

RESEARCH ON TOURIST SATISFACTION IN TOURIST
DESTINATION UNDER THE BACKGROUND OF
INTERNET-TAKING BEIHAI SLIVER BEACH
RESORT AS AN EXAMPLE



MASTER OF ARTS IN TOURISM MANAGEMENT
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A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)
ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY
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THIS THESIS HAS BEEN APPROVED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)

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บทคัดย่อ

ในบริบทของการพัฒนาทางวัตถุ และเศรษฐกิจอย่างรวดเร็ว ปัจจัยใดจะส่งผลกระทบต่อความตั้งใจของนักท่องเที่ยวมาเที่ยวอีก และวิธีการดึงดูดนักท่องเที่ยวเป็นสิ่งที่น่าทำการวิจัย ดังนั้นจึงทำการวิจัยเกี่ยวกับความพึงพอใจของนักท่องเที่ยวในภูมิหลังของอินเทอร์เน็ต

เริ่มต้นด้วยการอธิบายถึงความหมาย และจุดประสงค์ของการวิจัยนี้ แล้วอธิบายถึงเป้าหมาย และผลที่คาดหวังของงานวิจัยนี้ ประการที่สอง มีการวิจัยมากมายเกี่ยวกับความพึงพอใจของนักท่องเที่ยว โดยการแสวงหางานวิจัย และสรุปโครงการวิจัยที่เกี่ยวข้อง และสมมุติฐานการทดลอง ในการวิจัยดังกล่าวมีการรวบรวมแบบสอบถามที่เฉพาะเจาะจง และสุ่มแจกให้นักท่องเที่ยว แล้วสรุปข้อมูลสำหรับเก็บรวบรวม การวิจัยนี้ทำการวิเคราะห์ซอฟต์แวร์ เช่น ซอฟต์แวร์ SPSS และข้อมูลเกี่ยวกับข้อมูลที่รวบรวมมา โดยใช้สมมุติฐานโครงสร้างการทดสอบปัจจัยผลกระทบที่เกิดขึ้นในบริเวณชายฝั่งทะเลเหนือ สุดท้ายนี้ เสนอคำแนะนำที่เกี่ยวข้องกับผลการวิจัยจากการทดลอง

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ABSTRACT

In the context of rapid material and economic development, how to attract tourists and what factors will affect tourists' willingness to visit again? Therefore, this paper takes Beihai silver beach as an example to study tourist satisfaction of tourist destinations in the context of the Internet.

Firstly, this paper describes the significance and purpose of this study, and then sets out the goal and expected effect of this study. Secondly, a large number of literature studies on tourist satisfaction have been conducted. Through literature review and summary, the relevant research framework and experimental hypothesis are formulated. On the basis of the above research, a specific questionnaire was developed, which was randomly distributed to tourists. The questionnaire data collected were summarized. SPSS and other software were used to analyze the explanatory factors and reliability of the collected data. The structural equation model hypothesis and structural equation hypothesis test were used to verify the influencing factors of Beihai Silver Beach. Finally, through the results of the experimental investigation, relevant guidance suggestions are given.

Keywords : Beihai Silver Beach, Tourist Satisfaction, Background of Internet

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The year 2020 is an extraordinary year in which novel corona virus is spreading across the country. At this time, I am still enjoying the enjoyment of knowledge and foreign culture in this beautiful campus of MJU.

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CHAPTER I

INTRODUCTION

Background of the Research

In recent years, tourist satisfaction has become the starting point and goal of tourism in the new era, and it is also the "baton" for guiding local governments and all walks of life to do a good job in tourism. In 2013, China's "Tourism Law" promulgated and implemented was based on the protection of national tourism rights and determined the core values of "tourist-oriented, sincere service". The implementation plan of the "Quality Work Assessment Measures" issued by the General Office of the State Council directly addressed the quality of tourism services. As a standard for evaluating local governments, the quality of tourism services is reflected in the level of tourist satisfaction. Tourism-related managers commissioned relevant professional institutions to carry out national tourist satisfaction surveys for six consecutive years, and they have received great attention from tourism destination governments and tourism stakeholders on tourist satisfaction. Through a nationwide survey of tourist satisfaction, the expected results have been achieved, the quality of tourism services has been greatly improved, and tourist satisfaction has increased rapidly. In 2015, the National Tourism Administration launched the "Toilet Revolution" centered on the "515 Strategy". Under its impetus, the satisfaction of tourists across the country continued to rise. The increase in tourist satisfaction is reflected in the increase in tourists' recognition of the products and services provided during the travel process, so that tourists can get a good travel experience. In 2019, the national tourist satisfaction rate was 76.01, reaching the "basic satisfaction" level, which was an increase of 1.92 over 2018 and higher than the national average level of consumer satisfaction.

With the gradual intensification of tourism market competition and diversified tourist consumption views, tourist satisfaction has been highly valued by many domestic and foreign scholars and tourism destination stakeholders. In the face of the diverse needs of tourists, striving for tourist satisfaction and improving customer satisfaction are the prerequisites for obtaining tourists, an important foundation for cultivating tourism core competitiveness, and a key factor in determining tourism activities.

Research Question

In the current epidemic situation, scenic spots alone cannot attract more tourists. For example, the number of tourists in many scenic spots in China is gradually decreasing. Therefore, how scenic spots can attract tourists to visit again is very important. In the past few years, Beihai Silver Beach has seen an increase in visitors, even during the pandemic. Therefore, this paper takes Beihai Silver Beach as an example to study tourist satisfaction. Finally, through the results of the investigation, relevant suggestions are put forward. The research content mainly includes the following three parts.

Through the Background of the study research, problem objectives of study, expected results, scope of the study to provide an overall framework for the full text.

Review of relevant literature: the theory and concept of tourist satisfaction, relevant research, theoretical framework, conceptual framework and research hypothesis are summarized to provide a theoretical basis for the research design and data analysis of this paper

Sample study: This paper mainly carries out a profound study on the research site, develops a set of reasonable sampling questionnaire, and then analyzes and summarizes the collected data, and preliminary finds out what factors affect the tourist satisfaction degree.

Objectives of Study

With the rapid development of science and technology and economy in China, people are increasingly choosing to travel to relieve pressure, expand their sight and have family dinner. However, unlike in previous decades, people prefer to travel to destinations with good prices, good services and complete hardware and software facilities.

1. This paper will investigate and study the tourist satisfaction under the background of the Internet, taking Beihai Silver Beach as an example.

2. According to the results of satisfaction evaluation, it is helpful for tourism planning and relevant managers to develop and manage tourism destinations scientifically and systematically: what kind of tourism products will be favored by tourists? What is the future development direction of tourism products? How to utilize existing resources to maximize tourist satisfaction? These questions can be answered from the conclusions of the study. On the basis of the reasonable development and

planning of tourist destinations, tourism managers can improve the satisfaction of tourists more effectively, and it also has important guiding significance for sightseeing tourism destinations.

Expected Results

By taking Beihai Silver Beach as an example, the tourist satisfaction survey can achieve two expected effects, namely, theoretical significance and practical significance. The specific explanations are as follows.

Theoretical significance

This study reviewed and sorted out a large number of tourist satisfaction literature, combined with the actual situation of the tourist destination, based on the ACSI model. ACSI is a macro index to measure the quality of economic output. It is a comprehensive evaluation index of customer satisfaction level based on the process of product and service consumption. It is the most complete theoretical model of customer satisfaction in a country with the best application effect. the structural equation model, and based on the four variables of tourist perceived quality, tourist perceived value and tourist satisfaction, and behavior intention Combined with the structural equation model, a model of "visitor perceived quality—visitor perceived value—visitor satisfaction—visitor behavior intention" is constructed, which is the ACSI model constructed in this paper. Through in-depth interviews, a measurement scale that affects the perceived quality of tourists was compiled to achieve a systematic evaluation and comparison of tourist satisfaction at tourist destinations, and measurement scales for other variables were determined. Based on the measurement scale of various variables, through empirical analysis, we find out the key factors that affect the satisfaction of tourists, confirm the degree of mutual influence among the four variables of tourists' perceived quality, tourists' perceived value, tourists' satisfaction, and tourists' behavior intentions. The theory of customer satisfaction has also promoted the theoretical research on the relationship between variables.

Practical significance

Since the reform and opening up, the tourism industry has developed rapidly. In recent years, the three tourism markets of China's domestic tourism, outbound tourism and inbound tourism have been fully developed, and my country has become a world tourist country. On December 1, 2009, the "Opinions of the State Council on

Accelerating the Development of the Tourism Industry" was officially promulgated, clearly pointing out that the tourism industry should be cultivated as a strategic pillar industry of the national economy and a modern service industry that is more satisfactory to the people, marking that the tourism industry has been comprehensive Enter the national strategic system. As a national strategic pillar industry, tourism has unlimited development potential. On March 9, 2018, the "Guiding Opinions of the General Office of the State Council on Promoting the Development of Global Tourism" pointed out that after the advent of the mass tourism era; the tourism industry has encountered problems such as irregular market order, insufficient supply, and imperfect physical fitness. The development of global tourism, taking tourism as a competitive industry, promoting industrial integration, optimizing public services, and strengthening management are conducive to promoting the quality and standardization of the tourism industry, so as to better meet the needs of tourism consumption. Promote the integrated development of tourism and urbanization, commerce, and industrialization, and establish the "fourths" that rely on traditional villages, historical and cultural cities, famous towns and villages, scenic spots, tourist towns with characteristic landscapes, and exploration of scenic spots, cities, towns and villages. The global tourism development model of "One Name" is very important. The Ministry of Housing and Urban-Rural Development of the People's Republic of China pointed out that the development of national characteristic landscape tourism traditional villages and towns will help protect the natural environment, rural landscape, traditional culture, characteristic industries and other resources of the villages and towns, increase farmers' income, and promote the overall development of rural economy and society.

If a tourist destination wants to continue to operate well and a stable tourist flow is inseparable, the most fundamental force to attract tourists is tourist satisfaction. Only by determining the main factors affecting tourist satisfaction, we can continuously improve the quality of tourism products and services, promote the innovation of tourism products and services, and improve the competitiveness of tourism products, so as to achieve the goal of improving tourist satisfaction. More improvement of tourists' post-travel behavior, prompting tourists to recommend and come back more, this is a necessary factor for the sustainable development of a tourist destination. Therefore, through the tourist satisfaction survey and analysis of visiting tourists, we can fully understand the characteristics of tourists themselves, their behavioral characteristics, and their own resource advantages, know the factors and constraints that affect the satisfaction of tourists, and use mathematical statistical tools to analyze.

In order to formulate efficient marketing strategies, provide reference and reference for improving the brand awareness and competitiveness of tourist destinations.

Scope of the Study

As a famous national historical and cultural city and an outstanding tourist city in China, Beihai enjoys obvious advantages in the development of tourism industry and occupies an important position in the development pattern of Guangxi's tourism industry. At present, the development pattern of Beihai tourism industry has formed a dual core with Silver Beach and Weizhou Island as the dual core, and Beihai Old Street and Hepu series scenic spots as the two wings. The development of regional tourism is in full swing, and important achievements have been made in the establishment of famous tourist counties with Guangxi characteristics. Sports tourism, exhibition tourism, self-driving tourism and other tourism have been rising rapidly, and a diversified tourism product system has initially taken shape to meet the needs of the multi-layer market. Taking Yinitan, Hepu, Weizhou Island, Guangxi Travel & Development Group Beihai Project, cruise home port and other five ten-billion projects as the breakthrough point, the construction of major projects is accelerating. Established in 1992 with the approval of The State Council, Silver Beach resort is one of the first batch of 12 national tourist resorts and the only national tourist resort in Guangxi, which is a comprehensive tourist resort mainly developing tourism, vacation and related industries. Resort in silver beach park and the beach park (called silver beach scenic spot, 4 a), golden gulf mangrove take ecological tourist area (4 a) and other scenic spots, 1 national wetland park, about 50 with the size of the hotel, including the north sea 1 crown plaza hotel, a five-star hotel (jinchang kaiyuan names hotel), a four-star hotel 1 1 (Chen MAO beach hotel), according to the construction of four star standard resort hotel (and) and 4 three-star hotel (golden port hotel, the pearl of silver beach hotel, silver beach resort, silver beach sunshine holiday hotel) and 2 two-star hotel. In 2019, Silver Beach resort received 5.535,800 visitors, up 18.83 percent year on year. Among them, Silver Beach scenic area received 5.0648 million tourists, a year-on-year growth of 20.34%.

Located in the southern side the city proper, the Beihai Silver Beach Resort, stretching from Daguansha in the east to Qiaogang Town in the west, has land coverage of 12 sq.km. The Silver Beach Resort, listed by the Chinese Central Government as one of the 12 National Tourist Resorts in 1992, includes the Silver Beach Scenic Spot, Jinhaiwan Mangroves Preservation Zone and the Beihai National Wetland Park. There have been some 20 top Chinese leaders visiting the Resort.



Figures 1 Beihai Sea silver resort geographical location

The Beihai Silver Beach Resort has been famous for its features as “long & flat beaches, fine & white sands, warm & clean waters, soft waves, without sharks and fresh airs” and hence is nicknamed as “Number One Beach Under Heaven” with a sand slope at 0.05, under the sunshine, the white and fine sands are blinking like silver, and that is the reason why it is named “Silver Beach”. The waters inside the Silver Beach Resort are clean and clear, with a yearly average temperature of 23 degrees that enable the venue to go in for beach sports and water sports. There are plenty of vegetation and greening surrounding the Resort where the content of negative ions is 50-100 times higher than the other inland Chinese cities. The Silver Beach Resort, known as a “nature oxygen bar”, has been a most ideal seashore place for leisure, health care and holidaying. Figure.1 shows the structure of Beihai Silver Beach International Resort.



Figures 2 the structure of Beihai Silver Beach International Resort

Silver Beach will create a quality visitor experience, relying on the "Bay, river, sea" landscape resources, to create and "the world's first beach" a very iconic and fashionable image of the coastal city.



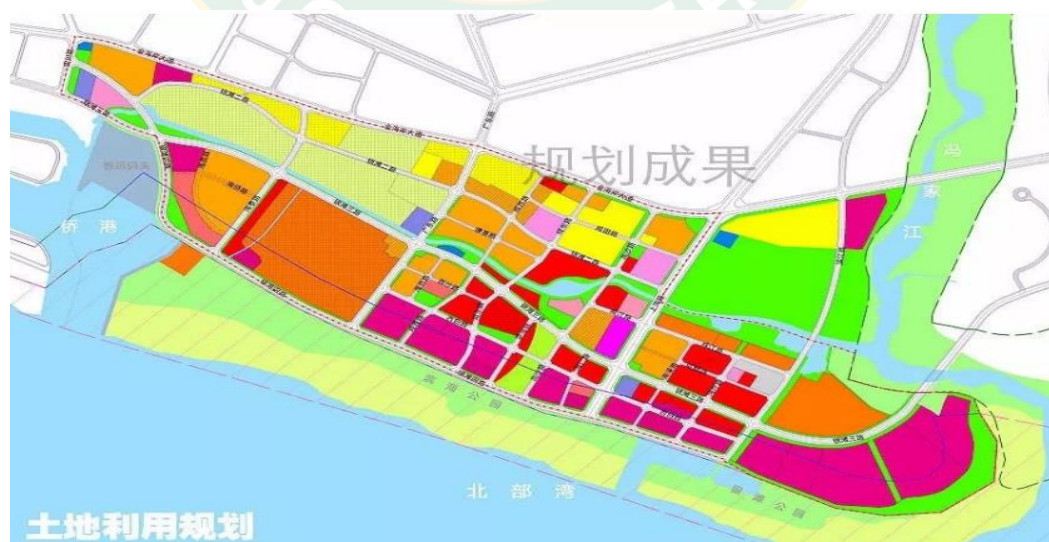
Figures 3 Beihai International Tourism Resort Beach

In addition to cultivating diversified tourism brands of Silver Beach, it will also introduce high-level theme tourism projects, innovate tourism formats, improve tourism attraction, tourists' stay time and consumption level, and reduce the impact of tourism seasonality.



