

A Study on the Relationship Between Camping Motivation, Attitude, and Behavioral Intention

Xi Chen¹ & Zhixin Zhou¹

¹ School of Business, China University of Political Science and Law, China

Correspondence: Xi Chen, School of Business, China University of Political Science and Law, Beijing, China. Tel: 86-135-8166-0073. E-mail: chenxi@cupl.edu.cn

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Abstract

This article uses 317 survey data of camping tourists to construct a structural equation model to test the impact mechanism of camping motivation on tourism attitudes and behavioral intentions, it tests the moderating role of psychological privilege on the relationship between camping motivation and tourism attitudes. Results indicate that, camping motivations, relaxation, social interaction, and enhancing self-worth, have significant positive impact on tourism attitudes, and the degree of impact decreases in order; The learning practice in camping motivation has a significant negative impact on tourism attitudes; Tourism attitude mediates the relationship between camping motivation and behavioral intention; Psychological privilege has a significant negative moderating effect on the path from relaxation and leisure motivation to tourism attitude.

Keywords: camping motivation, attitude, behavioral intention, psychological privilege

1. Introduction

As an emerging form of tourism, camping was introduced to China in the early 21st century and initially emerged as a niche sport in places such as Beijing, Shanghai, and Guangzhou. Since the State Council issued the ‘Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption’, in 2014, it has gradually entered the public eye. In 2015, the National Standardization Administration issued the ‘Construction and Service Standards for Leisure Camping Sites’ to regulate camping construction and development. In 2017, the vigorous development of self driving cars, RV campsites, construction of automobile comprehensive campsites, mountain outdoor campsites, RV campsites, etc. were included in the ‘Thirteenth Five Year Plan’ for the development of modern comprehensive transportation system, marking that the development of camping economy has been elevated to the level of national transportation development strategy; In 2021, the State Council issued the ‘National Fitness Plan (2021-2025)’ to promote outdoor sports such as ice and snow, mountain outdoor activities, aviation, water sports, and marathons, enrich the supply of sports tourism products and services, and make camping a new force in the tourism industry. Since 2014, the camping economy has benefited from national policy support and has become a hot economy driven by the epidemic due to its advantages of short distance and lightweight. In the post pandemic era, camping still has promising development prospects.

According to the definition of the National Camping Association, camping is a planned, comprehensive outdoor activity that typically involves overnight stays in the wilderness or other natural environments. Chinese scholars such as Chen Kunlun define camping activities as a popular outdoor lifestyle that does not rely on artificial facilities such as fixed houses, but uses self-contained equipment as outdoor living tools, integrating functions such as leisure, exercise, education, entertainment, and camping (Chen et al., 2023). Through camping experiences, people can briefly live in natural ecosystems, directly interact with nature, and establish rich relationships between humans and the natural environment. And with the diversification of camping ecology, experiencers are constantly developing new gameplay. The camping methods have undergone a transformation from traditional hiking and mountaineering camping to park camping; Exquisite camping became popular on various social media platforms in 2020 and has now entered a period of rapid growth. In 2023, it will even ignite the trend of ‘exquisite camping’. Exquisite camping has become the basis for young people to release life pressure and explore the sense of detachment from reverse sexual life. Rich camping experiences provide campers with multiple levels of entertainment, aesthetic, and spiritual satisfaction.

Although camping received much attention in leisure research in the 1960s and 1970s, there have been few new studies since then. At present, research on camping mainly focuses on the development model of camping, camping

site construction and management, camping functions, camping influencing factors, and social psychology. Most qualitative analysis is conducted through methods such as questionnaire surveys, interviews, and field visits. In terms of camping site construction, Gong Bi, Wu Xiaoping, and others proposed the principle of selecting native plants as the main plants and optimizing and enhancing the landscape design of the original vegetation based on the analysis of the environmental composition and population characteristics of the camping site (Gong, Wu and Han 2011). At the level of exploring camping functions, Liu Huaxian and others found the limitations of camping development and utilization in protected areas through the analysis of the suitability of mountain natural heritage camping. Based on online reviews (Liu Yand and Wang 2016), Li Feng discovered the perception factors and attitude evaluations of tourists in terms of camping influencing factors and social psychology, and derived the influencing mechanism of camping development. More scholars are analyzing the characteristics and needs of exquisite camping from a sociological perspective. Taking national parks as an example, Shannon focuses on the motivation, experience, and significance of camping from the perspective of push-pull factors (Shannon et al 2015). Regarding research on camping, there is relatively little analysis of camping motivation in academia, especially in the research on the decision-making mechanism of camping experiencers using structural equation modeling. Therefore, this article analyzes the decision-making mechanism of camping tourism based on structural equation modeling, which has practical significance for camping scenic spot construction, camping promotion and marketing, camping product development, etc., and also expands the scope of scholars' research on tourism motivation.

2. Theoretical Basis and Assumption

2.1 Theoretical Basis

2.1.1 Tourism Motivation

Motivation was originally a psychological concept and is now widely applied in the field of consumer behavior. The motivation for tourism is the starting point of tourism activities and the direct cause of tourism activities. Tourism motivation is the intrinsic need to motivate tourists to visit tourist destinations or participate in tourism activities (Plagmar, Mujtaba and Pirani, 2012). Graham (1981) proposed the push-pull theory of tourism motivation, which suggests that tourism behavior is influenced by two fundamental factors: driving factors and pulling factors. The driving factor is the emotional impact of tourists visiting the destination, while the pulling factor is related to the perceived value provided by the destination and tourists' cognition. The motivation of tourists is influenced by both internal factors (pull factors) and external factors (push factors). Crompton (1979) divides the motivations for tourists to be attracted to tourist destinations into two categories based on the push-pull theory. Push type motivations include avoidance, self exploration, relaxation, prestige, return, close family and friends connections, and increased social interaction, while pull type motivations include novelty and education.

