

THE RELATIONSHIP AMONG TOURIST' PERCEIVED VALUE,  
PLACE ATTACHMENT AND REVISIT INTENTION:  
A CASE STUDY ON FANTA  
THEME PARK, CHINA



MASTER OF ARTS IN TOURISM MANAGEMENT  
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A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
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OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS  
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)

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ชื่อเรื่อง	ความสัมพันธ์ระหว่างคุณค่าที่รับรู้ของนักท่องเที่ยว ความผูกพันกับสถานที่ และความตั้งใจมาเที่ยวซ้ำ กรณีศึกษา สวนสนุกแฟนต้า
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### บทคัดย่อ

การท่องเที่ยวไม่เพียงแต่ส่งเสริมการเติบโตของผลประโยชน์ทางเศรษฐกิจเท่านั้น แต่ยังสร้างผลประโยชน์ทางสังคมที่มีมูลค่าสูงขึ้น เพิ่มรายได้ของรัฐบาล ให้โอกาสในการจ้างงาน และตอบสนองความต้องการด้านวัสดุและวัฒนธรรมของผู้คนที่กำลังเติบโต อย่างไรก็ตาม ตามสถิติ สวนสนุกหลายแห่งมีสถานะขาดทุน การลงทุนสูงหลังจากระยะเวลามูลค่าเพิ่มสั้น กลายเป็นสวนสนุกหลังจากคลื่นของการพัฒนาหนึ่งในปัญหาร้ายแรง เหตุผลก็คือการวางแผนไม่สมเหตุสมผล การตลาดไม่ดี ประสบการณ์การจัดการที่อ่อนแอทำให้ผู้โดยสารไหลน้อยลง ถ้าสวนสนุกเพื่อให้บรรลุผลประโยชน์ทางเศรษฐกิจต้องรักษากระแสผู้มาเยี่ยมให้คงที่ โดยทั่วไปในการเปิดสวนสนุกช่วงแรกจะมีนักท่องเที่ยวมากขึ้น แต่หลังจากระยะเวลาเก็บรักษา อาจมีการลดลงอย่างต่อเนื่อง การจรรยาบรรณน้อยลง ดังนั้นวิธีการรักษากระแสนักท่องเที่ยวจึงเป็นปัญหาสำคัญที่ต้องเผชิญในการจัดการสวนสนุก การเรียนรู้ความต้องการของนักท่องเที่ยวสามารถปรับปรุงความพึงพอใจของนักท่องเที่ยวที่ไปสวนสนุก เพื่อปรับปรุงความตั้งใจในการกลับมาเยี่ยมชมอีกครั้ง จำเป็นต้องศึกษาความเต็มใจของผู้เยี่ยมชมสวนสนุกที่จะกลับมาเยือนอีกครั้ง

นักวิชาการยุคแรก ๆ มักเชื่อว่าความพึงพอใจของนักท่องเที่ยวเป็นตัวแปรที่สำคัญที่สุดที่มีอิทธิพลต่อความตั้งใจที่จะมาเยือนอีกครั้ง แต่นักวิชาการบางคนเริ่มตั้งคำถามในภายหลัง ดังนั้นการศึกษานี้จึงพยายามใช้มุมมองการวิจัยใหม่ โดยผสมผสานสองทฤษฎีคือ "คุณค่าที่รับรู้" และ "ความผูกพันในสถานที่" จากนั้นเลือกสวนสนุกแฟนต้าเป็นกรณีศึกษา ตามทฤษฎีทัศนคติ "การรับรู้ - อารมณ์ - ความตั้งใจ" ค่าการรับรู้ของนักท่องเที่ยวถือเป็น "การรับรู้" การยึดสถานที่เป็นตัวแปรตัวกลางของ "อารมณ์" และความตั้งใจที่จะมาเยือนอีกครั้งถือเป็น "ความตั้งใจ" ภายใต้สถานการณ์การท่องเที่ยวเชิงวัฒนธรรมพื้นบ้าน การศึกษานี้ได้พยายามสร้างแบบจำลองสมการเชิงโครงสร้าง

เกี่ยวกับความสัมพันธ์ระหว่างคุณค่าที่นักท่องเที่ยวรับรู้ ความผูกพันต่อสถานที่ และความตั้งใจที่จะมาเยือนอีกครั้ง ข้อมูลได้มาจากการสำรวจและใช้แบบจำลองสมการโครงสร้างเพื่อทดสอบสมมติฐาน

ในที่สุด ได้ข้อสรุปดังต่อไปนี้ 1) การรับรู้คุณค่าของนักท่องเที่ยวมีผลในเชิงบวกอย่างมีนัยสำคัญต่อการยึดสถานที่ 2) การแนบสถานที่ที่มีผลในเชิงบวกอย่างมีนัยสำคัญต่อความตั้งใจในการกลับมาซึ่งเอกลักษณ์ของสถานที่ที่มีผลกระทบมากกว่าการพึ่งพาสถานที่ 3) มูลค่าทางวัฒนธรรมมีผลในเชิงบวกอย่างมีนัยสำคัญต่อความตั้งใจที่จะกลับมาเยือนอีกครั้ง ในขณะที่ทรัพยากรการท่องเที่ยวและมูลค่าบริการ มูลค่าทางสังคม และมูลค่าต้นทุนมีผลทางอ้อมต่อความตั้งใจที่จะกลับมาเยือนอีกครั้งภายใต้บทบาทการไกล่เกลี่ยของการยึดสถานที่ 4) สิ่งที่แนบมากับสถานที่เป็นตัวกลางอย่างสมบูรณ์ระหว่างทรัพยากรการท่องเที่ยวกับมูลค่าบริการ มูลค่าทางสังคม มูลค่าต้นทุน และความตั้งใจที่จะกลับไปเยี่ยมเยือนอีกครั้ง ในขณะที่เป็นตัวกลางบางส่วนระหว่างคุณค่าทางวัฒนธรรมและความตั้งใจที่จะมาเยือนอีกครั้ง จากผลการวิจัยเชิงประจักษ์ มีความคิดเห็นและข้อเสนอแนะหลายประการเกี่ยวกับวิธีการปรับปรุงความตั้งใจในการกลับมาของนักท่องเที่ยวและส่งเสริมการพัฒนาการท่องเที่ยวในท้องถิ่นอย่างยั่งยืนในสวนสนุกแพนด้า

คำสำคัญ : คุณค่าที่รับรู้ของนักท่องเที่ยว, ความผูกพันกับสถานที่, ความตั้งใจมาเที่ยวซ้ำ, วัฒนธรรมอาเซียน, สวนสนุก

<b>Title</b>	THE RELATIONSHIP AMONG TOURIST' PERCEIVED VALUE, PLACE ATTACHMENT AND REVISIT INTENTION: A CASE STUDY ON FANTA THEME PARK, CHINA
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<b>Degree</b>	Master of Arts in Tourism Management (International Program)
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### ABSTRACT

Tourism not only promotes the growth of economic benefits, but also produces higher value social benefits, increases government revenue, provides employment opportunities, and meets people's growing material and cultural needs. However, according to statistics, many theme parks appear loss-making state, high investment after the value-added period is short, become the theme park after the wave of development of one of the serious problems. The reason is that the planning is unreasonable, poor marketing, weak management experience leads to less passenger flow, if the theme park to achieve economic benefits must maintain a stable flow of visitors, in general, in the initial opening of theme park, more tourists, but after the preservation period, there may be a sustained decline, less traffic. Therefore, how to maintain the tourist flow is an important problem facing the management of theme park management, mastering the needs of tourists can improve the satisfaction of tourists to the amusement park, so as to improve the revisit intention. It is necessary to study the willingness of theme park visitors to re-visit.

Early scholars generally believed that tourists' satisfaction was the most important variable that influenced revisit intention. But some scholars began to question it later. Therefore, this study attempted a new research perspective, combining two theories of "perceived value" and the "place attachment". Then chose the Fanta Theme Park as the research case. According to the attitude theory

"Perception - Emotion - Intention", the tourist' perceived value was regarded as "perception", place attachment was an intermediary variable of "emotion", and the revisit intention was regarded as "Intention". Under the situation of folk culture tourism, this study tried to built a structural equation model on the relationship among tourist' perceived value, place attachment and revisit intention. The data was acquired by questionnaire survey and then used the structural equation model for hypothesis test.

Finally, the following conclusions were obtained: 1) Tourist' perceived value had significant positive effect on place attachment; 2) Place attachment had significant positive effect on revisit intention, of which place identity had greater impact than place dependence; 3) Cultural value had significant positive effect on revisit intention, while tourism resources and service value, social value, and cost value had indirect effect on revisit intention under the mediating role of place attachment; 4) Place attachment was a completely mediator between tourism resources and service value, social value, cost value and revisit intention, while it was a partial mediator between cultural value and revisit intention. According to the empirical research' results, several opinions and suggestions were made on how to improve tourists' revisit intention and promote the sustainable development of local tourism in Fanta Theme Park.