Figures 4 Tourist attractions

According to the development rules of the coastal area, the first-line sea view land in The Silver Beach Central District is distributed as the coastal resort zone, the second-line land is distributed as the apartment hotel, commercial leisure, cultural entertainment, amusement projects and other tourism service functions, while the third-line land is mainly used for living and supporting life functions.



Figures 5 Future land planning of Beihai Silver Beach International Tourism Resort

Silver Beach National Coastal Tourism resort has a floor area of 3,110,000 square meters planned, of which residential floor area is about 283,000 square meters, commercial and residential floor area is about 927,000 square meters, and resort hotel and apartment building area is about 1,152,000 square meters.

The spatial structure of Silver Beach “one Belt, one Heart and five Districts” “One Belt” -- tourism experience and leisure belt; "One heart" -- Central Integrated Service Center; "Five Zones" -- five feature functional plates. They are respectively Qiaogang comprehensive service and culture plate, coastal vacation and leisure plate, Beihai Watertown tourism plate, central comprehensive service plate and northern life plate. The comprehensive service and culture section of Qiaogang focuses on the development of commercial and cultural tourism functions by relying on the Wharf and the customs Street of Qiaogang.



Figures 6 The future construction plan of
Beihai Silver Beach International Tourist Resort

The coastal resort and leisure sector is mainly composed of leisure hotels, and has tourism, leisure and business service functions, including first-line high-end resort hotels with seascape, theme hotels, serviced apartments and other types of hotels. The tourism section of Beihai Water City is located at the estuary of Fengjiajiang River, which is planned to be the "Beihai Water City" themed tourism experience area, which forms a new type of tourism industry and functions, such as Carnival theme park, Water street of Danjia customs, and ecological vacation community.



Figures 7 Hotel planning and Construction

The central integrated service sector is planned as an urban tourism experience complex with functions of commercial culture, entertainment and leisure, and tourism. The northern living area is an urban residential area in the northern part of the planning area. The building height is strictly controlled, and the building height of the Silver Beach National Coastal Tourism Resort will be strictly controlled to form a multi-level and rich Beihai city skyline.

The Silver Beach National Coastal Tourism Resort is divided into 4 development intensity levels: (1) High-intensity development zone: mainly reserved for residential land on the south side of Golden Coast Avenue and part of high-rise hotel land, and the plot ratio is controlled at 3.0-4.0. (2) Medium and high-intensity development zone: The newly planned residential land will be appropriately reduced on the basis of the current residential land construction intensity to provide a more comfortable living environment, and the plot ratio shall be controlled at 2.0-3.0. (3) Medium-strength development zone: second-tier hotel and apartment land, commercial and tourism mixed land, entertainment and sports land, etc. The plot ratio is controlled at 1.2-2.5. (4) Low-intensity development zone: control the plot ratio of the first-line sea view hotel land store below 1.5; and control the plot ratio of the current retained first-class residential land below 0.6.



Figures 8 Environment construction

The supporting facilities are abundant, and the supporting facilities of the Silver Beach National Coastal Tourism Resort are very rich, including hospitals, health stations, kindergarten, elementary school and junior high school. There are police stations and community neighborhood committees. There are 2 cultural activity stations, community service centers, nurseries, post offices, property management, meat market, community basketball court, badminton court, children's playground, sports venues, residents' fitness facilities, three bus stops, five public parking lots, and 22 public toilets. Among them, there is a 200-bed hospital, which mainly provides medical services for the Yintan Scenic Area and the planned area. There are one elementary school with 36 classes, one junior high school with 30 classes, and four independent kindergartens, which are about 9-12 classes. Electric vehicle charging piles will also be reserved at bus stations.

Beijing Danghong Qitian Company plans to invest 2 billion yuan to create a new high-tech performing arts project integrating technology, art, culture and entertainment in combination with marine characteristics.

Ocean Theme Park, combining the characteristics of technological innovation, leisure and vacation, entertainment experience, and cultural and tourism integration, the layout of indoor ocean water projects and indoor high-end cultural tourism projects.



Figures 9 Future investment and construction expectations

The Beibu Gulf International Marine Tourism Service Base started construction in November 2016. At present, the 3,400-square-meter Marine Cultural Exhibition Center has been completed and officially put into operation. At the same time, the first phase of the auxiliary facilities of the 07 group, 08 group 4#, 5#, 6# buildings have completed the overall completion acceptance. In the terminal building and its basement project, the terminal building is undergoing floor roof construction, and the basement roof has been poured. The project is included in the national preferred tourism project and GuangXi key project.

International Passenger Port Channel Expansion Project, after the project is completed, it will solve the problem of mixed use of passenger and fishing ports, effectively guarantee the safety of passenger ships entering and leaving the port, and improve the comfort and satisfaction of tourists.

Coastline Ecological Rehabilitation Project of Yintan Middle District, through the renovation and optimization of the Xiantian Port coastline, the beaches of Silver Beach Park and Beach Park will be connected, beach conservation will be strengthened,

beach scale will be expanded, and the water quality and ecological environment of beaches in the restoration area will be improved.

Limitation of the Study

The limitations of this study are as follows:

Issues concerning the implementation of research. Due to the outbreak of COVID-19 in 2020, the number of tourists in China has significantly decreased. Therefore, how to effectively distribute questionnaires and collect data is crucial after the questionnaire survey is developed. These data are the basis for the ACSI model in this paper. So it's very important to be strict about how to distribute these questionnaires.

Operation Definition of the Terms

Definition of Tourist Perceived Quality

The research on tourist perception quality began in the 1970s. Grönroo (1970) earlier defined the basic measurement model of tourist perception quality and customer satisfaction from the conceptual theoretical level.

The importance of tourist perception quality to tourist satisfaction has become increasingly prominent and has been demonstrated. The national tourist satisfaction research group defines the perceived quality of tourists as overall service quality, tourist catering, tourist accommodation, tourist transportation, tourist attractions, tourist entertainment, tourist shopping, travel agency services, and tourist public services.

Based on domestic and foreign research and comprehensively considering the meaning of variables, the variable corresponding to the "perceived quality" in the ACSI model is determined as "visitor perceived quality", which means the overall image, environment, atmosphere and overall tourism of the tourist destination. Among them, the overall tourism product refers to the tourism resources, transportation facilities and services of the tourist destination, other tourism and life facilities and services including food, housing, travel, shopping and entertainment, and other services. Environment refers to the material conditions of the tourist destination in addition to the overall tourism products, such as the local climate, air quality, and greening level. Atmosphere refers to the cultural and social conditions of the tourist destination in

addition to the overall tourism products, such as the hospitality of the local residents, the civilized behavior of the locals, and the local security.

Definition of Tourist Perceived Value

The perceived value of tourists is the perception of the tourist value of the destination. Initially, it is to understand the perceived value of tourists from a rational perspective, emphasizing the functionality of tourists' perception. With the deepening of research, more scholars perceive tourists from the perspective of value concepts.

Li Wenbing and Zhang Hongmei (2017) believe that "the perceived value of tourists is the overall evaluation of the extent to which the tourism products or services they receive during the travel process meet their tourism needs in a certain tourism context, based on the measurement of costs and benefits"

According to the above literature review and the purpose of this research, the perceived value of tourists is defined as: a comprehensive evaluation of the overall performance of the tourist destination after weighing the perceived benefits and the expenses paid by the tourists in the process of tourism activities in the tourist destination.

Definition of Tourist Satisfaction

Based on the literature review in Chapter II, combined with the purpose of this research, this article defines the variable "visitor satisfaction" as: "a comprehensive evaluation of the overall perceived performance of tourists in the destination and the degree to which they meet their own needs."

Definition of tourist behavior intention

Based on the literature review in Chapter II, combined with the purpose of this research, the variable of tourist behavior intention is divided into four dimensions: recommendation intention, price tolerance, repurchase intention and complaint intention.

Tourist Perceived Quality to Value

Customer perceived value is a subjective evaluation of the effectiveness of a product or service after the customer perceives the benefit of the product or service and subtracts the cost paid in obtaining the product or service. Reflect customers' specific cognition of the value of products or services, which is different from the objective value of products or services in the general sense. Customer perceived value

is considered to be the result of customer's subjective cognition of the value of acceptance.

Through the above definition and literature research on the concept of variables involved in the model in this paper, a tourist satisfaction model will be established in the following chapter.



CHAPTER II

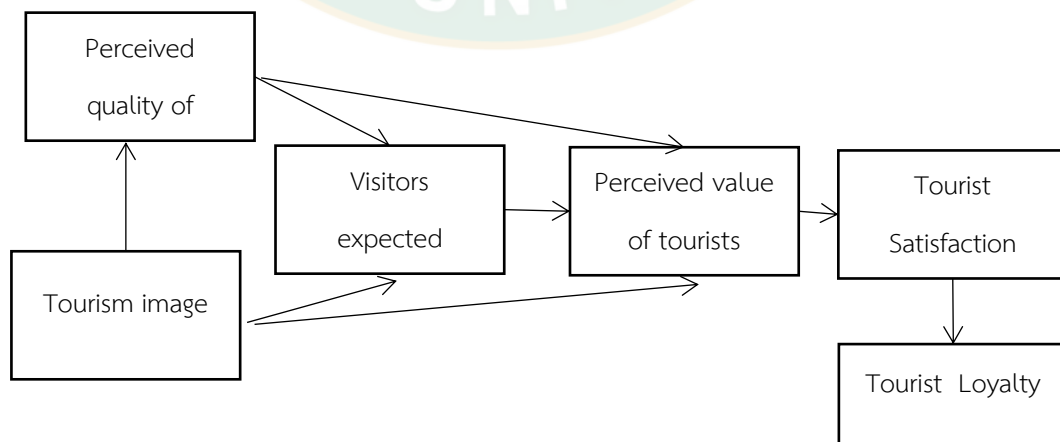
LITERATURE REVIEW

Theory

Accurate measurement of tourist satisfaction is the prerequisite for improving and improving tourism products and services, which is also the main focus of current tourism research issues. The evaluation and research of tourist satisfaction in tourist destinations has always been a hot topic in the field of tourism research. Due to the different types of tourist destinations and the different characteristics and needs of visiting tourists, the evaluation of tourist satisfaction at tourist destinations has the characteristics of "various, dynamic and difficult to characterize". Scholars at home and abroad usually use Service Quality Measurement Scale (SERVQUAL), Importance Performance Analysis (IPA), fuzzy comprehensive evaluation method, grey relational analysis, etc. to evaluate and analyze the satisfaction of tourists in different tourist destinations.

Theoretical Frameworks

In 2009, the National Tourist Satisfaction Working Group combined the characteristics of China's tourism industry, established the tourist satisfaction structural equation model based on ACSI model and customer satisfaction index. Figure 10 shows that the tourist satisfaction structural equation model is constructed based on ACSI model.



Figures 10 Based on ACSI model

It can be seen from the model that tourist satisfaction is affected by many factors, such as city tourism image, tourist perceived quality, tourist expectations, tourist perceived value, etc., and it directly affects tourist loyalty to have an impact on tourist destinations. In addition to the national level of tourist satisfaction evaluation research in tourist destinations, domestic and foreign scholars will also conduct evaluation and research on the tourist satisfaction of different types of tourist destinations on the basis of different theories and methods, mainly focusing on the level and Research on evaluation indicators. The research results are shown in the Table 1.

Table 1 The level and Research on evaluation indicators

Scholar	The main points
Li Ying (2008)	By constructing a destination tourist satisfaction evaluation index and conducting multiple regression analysis, it is believed that the higher the expectations of tourists, the lower the satisfaction; and the higher the actual perception of tourists, the higher the satisfaction of tourists. Therefore, managing visitor expectations is an effective way to improve tourist satisfaction.
Shichun Hua (2009)	The analysis of the difference in tourist perception based on the regression model found that tourist satisfaction is affected by many factors, and different types of tourist destinations have different influencing factors.
Heqiong Feng (2011)	Based on the tourist satisfaction structural equation model and time series model, the analysis of variance analysis, Theil index and Moran's index of tourist satisfaction is carried out, and the results of tourism image, tourist expectation, tourist perceived quality, tourist perceived value, tourist satisfaction and tourist loyalty are obtained. Internal mechanism and temporal and spatial characteristics.
Qu yuan (2012)	Tourist destinations should learn from the SERVQUAL model to construct a satisfaction evaluation system to analyze the tourist satisfaction of tourist products and services provided by different types of tourist destinations, and guide the tourist destinations to take measures to improve service quality and satisfaction based on the analysis results.

Table 1 (Continued)

Scholar	The main points
Zhao zhongjun (2015)	Based on grounded theory and network evaluation research and analysis, a theoretical model that influences the satisfaction of outbound tourists from five dimensions is constructed: "pre-departure preparation stage-tourist city experience-tourist attraction experience-supporting facilities and services-post-tour evaluation"
Zhang Ying (2015)	The AHP method is used to determine the index weights, combined with the IPA analysis method, to establish first-level indicators and evaluation indicators to analyze tourist satisfaction and importance, and based on the analysis results, propose targeted and feasible measures to optimize tourist satisfaction..

Related Research

Du Jiangang (2018) believes that the tourism process of tourists originated from the tourist products and services provided by them in the tourist destination. This is also the most basic perception of tourists, especially the food, housing, transportation, travel, shopping and entertainment during the travel process. Other health factors and incentive factors such as tourist attractions and tour guide service quality are the key factors that determine the perceived value and ultimate satisfaction of tourists.

On the basis of the ACSI model and the "Customer Satisfaction Survey Method", the Tourist Satisfaction Index Research Group combines relevant characteristics of the tourism industry to conduct corresponding measures on the national tourist satisfaction through on-site questionnaires, online comment surveys, travel complaints and quality inspection surveys. The evaluation determined the method and process of the national tourist satisfaction survey. Li Zhongguang (2018) based on the results of tourist satisfaction surveys, and concluded that tourism environment, tourism public services, tourism-related industries and tourism services are the main factors affecting tourist satisfaction.

