

# A Study of the Subsequent Focus and Travel Intention of China Wenchuan Earthquake Heritage Sites of Provincial Residents

Zuoming Jiang

College of History and Society, Huaibei Normal University, Huaibei 235000, P.R. China

Email: jzm\_1983@163.com

**Abstract**—At present, fewer scholars pay close attention to earthquake heritage sites's subsequent potential tourist market development, this paper select Wenchuan earthquake heritage site related important events as the object of attention from 2008 to 2015 year, using spss17.0 to statistical analysis 804 questionnaires of provincial residents, research on the subsequent focus and travel intention of Wenchuan earthquake heritage sites of provincial residents. The study found that: four subsequent focus dimensions of earthquake heritage sites include planning development and festival exhibition, Sichuan tourism marketing, post-earthquake recovery and reconstruction, earthquake memorial and geological disasters; different demographic characteristics of the residents has significant differences in four subsequent focus dimensions; before the earthquake to experience has no significant differences in four subsequent focus dimensions, after the earthquake to experience has only significant difference in planning development and festival exhibition dimensions; travel intention has a weak correlation with four subsequent focus dimensions and previous experience. This study provide suggestions for the development of Wenchuan earthquake heritage tourism, provide demonstration and reference for other areas of the earthquake heritage tourism at home and abroad.

**Index Terms**—Wenchuan earthquake heritage sites, subsequent attention, tourism intention, provincial residents

## I. INTRODUCTION

At present, Wenchuan earthquake heritage site has entered the key development period of post-disaster reconstruction, according to “the overall plan for recovery and reconstruction after China Wenchuan earthquake”, tourism is the advantage industry and leading industry for disaster area reconstruction. Wenchuan earthquake in 2008 is the most destructive and the widest scope earthquake after the founding of China in 1949, the earthquake has had a huge impact on regional tourism industry, Sichuan province tourism revenue and visitors to reduce 18.694 billion yuan and 184 million in 2008[1]. After more than eight years of reviving, recovery and development, China Wenchuan earthquake heritage site has obtained the remarkable

effect of tourism, Beichuan qiang city tourist area, Wenchuan special tourist area and Sword door closed scenic spot were awarded the national 5A grade scenic spot, which is the highest level of Chinese scenic spot. Sichuan province tourism revenue and visitors is 621.052 billion yuan and 590 million in 2015, which is increased by 410.18% and 215.51% than before the earthquake in 2007. The subsequent development of Wenchuan earthquake heritage site need to common thinking for the local government, residents and scholars, foreign residents also deep concern. By analyzing the related literature at home and abroad, found that scholars pay more attention to the development of earthquake heritage resources while less attention to earthquake tourism market development, pay more attention to the reality of the tourists visiting earthquake while less attention to the potential foreign tourists. Based on the shortage of the current earthquake heritage tourism research and the realistic requirement of sustainable development, this paper from the field of potential tourists subsequent focus perspective, through the combination of questionnaire and depth interview method to collect firsthand data, adopting factor analysis, independent sample T test, nonparametric test analysis and correlation analysis methods to study of the subsequent focus and travel intention of China Wenchuan earthquake heritage sites of provincial residents. This study provides suggestions for the development of Wenchuan earthquake heritage tourism, provide demonstration and reference for other areas of the earthquake heritage tourism at home and abroad.

## II. LITERATURE REVIEW

Earthquake heritage tourism as a special form of dark tourism, there has been a lot of controversy of the development practice and theory, it gradually become the research hot spot in the earthquake occurred. Foley and Lennon reclaimed the earliest definition of dark tourism in 1996, they think dark tourism has a closely related with death, disaster and violence [2], but there are still indistinct definition between dark tourism and related concepts, such as dark spot [3], thanatourism [4], dissonant heritage [5], morbid tourism [6] and so on. Foreign scholars research mainly focus on black travel experience [7-9], dark tourism show and the original true controversy [10-11], dark tourism effect, etc. [12-13].

Dark tourism landscape in China started construction after 1949, but dark tourism research is only 10 years, the preliminary dark tourism research in 2006 [14], domestic scholars research mainly focus on black tourism related concepts, classification and experience psychological characteristics and development pattern [15-19] and so on.

Wenchuan earthquake in 2008 make earthquake heritage tourism research to form a “convex peak”, the author input “Wenchuan earthquake tourism” as the article name in China National Knowledge Infrastructure web site, related literature published since 2008, reach the top in 2009, began to decline after 2010. Literatures published in the journal are mainly distributed in tourist, geography, environment and university journals. Domestic scholars mainly focus on Wenchuan earthquake tourism resources development [20-22], earthquake tourism motivation [23-24], earthquake tourism impact [25-27], earthquake tourism stakeholders [28-29], earthquake heritage site development countermeasures [30-31] and earthquake heritage function [32], etc.