Keywords : Tourist' perceived value, Place attachment, Revisit intention, ASEAN culture, Theme Park



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# CHAPTER I

## INTRODUCTION

### Background

Nanning is located in the center of the China-ASEAN Free Trade Area, adjacent to Southeast Asia, the climate is similar to that of ASEAN countries, and is the central hub of cultural interface between China and ASEAN countries. The scenery and folk culture of ASEAN countries attract Chinese tourists deeply and are one of the most popular tourist destinations for Chinese tourists in recent years. At present, China's theme parks are in a period of rapid development, of which Huaqiang Fangte, known as "China Disney", has performed particularly well in recent years. Nanning Fanta Theme Park opened in 2018, Fanta Theme Park is a distinctive, full of Southeast Asian exotic culture Expo Park, is the first comprehensive display of the natural history and culture of the 10 ASEAN countries theme park. Under the guidance of the government, Fanta theme park combines traditional geographical resources with Southeast Asian history and culture, high-tech, so that the theme park's cultural theme presents a diversified development trend, not only promotes the development of Nanning City's economy and cultural dissemination, but also allows tourists to increase their knowledge, understand more Southeast Asian traditional culture, so that culture and life combined. Cultural tourism has gradually attracted people's attention. Tourism not only promotes the growth of economic benefits, but also produces a higher value of social benefits, increasing government revenue, providing employment opportunities to meet the growing material and cultural needs of the people.

However, according to statistics, a lot of theme parks in the state of loss, after a short period of high value-added investment, the theme park has become one of the serious problems after the wave of development. Face of the increasingly fierce international competition and the rapidly changing market environment, the reason lies in the unreasonable planning, marketing and management experience poor weak due to less traffic, if the theme park to achieve economic benefits must maintain the stability of the passenger flow, general theme park opened in the early visitors more, but the preservation period, there may be continuous downhill, less flow. So how to maintain the flow of tourists is the most important problem facing the theme park management, grasp the needs of tourists can improve the satisfaction of tourists to the amusement park, so as to improve the willingness to revisit. It is necessary to study the theme park tourists revisit intention.

## Research Problem

"Revisit" is a very interesting tourism phenomenon, re-visiting tourists is an important guarantee for the sustainable development of tourist destinations. The traditional marketing theory holds that customer satisfaction leads to customer re-visiting, so many tourist destinations take "improving tourist satisfaction" as an important goal of operation and marketing, and try to improve the willingness of tourists to re-visit by increasing satisfaction. However, the reality is different, tourist satisfaction has been significantly improved, but there are still a lot of tourists lost.

In the field of tourism research, the relationship between satisfaction and willingness to revisit has always been controversial. Some scholars believe that the satisfaction of tourists is affecting the willingness to revisit. In Kozak's study (2001), for example, destination satisfaction was the strongest predictive factor for revisiting the same holiday destination. Petrick (2001) had found that satisfaction affects re-traveling intentions not only directly, but also indirectly through perceived value, by building a model of the decision factors of re-traveling intentions.

Weng Li (2005) believes that satisfaction will have a continuous effect on the psychology of tourists, significantly affecting the desire to focus on travel. Other scholars, however, disagree, arguing that even if tourists are not satisfied with a tourist destination, they will still choose to revisit it.

Fakeye and Crompton (1991), argued that visitors who choose to revisit are chosen to recognize and experience other attributes of the destination, not necessarily because of high levels of satisfaction. Oppermann M (1998) found that those who were less satisfied with the tour chose to revisit it because it was less risky for them to visit a relatively familiar place than to visit a new one. Other scholars have found that satisfaction does not encourage tourists to re-visit. Liu Jun (2005) found it difficult for cultural attractions such as museums to provide visitors with a new tourist experience, and even if visitors had a high level of satisfaction, the willingness to revisit them was not high. These different research conclusions prove that it is not ideal to use satisfaction theory to analyze the reasons for tourists' willingness to re-visit, and new research perspectives should be considered in order to explain the intention of re-visiting more deeply and comprehensively.

At present, scholars from the "rational" point of view to use the perceived value of tourists to discuss the willingness to re-visit, tourists in the tour between the cost and gain the value of the trade-off, once the "tourist value for money, not false trip" feeling, it will promote its willingness to re-visit. In addition, culture can not be

separated from the "local" environment, some places as a carrier of a certain culture has become the symbol and representative of the culture, like The Fanta Theme Park and Southeast Asian culture between the inseparable relationship. Places with deep cultural heritage often give rise to a deep sense of attachment and belonging. In the context of cultural tourism, it is more realistic than satisfaction to explore the influence on the intention of re-visiting from the perspective of "local attachment" of human-land relations. Studies have shown that the perceived value of tourists has a significant positive effect on local attachment, while local attachment has a significant positive effect on the willingness to re-visit. So will all dimensions of tourists' perceived value affect the willingness to revisit through the conduction of local attachment (intermediary variables)? Therefore, this study attempted a new research perspective, combining two theories of "perceived value" and the "place attachment". According to the path of "cognitive-emotional-behavioral tendency" of attitude theory, the tourist's perceived value is regarded as cognitive variable, local attachment is regarded as emotional variable, re-travel intention is regarded as behavioral tendency variable, and the relationship between tourist's perceived value, local attachment and re-travel intention is constructed under the situation of folk culture tourism, and the intermediary role of local attachment between the tourist's perceived value dimension and re-travel intention is empirically tested.

Most of the existing research on the causes of the influence of re-travel intention is discussed separately from the perspective of tourists themselves or tourist destinations. The innovation of this study in the perspective of research is to take the "local attachment" of human-land relationship as the intermediary variable between the perceived value of tourists and the intention to re-visit, and empirically test the intermediary role of local attachment between the various dimensions of the perceived value of tourists and the willingness to re-visit. From a theoretical point of view, try to integrate the path of "cognitive-emotional-behavioral tendency" from the perspective of "rational" and "emotional", and explore the relationship between tourists' perceived value, local attachment and re-traveling will through empirical research, on the one hand, to provide a new perspective for the study of re-visiting will, and on the other hand, to supplement and perfect the study of tourists' perceived value and local attachment. In addition, because most theme parks have short life cycle characteristics, low attractiveness for visitors to re-visit, it is necessary to find the key factors that affect customers to re-visit, through the key factors to evaluate the theoretical development and actual operation of theme parks have good value.

### **Objective of the Study**

This study will try to built a structural equation model on the relationship among tourist' perceived value, place attachment and revisit intention.

There are three main research objectives:

1. To determine the perceived value of tourists and the dimension of local attachment of cultural tourism.
2. Build a relationship model of tourists' perceived value, local attachment and revisiting intention, and test the intermediary role of local attachment between the various dimensions of tourists' perceived value and the willingness to revisit.
3. According to the results of the study, put forward practical countermeasures for theme park tourism and improve the revisit rate.

### **Expected the Results**

1. Tourist' perceived value had positive effect on place attachment;
2. Place attachment had positive effect on revisit intention;
3. Cultural value, service value, social value, and cost value had positive effect on revisit intention.

### **Scope of the Study**

The locale of this study focused on tourists who have ever been to revisit the Fanta Theme Park in Nanning, China.

### **Limitation of the Study**

This study only selected Nanning Fanta theme park as a case study, so the impact model of tourists' willingness to revisit is applicable to other cultural theme park tourist destinations, which has yet to be further verified. In the future, comparative studies at other cultural theme parks could be considered.

## Definitions of Terms

Perceive value: The perceived value of tourists comes from the theory of customer perceived value in the field of marketing, which emphasizes that the main body of value judgment is the customer, and the enterprise should look at the value of products and services from the customer's point of view. In the field of marketing, customer perceived value is regarded as the source of competitive advantage, and identifying and creating customer perceived value is a prerequisite for the long-term survival and development of an enterprise. Considering the customer's feelings and attitudes, you can understand their tendency to buy certain products in a competitive environment. In the mid-1990s, perceived value began to be introduced into the field of tourism, and scholars generally defined the perceived value of tourists from the perspective of "trade-offs", Zeithaml defined perceived value as "the overall evaluation of the utility of a product by the customer based on a trade-off between cost and gain".

Place Attachment: This study regards local attachment as an emotional connection between people who are influenced by tourist destinations in the course of tourism experience.

Revisit Intention: Generally refers to the possibility of a passenger returning to the destination of the trip. Baker and others think that when a tourist has a strong desire to re-visit, then he will have a good chance of a heavy parade. Baker sees the willingness to revisit as a possibility, referring to the possibility of tourists returning to their tourist destinations to participate in tourism activities.



## CHAPTER II

### LITERATURE REVIEW AND RELATED STUDY

#### Theory

##### **Perceive value**

The concept of tourist perceived value, which originated from the theory of customer perceived value, was proposed by Zeithaml in 1988, defining it as "an overall evaluation of a product by customers after weighing perceived benefits against perceived costs". On this basis, Morrison (1998) discussed the concept of tourist perceived value, proposing that tourist perception value is the evaluation of tourism after tourists have personal feelings about the costs and benefits of Uken. Steven (1999) mentioned in his study that the perceived value of tourists is an assessment of tourists, an evaluation of the products and services purchased in tourist destinations. Duman et al. (1998) proposed that perceived value is a comparison of the results of a comparison of the time and money spent on a tour with the experience they have experienced.

##### **Perceive value dimension**

There are many factors that affect the perceived value of tourists, and the relevant researchers have different criteria. Gronroos (1997) proposed a "two-dimensional value theory", de Ruyter et al. (1997) proposed a "three-dimensional value theory", Hsiu-Yuan et al. for Taiwanese customers using mobile hotel reservation services. Kendolt was found that its perceived value benefits include three dimensions: information quality, system quality, and service quality, and the perceived value payment includes three dimensions: technical effort, perceived cost, and perceived risk. Kwun [9] (2004) verified the three-dimensional scale of perceived value of hotel services based on brand value, price, and risk perception. Sweeney & Soutar (1999) proposed the "four dimensions of value theory", including emotional, social, quality and price value, Petrick(2002) verified and analyzed the five-dimensional perceived value of leisure services, namely quality value, emotional response, currency price, behavioral price and reputation.