He Qiongfeng (2017) believes that the experience of core attractions and supporting services are the two core factors that determine the satisfaction of tourists in scenic spots. The experience of core attractions includes nine aspects such as tourist scale, history and culture, architectural mainly geomantic characteristics, and humanistic characteristics. The service experience includes nine aspects including

transportation facilities, environmental quality, interpretation services, and travel agency services.

Zhang Chunhui and Bai Kai (2016) investigated the influencing factors of tourist satisfaction in theme scenic spots on the basis of a multi-attribute method, and determined that the key factors are: landscape environment, service quality, service facilities, tourism resources, catering, safety, Consumer prices, commodity experience, and access to information, entertainment projects, and accessibility of transportation, theme atmosphere and overall image.

Based on the above literature analysis, it can be seen that there are still some deficiencies in the research on tourist satisfaction:

Step 1: the concepts involved in the study of tourist satisfaction in tourist destinations have not been unified. It can refer to the overall evaluation of tourist attractions, travel agencies or restaurants in tourist destinations, or the products and services received by visitors to the tourist destination. The overall satisfaction of tourists is different, and the influencing factors of different tourist satisfaction are different, and the measurement models applied are also different. Mixing these two kinds of "visitor satisfaction" research is obviously not conducive to further research.

Step 2: The existing research does not conduct relevant tourist satisfaction studies for different types of tourist destinations. Basically, they use the same evaluation model to evaluate the satisfaction of their visitors, and different types of tourist destinations attract different types of tourists, different needs of different tourists, and the factors that determine tourist satisfaction and the degree of influence of each factor are also different. Therefore, it is necessary to establish corresponding tourist satisfaction evaluation models for tourist destinations with different core attractions;

Step 3: The most scholars' follow-up research on tourist satisfaction will end in tourist loyalty, and the follow-up behavior of tourists is not only tourist loyalty. Different tourist satisfaction causes different behavior intentions and corresponds to different dimensions. At present, scholars have not paid enough attention to tourists' behavior intentions, and there are still few studies. It is necessary to further clarify the relationship between tourist satisfaction and tourists' behavior intentions, and truly clarify how to effectively influence tourists' behavior by improving tourists' perceived value and tourist satisfaction Intention to increase the influence of tourist destinations.

Research Frameworks

Based on the concepts of tourist's perceived quality, tourist's perceived value, tourist satisfaction, and tourist behavior intentions, the research hypothesis of this paper is put forward at the variable level, and based on the analysis of the mechanism of the relationship between the variables.

H1: The perceived quality of tourists is positively correlated with the perceived value of tourists.

In the field of service marketing, Wang Yonggui (2018) and others used empirical research on the relationship between customer perceived quality, customer perceived loss, customer perceived value and customer satisfaction, and the results confirmed the influence of customer perceived quality on customer perceived value and customer satisfaction. It is positive, that is, the higher the customer's perceived quality, the higher the customer's perceived value and customer satisfaction.

In the field of tourism research, the "National Tourist Satisfaction Survey Group" established in 2009 is based on the American customer satisfaction index model, and based on the tourist satisfaction structural equation model to evaluate the national tourist satisfaction. The results of the research indicate The perceived quality of tourists has a positive impact on the perceived value of tourists.

H2: The perceived quality of tourists is positively correlated with tourist satisfaction.

In the field of service marketing, Groholdt and Christensen are on the gap between customer perceived quality and customer satisfaction. Empirical research on the relationship model proves that customer perception quality affects customer satisfaction. In the field of tourism research, Baker (2017) and Crompton and Lee (2016) have respectively confirmed through their own empirical studies that the perceived quality of tourists has a positive effect on tourist satisfaction.

H3: Tourists' perceived value is positively correlated with tourist satisfaction

In the field of service marketing, Lahm (2016) conducted an empirical study on the relationship between customer perceived value and customer satisfaction, and the results showed that customer perceived value has a significant and positive impact on customer satisfaction.

In the field of tourism research, Li et al. (2017) proposed that the perceived value of tourists includes three parts, namely functional value, overall value and emotional value, all of which affect tourist satisfaction to varying degrees.

H4: Tourists' perceived value is positively correlated with tourists' recommendation intention, price tolerance, and repurchase intention, and negatively correlated with complaint intention

Wang Xia (2018) and Hutchinson (2017) concluded through empirical research that the perceived value of tourists affects the loyalty of tourists through customer satisfaction.

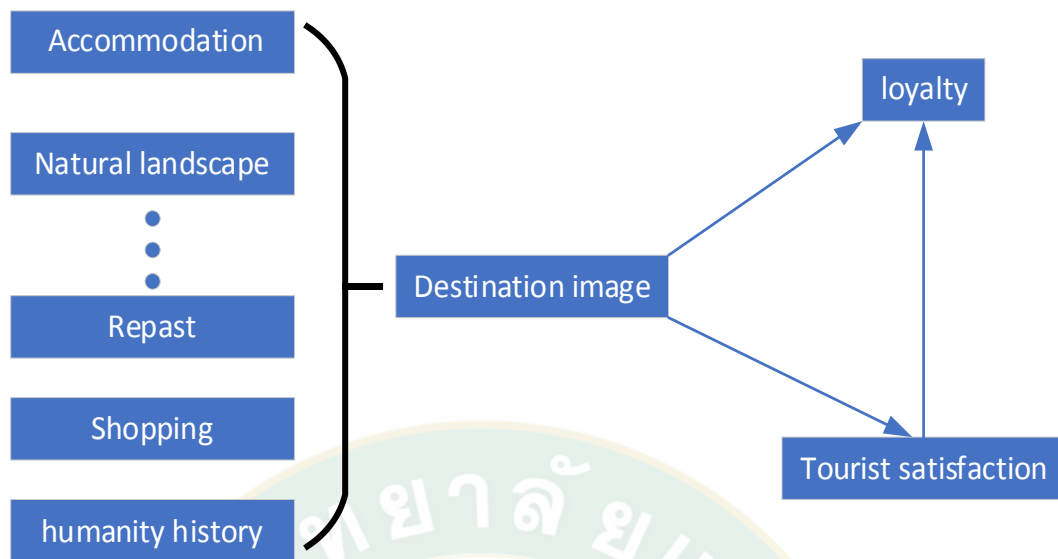
H5: Tourist satisfaction is positively correlated with tourists' recommendation intention, price tolerance, repurchase intention, and negatively correlated with complaint intention

In the field of service marketing, Patterson and Splun (1997) empirically studied the influence of customer satisfaction on customer behavior intention, and the results showed that customer satisfaction has a positive effect on customer repurchase intention, and it is the only direct influence factor.

In the field of tourism research, scholars at home and abroad generally believe that tourist satisfaction is the main factor influencing tourists' behavior intentions. Judging from the existing literature, the effect of tourist satisfaction on tourist behavior intention is reflected in attitudes. In 2007, Hui et al. [42] conducted an empirical study on tourists visiting Singapore's tourist destinations and found that tourist satisfaction has a great positive impact on tourists' recommendation and willingness to revisit.

H6: Tourist recommendation is negatively correlated with complaining intention and negatively correlated with repurchase intention; tourist price tolerance is positively correlated with recommendation intention and repurchases intention, and negatively correlated with complaining intention

Judging from the existing literature, the research conclusions show that there is an interaction between customer behavior intentions. Splun et al. (1995) studied the relationship between customer satisfaction and customer behavioral intentions and pointed out that word-of-mouth and repurchase intentions are positively correlated. The higher the customer's word-of-mouth, and the more obvious is the repurchase intention. However, research by scholars such as Terbranch (2016) shows that complaining intention has a negative effect on repurchases intention. On this basis, according to the purpose of this research, the above hypothesis is proposed.



Figures 11 Research framework

The tourism industry contains six elements of food, housing, transportation, travel, shopping, and entertainment, which have comprehensive characteristics. Therefore, there are many factors that affect the satisfaction of tourists. Therefore, when measuring the perceived quality of tourists, indicators of these elements are also included. Whether the evaluation system is reasonable or not determines whether the constructed model is scientific, and it is also the key to accurate evaluation of satisfaction. Therefore, when constructing a tourist satisfaction model, the following principles must be adhered to, so that the evaluation indicators of the constructed model can reflect the key factors affecting tourist satisfaction and the overall satisfaction level to the greatest extent.

The simplicity of factors

There are many factors that affect tourist satisfaction. From sightseeing, environment, dining, shopping and other tourism activities, as well as demographic factors such as age, gender, education level, and travel time, all will have an impact on tourist satisfaction. When constructing the model, it is necessary to select the main factors and discard the secondary factors, use simplified factors and causal paths to construct the model, and pay more attention to those factors that have certain stability and can be measured and observed, so as to explore the tourist's interest in tourism, and the degree of satisfaction of the destination and the resulting behavioral results.

The operability of data

Different types of tourists have different psychological needs for different types of tourist destinations, leading to differences in satisfaction, and their influencing factors are also different. When constructing the model, look for common factors that affect different types of tourists to make it universal and maneuverable. In the selection and measurement of indicators, try to choose indicators that can quantitatively measure satisfaction, so as to facilitate the analysis and comparison of tourist satisfaction in different types of tourist destinations.

Research Hypotheses

In the research process, the author obtains the literature and materials related to this research through the database resources and paper book resources of the library, and focuses on the core tourism journals at home and abroad, such as "Tourism Journal" and "Tourism Science". Perceived quality, tourist perceived value, tourist satisfaction and tourist behavior intention are further summarized and integrated, and in-depth research is made on the basis of the summary of relevant literature results and conclusions, which has consolidated the theoretical foundation for the empirical research of this article.

In-depth interviews are a widely used qualitative research method, usually unstructured interviews, that is, no standard procedures or questionnaires for interviews are drawn up, and free conversations with interviewees on the issues involved. There is no unified standard for the evaluation based on the quality of tourists' perception. This study is planned to be based on the literature research, in the design and revision stage of the scale, through experts in tourism planning and planning, tourism-related service personnel, and professional instructors in tourism management. Experts conducted interviews, conducted qualitative research on the current status of the county's tourism industry, development constraints, tourist demand, and tourist satisfaction, compiled a measurement scale of "visitor perception quality", determined the authenticity of the results, and designed and countermeasures Research provides ideas.

Related researches on tourist satisfaction are all based on the theory of customer satisfaction. In the existing research on tourist satisfaction, scholars have selected corresponding customer satisfaction theories for discussion according to different situations. Many scholars have defined the concept of tourist satisfaction in

tourist destinations based on different theoretical foundations. The definition of tourist satisfaction by domestic and foreign scholars is shown in Table 2.

To sum up, in essence, tourist satisfaction emphasizes the extent to which the tourism products and services received by tourists during the travel process meet their pre-travel expectations. It is the comparison between pre-travel expectations and actual travel experience. Fundamentally speaking, tourist satisfaction is the subjective evaluation of tourists after receiving tourist services.

Table 2 The definition of tourist satisfaction by domestic and foreign scholars

Scholar	The main points
Baker (2000)	Tourist satisfaction is a psychological state formed by the interaction between tourists and tourist destinations after they receive tourism products and services in tourist destinations. Specifically, the satisfaction of tourists comes from the extent to which the tourist attractions, infrastructure, environment and services provided by the tourist destination meet their needs
Li zhihu (2003)	Tourist satisfaction is a kind of psychological activity. It is the pleasure of tourists after their entertainment needs are met. The satisfaction level is the degree of difference between perceived value and demand. The difference between tourist satisfactions comes from the difference between tourists' expectations and actual perceptions relationship.
Wan xucui (2004)	Tourist satisfaction is a comprehensive psychological evaluation of tourists on whether the tourist attractions, infrastructure, tourism environment and social services meet their needs.
Fuquan sheng (2005)	Tourist satisfaction refers to whether the quality of the facilities, services, environment and landscape of the tourist destination meets their expectations. When the expectations are met or exceeded, the tourists are satisfied, and those below the expectations are unsatisfactory. Tourist satisfaction is the degree of satisfaction of the tourists to measure.

CHAPTER III

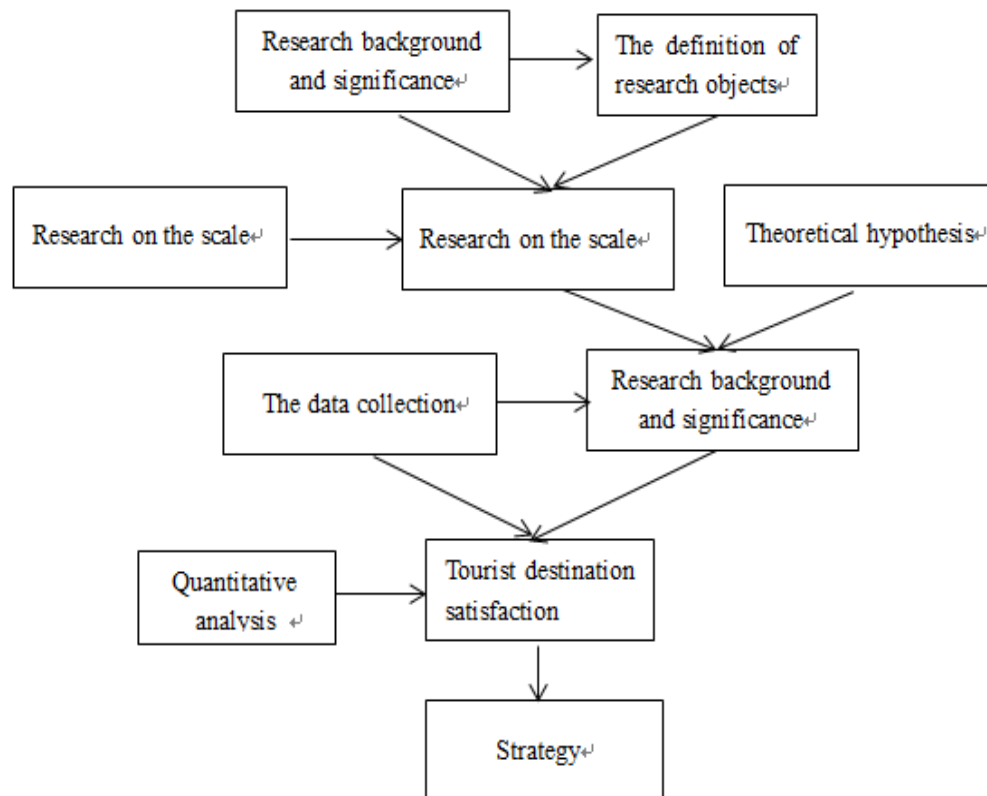
RESEARCH METHODOLOGY

Locale of the study

In order to study tourist satisfaction, this paper will take Beihai silver beach as an example to investigate tourist satisfaction. Beihai silver Beach is a tourist attraction of Beihai city. It is located in Yinhai District, Beihai, Guangxi. It is composed of the west, East and sea beaches from Qiaogang Town fishing port in the west to Daguansha in the east, stretching about 24 kilometers from east to west. The area of Beihai Silver Beach is larger than that of Dalian, Yantai, Qingdao, Xiamen and Beidaihe beaches combined, and the average slope is only 0.05. The sand beach is composed of high-grade quartz sand. Under the sunshine, the white and exquisite sand beach will give out silver light, so it is called silver Beach. Beihai Silver Beach is known as "The first beach in China" for its characteristics of "long flat beach, fine sand, clean water, soft waves, and so on.