From the related research literature, we can find the following characteristics and problems. First, research focuses on earthquake heritage site tourism resources

development and reconstruction measures, earthquake tourism resources development more than tourism market development, especially for foreign residents’s tourism attitude of earthquake heritage sites; second, the object of study mainly focused on earthquake heritage sites of residents and visiting tourists, lack of empirical research to potential foreign tourists; third, research methods are qualitative analysis, lack of scientific quantitative measure, policy suggestions need to strengthen; four, study time is almost 2 to 3 years after the earthquake, lack of a longer period of follow-up after an earthquake. Based on this, this paper tries to make up for the inadequacy of the present study, selected provincial potential tourists as the research object, selection the Wenchuan earthquake heritage sites related to important events as the focus from 2008 to 2015, adopting factor analysis, independent sample T test, nonparametric test analysis and correlation analysis methods of SPSS statistical analysis software to study of the subsequent focus and travel intention of China Wenchuan earthquake heritage sites of provincial residents, in order to realize the green, human and the sustainable development of Wenchuan earthquake heritage sites.

### III. RESEARCH DESIGN AND DATA DESCRIPTION

TABLE I. RESPONDENT POPULATION CHARACTERISTICS

survey items	options	percent	survey items	options	percent
gender	male	50.12%	occupation	agency personnel	13.89%
	female	49.88%		enterprise staff	17.63%
age	under the age of 18	4.65%		professional and technical personnel	5.43%
	18 to 35 years old	73.42%		commercial service personnel	3.86%
	36 to 55 years old	19.19%		workers	6.28%
	more than 60 years of age	2.74%		farmers	2.29%
native place (Provincial/municipal /autonomous region)	Sichuan	4.19%		teachers	10.27%
	Hubei	0.36%		students	26.45%
	Jiangxi	0.48		soldier	0.24%
	Guangxi	0.36		retirees	2.05%
	Hebei	0.84		freelancers	6.52%
	Henan	3.71		others	5.07%
	Shaanxi	13.65		monthly income	no income
	Shanxi	0.72	less than 1000 yuan		3.90%
	Hunan	0.48	1000 to 2000 yuan		12.42%
	Fujian	0.72	2001-4000 yuan		39.10%
	Zhejiang	1.44	more than 4000 yuan	18.27%	
	Jiangsu	18.08	level of education	junior middle school and the following	6%
	Liaoning	0.36		high school	15.23%
	Yunnan	0.24		college	22.66%
	Gansu	0.72		undergraduate	44.48%
	Guizhou	0.6	master degree or above	11.63%	
	Jilin	0.36	family structure	single life	19.38%
	Tianjin	0.12		couple	13.70%
	Anhui	40.36		nuclear family	30.25%
	Shandong	2.99		three generations	22.96%
Guangdong	0.36	others	13.70%		
Qinghai	0.24	haven't been to Sichuan province before the earthquake	have been to	11.66%	
Beijing	0.36		haven't been to	88.34%	
Chongqing	7.66	haven't been to Wenchuan earthquake areas after the earthquake	have been to	8.70%	
			haven't been to	91.30%	
Neimenggu	0.6				

Research questionnaire design reference for the related research results at home and abroad [9, 23-27, 33], the author compiled the Wenchuan earthquake heritage site's information of earthquake relief, recovery reconstruction and the subsequent development from May 12 in 2008 to September 30 in 2015. The subsequent information selection adhere to the following three principles, first, the event occurred is not limited to the Wenchuan earthquake area, as long as it is related to the Wenchuan earthquake heritage sites important events are optional; second, the event's sphere of influence to break through the scope of the spread of Sichuan province; three, the amount of information is basic equilibrium, general for 3 to 6 every year. According to the author's experience to Mount Qingcheng and Dujiangyan scenic spot in 2009 summer vacation, invite A Ba Teacher's University teachers in-depth interviews, design draft survey questionnaire. The author has carried on the preliminary research in Huaibei city in Anhui province in October in 2015, handed out 30 questionnaires, in view of the expression is not clear and tourists are not willing to fill in, we further improve the questionnaire item, eventually form the complete questionnaire. A formal questionnaire including three parts: the first part is the respondent's personal information, including gender, native place, age, occupation, income, level of education, family structure, haven't been to Sichuan province before the earthquake, haven't been to Wenchuan earthquake areas after the earthquake, a total of 9 items; the second part for the Wenchuan earthquake heritage site follow-up attention information, a total of 35 items, take the design at five likert scale method, use 5 to 1 on behalf of the respondents' understanding of the item information (very understanding, understanding, generally, don't understand, don't understand completely); the third part is the survey respondents will to travel to the Wenchuan earthquake area 1 item.

