

A STUDY ON THE RELATIONSHIP AMONG TOURISTS' PERCEPTION,
EXPERIENCE VALUE AND REVISIT INTENTION OF
XING'AN LINGQU ANCIENT TOWN IN
GUILIN, GUANGXI



MASTER OF ARTS IN TOURISM MANAGEMENT
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A THESIS SUBMITTED IN PARTIAL FULFILLMENT
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ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY
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YAN PENG

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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ประสบการณ์ และความตั้งใจที่จะกลับไปเมืองโบราณ Xing'an Lingqu
ในกุ้ยหลิน

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บทคัดย่อ

การท่องเที่ยวทางวัฒนธรรมของปี พ.ศ. นี้ ได้ดึงดูดความสนใจมากขึ้นและมากขึ้น โดยเฉพาะอย่างยิ่งในเมืองเก่ากับประวัติศาสตร์ที่ลึกซึ้งและมีมนุษยธรรมที่แข็งแกร่ง มั่นปฎิเสธไม่ได้ว่าการพัฒนาการท่องเที่ยวเป็นประโยชน์ในหลายด้าน แต่ในระยะยาวเนื่องจากอิทธิพลของปัจจัยหลายประการเช่นการพัฒนาและการคุ้มครองของเมืองเก่าความไม่สมดุลและการค้ามากเกินไปจะทำให้เกิดความสูญเสียมากมายในเมืองเก่า วิทยานิพนธ์ฉบับนี้มีวัตถุประสงค์เพื่อค้นหาวิธีการปรับปรุงคุณภาพจากประสบการณ์และมุมมอง รวมทั้งการรับรู้ของนักท่องเที่ยวและคุณค่าของประสบการณ์ซึ่งนักท่องเที่ยวไม่เพียงแต่เพลิดเพลินกับสิ่งอำนวยความสะดวกของการพัฒนาการท่องเที่ยวแต่ยังต้องคำนึงถึงประโยชน์อย่างยั่งยืนของทรัพยากรการท่องเที่ยว รูปแบบกลไกของอิทธิพลของความรู้ที่แท้จริงของนักท่องเที่ยวต่อคุณค่าของประสบการณ์และความตั้งใจที่จะกลับไปเมืองเก่าที่ถูกสร้างขึ้นใช้ Xing an เมืองเก่าในกวางสีเป็นสถานที่เก็บข้อมูลที่ได้จากแบบสอบถามและทดสอบสมมติฐานโดยใช้แบบจำลองสมการโครงสร้าง

ผลการศึกษาพบว่า นักท่องเที่ยวที่มีระดับการศึกษาและกลุ่มอาชีพที่แตกต่างกัน รวมทั้งมีความแตกต่างในความรู้สึกที่แท้จริงต่อประสบการณ์และความตั้งใจที่จะกลับไปเยี่ยมชม การให้บริการสื่อความหมายในพื้นที่ได้อย่างมีประสิทธิภาพสามารถปรับปรุงคุณค่าทางอารมณ์และสังคมของนักท่องเที่ยว นอกจากนี้ความรู้สึกที่แท้จริงของนักท่องเที่ยวมีความสัมพันธ์เชิงบวกอย่างมีนัยสำคัญกับคุณค่าทางอารมณ์และคุณค่าทางสังคม นอกจากนี้ยังพบว่าการรับรู้มีผลกระทบเชิงบวกอย่างมีนัยสำคัญต่อความตั้งใจที่จะมาเยี่ยมชมอีกครั้งและการรับรู้ไม่ตรงกับมีผลต่อความตั้งใจที่จะกลับไปเยี่ยมชมผ่านตัวกลางค่าฟังก์ชัน ค่าฟังก์ชันค่านิยมทางอารมณ์และคุณค่าทางสังคมที่มีผลกระทบเชิงบวกอย่างมีนัยสำคัญต่อความตั้งใจที่จะกลับไปเยี่ยมชม คุณค่าการทำงานคุณค่าทางอารมณ์และคุณค่าทางสังคมเป็นสื่อกลางระหว่างความจริงและความตั้งใจที่จะกลับไปเยี่ยมชม จากผล

การศึกษามาตรการที่สอดคล้องกันจะใส่ไปข้างหน้าเพื่อปรับปรุงคุณภาพของประสบการณ์ของ
นักท่องเที่ยวและตระหนักถึง

คำสำคัญ : ความถูกต้อง, การรับรู้, ค่าประสบการณ์, ความเต็มใจที่จะกลับมาท่องเที่ยวอีก, ท่องเที่ยว
เมืองโบราณ



Title	A STUDY ON THE RELATIONSHIP AMONG TOURISTS' PERCEPTION, EXPERIENCE VALUE AND REVISIT INTENTION OF XING'AN LINGQU ANCIENT TOWN IN GUILIN, GUANGXI
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ABSTRACT

In recent years, cultural tourism has been paid more and more attention by the public, especially the ancient town because of its profound historical heritage and rich humanistic atmosphere. It is undeniable that the development of tourism is beneficial in many aspects. But in the long run, due to a variety of factors, the imbalance of development and protection, over commercialization and other problems will bring immeasurable huge losses to the ancient town. From the perspective of tourists' perceived authenticity and experience value, this paper attempts to explore how to improve the quality of tourists' experience, enhance tourists' revisit intention, and protect the ancient town resources. We should not only enjoy the "welfare" brought by tourism development, but also ensure the sustainable utilization of tourism resources. By incorporating tourists' authenticity perception, experience value and revisit intention into the same framework, this paper attempts to build a mechanism model of the impact of tourists' authenticity perception on experience value and revisit intention in the context of ancient town. Taking Xing'an ancient town in Guilin, Guangxi as an example, this paper obtains data through questionnaire survey and uses structural equation model to test the hypothesis.