Guangxi boasts Guilin landscape in the north and Beihai Silver Beach in the south. The sea water in Beihai Silver Beach resort is pure, the land shore vegetation is rich, the environment is elegant and quiet, the air is particularly fresh, can accommodate the world's largest beach sports and entertainment projects and Marine sports and entertainment projects, is the south China's most ideal beach and Marine sports venues. On July 2, 2012, Beihai Silver Beach ranked third in the first "China's Top ten Most Beautiful Beaches" online poll.

To sum up, Beihai Silver Beach is a scenic and tourist resort. Therefore, it will be a good place to study tourist satisfaction in this paper. The following figure is the technical diagram of this paper based on the Silver Beach in Beihai.



Figures 12 Research on the structure

Population and Sampling Procedures

In Beihai, this paper investigated the satisfaction of tourists as the research site. Therefore, a total of 1000 questionnaires in this paper, including 500 questionnaires will be conducted in Beihai Silver Silver Beach by random questionnaire survey. Every 250 men and women will be selected 20-30, 30-40, 40-50 and 50-50 in 250 years. The study replicated another age group at the age of 60 and 50, fully taking into account the impact of different genders and different ages on travel satisfaction. The remaining 500 questionnaires will take the form of an online questionnaire, divided by southern and northern regions, and then by gender and age above.

First of all, the 1000 questionnaires will divide into 500 for each male and female, in order to eliminate the differences caused by different genders. At the same time, they will divide into 5 stages of age, because different ages pay different attention to different feelings when they will play. For example, young people in the 20-30 stage pay more attention to the delicious food, the beautiful environment and other things when traveling, while middle-aged people in the 40-50 stage pay more attention to

the quality and reasonable price, and the considerate service. Therefore, the arrangement and setting of the above questionnaire can fully reflect the feelings of different provinces and different age groups, so as to have more comfortable data and improve the experimental results of tourist satisfaction survey.

Variable of Measurement

This paper synthesizes the influence factor scales of tourism destination image from Chi & Qu (2017; Chen & Tsai, 2018; Grosspietsch M., 2020) and other scholars, and obtains 28 specific items to measure the seven latitudes of destination image (including dining, accommodation, shopping, transportation, recreational activities, natural landscape and human landscape). The scale will be based on a five-point Likert scale (disagree, disagree, agree, agree, and agree), as shown in Table 3-1. Due to the large number of references and cumbersome names, they are numbered in the appendix of references for easy reading.

By summarizing the previous literature, a single-item measure of visitor satisfaction will be used in this study, while a two-item measure of visitor loyalty, most often used in most studies, will be used, including both revisiting the local area and recommending the local area to friends and family.

Table 3 Destination Image Measurement Table

Variable number	Measurement items	Reference number
Q1	Restaurant Diversity Dining Prices	7, 47, 48, 50, 51
Q2	Catering Services	7, 47, 48, 59, 50, 51, 54
Q3	Hardware facilities for	46, 47, 48, 50, 51, 52, 53, 54
Q4	accommodation	46, 47, 48, 50, 51, 52, 53, 54
Q5	Reasonable accommodation	7, 54
Q6	rates	46, 47, 48, 50, 51, 52, 53, 54
Q7	Accommodation Services	7, 46
Q8	Mall Diversity	7, 46, 48
Q9	Reasonable shopping value for	7
Q10	money	46, 47, 48, 50, 51, 52, 53, 54
Q11	Shopping Fashionability	7
Q12	Shopping Service	7, 51,
Q13	Souvenirs of the tour	7, 47, 50, 53, 54
Q14	Convenient public transportation	7, 49, 52, 53
Q15	Clear traffic information	7, 53
	Road conditions	
	Convenient parking	
Q16	Rich nightlife	7, 47, 48, 49, 50, 54
Q17	Reasonable prices for	7
Q18	entertainment	7, 47, 48, 49, 50, 54
Q19	Recreational activities multi-	7, 46, 47, 48, 49, 50, 51, 53
Q20	selectivity	7, 51
Q21	Featured Buildings	7, 46
Q22	Visit the exhibition	7, 51, 52, 53, 54
Q23	Marine Activities	7
Q24	Tour price play money	7, 46, 47, 48, 49, 50, 51, 53, 54
Q25	reasonable	7, 48, 53
Q26	Natural Scenery	7, 49, 50, 51
Q27	Park landscape facilities	7, 48, 54
Q28	Air Quality Local folklore	7, 46

Research Instrument

This paper will investigate tourist satisfaction by means of questionnaire survey and case study.

Questionnaire survey method

The purpose of using questionnaires in this study is to collect relevant data by issuing questionnaires and to ensure the validity of the data more intuitively. Through in-depth interviews, the author compiled a measurement scale of "visitor perceived quality". Based on this scale, combined with the purpose of this research, the measurement scale of tourists' perceived value, tourist satisfaction, and tourist behavior intention was determined to form formal questionnaire for this study. The questionnaires adopts the Likert scale, with five responses of different degrees for each stated variable, which are recorded as 1, 2, 3, 4, and 5 according to the degree of satisfaction to determine the tourists' evaluation of different factors. Use SPSS19.0 to conduct descriptive analysis, scale reliability and validity testing, exploratory factor analysis, and correlation analysis on the survey data, and finally weighted and summarize the scores of each answer, so as to obtain the tourist destinations Satisfaction.

Case study method

This study selects counties as cases for empirical research, and substitutes the collected data in the research process. Through descriptive statistical analysis, factor analysis, and correlation analysis, the key factors affecting tourist satisfaction are obtained, and the interaction between various variables is determined degree.

SPSS

SPSS is the world's earliest statistical analysis software. It was successfully researched and developed by three graduate students Norman H. Nie, C. Hadlai (Tex) Hull and Dale H. Bent of Stanford University in 1968. At the same time, SPSS was established and in 1975, a legal entity was established and SPSS headquarters was established in Chicago.

SPSS is the world's earliest statistical software that uses a graphical menu-driven interface. Its most prominent feature is its extremely friendly operation interface and beautiful output results. It displays almost all functions in a unified and standardized interface. It uses Windows to display the functions of various data management and

analysis methods, and the dialog box displays various function options. As long as users master certain Windows operating skills and are proficient in statistical analysis principles, they can use the software to serve specific scientific research work. SPSS uses a method similar to EXCEL form to input and manage data. The data interface is more general and can easily read data from other databases. The statistical process includes commonly used and more mature statistical processes, which can fully meet the work needs of non-statistical professionals. The output result is very beautiful, and it is stored in a special SPO format, which can be transferred to HTML format and text format. For users who are familiar with the old version of the programming operation mode, SPSS also specially designed a grammar generation window, the user only needs to select each option in the menu, and then press the "Paste" button to automatically generate a standard SPSS program. Great convenience for middle and advanced users.

SPSS for Windows is a combined software package that integrates data entry, sorting, and analysis functions. Users can select modules according to actual needs and computer functions to reduce the requirements for system hard disk capacity, which is conducive to the popularization and application of the software. The basic functions of SPSS include data management, statistical analysis, chart analysis, output management and so on. The SPSS statistical analysis process includes several categories such as descriptive statistics, mean comparison, general linear model, correlation analysis, regression analysis, log-linear model, cluster analysis, data reduction, survival analysis, time series analysis, multiple response, etc., each category There are several statistical processes in the regression analysis, such as linear regression analysis, curve estimation, logistic regression, Probit regression, weighted estimation, two-stage least squares, nonlinear regression and other statistical processes, and each process It also allows users to choose different methods and parameters. SPSS also has a special drawing system that can draw various graphics based on data.

The analysis results of SPSS for Windows are clear, intuitive, easy to learn and use, and can directly read EXCEL and DBF data files. It has now been extended to computers with various operating systems. It is known as the most influential in the world along with SAS and BMDP. There is an unwritten rule in the international academic community, that is, in international academic exchanges, all calculations and statistical analyses done with SPSS software do not need to explain the algorithm, which shows that its influence and credibility are high.

Because of its simple operation, SPSS for Windows has played a huge role in various fields of social science and natural science in our country. The software can

also be used in various fields such as economics, mathematics, statistics, logistics management, biology, psychology, geography, medical and health, sports, agriculture, forestry, and commerce.

Amos

AMOS 21.0 is a software that uses structural equations to explore the relationship between variables. Easily perform structural equation modeling (SME).

Quickly create models to examine the interaction between variables and their reasons

Whether you evaluate procedures or develop behavior and attitude models, you may encounter situations where traditional analysis techniques are powerless. So, what if you can use some complex modeling techniques without lengthy programming or learning process?

Amos software and structural equation modeling (SEM) help you succeed. Structural equation modeling (SEM) is a multivariate analysis technique that includes standard methods and is extended on the basis of standard methods. These methods include regression techniques, factor analysis, analysis of variance and correlation analysis. Amos21.0 makes SEM easy. It has an intuitive drag-and-drop drawing tool that allows you to quickly customize the model with a demonstration-level road map without programming.

Using Amos 21.0 allows you to obtain more accurate and rich comprehensive analysis results than using factor analysis or regression analysis alone. Amos 21.0 provides a graphical environment at every step in the process of constructing an equation model. In the color palette tool and model evaluation, you can specify or change the model by clicking the drawing tool with the mouse. Use rapid model building to test how your variables affect each other and why this effect occurs.

Accurate even if there are missing values

The biggest feature of Amos's handling of missing values is the Full Information Maximum Likelihood. Even if the data is incomplete, Amos will not miss any situation, and will automatically calculate the correct standard error and appropriate statistics to reduce the deviation of your estimated value.

Simple but powerful

AMOS has a series of basic analysis methods such as analysis of variance, covariance, and hypothesis testing.

The application of Bayesian and self-sampling methods of AMOS. This is the most characteristic method of AMOS. This is also considered a relatively cutting-edge application. It overcomes the limitation of large sample conditions to a certain extent. When the sample is less than 200 or even when the value is lower than 100, the results of Bayesian method are still relatively stable, especially the results of MCMC. This method can also provide the standard error of the indirect effects of path analysis, which is particularly useful in the use of mediation effects. You can also observe the estimated parameters prior probability distribution and posterior probability distribution, and set artificially. In addition, bootstrap also provides similar simulation standard errors, and also provides bootstrap parameter estimation methods such as ADF, ML, GLS, SLS, ULS. In addition, autocorrelation graphs are also provided for time series data to be used for scout sequence correlation.

AMOS provides statistical indicators for equation testing. Needless to say, they are also very rich. It should be emphasized that some indicators such as SRMR need to be set by themselves to provide them. In addition, more important indicators such as RMSEA testing need to be set in figure caption. `pclose` can be seen, please refer to the manual for details.

Specification search. I don't know if the translation is correct. This function is very useful in exploring the relationship between variables. There are too many relationships and no assumptions. Use this function to see what the relationship is between the data itself. Generally, if the relationship is complex and the amount of data is large, using the stepwise method can save a lot of time.

AMOS can implement a curve growth model. This model is mainly used to track data and study the law of change over time. AMOS has developed very well in this area, including high-order curve growth and its derivative models. But the same cannot be achieved on the curve growth model based on the multilayer linear model.

Other models such as hybrid modeling and non-recursive models are all implemented in AMOS. At the same time, the high version of AMOS provides the transparency and scalability of the program, and provides interfaces with VB, SAS and other software, which brings great convenience to its programming and expands the scope of application. After the 20th version, AMOS has a program. It has also been strengthened, such as program writing, program generation, etc., and its application prospects are clear.

Pretesting of the Instrument

Most of the literature has focused on satisfaction in a broad sense. It is only in recent years that researchers have begun to focus more on satisfaction analysis at the attribute level, and Oliver (1993) suggests from these related studies that attribute satisfaction and composite satisfaction are two distinct, but related, concepts. Attribute satisfaction has an important and direct positive correlation with composite satisfaction, and in the case of attribute satisfaction, it extracts large number of variables that characterize composite satisfaction. In tourism research, tourists' unilateral satisfaction with a destination often leads to their overall satisfaction with the place. Seaton & Benett (1996) distinguish between tourism and other service industries in addition to intangibility, indivisibility, and heterogeneity, among other characteristics.

Kozak & Rimmington (2000) have studied various aspects of the tourism product separately. Tourism is a comprehensive recreational activity that combines various aspects, such as accommodation, food and travel, which can be studied separately. Tourist satisfaction with different aspects, such as accommodation, natural environment, social environment, etc., leads to an overall satisfaction. A stable relationship between customer satisfaction and subsequent purchase behavior can be obtained from the previous literature. In general, customer satisfaction leads to repeat purchases and positive verbal recommendations, which are the expressions of customer loyalty. Much of the literature has focused on the relationship between customer satisfaction and loyalty, and large number of studies have confirmed that there is a significant positive relationship between customer satisfaction and customer loyalty. If consumers are satisfied with a product or service, they are more likely to continue to buy it and to promote it more widely by word of mouth.

In the tourism industry, there are many empirical studies that show that tourist satisfaction is an important influence on the places they return to and the places they recommend to others. Satisfied tourists are more likely to return and to share their experiences with friends and relatives. Yoon & Uysal (2005) Customer satisfaction and customer loyalty do have a somewhat positive relationship, i.e., customers who are highly satisfied with a product or service is also highly loyal. Reichheld & Sasser (1990) point out that the loyalty of satisfied customer's increases, and increased loyalty means that customers are much more likely to repeat their purchases in the future. Hallowell (1996) concluded from a regression analysis of a sample of customers in the retail banking industry that there is a positive relationship between customer

satisfaction and customer loyalty. After combing through some representative literature, the relationship between tourism topography, tourist satisfaction and loyalty (including repeat purchases and referrals) is organized as follows.

The table below shows the relationship between the three factors. From the table below, it is a clear that the empirical studies on the relationship between the three variables are different from each other.

After reviewing and summarizing the literature, this paper will take the possible relationship between destination image and tourist satisfaction and loyalty, which will be confirmed in the previous literature, as the basis for the study. By combining the previous literature and the basis of this study, the following framework diagram will be summarized to briefly express the research idea.

Table 4 Validation of the relationship between destination image and tourist satisfaction and loyalty by various scholars

Variable Relationships	Validation Scholars
There is no significant effect of tourism place image on satisfaction	Bigne, Saernechez & Saernchez (2018) Castro, Armario & Ruiz (2019) Lee, Lee & Lee (2016) Chi & Qu (2017) Sima Dan (2019)
Is there any significant effect of tourism place image on loyalty	Bigne, Saernechez & Saernchez (2018) Castro, Armario & Ruiz (2005) Chi & Qu (2019) Sima Dan (2007)
Satisfaction has no significant effect on loyalty	Bigne, Saernechez & Saernchez (2020) Castro, Armario & Ruiz (2016)
Does the component factor of tourism place image have a significant effect on satisfaction	Lee, Lee & Lee (2016) Chi & Qu (2018) Si MaDan (2017) Lee, Lee & Lee (2016) Chi & Qu (2018) Sima Dan (2017)

During the project research of the Tourism Bureau on promoting the upgrading of tourism industry in Guangxi Province, the author will have the honor to be a member of the project team and participated in many seminars of the project team. I will go to Mudanjiang, Suifenhe and Yichun for field research, listened to large number of reports from relevant government departments and enterprises, and will collect and record a large amount of valuable and reliable information. After discussions with the supervisor, researchers from the Policy and Regulation Division of the Tourism Bureau, and experts and scholars from the tourism industry of Beihai Silver Beach Resort on the tourism situation of Beihai Silver Beach Resort, this paper will use a combination of qualitative and quantitative selection methods to construct a questionnaire on the tourism image of Beihai Silver Beach Resort, so that the questionnaire broadly includes three parts: tourism image of Beihai Silver Beach Resort, tourist satisfaction and loyalty.