In order to guarantee the representation of the questionnaire and the unbiasedness of sample structure, selection of neighboring provinces of Xi'an of Shaanxi province and Yubei District of Chongqing city, distant provinces of Huaibei city of Anhui province and Nanjing city of Jiangsu province as focused investigation city. Survey for October and November in 2015, handed out 1000 questionnaires, recycled 915 questionnaires, eliminate invalid samples of answer is not complete and answer not serious, eventually valid questionnaires is 804, rate of valid questionnaire is 80.4%. The basic information of the respondents are shown in Table I.

#### IV. THE STUDY OF THE SUBSEQUENT FOCUS AND TRAVEL INTENTION OF CHINA WENCHUAN EARTHQUAKE HERITAGE SITES

##### A. *Subsequent Focus Factor Analysis of Wenchuan Earthquake Heritage Sites*

Factor analysis was carried out on the survey data in order to summarize Wenchuan earthquake heritage site subsequent attention factors. Factor analysis's applicability test results show that as follows:  $KMO=0.942, X^2=11406.386, df=435, P=0.000$ . According

to the theory of statistician Kaiser, it indicate sample sufficiency meet requirements; at the same time, bartlett ball inspection of concomitant probability is 0.000, less than the significance level of 0.05, refused to bartlett ball test null hypothesis, validity of the questionnaire is good for suitable for factor analysis. Using principal component analysis to extract feature values greater than 1 common factor, using variance maximum orthogonal rotation method to rotate the common factor in order to simplify the probability factor explanation. The reliability of the questionnaire a is 0.938, it show that scale reliability is reliable. Based on the principle of standard deviation and factor loading absolute value is greater than 0.5, finally eliminate five items of this questionnaire is 6, 8, 15, 23, 28. The rest of the 30 item was carried for secondary factor analysis, according to the principle of eigenvalues greater than 1 extract four common factor, through variance biggest orthogonal rotation, get the factor loading and explanatory power are shown in table 2.

According to the result of factor analysis, subsequent focus factor of Wenchuan earthquake heritage sites was named, classification and interpretation. The first common factor can be interpreted as "planning development and festival exhibition", with the serial number in the questionnaire for 33, 35, 32, 31, 18, 25, 27, 30, 26, 16, 17, 34, 29, 20, 21, 22, 19 item highly correlated, the variance contribution rate is 37.328%, the reliability is 0.936, it show provincial residents comparison pay attention to the Wenchuan earthquake heritage sites's area planning, after the earthquake development, hold the festival and join the exhibition. Such as the national tourism administration started compiling "Qin Bashan area tourism development planning", Guangyuan sword door closed, Wenchuan special tourist area and the city of Beichuan qiang tourist area were approved 5A grade scenic spot, international cultural tourism festival of Sichuan of China was held in Water town, etc. The second common factor can be interpreted as "Sichuan tourism marketing", with the serial number in the questionnaire for 13, 11, 10, 12, 14 item highly correlated, the variance contribution rate is 8.045%, the reliability is 0.814, it show Sichuan tourism marketing effect is obvious after the earthquake, Sichuan tourism marketing initiatives after the earthquake have "the Sichuan panda hometown: Sichuan fun" marketing slogan, Sichuan still beautiful after the earthquake, etc. The third common factor can be interpreted as "post-earthquake recovery and reconstruction", with the serial number in the questionnaire for 3, 4, 5, 2 item highly correlated, the variance contribution rate is 4.758%, the reliability is 0.763. Provincial residents pay high attention to post-disaster reconstruction phase information, as one of the biggest magnitude earthquake after the founding of China, reconstruction of the earthquake affected the national people's heart, people are concerned about the regulations and overall planning of the recovery and reconstruction after Wenchuan earthquake. The fourth common factor can be interpreted as "earthquake memorial and geological disasters", with the serial number in the questionnaire for 24, 1, 7, 9 item highly correlated, the variance contribution rate is 4.068%,

the reliability is 0.705. This suggests that provincial residents pay close attention to national memorial and subsequent geological disaster events of surrounding the earthquake zone, such as set national disaster prevention

and reduction day on May 12, the national day of mourning on May 19 to 21 in 2008, etc.