The findings of this study are as follows: (1) there are highly significant differences in tourists' authenticity perception, experience value and revisit intention among different age groups, education groups and occupation groups; (2) providing

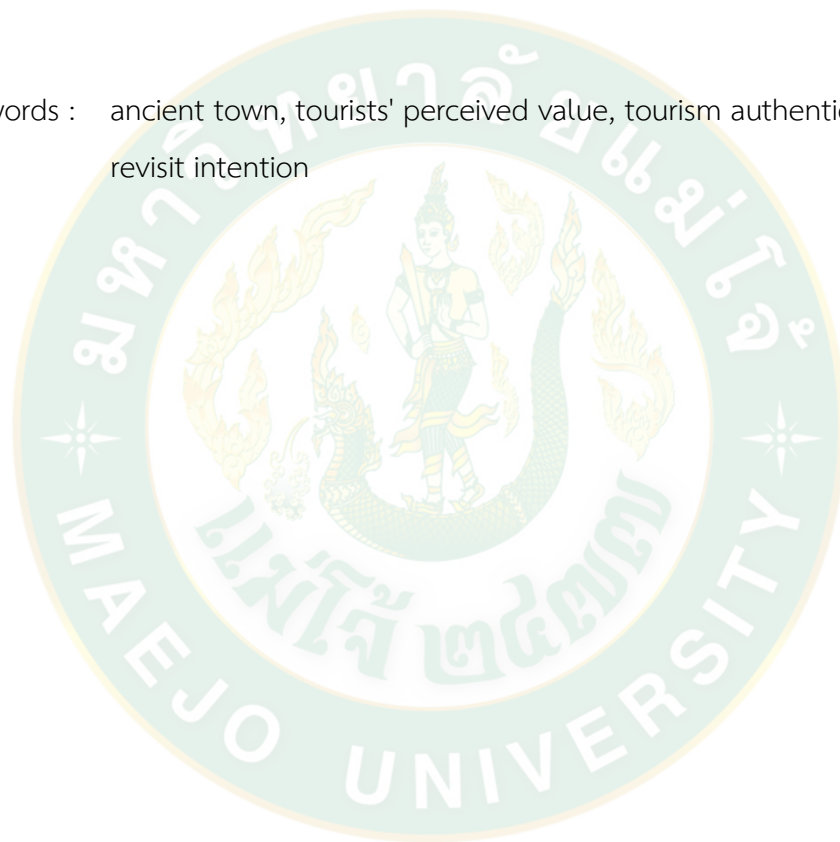
scenic spot explanation service can effectively improve tourists' emotional value and social value; (3) tourists' authenticity perception has a significant positive impact on functional value, emotional value and social value; (4) existential authenticity perception has a significant positive impact on revisit intention, while object authenticity perception has an indirect impact on the revisit intention through the mediation of functional value, emotional value and social value; (5) functional value, emotional value and social value have a significant positive impact on revisit intention; (6) functional value, emotional value and social value play a complete intermediary role in the object authenticity and revisit intention, and part of the intermediary role between the existential authenticity and revisit intention. According to the research results, the paper puts forward the corresponding countermeasures to improve the quality of tourists' experience and achieve the sustainable development of ancient town tourism.

By constructing the relationship model between tourists' authenticity perception, experience value and revisit intention in the context of ancient town, this paper mainly has the following three purposes: (1) Compare the differences of tourists' authenticity perception, experience value and revisit intention in different groups. (2) Introduce the intermediary of experience value to study the influence mechanism of authenticity perception on tourists' revisit intention, and test the intermediary role of experience value between tourists' authenticity perception and revisit intention (3) Contact the research results with the tourism development of Xing'an ancient town in Guilin, Guangxi, and put forward practical and effective countermeasures to improve tourists' revisit intention.

Authenticity is one of the important tourism motivations of tourists. There are many articles on this in the tourism academic circle, but there are few articles on bringing authenticity, experience value and revisit intention into the same framework. This article discusses the relationship between authenticity perception, experience value and revisit intention of ancient town tourists, with experience value as the intermediary. How to bring good tourism experience and how to enable customers to

revisit are the problems that ancient town tourism managers need to solve. The development of ancient town tourism has left some problems, including how to deal with the relationship between the commercialization of ancient towns and resource protection, prevent the improper development of tourism resources in ancient towns and how to bring good experience to tourists and realize the sustainable utilization of tourism resources. The research of this paper has practical guiding significance for the tourism development of ancient towns.

