

AMUSEMENT QUALITY, TOURIST SATISFACTION AND REVISIT  
INTENTION OF THEME PARK: A CASE STUDY OF  
GUANGZHOU CHIME-LONG PARADISE



MASTER OF ARTS IN TOURISM MANAGEMENT  
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A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
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XINYI LIANG

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

วิทยานิพนธ์ฉบับนี้ ใช้วิธีการสัมภาษณ์แบบสอบถาม และวิธีการสำรวจภาคสนาม เพื่อให้ได้ข้อมูลที่จำเป็น สอดคล้องข้อมูลที่ได้จากการวิเคราะห์ข้อมูลโดยใช้โปรแกรม SPSS สถิติเชิงพรรณนา การวิเคราะห์ความแปรปรวน การวิเคราะห์สหสัมพันธ์ และการวิเคราะห์การถดถอย สรุปได้ดังนี้

ครั้งแรกของทั้งหมด สวนสนุกวัดคุณภาพรวมถึงบรรยากาศ อิม จิกิจกรรม และกิจกรรมบริการ บุคลากร ประสิทธิภาพ การปฏิบัติงาน และมิติอื่นๆ

ประการที่สองมีความแตกต่างกันอย่างมีนัยสำคัญทางสถิติ ระหว่างความคาดหวังของนักท่องเที่ยว ก่อนและหลังการรับรู้ที่แท้จริงของนันทนาการ

ในขณะเดียวกันการรับรู้ความคาดหวังคุณภาพของความบันเทิงที่มีอิทธิพลในเชิงบวกต่อความพึงพอใจของนักท่องเที่ยว และความตั้งใจที่จะกลับไปเยี่ยมชมการรับรู้คุณภาพที่แท้จริงของนักท่องเที่ยว หลังจากการท่องเที่ยวมีความสัมพันธ์เชิงบวกกับความพึงพอใจและความตั้งใจที่จะกลับไปท่องเที่ยวรุ่นที่สร้างขึ้นโดยการรับรู้ที่แท้จริงของการท่องเที่ยวมากกว่าการรับรู้คุณภาพของความบันเทิงความคาดหวัง มีความแตกต่างในคุณภาพของเกม ความพึงพอใจของนักท่องเที่ยว และความเต็มใจที่จะกลับไปเที่ยว

คำสำคัญ : สวนสนุกกว้างโจว Chime-Long, คุณภาพความบันเทิง, ความพึงพอใจของนักท่องเที่ยว, การทบทวนความตั้งใจ

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### ABSTRACT

This paper combines interview method, questionnaire method and field investigation method to obtain the data needed for the research. Finally, SPSS statistical analysis software was used to conduct descriptive statistical analysis, paired sample T test, factor analysis, variance analysis, correlation analysis and regression analysis on the collected data, and a total of six kinds of analysis were used to verify and modify the research model. The final conclusions are as follows:

First of all, the theme park amusement quality measurement scale includes multiple dimensions such as theme atmosphere, amusement items and activities, service facilities, personnel performance, and performances.

Secondly, there is a significant difference between the expected amusement quality of theme park visitors before the tour and the actual perceived amusement quality after the tour, and the expected amusement quality of tourists is significantly higher than the perceived amusement quality.

At the same time, the "perceived-expectation" amusement quality has a positive effect on the satisfaction of tourists and the willingness to revisit; the actual "perceived" amusement quality of tourists after the tour has a significant positive effect on the satisfaction and willingness to revisit. The model constructed by the actual

perception after the tour instead of "perception-expectation" amusement quality is more explanatory. Different visitor demographic variables have significant differences in the three aspects of play quality, tourist satisfaction, and revisit intention.

Keywords : Guangzhou Chime-Long Paradise, Amusement quality, Tourist satisfaction, Revisit intention



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Time flies, in a blink of an eye, the two-year postgraduate life is coming to an end, standing on the threshold of graduation, looking back, struggle and hard work has become a trace of memory, sweet and happy dust has settled.

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School is over for a while, but the pursuit of knowledge never stops. Two years of life in Maejo University has given me a lot of precious wealth and taught me a lot of difficult qualities I hope that in the future, I will continue to move forward bravely.

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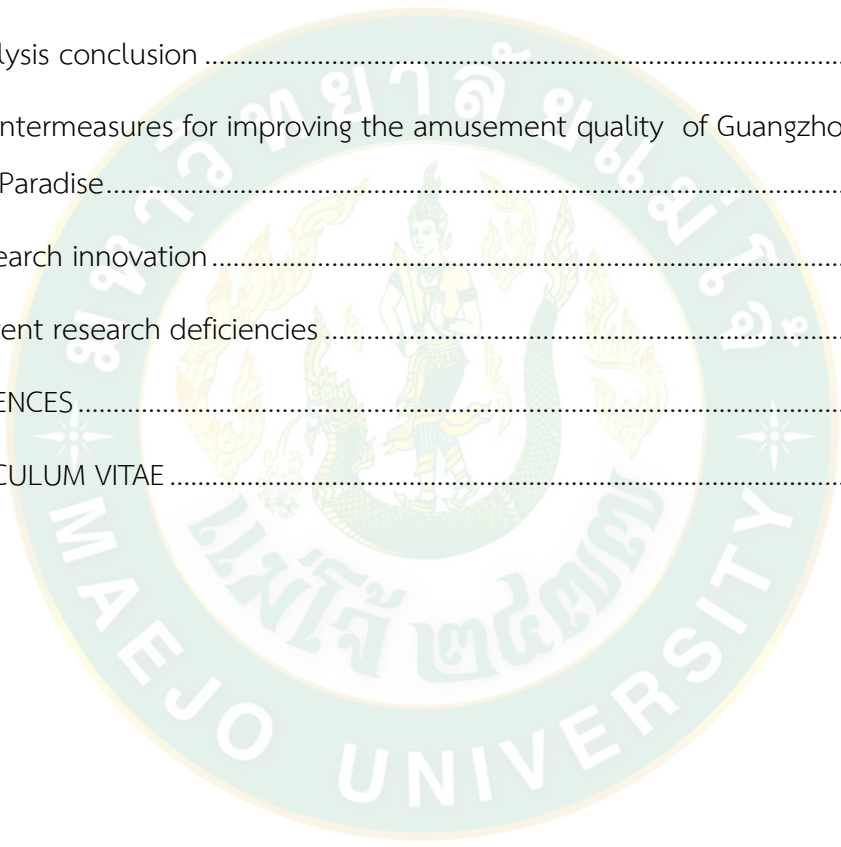
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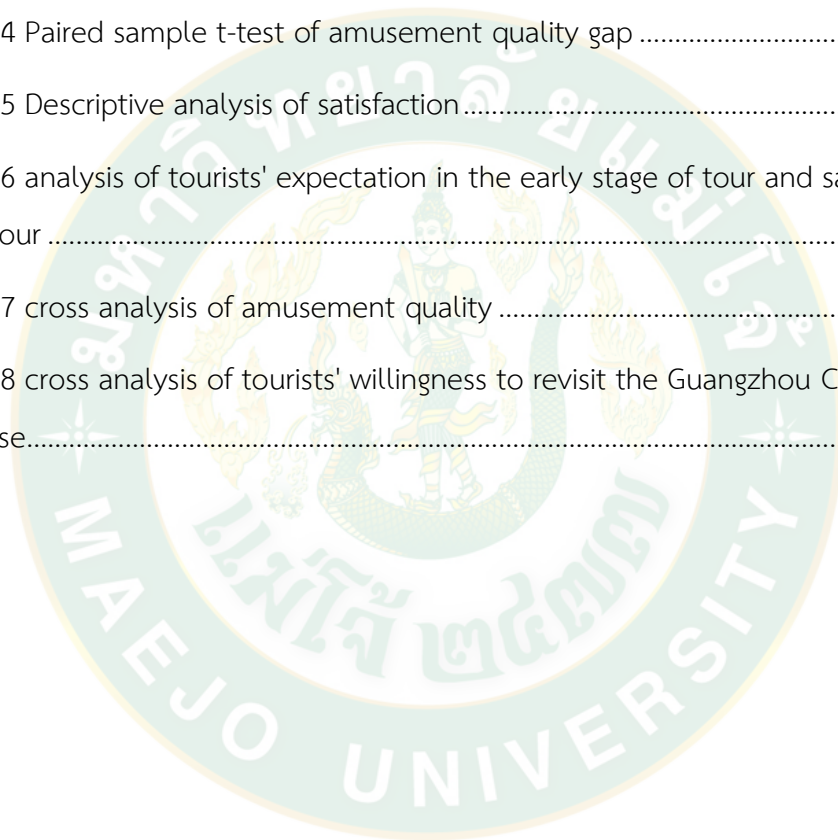
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# CHAPTER I

## INTRODUCTION

### The proposing of question

At present, many tourists are attracted by the amusement facilities of the theme park. However, if we blindly add facilities to attract tourists, the operating cost will be increased to a certain extent. Moreover, the architecture, landscape and facilities of theme park are easy to copy and imitate, so it is unreasonable to increase the life cycle of theme park only by adding hardware investment. Only when the main factors affecting the service quality of theme park are clearly defined, and on this basis, it is necessary to perfect and innovate, construct unique theme image, deepen the amusement quality of theme park, and improve the satisfaction of tourists. This can effectively promote the tourists to come to the park for recreation, which is the management way of today's theme park. Therefore, it is necessary to construct an appropriate evaluation mechanism of amusement satisfaction and quality of theme park.

### Research Aims

The main idea of this study is to include several aspects of the subordinates:

1. The paper makes clear the relationship between the amusement quality and tourists' satisfaction in the joy world of Changlong, and analyzes the core factors that affect the amusement quality and tourists' satisfaction in Guangzhou Chime-Long Paradise
2. The paper constructs a targeted index system to measure the quality of Guangzhou Chime-Long Paradise amusement.
3. The basic framework of the analysis of the influence factors of tourists' participation and tourists' participation on their satisfaction is constructed. It provides a method to identify the willingness of tourists to participate, and provides reference for Guangzhou Chime-Long Paradise to build and expand the target tourist market.
4. Further study how to deepen the willingness and participation of tourists, and find effective measures to improve the satisfaction and service quality of tourists, and then provide reference for the industry.