TABLE II. FACTOR ANALYSIS RESULTS OF SUBSEQUENT FOCUS OF WENCHUAN EARTHQUAKE HERITAGE SITES

common factor	measurement index	factor loading	eigenvalue	variance contributes	reliability
F1 planning development and festival exhibitions focus	G33the national tourism administration started compiling the Qin Bashan area tourism development planning	0.741	11.198	37.328	0.936
	G35A Ba achievement exhibition opening in Beijing	0.710			
	G32Guangyuan sword door closed scenic area was approved by the national 5A grade scenic spot	0.701			
	G31the third global travel network operators cooperation exchange meeting was held in Beichuan of Mianyang city	0.674			
	G18international cultural tourism festival of Sichuan of China was held in Water town	0.672			
	G25beautiful Sichuan tourism appear fortune global BBS in Chengdu city	0.670			
	G27Wenchuan special tourist area was approved by the national 5A grade scenic spot	0.667			
	G17Sichuan photography activity	0.655			
	G34panda fans of Europe to visit Sichuan tour	0.642			
	G30A Ba Hongyuan airport navigation	0.638			
	G26Beichuan qiang tourist area was approved by the national 5A grade scenic spot	0.632			
	G16Chengdu to Dujiangyan high speed railway operate	0.621			
	G29Sichuan tourism at Bo Ao Asia BBS	0.585			
	G20"China joy healthy rural tourism" launching ceremony was held in Wenchuan	0.581			
	G21"love in Sichuan" micro movie	0.568			
G22Sichuan large travel photography exhibition was held in the Hong Kong international exhibition center	0.567				
G19reconstruction summary commendation congress after the Wenchuan earthquake was opened in Beijing	0.508				
F2 Sichuan tourism marketing focus	G13Sichuan tourism image promotion	0.691	2.414	8.045	0.814
	G12the Sichuan panda hometown marketing slogan	0.685			
	G11witness reconstruction change activities	0.665			
	G10Sichuan still beautiful after the earthquake	0.608			
	G14Dujiangyan water subject-live performance	0.522			
F3 post-earthquake recovery and reconstruction focus	G3regulations on the recovery and reconstruction after Wenchuan earthquake	0.747	1.428	4.758	0.763
	G4the overall planning of restoration and reconstruction after Wenchuan earthquake	0.707			
	G5Sichuan earthquake zone counterpart support reconstruction	0.609			
	G2seismic hero young awards	0.602			
F4 earthquake memorial and geological disasters focus	G7 set national disaster prevention and reduction day on may 12	0.706	1.220	4.068	0.705
	G247.0 magnitude earthquake in Ya An forth county of Sichuan province	0.693			
	G1the national day of mourning on may 19 to 21 in 2008	0.684			
	G9mark the first anniversary of the Wenchuan earthquake activity	0.665			
overall statistics	KMO value: 0.942	Bartlett value: 11406.386	significance level: 0.000	cumulative variance contribution rate: 54.2%	total credibility: 0.938

B. Subsequent Focus Factor Differences Analysis in Demographic Characteristics

In order to more clearly reveal the subsequent focus factor differences in demographic characteristics, the common factor above data are weighted average, the weight was determined by principal component analysis. Using the method of independent sample T test and nonparametric test, the differences of demographic characteristics in the subsequent focus on factors significant results are shown in Table III.

By comparing the mean of the independent sample T test, analysis of differences between men and women, it found that men and women has a significant difference on two dimensions of post-earthquake recovery and reconstruction, earthquake memorial and geological disasters. There is no significant difference in other dimensions. Comparing the mean found men's average than women, this shows that the sensitive degree of men than women. In real life, men generally in a dominant position, the explicit behavior of men is generally higher

than women. The results conform to the gender differences in the understanding of the behavior [34].

Using K independent samples nonparametric tests to test whether there was a significant difference of age, occupation, income, education level, family structure in the subsequent focus factors of each dimension, and contrast two test statistics of progressive significant value of Jonckheere - Terpstra and Kruskal Wallis. The results showed that different age residents in the subsequent focus factors exist significant differences, it has a significant difference on two dimensions of Sichuan tourism marketing, earthquake memorial and geological disasters, there was no significant difference in other dimensions. Different professional residents exist significant differences in the subsequent focus factors, it has a significant difference on three dimensions of Sichuan tourism marketing, earthquake memorial and geological disasters, post-earthquake recovery and reconstruction, there was no significant difference in planning development and festival exhibition dimension. Different income residents exist significant differences in the subsequent focus factors, it has a significant difference on post-earthquake recovery and reconstruction dimension, there was no significant difference in other dimensions. Different education level residents exist significant differences in the subsequent focus factors, it has a significant difference on earthquake memorial and geological disasters dimension, there was no significant difference in other dimensions. Different family structure residents exist significant differences in the subsequent focus factors, it has a significant difference on earthquake memorial and geological disasters dimension, there was no significant difference in other dimensions. Comparing

the mean found on the age, people under the age of 18 has a higher significantly than other age groups on two dimensions of Sichuan tourism marketing, earthquake memorial and geological disasters. On the professional, soldier has a higher significantly than other professional groups on three dimensions of Sichuan tourism marketing, earthquake memorial and geological disasters, post-earthquake recovery and reconstruction, many soldiers involved in Wenchuan earthquake relief and post-disaster reconstruction, their subsequent focus more obvious. On the monthly income, the residents of more than 4000 yuan has a higher significantly than other income groups on dimension of post-earthquake recovery and reconstruction. On education degree, the residents of master degree or above has a higher significantly than other education level groups on dimension of earthquake memorial and geological disasters. On the family structure, the residents of the single life has a higher significantly than other family structure groups on dimension of earthquake memorial and geological disasters.