Keywords : ancient town, tourists' perceived value, tourism authenticity, tourists' revisit intention



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CHAPTER I

INTRODUCTION

Research Problem

Humanistic tourism is the core competitiveness of ancient town development tourism. The modern people's hearts find their destination here. Strengthen the cultural connotation, activate the humanistic thought, and inject fresh vitality into the ancient town tourism. However, the ancient town is also a living cultural relic used by local residents. The protection of cultural relics has its own regularity. Reasonable tourism utilization on the basis of protection may be the best choice to protect the ancient town. The Xing'an ancient town in Guilin, Guangxi has a history of 2500 years and it is full of tourists every day. On the one hand, the popularity of ancient town tourism brings tourism economic income to the ancient town, and promotes the employment of the residents. On the other hand, it also brings problems to the ancient town. A large number of tourists pour into the ancient town and produce a surprising amount of garbage, some of which can not be disposed in time, which damages the environment of the ancient town. Excessive commercialization makes the ancient flavor of the ancient town disappear gradually, which not only damages the precious resources of the ancient town, but also lower the public praise of ancient town tourism. In the long run, the damage to the ancient town is immeasurable. How to protect and utilize resources at the same time and how to improve the tourists' experience are the primary problems to be solved in Xing'an ancient town in Guilin,, Guangxi. The discussion of authenticity is beneficial to the reasonable protection and development of ancient town resources. Macarmell puts forward the theory of "Staged Authenticity", which provides a new idea for the protection and development of cultural resources. He thinks that "backstage" is the real life of the host, and that "front stage" is also true to package and display their culture to the tourists, which is a kind of "stage reality". It is conducive to protecting the "fragile" culture of the tourist destination and meeting the needs of tourists to seek authenticity at the same time, In his opinion, authenticity must depend on the object and has a fixed standard of judgment. Wang (1999) puts forward that the authenticity pursued by tourists is a kind of subjective perception, which has nothing to do with the object. He called it "existential authenticity". Authenticity research can help the ancient town to protect tourism resources, bring higher quality of tourism experience to tourists, and bring more income for the ancient town tourism.

The problem to be studied in this thesis is that "how to have more repeat customers" is also a problem that the ancient town needs to pay attention to. The number of repeat customers reflects the popularity of the ancient town to a certain extent. Therefore, the main research questions of this thesis are the factors that affect tourists' revisit intention in ancient town tourism, and how to improve tourists' willingness to revisit.

The problem to be studied in this thesis is how to demonstrate and measure the impact of tourists' perceived authenticity on experience value and revisit intention through scientific methods, and find the problems and improvement countermeasures in the tourism development of Xing'an ancient town in Guilin, Guangxi.

At present, some scholars have studied the impact of tourists' experience value on revisit intention. Tourists will have revisit intention once they have the idea of value for money after weighing the value between the cost and the income.

Authenticity is one of the important tourism motivations of tourists. There are many articles on this in the tourism academic circle, but there are few articles on bringing authenticity, experience value and revisit intention into the same framework. This article discusses the relationship between authenticity perception, experience value and revisit intention of ancient town tourists, with experience value as the intermediary. How to bring good tourism experience and how to enable customers to revisit are the problems that ancient town tourism managers need to solve. The development of ancient town tourism has left some problems, including how to deal with the relationship between the commercialization of ancient towns and resource protection, prevent the improper development of tourism resources in ancient towns and how to bring good experience to tourists and realize the sustainable utilization of tourism resources. The research of this thesis has practical guiding significance for the tourism development of ancient towns.

Objectives of the Study

This thesis constructs the relationship model of tourists' perceived authenticity, experience value and revisit intention in the context of ancient town, with the following purposes: (1) Compare the differences of tourists' perceived authenticity, experience value and revisit intention in different groups. (2) Analyze the impact mechanism of authenticity perception on tourists' revisit intention, and test the intermediary role of experience value between tourists' authenticity perception and revisit intention.

Expected Results

This thesis discusses the influence of tourists' perceived authenticity on experience value and revisit intention in the context of ancient town by integrating tourists authenticity, experience value and revisit intention. Based on the research results and the actual situation of tourism development of Xing'an ancient town in Guilin, Guangxi, some feasible suggestions are put forward for reference of ancient town scenic spots.

Scope of the Study

Taking Xing'an ancient town in Guilin, Guangxi as an example, this thesis introduces experience value as an intermediary variable, brings authenticity, experience value and revisit intention into the same framework, studies the influence mechanism of tourists' perceived authenticity on revisit intention, and specifically analyzes the mediating role of experience value between tourists' perceived authenticity and revisit intention in the context of ancient town.

The research object focuses on the tourists' perceived authenticity and revisit intention of the ancient town.

In terms of research methods, questionnaire survey and empirical analysis are used to explore the mediating role of experience value between tourists' perceived authenticity and revisit intention.

Limitation of the Study

1. This study selects Xing'an ancient town which has a certain history in Guilin, Guangxi as a case study. Therefore, it remains to be verified whether the research model and conclusions are suitable for other situations.

2. There are many factors influencing tourists' revisit intention. This study selects experience value as the intermediary to study the influence mechanism of authenticity perception on revisit intention. In the future, we can also select more convincing intermediary variables for analysis.

Definition of the Terms

1. Ancient town is a commercial market town with more than 100 years of history and large-scale ancient residential buildings still well preserved in modern times. It is a kind of settlement form between the ancient city and the ancient village, which is mostly developed from business. The ancient city is the political, military and cultural center of a place, with the largest scale and often surrounded by the city wall and the ancient village is the smallest scale and inhabited by the agricultural population.