## **Expected conclusions and results**

Through empirical research, the author hopes to further clarify the impact of quality on tourists' satisfaction and willingness to revisit, and put forward a targeted relationship model of amusement quality, satisfaction and revisit intention, in order to provide management reference for Guangzhou Chime-long Paradise, and fundamentally promote the sustainable development of Guangzhou Chime-long Paradise.

### **Scope of the research**

The author constructs a framework to analyze the factors of tourists' participation and the influence of tourists' participation on tourists' satisfaction. Through empirical research, it is verified that this paper provides an effective method for operators of Guangzhou Chime-long Paradise to identify tourists' participation intention, and provides a strong basis for them to construct the target tourist market. However, this method is not limited to Guangzhou Chime-Long Paradise. It can be used in other amusement parks and even other tourism fields.

### **Limitations of the study**

Because the expectation of tourists before traveling is unpredictable, and there are more complex internal concepts, tourists' understanding of the questionnaire varies greatly due to individual differences. When issuing the questionnaire, the author usually explains the questionnaire filling method for tourists first, and some tourists have some difficulties in understanding the questionnaire, that is to say, stop the questionnaire survey. Therefore, this study has strong limitations in both breadth and data. Therefore, the representativeness of the questionnaire survey of skirt bottom needs to be discussed.

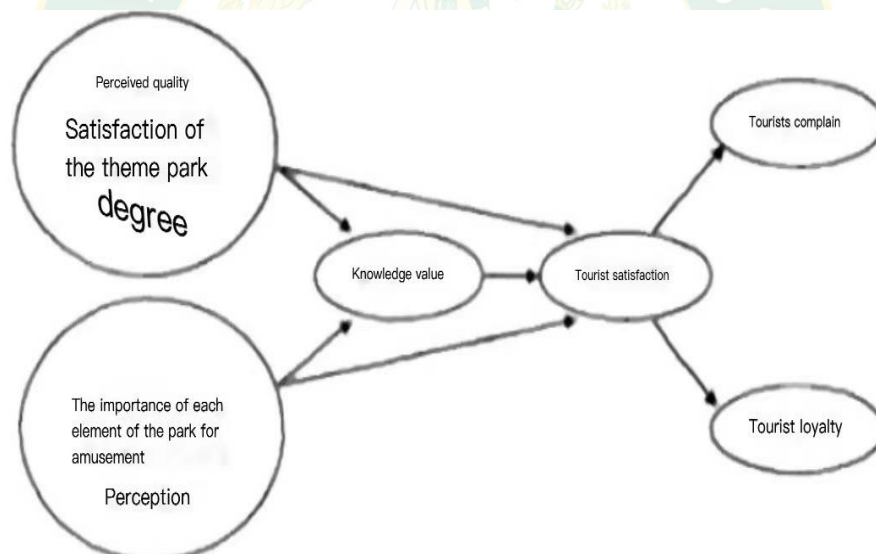
Because the empirical investigation of this study is the implementation of regression analysis through the data obtained from the scale, due to the limitation of the author's academic ability, a series of factors are not included in the process of constructing the equation, which results in the limitation of the low explanatory power of the regression equation.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### Thesis research ideas

American scholar Fenell put forward ACSI model in his research, and this model is the most widely used tourist satisfaction index model at this stage. Fenell regards tourists as rational consumer groups, tourists have certain consumption experience, and tourists themselves can correctly predict the effect of consumption. This model includes three premise variables (tourist expectation, perceived quality, perceived value) and three result variables (tourist satisfaction, tourist complaint and tourist loyalty). Based on this model, this study can construct a tourist satisfaction research model of Guangzhou Chime-long Paradise.



**Figure 1** Related Research Status

In this study, the author uses literature research, empirical research and quantitative analysis.

1. Literature research method. After collecting and reading the relevant literature at home and abroad, the theoretical basis of this study is found. The method is mainly through CNK1, Wanfang, VIP and other Chinese and Thai databases, Baidu, Google and other search engines, library and bookstore books and other channels to collect literature.

2. Empirical research method. Based on the actual situation of Guangzhou Chime-long Paradise and the analysis of the influencing factors of tourists coming to Guangzhou Chime-long Paradise, a questionnaire was formed on the satisfaction of tourists to Guangzhou Chime-long Paradise under the guidance of tutor. The questionnaire data were collected in the field to obtain the information needed for the study.

3. Quantitative analysis. Statistical analysis software SPSS17.0 and Microsoft Excel were used to process the effective data to further clarify the correlation between variables. It includes descriptive analysis, cross contingency table analysis, reliability analysis, correlation analysis and regression analysis.

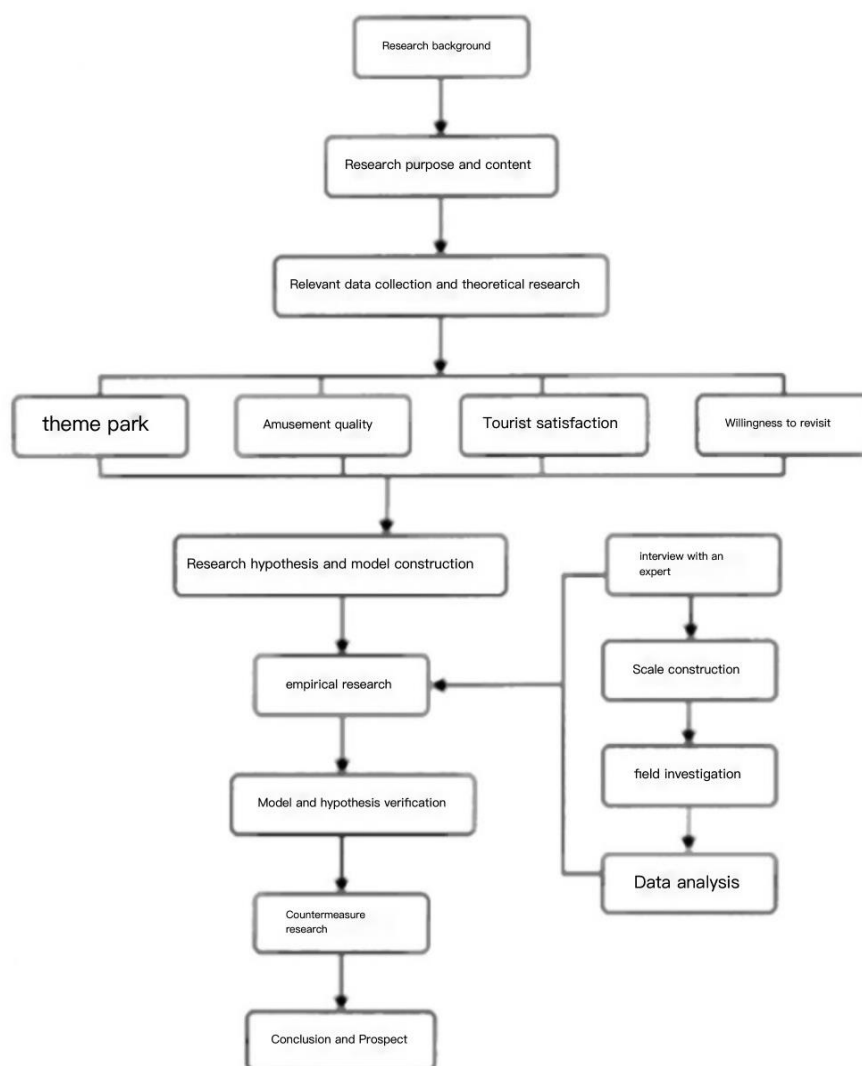


Figure 2 Research Analysis



### Related research status

In the related literature of tourist satisfaction research, the author found that the research on tourist satisfaction of amusement park in foreign countries is much earlier than that in China. In the 1970s, there was no systematic study on the satisfaction of amusement park visitors in the field of marketing. Since the late 1970s, relevant scholars in the United States began to study the satisfaction of amusement park visitors. The following is a summary of the representative research results of each era attached to the time series:

From the late 1970s to the early 1980s, the industry focused on the theoretical model of tourist satisfaction in amusement parks. Oliver, Olsen, and Dove played a major role in this field. These scholars proposed the "expectation unconfirmed" model. The model confirms the standard of tourist satisfaction of amusement park, that is, tourists are satisfied when the actual performance is equal to the expectation of tourists; when the actual performance exceeds the expectation of tourists, the tourists are very satisfied; otherwise, the tourists are not satisfied.

From the 1980s to the 1990s, starting from the perspective of psychology and management, Ernest, Robert, Tex and Wilton and other scholars put forward that demand is also the main factor of amusement park visitors' satisfaction. This theory has fundamentally expanded and supplemented the "expectation unconfirmed" model.

In recent years, Chinese scholars have also begun to study this field. Zhou Xi (2008) made clear the views of amusement park visitors on the importance of satisfaction measurement indicators through questionnaire survey and interview, The index system is improved by factor analysis, in which destination related factors are divided into six factors: (1) core attraction (2) amusement park service (3) accessibility (4) reception (5) infrastructure (6) tourism environment; The rationality of the satisfaction questionnaire is tested by reliability and validity analysis, and the validity of the evaluation index and structure is tested by correlation analysis. The influence of the relevant elements of the amusement park and the image of the tourist destination on the overall satisfaction and loyalty of tourists is further clarified.

## Research hypothesis

Make assumptions such as:

1. Amusement quality has a significant positive impact on tourist satisfaction.

The research shows that guiding tourists to actively participate in the product innovation process can fundamentally deepen the experience and satisfaction of tourists. First of all, the better the product innovation, the higher the tourists' satisfaction; secondly, the higher the degree of tourists' participation in the process of product innovation, the higher their satisfaction. Good image perception can usually deepen the positive experience of individual to the destination, so it can deepen the satisfaction of tourists to a great extent, and can improve the tourists' willingness to revisit.