In a word, the following conclusions can be formed different gender, age, occupation, education level, family structure of residents has a higher significantly on dimension of earthquake memorial and geological disasters, different gender, occupation, monthly income of residents has a higher significantly on dimension of post-earthquake recovery and reconstruction, different age, occupation of residents has a higher significantly on dimension of Sichuan tourism marketing, different categories of residents has no significant differences on dimension of planning development and festival exhibition.

TABLE III. SIGNIFICANCE DIFFERENCE OF SUBSEQUENT FOCUS DIMENSIONS ON DIFFERENT DEMOGRAPHIC CHARACTERISTICS

individual characteristics		planning development and festival exhibition focus	Sichuan tourism marketing focus	post-earthquake recovery and reconstruction focus	earthquake memorial and geological disasters focus
gender	male	1.67	1.72	1.84	2.3
	female	1.61	1.68	1.78	2.28
	significant difference	no	no	yes	yes
age	under the age of 18	1.63	1.8	1.74	2.37
	18 to 35 years old	1.65	1.71	1.81	2.33
	36 to 55 years old	1.63	1.64	1.82	2.16
	more than 60 years of age	1.48	1.46	1.72	1.99
	significant difference	no	yes	no	yes
occupation	agency personnel	1.63	1.7	1.84	2.38
	enterprise staff	1.63	1.71	1.85	2.29
	professional and technical personnel	1.73	1.79	1.9	2.26
	commercial service personnel	1.67	1.75	1.74	2.09
	workers	1.62	1.7	1.77	2.0
	farmers	1.45	1.54	1.65	2.04
	teachers	1.62	1.67	1.83	2.45
	students	1.62	1.69	1.74	2.38
	soldier	2.08	1.91	2.49	2.75
	retirees	1.44	1.46	1.8	2.08
	freelancers	1.7	1.73	1.92	2.15
	others	1.72	1.71	1.75	2.13
	significant difference	no	yes	yes	yes

monthly income	no income	1.61	1.67	1.72	2.36
	less than 1000 yuan	1.73	1.78	1.87	2.22
	1000 to 2000 yuan	1.6	1.69	1.79	2.25
	2001-4000 yuan	1.65	1.7	1.81	2.26
	more than 4000 yuan	1.66	1.75	1.91	2.33
	significant difference	no	no	yes	no
education level	junior middle school and the following	1.59	1.73	1.73	2.01
	high school	1.69	1.7	1.78	2.19
	college	1.67	1.73	1.87	2.25
	undergraduate	1.62	1.67	1.79	2.35
	master degree or above	1.6	1.74	1.82	2.43
	significant difference	no	no	no	yes
family structure	single life	1.66	1.74	1.84	2.34
	couple	1.59	1.66	1.78	2.1
	nuclear family	1.63	1.67	1.83	2.31
	three generations	1.66	1.69	1.79	2.33
	others	1.63	1.72	1.74	2.32
		significant difference	no	no	no

C. Subsequent Focus Factor Differences Analysis in Previous Experience Characteristics

In order to more clearly reveal the subsequent focus factor differences in previous experience characteristics, the common factor above data are weighted average, the weight was determined by principal component analysis. Using the method of independent sample T test, the differences of previous experience characteristics in the subsequent focus on factors significant results are shown in table 4. There are no significant differences in the subsequent focus factors on each dimension before the earthquake to the experience of Sichuan province. There was a significant difference on planning development and festival exhibition focus dimension after the earthquake to the experience of the Wenchuan earthquake area, there

was no significant difference in other dimensions. Comparing the mean found people of have been to Wenchuan earthquake area has a higher significantly than haven't been to the residents on planning development and festival exhibition focus dimension. The results conform to the law of memory actually, no matter what purpose to Wenchuan earthquake, such as disaster relief, post-disaster reconstruction, counterpart support, witnessed ceremonies, panda card travel, visiting relatives and friends, social practice and so on, experience and witness's scene will be unforgettable, compared with haven't been to Wenchuan earthquake area, or only know the region information from TV and computer, they pay more attention to the planning development and festival exhibition information.