Based on the above related points, the institute divides the perceived value of tourists into four dimensions: resources and service value, cultural value, social value and cost value.



## **Place Attachment**

Place Attachment (PA) was developed by local theory (geography) and attachment theory (psychology) and has been valued by scholars in the fields of human geography, environmental psychology, and recreation. Tuan first combined these two theories to refer to the "emotional connection between man and place or environment" as "Topophilia", which is also the source of the concept of "local sense". Williams and Roggenbuck (1989) then first came up with the concept of "local attachment", where the individual belongs to a particular place.

"Place attachment" originally stemmed from the psychological observation of "homesickness". Scholars define place attachment in much the same way, that is, "to represent the emotional connection between the individual and the scenic spot." In 1983, Shumaker et al. defined local attachment, stating that place attachment refers to the emotional connection between a person and his or her place of residence. Hidalgo et al. (2001) discussed the main features of endemic attachment and defined endemic attachment as "a positive emotional bond between an individual and a particular place, the main feature of which is that the individual exhibits a tendency to approach that place." At present, the more consistent view in academia is that place attachment is regarded as an emotional connection between people and a specific place, and place attachment is a bond between people. Connections between places based on emotion, cognition, and time.

In 1989, Williams and Loganbacker proposed the concept of "place attachment" and proposed the structure of "place attachment", which studied the local attachment of the whole, including functional and emotional dependence on place. Kyle (2003) subdivides place attachment into three types: local identity, local dependence, and social life.

In addition, in terms of constitutive dimensions, most scholars study local attachment as a whole, and this paper mainly studies whether place attachment can be used as a mediator variable in the relationship between tourist perceived value and environmental responsibility behavior, so for the convenience of research, this paper regards place attachment as two dimensions: the local identity and local dependence.

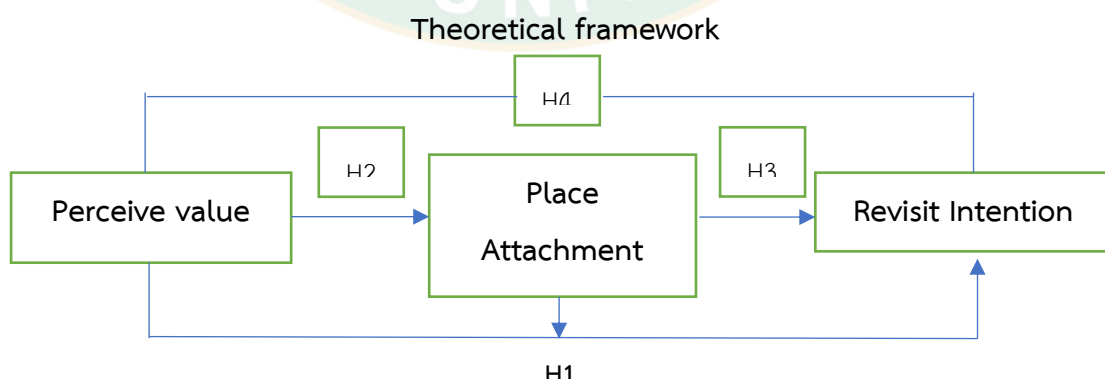
## **Revisit Intention**

The first to study the willingness to re-visit was Gitelson and Crompton, who realized that the development of beaches, resorts and theme parks relied heavily on re-tourists. Gyte and Phelps found in the survey that some visitors from the UK showed

the idea of visiting two Spanish resorts again. Research by Baloglu and Erickson has found two different phenomena, with some International Mediterranean tourists preferring to visit a new destination the next time they travel, but others say they will return to their home country at some point in the future. The importance of re-visiting tourists has gradually attracted the attention of scholars, who began to use the tourists' "re-visiting will" to predict "re-parade." Baker and others think that when a tourist has a strong desire to re-visit, then he will have a good chance of a heavy parade. Baker sees the willingness to revisit as a possibility, referring to the possibility of tourists returning to their tourist destinations to participate in tourism activities. Therefore, the intention to re-visit belongs to the intention loyalty, not the behavior loyalty, it represents the tourists prefer, more inclined to the possibility, is an emotional and attitude tendency.

### Attitude theory

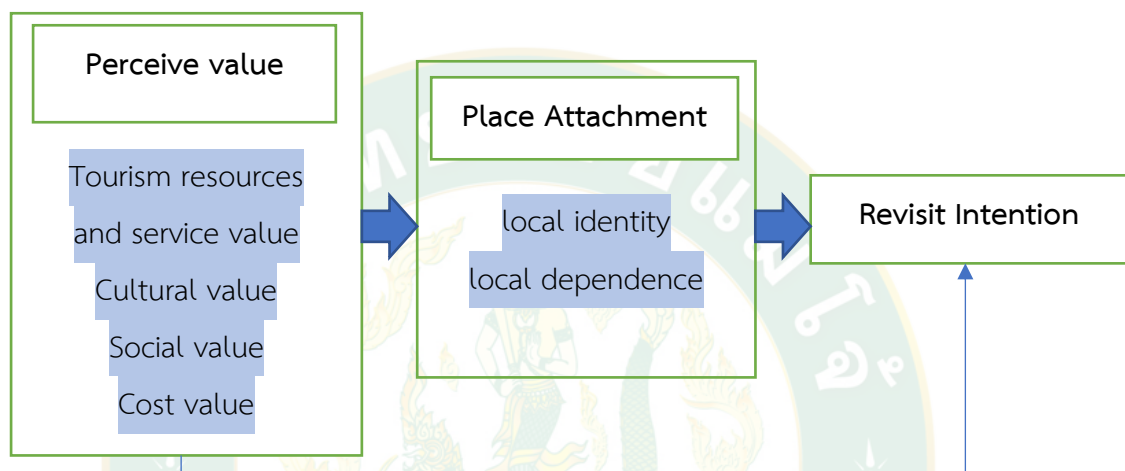
Attitude consists of three components: cognition, emotion and behavioral tendency, so we should consider the relationship between these three components to explain and understand attitude. Baloglu believes that cognitive, emotional, and behavioral tendencies are interrelated and hierarchical, and that emotion acts as an intermediary between cognition and intent. Individuals will form a variety of things, and then based on the value of things to people to produce corresponding emotions, and finally on the basis of emotions to trigger behavior intentions. Therefore, this study will take the perceived value of tourists as a cognitive variable, local attachment as an emotional variable, re-travel will as a behavioral tendency variable, try to take local attachment as an intermediary variable, and construct a model of the mechanism of influence of tourists' perceived value on the willingness to re-visit.



**Figures 1** Theoretical framework

## Conceptual framework

Based on the theory, this study analyzes the perceived value of tourists from the four dimensions of tourism resources and service value, cultural value, social value and cost value, and analyzes local attachment from the two dimensions of local identity and local local dependence, and draws the research concept model shown in Figure 2.



Figures 2 Conceptual framework

### Research Hypothesis

#### The relationship between perceived value and the willingness to revisit.

H1: The perceived value and willingness of tourists in folk culture tourist destinations have a significant positive influence.

H1a: Tourism resources and service value have a significant positive impact on the willingness to re-visit;

H1b: Cultural value has a significant positive influence on the willingness to revisit;

H1c: Social value has a significant positive influence on the willingness to re-visit;

H1d: Cost value has a significant positive effect on the willingness to revisit.

### **The relationship between perceived value and local attachment.**

H2: The perceived value and local attachment of tourists in folk culture tourist destinations have a significant positive influence.

H2a: Tourism resources and service value have a significant positive impact on local dependence;

H2b: Cultural values have a significant positive impact on local dependence;

H2c: Social values have a significant positive impact on local dependence; H2d: Cost value has a significant positive impact on local dependencies;

H2e: Tourism resources and service value have a significant positive impact on local identity;

H2f: Cultural value has a significant positive influence on local identity;

H2g: Social value has a significant positive influence on local identity;

H2h: Cost value has a significant positive effect on local identity.

### **The relationship between local attachment and the willingness to revisit**

In previous studies, local attachment has highlighted the emotional ties between tourists and tourist destinations, which has an impact on tourists' willingness to visit again. Lee and Shen cite urban park recreation as an example, and the study found that both dimensions of local attachment had a significant positive effect on visitor loyalty, noting that the higher the degree of attachment, the stronger the willingness to revisit.

Based on this, this study assumes:

H3: Folk culture tourists local attachment and re-visit will have a significant positive impact.

H3a: Local dependence has a significant positive effect on the willingness to revisit;

H3b: Local identity has a significant positive effect on the willingness to revisit.

### **Intermediary role of local attachment**

The intermediary role of local attachment in other relationships has been tested, for example, Chen Jingxuan has tested the intermediary role of local attachment in the relationship between tourism involvement and tourist loyalty, in which local dependence has a certain intermediary role tourists' perceived value to tourist destinations will promote local attachment, and a strong attachment also helps to stimulate tourists' willingness to visit again. Plus, Baloglu believes that emotions act as an intermediary between cognition and intent. Therefore, this study assumes that:

H4: In the role of the perceived value of tourists in folk culture tourist destinations on the willingness to re-visit, local attachment plays an intermediary role.

H4a: Tourism resources and service value in the role of re-travel will, local attachment to the intermediary effect;

H4b: Cultural value in the role of re-travel will, local attachment to the intermediary effect;

H4c: Social value in the role of re-travel will, local attachment to the intermediary effect;

H4d: Cost value in the role of re-travel will, local attachment to the intermediary effect.