2. Tourist satisfaction has a significant positive impact on tourists' revisit intention

Relevant scholars have found that the perception, satisfaction, revisit and recommendation intention of tourists are affected by the image of amusement park, and the image of amusement park is more derived from tourists' feelings of amusement products and services. Murray and other scholars have found that service quality has a fundamental impact on tourists' behavior intention in empirical research, which is dependent on the impact of tourists' satisfaction with service quality. However, Chinese scholars have found that tourists' behavior intention will be positively affected by service innovation. Taylor et al. Conducted a study on the life insurance industry in the United States and found that tourists' repurchase intention was significantly affected by service innovation, while tourist recommendation behavior intention was not significantly affected by service innovation.

Since we hypothesized that product innovation, tourist satisfaction and revisit intention are correlated, what role does tourist satisfaction play between product innovation and revisit intention? We can further assume that tourist satisfaction plays a mediating role between product innovation and revisit intention, and verify its mediating effect.

3. Product innovation has a significant positive impact on tourists' revisit intention

Tourist satisfaction plays an intermediary role between product innovation and revisit intention

## CHAPTER III

### RESEARCH METHODOLOGY

#### Introduction to the research sites

Guangzhou Chime-Long Paradise is located in Yingbin Road, Panyu, Guangzhou. The first phase covers an area of more than 1000 mu, with more than 70 amusement facilities in the park. At present, happy world has successively introduced the amusement equipment with relatively advanced technology from Europe and the United States and other countries, including: ten ring roller coaster, vertical roller coaster, U-shaped skyscraper skateboard, motorcycle roller coaster and super water wheel battle.

At present, Guangzhou Chime-Long Paradise has more than 70 sets of amusement facilities, which is the largest investment in equipment and the largest number of imported amusement facilities in China. Many amusement equipment of Guangzhou Chime-Long Paradise world are imported from developed countries such as Europe and America, and their design and technology are relatively advanced in the world. Guangzhou Chime-Long Paradise has eight unique Asian and world best rides, including: ten ring roller coaster, vertical roller coaster, motorcycle roller coaster, U-shaped skateboard, Pegasus family roller coaster, super water war, super pendulum, and special effects Performance and the world's most advanced four-dimensional cinema. Among them, there are only two roller coasters on the 10th Ring Road and vertical roller coasters in the world, and the single investment of vertical roller coasters is as high as 200 million yuan.

In addition to a large number of amusement projects, Guangzhou Chime-Long Paradise also invited the North American logging show professional team which embodies the strength of American cowboys to perform in the amusement park. At the same time, a number of American Hollywood actors, supervised by the top international special effects directors and led by the famous Hollywood performance directors, performed the shocking and wonderful stunt performance "minute and second duel", whose spectacular scene is like a Hollywood Science Fiction blockbuster. At the same time, Guangzhou Chime-Long Paradise also periodically invited the Performing Arts elites from more than 20 countries around the world to tour.

From its completion to today, Guangzhou Chime-Long Paradise has completed great changes through years of development - from the 1.0 era of hardware entertainment to the 3.0 era dominated by tourists' theme experience. From the forest temple, the only indoor scene exploration project in Asia, which was newly opened in 2012, to the world's top-level and global first-ever "Star battle", Guangzhou Chime-Long Paradise has delivered a satisfactory answer to the world theme amusement market for most tourists. After the construction of "Star battle" was put into use, the number of tourists of Guangzhou Chimelong happy world increased geometrically the transformation of mirage world has been completed. This also means that the development of Guangzhou Chime-Long Paradise has made a qualitative leap. However, with the continuous improvement of people's spiritual and material life, some tourists still feel that the amusement park has certain deficiencies and will not revisit it, which is also a main topic of this paper.

### **Respondents and samples**

The objective of this study is to survey some tourists to Guangzhou Chime-Long Paradise. Based on the simple random sampling method, the questionnaire survey was distributed from October 12, 2020 to January 7, 2021. A total of 450 questionnaires were sent out and 413 were recovered, with a recovery rate of 91.78%. Excluding six invalid questionnaires, the effective rate was 98.55%. The content of the questionnaire is shown in the table 1.

**Table 1** Demographic analysis



Survey content	Swim before expect			The actual feeling after the swim				
	Very satisfied with	Not satisfied with	ordinary important	It is very important	Very dissatisfied	Not satisfied with	Satisfied with the	Very satisfied with
1. The overall exotic atmosphere								
2. Park overall architecture, landscape, color, music and lighting								
3. Theme park held activities of the wonderful and rich								
4. How clear and easy to understand the signage of each site								
5. The number and convenience of seats for tourists to rest								
6. Convenience of restrooms, garbage cans								
7. The overall project price is reasonable								
<b>performance</b>								
8. The variety of festival performances								

**Table 1** (Continued)

Survey content	Swim before expect			The actual feeling after the swim		
	Very satisfied with	Not satisfied with	ordinary important	It is very important	Very dissatisfied	Not satisfied with
9. Festival performance safety						
10. The advance and novelty of festival performances						
11. The intensity of the festival performance						
12. The accessibility of visitors to festival performances						
13. The rationality of the festival performance order						
<b>Recreation center</b>						
14. Fun and stimulation of amusement projects						
15. The variety of amusement projects						
16. Safety of amusement projects						
17. Waiting time for rides						

## Variables and variable measurement

The ACSI model used in this study includes three premise variables, including perceived quality, tourism expectation and perceived value; the three results are tourist satisfaction, tourist complaint and tourist loyalty.

1. Perceived quality: perceived quality refers to the tourists' real cognition of the elements of the amusement park. This study reflects the perceived quality by tourists' satisfaction with each element.

2. Tourism expectation: This study is reflected by the tourists' perception of the importance of the elements of Guangzhou Chime-Long Paradise.

3. Perceived value: the perceived value of this study is reflected by the rationality of the products, prices and playing expenses.

4. Tourist satisfaction: tourist satisfaction refers to the evaluation derived from the interaction between tourists and theme park after they go to Guangzhou Chime-Long Paradise. This study mainly reflects the satisfaction of tourists from the overall evaluation of Guangzhou Chime-Long Paradise.

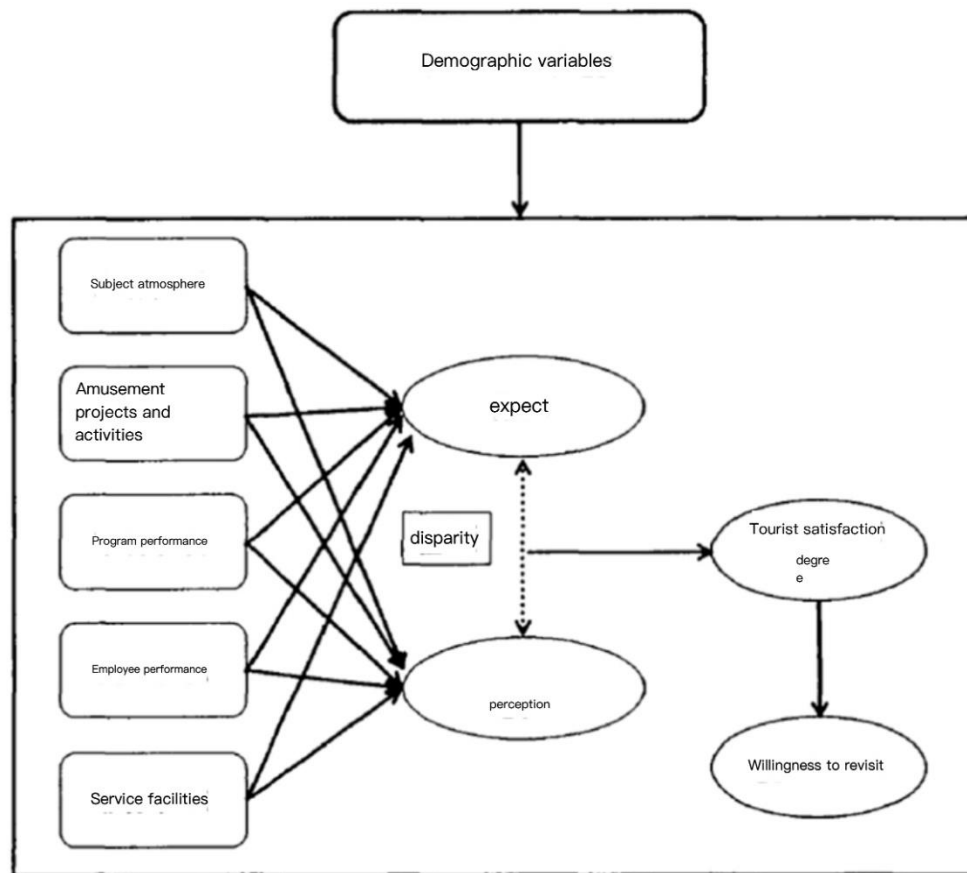
5. Tourist complaints: when the services and products of Guangzhou Chime-Long Paradise cannot meet the needs of tourists, tourists will complain, thus affecting the satisfaction of tourists. This study reflects tourists' complaints through complaint rate and negative word-of-mouth publicity.

6. Tourist Loyalty: tourist loyalty is reflected in tourist's recommendation intention and repurchase intention. This study shows tourists' loyalty by playing again, recommending them to the people around them and carrying out word-of-mouth publicity.

## Research tool

The research tool is based on the customer satisfaction and revisit intention evaluation model, as shown in the figure below.





**Figure 3** Evaluation model of customer satisfaction and revisit intention

### Specific use method statement

On the basis of the above model, the research method mainly uses six variables to test the satisfaction of tourists, including theme atmosphere, demographic, show, entertainment items and activities, staff performance of Guangzhou Chime-Long Paradise and service equipment. The author will further test the customer satisfaction of Guangzhou Chime-Long Paradise by measuring the expectation and perception differences of the above variables, and then clarify the core factors in the variables. Finally, the influence and correlation between satisfaction and revisit intention were tested. Based on the test results of this model, it provides a strong basis for the marketing direction of Guangzhou Chime-Long Paradise.