The questionnaire of this survey will mainly include three parts: tourism image, tourist satisfaction and loyalty of Beihai Silver beach, before designing the questionnaire, it is necessary to clarify the specific meaning of the main variables in the questionnaire.

Definition of destination image as mentioned in the literature review section in the previous chapter, destination image is a perception of a tourist destination. Most scholars tend to view destination image as the result of the actual perception of tourists in a tourism destination, while only a few scholars consider destination image as the impressions that potential tourists have of a tourism destination. This paper adopts Christina & Qu.'s (2008) concept that "destination image is a tourist's perception of what the destination actually is".

Definition of tourist satisfaction. From the literature review in Chapter II, scholars have defined tourist satisfaction from different perspectives and proposed different measurement models. This study adopts Christina & Qu.'s (2008) concept of total satisfaction for tourist satisfaction, i.e., tourist satisfaction is the overall level of pleasure or satisfaction that comes from the ability of the travel experience to meet the requirements, expectations and needs of the tourist for the trip.

According to the literature review, consumer loyalty is a complex concept. Referring to the above definition of consumer loyalty, this paper believes that consumer loyalty can be defined as a preference for a company's products or services and repeated purchase over a long period of time. In this study, tourist loyalty was expressed through the number of return visits and recommendations to friends and family.

Questionnaire design

The questionnaire in this survey mainly includes three parts of Beihai Silver Beach Resort's tourism image, tourist satisfaction and loyalty. It also assists some tourists with personal information. Before proceeding with the specific design of the questionnaire, we must first clarify the specific connotations of the main variables in the questionnaire.

The definition of tourist destination image

As mentioned in the literature review section of the previous chapter, tourist destination image is a kind of people's perception of tourist destination. Most scholars tend to regard the image of a tourist destination as the result of tourists' actual perception of the tourist destination. Only a few scholars believe that the image of a tourist destination is the impression of a tourist destination held by potential tourists. This article adopts "the image of a tourist destination is a tourist's perception of the actual situation of a tourist destination".

Definition of Tourist Satisfaction

According to the literature review in Chapter II, scholars have defined tourist satisfaction from different angles and proposed different measurement models. This study adopts the concept of overall satisfaction with Christina & Qu. (2008) for tourist satisfaction, that is: tourist satisfaction is the overall pleasure or satisfaction of tourists, which comes from the travel experience that meets the requirements, expectations and expectations of tourists for this trip. Demand capacity.

The definition of tourist loyalty

From the literature review in the previous chapter, it can be found that consumer loyalty is a more complicated concept. After referring to the definition of consumer loyalty by many scholars above, this article believes that consumer loyalty can be defined as follows: Loyalty is the preference and repetitive purchase of a company's products or services over a long period of time. In this study, tourist loyalty is embodied in two levels: re-touring and recommending to relatives and friends.

Table 5 Basic information of interviewees

Statistical Features	Classification	Frequency	Rate of recurrence
Age Group	Under 20 age	8	2.7
	20 age-29 age	96	32.7
	30 age-39 age	95	32.3
	40 age-49 age	71	24.1
	50 age-59 age	15	5.1
	Up 60 age	9	3.1
Gender	Man	143	51.4
	Woman	151	48.6
Education	College degree or below	106	36.1
	Bachelor degree	148	50.3
	Master degree or above	40	13.6
Income	Below 1000RMB	24	8.2
	1000RMB-3000RMB	125	42.5
	3000RMB-5000RMB	69	23.5
	5000RMB-10000RMB	66	22.4
	Up 10000RMB	10	3.4

Variable measurement

This paper synthesizes the scale of factors affecting the image of tourism destinations by scholars such as Chi& Qu, Chen&Tsai, Grosspietsch, M., and obtains 28 specific items to measure the seven latitudes of the destination image (including catering, accommodation, shopping, transportation, etc.), Recreational activities, natural landscape and cultural landscape), measured on a five-point Likert scale (completely disagree, relatively disagree, general, relatively agree, and completely agree).

Data Gathering

In order to test the applicability of the scale, a measurement study will conduct with 20 economics and management students, who will be interviewed. The visitor per-survey revealed that the structure of the questionnaire will be designed. The structure of the questionnaire will find to be reasonable. Therefore, the structure of

the formal questionnaire did not change much. However, the language of the questions will not easily understand and accept by the visitors because some of the questions will based on foreign literature, and there will many adjectives in the questions, which were rather leading. The most frequently reported problems are the poor expressions of "uniqueness of architecture", "beautiful natural landscape" and "fresh air" in the identity measurement. Therefore, I will revise the language expressions of the above questions, and changed them to "distinctive architecture", "natural scenery", "park landscape", and "air quality" respectively. The layout and wording of the pre-survey questionnaire items were modified by combining the customary thinking of Chinese people, and finally a formal questionnaire with high quality and clear meaning was formed, which will provide the results of the empirical analysis of this study.

The questionnaires will distribute in three ways: two of the top 100 travel agencies in the Beihai Silver Beach resort area, Tianma International Travel Agency and Railway International Travel Agency, were commissioned to distribute 200 copies of the questionnaires each to their tour group members; at the same time, the author and her sister will distribute 200 copies of the questionnaires to tourists at important sites such as Sophia Church and Sun Island Park. At the same time, the author and my sister will randomly distribute 100 copies of questionnaires to the tourists at the important attractions such as Sofia Church and Sun Island Park; in addition, 30 copies of questionnaires will distribute by e-mail to the friends who will visit Guangxi before, and the respondents completed them and sent them back to the author's e-mail address.

Analysis of Data

The object of this large-scale survey will visit domestic tourists in Guangxi, and the questionnaires were distributed in three ways from February to April: two national top 100 travel agencies in Beihai Silver Beach Resort: Tianma International Travel Agency and Railway International Travel Agency were commissioned to distribute 200 questionnaires each to their tour group members; at the same time, the author and her sister distributed 100 questionnaires randomly to tourists in Sophia Church, Sun Island Park and other important attractions. At the same time, the author and my sister will randomly distribute 100 questionnaires to the visitors at the important attractions such as Sofia Church and Sun Island Park; in addition, 30 questionnaires will distribute by e-mail to the friends who had visited Guangxi before, and the respondents completed them and sent them back to the author's e-mail address.

After the data of the recovered samples will verify by discriminating certain key information (such as whether there are any contradictions in personal information, whether the questions are answered completely, whether the answers to the questions are contradictory and whether all the questions are checked as a single option, etc.), the following statistical results were obtained, as shown in Table 3-5: 158 questionnaires were collected by Tianma International Travel Agency, with 120 valid questionnaires; 170 questionnaires were collected by Railway International travel agency collected 170 questionnaires, 105 valid questionnaires; 100 questionnaires will randomly distribute in the attractions of Ha'an city (the author personally distributed the questionnaires to the surveyed tourists, and the survey respondents filled out the questionnaires on the spot, and the author will collect the questionnaires on the spot after they are complete),

From the above demographic data of the respondents, it can get that the sample of this study is relatively balanced in terms of gender distribution, marital status distribution, and average monthly income distribution. In terms of gender, the sample was moderately large, with 51.4% and 48.6% of the sample being male and female respectively. In terms of age group, the sample consisted of more consumers aged 20-29 and 30-39, accounting for 32.7% and 32.3% of the sample respectively, or 65.1% in total. The largest number of consumers with college-level education, 50.3% of the sample, is related to the fact that young, highly educated respondents are more willing to be surveyed. In terms of occupation, most respondents were company employees, accounting for 41.5%, followed by government workers, accounting for 17.7%, with the top two accounting for 59.2% of the total number of respondents. Therefore, from the occupational distribution of the samples, it can be seen the tourists visiting Guangxi are mainly business guests and civil servants. In terms of the average monthly income, most the tested samples are 1001~3000yuan, accounting for 42.5%; the second is 3001~5000yuan, accounting for 23.5%; the third is 5001~10000, accounting for 22.4%; the number of the top three samples accounts for 88.4% of the total number of all tested samples. Therefore, from the distribution of the average monthly income of the sample, the distribution of the average monthly income of the sample shows that the surveyed tourists are mostly in the middle- and upper-income groups. All the samples have a wide range of distribution; Thus, the results of the study can avoid the influence of some chance factors due to the homogeneous composition of the sample, and also make the results of the study more generalizable. On the whole, the sample, in general, the sample is widely distributed, the sample structure is reasonable, and the overall representativeness of the respondents is high.

Research Ideas

Most literature research focuses on satisfaction in a broad sense. It is only in recent years that researchers have begun to pay more attention to satisfaction analysis at the attribute level. From the perspective of these related studies, attribute satisfaction and comprehensive satisfaction are two completely different concepts, but they are related. Attribute satisfaction has an important and direct positive correlation to comprehensive satisfaction, and in attribute satisfaction, it extracts many variable characteristics of comprehensive satisfaction. In tourism research, tourists' unilateral satisfaction with the destination often leads to their overall satisfaction with the place. It is very important to distinguish between the overall satisfaction and the small influential aspects of satisfaction, because certain characteristics of tourism have a very significant effect on tourist satisfaction. Seaton & Bennett distinguishes tourism from other service industries in addition to the characteristics of intangibility, indivisibility, and heterogeneity, as well as many other characteristics.

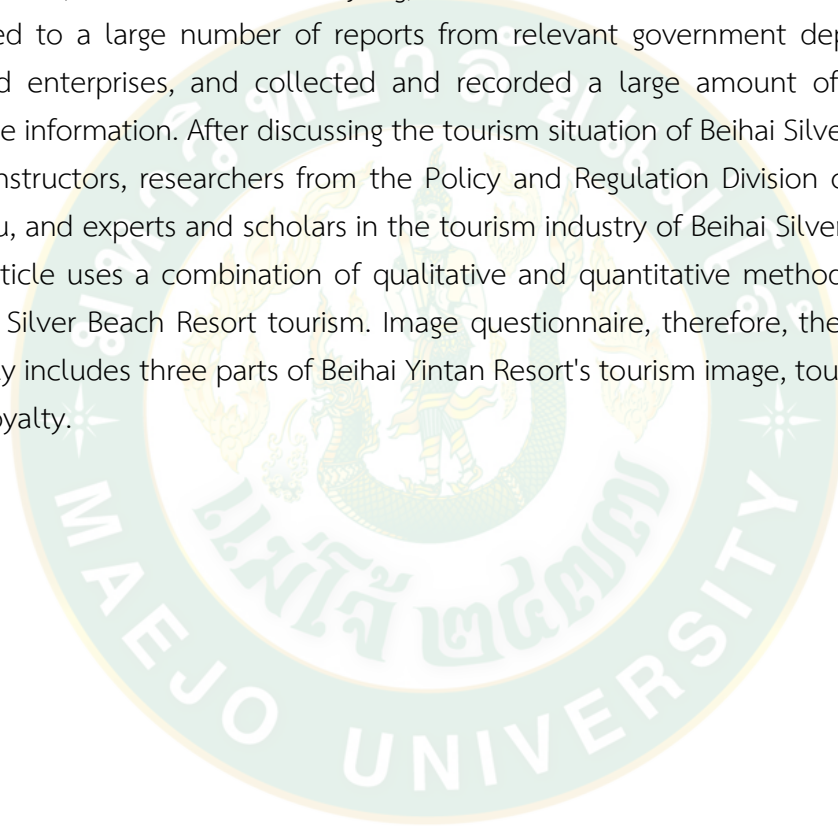
In the tourism industry, there are many empirical studies that show that the satisfaction of tourists is an important factor in their revisiting and recommending attractions to others. Satisfied tourists will be more willing to revisit their old places and share their travel experiences and friends with relatives more. Word-of-mouth recommendation is very important in the travel market, and it is the most important source of information for potential customers. Yoon & Uysal customer satisfaction and customer loyalty do have a certain degree of positive relationship, that is, customers who are highly satisfied with products or services will have high loyalty. Reichheld & Sasser pointed out that the loyalty of satisfied customers to the company will increase, and the increase in loyalty means that the chance of customers repeating purchases in the future will greatly increase.

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Research Method

During the investigation process of the Tourism Bureau on promoting the upgrading of the tourism industry in Guangxi Province, the author was fortunate to be a member of the project team and participated in many seminars of the project team. In addition, he went to Mudanjiang, Suifenhe and Yichun for field investigations, listened to a large number of reports from relevant government departments and related enterprises, and collected and recorded a large amount of precious and reliable information. After discussing the tourism situation of Beihai Silver Beach Resort with instructors, researchers from the Policy and Regulation Division of the Tourism Bureau, and experts and scholars in the tourism industry of Beihai Silver Beach Resort, this article uses a combination of qualitative and quantitative methods to construct Beihai Silver Beach Resort tourism. Image questionnaire, therefore, the questionnaire roughly includes three parts of Beihai Yintan Resort's tourism image, tourist satisfaction and loyalty.



CHAPTER IV

RESULT

Exploratory Factor Analysis

Factor Analysis is a general term for analysis methods used for data extraction and generalization. The purpose of factor analysis is to consider that there may be a certain correlation between multiple influencing factors. The main information can be extracted by factor analysis, and then the extracted common factors can be used to replace the original variables for analysis, which can avoid the collinearity problem of the original variables. The purpose of the factor analysis of this research is to conduct exploratory factor analysis to obtain the constituent factors of the tourism image of Beihai Silver Beach Resort, and then use the extracted common factors to replace the various measurement items of Guangxi tourism image to analyze and study its satisfaction with tourists. The influence between loyalty and loyalty can avoid the collinearity problem that may exist in the original variables, and at the same time provide a basis for the construction and hypothesis of the research model. When performing factor analysis, the ratio of the sample size to the number of variables should be more than 5:1, and the ideal sample size should be 10-25 times the number of variables; the total sample size should not be less than 100, and in principle, the larger the better.

