3. Preliminarily established structural equation model (standardized)

According to Table 5, most of the fitting indicators of the model meet the ideal standard, but the GFI is lower than 0.9. It is further found that the revised index of item Q15 and item Q16 is as high as 39.431. Therefore, the model was revised, and the residual correlation between Q15 and Q16 was released, and the analysis was performed again.

The revised model was analysed, and the results are shown in Table 6 and Figure 4.

Table 6. Fitting indexes of the revised structural model

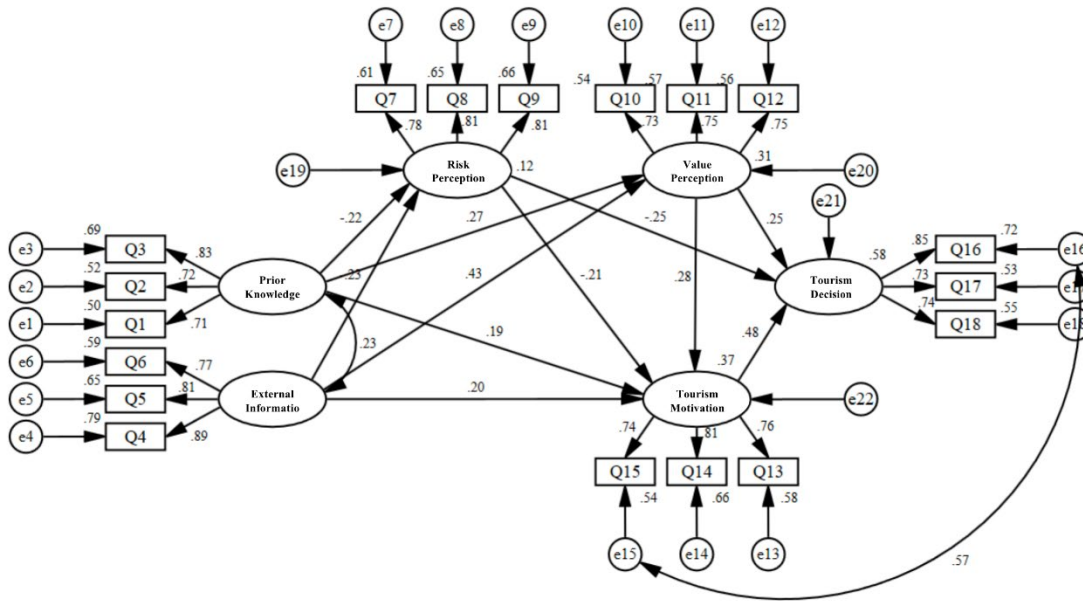| Inspection index	χ²/df	RMSEA	GFI	CFI	TLI	SRMR
Evaluation standard	<3.00	<0.10	>0.90	>0.90	>0.90	<0.08
Model results	266.754/122=2.187	0.064	0.903	0.941	0.927	0.068

Figure 4. The revised structural equation model (standardized)

According to Table 6, all the fitting indexes of the revised structural equation model have reached the ideal standard, indicating that the actual data fits well with the hypothetical model. The significance of its path coefficient was further tested, as shown in Table 7 and Figure 5.

Table 7. Significance test of path coefficient

Path			Non-standardized Regression coefficients	Standard error SE	Critical ratio CR	P	Standard-ization Regression coefficients	Hypo-thesis	Test
P K	→	R P	-0.240	0.081	-2.983	0.003	-0.217	H1a	√
P K	→	V P	0.247	0.066	3.750	***	0.269	H1b	√
P K	→	T M	0.182	0.070	2.582	0.010	0.186	H1c	√
E I	→	R P	-0.203	0.061	-3.300	***	-0.229	H2a	√
E I	→	VP	0.314	0.052	5.988	***	0.427	H2b	√
E I	→	T M	0.156	0.058	2.670	0.008	0.200	H2c	√
R P	→	T D	-0.242	0.056	-4.291	***	-0.247	H3a	√
R P	→	T M	-0.183	0.059	-3.080	0.002	-0.207	H3b	√
V P	→	T D	0.299	0.077	3.857	***	0.252	H4a	√
V P	→	T M	0.297	0.088	3.361	***	0.280	H4b	√
T M	→	T D	0.534	0.086	6.242	***	0.479	H5	√
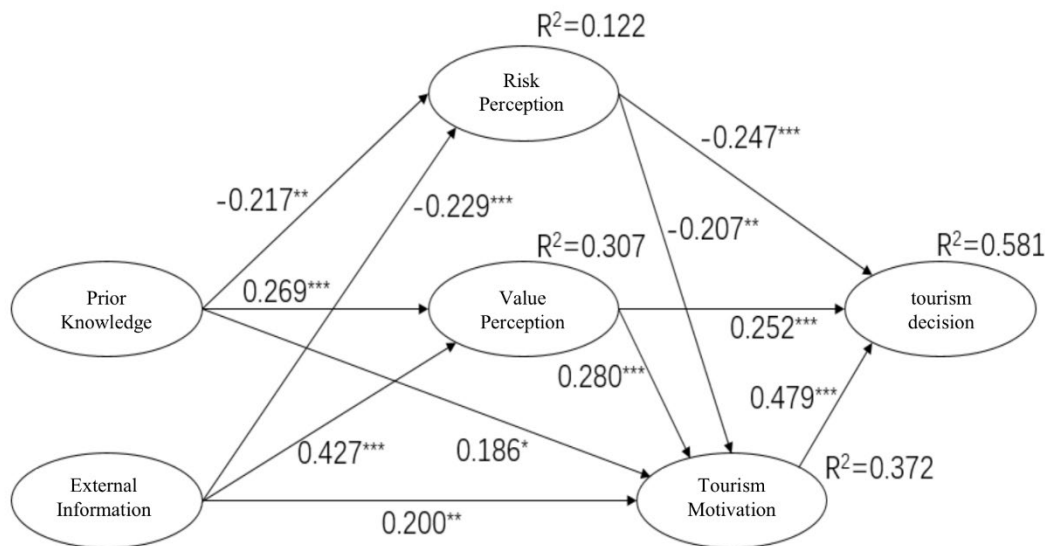
Figure 5. Simplified model diagram path factors and significance (standard)