## CHAPTER III

### RESEARCH METHODOLOGY

#### Locale of the Study

The locale of this study focused on tourists who have ever been to revisit the Fanta Theme Park in Nanning, China.

The survey was conducted mainly at the Fanta Theme Park entry, visitor services and through the Internet.

This study is conducted mainly on weekdays, weekends and holidays for a period of 1 and a half months.

#### Population and Sampling Procedures

##### Population

The population of this study focused on tourists who have ever been to revisit the Fanta Theme Park in Nanning, China.

##### Sampling

Convenient sampling and random sampling will be used in this study. A total of 500 questionnaires issued.

#### Variable of Measurement

To learn more about Fanta theme Park visitors' perceived value, the impact of local attachment on re-visit intentions, and to verify the above-mentioned falsehoods set, In this study will take the questionnaire survey. The questionnaire adopts Likert-type scale with 5 degree. Each variable is quantified with a score of 1-5, with 1 for "total disagreement", 2 for "comparative disagree", 3 for "general", 4 for "comparative consent" and 5 for "full consent".



## **Research Instrument**

This study processes and analyzes the data by SPSS22.0 and Amos21.0 software, first uses SPSS22.0 for descriptive statistical analysis, confidence validity test, and then Amos21.0 for validation factor analysis, establishes the structural equation model of cultural tourists' perceived value, local attachment and re-travel will, and performs fitting evaluation and path analysis.

### **Pretesting of the Instrument**

The form of the survey is mainly paper-based questionnaires for Pretesting. Convenient sampling and random sampling will be used. A total of 100 questionnaires issued.

### **Data Gathering**

The form of the survey is mainly paper-based questionnaires, in the evening using QR code scanning to obtain the electronic form of questionnaires, a total of 500 questionnaires issued.

### **Analysis of Data**

Using sample demographic characteristics and basic statistics, statistics on gender, age, occupation, income, number of visitors, etc.

Using SPSS22.0 software to measure the average and standard deviation of the three variables of tourist perceived value, local attachment, and re-visiting intention, The higher the degree of recognition, the smaller the standard deviation indicates that the respondent consistent the view.

## **Research Duration**

About the research duration in this study, it is from August, 2020 to February, 2021. In this duration includes 11 tasks should be down.

## CHAPTER IV

### RESULTS AND DISCUSSION

#### Pre-survey results

##### Reliability test

Cronbach alpha is a reasonable index to test the reliability of questionnaires, and is widely used in empirical data analysis. Generally speaking, when the Cronbach alpha value of the scale designed by the questionnaire is even lower than 0.7, it indicates that the internal consistency of the variables of the scale is poor, and the scale needs to be recompiled. When the Cronbach alpha value of the scale is higher than 0.7, it can mean that for this scale, the internal consistency of multiple variables constructed is good. Further, if the Cronbach alpha value of the scale can be higher than 0.9, it indicates that the internal consistency of the variables designed by the scale is excellent and the measurement reliability is very high.

In addition, CITC (Corrected item-total Correlation) was used to measure the reliability of a single problem Item. In the study, when the following two conditions are met simultaneously, the corresponding question items should be deleted :(1) the overall correlation coefficient CITC of a question item is less than 0.4; (2) The Cronbach alpha coefficient of the table after deleting a certain problem item is greater than the Cronbach alpha coefficient value of the corresponding dimension.

**Table 1** Reliability test

Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
SV1	0.754	0.766	0.853
SV2	0.735	0.784	
SV3	0.684	0.832	
TRSV1	0.753	0.940	0.945
TRSV2	0.777	0.939	
TRSV3	0.762	0.940	
TRSV4	0.815	0.937	

Table 1 (Continued)

Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
TRSV5	0.794	0.938	
TRSV6	0.807	0.937	
TRSV7	0.770	0.939	
TRSV8	0.809	0.937	
TRSV9	0.780	0.939	
CUV1	0.707	0.857	0.879
CUV2	0.777	0.830	
CUV3	0.720	0.852	
CUV4	0.753	0.839	
COV1	0.673	0.717	0.806
COV2	0.634	0.758	
COV3	0.662	0.726	
LD1	0.812	0.913	0.923
LD2	0.852	0.881	
LD3	0.865	0.871	
LI1	0.775	0.860	0.893
LI2	0.791	0.846	
LI3	0.803	0.835	
RI1	0.737	0.810	0.861
RI2	0.671	0.837	
RI3	0.690	0.829	
RI4	0.731	0.812	

According to Cronbach Alpha results of each dimension in the above table, it can be found that in the pre-survey data, Cronbach Alpha values of the seven dimensions involved in the questionnaire are between 0.853, 0.945, 0.879, 0.806, 0.923, 0.893 and 0.861. All of them are greater than 0.8, indicating that the internal consistency of the questionnaire is good, so the results of this survey have good reliability. At the same time, the CITC value of each item and the Cronbach Alpha

value that has been deleted meet the requirements of the study. All items are measurements of the same concept, and no deletion is required.

### Validity test

Exploratory factor analysis is usually used to test the structural validity of questionnaire data. Before factor analysis, KMO test and Bartlett spherical test should be used to determine whether the relevant variable index designed by us meets the conditions for factor analysis. According to Kaiser's metric standard, generally speaking, when KMO is greater than 0.7, it can be considered to meet the conditions for factor analysis.

Secondly, the common factor of the original index is extracted by principal component analysis. It is generally believed that if the cumulative variance explanatory rate of all the common factors with eigenvalues greater than 1 is greater than 60%, the questionnaire data can be considered to have good structural validity.

Finally, the maximum variance rotation axis method was used to carry out orthogonal rotation, and the rotation component matrix containing the factor load values of each item was obtained to identify and name the common factors. If the factor load of a certain item in the rotation component matrix is greater than 0.5 on the corresponding common factor, and no item has two or more common factor loads greater than 0.4, it is the most ideal situation. On the contrary, the corresponding item should be deleted.

**Table 2** Validity test : KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.844
Bartlett's Test of Sphericity	Approx. Chi-Square	2043.037
	df	406
	Sig.	.000

According to the test results in the analysis table, the KMO value of the pre-survey data is 0.844, greater than 0.8. In the Bartlett sphericity test, the approximate chi-square value is 2043.037, and the significance probability is 0.000, which is less than 0.01. Therefore, the null hypothesis of Bartlett sphericity test is rejected. Based on this,

the questionnaire data of the pre-survey in this paper meet the conditions for factor analysis.

**Table 3** Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	9.090	31.346	31.346	9.090	31.346	31.346	6.392	22.041
2	3.713	12.803	44.149	3.713	12.803	44.149	3.163	10.907	32.948
3	2.722	9.388	53.537	2.722	9.388	53.537	2.889	9.962	42.910
4	2.078	7.165	60.702	2.078	7.165	60.702	2.704	9.325	52.234
5	1.656	5.712	66.414	1.656	5.712	66.414	2.478	8.544	60.779
6	1.583	5.458	71.872	1.583	5.458	71.872	2.382	8.214	68.993
7	1.247	4.298	76.170	1.247	4.298	76.170	2.081	7.177	76.170
8	.682	2.352	78.523						
9	.595	2.053	80.576						
10	.542	1.871	82.447						
11	.512	1.764	84.211						
12	.473	1.630	85.841						
13	.439	1.515	87.356						
14	.394	1.359	88.715						
15	.381	1.312	90.027						
16	.346	1.194	91.221						
17	.322	1.110	92.331						
18	.292	1.008	93.339						
19	.261	.900	94.240						
20	.247	.853	95.093						
21	.228	.786	95.879						
22	.199	.685	96.564						
23	.191	.660	97.225						

Table 3 (Continued)

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
24	.178	.613	97.837						
25	.162	.560	98.397						
26	.135	.465	98.863						
27	.127	.438	99.301						
28	.113	.389	99.690						
29	.090	.310	100.000						

Principal component analysis was used to extract the factors with eigenvalue greater than 1 in the scale. According to the interpretation of the total variance results of each dimension of the questionnaire, it can be seen that there are 7 factors with eigenvalue greater than 1, and the explanatory rate of the total variance of the 7 factors is 76.170%, greater than 60%. Therefore, it can be considered that the scale designed in this paper has a good degree of interpretation.

Based on the above results, we believe that the maximum variance rotation axis method can be further used for orthogonal rotation to identify and name the common factors. The final rotation component matrix is shown in the following table 4:

Table 4 Rotated Component Matrix

	Rotated Component Matrix						
	Component						
	1	2	3	4	5	6	7
SV1						.882	
SV2						.826	
SV3						.822	
TRSV1	.803						

Table 4 (Continued)

	Rotated Component Matrix						
	Component						
	1	2	3	4	5	6	7
TRSV2	.818						
TRSV3	.766						
TRSV4	.830						
TRSV5	.812						
TRSV6	.838						
TRSV7	.802						
TRSV8	.836						
TRSV9	.793						
CUV1		.783					
CUV2		.852					
CUV3		.839					
CUV4		.794					
COV1							.814
COV2							.665
COV3							.845
LD1				.873			
LD2				.892			
LD3				.932			
LI1					.895		
LI2					.850		
LI3					.804		
RI1			.800				
RI2			.746				
RI3			.773				
RI4			.802				



In general, in this paper, the factors of the questionnaire data to the result of the rotating component matrix design and research of scale and dimension is consistent, at the same time, we also can see, the corresponding dimension item of load value were greater than 0.5, therefore, in this paper, the validity of the questionnaire is higher, the questionnaire is effective and can carry out the follow-up study.