According to the tourism career ladder model, although the motivation of tourists varies at different stages of their travel experience, self-development, curiosity, relationship strengthening, escape, and relaxation are the main psychological driving factors for all tourism consumer groups. Shannon et al (2015) divides the motivation for camping into driving factors from the perspective of push-pull theory: avoiding socializing, avoiding the city (experiencing nature), and being isolated and alone (returning to oneself); And the pull factors include experiencing nature, aesthetics, and creating self-image. Therefore, this article selects relaxation and leisure, social interaction, escape, self-improvement, learning and practice, and adventure as the measurement dimensions of camping motivation.

2.1.2 Tourism Attitude

The concept of attitude originates from social psychology. Thurstone (1928) first proposed the understanding of attitude, which is an individual's psychological evaluation of a specific object, topic, or concept, manifested as the degree of liking or disliking towards that object. Attitude is the expression of intrinsic or self-directed motivation and extrinsic values, and as a precursor to behavior, it plays a decisive role in the inclination towards tourism behavior. Therefore, this study believes that tourism attitude refers to a psychological tendency of people to react to tourism or their love for the tourism activity, reflecting a person's overall view of tourism, including their attitude and expectations towards the tourism experience. When people have a good attitude towards tourism, the greater their likelihood of participating in the tourism activity.

2.1.3 Behavioral Intention

The concept of behavioral intention developed from attitude theory, indicating tourists' judgment of future behavioral tendencies. Endah et al (2017)s. believe that travel behavior intention should include the intention to recommend and revisit tourist destinations. To study the impact of rural tourism image on behavioral intention,

Xu Shanshan(2012) divided behavioral intention into recommendation intention, revisit intention, and premium payment intention. Baker(2000) believes that the behavioral intention of tourism consumers mainly includes dimensions such as intention to revisit, word-of-mouth communication, recommendation intention, and price sensitivity. Ye Jianming et al(2020) takes the study of tourists in grassland tourist destinations as the research object, and divides behavioral intentions into five measurement dimensions: protective behavior, purchasing behavior, impulsive behavior, friendly recommendation behavior, and positive evaluation behavior. Therefore, this study believes that tourism behavioral intention is the tendency judgment of tourists towards future tourism related behaviors, including the willingness to revisit tourist destinations, the willingness to recommend tourist destinations, positive evaluations, sharing, and word-of-mouth dissemination.

2.2 Research Hypothesis

2.2.1 Camping Motivation and Tourism Attitude

Based on the behaviorist concept of driving force reduction, Juergen(1997) constructed a model of tourism motivation and attitude expectation formation. He believes that positive or negative attitudes are expressions of motivation, and attitudes are an important part of tourism behavior research. Zheng and Zhang(2022) found through studying the dynamic decision-making mechanism of tourists that tourism motivation has a significant positive impact on tourism attitudes. Based on the expectancy theory, travel motivation reflects the inherent needs and expectations of travelers, who choose or participate in travel activities that are suitable for their needs. If the travel activity can meet their needs, it will generate a positive attitude towards travel, that is, a preference or love for a certain travel activity; If it cannot be satisfied, it will lead to a negative attitude towards tourism. Therefore, the following hypothesis is proposed:

H1: Social interaction has a significant impact on attitudes towards tourism.

H2: Relaxation and leisure have a significant impact on tourism attitudes.

H3: Escape has a significant impact on travel attitudes.

H4: Enhancing self-worth has a significant impact on tourism attitudes.

H5: Learning and practice have a significant impact on attitudes towards tourism.

H6: Curiosity and adventure have a significant impact on tourism attitudes.

2.2.2 Attitude and Behavioral Intention Towards Tourism

There is a connection between attitude and behavior. The Theory of Rational Action (TRA) holds that an individual's behavior can be reasonably inferred from their behavioral intention, which is determined by their attitude towards the behavior and subjective criteria. Therefore, tourism attitude, as a psychological tendency of people's behavioral response to tourism, has the potential to predict tourism behavior. Rokesach's research on human values(Rokesach,1973) suggests that consumers' cognition and attitudes play a decisive role in their travel behavior tendencies. Wu(2011) found that attitudes towards low-carbon tourism have a positive correlation with low-carbon tourism behavior.Zheng and Zhang(2022) investigate the dynamic decision-making mechanism of tourists during sudden public health emergencies shows that tourism attitudes have a positive driving effect on behavioral intentions. It can be seen that the more positive the attitude towards camping tourism, the stronger the intention of tourists to recommend camping, revisit, and give positive evaluations. Therefore, the following hypothesis is proposed:

H7: Tourism attitude has a positive driving effect on behavioral intention.