TABLE IV. SIGNIFICANCE DIFFERENCE OF SUBSEQUENT FOCUS DIMENSIONS ON PREVIOUS EXPERIENCE

behavior characteristics		planning development and festival exhibition focus	Sichuan tourism marketing focus	post-earthquake recovery and reconstruction focus	earthquake memorial and geological disasters focus
haven't been to Sichuan province before the earthquake	have been to	1.65	1.74	1.84	2.39
	haven't been to	1.64	1.7	1.81	2.28
	significant difference	no	no	no	no
haven't been to Wenchuan earthquake areas after the earthquake	have been to	1.7	1.81	1.84	2.39
	haven't been to	1.64	1.69	1.81	2.29
	significant difference	yes	no	no	no

D. Correlation Analysis of Tourism Intention

In order to further explore the relationship between tourism intention and subsequent focus factors & previous experience, using correlation analysis to test and verify, by correlation coefficient to analyze the correlation of grade. It is generally believed that the correlation coefficient absolute value less than 0.3 is weak correlation, between 0.3 to 0.5 is low correlation, between 0.5 to 0.8 is moderate correlation, more than 0.8 is highly relevant. The correlation coefficient of tourism intention shows (see Table 5) there was a significant negative correlation between tourism intention and earthquake memorial and

geological disasters focus, the relevant grade is weak correlation, there was no significant correlation between tourism intention and other subsequent focus dimensions. There was a significant positive correlation between tourism intention and the experience to the Wenchuan earthquake area after the earthquake, the relevant grade is weak correlation, there was no significant correlation between tourism intention and the experience to the Sichuan province before the earthquake. In a word, the correlation between tourism intention and subsequent focus factors & previous experience is weak.

TABLE V. TOURISM INTENTION CORRELATION COEFFICIENT

measuring factor	planning development and festival exhibition focus	Sichuan tourism marketing focus	post-earthquake recovery and reconstruction focus	earthquake memorial and geological disasters focus	haven't been to Sichuan province before the earthquake	haven't been to Wenchuan earthquake areas after the earthquake
tourism intention	-0.057	-0.007	-0.029	-0.101**	0.044	0.070*

\* refers to  $p < 0.05$ ; \*\* refers to  $p < 0.01$ .

## V. CONCLUSION AND SUGGESTION

### A. Research Conclusions

Provincial resident's subsequent focus to the Wenchuan earthquake heritage sites is to realize the important way of potential tourists turn to reality, subsequent focus will have a positive impact on resident's tourism intention. In a certain sense, provincial resident's subsequent focus behavior is a prerequisite for the Wenchuan earthquake heritage site to development tourism. Extracted four subsequent focus common factors of Wenchuan earthquake heritage sites through factor analysis, they are planning development and festival exhibition, Sichuan tourism marketing, post-earthquake recovery and reconstruction, earthquake memorial and geological disasters. Using the method of independent sample T test and nonparametric test analysis found different gender, age, occupation, education level, family structure of residents has a higher significantly on dimension of earthquake memorial and geological disasters, different gender, occupation, monthly income of residents has a higher significantly on dimension of post-earthquake recovery and reconstruction, different age, occupation of residents has a higher significantly on dimension of Sichuan tourism marketing, different categories of residents has no significant differences on dimension of planning development and festival exhibition. Look from the travel to experience, before the earthquake to experience has no significant differences in four subsequent focus dimensions, after the earthquake to experience has only significant difference in planning development and festival exhibition dimensions, there was no significant difference in other dimensions. Through correlation analysis found that there was a weak significant negative correlation between tourism intention and earthquake memorial and geological disasters focus, there was no significant correlation between tourism intention and other subsequent focus dimensions. There was a weak significant positive correlation between tourism intention and the experience to the Wenchuan earthquake area after the earthquake, there was no significant correlation between tourism intention and the experience to the Sichuan province before the earthquake.

### B. Development Suggestions

Wenchuan earthquake relief and reconstruction is the national general mobilization "battle", many residents through prayer, donations, voluntary blood donation, participate in earthquake reconstruction methods to support the quake zone. As the change of time of the earthquake, people concerned about the earthquake will

shift, how to realize the sustainable development of earthquake heritage sites become a significant and realistic task after the earthquake period. Therefore, the government of Wenchuan earthquake heritage sites not only development and management earthquake tourism resources, but also pay attention to the development and marketing provinces potential tourism market, in order to improve the influence and extend the cycle of Wenchuan earthquake heritage tourism. Based on the above research conclusion and the interview result, the author made the following proposals for development: Firstly, global earthquake tourism development. According to the planning area of the overall planning of restoration and reconstruction after Wenchuan earthquake to development global earthquake tourism, break the earthquake tourism scenic area boundary, relying on three 5A grade scenic spot to connect the earthquake tourist route, the route includes Wenchuan earthquake memorial, Beichuan qiang folk museum, the new county of Beichuan landscape axis, water mill town, sanjiang area, sword door closed scenic spot and so on; Secondly, three major cultural articles. Wenchuan earthquake not only left precious natural earthquake tourism resources, but also casting the earthquake relief spirit of unity is strength. Subsequent earthquakes heritage site tourism development should pay attention to the cultural connotation refining, make three major articles of big love culture, ZangQiang folk culture and the panda cultural, let every earthquake heritage tourism project rich in specific cultural connotations; Thirdly, enrich earthquake tourism experience. Peculiar earthquake heritage tourism has the characteristics of ornamental, informative, scientific [35], earthquake tourism development can not only stay in the static form of memorial to remember and visit a museum, it should use modern science and technology to development earthquake exploration projects, let visitors experience the science, culture, stimulating and participatory. Fourthly, plan gratitude marketing project. Gratitude panda card has obtained good social and economic benefit in 2009, above results indicate that the residents of the experience to the Wenchuan earthquake area after the earthquake pay more attention to subsequent development of heritage sites, this paper suggests carry out gratitude Wenchuan theme marketing, implement the strategy of going out, planning a variety of marketing solutions for different people, different provinces and different years, let people go to Wenchuan new homes. Fifthly, expanding channels of information dissemination. Above research shows that provincial residents pay more attention to festival exhibition, the local government continue to use good festival exhibition information transmission platform, it