## Data analysis

Through a large number of materials, the author further clarifies that the factors affecting tourists' satisfaction are diversified, which not only cover the facilities and software services of the venue, but also have strong personal factors, which are relatively uncontrollable factors. The author's research on the influencing factors of tourism satisfaction is as follows:

1. Plzam (1978) put forward that the factor structure of tourists' satisfaction in seaside tourist destination includes eight factors: beach, opportunity, cost, hospitality, catering facilities, accommodation facilities, environment and commercialization degree.

2. Dorfman (1979) found that recreation satisfaction was affected by personal purpose, environmental conditions (such as weather, scenery and crowding degree) and expected ability to participate in activities.

3. Cai Boxun (1986) studied the influence of four factors on tourist satisfaction: personal: occupation, education, experience, preference, motivation and expectation at that time; environment: natural environment, social environment, management measures; activities: various types of activities; experience.

4. Mazursky (1989) found that the influence of state affairs on tourists' satisfaction cannot be ignored.

5. Cai guimiao (1993) believes that personal factors (including individual social background and motivation, expectation preference and other psychological factors), environmental factors (including social environment and natural environment), activity factors (including various types of activities) and operating facilities (including activity facilities and maintenance management) are the main factors affecting tourists' satisfaction.

6. Yang Wencan and Zheng Qiyu (1995) pointed out the influence of operating facilities, natural experience, activity participation process and other tourist behaviors on tourists' satisfaction.

7. Manning (1999) studied the factors of psychology, social environment, natural environment, recreation activities, other unpredictable factors and crowding feeling, and found that these factors have an impact on tourists' satisfaction.

Generally speaking, the current academic research on the influencing factors of tourist satisfaction and satisfaction evaluation provides a theoretical basis for this paper. However, in the past research, most of the researches on the evaluation of tourists' satisfaction mainly focus on the influencing factors, and there are few in-

depth researches on a specific type of destination, and there is a lack of systematic research materials on the evaluation of tourist satisfaction in amusement parks, which proves the novelty of this research topic from another aspect.



## CHAPTER IV

### RESULTS DISCUSSION

#### Descriptive statistical analysis

##### Analysis of demographic variables

The comprehensive demographic table shows the effective information of all samples in this survey, as shown in table 4 2:

**Table 2** Demographic analysis

variable	option	Number of people	Percentage (%)
Gender	Man	218	53.6
	Woman	189	46.4
Age	20 years old and under	10	2.5
	21-30 years old	173	42.5
	31-40 years old	105	25.8
	41-50 years old	46	11.3
	Over 50 years old	73	17.9
degree of education	Below high school	63	15.5
	Technical secondary school	80	19.7
	Junior college / undergraduate	190	46.7
occupation	Graduate and above	74	18.2
	civil servant	68	16.7
	student	91	22.4
	Self employed	33	8.1
	Enterprise staff	124	30.5
	Staff of public institutions	55	13.5
	professional	5	1.2
income	other	31	7.6
	Under 1,000	64	15.7
	1001-2000	92	22.6
	2001 -3000	120	29.5
	3001-5000	81	19.9
	Over 5,000	50	12.3

In the sample gender structure, there are 8 percentage points more males than females, and the total number of samples is 407, with 218 males and 189 females, accounting for 54% and 46% of the total respectively. This shows that there is a small gap between the number of males and females in the survey, and the distribution is relatively uniform.

There were 10 people aged 20 and below, accounting for 2.5% of the total sample, 173 people aged 21-30, accounting for 42.5%, 105 people aged 31-40, accounting for 25.8%, 46 people aged 41-50, accounting for 11.3%, and 73 people aged 50 and above, accounting for 17.9%. The sample shows that the main consumer groups are under 40 years old, which accounts for 70.8% of the total. Guangzhou Chime-Long Paradise includes performances, so the older middle-aged and young people are also interested in it.

Among the tourists surveyed, the most tourists with college / undergraduate education accounted for 47%, followed by high school / secondary school degree tourists, accounting for 20%, and the tourists with lower education background below high school accounted for 15%. The distribution proportion is also related to the product properties of Guangzhou Chime-Long Paradise. Guangzhou Chime-Long Paradise product is a new type of consumer product. Naturally, it requires people with certain consumption ability and consumption concept to consume it. However, the young people with higher education have strong acceptance ability to new things and the consumption concept is also more avant-garde, Therefore, it is naturally the main target group of theme park.

Among the tourists surveyed, enterprise staff accounted for 30%, followed by students, civil servants and staff of resident units, accounting for 22%, 17% and 14% respectively. It can be seen that Guangzhou Chime-Long Paradise is welcomed by enterprise staff, students, civil servants and staff of public institutions.

Among the tourists to Guangzhou Chime-Long Paradise, the group with income of 2001-3000 is the most, accounting for 29%; The second is 1001-2000, accounting for 23%, followed by 3001-5000, accounting for 20%, and only 12% of the people with an income of more than 3001-5000 yuan. This is because the main tourist groups of Guangzhou Chime-Long Paradise are enterprise staff and students.

### **Descriptive statistical analysis of recreation quality**

It can be seen from Table 4-2 that among the three items of theme atmosphere, "the fairy tale atmosphere created by architecture, landscaping, color, music and lighting" has a higher degree of satisfaction, while "the splendor and

richness of theme activities held by Guangzhou Chime-Long Paradise " has a lower degree of satisfaction. Moreover, in the questionnaire survey, more tourists reported that they did not see relevant theme activities. In the dimension of amusement projects and activities in Guangzhou Chime-Long Paradise, there is an extreme phenomenon of tourist satisfaction. Tourists are more satisfied with "safety" and "stimulation" of amusement projects, ranking first and second respectively, while they are less satisfied with "rationality of amusement project price" and "waiting time of amusement projects", ranking 16th and 19th respectively. In the questionnaire survey, tourists complain most about the waiting time, which is also related to more tourists during the national day. In the dimension of program performance, tourists' satisfaction with the two items is low, and some tourists do not know whether there are program performance activities in Guosetianxiang, which indicates that Guangzhou Chime-Long Paradise lacks efforts in creating and promoting program performance activities, which makes tourists dissatisfied. In the dimension of service facilities, "clear and easy to understand" and "convenience of toilet and dustbin" had higher satisfaction with tourists, ranking sixth and seventh respectively. However, tourists' satisfaction with "convenience of seats" and "comfort and convenience of queuing facilities" is low, which is related to the long waiting time perceived by tourists. For the two items of employee performance dimension, tourist satisfaction is higher, occupying the third and fourth place.

**Table 3** Descriptive statistical analysis of amusement quality

dimension	Item	mean value	standard deviation	Score ranking
Theme atmosphere	1. <b>Guangzhou Chime-Long Paradise</b> as a whole has a foreign atmosphere	3.57	0.65	9
	2. Children created by architecture, landscaping, color, music and lighting Talk about the atmosphere of the story	3.64	0.72	5
	3. The wonderful and rich degree of the theme activities held	3.42	0.76	13
Amusement projects and activitie	4. The fun of <b>Guangzhou Chime-Long Paradise</b>	3.59	0.75	7
	5. Excitement of <b>Guangzhou Chime-Long Paradise</b>	3.87	0.85	2

Table 3 (Continued)

dimension	Item	mean value	standard deviation	Score ranking
Activities	6. Variety richness of amusement items in <b>Guangzhou Chime-Long Paradise</b>	3.54	0.80	10
	7. Safety of <b>Guangzhou Chime-Long Paradise</b> amusement project	4.13	0.69	1
	8. The advancement and novelty of <b>Guangzhou Chime-Long Paradise</b> amusement project	3.51	0.72	11
	9. Waiting time in line for <b>Guangzhou Chime-Long Paradise</b> amusement project	2.80	0.97	19
	10. Price rationality of <b>Guangzhou Chime-Long Paradise</b> amusement project	3.11	0.82	16
Performance	11. How wonderful the performance is	3.07	0.65	17
	12. The participation of tourists in the performance activities	3.06	0.75	18
Service	13. Shading and ventilation performance of queuing facilities	3.15	1.00	15
Facilities	14. Number and convenience of seats for tourists to rest	3.29	1.02	14
	15. Convenience of toilet and dustbin	3.59	1.00	8
Employee Performance	16. Clear and easy to understand guide signs	3.62	0.85	6
	17. Convenience of catering and shopping	3.50	0.93	12
	18. Employee service attitude and turnover	3.67	0.89	4
	19. Staff dress and appearance	3.82	0.83	3

Matching sample t-test of "perception expectation" gap of recreation quality: the pairing between two sample values of paired samples is one-to-one correspondence, and the two samples have the same capacity. From this concept, we can see that the two groups of samples of tourists' expectation before and actual perception after the tour are two pairs of samples. One of the research hypotheses in this paper is that "there is a significant difference between the tourists' pre tour expectation and the actual perception of the quality of entertainment in **Guangzhou Chime-Long Paradise**". To verify this hypothesis, we need to verify whether there is a significant difference between the two groups of paired samples of pre tour

expectation and post tour perception of Guangzhou Chime-Long Paradise. The method used is paired sample t-test.