The market towns once famous in ancient times, but now the large-scale ancient residential buildings have disappeared are not called ancient towns, such as Foshan Town, Jingdezhen Town, Zhuxian Town, Hankou Town, etc. These are called "famous towns". In ancient times, it used to be the county government of a place, but with the relocation or revocation of the county government, the place that has declined into a township is sometimes called an ancient town, such as Anju ancient town (Anju ancient city).

China has a long history. There are many ancient towns with profound cultural heritage on the vast land. Among them, Jiangnan and southwest areas are the most widely distributed and well preserved. The term "ancient town" is often used in China, but it is seldom used in foreign commercial towns with large-scale ancient residential buildings.

2. Tourists' perceived value is the subjective evaluation of the utility of products or services after tourists perceive the benefits of products or services, minus the cost of obtaining products or services. It reflects tourists' specific cognition of the value of products or services, which is different from the objective value of products or services in the general sense. Tourists' perceived value is considered to be the result of tourists' subjective cognition of the delivered value.

3. Tourism authenticity can be divided into object related authenticity and existential authenticity. Object related authenticity includes objectivism authenticity and constructivism authenticity. Objectivism authenticity is the origin of tourism authenticity. It thinks that authenticity is the inherent attribute of tourism object and has absolute measurement standard. Constructivism authenticity is the development of objectivism authenticity. It abandons the binary view of "black or white" and thinks that authenticity is social construction and changeable. Existential authenticity is an innovation of tourism authenticity research, which creates a new perspective of authenticity research from the perspective of tourists. In cultural tourism, the

authenticity of tourism attractions is often an important factor in the formation of tourism motivation, and the role of cultural evolution and social construction can not be underestimated, especially the tourism subject. It can be seen that there are differences and connections between object related authenticity and existential authenticity, which together constitute tourists' sense to authenticity.

4. Tourist experience value comes from the theory of customer experience value. Foreign research on customer experience value began in the 1990s. Monroe (1991) believes that customer experience value can be measured, which is the result of the balance between the interests and sacrifices recognized by customers before or after consumption. That is the money and energy paid by customers to obtain products or services are equal to the benefits. Customers' preferences will change with the evaluation of products or services, while the traditional consumption value believes that people will make rational choices on the premise of sufficient consultation.

5. Tourists' revisit intention refers to tourists' revisit intention in a period of time after the end of a tourism activity. With the deepening of the research on revisit intention, scholars find that revisit intention will change over time. In order to study the change of revisit intention with time, some scholars divided revisit intention into different dimensions, according to the length of time to explore the formation mechanism of revisit intention in each period.

CHAPTER II

REVIEW OF RELATED LITERATURE

Social Exchange Theory

Social exchange theory is rooted in economic theory by Blau (1968), as Fig.1 shows. It holds that the interaction between people is a kind of rational behavior in order to maximize the interests. Before occurring of exchange behavior, people will evaluate and select the optimal solution. After the exchange process or exchange behavior, people will calculate their own "gain" and "loss". When "gain" is greater than "loss", people will choose to continue the behavior, otherwise, terminate the behavior. According to this theory, the comparison between perceived profit and perceived loss in the process of tourism will directly affect their attitude towards the destination. When perceived profit is greater than perceived loss, the tourist destination is more likely to receive tourists' favor.

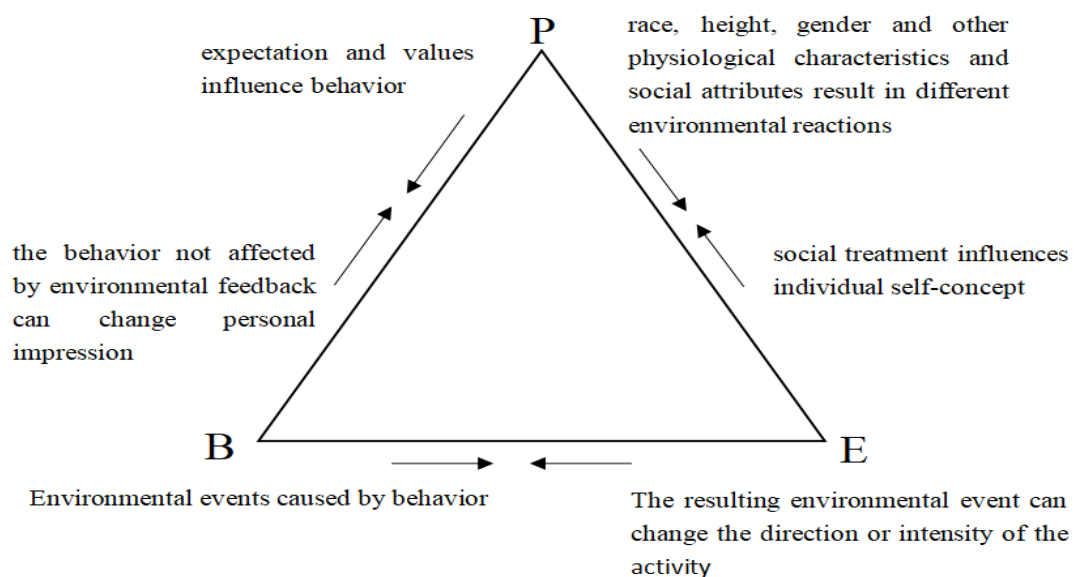


Figure 1 The model of social exchange theory (SET)

Therefore, this paper attempts to use Social Exchange theory to analyze tourists' experience and cost (time, money, etc.) during tourism, as shown in Figure 1.