2.2.3 The Regulatory Effect of Psychological Privilege

The study of psychological privilege originated from the study of narcissism. Harvey and Martinko(2009) believe that psychological privilege describes an individual's subjective perception that they should receive preferential treatment regardless of their actual performance. It is a subjective belief that individuals feel entitled to receive preferential treatment and can be exempted from social responsibility. It is often accompanied by negative experiences and behaviors, manifested as emotions such as superiority and narcissism such as superiority and narcissism. Campbell(2004) suggests that differences in psychological privilege can affect people's travel experience. Deversa et al.(2010) emphasized in their research that tourists' increasing demand for more rights during travel affects their behavior patterns. Boyd et al.(2005) suggests that consumers with high psychological privilege often have idealized expectations about how service encounters should occur. When they feel that these expectations have not been met, they may react negatively and even feel frustrated. Brett et al.(2015) found that psychological privilege affects people's perception of hotels with different cultural distances, manifested as

differences in their perception of hotel and destination values. Overall, given that psychological sense of power often has a sustained negative impact on how people perceive people, things, and respond to them.

Psychological privilege may lead individuals to feel more dissatisfied and anxious while camping, and they may be more concerned about whether they can receive special treatment rather than enjoying the pleasures of nature and the outdoors. They are more likely to demand strict requirements for some camping details, which can lead to their negative attitude towards camping, believing that camping cannot meet their expectations and to some extent reducing their positive tourism attitude towards camping. Therefore, the text proposes the following hypothesis:

H8: Psychological privilege has a moderating effect on the relationship between social interaction motivation and travel attitude.

H9: Psychological privilege has a moderating effect on the relationship between relaxation and leisure motivation and travel attitude.

H10: Psychological privilege has a moderating effect on the relationship between escape motivation and travel attitude.

H11: Psychological privilege has a moderating effect on the relationship between self-worth motivation and travel attitude.

H12: Psychological privilege has a moderating effect on the relationship between learning practice motivation and travel attitude.

H13: Psychological privilege has a moderating effect on the relationship between curiosity and adventure motivation and travel attitude.

In summary, a theoretical model for this study can be constructed, as shown in Figure 1.

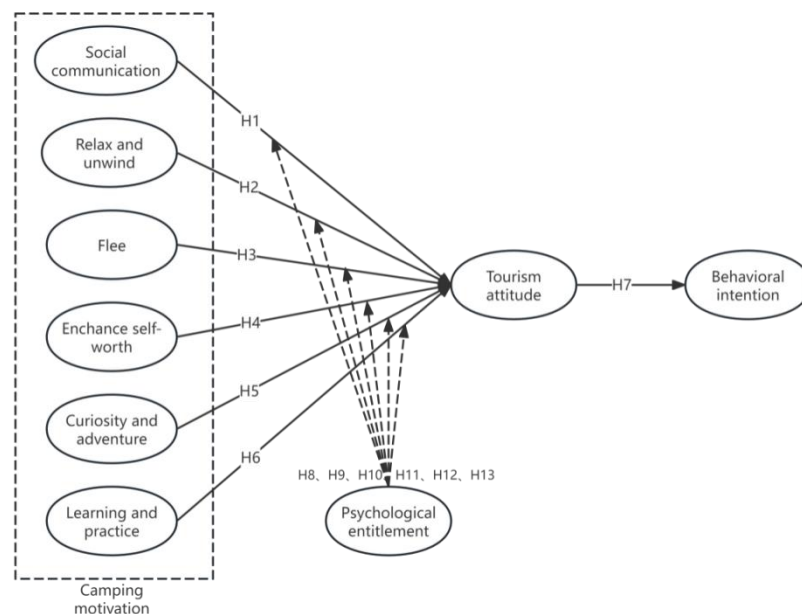


Figure 1. Conceptual Model

3. Research Design

3.1 Data Source

This questionnaire survey is mainly divided into pre survey and formal survey. Pre-survey is mainly conducted through online WeChat, and modifications are made to the questionnaire items by considering the reliability and validity of the pre survey questionnaire. The formal survey is mainly conducted online. The questionnaire was collected from professional data collection platforms, Wenjuanxing and Credamo, with a total of 317 samples collected. The questionnaire model indicator scale was designed with a total of 34 questions, and according to the suggestion of foreign scholars, the total sample data should be at least 5 times the total number of questions. This questionnaire is basically in line with the situation. By setting IP addresses for answering questions, credit limits for participants, and setting test questions in the questionnaire, we aim to explore the participants' level of

seriousness in answering questions. Excluding invalid questionnaires with missing content and distorted information, the final number of valid questionnaires was 296, with an effective rate of 93.38%.

3.2 Questionnaire Design

The questionnaire consists of three parts: explanatory words, main content, and concluding remarks. The preface mainly explains the purpose of the investigation and promises to protect the privacy of the survey subjects. The concluding remarks mainly express gratitude to the investigators. The main content is divided into three parts: the first part is the camping motivation of the survey subjects, including social interaction, relaxation and leisure, escape, self-improvement, learning and practice, and adventure hunting. The second part is about the camping preferences of the survey subjects, including their brand attitudes and behavioral intentions towards camping, as well as the psychological privileges of the surveyors. The first and second parts adopt the Likert seven level scale, which facilitates measurement by using the indicator result scale. The third part is the basic information of the survey subjects, including gender, age, occupation, disposable income, city of residence, and previous camping sites. As there are many questionnaire items in this survey, this part should be placed at the end to avoid consuming the patience of the survey subjects.