According to the definition of research variables, the quality of recreation in Guangzhou Chime-Long Paradise is the gap between the actual perception after 19 tours and the corresponding expectation before 19 tours. After paired sample t-test, the specific results are as follows:

**Table 4** Paired sample t-test of amusement quality gap

Matching items	Mean difference	standard deviation	Significant p	Mean sorting
1. Guangzhou Chime-Long Paradise park has a foreign atmosphere as a whole	-0.249	0.948	0.000	19
2. Architecture, landscape, color, music, lighting create a fairy tale atmosphere	-0.459	0.977	0.000	17
3. The splendor and richness of the theme activities held by Guangzhou Chime-Long Paradise park	-0.728	0.985	0.000	11
4. The fun of Guangzhou Chime-Long Paradise	-0.749	0.983	0.000	9
5. The thrill of Guangzhou Chime-Long Paradise amusement project	-0.470	1.014	0.000	16
6. Variety richness of amusement items in Guangzhou Chime-Long Paradise	-0.811	1.039	0.000	6
7. Safety of Guangzhou Chime-Long Paradise amusement project	-0.627	0.773	0.000	14
8. The advancement and novelty of Guangzhou Chime-Long Paradise amusement project	-0.822	0.936	0.000	5
9. Waiting time in line for Guangzhou Chime-Long Paradise amusement project	-1.491	1.350	0.000	1

Table 4 (Continued)

Matching items	Mean difference	standard deviation	Significant p	Mean sorting
10. Price rationality of Guangzhou Chime-Long Paradise amusement project	-1.133	1.197	0.000	2
11. How wonderful the performance is	-0.716	1.006	0.000	12
12. Participation of tourists in performance activities	-0.737	1.083	0.000	10
13. Shading and ventilation performance of queuing facilities	-1.133	1.260	0.000	3
14. Number and convenience of seats for tourists to rest	-1.030	1.232	0.000	4
15. Convenience of toilet and dustbin	-0.796	1.200	0.000	7
16. Clear and easy to understand guide signs of Guangzhou Chime-Long Paradise	-0.686	1.052	0.000	13
17. Convenience of catering and shopping	-0.506	1.156	0.000	15
18. Employee service attitude and efficiency	-0.790	1.065	0.000	8
19. Staff dress and appearance	-0.343	0.959	0.000	18

It can be seen from the negative mean value of the gap that there is a difference between the expected quality of recreation before and after the tour, and the actual perception level is less than the expected level, which indicates that the actual perception quality of recreation of Guangzhou Chime-Long Paradise does not reach the expected level. The significance level of all items in the table is 0.000, which is less than 0.05, that is, there is a significant difference between the expected quality and the actual perceived quality. Therefore, the hypothesis H1 "there is a significant difference between tourists' pre tour expectation and post tour actual perception of the quality of entertainment in Guangzhou Chime-Long Paradise " has been verified.

At the same time, according to the ranking results of the mean difference, we can see that "the gap of waiting time items of amusement projects is the largest, reaching -1.491, which indicates that tourists are most dissatisfied with the long



waiting time. Secondly, the gap between "reasonable price of amusement items" and "shading and ventilation performance of queuing facilities" is also very large, reaching -1.133 "there is also a large gap between the number and convenience of seats for tourists to rest, reaching -1.030. The next four items are "advanced and novel amusement items", "richness of amusement items", "convenience of toilet and dustbin" and "service attitude and efficiency of employees". The gap is also large, which is more than - 0.8. However, the gap of "fairy tale atmosphere created by architecture, landscaping, color, music and lighting", "staff dress and appearance" and "exotic atmosphere of Guangzhou Chime-Long Paradise " is the smallest.

### descriptive statistical analysis of tourist satisfaction

It can be seen from the table below that the distribution of tourist satisfaction of Guangzhou Chime-Long Paradise is mainly concentrated in the three options of "general", "satisfied" and "very satisfied", accounting for 95.1% of the total. The average satisfaction is 3.87, which is between "very dissatisfied" and "very satisfied", and is more inclined to be satisfied.

**Table 5** Descriptive analysis of satisfaction

term	Door to door ratio%					mean value	standard deviation
	Very dissatisfied	dissatisfied	commonly satisfied	satisfied	Very satisfied		
What's your overall satisfaction with Guangzhou Changlong happy world this time	2.7	2.2	21.9	51.6	21.6	3.87	0.867

descriptive statistical analysis of tourists' revisit intention

Table 6 analysis of tourists' expectation in the early stage of tour and satisfaction after tour

Investigation contents	Pre tour expectations			Actual feeling after swimming		
	average	standard deviation	sort	average	standard deviation	sort
1. Rich exotic atmosphere	3.41	0.497	15	4.62	0.495	2
2. The atmosphere created by the overall architecture, landscaping, color, music and lighting of <b>Guangzhou Chime-Long Paradise</b>	3.28	0.460	21	4.70	0.465	1
3. The splendor and richness of the activities held by <b>Guangzhou Chime-Long Paradise</b>	3.24	0.432	22	4.50	0.574	7
4. <b>Guangzhou Chime-Long Paradise</b> each place signs clear and easy to understand	3.15	0.546	23	4.41	0.512	14
5. Number and convenience of seats for tourists to rest	3.70	0.640	2	4.46	0.513	10
6. Convenience of toilet and dustbin	3.43	0.579	13	4.50	0.525	6
7. Price rationality of the whole project of <b>Guangzhou Chime-Long Paradise</b>	3.43	0.658	14	4.56	0.502	4
8. Richness of performance types	3.40	0.607	16	4.46	0.509	9
9. Safety of performance	3.44	0.696	U	4.44	0.695	11
10. The advancement and novelty of program performance	3.44	0.636	10	4.21	0.672	22
11. The participation of tourists in the performance activities	3.61	0.551	3	4.35	0.641	19

Table 6 (Continued)

Investigation contents	Pre tour expectations			Actual feeling after swimming		
	average	standard deviation	sort	average	standard deviation	sort
12. On the rationality of the arrangement of the performance sequence	3.48	0.654	8	4.36	0.556	18
13. Fun and excitement of amusement	3.32	0.618	17	4.50	0.627	8
14. Variety richness of amusement items in Changlong happy world, Guangzhou	4.42	0.509	1	4.43	0.631	13
15. Safety of <b>Guangzhou Chime-Long Paradise</b> amusement project	3.57	0.586	5	4.43	0.565	12
16. Waiting time in line for <b>Guangzhou Chime-Long Paradise</b> amusement project	3.50	0.574	6	4.41	0.536	15
17. Rich food and taste of <b>Chime-Long Paradise</b> restaurant in Guangzhou	3.57	0.574	4	4.59	0.531	3
18. Service attitude and effectiveness of <b>Guangzhou Chime-Long Paradise</b> staff	3.43	0.565	12	4.55	0.523	5
19. Dress and appearance of <b>Guangzhou Chime-Long Paradise</b>	3.31	0.500	18	4.37	0.605	17
20. The richness of shopping paradise items in <b>Guangzhou Chime-Long Paradise</b> carnival	3.31	0.531	19	4.23	0.527	21
21. Convenience of shopping in shopping paradise of <b>Guangzhou Chime-Long Paradise</b> carnival	3.47	0.569	9	4.29	0.514	20
22. The rationality of shopping price in Carnival shopping paradise	3.30	0.556	20	4.40	0.524	16
Total average		3.46			4.43	

In this part, through the analysis of the average and standard deviation of the tourists' expectation and satisfaction in the early stage of tourism, the average of the expectation and satisfaction in the early stage of tourism is obtained for ranking analysis. It can be seen from table 4-5 that:

From the perspective of overall expectation, the order of importance of tourists is as follows: the richness of types of amusement projects, the number and convenience of seats for tourists to rest, the participation of tourists in performance activities, the richness of food in Guangzhou Chime-Long Paradise and the safety of taste / amusement center amusement projects. Among these 23 items, 22 items are between "ordinary" and "important", and one item is between "important" and "extremely important", which shows that tourists have very high expectations for the richness of Guangzhou Chime-Long Paradise project.

From the satisfaction degree of tourists after visiting, the satisfaction degree of each project is listed as follows: the atmosphere created by the overall architecture, landscaping, color, music and lighting, the richness and taste of food, the rationality of the overall project price, the staff service attitude and efficiency are among the 23 items, All the items are between "important" and "extremely important", which shows that tourists have very high requirements for the real experience of various items in Guangzhou Chime-Long Paradise.

Through the comparison of the total average value between the tourists' expectation in the early stage of tour and their satisfaction after tour, it is concluded that the tourists' expectation is higher than the tourists' satisfaction, which indicates that there are still many areas to be improved in the operation of Guangzhou Chime-Long Paradise, so as to increase the tourists' satisfaction after tour.

### **Factor analysis**

#### **Recreation quality factor analysis**

From the analysis of 407 samples, it can be seen that people of different genders, ages, occupations and incomes have different satisfaction with playing fantasy park. In terms of gender, 118 men and 85 women chose "satisfied", accounting for 28.99% and 20.88% of the total sample. From the perspective of age group, most of the people in the five age groups chose "satisfied", with a total of 203 people, including 5 people under 20 years old, 85 people between 20 and 30 years old, 41 people between 31 and 40 years old, 38 people between 41 and 50 years old, and 34 people over 50 years old, accounting for 49.88% of the total sample. From the

perspective of educational level, the number of college / undergraduate students who chose "average", "satisfied" and "very satisfied" was 176, accounting for 55.50% of the total sample. From the perspective of occupation, the tourists to Guangzhou Chime-Long Paradise are mainly enterprise workers, supplemented by public institution staff, followed by students. The number of this survey is 58, 37 and 29 respectively, accounting for 30.47% of the total sample. From the income point of view, most of the tourists who are satisfied with the consumption of Guangzhou Chime-Long Paradise have a monthly income of more than 2000, a total of 151 people, accounting for 37.1% of the total sample.

From the above data, we can draw such conclusion that the main tourist groups (first-class market) who are happy to travel and enjoy the world in Chime-Long, Guangzhou, are mostly young people, with medium and high education, working in enterprises and institutions, with monthly income of more than 2000 yuan; Although the questionnaire does not involve the problems of family, students or the elderly market (secondary market), it can be seen that the family market occupies the main position in the actual survey process, and the student market is the second, while the silver market is few; For rural or international markets, we have not defined whether it is rural population.