According to the analysis results, all paths have reached the significance level of p=0.05, indicating that all the hypotheses put forward by the premise have been verified by empirical data. Among the many paths, prior knowledge→risk perception (β=-0.217, p=0.003), prior knowledge→tourism motivation (β=0.186, p=0.01), external information→tourism motivation (β=0.2, p= 0.008) → tourism motivation (β=-0.201, p=0.002),the four paths of risk perception are less significant. R2 of risk perception = 0.122, indicating that prior knowledge and external information explain 12.2% of the reasons for risk perception; R2 of value perception = 0.307, indicating that prior knowledge and external information together explain 30.7% of the reasons for value perception; and tourism motivation R2=0.372, which means that 37.2% of the reasons for tourism motivation are explained by risk perception, value perception and external information; finally, R2=0.581 for tourism decision-making, which means that this model can explain 58.1% of the reasons for tourism decision-making.

The direct effects, indirect effects and total effects of model standardization are shown in Table 8.

Table 8. The direct effect, indirect effect and total effect of the model (standardized)

Dimen-sion	VP			RP			TM			TD		
	DE	IE	TE	DE	IE	TE	DE	IE	TE	DE	IE	TE
EI	0.427	NA	0.427	-0.229	NA	-0.229	0.200	0.167	0.367	NA	0.340	0.340
PK	0.269	NA	0.269	-0.217	NA	-0.217	0.186	0.120	0.306	NA	0.268	0.268
VP							0.280	NA	0.280	0.252	0.134	0.387
RP							-0.207	NA	-0.207	-0.247	-0.099	-0.346
TM										0.479	NA	0.479

Note: DE=Direct Effect, which means direct effect; IE=Indirect Effect, indirect (intermediary effect); TE=Total Effect, which means total effect; NA=None Affect, which means there is no such effect.

According to Table 8, in the model of this study, tourism motivation has the greatest influence on tourism decision-making, and the total effect value is 0.479. Among the remote factors, value perception has the greatest impact on tourism decision-making, with a total effect of 0.387.

FINDINGS

According to the aforementioned theoretical assumptions and structural equation model analysis, prior knowledge and external information have a positive impact on tourism perception and value perception, and a negative impact on risk perception (Table 9). Risk perception value perception has positive and negative effects on tourism decision-making and tourism motivation, respectively; tourism motivation has a positive influence on tourism decision-making.

Table 9. Assumption verification result

Path	Hypothesis	Test
P K→R P	H1a: The individual's prior knowledge has a negative impact on their risk perception.	√
P K→V P	H1b: The individual's prior knowledge has a positive impact on their perception of value.	√
P K→T M	H1c: An individual's prior knowledge has a positive impact on his or her travel perception.	√
E I→R P	H2a: The external information received by the individual has a negative impact on the risk perception.	√
E I→V P	H2b: The external information received by an individual has a positive impact on its perception of value.	√
E I→T M	H2c: The external information received by the individual has a positive impact on their perception of travel.	√
R P→T D	H3a: An individual's perception of risk has a negative impact on their travel decisions.	√
V P→T D	H3b: An individual's perception of risk has a negative impact on his or her travel motivation.	√
R P→T M	H4a: The individual's perception of value has a positive impact on their travel decisions.	√
V P→T M	H4b: An individual's perception of value has a positive impact on his or her travel motivation.	√
T M→T D	H5: An individual's travel motivation has a positive influence on his travel decision.	√

The familiarity of tourists with prior knowledge will strongly influence whether tourists participate (Prayag et al., 2020), whether tourists think this tour is worth participating, and whether there will be a sense of entertainment after participating. The degree of understanding of tourist destinations has the greatest impact on risk perception (Sharifpour et al., 2014). Understanding of tourist destinations through different channels can alleviate the tension of risk. The higher the risk perception of the destination, the greater the possibility of consumption avoiding visiting foreign destinations (Reisinger & Mavondo, 2005; Roehl & Fesenmaier, 1992).