Among them, the motivation selection of the second part of the camping motivation scale mainly refers to the research of scholar Shannon(2015), and adjusts the items based on the research of domestic scholars. There are six motivations for camping, namely: social interaction, relaxation and leisure, escape, self-improvement, learning and practice, and adventure. Camping motivation design draws inspiration from scholars Liang and Wang(2013),Gao(2018),Chen(2010),Li(2011), and Luo(2012) .There are a total of 5 questions on behavioral intention, which refer to the research of scholars such as Xie(2020).The four questions on tourism attitude are adapted based on the research of scholar Wang(2022); The four items of psychological privilege have been optimized based on scholar Campbell(2004). The questionnaire latent variable measurement scale is shown in Table 1 below.

Table 1. Camping Variable Measurement Scale

Serial number	classification	code	content	Reference source
1	social communication	A1	I want to find like-minded people through camping	Gao Haixia and Yao Yao(2018)
2		A2	I want to make new friends through camping	Luo Yanju (2006)
3		A3	I want to enhance interpersonal trust through camping	
4	Relax and unwind	B1	Camping helps me relax both physically and mentally	Liang Jia and Wang Jinye (2013)
5		B2	Camping brings me back to nature	
6		B3	Camping allows me to experience happiness and satisfaction in a natural environment	
7		B4	Camping brings me an enriched experience and brings joy to my body and mind	
8	flee	C1	I want to escape from daily life through camping	Chen Nan and Qiao Guanghui (2010)
9		C2	I want to get rid of the obligations in life through camping	
10		C3	I want to find surplus in my life through camping	
11		C4	I want to escape the noisy life circle through camping	
12	Enhance self-worth	D1	I want to explore historical sites through camping	Liang Jia and Wang Jinye (2013)
13		D2	I want to experience and learn about the local culture through camping	

Serial number	classification	code	content	Reference source
14	Learning Practice and	D3	I want to broaden my horizons and improve my cultural literacy	Li Xuesong et al. (2011)
15		E1	I want to conduct scientific research through camping	
16		E2	I want to learn about natural knowledge such as animals and plants through camping	
17		E3	I want to learn environmental knowledge through camping	
18	Curiosity and Adventure	E4	I want to obtain materials or inspiration through camping	Gao Haixia and Yao Yao (2018)
19		F1	I want to seek a bold sense of adventure through camping	
20		F2	I want to experience excitement through camping	
21		F3	Camping is for adventure, curiosity, and broadening one's horizons	
22	Behavioral intention	G1	Are you willing to recommend camping to friends	Zhi Jianming et al. (2020)
23		G2	Would you be willing to give a good rating for camping tourism	
24		G3	I am willing to camp again	
25		G4	I am very likely to experience camping in the future	
26	Tourism attitude	G5	Under the current conditions, I am willing to experience camping	Xie Dengming et al. (2019)
27		H1	I think camping activities are better than other similar activities	
28		H2	Camping activities make me feel happy and satisfied	
29		H3	When choosing a travel activity, I immediately think of camping	
30	Psychological entitlement	H4	I really appreciate camping	Wang Desheng (2022)
31		I1	Great things should happen to me	
32		I2	I demand the best because I deserve it	
33		I3	I deserve more in my life	
34		I4	I think I have the right to get more things	Campbell et al. (2004)

4. Data Analysis and Hypothesis Test

4.1 Analysis of Demographic Characteristics of the Sample

Analyze demographic variables of the subjects, including gender, age, education level, occupation, monthly disposable income, etc. The results are shown in Table 2. Regarding gender, there are 183 females, accounting for 61.486%, and 114 males, accounting for 38.514%. The proportion of females is relatively higher than that of males. For age, the majority are between 18-30 years old, accounting for 45.27%, followed by 31-45 years old (43.243%), 46-60 years old (7.095%), and under 18 years old (4.392%). The number of older and younger individuals is relatively small, and due to their ability to fill out the questionnaire, they are still within the acceptable range. At the occupational level, enterprise employees account for the largest proportion, at 34.122%, followed by management personnel (31.419%), students (23.649%), professional and technical personnel (4.73%), and other occupations (3.041%). The distribution of disposable income samples is relatively even, with a relatively high proportion of RMB 9000-11999 and RMB 6000-8999, both at 18.581%. The sample distribution for this survey is relatively reasonable to avoid sample singularity.

Table 2. Statistical Table of Sample Population Characteristics

name	option	frequency	Percentage (%)	Cumulative percentage (%)
Gender	female	182	61.486	61.486
	male	114	38.514	100
Age	18-30	134	45.27	45.27
	31-45	128	43.243	88.514
	46-60	21	7.095	95.608
	0-18	13	4.392	100
	Enterprise employees	101	34.122	34.122
occupation	management	93	31.419	65.541
	student	70	23.649	89.189
	Professional technical personnel	14	4.73	93.919
	Other professions	9	3.041	96.959
	civil servant	7	2.365	99.324
	teacher	1	0.338	99.662
	Business owner	101	34.122	34.122
Disposable income range	9000-11999 yuan	55	18.581	18.581
	6000-8999 yuan	55	18.581	37.162
	Below 3000 yuan	51	17.23	54.392
	12000-14999 yuan	46	15.541	69.932
	Above 15000 yuan	46	15.541	85.473
	3000-5999 yuan	43	14.527	100
Educational level	undergraduate	232	78.378	78.378
	master	41	13.851	92.23
	High school and below	21	7.095	99.324
	doctor	2	0.676	100
total		296	100.000	100.000