**Table 7** cross analysis of amusement quality

project	What's your overall satisfaction with Guangzhou Chime-Long Paradise this time											
	Very dissatisfied	%	dissatisfied	%	commonly	%	satisfied	%	Very satisfied	total		
Gender	male	9	2.21	9	2.21	43	10.57	118	28.99	39	9.58	218
	female	2	0.49	11	2.70	43	10.57	85	20.88	48	11.79	189
Age	Under 20 years old	1	0.25	2	0.49	2	0.49	5	1.23	0	0.00	10
	21-30 years old	5	1.23	12	2.95	40	9.83	85	20.88	31	7.62	173
	31-40 years old	5	1.23	3	0.74	24	5.90	41	10.07	32	7.86	105
	41-50 years old	0	0.00	1	0.25	3	0.74	38	9.34	4	0.98	46
Culture degree	Over 50 years old	0	0.00	2	0.49	17	4.18	34	8.35	20	4.91	73
	Below junior high school	2	0.49	5	1.23	15	3.69	26	6.39	15	3.69	63
	Senior middle school / secondary school	1	0.25	3	0.74	19	4.67	43	10.57	14	3.44	80
	Junior College Physical Education	5	1.23	9	2.21	38	9.34	102	25.06	36	8.85	190
Education	Graduate and above	3	0.74	3	0.74	14	3.44	32	7.86	22	5.41	74

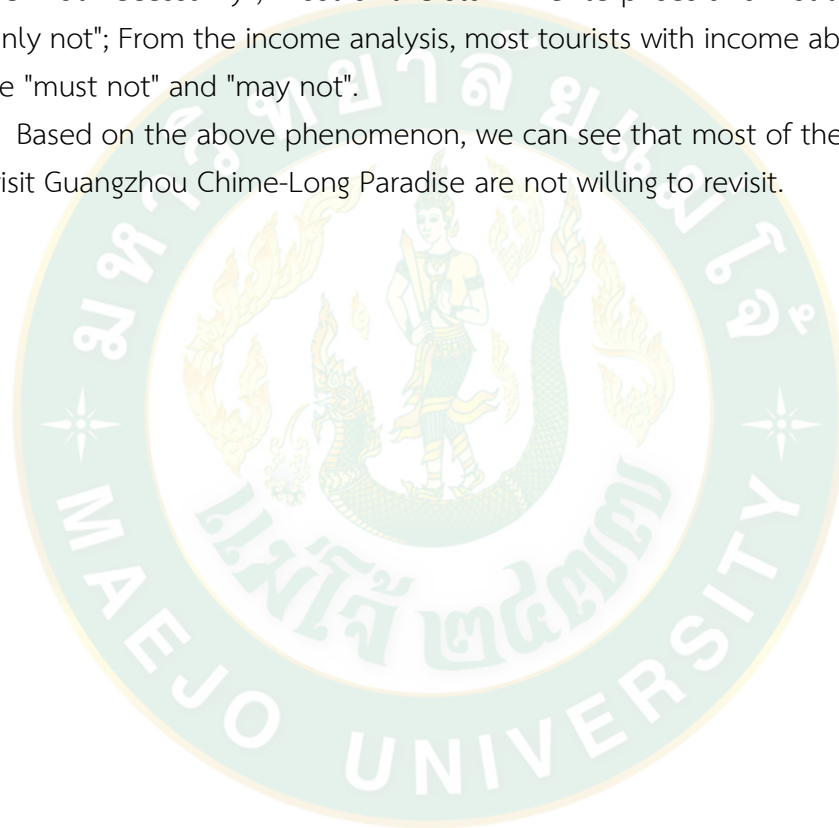
Table 7 (Continued)

project	What's your overall satisfaction with Guangzhou Chime-Long Paradise this time										
	Very dissatisfied	%	dissatisfied	%	commonly	%	satisfied	%	Very satisfied	%	total
civil servant	5	1.23	3	0.74	15	3.69	26	6.39	19	4.67	68
student	2	0.49	5	1.23	20	4.91	29	7.13	15	3.69	71
Self employed	1	0.25	0	0.00	8	1.97	19	4.67	5	1.23	33
occupation	0	0.00	6	1.47	13	3.19	58	14.25	15	3.69	92
Enterprise staff	1	0.25	4	0.98	11	2.70	37	9.09	15	3.69	68
Staff of public institutions	0	0.00	0	0.00	1	0.25	1	0.25	3	0.74	5
White by professional	2	0.49	2	0.49	18	4.42	33	8.11	15	3.69	70
other	3	0.74	5	1.23	10	2.46	24	5.90	10	2.46	52
Below 1000	0	0.00	2	0.49	22	5.41	28	6.88	10	2.46	62
1001 -2000	1	0.25	6	1.47	27	6.63	61	14.99	28	6.88	123
2001 — 3000	7	1.72	6	1.47	21	5.16	53	13.02	31	7.62	118
3001 — 5000	0	0.00	1	0.25	6	1.47	37	9.09	X	1.97	52
Over 5000											

### Factor analysis of tourists' revisit intention

The willingness of tourists to travel to the Guangzhou Chime-Long Paradise, from the perspective of gender, the majority of men choose "may not", 83 in total, the majority of women choose "must not", 70 people, accounting for 37.59% of the total; According to the age group, 133 people who were over 20 years old, who chose "must not" were selected, accounting for 32.68% of the total samples; From the perspective of cultural level, the main choice is college / undergraduate students, and they choose "may not"; From the perspective of occupation, most students choose "not necessarily", most of the staff in enterprises and institutions choose "certainly not"; From the income analysis, most tourists with income above 2000 yuan choose "must not" and "may not".

Based on the above phenomenon, we can see that most of the consumers who visit Guangzhou Chime-Long Paradise are not willing to revisit.





**Table 8** cross analysis of tourists' willingness to revisit the Guangzhou Chime-Long Paradise

project	After this experience, will you come to Guangzhou Chime-Long Paradise next time							Total				
	I'm sure it won't	%	No	%	Not necessarily	%	It might		%	I'm sure it will	%	
Gender	Man	67	16.46	83	20.39	41	10.07	26	6.39	1	0.25	218
	Woman	70	17.20	45	11.06	58	14.25	14	3.44	2	0.49	189
Age	Under 20 years old	4	0.98	2	0.49	1	0.25	3	0.74	0	0.00	10
	21 — 30	68	16.71	42	10.32	46	11.30	17	4.18	0	0.00	173
	31 — 40	29	7.13	37	9.09	26	6.39	12	2.95	1	0.25	105
	41-50	7	1.72	31	7.62	5	1.23	3	0.74	0	0.00	46
	Over 50 years old	29	7.13	16	3.93	21	5.16	5	1.23	2	0.49	73
degree of education	Below high school	18	4.42	16	3.93	20	4.91	8	1.97	1	0.25	63
	Senior middle school / technical secondary school	38	9.34	15	3.69	18	4.42	8	1.97	1	0.25	80
occupation	Junior college / undergraduate	62	15.23	78	19.16	36	8.85	13	3.19	1	0.25	190
	Graduate and above	19	4.67	19	4.67	25	6.14	11	2.70	0	0.00	74
	civil servant	23	5.65	19	4.67	17	4.18	8	1.97	1	0.25	68
	student	19	4.67	16	3.93	27	6.63	9	2.21	0	0.00	71
	Self employed	10	2.46	12	2.95	8	1.97	3	0.74	0	0.00	33

Table 8 (Continued)

project	After this experience, will you come to Guangzhou Chime-Long Paradise next time										
	I'm sure it won't	%	No	%	Not necessarily	%	It might	%	I'm sure it will	%	Total
Enterprise staff	28	6.88	45	11.06	15	3.69	4	0.98	0	0.00	92
Staff of vehicle industry units	28	6.88	17	4.18	13	3.19	9	2.21	1	0.25	68
professional	1	0.25	2	0.49	2	0.49	0	0.00	0	0.00	5
other	28	6.88	17	4.18	17	4.18	7	1.72	1	0.25	70
Below 1000	15	3.69	10	2.46	18	4.42	9	2.21	0	0.00	52
1001 —2000	27	6.63	18	4.42	12	2.95	4	0.98	1	0.25	62
2001 —3000	53	13.02	30	7.37	34	8.35	5	1.23	1	0.25	123
3001 —5000	36	8.85	37	9.09	25	6.14	19	4.67	1	0.25	118
Over 5000	6	1.47	33	8.11	10	2.46	3	0.74	0	0.00	52

## CHAPTER V

### SUMMARY AND CONCLUSION

#### Analysis conclusion

##### Descriptive analysis

There is a small gap between men and women. The main consumer groups are under 40 years old. The number of tourists with college / Bachelor degree is the most. The occupation of tourists is mainly enterprise staff. The income level of this consumer group is 2001-3000 yuan per month; The survey results show that 95.1% of the products and service quality of Guangzhou Chime-Long Paradise are basically satisfied; The proportion of tourists who are not willing to come back to Guangzhou Chime-Long Paradise is as high as 89.6%. According to the analysis of tourists' expectation in the early stage of tour and their satisfaction after tour, tourists' expectation of the richness of theme park projects is very high, and tourists' demand for the real experience of various theme park projects is also very high. Through the comparison of the average value between tourists' expectation in the early stage of tour and their satisfaction after tour, it is concluded that tourists' expectation is higher than tourists' satisfaction, which shows that tourists' expectation is higher than tourists' satisfaction, there are still many areas to be improved in the operation of Guangzhou Chime-Long Paradise in order to increase tourists' satisfaction and revisit rate.

##### Cross contingency table analysis

Through the analysis of cross contingency table, the following two conclusions are drawn: the main tourists who visit and feel satisfied with Guangzhou Chime-Long Paradise, regardless of gender, are mostly young people with medium or high education background, working in enterprises and institutions, with a monthly income of more than 2000 yuan; Most of the consumers who visit Guangzhou Chime-Long Paradise are not willing to visit again.