Attitude Theory

Attitude is composed of cognition, emotion and behavior tendency, so we should consider the relationship among these three components to explain and recognize attitude. Attitude is composed of cognition, emotion and behavior tendency, so we should consider the relationship among these three components to explain and recognize attitude. Ajzen (1993) believes that cognition, emotion and behavioral tendency are interrelated and hierarchical, and emotion plays a mediating role between cognition and intention, Fig.2 for details. Individuals will form cognition of all kinds of things, then generate corresponding emotions based on the value relationship of things to people, and finally trigger behavioral intention on the basis of emotions. Therefore, this study takes tourists' perceived value as a cognitive variable, place attachment as an emotional variable, revisit intention as a behavioral tendency variable, and tries to build a mechanism model of the impact of tourists' perceived value on revisit intention in folk cultural tourism destinations by taking place attachment as a mediator variable.

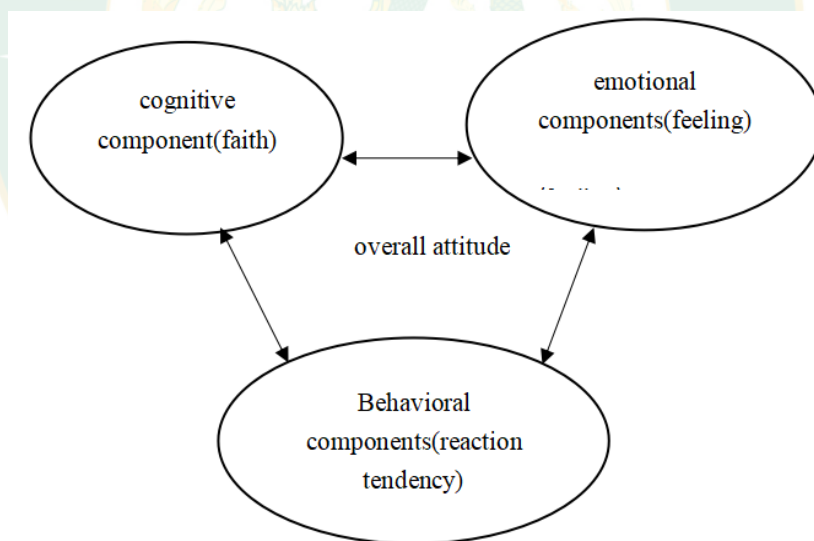


Figure 2 Attitude theory model

Demand Motivation Behavior Theory

This theory mainly reflects the purpose of tourists' consumption behavior from the psychological, emotional and spiritual aspects. The theory points out that demand is a kind of psychological status that needs to be satisfied. People's tourism behavior

is mainly based on the emergence of certain needs and motives. In the demand motivation behavior theory, there are many factors that affect tourists' demand and motivation, such as cultural factors, economic factors, personal psychological factors and so on. In the stage of tourists' demand, motivation and behavior, they will collect and sort out relevant tourism information resources independently, and analyze and make decisions. Therefore, the formation and development of tourism behavior is closely related to tourism enterprises, including marketing strategies and activities. Moreover, there is an interactive relationship between tourists and tourism enterprises. For example, the marketing strategy formulated by enterprises is reasonable, and the designed products can meet the needs of tourists. Tourists will repeatedly purchase enterprise products, or form a publicity linkage effect, and constantly recommend the products to the surrounding friends, relatives or colleagues, so as to provide guarantee for the continuous circulation of tourism activities.

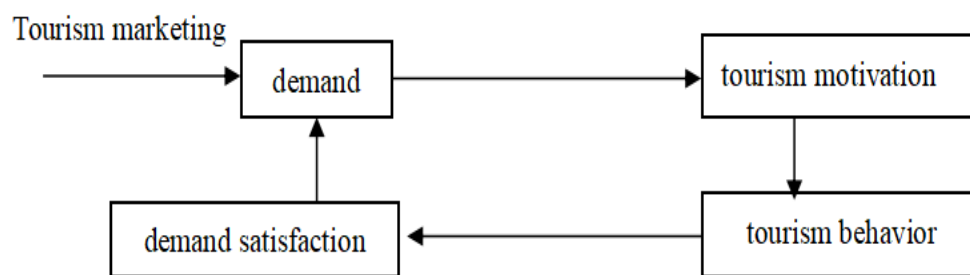


Figure 3 Demand motivation behavior theory model

Related Study

Related Study on Ancient Town Tourism

With the rise of cultural tourism, as an important form of cultural tourism, ancient town tourism is becoming more and more popular. This not only brings economic benefits to the ancient town, but also has a great impact on its culture, social relations and ecological environment.

Guo Wen and Wang Li et al. (2015) believes that with the further development of tourism, Huishan ancient town will face the dual forms of traditional community and cultural landscape in local identity and digestion. Wu Limin and Huang Zhenfang et al. (2015) found that under the guidance of tourism, There were more lands in Zhouzhuang Ancient Town changing from the original agricultural and forestry land and other land use types to tourism, public management, industrial land and other

construction land, and in space, the land use type of Zhouzhuang Ancient Town showed a trend of extending to the surrounding area with the core of ancient town scenic spot.