4.2 Reliability and Validity Testing

Conduct overall scale and reliability analysis of latent variables on questionnaire data based on SPSS23.0. The Cronbach's alpha coefficient of the total scale obtained is 0.905, indicating that the overall questionnaire reliability is good and the scale is reliable. The reliability analysis results of the total scale are shown in Table 3. The Cronbach's alpha coefficients for variables such as social interaction, relaxation and leisure, escape, self-worth enhancement, learning and practice, curiosity and adventure, travel attitude, behavioral intention, and psychological privilege are 0.699, 0.786, 0.762, 0.729, 0.809, 0.829, 0.84, 0.835, and 0.937, respectively. The majority of variables have Cronbach's alpha coefficients greater than 0.7, indicating good reliability of the questionnaire.

Table 3. Reliability Test of Total Quantity Table

Cronbach's alpha coefficient	Standardized Cronbach's alpha coefficient	Number of items	Sample size
0.905	0.922	34	296

Conduct KMO and Bartlett's test on all samples to measure the rationality of the item design. The results are shown in Table 4. The KMO value is 0.907, and the significance of Bartlett's test is less than 0.01. There is a correlation between the variables in the question, making it suitable for factor analysis.

Table 4. KMO test and Bartlett's test

KMO test and Bartlett's test		
Bartlett sphericity test	KMO value	0.907
	Approximate chi-square	6049.912
	df	595
	P	0.000***

Using AMOS23.0 for confirmatory factor analysis (see Table 5), the results showed that the load coefficients of each latent variable on the observed variable were mostly higher than the reference value of 0.5; The composition reliability (CR) of each variable is greater than 0.7, except for social interaction and relaxation and leisure AVE which are less than the reference value of 0.5, all other latent variables are above 0.5, and each measurement item can be displayed on the corresponding factor.

Table 5. Confirmatory Factor Analysis Table

factor	Measurement items	Standardized load factor	Average Extracted (AVE)	Variance (AVE)	Composition reliability (CR)
Social communication	A1	0.692	0.42		0.628
	A2	0.63			
	A3	0.605			
Relax and unwind	B1	0.692	0.486		0.79
	B2	0.649			
	B3	0.723			
Flee	B4	0.715	0.519		0.796
	C1	0.807			
	C2	0.749			
Enhance self-worth	C3	0.444	0.522		0.755
	C4	0.696			
	D1	0.757			
Learning and Practice	D2	0.752	0.546		0.822
	D3	0.589			
	E1	0.754			
Curiosity and Adventure	E2	0.777	0.632		0.836
	E3	0.779			
	E4	0.604			
Tourism attitude	F1	0.774	0.576		0.843
	F2	0.852			
	F3	0.743			
Behavioral intention	H1	0.75	0.508		0.837
	H2	0.769			
	H3	0.743			
Psychological entitlement	H4	0.79	0.787		0.937
	G1	0.751			
	G2	0.701			
	G3	0.712			
	G4	0.668			
	G5	0.719			
	I1	0.853			
	I2	0.889			
	I3	0.922			
	I4	0.886			

4.3 Structural Equation Fitting Analysis

Use AMOS 24.0 software for fitting analysis. Using the Bollen stein bootstrap test in AMOS, it was found that the low fit of the model was due to a large sample size rather than not conforming to a multivariate normal distribution. Therefore, the Bollen stein P-value correction method based on AMOS was used to correct the model fitting indicators. The final fitting indicators are shown in Table 6. χ^2/df is 2.538, less than 3; The fitted values of GFI, CFI, NFI, IFI, etc. are 0.9, 0.97, 0.9, 0.98, all greater than or equal to 0.9; The RMSEA value is 0.03, which is lower than the ideal value of 0.08. Overall, the model fitting indicators meet the requirements of the standard values, and the fitted model performs well, indicating a good fit between the constructed model and the sample data, which can be further tested for hypotheses.

Table 6. Model fitting indicators

Model fitting degree	χ^2	df	CMIN/DF	GFI	RMSEA	CFI	NFI	IFI
reference value	-	-	<3	>0.9	<0.10	>0.9	>0.9	>0.9
actual value	4900.667	832	2.538	0.9	0.03	0.97	0.9	0.98

4.4 Main Effect Analysis of Structural Equation

SEM analysis was conducted on the model using AMOS 24.0, and the results are shown in Figure 2. The dashed line indicates that the effect is not significant, and the specific path coefficients are shown in Table 7. The main effect test results show that motivations such as social interaction, relaxation and leisure, and enhancing self-worth have a positive driving effect on tourism attitudes, while learning and practice have a negative effect on tourism attitudes. Among them, social interaction, relaxation and leisure, and learning practice are significant at the 5% statistical level, and improving self-worth is significant at the 10% statistical level. Hypotheses H1, H2, H4, and H6 are valid. The impact of motivational escape and adventure on travel attitudes is not significant, and hypotheses H3 and H5 are not valid. The order of the influence of various latent variables of tourism motivation on tourism attitudes from high to low is relaxation and leisure>social interaction>enhancing self-worth>learning and practice.

Tourism attitude has a positive driving effect on behavioral intention, with a path coefficient of 0.895, which is significant at the 1% statistical level and accepts hypothesis H7.