## Countermeasures for improving the amusement quality of Guangzhou Chime-Long Paradise

### accurate positioning of target market

The basis and premise of marketing is to determine the accurate target market. In the management of management, "market-oriented" is the best. If a theme park does not accurately locate the market according to the regional economic conditions and tourism market conditions, it will eventually fail. Through market investigation, it is the premise of planning and marketing of tourism activities to determine the target market, understand the basic characteristics of the market and analyze its motivation and demand. To accurately locate the target market of Guangzhou Chime-Long Paradise, we must first determine its true and reliable market attraction range. Generally, the market is divided into primary passenger market, secondary passenger source market and tertiary passenger source market according to the passenger source.

#### 1. Primary market

According to the above analysis, Guangzhou Chime-Long Paradise is mainly for young and middle-aged people, who are mostly engaged in enterprises and institutions staff, civil servants, teachers and freelancers, and have a higher level of education. This market has strong consumption ability and advanced concept, so special leisure products can be developed to meet the consumption tendency of this kind of tourists, such as summer party activities, International Cultural Festival, etc; At the same time, we should strengthen the development of the tourist souvenir market, launch the tourist souvenirs and scenic mascot souvenirs with characteristics and reflecting the Guangzhou Chime-Long Paradise, and promote the economy of scenic spots by selling souvenirs. In addition, we can strengthen the cooperation with major travel agencies to win "second-hand customers", and cooperate with low price promotion strategy.

#### 2. Secondary market

The secondary market can be analyzed from the following three aspects:

##### 2.1 Home market

In the world, leisure tourism has great attraction to families. At present, the market of Guangzhou Chime-Long Paradise has not been well developed. With the development of economy, the development potential of family market is growing. Therefore, no matter in the off-season or the peak season of tourism, we can launch the corresponding food and clothing products suitable for family tourism, so as to attract the family tourists to come for sightseeing.

## 2.2 Student market

Students are a potential tourism market. Although students' market consumption ability is relatively low, they are young and full of vitality. They are not only willing to try stimulating entertainment activities, but also interested in regional culture, so they also have certain development potential.

## 2.3 White hair market

The elderly have more leisure time, strong desire to travel, strong economic strength, and growing health concept, with great market potential. Guangzhou Chime-Long Paradise can develop special tourism activities such as fitness, cultural heritage, health concept and food festival for the silver hair market. And in the entertainment projects, the elderly can participate in leisure fitness, entertainment projects.

## 3. Tertiary opportunity Market

Three level opportunity market can be analyzed from the following two aspects:

### 3.1 Rural market

Due to the influence of economic conditions, the development of rural tourism market has not been paid attention to. Now the rural residents with growing economic income have gradually enhanced their tourism awareness. Sightseeing tourism and in-depth experience of performing tourism activities are very attractive to them. According to the characteristics of their needs, we can carry out some targeted marketing, so that they can also join the journey of Guangzhou Chime-Long Paradise.

### 3.2 International market

Actively explore domestic, Indian and Russian markets, and moderately develop European and American markets. Russia, India and China are the main markets of Guangzhou Chime-Long Paradise, with a large number of tourists every year. Therefore, we can fully carry on the marketing propaganda for them, let them come to the sunshine, sand beach, ocean that magic Duoqi enjoys, and experience the fun of various amusement facilities at the same time; In view of the strong consumption ability, mature consumption behavior and advanced concept of European and American markets, Guangzhou Chime-Long Paradise should actively develop themed holiday products.

According to the survey data, we can draw the following conclusions from the occupation composition of tourists in Guangzhou Chime-Long Paradise: the main consumer groups are under 40 years old, which accounts for 70.8% of the total, and tourists tend to be light and medium-sized; The number of tourists with college or bachelor degree is the most, accounting for 47%; Enterprise staff accounted for 30%;

The group with monthly income of 2001-3000 has the largest number, accounting for 29%. As the main target market of amusement park is students, white-collar workers and foreign tourists, we need to be targeted when designing marketing strategies, and strive to become a scientific and professional entertainment theme park that can provide happy experience for consumers. For example, during the winter and summer holidays or the legal holidays such as "May Day" and "National Day", preferential fares for students are provided, and targeted promotion activities are carried out through cooperation with schools and enterprises; To inject technology and cultural connotation into the products, to attract the attention of young people and so on. Only when we fully grasp the characteristics of the tourism market, can we effectively carry out market segmentation, and then put forward the corresponding marketing strategies.

### **Segment the market and strive for the revisit rate of tourists**

In many studies on customers' revisit intention, we can draw the conclusion that it takes five times more energy to win a new customer than to keep an old one. The same is true for theme parks. Although it is not reasonable for most tourists to revisit the same scenic spots under the restriction of time and money, the operators of tourism products still have to strive for the revisiting rate of tourists.

#### **1. Positioning the target market accurately and providing professional services**

Through the survey of Guangzhou Chime-Long Paradise, the main consumer groups are tourists under 40 years old, with college / undergraduate degree, the largest number of enterprise staff and monthly income of 2001-3000. On the premise of determining the target market, a tourism route with rich experience activities is designed for the target market, and more challenging elements are added to the participation activities. Through this clear target orientation, we can enhance the tourism experience of this part of tourists, make it not only enjoy the best but also leave regret in the process of a tour, and then generate the will of revisiting, and promote the increase of tourists loyalty.

#### **2. Provide personalized services for different tourists**

Accurate target market positioning does not mean that the wishes of other types of tourists can be ignored. After launching the main products or routes in the target market, we should also provide a variety of personalized services for other different types of tourists. From the survey, it is found that tourists include retired elderly people, including children led by parents, tourists with graduate degree or above, and ordinary workers who have not graduated from high school. Different



types of tourists need different experience when they come to the theme park. Some tourists have strong purposes, and their desire for knowledge and exploration is more significant than other types of tourists; Some tourists have strong curiosity and want to know everything; Some tourists may only want to see the architectural landscape because of their physical fitness. For these different types of tourists, operators can adopt different ways, such as adding appropriate self-help interpretation system; Carry out more interesting interactive activities. Operators should not only meet the basic requirements of tourists, but also meet the needs of different tourists for experiential service and personalized service. Tourists who meet all the requirements can naturally increase their revisit rate, and they may also develop potential new customers for the theme park.

In short, it is very significant to plan the corresponding marketing mix according to the needs and characteristics of different market segments to win more tourists' return rate. For high-end and professional tourists, the demand characteristics of tourists should be placed on the primary goal of service. The whole journey should be treated with higher standards. All sides of the journey should be unique in their blood, and each side should strive to achieve the "Star" standard. But the general public will not have too much demand in these aspects, so the theme park tour project becomes the tourist focus of this kind of tourists. Entertainment activities should also add different types of activities to meet different needs of tourists, so that the activities can meet both professional tourists and ordinary people to enjoy. Let every tourist enjoy it.

### **Enhance the tourist experience of night theme park**

With the advent of the era of "experience economy", tourists are no longer satisfied with the traditional "Walking Horse watching fancy" form of tourism, but pay more attention to the participation of leisure and tourism, hoping to experience the fun of tourism. According to our survey of Guangzhou Chime-Long Paradise, to enhance the tourists' experience of theme park (the advancement and novelty of performance and the rationality of performance sequence arrangement), we can start from the following three aspects: enhancing the tourists' experience of performance appreciation, stimulating the tourists' experience of participation in activities, and ensuring the tourists' experience of facilities and services.

#### 1. Enhance the performance appreciation experience of tourists

Performance is an important part of tourism experience, which refers to various performances, programs, ceremonies and ornamental activities performed on



the scene of theme park and scenic spot for the purpose of attracting tourists to watch and participate, and is collectively referred to as tourism performance. As a special tourism, Guangzhou Chime-Long joy world night culture theme not only provides tourists with landscape experience, but also shows appreciation. The excellent tourism performance projects can greatly promote the operation of theme park. This paper will discuss how to improve the performance experience in theme park from the following three aspects.

### 1.1 Diversity of performance

The performance of theme park can be divided into two categories: actor performance and media technology supported visual performance program, covering large square art, singing and dancing, folk entertainment, acrobatics, small pieces, drama, extreme sports, street art, film and television programs. Among them, there are actors' performances which can be divided into three categories: large-scale performance (including square version and theater), scenic spot performance, festival performance and so on. The fantasy theme park can arrange and perform similar and novel forms in various scenic spots, or in different performing places. In addition, performance programs can rely on high-tech means such as media technology, so that tourists can feel the real existence in the virtual environment. There are many kinds of performance programs. When choosing programs, operators should pay attention to the nature and content of the program and the overall atmosphere in the park to unify each other, so that tourists can enjoy the performances in accordance with the style and form of the park in the whole theme park tour.

### 1.2 Innovation of performance

The innovation of the performance is mainly reflected in the originality and novelty of the performance. Plagiarism and similarity will only make tourists feel bored and disappointed. First of all, the creativity of performances in Guangzhou Chime-Long Paradise mainly comes from the deep excavation of culture, from the classical theater stage performance and the integration of various plastic arts, popular culture, folk activities and festivals. Secondly, Guangzhou Chime-Long Paradise should do some surveys on tourists' satisfaction every year, and then update the program list according to tourists' needs and hobbies to eliminate those unpopular performances. In addition, the park should rehearse some unique performances according to its own characteristics. For example, it can let the audience participate in some interesting programs, so that the audience can participate in interactive performance, which is easy to become an eye-catching unique form of performance. To make the performance innovative, the theme park must keep up with the trend of the times,

update its own information at any time, cater to the consumption interests of the majority of tourism consumers, meet the curiosity of tourists in pursuit of new things, and attract repeat customers with innovative selling points.

### 1.3 Professionalism of performance

The specialty of the performance program directly determines the quality of the tourists' performance appreciation experience. To improve the specialty of performance programs, we should not only use a means to reflect a culture to perform, but should treat the performance as tourism attractions. After a period of time, we should make innovations and attract the number of tourists through continuous innovation. Guangzhou Chime-Long Paradise must create its own program, which should be performed by professional personnel, and the brand of program performance is created by adopting advanced means of lighting, sound, dance, clothing and other means.