Through investigation, Wu Xiaoxiao et al. (2015) found that a large number of new subjects have poured into the ancient town, which has expanded the residential space distribution area of Zhouzhuang Ancient Town, made the users more diversified, and made the spatial functions more abundant than in the past.

Jiang Liao and Li Tiantian (2016) take Zhouzhuang Ancient Town as an example to explore the phenomenon of labor migration brought about by tourism development, and specifically analyze its causes, ways and significance, as well as the change of its significance. It is found that the employment opportunities brought by the tourism development of the ancient town and the adjacent geographical space are the important premise of existence. With the increase of the living time of the migrant workers, some of them changed from the initial pursuit of commercial value to the later recognition and emotional belonging of the residence, which became the new Zhouzhuang people, and the significance of existence also changed from the initial rationality to sensibility. Some scholars study from the perspective of residents' perception.

Williams and others found that they need to pay more attention to the personal values of the interviewees than to understand the demographic characteristics.

Liu Bingxian et al. (2005) investigated the residents' attitudes towards the impact of tourism on the local area, and found that in the early stage of tourism development, local residents generally supported the development of local tourism. Compared with the residents who had nothing to do with the tourism industry of the ancient town, the residents who had something to do with the tourism industry of the ancient town felt more strongly about the impact of tourism.

Yang Liguang et al. (2014), taking Nanyue ancient town as an example, studied the impact of tourism on the place from the perspective of local residents, and found that local residents had a higher perception of visual forms such as buildings and their shapes in the scenic area, while the lowest perception of relevant cultural significance.

Wu Limin et al. (2015) found that the residents of the ancient town have brought economic, cultural and social impacts on the development of local tourism, including "economic benefits and life improvement" and "cultural inheritance and image enhancement" and other positive evaluations, as well as "social disorder" and "authenticity weakening and environmental deterioration" and other negative evaluations. With the further development of local tourism, they believe that tourism

development will bring more adverse effects to the ancient town.

Chen Zhijun and Xu Feixiong et al. (2016) took Jinggang ancient town as the research object, through empirical research, found that the tourism development expectation of local residents can have a direct effect on the tourism development attitude of local residents, and can also indirectly affect the attitude of local residents to tourism development through the intermediary. They also found that the residents' sense of benefit is the leading factor affecting the residents' attitude.

Jiang Zengguang and Duo Wen et al. (2016) took Tongli ancient town in Suzhou as an example. By studying the residents' perception of space omnipotence and tourism impact, as well as their impact on residents' attitudes, they found that local residents gradually realized that local tourism development led to the change of their activity space, and put forward higher requirements for tourism benefits. In this regard, the author advocated that in terms of tourism development and more humanistic care should be given to residents.

Tourism Authenticity

"Authenticity" comes from Greek. It was originally used to describe the exhibits in museums. It means "original", "primary" and "real". In the middle of the 20th century, with the rise of mass tourism in western developed countries, "tourism authenticity" has attracted scholars' attention.

Boorstin (1992) put forward the pseudo events of tourism, believing that mass tourism pursues the planned events, which is the first time to discuss the authenticity of tourism. In 1973, sociologist MacCannell put forward "staged authenticity", which introduced the concept of authenticity into tourism research for the first time, and triggered a heated discussion, thus opening the sociological paradigm of tourism research.

With more and more attention paid to cultural tourism, the research of cultural tourism destination marketing is gradually rising. Some scholars have proved that authenticity perception of cultural tourism is an important factor affecting tourists' loyalty, but how authenticity perception affects tourists' loyalty is still unclear.

Wang (1999) classified tourism authenticity into two types: object related authenticity and existential authenticity. Object related authenticity refers to the authenticity judged according to tourism object, tourist attraction, including objectivity authenticity and constructivism authenticity. Objectivism authenticity means to judge whether it is true or not according to the "original" of tourism object, which is fixed and unchangeable. Constructivism authenticity also judges whether it is true or not according

to tourism object, but thinks that the evaluation standard is the result of social construction, which is changeable, and the object previously considered unreal may become real with the passage of time. Existential authenticity refers to the authenticity judged according to the subject of tourism, tourists. It is a state of self existence stimulated by tourism activities, which can have nothing to do with the object of tourism.

Kolar and Zabkar (2010) found that the two types of authenticity perception, object related authenticity and existential authenticity have significant positive effects on tourists' loyalty by studying tourists' authenticity in 25 cultural heritage sites. However, the research conclusions of later scholars on this issue are not completely consistent.

In 2015, Bryce et al. Studied the mediating effect of tourism immersion in tourists' authenticity perception on tourists' loyalty, but the results show that tourism immersion only partially mediates the impact of object related authenticity on tourists' loyalty, while tourism immersion in the impact of existential authenticity on tourists' loyalty has no significant mediating effect, so object related authenticity and existential authenticity have significant positive effects on tourist loyalty. This shows that the intermediate mechanism of authenticity perception loyalty to tourists has not been fully explored.

Tourism Experience

Foreign research on tourism experience began in the middle of the 20th century. Boorstin (1992) first used the experience theory into the field of tourism, believing that mass tourists would not understand the real sense of tourism. They realized that it was only superficial and distorted tourism experience, which was a popular and vulgar consumption behavior.