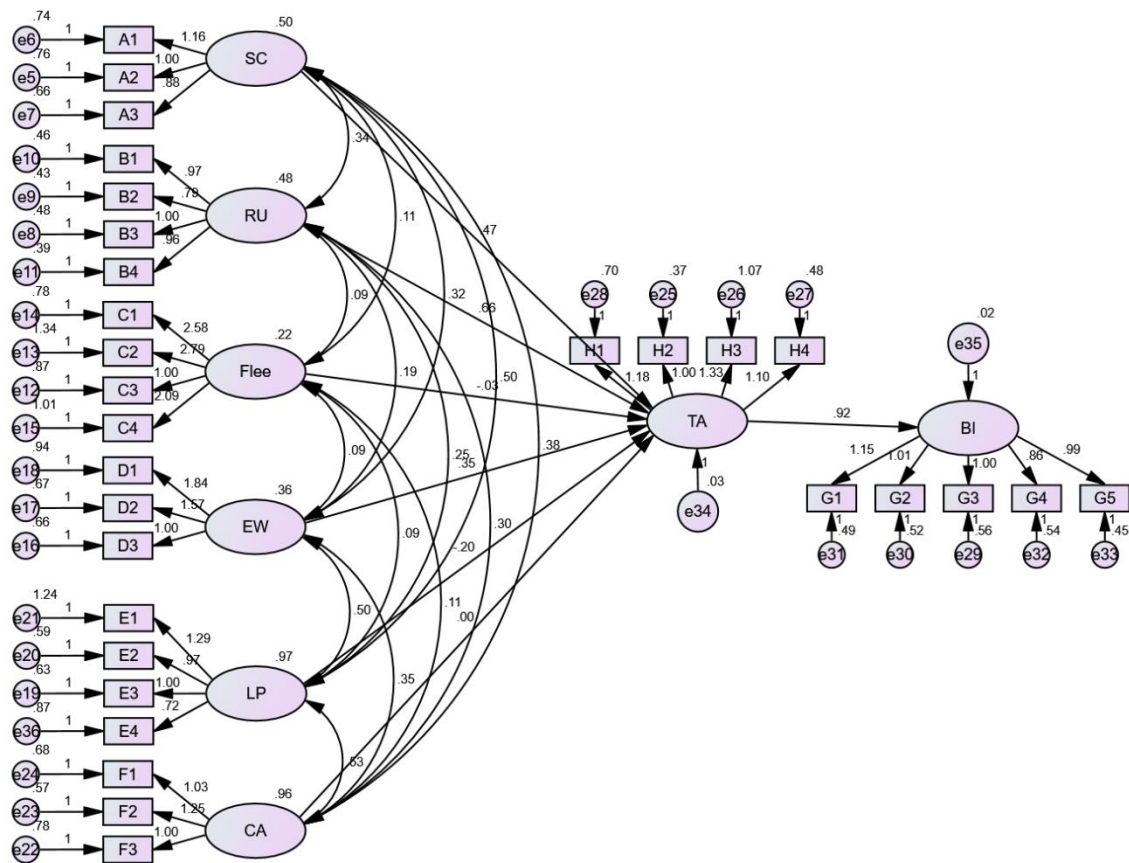


Figure 2. Structural Equation Modeling Verification Results

Table 7. Path coefficients of structural equation model

Impact Path			Estimate	S.E.	C.R.	P
social communication	→	Tourism attitude	0.467	0.158	2.947	0.003***
Relax and unwind	→	Tourism attitude	0.659	0.104	6.367	0.001***
Flee	→	Tourism attitude	-0.03	0.078	-0.384	0.701
Learning and Practice	→	Tourism attitude	0.352	0.181	1.941	0.052*
Curiosity and Adventure	→	Tourism attitude	-0.197	0.098	-2.016	0.044**

Enhance self-worth	→	Tourism attitude	-0.002	0.043	-0.038	0.969
Tourism attitude	→	Behavioral intention	0.917	0.074	12.354	0.001***

Note. ***, **, * represent significant statistical levels at 1%, 5%, and 10%, respectively

4.5 Analysis of Intermediary Effect

To further clarify the relationship between camping motivation, tourism attitude, and behavioral intention, based on the mediation effect test method and steps explained by scholar Wen Zhonglin, this study used the Bootstrap method and repeated sampling 5000 times with a 95% confidence interval to test the mediating effect of camping attitude. The results show (see Table 8) that the confidence intervals of the indirect effects (mediating effects) of social interaction, relaxation and leisure, self-worth enhancement, and learning practice on behavioral intention through camping attitude do not include 0, indicating that tourism attitude plays a mediating role between camping motivation and behavioral intention.

Table 8. Results of mediation effect analysis

route	Total effect	Direct effect	Indirect effects (confidence interval)	Inspection conclusion
Social interaction → Camping attitude → Behavioral intention	0.546	0.114	0.432 (0.335-0.556)	Complete intermediary
Relaxation and leisure → Camping attitude → Behavioral intention	0.882	0.553	0.329 (0.253-0.428)	Complete intermediary
Enhancing self-worth → Camping attitude → Behavioral intention	0.323	-0.067	0.390 (0.295-0.494)	Partial intermediary
Learning and Practice → Camping Attitude → Behavioral Intention	0.227	-0.06	0.287 (0.202-0.389)	Partial intermediary

4.6 Adjustment Effect Analysis

Using the hierarchical regression method to test the moderating effect of psychological privilege in the text. Place relaxation and leisure, social interaction, self-worth enhancement, and learning practice separately with psychological privilege and interaction items into the model for hierarchical regression. Among them, in order to make the coefficients of the regression equation more explanatory, according to Cohen et al(1990)'s suggestion, the latent variables are first centralized to remove the influence of multicollinearity, and then the interaction term is calculated by the cross product of the independent variable and the moderating variable.