## Data analysis results

### Frequency analysis

Table 5 Frequency analysis

		Frequency	Percent
gender	male	110	35.3
	Female	202	64.7
age	Under 18	19	6.1
	18-24 years	170	54.5
	25-34 years	62	19.9
	35-44 years	43	13.8
	45-64 years	17	5.4
	Over 64 years	1	0.3
	Education	Elementary school and below	7
	junior high school	7	2.2
	High school or technical secondary school	37	11.9
	College or undergraduate	232	74.4
	Postgraduate and above	29	9.3
occupation	teacher	26	8.3
	Staff of government agencies or institutions	20	6.4
	Corporate employees	54	17.3
	student	141	45.2
	Individual industrial and commercial households	11	3.5
	Freelancer	14	4.5
	Farmer	3	1

Table 5 (Continued)

		Frequency	Percent
	retired people	8	2.6
	other	35	11.2
Average monthly salary	Below 3000 yuan	161	51.6
	3000-5000 yuan	72	23.1
	5001-8000 yuan	46	14.7
	8000 yuan or more	33	10.6
from where	NanNing City	152	48.7
	Other cities in Guangxi	138	44.2
	Other provinces and cities outside Guangxi	14	4.5
	Hong Kong, Macao and Taiwan regions	1	0.3
	other	7	2.2
How many times	1 time	156	50
	2 times	59	18.9
	3 times	11	3.5
	3 times or more	86	27.6
Your level of understanding of the cultures of ASEAN countries	very don't know	12	3.8
	Don't know	45	14.4
	common	166	53.2
	know	65	20.8
	very know	24	7.7
Total		312	100

From the above table 5, we can see that from the gender distribution, most of the samples are "Female", with a total of 202, accounting for 64.74%, and 35.26% of the samples are male; from the perspective of age, the proportion of "18-24 years" is 54.49%; for Education, the highest proportion of "College or undergraduate" is 74.36%; from the distribution of occupation, most of the samples are "students", with 141 in total, accounting for 45.19%; from the distribution of Average monthly salary, Most of the samples are "Below 3000 yuan", the proportion is 51.60%. From where distribution, most of the samples are "NanNing City", the proportion is 48.72%, and the proportion of other cities in Guangxi is 44.23%; from the perspective of How many times have you come to ASEAN Fantawild Painting Paradise, there are Half of the sample is "1 time"; from the perspective of Your level of understanding of the cultures of ASEAN countries, there are relatively more "common" in the sample, with a ratio of 53.21%.

## Reliability analysis

**Table 6** Reliability analysis

Item	N of Items	Cronbach's Alpha
Social Value	3	0.840
Tourism Resources and Service Value	9	0.944
Cultural Value	4	0.914
Cost Value	3	0.834
Local Dependence	3	0.858
Local Identity	3	0.888
Revisit Intention	4	0.916

According to the Cronbach Alpha results of each dimension in the above table, the Cronbach Alpha values corresponding to the seven variables designed in this article are 0.840, 0.944, 0.914, 0.834, 0.858, 0.888, and 0.916, which are all greater than 0.8. In summary, this article the data result passed the reliability test.

### Exploratory factor analysis

It can be seen from the following table9 that the KMO value in this study is 0.921, and the KMO value is greater than 0.9. Therefore, the questionnaire data in this article meets the conditions for factor analysis. Principal component analysis is used to extract the factors whose eigenvalue is greater than 1 in the scale. According to the interpretation of the total variance results of each dimension of the questionnaire, it can be seen that there are 7 factors with eigenvalue greater than 1, and the variance interpretation rate values of the 7 factors are respectively 36.283%, 11.397%, 8.180%, 6.295%, 5.739%, 4.628% and 3.576%, and the cumulative variance explanation rate is 76.098%>60%, which means that the amount of information in the research item can be effectively extracted. Combined with the factor loading coefficient, it can be seen that the factor dimensions obtained by the rotated factor loading coefficient matrix are consistent with the expected research items divided by the research design, and the absolute value of the factor loading coefficient is greater than 0.5. Therefore, the questionnaire in this paper has a good structure Validity.

Table 7 KMO and Bartlett's Test

KMO and Bartlett's Test									
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.									.921
Bartlett's Test of Sphericity									df
									Approx. Chi-Square
									406
									Sig.
									.000
Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Total	% of Variance	Cumulative %	Total	Loadings		Total	Loadings	
					% of Variance	Cumulative %		% of Variance	Cumulative %
1	10.522	36.283	36.283	10.522	36.283	36.283	6.345	21.878	21.878
2	3.305	11.397	47.680	3.305	11.397	47.680	3.287	11.334	33.211
3	2.372	8.180	55.860	2.372	8.180	55.860	2.900	10.001	43.212
4	1.826	6.295	62.155	1.826	6.295	62.155	2.498	8.614	51.826
5	1.664	5.739	67.894	1.664	5.739	67.894	2.378	8.198	60.025
6	1.342	4.628	72.522	1.342	4.628	72.522	2.373	8.182	68.207
7	1.037	3.576	76.098	1.037	3.576	76.098	2.288	7.891	76.098
8	.556	1.916	78.014						
9	.511	1.761	79.775						
10	.486	1.677	81.452						
11	.446	1.538	82.990						
12	.417	1.440	84.430						
13	.387	1.335	85.765						
14	.363	1.253	87.017						
15	.340	1.172	88.189						
16	.336	1.157	89.346						
17	.325	1.121	90.467						
18	.300	1.036	91.503						
19	.291	1.003	92.506						
20	.274	.946	93.452						
21	.260	.898	94.350						
22	.243	.838	95.188						

Table 7 (Continued)

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Total	% of Variance	Cumulative %	Loadings			Loadings		
				Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
23	.229	.788	95.976						
24	.222	.765	96.741						
25	.209	.721	97.462						
26	.199	.686	98.148						
27	.185	.637	98.786						
28	.180	.622	99.407						
29	.172	.593	100.000						
Rotated Component Matrix									
	Component								
	1	2	3	4	5	6	7		
SV1						.796			
SV2						.831			
SV3						.818			
TRSV1	.817								
TRSV2	.777								
TRSV3	.832								
TRSV4	.779								
TRSV5	.794								
TRSV6	.794								
TRSV7	.806								
TRSV8	.787								
TRSV9	.815								
CUV1		.884							
CUV2		.869							
CUV3		.866							
CUV4		.810							
COV1							.821		
COV2							.772		
COV3							.817		
LD1					.803				
LD2					.821				
LD3					.831				
LI1				.832					

Table 7 (Continued)

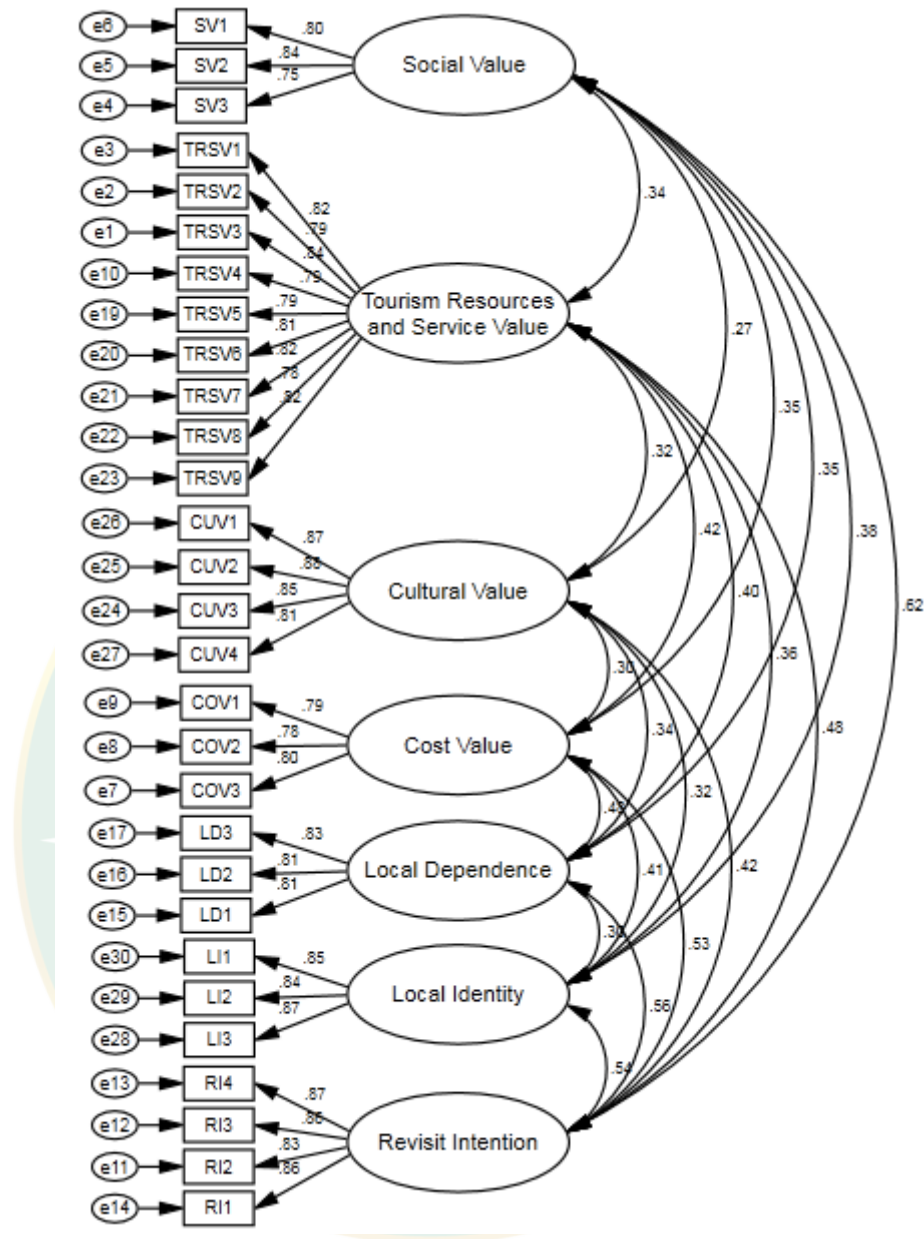
	Rotated Component Matrix						
	Component						
	1	2	3	4	5	6	7
LI2				.862			
LI3				.851			
RI1			.740				
RI2			.739				
RI3			.782				
RI4			.786				

