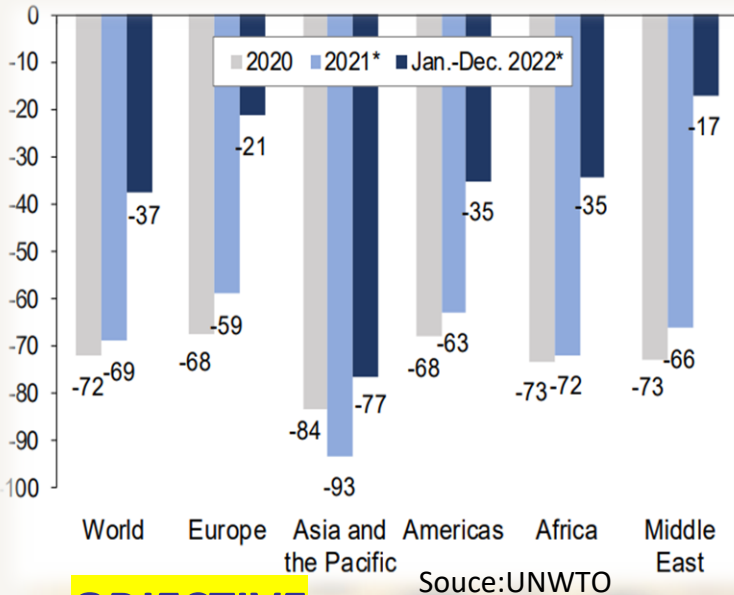


International Tourist Arrivals (% change over 2019)

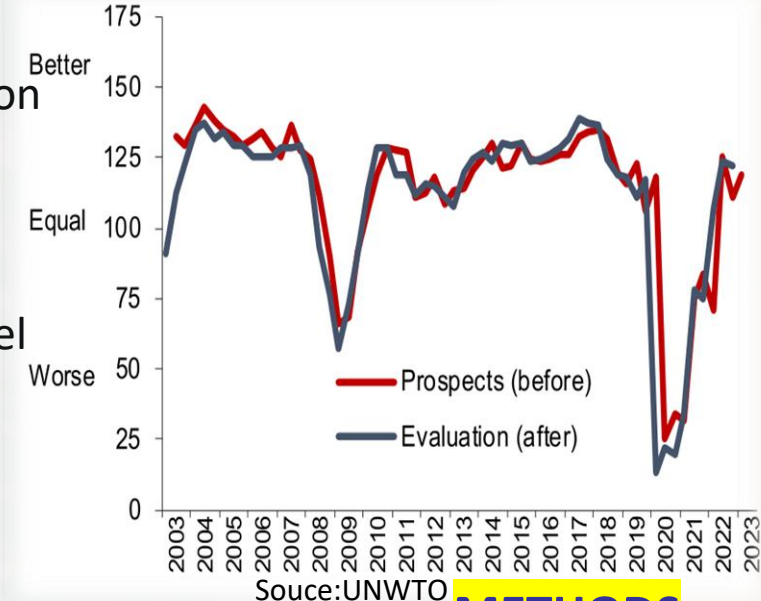


MOTIVATION

In 2020-22, COVID-19 caused unprecedented disruption to the tourism industry, resulting in a huge drop in international travel following the global lockdown. Consumer confidence has hit rock bottom.

Tourist confidence is also recovering year-on-year as international arrivals increase. A rise in international travel is a sign of consumer confidence. Therefore, it is an essential step to research the motivation of rural tourism and rising consumers' rural tourism confidence.

UNWTO Confidence Index: World



OBJECTIVE

METHODS

Academic

Analyze how the specific motivation of tourists effect the selection of rural of tourist destination

Analyze the structure and composition of motivation

Practical

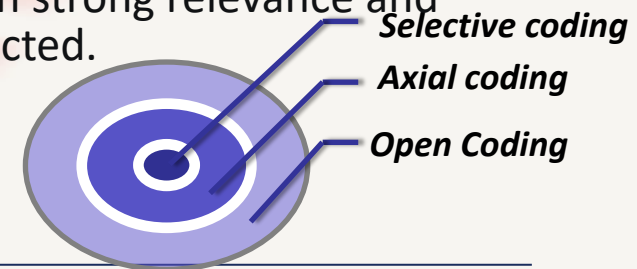
How these motivations can benefit rural destinations.

How the rural tourism support the recovery of tourism overall.



This research will follow the grounded theory analysis. This research mainly uses focus groups and in-depth interviews. Residents of Zhengzhou, who are relatively close to rural tourism destinations, were selected for investigation

- ✓ With the objective of a total of 52 initial concepts, of which 20 theoretical base samples were extracted.
- ✓ A total of 25 sub-categories with strong relevance and frequent recurrence were extracted.
- ✓ Summarizes basic codes.



RESULTS

- Seeking greater independence and flexibility in planning.
- Preferring rural and coastal destinations It provides fresh air andSpace to escape crowds.
- limiting the size of their groups.
- choosing accommodation that provides privacy and personalized service.
- showing more interest in activities that improve physical and mental health.
- seeking to minimize overall spending and maximize value through travel purchases.



Reference: UNWTO. "Unwto World Tourism Barometer." *UNWTO World Tourism Barometer (English Version)*, 1 Jan. 2023, 10.18111/wtobarometereng. Accessed 13 Mar. 2023.

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