The number of valid questionnaires in this study is 294, the number of factor variables is 28, and the sample size is ideal. Before extracting factors, use KMO sample measurement (Kaiser-Meyer-Olykin Measure of Sampling Adequacy) and Bartlett Test of Sphericity (Bartlett Test of Sphericity) to verify whether it is suitable for factor analysis. The KMO statistic is used to explore the partial correlation between variables, and is used to test whether the factor analysis is appropriate. The value range is between 0-1. The closer the KMO is to 1, the better the effect of factor analysis. It is generally believed that when KMO is above 0.9, it is very suitable; 0.8 to 0.9 is very suitable; 0.7 to 0.8 is suitable; 0.6 to 0.7 is not suitable; 0.5 to 0.6 is very reluctant; and 0.5 is not suitable for factor analysis. Bartlett's sphere test is a statistic used to test the following hypothesis: the variables are independent of each other, that is, the overall correlation coefficient matrix is the identity matrix, and each variable is completely correlated ($r=1$) and has no correlation with other variables ($r=0$), if the statistic value is relatively large, and the corresponding associated probability value is less than the significance level in the mind of the user, it is considered that the correlation coefficient matrix is

unlikely to be a unit matrix and is suitable for factor analysis; on the contrary, if the statistic is Relatively small, and its corresponding associated probability value is greater than the significance level in the user's mind, it can be considered that the correlation coefficient may be a unit matrix, which is not suitable for factor analysis.

Factor analysis of tourist destination image

KMO sample measurement and Bartlett's sphere test

The 28 measurement items in the second part of the questionnaire are used to measure the tourism image of Guangxi. For these 28 measurement items, KMO sample measurement and Bartlett's sphere test were carried out. The results are shown in Table 6.

Table 6 KMO measurement and Bartlett's test of Beihai Yintan Resort's tourism image measurement project

	KMO sample measurement	0.767
Bartlett's spheroid test	Approximate Chi-Square Distribution	4086.994
	Degree of freedom	378
	Significance	0.000

It can be seen from Table 6 that the sample KMO value is 0.767, which is greater than 0.7, indicating that the correlation between the variables is relatively high and suitable for factor analysis. In addition, the probability of significance of the X² statistical value of the Bartlett sphere test is 0.000, which is less than 0.01, and the spherical hypothesis is rejected, which also shows that the variables are correlated and suitable for factor analysis.

Extract common factors

The result of factor analysis shows that there are 7 measurement items (such as shopping fashion, rich nightlife, reasonable entertainment prices, unique history, visits to exhibitions, characteristic buildings, park landscape facilities, etc.) because the load is less than 0.4 or cross load (that is, at the same time) Two or more factors have loads higher than 0.4 at the same time) and are deleted. After removing 7 items according to the extraction criteria, Table 7 is obtained.

Table 7 Factor loading table

Factor phase	Measurement	Factor loading	Characteristic root	
F1	Travel price	Food prices	0.582	3.496
		Accommodation price	0.642	
		Shopping cost performance	0.724	
		Souvenirs	0.393	
		Play price	0.665	
		natural scenery	0.621	
F2	Traffic environment	Convenient public transportation	0.572	2.951
		Clear traffic information	0.730	
		Road condition	0.807	
		Easy parking	0.588	
		Local customs	0.678	
F3	Outdoor activities	Diversity of entertainment activities	0.886	2.157
		Marine activities	0.875	
		Service quality perception	0.520	
F4	Service quality perception	Service	0.780	2.027
		Shopping service	0.708	
F5	Tourism infrastructure	Accommodation hardware facilities	0.741	1.806
		Variety of malls	0.508	
		City air quality	0.658	
F6	City impression	Safe environment	0.657	1.579

Naming of tourist destination image factors

By referring to the load size of each factor in the table and the content of the items contained in each factor as the naming basis, the six factors F1-F6 are named respectively. The names and specific meanings of the six factors are as follows:

F1: Cost-effective travel

It refers to the comprehensive cost-effective consideration of tourists to Guangxi for their travel experience. Including the reasonableness of food and beverage prices, the reasonableness of accommodation prices, the reasonableness of shopping cost-effectiveness, the reasonableness of play prices, unique tourist souvenirs and natural scenery.

F2: Traffic environment

Mainly refers to the convenience and clarity of the transportation system in the Beihai Silver Beach Resort, including the convenience of public transportation, clear transportation information, convenient parking, road conditions, and local customs.

F3: Outdoor activities

Mainly refers to the outdoor activities of Guangxi tourism, including two measurement items such as the diversity of entertainment activities and marine activities.

F4: Service quality perception

It mainly refers to the service quality experienced in all aspects of tourism, including three measurement items: catering service, accommodation service and shopping service.

F5: Tourism Infrastructure

Mainly refers to the basic reception facilities of Guangxi tourism. Including three measurement items including restaurant diversity, accommodation hardware facilities, and shopping mall diversity

F6: City impression

It mainly refers to the overall urban environment experienced by tourists who come to Guangxi, including two measurement items of air quality and safety environment.

The 6 factors account for 66.743% of the overall variance variation, as shown in the table above. Among them, the "cost-effective tourism" factor has the highest degree of explanation, which can explain 16.646% of the tourist image of Beihai Silver Beach Resort, followed by the "traffic environment" factor, which can explain 14.053% of the tourist image of Beihai Silver Beach Resort, and again is "The "outdoor activities" factor can explain 10.269% of the tourism image of Beihai Silver Beach Resort. The "perceived service quality" factor can explain 9.654% of the tourist image of Beihai Silver Beach Resort. The following factors have similar explanatory capabilities, namely: "tourism infrastructure" factor can explain 8.602% of the tourist image of Beihai Silver Beach Resort, and "city impression" factor can explain 7.520% of the tourist image of Beihai Silver Beach Resort. In terms of

content, the tourism image of Guangxi that can be explained by the six factors is just close to 70%.

Reliability Analysis

Reliability refers to the degree of consistency of the results obtained when the same thing is repeatedly measured. It reflects the stability or reliability of the measurement scale. Reliability analysis is mainly to test whether the scale has stability and consistency in measuring related variables. The statistic of the magnitude of the response reliability is called the reliability coefficient, and its value is between 0 and 1. The most commonly used test method is the Cronbach α coefficient. If the coefficient is above 0.5, it can be considered that the scale has high internal consistency; if the value is below 0.3, the scale is not credible, and a large number of changes to the questionnaire should be considered. In this study, the CITC (Corrected Item Total Correction) indicator was used to purify the measurement items, and the Cronbach α coefficient was used as an indicator to evaluate the reliability of the scale. Cronbach (1951) believes that the CITC index is a good indicator for judging whether a certain item can be attributed to a specific structural variable and whether it has a good internal consistency. There are two criteria used to screen items in the reliability test. If both criteria are met, this item should be deleted: (1) The total correlation coefficient of the revised item (the correlation coefficient between the score of each item and the score of the remaining items, CITC is less than 0.3; (2) Deleting this item can increase the value of α , which can improve the overall reliability.

Table 8 Cronbach α coefficient of each part of the questionnaire

Factor phase	Number of measurement items	Cronbach α
F1: Travel price	6	0.796
F2: Traffic environment	5	0.806
F3: Outdoor activities	2	0.921
F4: Service quality perception	3	0.689
F5: Tourism infrastructure	3	0.567
F6: City impression	2	0.567
Tourist loyalty	2	0.797

Tables 8, 9, 10, and 11 are the detailed process of reliability analysis for each factor. There are only two measurement items for outdoor activities, city impression, and tourist loyalty. Therefore, the CITC value of a single item within the factor cannot be obtained, and only the overall α coefficient of the factor can be obtained.

Cost-effective travel

It can be seen from Table 9 that the five measurement items in the tourism cost-effective factor do not meet the deletion criteria should be retained.

Table 9 Correlation coefficient CITC and reliability analysis of tourism cost-effective factors

Factor phase	Measurement items	CITC	coefficient
Travel price	Q2 Food and beverage prices are reasonable	0.567	0.760
	Q5 Accommodation prices are reasonable	0.528	0.769
	Q8 shopping price is reasonable	0.687	0.729
	Souvenirs from Q11 Tour	0.389	0.800
	Q23 The game price is reasonable to play money	0.521	0.771
	Q24 natural scenery	0.606	0.75.

Traffic environment: it can be seen from Table 10 that the five measurement items in the traffic environment factor do not meet the deletion criteria and should be retained.

Service quality perception

It can be seen from Table that none of the three measurement items in the service quality perception factor meet the deletion criteria.

Table 10 Correlation coefficient CITC and reliability analysis of traffic environment factors

Factor phase	Measurement items	CITC	coefficient
Traffic environment	Q12 Public transportation is convenient	0.515	0.791
	Q13 clear traffic information	0.619	0.761
	Q14 road conditions	0.738	0.719
	Q15 convenient parking	0.505	0.794
	Q29 local folk customs	0.605	0.766

Table 11 Correlation coefficient CITC and reliability analysis of service quality perception factors

Factor phase	Measurement items	CITC	coefficient
Service quality perception	Q3 Catering Service	0.388	0.734
	Q6 Accommodation Service	0.584	0.486
	Q10 shopping service	0.556	0.534

It can be seen from Table 12 that among the three measurement items in the tourism infrastructure factor, the diversity of Q7 shopping malls meets the two deletion criteria mentioned above and should be deleted.

Table 12 Correlation coefficient CITC and reliability analysis of tourism infrastructure factors

Factor phase	Measurement items	CITC	coefficient
Tourism infrastructure	Q1 restaurant diversity	0.490	0.266
	Q4 Accommodation hardware facilities	0.362	0.486
	Q7 shopping mall diversity	0.294	0.576

Hypothesis of Structural Equation Model

Based on the previous literature, this chapter puts forward the research model and hypothesis. At the same time, the three variables of tourism destination image, tourist satisfaction, and tourist loyalty are operative defined, questionnaires are issued, and the data obtained are sorted. The distribution of the sample is given. Then further factor analysis was performed on the obtained data, and six factors were extracted, which were named tourism cost-effectiveness, transportation environment, outdoor activities, service quality perception, tourism infrastructure, and city impression. After that, the reliability of each factor is analyzed to finally determine the validity and stability of the factor.

Based on the statistical analysis in the previous chapter, this paper extracted 6 more factors from the destination image, and now attempts to put forward the following research hypotheses:

H_{1a}: The cost performance of tourism has a positive and significant impact on tourists' satisfaction.

H_{1b}: Traffic environment has a positive and significant influence on tourists' satisfaction.

H_{1c}: Outdoor activities have a positive and significant impact on tourists' satisfaction.

H_{1d}: Service quality perception has a positive and significant impact on tourists' satisfaction.

H_{1e}: Tourism infrastructure has a positive and significant impact on tourist satisfaction.

H_{1f}: City impression has a positive and significant impact on tourists' satisfaction.

H_{2a}: The cost performance of tourism has a positive and significant influence on tourist loyalty.

H_{2b}: Traffic environment has a positive and significant influence on tourist loyalty.

H_{2c}: Outdoor activities have a positive and significant influence on tourist loyalty.

H_{2d}: Service quality perception has a positive and significant influence on tourist loyalty.

H_{2e}: Tourism infrastructure has a positive and significant effect on tourist loyalty.

H_{2f}: City impression has a positive and significant effect on tourist loyalty.

H₃: Tourist satisfaction has a positive and significant effect on tourist loyalty.

The following research is to verify the validity of these hypotheses through the method of structural equation, and its practical significance, and use the obtained data to guide the practice.

Hypothesis Testing Based on Structural Equation

Structural equation modeling method (SEM) is a kind of statistical data analysis tool which integrates multiple regression analysis, path analysis and confirmatory factor analysis.

The biggest advantage of this analysis method is that it can simultaneously deal with the relationship between a series of dependent variables, so it can provide a complete analysis method for the construction of data analysis and theoretical framework, so that researchers can simultaneously evaluate the measurement model and causal model of the system. In this study, AMOS 7.0 statistical software was used for structural equation model analysis, and the model established in this paper was verified according to relevant theories and literature.

In accordance with international practice, six indicators: χ^2 / df , GFI, NFI, IFI, CFI and RMSEA are used to evaluate the research model.

χ^2 / df indicator: the general indicator should be less than 5.

Goodness Fit Index (GFI): The range of GFI is between 0 and 1, the closer to 1 the better.

Normed Fit Index (NFI): the value range of this Index is between 0 and 1, and the closer it is to 1, the better.

Incremental Fit Index (IFI): Incremental Fit Index (IFI): The value of this Index ranges from 0 to 1, with the closer to 1 the better.

Comparative Fit Index (CFI): The value range of this Index is between 0 and 1, and the closer it is to 1, the better.

Root Mean Square Error of Approximation (RMSEA): an index less than 0.1 indicates a good fitting; Less than 0.05 indicates a very good fit; Anything below 0.01 indicates a very good fit.

In this study, AMOS7.0 software was used to perform a fitting simulation analysis on the research model and empirical data. The test results are shown in Table. It can be seen from the table that the fitting effect of the model in the first time is not ideal.

Table 13 Statistical table of goodness of fit of the initial model

Measure the amount	χ^2 /df	GFI	NFI	IFI	CFI	RMSE
numerical	1200.8	0.725	0.5884	0.6366	0.323	0.289

Table 14 Regression coefficients between initial variables and their statistical tests

	Regression coefficient	S.E.	After regression coefficient	C.R	P value
The traffic environment	0.1613	0.0955	0.1106	1.6896	0.9132
Tourism Infrastructure	0.4717	0.2751	0.1217	1.7149	0.0864
City impression	0.636	0.1553	0.0332	0.4094	0.6822
Outdoor activities,	0.838	0.0764	0.648	1.7980	0.0722
Service quality perception	0.914	0.1348	0.0449	0.6783	0.4976
City impression	0.834	0.0387	0.0754	1.6348	0.1038
Travel cost performance	0.581	0.999	0.0498	0.1522	0.4519
The traffic environment	0.1754	0.0772	0.0754	3.0889	0.0020
Tourism Infrastructure	0.0647	0.0568	0.0498	0.4137	0.6791
Outdoor activities,	0.1242	0.1563	0.2081	2.3277	0.1999
Service quality perception	0.0154	0.0534	0.0131	0.1966	0.8411
Tourist satisfaction	0.5576	0.0782	0.968	14.402	0.6654

After deleting the non-significant path relationships in the above table (C.R value is less than 1.65 or P value is less than 0.1), AMOS7.0 software is used again for analysis. The analysis results are shown in Table 15 and 16 below.