From the regression coefficients and their significance levels, it can be seen that the regression coefficients of the interaction terms between social interaction, learning and practice, curiosity and adventure, and psychological privilege are not significant. The regression coefficient of the interaction term between relaxation and psychological privilege is significant at the 5% statistical level, and the regression coefficient of the interaction term is -0.111, $P < 0.05$ ($P = 0.022$), indicating that psychological privilege has a significant negative moderating effect on the path of relaxation and leisure affecting camping attitude. The results are shown in Table 9. After introducing the interaction term between relaxation and psychological privilege, the model showed significant statistical significance ($F = 80.798$, $P < 0.001$). The explanatory power of the independent variables relaxation and psychological privilege on the dependent variable tourism attitude reached 45.4%, which was 1.1% higher than that of the model without introducing a cross term, and was significant at the 0.05 level, indicating that the change in model R was significant. Therefore, it is assumed that H9 holds true.

Table 9. Results of the moderation effect test of psychological privilege

	Model 1				Model 2				Model 3			
	Coef.	SE	t	P	Coef.	SE	t	P	Coef.	SE	t	P
const	0	0.043	0	1	0	0.043	0	1	0	0.043	-0.006	0.995
RU	0.914	0.06	15.288	0.000***	0.914	0.06	15.274	0.000***	0.912	0.059	15.346	0.000***
PE					0.017	0.027	0.654	0.514	0.032	0.027	1.171	0.242
RU*PE									-	0.048	-2.3	0.022**

			0.111
R ²	0.443	0.444	0.454
Adjusted R ²	0.441	0.44	0.448
F	F(296, 1)=233.708, P=0.000***	F(2, 293)=116.84, P=0.000***	F(3, 292)=80.798, P=0.000***
ΔR^2	0.443	0.444	0.454
ΔF	$\Delta F(1, 296)=233.708, P=0.000***$	$\Delta F(1, 293)=0.427, P=0.653$	$\Delta F(1, 292)=123.842, P=0.000***$
Dependent Variable: Tourist Attitude			

5. Research Conclusion and Discussion

5.1 Research Conclusion

5.1.1 Relaxation and Leisure Motivation have a Positive Driving Effect on Tourism Attitudes

Research has found that the three dimensions of camping motivation (relaxation and leisure, social interaction, and enhancing self-worth) all have a significant positive impact on tourism attitudes, with relaxation and leisure being the most important motivation for a positive tourism attitude. The travel restrictions during the epidemic have to some extent suppressed people's demand for tourism. When the quarantine policy is lifted, compensatory tourism behaviors to ease the suppressed mood are inevitable. With the accelerating pace of urban life and work, short distance and easy camping has become the best choice for people to pass the time and relax, to some extent reducing the fatigue caused by high-pressure work and study. Relaxing leisure motivation expresses emotional attachment and has the strongest impact on travel attitude. Therefore, being immersed in the natural environment of camping and relaxing the body and mind is the main tourism motivation for camping.

5.1.2 Social Interaction Motivation has a Positive Driving Effect on Tourism Attitudes.

During the daily work and study stages, most people are limited to enclosed social spaces such as restaurants, bars, cinemas, and shopping malls. The space, scope, and form of social activities are to some extent restricted, which cannot meet people's unique living and high-quality social and relationship needs. Camping is mostly a group leisure activity based on the network of acquaintances, such as camping, picnicking, barbecuing, playing games, chatting, etc. By organizing or participating in camping activities, participants can not only enjoy a variety of interactive social spaces, but also strengthen interpersonal relationships and deep emotions through reasonable division of labor and cooperation, which can alleviate the loneliness caused by the lack of spiritual communication in urban life and make up for the shortcomings of daily interpersonal or emotional communication. Therefore, camping has become a popular form of parent-child interaction and friend gatherings.

5.1.3 The motivation to Enhance Self-Worth has a Positive Driving Effect on Tourism Attitudes

The driving factor is the main motivation for tourists to go camping, while self-identity and self actualization are important factors in their choice of camping. In the leisure activities of camping, people can break free from the constraints and pressure, and choose their favorite, instinctive, and valuable ways to feel and improve themselves. In addition, through camping, a new form of travel, travelers can gain experience and enrich their life experiences during the camping process. They can also choose different camping sites to experience local culture, thereby improving their cultural literacy and increasing their sense of achievement. As a result, camping has generated a positive tourism attitude towards enhancing one's self-worth.

5.1.4 The Motivation for Learning and Practice has a Negative Driving Effect on Attitudes Towards Tourism

Cheeseman et al. found that camping style summer camp activities have a good promoting effect on the mental health, physical fitness, and environmental awareness of adolescents. It can be seen that psychological effects, social effects, educational effects, and physical effects are common educational effects of camping. Tourists hope to acquire natural knowledge through camping in natural environments, or conduct scientific research to obtain materials and inspiration. However, in reality, the development of camping is not yet mature, and tourists who are motivated by learning and practice often cannot meet their needs in camping experiences, resulting in a negative attitude towards camping. This indicates that to some extent, camping cannot fulfill its role in environmental education, making it difficult to stimulate tourists' demand for learning and education. At present, camping still remains in the traditional image of mass tourism, with relaxation, leisure, and parent-child interaction still being its main promotional selling points. The educational and learning functions of camping still need to be expanded.