Cohen (1979) believed that tourism experience occurs when an individual's world outlook interacts with the outside world, and changes with the individual's change.

Ryan (1997) 12 believes that tourism experience is a multi-functional and comprehensive leisure activity with entertainment and learning elements. Schmitt (1999) believes that tourism experience is a result of the interaction between the events around tourists and the psychological state of individuals. Xie Yanjun (2005) is the first scholar in China to pay attention to the study of tourism experience. He thinks that tourism experience is a kind of physical and mental pleasure that tourists experience when they deeply integrate their inner activities with the surrounding environment by means of viewing, communication, imitation and consumption in the process of tourism. Su Qin (2005) believes that tourism experience is mainly influenced by tourists' own actions and travel motives, as well as the products, services and supporting facilities, so as to achieve the degree of tourists' demand.

Zou Tongqian (2004) believes that tourism experience should be the tourists' feeling of what is happening in the scenic area through visual or physical and mental participation.

Yu Jianhui and Zhang et al. (2005) believe that tourism experience is a process of change in which the inner world and the surrounding environment influence each other to promote the internal change of the tourism subject and improve the physical and mental state.

Huang Li (2004) thinks that tourism experience is a kind of psychological change caused by tourists' evaluation of their own experience under the influence of various factors.

When playing, tourists' body and mind will have a certain feeling to the product or service, Li Jinglong et al. (2005) directly defined tourism experience as a kind of wonderful feeling in the consciousness of tourists when they reach a certain standard both physically and mentally.

Wu Hailin (2006) believes that tourism experience is a kind of good feeling generated by the integration of tourists with the surrounding environment through physical and mental participation, which has a positive effect on tourists and society. It can be seen from the above literature that tourism experience is the result of the interaction between the inner world and the external world of individual tourists. Most scholars agree that the study of tourism experience is the core topic in the field of tourism.

Overview

Revisit Intention

Gitelson and Crompton (1984) are the first foreign scholars to explore the revisit intention. By interviewing tourists in-depth, they investigated the factors influencing tourists' revisit intention, among which the most important ones are tourists' social and emotional needs, avoidance of unfavorable factors and tourism experience. Since then, more and more scholars have introduced the concept of revisit intention into their works, and the related results are more and more abundant. At present, the definition of revisit intention is not consistent. Cole (2004) thinks that revisit intention is the intention to visit a place again in a specific time and space.

According to the definition of repeat purchase intention, Xie Xinli and LV qunchao (2017) believe that revisit intention refers to tourists' desire and motivation to revisit a place based on their past travel experience and preference. By analyzing

the impact of theme park brand experience on tourists' revisit intention, Bao Xue (2017) believes that revisit intention refers to tourists' intention to visit the destination again and recommend to others after visiting the tourist destination.

Tourist's Experience Value

The tourism "fake event", a research on tourist's experience value, proposed by Boorstin has aroused scholars' attention to tourism experience. So far, the theoretical research on tourism experience has gradually enriched. The tourism "fake event" proposed by Boorstin has aroused scholars' attention to tourism experience. So far, the theoretical research on tourism experience has gradually enriched. Xie Yanjun and Peng Dan (2005) thinks that the category of tourism experience is of inestimable significance to the basic theory research of tourism. If tourism experience is removed, all tourism research will lose its foundation and significance. This shows that tourism experience plays an important role in tourism academic field. In recent years, more and more scholars begin to pay attention to the highly subjective and personalized characteristics of tourism experience. Scholars' research on tourist's experience value also fully reflects this point. Through the analysis of relevant literature, we can understand that the research on the theory of tourism experience value focuses on the empirical analysis, and the research focus is to explore the influencing factors of tourism experience value and its aftereffect.

Tourism Authenticity Experience

In the field of research related to tourism authenticity experience, most scholars hope that it can play a practical role through the analysis and research of authenticity theory. For example, some scholars hope to use authenticity theory to solve the problem of resource development and protection.

For example, Chen Chaoqun et al. (2008) took the rural tourism destination as the research object, through the analysis of the stakeholders' perception of the authenticity of rural tourism, emphasized that the interest distribution of local stakeholders must be considered to create the authenticity of rural tourism. Based on constructivism authenticity theory, Yu Juan (2013) provided operable suggestions for the development and utilization of local resources from the aspects of "authenticity" symbol construction, space-time construction and experience shaping.

Yang Jun and Xi Yuefing et al. (2015) re examined the motivation of tourists by quoting the idea of semiotics. He believed that the pursuit of a symbol perception is the fundamental motivation of tourists, and "authenticity", as a symbol perception, can

be used as an important evaluation standard of tourists' experience quality. When developing tourism products, designers must pay attention to the needs of tourists when constructing the tourism symbol system of scenic spots, so as to realize the perfect interaction between product design and tourists' cognition.

By constructing the set relationship between "subject authenticity" and "object authenticity", on this basis, Chen Henger et al. (2012) took the Forbidden City as an example and discussed the problems that should be paid attention to in the development of cultural heritage, proposing to grasp the main set relationship in the set relationship at the early stage of cultural heritage development, pay attention to meet the needs of tourists for the authenticity of the heritage. After the initial development, we should consider the secondary relationship in the set relationship, that is, to meet the needs of the minority consumer groups. The ultimate goal is to achieve the integration of the authenticity connotation of the object represented by cultural heritage and the authenticity needs of tourists.