### Confirmatory factor analysis

#### Model figure

The AMOS 23.0 software was used to conduct Confirmatory factor analysis (CFA), and the scale was analyzed for convergent validity using combined reliability (CR) and average variance extracted (AVE). "Social Value", "Tourism Resources and Service Value", "Cultural Value", "Cost Value", and "Loyalty Value". Cost Value, "Local Dependence", "Local Identity", and "Revisit Intention". The validated factor analysis model of this paper is shown in the following figure.





Figures 3 Model figure

## Model Fit Summary

**Table 8** Model Fit Summary

Model fitting index	CMIN	df	CMIN/DF	NFI	IFI	TLI	CFI	GFI	RMSEA
results	465.149	356	1.307	0.928	0.982	0.980	0.982	0.906	0.031
Suggested value	-	-	<3	>0.9	>0.9	>0.9	>0.9	>0.9	<0.08

As can be seen from the table10, the adaptation indexes of the confirmatory factor analysis model (CMIN/DF=1.307, NFI=0.928>0.9, IFI=0.982>0.9, TLI=0.980>0.9, CFI=0.982>0.9, GFI=0.906>0.9, RMSEA=0.031<0.08) all meet the requirements, indicating that the model is well matched with the scale and has a high degree of model fitting. The model is valid.

## Convergent validity

**Table 9** Convergent validity

	Standard factor loading	Estimate	S.E.	C.R.	P	AVE	CR
Social Value--->SV1	0.798	1				0.638	0.840
Social Value--->SV2	0.843	1.131	0.078	14.435	***		
Social Value--->SV3	0.752	0.981	0.074	13.234	***		
Tourism Resources and Service Value--->TRSV1	0.823	1				0.651	0.944
Tourism Resources and Service Value--->TRSV2	0.791	0.931	0.057	16.405	***		
Tourism Resources and Service Value--->TRSV3	0.835	1.056	0.059	17.808	***		
Tourism Resources and Service Value--->TRSV4	0.786	0.948	0.058	16.274	***		
Tourism Resources and Service Value--->TRSV5	0.794	0.956	0.058	16.506	***		
Tourism Resources and Service Value--->TRSV6	0.812	0.977	0.057	17.066	***		
Tourism Resources and Service Value--->TRSV7	0.818	0.983	0.057	17.241	***		
Tourism Resources and Service Value--->TRSV8	0.781	0.901	0.056	16.126	***		
Tourism Resources and Service Value--->TRSV9	0.819	0.987	0.057	17.298	***		
Cultural Value--->CUV1	0.870	1				0.727	0.914

Table 9 (Continued)

	Standard factor loading	Estimate	S.E.	C.R.	P	AVE	CR
Cultural Value--->CUV2	0.877	0.988	0.048	20.382	***		
Cultural Value--->CUV3	0.851	0.957	0.049	19.379	***		
Cultural Value--->CUV4	0.811	0.923	0.052	17.862	***		
Cost Value--->COV1	0.788	1				0.627	0.835
Cost Value--->COV2	0.783	0.966	0.073	13.28	***		
Cost Value--->COV3	0.805	1.032	0.076	13.528	***		
Local Dependence--->LD3	0.834	1				0.669	0.858
Local Dependence--->LD2	0.810	0.945	0.062	15.175	***		
Local Dependence--->LD1	0.809	0.946	0.062	15.157	***		
Local Identity--->LI1	0.846	1				0.728	0.889
Local Identity--->LI2	0.842	1.086	0.063	17.364	***		
Local Identity--->LI3	0.872	1.153	0.064	18.003	***		
Revisit Intention--->RI1	0.861	1				0.732	0.916
Revisit Intention--->RI2	0.831	0.97	0.052	18.579	***		
Revisit Intention--->RI3	0.856	1.03	0.053	19.509	***		
Revisit Intention--->RI4	0.874	1.059	0.052	20.246	***		

As can be seen from the table 9, the standardized factor loadings of the 29 observed variables in the model ranged from 0.752 to 0.877, all of which were greater than 0.50, and the corresponding significant p-values were all less than 0.05, indicating that each latent variable had a significant effect on the observed variables, and the topics to which each latent variable corresponded were highly representative; at the same time, the mean variance extracted values of each latent variable were greater than 0.5, and At the same time, the average variance extracted values of all potential variables were greater than 0.5, and the combined reliability values were greater than 0.7, which indicated that the convergent validity of the data of variables in this paper was relatively satisfactory.

### Description analysis

**Table 10** Description analysis

	N	Min	Max	Mean	Std. Deviation
Social Value	312	1	5	3.653	1.052
Tourism Resources and Service Value	312	1.33	5	3.487	1.105
Cultural Value	312	1	5	3.269	1.247
Cost Value	312	1	5	2.869	1.136
Local Dependence	312	1	5	3.136	1.209
Local Identity	312	1	5	3.315	1.255
Revisit Intention	312	1	5	3.172	1.250

According to the mean description statistical results of each variable, Social Value, Tourism Resources and Service Value, Cultural Value, Cost Value, Local Dependence, Local Identity and Revisit the mean Value of Intention is between 2.869 and 3.653, among which, the variable with the lowest mean Value is "Cost Value" and the variable with the highest mean Value is "Social Value".

### Correlation analysis

**Table 11** Correlation analysis

	1	2	3	4	5	6	7
Social Value	1						
Tourism Resources and Service Value	.307**	1					
Cultural Value	.237**	.303**	1				
Cost Value	.293**	.378**	.266**	1			
Local Dependence	.299**	.361**	.310**	.407**	1		
Local Identity	.329**	.329**	.295**	.348**	.259**	1	
Revisit Intention	.544**	.451**	.389**	.459**	.502**	.490**	1

Remark\*\* Correlation is significant at the 0.01 level (2-tailed).

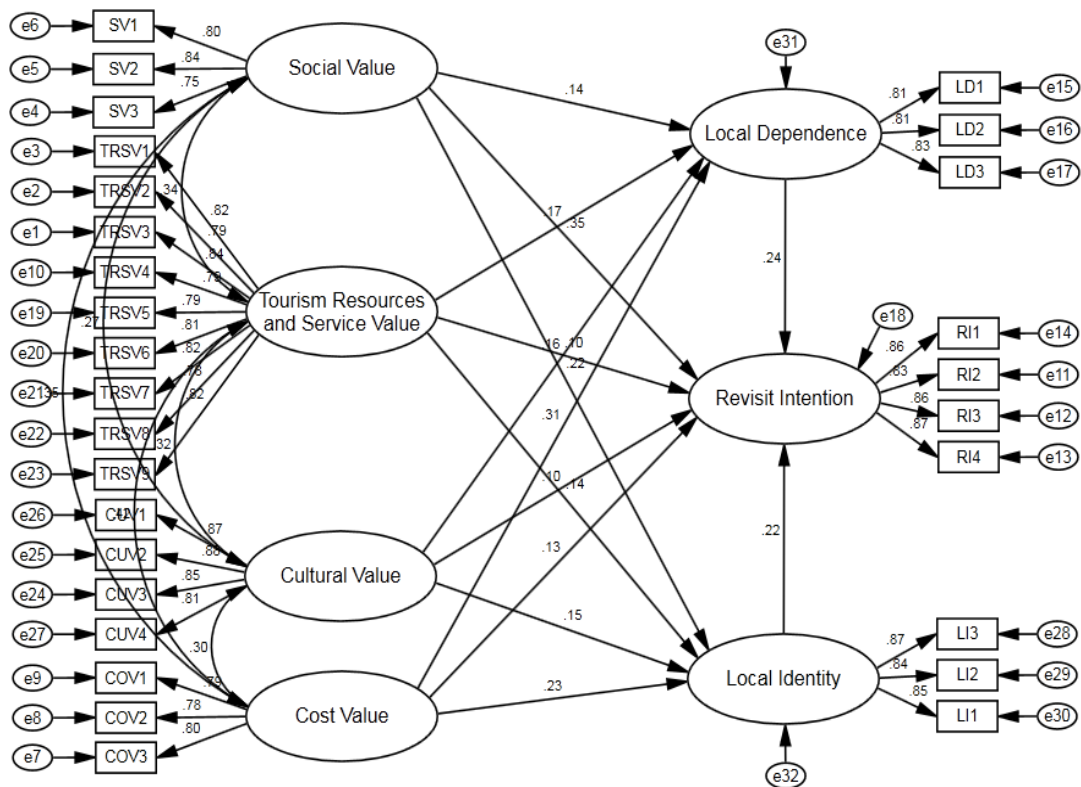
From the above table11, we can see that the correlation analysis was used to study the relationship between Social Value and Tourism Resources and Service Value, Cultural Value, Cost Value, Local Dependence, Local Identity, and Revisit Intention. The correlation between Social Value and Tourism Resources and Service Value, Cultural Value, Cost Value, Local Dependence, Local Identity, and Revisit Intention was investigated using correlation analysis. The specific analysis shows that.