## 2. Stimulate the participation experience of tourists

It is found that three key factors, popularity, traffic convenience and tourist satisfaction, are the main factors affecting the success or failure of the theme park, and the effective product supply largely determines the popularity and tourist satisfaction. The basic conditions of determining the effective supply of products are participation and entertainment, because only with participation and entertainment can the products form appeal and affinity, so as to promote the good interaction between theme park and tourists. Therefore, the urgent problem to be solved in the operation of Guangzhou Chime-Long Paradise is how to stimulate the participation experience of tourists. After investigation, the desire of tourists to participate in the performance is on the rise. In the long run, if Guangzhou Chime-Long Paradise can make some improvements in the participation of tourists, it can enhance the satisfaction of tourists.

### 2.1 Experience of activity design

Themepark without customer participation is lifeless, and the amusement activities of the park should attract tourists to participate actively. First, we must arrange the time of each activity reasonably. We can arrange several theme activities with different time loops for tourists of different time according to the theme of theme park. Secondly, the challenge of the activity should be paid attention to in the event design. The event items that are too easy will not leave any experience for tourists. Too difficult activities will make the tourists lose their sense of happiness. The best standard for the difficulty of activity design is to achieve the goal after the efforts of tourists. Later, creative and stimulating activities will attract tourists, and the

use of high-tech means makes the activities more mysterious and challenging. Generally speaking, as the design concept of activities, happiness is the most important. Because the nature of tourists pursuing happiness will not change, so theme park should also take creating a happy experience for tourists as the management goal.

## 2.2 Personalization of activity participation

After 1970, the main body of the consumer market of the theme park of social groups emerged. This is a group with a main opinion, will defend their own claims, seek change and pay attention to independent choice. The consumption behavior of this group shows the characteristic of individuality. With the full application of modern technology, the product form evolution of Theme Park presents a trend of participation and personalization. Therefore, it is very important to highlight the individuation in the event design to meet the needs of different tourists. According to other theme parks related research, it is known that tourists travel together for their relatives and friends when they visit the theme park. Therefore, more parent-child entertainment projects, lovers' entertainment projects and team entertainment projects are launched in the theme park, so that the group can attract more tourists by joining the activities.

## 3. Ensure the facilities and service experience of tourists

### 3.1 Improve supporting facilities

The elements of tourism include food, housing, transportation, travel, shopping and entertainment. Therefore, apart from the construction and improvement of facilities in the scenic area, Guangzhou Chime-Long Paradise should also improve the elements of delicious food and shopping. For the facilities in the theme park, the design must adapt to the atmosphere in the theme park, including the signboards, rest facilities, trade stalls, etc. in the scenic area should be consistent with the main experience atmosphere. In addition, high quality internal management and maintenance are needed for the facilities in use. In the daily expenses of theme parks in the United States, wages account for 60% of the total cost, and maintenance costs account for 7% - 15% of the total operating costs. Frequent maintenance and renewal of facilities make the facilities of theme park in the most efficient operation state, and tourists can get the maximum satisfaction.

### 3.2 Provide quality service

To improve tourist satisfaction and strive for revisited tourists, providing quality service is an indispensable choice. How to improve the service quality of Guangzhou Chime-Long Paradise? We can refer to the service secrets of Disneyland.

Disneyland is well-known for its high-quality service, and its service concept and standard have become the model for all kinds of enterprises to follow. Its secret lies in "SCSE", that is, safety, civility, show and efficiency. Its connotation can be understood as: firstly, to ensure the comfort and safety of the guests; Secondly, ensure that the staff are polite; The third is to ensure that the performance is full of magic; Finally, on the premise of meeting the above three criteria, ensure high efficiency of work. It is because of the long-term adherence to the "SCSE" business philosophy and the effective implementation of the service commitment in all staff of Disneyland that the Disneyland has created a high-quality, efficient and meticulous service level and won a good reputation of customers and a high revisit rate.

In Disneyland, operators always perfect all service details, constantly make their own service lean, do not let tourists down. In the parking lot, there will be tour buses to take tourists from the parking lot to the ticket office; At the entrance, there will be different walking tools for tourists with different needs, such as baby carriages, wheelchairs, electric vehicles, etc; If tourists bring pets, they can also find special places to take care of them; The car key is locked in the car. You can also turn to the park ranger for help. There is no need to call the locksmith, wait or pay. When improving the service experience, Guangzhou Chime-Long Paradise can learn from some service experience of Disneyland, and pay attention to the perfect improvement of every service detail, so that tourists can feel the meticulous service in the park.

### **Improve catering, improve quality**

According to the data investigated in this paper, in the process of visiting Guangzhou Chime-Long Paradise, the delicious food is also the focus of attention. The cafeteria, which can accommodate 4000 people at the same time, looks like a magnificent water palace. In addition to authentic Chinese food, there are Japanese food, Thai food, European and American food, which can basically meet the different catering needs of tourists. However, in this questionnaire, tourists' satisfaction with the catering service of Guangzhou Chime-Long Paradise is not high. The main problem is that the daily reception volume is very large. It is not easy to ensure the safety, health and order of the hall in such a place where people gather for activities, and it is also not easy to ensure the considerate dining service. Therefore, it is necessary to strengthen the quality training of the service staff in the hall, and study the staff's qualifications, education level, ability and personality, so as to make the service seamless, and let the guests who come to the restaurant feel the warmth,

friendliness, competence and dedication without exception. This requires high-level management and strict training, which can be achieved by starting bit by bit and accumulating over time. At the same time, we should also do a good job in improving the environmental hygiene of the restaurant and personal hygiene of the staff.

## **Research innovation**

### **Construction of amusement quality measurement scale for theme park**

For a long time, the academic research on customer satisfaction has not been reduced, but as far as the data of the author is concerned, it is found that the academic research on tourist satisfaction of theme park is very little. In the literature, SERVQUAL scale and tourism service quality are used as theoretical reference to construct the tourist satisfaction measurement scale. Considering that the main factors that affect the tourist experience of theme park are the high participation projects, theme activities and performances of tourists, rather than the service products with less participation of tourists, this paper attempts to construct the amusement quality measurement scale of theme park from the perspective of product characteristics and attributes of theme park, The scale can better reflect the characteristics of high participation, high experience and high entertainment of theme park products.

### **Construction of the relationship model among amusement quality, tourist satisfaction and revisit intention of theme park**

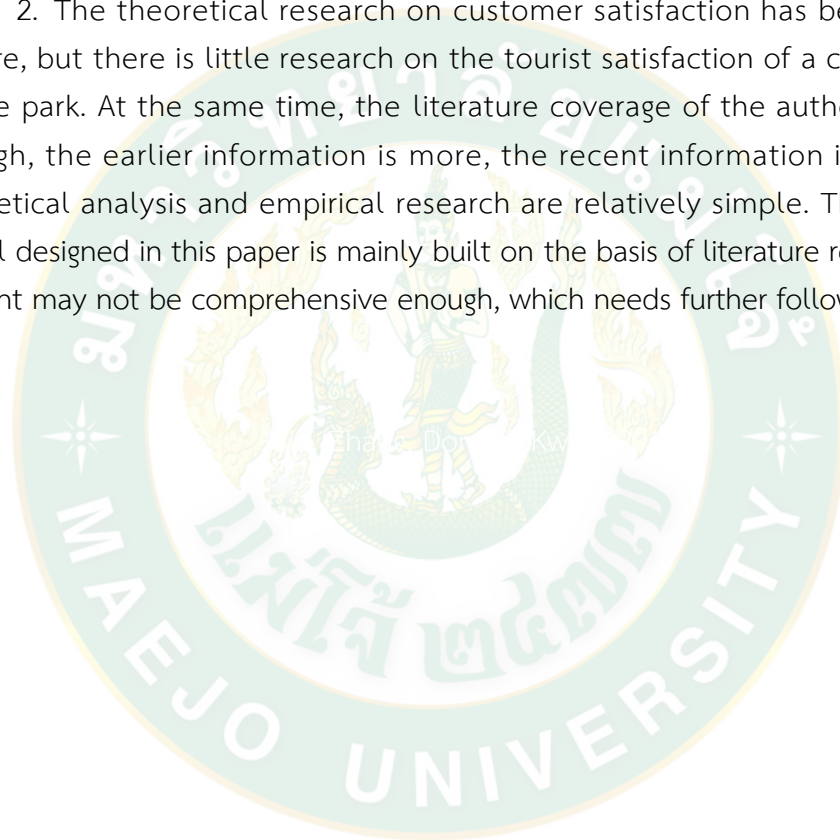
In the past, many scholars based on the service quality gap model proposed by PZB to explore the relationship between service quality and tourists' satisfaction and revisit intention. However, so far, no scholars have introduced the service quality gap model into the research field of theme parks. Based on the newly constructed recreation quality scale and the service quality gap model, this paper discusses the relationship between "perception expectation" recreation quality and tourists' satisfaction and revisit intention, and constructs a relationship model among them. Although the empirical research results show that the model constructed by replacing "perception expectation" with "actual perception" is more explanatory, the research idea of "perception expectation" is still worth trying, and this method can also find the gap between tourists' perception and expectation, which is of great help to improve the quality of recreation.



### Current research deficiencies

1. In general, the more samples we take, the more we can reflect the real situation. However, due to the limitation of time and financial resources, this paper only focuses on a certain period of on-the-spot survey questionnaire. The number of questionnaires is not large enough, and the survey research is not in-depth enough. Therefore, there are some omissions in the survey objects, and the number of samples collected is limited.

2. The theoretical research on customer satisfaction has been relatively mature, but there is little research on the tourist satisfaction of a certain type of theme park. At the same time, the literature coverage of the author is not wide enough, the earlier information is more, the recent information is less, so the theoretical analysis and empirical research are relatively simple. The evaluation model designed in this paper is mainly built on the basis of literature review, and the content may not be comprehensive enough, which needs further follow-up research.



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