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; 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 Shanhuan (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].

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 Shanhuan (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):

| variable                   | Options                      | Frequency | percentage | Average | standard deviation |
|----------------------------|------------------------------|-----------|------------|---------|-------------------|
| Gender                     | male                         | 126       | 42%        | 1.58    | 0.49              |
|                            | female                       | 174       | 58%        |         |                   |
|                            | Under 20                     | 1         | 0%         |         |                   |
|                            | 20-25 years old              | 52        | 17%        |         |                   |
| Age                       | 26-30                        | 65        | 22%        | 3.51    | 0.89              |
|                            | 31-35 years old              | 157       | 52%        |         |                   |
|                            | Over 35                      | 25        | 8%         |         |                   |
| education                  | No education background      | 6         | 2%         |         |                   |
|                            | Junior high school           | 42        | 14%        | 3.05    | 0.67              |
|                            | undergraduate                | 184       | 61%        |         |                   |
|                            | Master or above              | 68        | 23%        |         |                   |
| staff and workers of enterprise | 110                | | 37%        |         |                   |
|                            | Individual merchant          | 40        | 13%        |         |                   |
|                            | student                      | 45        | 15%        |         |                   |
|                            | civil servant                | 50        | 17%        |         |                   |
| occupation                 | soldier                      | 6         | 2%         | 3.17    | 2.50              |
|                            | retiree                      | 6         | 2%         |         |                   |
|                            | migrant workers              | 11        | 4%         |         |                   |
|                            | farmer                       | 6         | 2%         |         |                   |
|                            | other                        | 26        | 9%         |         |                   |
|                            | No income                    | 42        | 14%        |         |                   |
|                            | 1-2000 yuan                  | 8         | 3%         |         |                   |
|                            | 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 α Reliability coefficient method. In this study α Reliability Coefficient Method, Cronbach α 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 α |
|----------------------------------|-----------------------------------|-----------------------------------|-------------------------------------|-----------------------------|-------------------------------------|----------------|
| 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 α |
|----------------------------------|-----------------------------------|-----------------------------------|-------------------------------------|-----------------------------|-------------------------------------|----------------|
| 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                               | 0.870          |
| Cultural Exchanges in Tourism 3  | 11.70                             | 5.882                             | 0.732                               | 0.556                       | 0.829                               |                |
| 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 α |
|----------------------------------|-----------------------------------|-----------------------------------|-------------------------------------|-----------------------------|-------------------------------------|----------------|
| 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 α |
|----------------------------------|-----------------------------------|-----------------------------------|-------------------------------------|-----------------------------|-------------------------------------|----------------|
| 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                               | 0.874          |
| Cognition of destination 3       | 11.81                             | 5.149                             | 0.755                               | 0.582                       | 0.829                               |                |
| 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 α |
|----------------------------------|-----------------------------------|-----------------------------------|-------------------------------------|-----------------------------|-------------------------------------|----------------|
| 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 α |
|--------|----------------------------------|-----------------------------------|-------------------------------------|---------------------------|-------------------------------------|----------------|
| 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 α |
|--------|----------------------------------|-----------------------------------|-------------------------------------|---------------------------|-------------------------------------|----------------|
| 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 α. Except for the coefficient, the reliability coefficient of the remaining items after deletion is less than that of the population α 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 | 5273.867 | freedom | 300 | Significance | 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 χ 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

| x²/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                  |        |        |
|                          | A2                | 0.777                  |        |        |
|                          | A3                | 0.835                  | 0.6162 | 0.8891 |
|                          | A4                | 0.753                  |        |        |
|                          | A5                | 0.760                  |        |        |
|                          | B1                | 0.825                  |        |        |
|                          | B2                | 0.747                  |        |        |
|                          | B3                | 0.793                  |        |        |
|                          | B4                | 0.798                  |        |        |
|                          | C1                | 0.775                  |        |        |
| Cultural exchanges in tourism | C2                | 0.787                  |        |        |
|                          | C3                | 0.823                  |        |        |
|                          | D1                | 0.873                  |        |        |
|                          | D2                | 0.827                  |        |        |
|                          | D3                | 0.743                  |        |        |
|                          | D4                | 0.807                  |        |        |
|                          | E1                | 0.759                  |        |        |
|                          | E2                | 0.766                  |        |        |
|                          | E3                | 0.785                  |        |        |
|                          | F1                | 0.775                  |        |        |
|                          | F2                | 0.837                  |        |        |
|                          | F3                | 0.770                  |        |        |
|                          | G1                | 0.791                  |        |        |
|                          | G2                | 0.833                  |        |        |
|                          | G3                | 0.848                  |        |        |