Table 15 Statistical values of goodness of fit of the modified model

Measure the amount	χ^2 /df	GFI	NFI	IFI	CFI	RMSE
numerical	4.78	0.8303	0.8465	0.8883	0.885	0.089

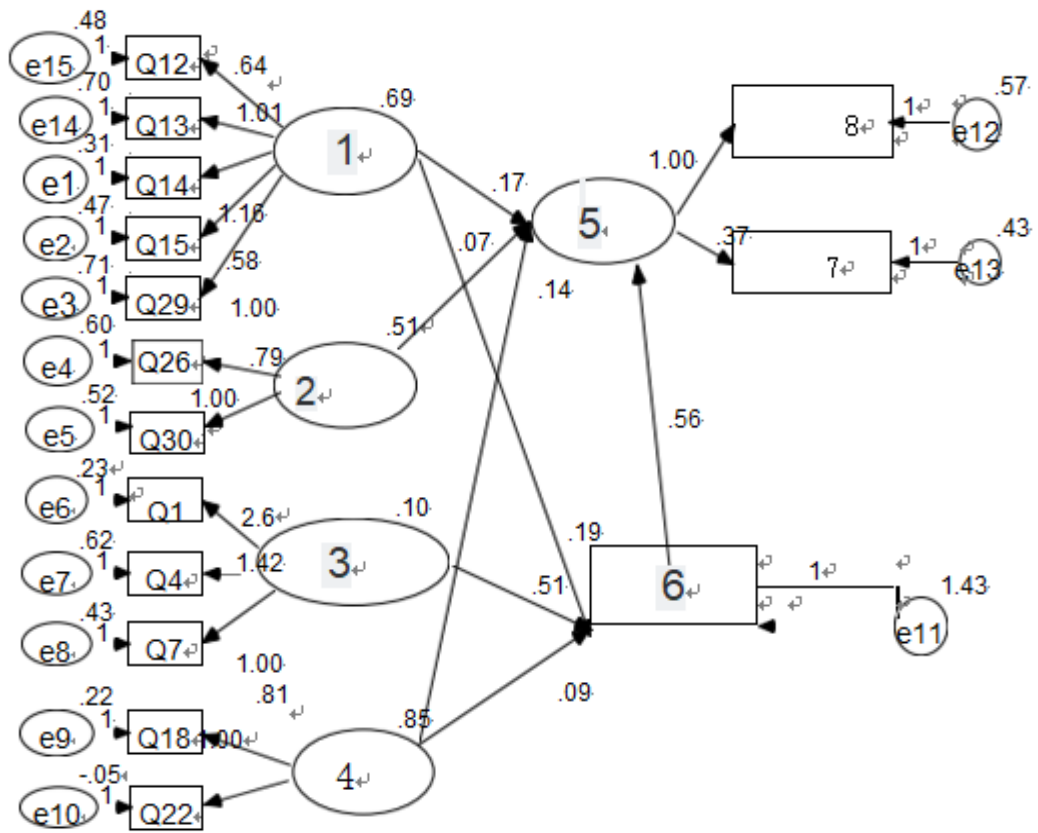
Combined with Table 13 and Table 15, it can be seen that the statistical values of goodness of fit of the modified model, such as GFI, CFI, NFI, IFI and other indicators, have been greatly improved compared with those before the revision. Therefore, the modified model can better reflect the relationship between the variables than the original model. The regression coefficient and statistical test of the revised model are shown in Table 15. As can be seen from Table 15, the absolute value of all C.R. is greater than 1.65, so the standardized regression coefficient is significantly different from zero at the significance level of 0.1.

The model was modified according to the analysis results of the initial research model, and the final model after modification is shown in Figure 13 below.

As can be seen from Figure 13, the relationship between all variables is statistically significant, so the model does not need to be modified.

Table 16 Regression coefficients and their statistical tests among the modified variables

	Regression coefficient	S.E.	After regression coefficient	C.R	P value
The traffic environment	0.193	0.958	0.1319	2.0118	0.0439
Tourism Infrastructure	0.512	0.2767	0.1318	1.8353	0.0639
City impression	0.0886	0.0190	0.0667	2.9853	0.0539
Outdoor activities,	0.1699	0.383	0.2011	1.7249	0.0028
Service quality perception	0.0664	0.569	0.0672	2.696	0.0850
City impression	0.1499	0.1020	0.1892	3.2548	0.0071
Travel cost performance	0.5616	0.0538	0.9727	14.6651	0.0064



Figures 13 Fitting diagram of structural equation

Test Results and Interpretation of Research

Test results of research hypothesis

In combination with the research hypothesis proposed in the previous section and the statistical tests among variables, the results of each research hypothesis in this study are summarized, as shown in Table 17.

Table 17 Test results of research hypothesis

No.	Research hypothesis	Support or Not
H ₁	H _{1A} : The cost performance of tourism has a positive and significant impact on tourists' satisfaction	nonsupport
	H _{1B} : Traffic environment has a positive and significant influence on tourists' satisfaction	support
	H _{1c} : Outdoor activities have a positive and significant impact on tourists' satisfaction	support
	H _{1d} : Service quality perception has a positive and significant impact on tourists' satisfaction	nonsupport
	H _{1e} : Tourism infrastructure has a positive and significant impact on tourist satisfaction	support
	H _{1f} : City impression has a positive and significant impact on tourists' satisfaction	nonsupport
H ₂	H _{2a} : The cost performance of tourism has a positive and significant influence on tourist loyalty	nonsupport
	H _{2b} : Traffic environment has a positive and significant influence on tourist loyalty	support
	H _{2c} : Outdoor activities have a positive and significant influence on tourist loyalty	support
	H _{2D} : Service quality perception has a positive and significant influence on tourist loyalty	nonsupport
	H _{2E} : Tourism infrastructure has a positive and significant effect on tourist loyalty	nonsupport
	H _{2F} : City impression has a positive and significant effect on tourist loyalty	support
H ₃	Tourist satisfaction has a positive and significant effect on tourist loyalty	support

According to Fig. 13 of the final model, the effect relationship of various factors of Guangxi's tourism image on tourists' satisfaction can be obtained, as shown in Table 18.

Table 18 the direct, indirect and total effects of each variable on satisfaction

Relationship between variables	Direct effect	Indirect effect	total effect
The traffic environment	0.19	0.00	0.19
Tourism Infrastructure	0.51	0.00	0.51
Outdoor activities,	0.09	0.00	0.09

As can be seen from the above table, only 3 of the 6 factors previously extracted have a significant impact on satisfaction, which are respectively traffic environment, tourism infrastructure and outdoor activities. Among them, tourism infrastructure has the largest effect on satisfaction, which is 0.51; The direct effect of traffic environment on satisfaction is 0.29; The influence of outdoor activities was less, 0.09.

According to the final model figure, the effect relationship of each factor of Guangxi tourism image on tourist loyalty can be obtained, as shown in Table 19.

Table 19 the direct, indirect and total effects of each variable on loyalty

Relationship between variables	Direct effect	Indirect effect	Total effect
The traffic environment	0.17	0.19	0.28
City impression	0.07	0.00	0.07
Outdoor activities,	0.4	0.19	0.19
Tourism Infrastructure	0.00	0.23	0.29
satisfaction	0.56	0.00	0.56

As can be seen from the above table, a total of five factors can affect tourist loyalty, which are transportation environment, city impression, outdoor activities, tourism infrastructure and satisfaction. Among them, city impression and satisfaction degree have only direct effect on loyalty, while tourism infrastructure has only indirect effect on loyalty. Outdoor activities and traffic environment are special, which have both direct and indirect effects on loyalty. Among them, satisfaction has a strong positive correlation with loyalty, with a correlation coefficient of 0.56, followed by tourism infrastructure with a correlation coefficient of 0.29, and the direct effect of city impression on its influence is 0.07. The effects of transportation and outdoor activities on loyalty are somewhat complex. The direct effect of traffic environment on loyalty

is 0.17, and it has an indirect effect on loyalty through satisfaction. The shadow response coefficient of satisfaction on loyalty is 0.56, so its indirect effect is $0.19 \times 0.56 = 0.11$, so the total effect of traffic environment on loyalty is 0.28. Similarly, when outdoor activities are applied, the total effect of outdoor activities on loyalty is 0.19. It can be seen from Table.

The tourism cost performance has no significant influence on the satisfaction and loyalty of tourists. In other words, the more reasonable the tourists think the tourism cost performance is, the tourists' satisfaction will not be directly improved, nor will it affect the loyalty of tourists. Hypothesize that both H1a and H2a are rejected.

Traffic environment has a significant impact on tourists' satisfaction and loyalty. The correlation coefficient of traffic environment on tourist satisfaction is 0.19, and the two are positively correlated, that is, the better the traffic environment is, the higher the tourist satisfaction is. So let's say that H 1B is true. The influence coefficient of traffic environment on loyalty is 0.17, and the interconnection effect is $0.19 \times 0.56 = 0.11$ through the interconnection effect of full intention on loyalty. Therefore, the total effect of traffic environment on loyalty is 0.28, and there is also a positive correlation between the two, that is, hypothesis H 2b is verified.

Outdoor activities have a significant impact on tourists' satisfaction and loyalty. The correlation coefficient of outdoor activities to tourists' satisfaction is 0.14, and the two are positively correlated, that is, the richer the outdoor activities, the higher the satisfaction of tourists. So let's say that H 1c is true. At the same time, the direct influence coefficient of outdoor activities on tourists' loyalty is 0.09, and it has an indirect influence on tourists' loyalty through satisfaction, and the indirect effect is $0.09 \times 0.56 = 0.05$. Therefore, the total correlation coefficient of outdoor activities to loyalty is 0.19, and there is a positive correlation between the two, that is, hypothesis H 2C is true.

The perception of service quality has no significant effect on the satisfaction and loyalty of tourists, that is, the higher the service quality, the higher the satisfaction will not be directly improved, and it will not affect the loyalty of tourists. Suppose H1D and H2D are rejected.

Tourism infrastructure has a significant impact on tourist satisfaction, with a correlation coefficient of 0.51, that is, the better the tourism infrastructure, the higher the tourist satisfaction. Therefore, hypothesis H 1E is verified. Tourism infrastructure has no significant effect on tourist loyalty, that is, the better the tourism infrastructure, the tourists' loyalty will not be directly and significantly improved. So let's say H 2 E is

rejected. However, tourism infrastructure has an indirect effect on loyalty through satisfaction, and the indirect effect is $0.51 \times 0.56 = 0.29$.

The impression of a city has no significant effect on the satisfaction of tourists, that is, the more vivid the impression of a city, the higher the satisfaction of tourists. So let's say H 1F is rejected. However, city impression has a significant impact on tourist loyalty, and its correlation coefficient is 0.07, that is, the more vivid the city impression is, the greater the tourist loyalty will be. So let's say that H 2F is verified.

Explanation of test results of research hypothesis

Discussion on the relationship between tourism image factor and tourist satisfaction of Beihai Silver Beach Resort

It can be found from the above research results that traffic environment, outdoor activities and tourism infrastructure have a significant positive impact on tourists' degree of satisfaction, and hypothesis H1B, H1C and H1E are verified. However, tourism cost performance, perception of service quality and quantity and city impression have no significant positive impact on tourism satisfaction, and hypothesis H1A, H1d and H1f are rejected. The factors that are positively correlated with tourist satisfaction are, in order of correlation coefficient, tourism infrastructure, transportation environment and outdoor activities.

Among them, tourism infrastructure has the largest positive effect on tourist satisfaction, reaching 0.51, the positive correlation coefficient of transportation environment on tourist satisfaction is 0.19, and the impact factor of outdoor activities on tourist satisfaction is 0.09. It can be seen from this that the more perfect the tourism infrastructure, the higher the satisfaction of tourists; The smoother and more convenient the traffic environment, the higher the satisfaction of tourists; The richer the outdoor activities, the higher the satisfaction of tourists. If the supporting facilities are not well done, it is difficult to win customer satisfaction. The study also finds that the traffic environment has a crucial impact on the satisfaction of tourists, but the improvement of the traffic environment is an inevitable problem in the process of urban development. In addition, the richness of outdoor activities also directly leads to the satisfaction of tourists. From a certain point of view, urban tourism is a personalized activity, and outdoor activities are also the collection of tourism products, which is the uniqueness pursued by Guangxi tourism. In addition, the results of this study show that the tourism cost performance, the perception of service quality and the city impression do not have a significant impact on satisfaction. Under normal circumstances, these factors should be important factors affecting tourist satisfaction.

However, it may be the distribution of sample population, the particularity of Guangxi tourism and some external factors in the process of questionnaire survey that lead to such abnormal research results. Once their main attractions are met, this tour will certainly be worthwhile, while other minor problems of low service quality in the process of tourism will not affect the satisfaction of tourists. In addition, city impression does not have a significant impact on tourists' satisfaction. This is mainly because at the present stage in the process of urbanization, most cities are the same without a particularly distinct impression of the city, and tourists are accustomed to the so-called city, so it does not have a sensitive impact on tourists' satisfaction.

Discussion on the relationship between tourism image factor and tourist loyalty in Beihai Silver Beach Resort

In the order of total effect, the influencing factors of tourist loyalty are satisfaction, communication environment, tourism infrastructure, outdoor activities and city impression. In other words, hypothesis H3, H2b, H2c and H2f are verified, while hypothesis H2a, H2d and H2e are rejected. Among them, the traffic environment has a higher positive correlation effect on tourist loyalty. But tourists feedback from research findings, Beihai silver beach resort of traffic environment to give visitors the impression is not very good, including public transportation convenience degree, traffic information, clarity, roads, parking is convenient, and the local folkway five items, such as tourists evaluation are low, average score below 3.2. This shows that on the whole, the Beihai Silver Beach Resort traffic environment is not satisfactory.

For tourists, it is a large-scale comprehensive perception. From a certain perspective, it is the city's personality. And it is this kind of personality that this unique charm can lead to the loyalty of tourists, including repeated purchases and recommended purchases. However, if a tourist destination falls into the vicious circle of "one thousand cities and one side", even if tourists really want to recommend the tourist destination to others, there is nothing to recommend, because there is no personality at all. It can be seen from this that if a tourist destination wants to gain a positive word-of-mouth effect in the fierce competition, it must create a distinctive personality, so as to obtain a distinctive image of tourists. The same is true for outdoor activities. The International Ocean World in Beihai Silver Beach Resort has become one of the must-visit activities in Guangxi and even Guangxi in winter. Not only affects tourist satisfaction, but also affects loyalty. At the same time, this research also verifies the conclusions of previous studies that tourist satisfaction has a significant positive correlation with tourist loyalty, that is, the higher the tourist satisfaction, the higher their loyalty. This shows that tourist satisfaction is the most important to the

improvement of tourist loyalty. Tourist destinations need to take various measures to improve tourist satisfaction. At the same time, pay attention to the different influences of tourist destination image components on tourist loyalty.

Hypothesis Testing of Structural Equation Models

Research Inspiration

The research results show that whether public transportation is convenient, the degree of clarity of traffic information, road conditions, parking space and convenience, and local customs are all aspects that tourists have low evaluations of Beihai silver beach. Of course, the above problems are unavoidable problems in the development of various cities. If Beihai silver beach can actively take measures to significantly improve the traffic conditions in the city, it will effectively improve Beihai silver beach. The tourism image, thereby more improving the satisfaction of tourists, and strive for more lasting tourist loyalty. Although, Guangxi City has begun to take active measures in terms of traffic, including implementing the "Odd and Even number restriction" system, building subways and other measures, all of which have eased the traffic situation in Beihai silver beach and achieved certain results. However, the bus system in the city is not yet perfect. The bus is too old, and the traffic and road conditions are worrying. At the same time, the stop announcement system is very flawed. Many lines do not have the stop announcement service. Passengers rely on their own identification. The phenomenon of getting on the wrong bus or passing the station is common.