DISCUSSION

THEORETICAL CONTRIBUTION

This study combines choice motivation theory, perceived value theory, and tourism decision-making theory to construct a tourist decision-making model for destinations in the United States, aiming to study which factors affect the tourist's decision-making behavior on destinations. It then explores which factors can have an effect, and the influence relationship between these factors.

The decision-making model for traveling to the United States was constructed and verified. This paper combines rational behavior theory, customer value theory, tourism decision-making process theory, and approach destination chain theory to construct a multidimensional model of the effect mechanism of destination choice intention influencing factors, revealing the relationship between potential tourists' destination choice intention and influencing factors relation. Previous studies have mostly selected research variables from a single theory to analyze the relationship between a certain factor and behavioral intentions, and have verified the relationship between perceived value and choice intention. However, this choice of a single theory or variable to analyze behavioral intentions is not well explained.

PRACTICAL SIGNIFICANCE

This article analyzes the current situation of Chinese residents' tourism from the perspective of 'tourism decision-making mechanism'. The index system constructed is a collection of influencing factors in outbound tourism decision-making, and the structural model is a summary of the mechanism of tourism decision-making influencing factors, the quality of factors and changes in the mechanism of action that will affect the exit decision of tourists. According to the research conclusions of this article, the following countermeasures and suggestions are proposed from three aspects: tourism products, enterprises, and governments.

Suggestions for the development of tourism products

On the basis of existing tourism products, relevant operating companies should pay more attention to the upgrading and transformation of tourism, leisure and entertainment products in scenic spots to increase the willingness of tourists to travel.

Recommendations for marketing channels

With the rapid development of Internet technology, online marketing will replace the traditional marketing model and become the main form of distribution of tourism products. For Internet and mobile applications, such as Wechat, WeChat Mini Programs, Weibo, Mobile App, and so forth, they have become the main channels for tourists to collect relevant travel information when they learn about and choose to travel to their destinations. Therefore, when considering corporate marketing and promotion plans, tourism companies operating related businesses should increase the weight of their marketing budgets in online marketing, increase investment in online marketing, and develop mobile applications that meet the preferences of Chinese residents in the United States.

Suggestions for relevant functional departments of the destination government

It is important to do a good job in the timely publication of safety reminders and local information. Safety is an important foundation for tourism development and the core concern of many tourists.

This research is mainly an empirical study on the impact of domestic tourists' travel decision-making behaviors. However, due to the many and complex influencing factors, it is difficult to directly observe the psychological process of travel decision-making. There are still some factors that have not

been taken into consideration and need to be studied in depth. In addition, tourism decision-making is not only one influencing factor, but the result of the comprehensive effect of multiple variables. In addition to the factors such as gender, age, income level, and tourism experience of the tourist, it is also affected by the social group to which the tourist belongs, residential culture, and other factors, so the research and its results need to be deepened and perfected. In addition, this research only selects the United States as a potential tourist destination for research. In the future, we can select several destinations with large differences in resource characteristics for comparison, increase the personality characteristics of potential tourists, regional social culture and other tourist choices, as well as the research dimension of behavior influencing factors, in order to make the research results more universal and practical guiding significance.

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APPENDIX: CONCEPT MEASUREMENT AND SOURCE

Dimension	Item	Question content	Reference source
Prior Knowledge	Q1	I know the United States very well.	Flynn and Goldsmith (1999)
	Q2	In my circle of friends, I am more familiar with the United States.	
	Q3	I know a lot about the United States.	
External Information	Q4	I will inquire about United States related information from others.	Gursoy and McCleary (2004)
	Q5	I have access to news about the United States.	
	Q6	Travel agency or relatives and friends will tell me something about the United States.	
Risk Perception	Q7	I am a little worried about traveling to the United States.	Jin (2007)
	Q8	In general, the situation in the United States is not very optimistic for tourists.	
	Q9	Some unexpected situations may happen when traveling to the United State.	
Value Perception	Q10	Compared with other places, traveling to the United States is more worthwhile.	Chen and Zheng (2016)
	Q11	Traveling to the United States is more valuable to me.	
	Q12	In general, it is worthwhile to travel to the United States.	
Travel Motivation	Q13	I want to travel to the United States.	Tierney et al. (2006)
	Q14	I like the feeling of playing in the United States.	
	Q15	I think it's a good choice to go shopping in the United States.	
Tourism Decision	Q16	I am willing to pay for a trip to the United States.	Kim and Han (2010)
	Q17	I have a plan to travel to the United States.	
	Q18	I'm likely to travel to the United States next	

Note: The measurement of variables in the questionnaire refers to previous studies, using a 7-point Likert scale, ranging from 1-7 to strongly disagree to strongly agree

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