Revisit Intention and Social Value ( $r=0.544$ ,  $p<0.01$ ), Revisit Intention and Tourism Resources and Service Value ( $r=0.451$ ,  $p<0.01$ ), Revisit Intention and Cultural Value ( $r=0.389$ ,  $p<0.01$ ), Revisit Intention and Cost Value ( $r=0.459$ ,  $p<0.01$ ), Revisit Intention and Local Dependence ( $r=0.502$ ,  $p<0.01$ ), Revisit Intention and Local Identity ( $r=0.490$ ,  $p<0.01$ ) all had significant positive correlations between them. Further corresponding analyses can be conducted to verify whether the hypotheses of this paper are supported.

### Structural equation model

#### Model figure

According to the conclusion of the above research, there are 7 latent variables in the structural equation model of Revisit Intention, which are: "Social Value", "Tourism Resources and Service Value", "Cultural Value", "Cost Value", "Local Dependence", "Local Identity" and "Revisit Intention", there are 29 observed variables corresponding to the 7 latent variables. The structural equation model diagram of Revisit Intention drawn with AMOS23 is shown in the figure 4 below.



Figures 4 Structural equation model

### Model Fit Summary

Table 12 Model Fit Summary

Model fitting index	CMIN	df	CMIN/DF	NFI	IFI	TLI	CFI	GFI	RMSEA
results	465.157	357	1.303	0.928	0.982	0.980	0.982	0.906	0.031
Suggested value	-	-	<3	>0.9	>0.9	>0.9	>0.9	>0.9	<0.08

The data collected from the questionnaire were imported into the AMOS23 software, and the model fitting parameters obtained by the maximum likelihood method were shown in the table. As can be seen from the table, the display values of each fitting parameter meet the standard requirements (CMIN/DF=1.303, NFI=0.928>0.9, IFI=0.982>0.9, TLI=0.980>0.9, CFI=0.982>0.9, GFI=0.906>0.9, RMSEA=0.031<0.08), indicating that the model fits very well. Therefore, the structural equation model has a good fitting effect on the sample data obtained from the questionnaire.



## Path coefficient test results

Table 13 Path coefficient test results

path	Standardized path coefficient	Estimate	β	α	p
Social Value--->Local Dependence	0.145	0.181	0.082	2.207	0.027
Tourism Resources and Service Value--->Local Dependence	0.170	0.179	0.068	2.619	0.009
Cost Value--->Local Dependence	0.309	0.345	0.080	4.332	***
Cultural Value--->Local Dependence	0.158	0.149	0.058	2.591	0.010
Cost Value--->Local Identity	0.225	0.238	0.074	3.213	0.001
Cultural Value--->Local Identity	0.154	0.137	0.054	2.524	0.012
Social Value--->Local Identity	0.215	0.254	0.078	3.247	0.001
Tourism Resources and Service Value--->Local Identity	0.140	0.138	0.064	2.150	0.032
Local Dependence--->Revisit Intention	0.238	0.242	0.057	4.208	***
Local Identity--->Revisit Intention	0.219	0.236	0.057	4.154	***
Social Value--->Revisit Intention	0.346	0.439	0.070	6.272	***
Tourism Resources and Service Value--->Revisit Intention	0.103	0.110	0.054	2.046	0.041
Cultural Value--->Revisit Intention	0.104	0.100	0.046	2.175	0.030
Cost Value--->Revisit Intention	0.127	0.144	0.066	2.188	0.029

According to the analysis results of the path coefficients among the variables shown in the table, the relationship between the potential variables in this paper can be determined.

Through comparing the path coefficients of "Social Value", "Tourism Resources and Service Value", "Cultural Value" and "Cost Value" with respect to "Revisit Intention", the following conclusions can be drawn: "Social Value" has significant positive effect on "Revisit Intention" ( $\beta=0.346$ ,  $P < 0.001$ ), "Tourism Resources and Service Value" have significant positive effect on "Revisit Intention" ( $\beta=0.103$ ,  $P = 0.041 < 0.001$ ), "Cultural Value" has significant positive effect on "Revisit Intention" ( $\beta=0.104$ ,  $P = 0.030 < 0.05$ ) and "Cost Value" have significant positive effect on "Revisit Intention" ( $\beta=0.127$ ,  $P = 0.029 < 0.05$ ), assuming that H1 are all supported.

By comparing the path coefficients of "Social Value", "Tourism Resources and Service Value", "Cultural Value" and "Cost Value" for Local Dependence, the following conclusions can be drawn: "Social Value" has a significant positive influence on "Local Dependence" ( $\beta=0.145$ ,  $P < 0.001$ ), "Tourism Resources and Service Value" had a significant positive impact on "Local Dependence" ( $\beta=0.145$ ,  $P = 0.027 < 0.001$ ), "Cultural Value" had a significant positive influence on "Local Dependence" ( $\beta=0.158$ ,  $P = 0.009 < 0.05$ ) and "Cost Value" had a significant positive effect on "Local Dependence" ( $\beta=0.127$ ,  $P = 0.029 < 0.05$ ) and "Cost Value" had a significant positive effect on "Local Dependence" ( $\beta=0.309$ ,  $P < 0.001$ ), and both hypothesis H2a and hypothesis H2b are supported.

By comparing the path coefficients of "Social Value", "Tourism Resources and Service Value", "Cultural Value" and "Cost Value" to Local Identity, the following conclusions can be drawn: "Social Value" has a significant positive influence on "Local Identity" ( $\beta=0.346$ ,  $P < 0.001$ ), "Tourism Resources and Service Value" has a significant positive impact on "Local Identity" ( $\beta=0.145$ ,  $P = 0.027 < 0.001$ ), "Cultural Value" has a significant positive influence on "Local Identity" ( $\beta=0.158$ ,  $P = 0.009 < 0.05$ ), "Cost Value" has a significant positive impact on "Local Identity" ( $\beta=0.309$ ,  $P < 0.001$ ), and both hypothesis H2e and hypothesis H2h are supported.

After comparing path coefficients of "Local Dependence" and "Local Identity" with respect to "Revisit Intention", the following conclusions can be drawn: "Local Dependence" has a significant positive influence on Revisit Intention ( $\beta=0.238$ ,  $P < 0.001$ ), and "Local Identity" has a significant positive influence on "Revisit Intention" ( $\beta=0.219$ ,  $P < 0.001$ ), all hypothesis H3 are supported.

### Mediating effect test

In this study, the Bootstrap method of Amos23 software was used to test the mediation effect. The sample size was set to 5000 (usually more than 1000 is required), the confidence level of the interval was set to 95% (usually 90%, 95% and 99%), and the upper and lower limits of the biased corrected confidence interval were observed. When the offset corrected confidence interval of the indirect effect does not include 0, it indicates the existence of mediation effect.

**Table 14** Mediating effect test

Mediating model	Effect	BootSE	BootLLCI	BootULCI
<b>Total Effects</b>				
Cultural Value-->Local Identity/Local Dependence-->Revisit Intention	0.176	0.052	0.073	0.278
Cost Value-->Local Identity/Local Dependence-->Revisit Intention	0.250	0.059	0.136	0.364
Social Value-->Local Identity/Local Dependence-->Revisit Intention	0.428	0.056	0.311	0.531
Tourism Resources and Service Value-->Local Identity/Local Dependence-->Revisit Intention	0.174	0.056	0.066	0.283
<b>Direct Effects</b>				
Cultural Value-->Local Identity/Local Dependence-->Revisit Intention	0.104	0.051	0.003	0.202
Cost Value-->Local Identity/Local Dependence-->Revisit Intention	0.127	0.061	0.003	0.242
Social Value-->Local Identity/Local Dependence-->Revisit Intention	0.346	0.054	0.234	0.449
Tourism Resources and Service Value-->Local Identity/Local Dependence-->Revisit Intention	0.103	0.053	-0.001	0.208
<b>Indirect Effects</b>				
Cultural Value-->Local Identity/Local Dependence-->Revisit Intention	0.072	0.024	0.030	0.127
Cost Value-->Local Identity/Local Dependence-->Revisit Intention	0.123	0.034	0.065	0.199
Social Value-->Local Identity/Local Dependence-->Revisit Intention	0.082	0.026	0.037	0.143
Tourism Resources and Service Value-->Local Identity/Local Dependence-->Revisit Intention	0.071	0.026	0.027	0.130

The results show that in the mediation model of "Cultural Value-->Local Identity/Local Dependence-->Revisit Intention", the indirect effect of the model is 0.072. The upper and lower ranges of bootstrap confidence interval are [0.030, 0.127] and the confidence interval does not contain 0, indicating that Local Identity/Local Dependence has a significant mediating effect on Revisit Intention with respect to Cultural Value; In the mediation model of "Cost Value-->Local Identity/Local Dependence-->Revisit Intention", the indirect effect of the model is 0.123, and the upper and lower limit of bootstrap confidence interval are [0.065, 0.199]. The confidence interval does not contain 0, indicating that Local Identity/Local Dependence has a significant mediating effect on Revisit Intention at Cost Value; In the mediation model of "Social Value-->Local Identity/Local Dependence-->Revisit Intention", the indirect effect of the model is 0.082, and the upper and lower limit of bootstrap confidence interval is [0.037, 0.143], the confidence interval does not contain

0, indicating that Local Identity/Local Dependence has a significant mediating effect on Revisit Intention of Tourism Resources and Service Value; In the mediation model of "Tourism Resources and Service Value-->Local Identity/Local Dependence-->Revisit Intention", the indirect effect of the model is 0.071. The upper and lower ranges of bootstrap confidence interval are [0.027, 0.130] and the confidence interval does not contain 0, indicating that Local Identity/Local Dependence has a significant mediating effect on Revisit Intention with respect to Cultural Value. The above results show that all hypotheses H4 are supported.