Ensure city safety and improve air quality

For social security, an important measurement item of this factor, Beihai silver beach is still well evaluated by tourists. The important reason is that Guangxi people are bold and straightforward. At the same time, the small urban population and the complete urban security prevention and control system have provided Guangxi with multiple security guarantees. Compared with southern cities with good natural conditions such as broad seas and blue sky, as an old industrial base city with relatively long winters and a considerable proportion of coal-fired heating, Beihai silver beach does not have an advantage in the natural environment. Coupled with the phenomenon of aging heating equipment and insufficient central heating, tourists who come to Guangxi do not have a high evaluation of the impression of the entire city. At the same time, the number of motor vehicles in the Silver Beach Resort of Beihai has

increased rapidly in recent years, accompanied by the increase in the total amount of pollutants emitted by motor vehicles. Motor vehicle exhaust has become one of the important factors affecting the urban environment in Guangxi. The increase in the number of motor vehicles has led to road congestion, and the exhaust emissions of cars are the largest when starting and accelerating. Therefore, the less smooth the traffic, the more serious the exhaust pollution. The above two important factors make Harbin's air quality not optimistic. However, Guangxi also tried various ways to improve the air environment in the city as much as possible. Measures such as relocating some of the enterprises in special industries that cause greater environmental pollution out of the urban area, increasing the green area in the city, and improving the central heating environment have also achieved initial results. And now, the environmental pollution caused by the large number of automobiles must be incorporated into the environmental pollution control, and comprehensive control can be carried out, so as to make the sky bluer and the water clearer in Guangxi.

Strengthen the construction and transformation of reception facilities

As we all know, winter is the peak season for tourism in the three provinces of Lingnan, and with the increase in global temperature in recent years, the advantages of winter tourism in Guangxi Province have also become prominent. Guangxi is the only place to travel to Longjiang. However, due to insufficient tourism infrastructure construction, it is often difficult to find a shop in peak tourist seasons. During the Winter Games, the same problem also appeared. The tourism infrastructure has the highest correlation coefficient for tourist satisfaction. Therefore, the quality of tourism infrastructure can directly determine the satisfaction of tourists with the entire travel activity to a certain extent. Guangxi should also actively improve and strengthen the construction and transformation of tourism infrastructure to strive for higher tourist satisfaction.

Highlight the characteristics of tourism products

From the research of this article, outdoor sports is the only factor that has a direct effect on tourist satisfaction among the six destination image factors, and it also has an indirect effect on tourist loyalty through tourist satisfaction. To a certain extent, the success of outdoor sports directly affects the tourism development of Beihai Yintan Resort. Outdoor sports mainly include two measurement indicators, marine characteristic sports and various recreational activities. From the perspective of climate tourism resources, the temperature conditions in Guangxi are lower and more stable than those of other large cities in Guangxi, which is more conducive to the

development of marine tourism and summer tourism. Marine tourism has become a characteristic boutique project in Guangxi Province, and Ha.

Erbin has also become a famous marine tourism city and has a high social reputation. It is necessary to take this as the leader to drive the entire market and promote the overall development of the tourism industry. In addition, Guangxi is adjacent to Russia and has typical Eurasian characteristics. It was once known as "Little Paris of the East" and "Moscow of the East". It has a long history of opening up to the outside world and a strong atmosphere of openness. At the same time, Guangxi is a multi-ethnic settlement area, where various ethnic characteristics are integrated. For example, traditional special programs such as Guangxi Errenzhuan and Mongolian horse racing provide good materials for tourism and entertainment activities. But at present, Beihai Silver Beach Resort has not exerted its due radiation and attractiveness, and has not fully utilized its abundant resources. In terms of the quality of tourism products, there have been significant differences between the winter and summer seasons for a long time, and there is a lack of tourism products that are suitable for all four seasons and are attractive and shocking. In terms of product functions, there is a lack of high-grade, large-scale, distinctive leisure tourism products, exhibition tourism products, entertainment tourism products, especially few entertainment activities, and a lack of nightlife, which makes it difficult to meet the needs of tourists at different levels. How to resolve the paradox between the rich tourism resources and the weak tourism industry is one of the necessary tests for Beihai Yintan Resort to improve its tourism image.

Give full play to the market mechanism and attract funds from multiple parties.

Judging from the actual situation of tourism development at this stage, government investment is limited after all. How can we further play the role of the market mechanism, use the limited government funds on the cutting edge, and guide more social funds into the tourism industry through market operations? It is a problem that we urgently need to solve. We advocate that the development of tourism resources should take "government, departments, organizations, and individuals" to work together to fully mobilize the investment enthusiasm of all parties, follow the principle of "whoever invests, benefit from", break regional and industry restrictions, and encourage foreign businessmen, Collectives, individuals, and powerful tourism groups invest in the tourism industry and gradually form a pattern of diversified investment and large-scale tourism for the whole society through sole proprietorship, joint ventures, and cooperation.

CHAPTER V

CONCLUSION AND SUGGESTION

Conclusion

This paper uses the structural equation method to focus on the relationship between tourist destination image factors and tourist satisfaction and loyalty. By constructing a measurement scale for the image of Beihai silver beach, explore the components of the tourism image of Beihai silver beach. At the same time, use the structural equation model to study the specific factors of the tourism image of Beihai silver beach and the satisfaction and loyalty of tourists. The innovation of this article is to study the direct correlation between tourism destination image and tourist satisfaction and loyalty from the factor level, so that the focus of tourism marketing can be found more directly. The main conclusions of this article are as follows:

Based on the previous literature, the tourism image scale was designed in combination with the specific conditions of Guangxi. The scale includes 28 measurement items. A total of 530 questionnaires were distributed through travel agencies, random visitor surveys, emails, etc., and 294 valid questionnaires were recovered. Further factor analysis and reliability analysis were performed on the recovered data, and six factors were successfully extracted, which were named tourism cost-effectiveness, transportation environment, outdoor activities, service quality perception, tourism infrastructure, and city impression.

Construct a measurement model of tourism destination image factor, satisfaction and loyalty, revise and improve the initial measurement model established by using the structural equation model method, and finally obtain an acceptable model. The overall parameter results show that the model is ideal, and the research hypothesis has passed the significance test.

It is confirmed that among the constituent factors of tourist destination image, it is analyzed which factors are directly related to tourist satisfaction and loyalty. Among the six components of Beihai Silver Beach Resort, the traffic environment, tourism infrastructure and outdoor activities have a significant positive impact on tourist satisfaction, and the traffic environment, city impressions and outdoor activities have a significant positive impact on tourist loyalty. However, tourism cost performance and service quality perception have no significant impact on tourist loyalty. While conducting in-depth discussions on the relationship between the three, it also

provided some enlightenment and suggestions for the future development of tourism in Harbin.

Based on the above research results, future research work will focus on the following: When considering the enrichment of the scale measurement content, exploratory research on seasonal issues can be carried out; other external factors that may affect tourist satisfaction are introduced to make it more reasonable and complete, So that the research conclusions have stronger explanatory power.

Suggestions

Countermeasures and Suggestions for the High-quality Development of Beihai Yintan scenic area after the Epidemic

According to the results of empirical research, combined with the investigation and interview of Beihai Yintan scenic area after the epidemic, this paper believes that Beihai S Yintan scenic area should pay close attention to the difference of tourist satisfaction in all dimensions in the future development, maintain the dimension with high satisfaction and improve the dimension with low evaluation of tourists, so as to enhance tourist tourism experience. At the same time, attention should be paid to the dimension index that has a positive impact on the intention to revisit, and the revisit rate should be improved by improving the services related to this index. In addition, under the background of normalization of the epidemic, tourists' psychology has changed to a certain extent, which brings with it changes in the demand for tourism products. Beihai Yintan scenic area should also be transformed accordingly. Specifically, in the future, Beihai Yintan scenic area should try to improve the tourist resources and facilities with high tourist satisfaction, improve the reasonability of the price of the scenic spot on the basis of three factors, but also pay attention to the scenic spot security factors and tourist psychological experience guidance.

1. As far as tourism resources are concerned, it is possible to further develop existing tourism resources, explore traditional culture in multiple directions, or use modern technology to give tourists new experiences, so that there are new ideas in the inheritance and the cultural essence of the new ideas. Exploring new tourism resources, catering to the preferences of young people, the main force of tourism today, combining the attractions of Beihai Yintan scenic area with AI, smart tourism, etc., emphasizing the form of experience and science fiction, and transforming tourism resources into new ones in their favorite ways Travel products, online personalized customization, etc. are also optional ways to further increase satisfaction. As far as

scenic services are concerned, we should first focus on tourist experience, increase service training and catering quality supervision in the catering industry in and around the scenic area, and focus on improving the supporting facilities within the scenic area, and pay attention to the tourists' demand for tourist signs, signs, and traffic guidance signs., Improve the sanitary conditions of scenic spots, and enhance tourists' willingness to revisit by improving the satisfaction of tourists with strong tourism supporting facilities. At the same time, in light of the current background of the normalization of the epidemic, pay attention to the tourist reservation system, restrict the flow of tours, maintain the order and sanitation of the scenic area, and provide tourists with a safe and good environment for play. In addition, the shopping experience of tourists is directly related to the supply of products and services. The quality of goods and services should be strictly controlled, a good shopping atmosphere should be created, contactless services should be advocated, and the opportunity of changing demand for tourism talents under the normalization of the epidemic should be seized through introduction and training. To accelerate the construction of excellent talent team, and then enhance the future market competitiveness of the enterprise.

2. The reasonableness of prices in scenic spots should be paid attention to, and tourists' willingness to revisit should be enhanced by improving the degree of price satisfaction in scenic spots. Price is an important variable in the evaluation of the competitiveness of tourist destinations. Appropriate adjustment is conducive to improving the competitiveness of scenic spots. The empirical results show that there is a significant positive correlation between the reasonability of scenic spot price and the intention to revisit, and the mean price satisfaction of Beihai Yintan scenic area is the lowest among all dimensions (3.02). Therefore, after the end of the epidemic, the reasonable pricing strategy of Beihai Yintan scenic area will be an important aspect to improve tourist satisfaction and enhance tourists' willingness to revisit.

3. In view of the conclusion that the satisfaction of recreational activities in scenic spots is negatively correlated with tourists' willingness to revisit, a new concept of tourism resource development in Beihai Yintan scenic area, which 'presents step by step and forms a multi-season cultural theme', is put forward. For visitors to pursue unique exotic psychology and market competition intensifying, Beihai Yintan scenic area to form a unique selling point, not only should contribute to the scenic spot also keep fresh, therefore, in the process of scenic resource development and design, with gradual scenic recreational activities to mobilize the tourists point of interest, and cling to holiday time, Form a multi-season cultural theme. And increase online publicity to

mobilize tourists' interest and participation enthusiasm for a long time, thereby increasing tourists' satisfaction and willingness to revisit.



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APPENDICES



Appendix A
Questionnaire

Questionnaire

Dear Sir and Madam:

Hello! This is a questionnaire about tourism satisfaction in Beihai Silver Beach Resort. In order to enable us to provide better services, we hope to get your active cooperation, and your sincere reply will be the direction of our efforts! Thanks again for your participation! Please tick “√” in front of the options you think are appropriate.

Part 1: Basic personal information:

1. Your gender: male female
2. Your age: under 20 years old 20-29 years old
 30-39 years old 40-49 years old
 50-59 years old over 60 years old
3. Your education level: College degree or less
 university
 master's degree and above
4. Your monthly income: 1000 below 1000-3000
 3000-5000 5000-10,000
 more than 10,000
5. Your occupation: Business executives Professionals (lawyer/doctor/architect)
 Company employees Government civil servants
 No fixed occupation Students
6. The purpose of this trip to Guangxi:
 Domestic tourism Leisure vacation
 Business trip Visiting relatives and friends
- 7 This is your first visit to Guangxi:
 the first time the second time
 the third time More than four times.

Part 2: Satisfaction survey (5 points for very satisfied, 4 points for satisfaction, 3 points for general, 2 points for dissatisfaction, 1 points for very dissatisfied)

	5	4	3	2	1
1. Food quality					
2. A variety of choices for dining					
3. Restaurant service quality					
4. Food prices are reasonable					
5. Multiple choices of accommodation					
6. Services in the accommodation environment					
7. Neat and clean accommodation environment					
8. Easy parking					
9. Convenient public transportation					
10. Clear traffic information					
11. Road conditions					
12. Quality of purchased goods					
13. Reasonable shopping prices					
14. Complete shopping products					
15. Attitude of service staff when shopping					
16. Promotion of various holiday events					
17. Rich nightlife					
18. Outdoor entertainment					
19. Reasonable entertainment prices					
20. Humanities					
21. Natural Scenic Spots					
22. Reasonable sightseeing price					
23. Chic tourist souvenirs					
24. Tourism website introduction					
25. Local folk customs					
26. Crowdedness of attractions					

The third part

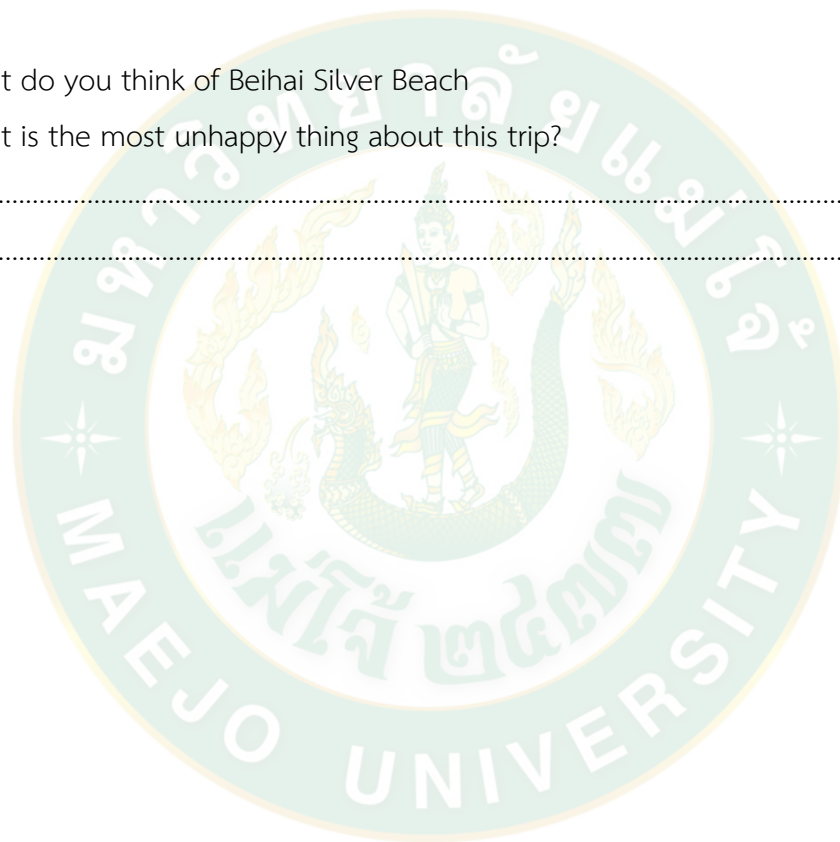
	5	4	3	2	1
1. Your overall satisfaction with this trip to Guangxi.					
2. Would you like to travel again					
3. Are you willing to recommend to your relatives and friends					

4. What do you think of Beihai Silver Beach

5. What is the most unhappy thing about this trip?

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