Cultural adjustment after tourism | C2                | 0.787                  | 0.6324 | 0.8376 |
| C3                | 0.823                  |        |        |
| D1                | 0.873                  |        |        |
| D2                | 0.827                  |        |        |
| D3                | 0.743                  |        |        |
| D4                | 0.807                  |        |        |
| E1                | 0.759                  |        |        |
| E2                | 0.766                  |        |        |
| E3                | 0.785                  |        |        |
| F1                | 0.775                  |        |        |
| F2                | 0.837                  |        |        |
| F3                | 0.770                  |        |        |
| G1                | 0.791                  |        |        |
| G2                | 0.833                  |        |        |
| G3                | 0.848                  |        |        |

Cognition of destination | C2                | 0.787                  | 0.6324 | 0.8376 |
| C3                | 0.823                  |        |        |
| D1                | 0.873                  |        |        |
| D2                | 0.827                  |        |        |
| D3                | 0.743                  |        |        |
| D4                | 0.807                  |        |        |
| E1                | 0.759                  |        |        |
| E2                | 0.766                  |        |        |
| E3                | 0.785                  |        |        |
| F1                | 0.775                  |        |        |
| F2                | 0.837                  |        |        |
| F3                | 0.770                  |        |        |
| G1                | 0.791                  |        |        |
| G2                | 0.833                  |        |        |
| G3                | 0.848                  |        |        |

Association with destination | C2                | 0.787                  | 0.6324 | 0.8376 |
| C3                | 0.823                  |        |        |
| D1                | 0.873                  |        |        |
| D2                | 0.827                  |        |        |
| D3                | 0.743                  |        |        |
| D4                | 0.807                  |        |        |
| E1                | 0.759                  |        |        |
| E2                | 0.766                  |        |        |
| E3                | 0.785                  |        |        |
| F1                | 0.775                  |        |        |
| F2                | 0.837                  |        |        |
| F3                | 0.770                  |        |        |
| G1                | 0.791                  |        |        |
| G2                | 0.833                  |        |        |
| G3                | 0.848                  |        |        |

New recognition of destination | C2                | 0.787                  | 0.6324 | 0.8376 |
| C3                | 0.823                  |        |        |
| D1                | 0.873                  |        |        |
| D2                | 0.827                  |        |        |
| D3                | 0.743                  |        |        |
| D4                | 0.807                  |        |        |
| E1                | 0.759                  |        |        |
| E2                | 0.766                  |        |        |
| E3                | 0.785                  |        |        |
| F1                | 0.775                  |        |        |
| F2                | 0.837                  |        |        |
| F3                | 0.770                  |        |        |
| G1                | 0.791                  |        |        |
| G2                | 0.833                  |        |        |
| G3                | 0.848                  |        |        |

Cultural confidence | C2                | 0.787                  | 0.6324 | 0.8376 |
| C3                | 0.823                  |        |        |
| D1                | 0.873                  |        |        |
| D2                | 0.827                  |        |        |
| D3                | 0.743                  |        |        |
| D4                | 0.807                  |        |        |
| E1                | 0.759                  |        |        |
| E2                | 0.766                  |        |        |
| E3                | 0.785                  |        |        |
| F1                | 0.775                  |        |        |
| F2                | 0.837                  |        |        |
| F3                | 0.770                  |        |        |
| G1                | 0.791                  |        |        |
| G2                | 0.833                  |        |        |
| G3                | 0.848                  |        |        |

From the above table, we can see that the x2/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.

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