should also expand the information transmission channels, such as radio, television and internet. Especially for authoritative information release platform, such as CCTV and People's Daily online. At the same time, to do a good job of tourist reception service, improve the tourist satisfaction, magnify the reputation effect of the tourists.

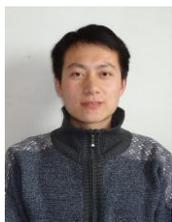
This paper is about the preliminary study for the sustainable development of Wenchuan earthquake heritage site from potential tourists development perspective, because of the limitations of investigation object selection and data collection, failed to further reveal the mechanism for the provincial residents subsequent focus behavioral differences, cognitive similarities and differences between potential tourists and reality tourists, these problems need subsequent studies to be further perfection.

#### ACKNOWLEDGEMENT

This study was supported by grant from the project of Outstanding Young Talents Support Program of University in 2017 (to JIANG Zuoming)(NO.gxyq2017012)

#### REFERENCES

- [1] X. N. Li and J. P. Yan, "The impact of the Wenchuan earthquake on regional tourism," *Resource Science*, vol.36, pp.1652-1659, August 2014.
- [2] M. Foley and J. Lennon, "JFK and dark tourism: A fascination with assassination," *International Journal of Heritage Studies*, vol. 2, pp. 198-211, April 1996.
- [3] C. Rojek, *Ways of Escape*, Basingstoke:Macmillan, 1993, pp.66-68.
- [4] A. V. Seaton, "Guided by the dark: From thanatopsis to thanatourism," *International Journal of Heritage Studies*, vol. 2, pp. 234-244, February 1996.
- [5] J. E. Tunbridge and G. J. Ashworth, *Dissonant Heritage: The Management of the Past as a Resource in Conflict*, New York: John Wiley and Sons, 1996, pp. 68-72.
- [6] T. Blom, "Morbid tourism: A postmodern market niche with an example from Althorpe," *Norwegian Journal of Geography*, vol. 54, pp. 29-36, January 2000.
- [7] E. H. Cohen, "Educational dark tourism at an in Populo site:the holocaust museum in Jerusalem," *Annals of Tourism Research*, vol.8, pp. 1-17, March 2011.
- [8] A. Biran, Y. Poria, and G.Oren, "Sought experience at (dark) heritage sites," *Annals of Tourism Research*, vol.38, pp. 820-841, March 2011.
- [9] R. Dunkley, N. Morgan, and S. Westwood, "Visiting the trenches: Exploring meanings and motivations in battlefield tourism," *Tourism Management*, vol. 32, pp. 860-868, April 2011.
- [10] W. S. Wayne, "Dark tourism: The attraction of death and disaster(book review)," *Annals of Tourism Research*, vol. 29, pp. 188-189, April 2002.
- [11] C. A. Wight and J. Lennon, "Selective interpretation and eclectic human heritage in Lithuania," *Tourism Management*, vol. 27, pp. 1-11, April 2006.
- [12] C. Strange and M. Kempa, "Shades of dark tourism: Alcatraz and Robben island," *Annals of Tourism Research*, vol. 30, pp. 386-405, February 2003.
- [13] J. J. Shen and X. C. Yu, "A study review on overseas dark tourism," *Tourism Tribune*, vol. 29, pp. 92-96, April 2009.
- [14] J. L. Li and S. J. Zheng, "The preliminary study of dark tourism," *Journal of Chizhou Teacher College*, vol. 20, pp. 109-112, May 2006.
- [15] X. D. Wei and X. L. Wu, "A preliminary study on the disaster tourism," *Journal of Baoji College of Arts and Science (Natural Science)*, vol. 19, pp. 55-57, February 1999.
- [16] Y. T. Lu and A. L. Hou, "A study on the earthquake tourism resources," *Journal of Resource Development and Protection*, vol.5, pp. 51-53, March 1989.
- [17] J. M. He, "Red and black: On the development dimension of cultural and ideological tourism products," *Tourism Tribune*, vol. 27, pp. 88-93, February 2012.
- [18] Y. J. Xie, J. J. Sun, and Y. D. Wei, "On the pleasure of dark tourism: Death contemplation from the perspective of experience," *Tourism Tribune*, vol. 30, pp. 86-94, March 2015.
- [19] J. W. Wang and S. J. Wang, "A study on dynamic mechanism and symbiosis model of dark tourism: A case of Sichuan after Wenchuan MS8.0 earthquake," *Economic Geography*, vol. 30, pp. 339-344, February 2012.