## CHAPTER V

### CONCLUSION IMPLICATION AND RECOMMENDATIONS

#### Conclusion

Tourist' perceived value had significant positive effect on place attachment; Social value, Tourism resources, Service Value, Cultural Value and Cost Value have significant positive effect on Revisit Intention. Therefore, meeting the needs of tourists, enhance the perceived value of tourists, help to cultivate their local attachment.

influence of local attachment on the Revisit Intention. Local dependence and local identity have a significant positive impact on the willingness to re-visit, in order to improve the willingness of tourists to re-visit, tourist destinations not only pay attention to the perceived value of tourists, but also fully consider the importance of local attachment.

Cultural value, tourism resources and service value, social value and cost value have a significant positive impact on the willingness to re-visit. This shows that in different tourism situations, the perceived value dimension of tourists is different, and the emphasis between the dimensions is also different. In the context of folk culture tourism, cultural value and service value are the most popular among tourists, and also have the most significant impact on the Revisit Intention.

The intermediary role of local attachment between the perceived value of tourists and the Revisit Intention. The two dimensions of local attachment are tourism resources and service value, cultural value, social value, cost value and weight The willingness to travel plays an intermediary role.

#### Recommendations

1. Improve the level of tourism facilities and services, improve the perceived value of tourists.

From the data of the survey, the perceived level of tourism resources and service value of the tourists' special theme park is high. Souvenirs, The Fanta Theme Park has skilled traditional crafts, you can try to fully integrate the elements of ASEAN countries, sales and promotion of ASEAN folk culture characteristics of tourism souvenirs.

In terms of transportation, The Fanta Theme Park can refer to the low season visitor flow, add urban areas, railway stations and other arrivals to the park, to meet



the needs of tourists, expand parking lots to meet the parking needs of self-driving tourists;

In terms of catering, it is proposed to add ASEAN-themed restaurants, such as Thailand and Vietnam, to meet the needs of tourists. Because of the particularity of ASEAN folk culture tourism resources, the general tourists know very little about ASEAN folk culture, so it is possible to enhance professional training and professionalism through the need to strengthen the professional knowledge of tourism service staff, and in ASEAN theme venues to provide relevant knowledge booklets or combined with modern technology to give visitors intuitive VR experience. Amusement projects, from time to time according to the season, festivals and other amusement items to update, enhance the theme park visitor experience, performance programs must be combined with high-tech means to enhance the novelty of the performance program, to avoid tourists amusement experience fatigue.

For parent-child families, especially younger children, children's cars and wheelchairs can be prepared at the park's customer service center, as well as special seating areas, baby rooms and children's play areas. Visitors can not only rest and take care of their children, but also enjoy free wireless broadband Internet access, access to information, park attractions and attractions guide.

According to the survey, visitor satisfaction with the personalized service provided by The Fanta Theme Park is low. The Fanta Theme Park needs to provide personalized services according to the specific visitors, such as the age of the visitors, the purpose of admission, the level of consumption, etc. The park's recreational activities should also be classified to satisfy both professional visitors and the general public for fun, so that every visitor can enjoy them.

2. Pay attention to the value of ASEAN folk culture and improve the quality of tourist.

With the younger and more knowledgeable tourists, the demand for the quality of tourism products has also been relatively improved. Fanta Theme Park should pay attention to the folk value of ASEAN national characteristics within the park, develop cultural and creative products to meet the needs of tourists. For example, The Fanta Theme Park combines the Songkran Festival, Water Lantern Festival and other special theme activities organized by ASEAN national festivals, visitors can also experience ASEAN folk culture during the play process. Further build The ASEAN Cultural Brand Of the Fanta Theme Park, For Guangxi Province Tourism To Add New Highlight. From the research also found that the current the Fanta Theme Park lack of interactive cultural products, through the creation of interactive experience activities to mobilize all



aspects of the perceived organs of tourists, can enhance the understanding of ASEAN culture, enhance the other side of the special theme park of good feelings and satisfaction.

3. Enrich the Fanta theme park experience project, cultivate visitors local attachment.

This study found that local attachment plays an important role in the perceived value of tourists and the willingness to re-visit, and cultivates tourists' local attachment Love can significantly increase the willingness of tourists to re-visit. Tourists generate local attachment that requires a sustained visit to the destination and long-term involvement. According to the research, tourists generally stay in The Fanta Theme Park for a shorter period of time, only half a day to one day. For first-time visitors, it is difficult to gain an in-depth understanding of ASEAN folk culture and local attachment to each other's special theme parks. In addition, the tourist composition of The Fanta Theme Park is mostly Nanning City local tourists, you can consider the introduction of 2-day cards, weekly cards, monthly cards and annual cards, to attract tourists to repeat into the park, in addition, Fanta Theme Park should develop more new attractions and new projects, from time to time according to the season, festivals and other amusement items to update, to provide tourists with a variety of choices, extend the length of stay of tourists.

### **Recommendations for Further Study**

This study selects Nanning Fanta theme park as a case study, unique ASEAN folk culture has a certain influence and status, so the study concluded that the tourists' willingness to re-visit the impact model is applicable to other folk culture tourism destinations or other theme parks with folk culture characteristics, which need to be further verified. In the future, other theme parks with folk culture characteristics can be considered for comparative study.

This study found that font theme park visitors to re-visit the intention of the upper-middle level, but the standard difference is larger, tourists There are some differences. Visitors can further divide into pure theme park experiences and expect the types of ASEAN folk experiences, By classifying visitors, they compared their perceived value with their level of local attachment to understand the reasons for the difference in their willingness to re-visit.

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## Questionnaire

Dear Sir/Madam:

I am graduate student in tourism management at Maejo University in Thailand. I am currently conducting a study on the impact of the willingness of tourists to revisit and I sincerely hope you will participate in this research to help shed some light on the growing field. This questionnaire will take you less than 15 minutes to complete.

This survey is for academic research only, and the information you provide is strictly confidential. Thank you for your assistance! Please ✓ in the options or corresponding columns that match your real idea.

**Part I:** A survey of perceived value, local attachment, and revisit intention (1 for total disagreement, 2 for comparative disapproval, 3 for general, 4 for comparative consent and 5 for full consent.)

Measure dimensions	Question item	Degree of consent				
		1	2	3	4	5
Tourism resources and service value	I can feel the unique scenery of ASEAN (architecture)					
	I can enjoy ASEAN specialties					
	I can buy ASEAN souvenirs					
	transportation					
	There are a wide variety of cultural projects					
	The performance project is novel and wonderful					
	Service facilities are fully equipped					
	The staff is enthusiastic and can answer your questions quickly					
	Service personnel are better able to provide personalized service					
Cultural value	Strong cultural atmosphere in ASEAN countries					



	It combines ASEAN folk culture with modern science and technology					
	I can experience the folk culture of ASEAN countries					
	To enhance my understanding of the folk culture of ASEAN countries					
Social value	I can make more new friends					
	have a friendly relationship with the local residents					
	It is possible to build friendly ties between the peoples of China and ASEAN countries					
Cost value	The money spent on the trip is worth it.					
	The time spent on this trip is worth it.					
	The physical strength and energy consumed by the trip was worth it.					
local attachment	The folk culture experience of ASEAN countries is the most satisfying to me					
	give me the feeling that other places can't give.					
	This is the best place to experience the folk culture of ASEAN countries quickly.					
Local identity	I very much agree with the folk culture of the ASEAN countries in this place.					
	this place has a special meaning to me.					
	I miss this place very much					

Revisit intention	I'm interested in revisiting this place next time					
	I may come back to this place in the future					
	This place is my next experience of ASEAN folk culture priority					
	I will introduce my friends and relatives to this place					

### Part II: Basics of visitors

#### 1. Gender:

A Male

B Female

#### 2. Age:

A Below 18

B 18-24

C 25-34

D 35-44

E 45-64

F over 64

#### 3. Education Level:

A Primary school and below

B junior high school

C High school or secondary school

D College or undergraduate

E Graduate students and above

#### 4. occupation Type:

A teacher/Educator

B government officer

C Owner/Self-Employed

D Student

E Individual industrial and commercial households

F freelancer

G farming /Laborer/fishing

H soldier

I retiree

J other

#### 5. Income:

A Less than 3000

B 3000-5000

C 5001-8000

D over 8000

#### 6. Come from:

A Nanning

B Other cities in Guangxi Province

C Other provinces and cities outside Guangxi Province

D Kong, Macao and Taiwan

E other

#### 7. How many times you've come to this place:

A 1 time

B 2 times

C 3 times

D over 3 times

8. How well you know the cultures of ASEAN countries :

A I don't know very well

B I don't know

C ordinary

D I know

E I know very well

..... Thank you again for your cooperation! I wish you good health and a pleasant journey! .....



## CURRICULUM VITAE

**NAME** Mrs. Fang Yang

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