5.1.5 The Motivation for Escape and Adventure has no Significant Impact on Travel Attitude

The reason is related to the characteristics of camping in China at present. Camping is in its developmental stage, and there are relatively few camping forms or products developed or created for individuals. In the culture of Eastern collectivism, alienation is disliked by people, and group outings are more highly respected by the public. Therefore, the "exile style" camping that hopes to escape from the city, others, and oneself has not yet been well-known and accepted by the public. Secondly, more advanced exploration and adventure gameplay is often restricted due to safety and regulatory issues. In the immature development of the camping industry, due to risk considerations, adventure themed camping is unlikely to become an important motivation for people's travel.

5.1.6 Tourism Attitude has a Positive Driving Effect on Behavioral Intention

When people have a positive attitude towards camping, they are more willing to take positive actions, including camping again, recommending camping to family and friends, and based on camping reviews.

5.1.7 Psychological Privilege has a Negative Moderating Effect on the Relationship Between Relaxation and Leisure Motivation and Tourism Attitude

High psychological privilege is more likely to feel dissatisfied and unfair, and they expect to receive high-level services, but reality often goes against it. As mentioned in the definition of camping earlier, camping is a tourism activity that involves living in a natural environment with self-contained equipment such as tents, sleeping bags, and cooking utensils. This means that the commercialization of camping is relatively low, and supporting services are relatively few. The camping experience largely depends on individual subjective initiative, and lightweight, convenient, and efficient camping is the norm. Tourists with high psychological privilege may have unrealistic expectations for camping facilities, services, and the behavior of others. When these expectations are not met, they may express complaints and dissatisfaction, which can affect the overall camping atmosphere. In the tourism industry, researchers Miller et al. found that psychologically privileged tourists believe that since they have already paid for their vacation, they can freely consume the available resources at their destination. Perkins and Brown found through their study of high psychological privilege tourists visiting Australia that most of them do not consider the impact of their own behavior on the environment. Through scholars' research on the scene of high psychological privilege tourists, it is shown that high psychological privilege tourists are more likely to engage in self-centered or other selfish behaviors during camping, manifested as disrespect for the natural environment and other campers, which destroys the originally peaceful and harmonious atmosphere of leisure experience, and thus reduces the promoting effect of relaxation and leisure on tourism attitude.

5.2 Inspiration and Suggestions

Healing and relaxing camping products, creating a space for 'boiling tea around the stove' style rural life. Relaxation and social interaction remain important motivations for camping, and the benefits of stress relief and emotional recovery for individuals are the core needs of tourists. Therefore, camping products should still focus on lightweight and large space products, serving the consumer group of friends and family traveling. In addition, attention should be paid to the maintenance of camping spaces, and camping activities should be developed and carried out within a reasonable natural environment to maintain the original ecological appearance and sustainable use of camping spaces.

Carry out integrated services of 'exquisite camping' and create high-quality camping. Compared to simple camping relying solely on sleeping bags, tents, etc., exquisite camping showcases elegant and comfortable features through 'identity goods'. From the perspective of consumerism, exquisite camping is a symbol of lifestyle and social status. Therefore, providing complete and high-precision equipment such as canopies, projectors, coffee machines, ambient lighting camping equipment, or providing integrated and exquisite camping RVs in popular camping sites not only does not increase the travel burden of tourists, but also meets the needs of consumers who pursue individuality and value rights.

Lonely camping implies new opportunities and opens up the blank market of the "lonely economy". Previously, 'one person's economy' became a new trend in Japan's economic development. With the increasing complexity of social life and the workplace, the normalization of late marriage, late childbirth, and leaving one's hometown, loneliness has become a key keyword in the life and mental state of urban empty nest youth. The White Paper on the Economy of Solitude by the Maimai Research Institute reveals that some people tend to shop, dine, entertain themselves, or complete various tasks and activities alone without social interaction, and the economy generated for this group of people is the economy of loneliness. At present, the public's understanding of camping is still limited to collective activities. However, for lonely people, the way to relieve loneliness is not only to gain a sense of belonging through social interaction, but also to enjoy solitude and meditation, completely escape from life and

society, and enjoy the sense of detachment from solitude. Therefore, by developing camping products that are suitable for one person, creating a theme of loneliness camping is likely to open up new spaces in the camping market, elevating loneliness to a unique emotional experience. By strengthening and beautifying the sense of loneliness, consumer loneliness becomes a profound experience for individuals to embrace solitary living and colorful life.

In summary, the importance of camping motivation for tourism attitudes and behavioral intentions is self-evident. Through this study on camping motivation, it was found that the main motivation for camping in China was identified, and the research validated the decision-making mechanism of tourism. In addition, we innovatively introduced the moderating variable of psychological privilege and found its negative moderating effect on camping motivation. This study is based on participants' self-evaluation of the questionnaire. In subsequent research, qualitative research methods such as interviews and field visits can be added to improve the accuracy of the study.

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