- [20] J. X. Qin, Y. Tang, and X. Chen, "Research on earthquake induced geologic landscape system and related tourism development model: A case from the Wenchuan earthquake site," *China Population, Resources and Environment*, vol. 23, pp. 143-146, May 2013.
- [21] J. W. Wang, J. Ming, and J. Li, "Evaluation study on the suitability of 'R-P' transformation of earthquake tourism of Sichuan province: On the basis of an analysis of the ETOS and R-P relation mode," *Tourism Research*, vol. 1, pp. 15-22, March 2009.
- [22] Q. K. Chen, "A study of post-quake tourist product structure optimization in Sichuan," *Journal of Sichuan Normal University (Social Sciences Edition)*, vol. 38, pp. 101-106, March 2011.
- [23] X. Chen, J. Zhang, and S. J. Lu, "Visitor motivations in natural disaster site dark tourism destination: The case of the Beichuan earthquake museum," *Progress in Geography*, vol. 33, pp. 979-989, July 2014.
- [24] Y. R. Song and Q. L. Qing, "A study on the Wenchuan earthquake ruins tourism attraction based on the motivation of tourists," *Journal of Sichuan Normal University (Social Sciences Edition)*, vol. 38, pp. 158-163, May 2011.
- [25] Q. Y. Zhang, "A case study of a qiang village disaster tourism and heritage tourism," *Folklore Studies*, vol. 30, pp. 58-67, January 2014.
- [26] Q. Li, "A study of post-disaster visitors demisability value impact on the awareness of the tourist attractions: The case of Dujiangyan scenic spot after the Wenchuan earthquake," *Journal of Southwest University for Nationalities (Humanities and Social Science Edition)*, vol. 33, pp. 141-145, August 2011.
- [27] Y. Li and W. Li, "A study of disaster risk cognitive scale based on the Wenchuan earthquake," *Journal of Southwest University for Nationalities (Humanities and Social Science Edition)*, vol. 35, pp. 21-25, October 2013.
- [27] H. J. Tang and J. Zhang, "Information source and variation characteristics of tourism destination residents' collective memory on '5.12' great earthquake: Jiu Zhaigou tourism area for example," *Resource and Environment in the Yangtze Basin*, vol. 22, pp. 669-677, May 2013.
- [28] F. Li, "A study of change process of tourism conformity degree for potential tourists after tourism crisis: A case study of earthquake in Sichuan on May12," *Tourism Forum*, vol. 3, pp. 16-22, January 2010.
- [29] L. Liu, L. Lu, and H. Chen, "Tourism crisis management based on the theory of destination image: A case study of Sichuan earthquake, China," *Tourism Tribune*, vol. 24, pp. 26-31, October 2009.
- [30] Z. Z. Yang, L. Ma, and H. X. Hu, "On tourist function zone planning: A case of Wenchuan post-quake recovery and reconstruction, Sichuan province," *Areal Research and Development*, vol. 32, pp. 90-95, June 2013.
- [31] M. Li, J. Zhang, and H. Luo, "The study of post-disaster tourism recovery and reconstruction based on tourist motivations: The case of Jiuzhaigou after '5.12' Wenchuan earthquake," *Tourism Tribune*, vol. 27, pp. 39-48, January 2012.
- [32] J. S. Podoshen, "Dark tourism motivations: Simulation, emotional contagion and topographic comparison," *Tourism Management*, vol. 35, pp. 263-271, April 2013.
- [33] K. Bai, "A study on the follow-up behavioral performance of tourist regret," *Tourism Tribune*, vol. 24, pp. 36-40, February 2009.
- [34] B. D. Ren, "Strange earthquake tourism: Ornamental, informative, scientific," *Chinese Foreign Capital*, vol.4, pp. 58-59, June 1995.



Jiang Zuoming is working as a lecturer in the Department of History and Society of Huaibei Normal University, Huaibei, China. He has completed master degree(tourism management) in 2010.He has academic teaching experience of 7 years, his research field is tourism market development. More than 20 of his research articles have been published in journals and conferences. He has been selected of outstanding young talents support program of university in

2017 (NO.gxyq2017012).