Lin Longfei et al. (2010) and Li Dong et al. (2014) built a authenticity evaluation model. Through collecting relevant data, the development direction of authenticity of cultural products in ethnic areas was finally clarified. The research conclusions provide new ideas for regional tourism development and protection.

Wang Leilei et al. (2017) believe that the destruction of the authenticity of ancient village cultural heritage is related to large-scale and high-intensity development. By exploring the authenticity of historical and cultural clues, cultural carriers and relevant information, they propose to protect and utilize the authenticity from the aspects of physical and historical heritage style, intangible spatial information and settlement space.

According to the conceptual model and research hypothesis, combined with previous research, this thesis puts forward the research model of tourists' real perception, experience value and revisit intention in ancient town tourism, as shown in Figure 4. In this study, authenticity perception is divided into two dimensions: object authenticity and existential authenticity, and experience value is divided into four dimensions: functional value, emotional value, cognitive value and social value.

Conceptual Framework

Revisit intention refers to the willingness of some tourists to revisit their destination in a period of time after they go to a certain tourist destination, which is called revisit intention.

The research on revisit intention can be traced back to 1989. Gyte and Phelps investigated some British tourists who went to Spain, and found that some of these tourists expressed the desire to return to Spain in the future. This discovery formally put forward the concept of revisit intention for the first time and conducted a systematic study. After that, revisit intention has become a hot topic in foreign tourism research, which has been concerned by many scholars. In the early study of revisit intention, the consumption characteristics of tourists such as time, frequency and cost of purchasing tourism products are often regarded as the important factors influencing their repeated purchase of the products.

On this basis, Hughes (1995) proposed the RFM model to explain tourists' revisit behavior. The model shows that the closer the tourists purchase tourism products from the current time, the higher the frequency of purchase and the more they spend, the stronger their willingness to repeat purchase. Based on the RFM model, Oppermann (1997) proposed that tourists will generate repeat purchase intention after purchasing a certain tourism product. However, the intention will weaken with the passage of time and eventually disappear completely. With the deepening of the research, the understanding of the influencing factors of revisit intention has gradually changed from the consumption characteristics to the tourists' personality and rational factors. In terms of personal character, Oppermann (1999) thinks that tourists' loyalty is determined by their own personality characteristics, and divides tourists into three categories according to the frequency of revisiting: mild loyal tourists (frequent revisiting behavior), loyal tourists (revisiting at least once every three years) and highly loyal tourists (revisiting every two years or every year). Researchers at home and abroad have found that revisit intention is influenced by many factors, including Backer & Cronmfton's (2000) satisfaction, destination image perception, Scott's (1996) innovation motivation and so on, which directly affect the formation of revisit intention, or indirectly affect the formation of revisit intention through other factors.

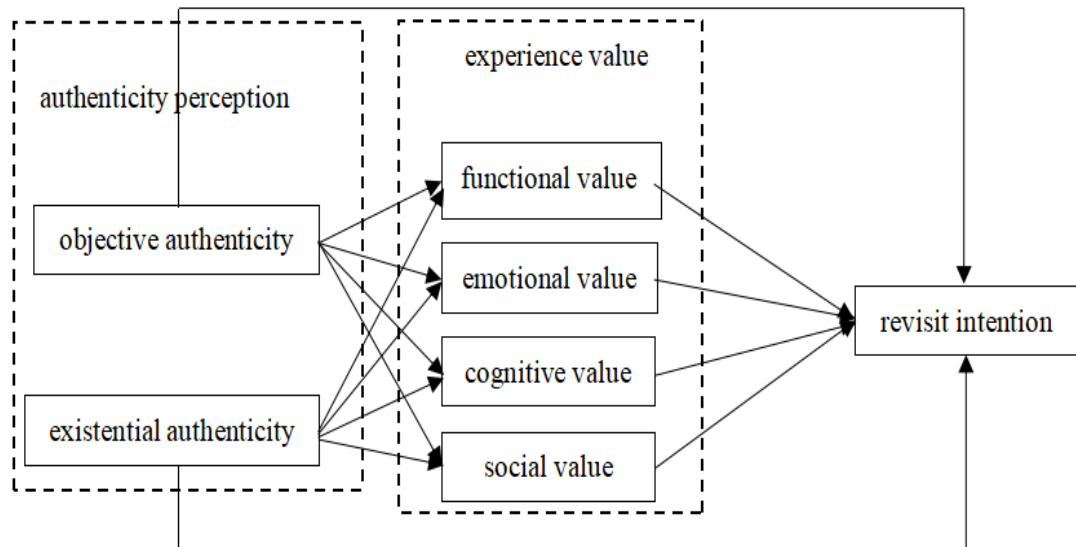


Figure 4 Conceptual Framework

Research Hypothesis

Authenticity Perception and Revisit Intention

For tourists, the pursuit of authenticity is one of the important motivations to choose travel. If tourists get authentic experience in tourism activities, it can often effectively improve the satisfaction of tourists, so as to enhance tourists' revisit intention. Cheng Zhenyi and Qiu Yunhua (2013) believe that with the deepening of authenticity theory research, its connotation development will no longer be limited by the object, especially the "authenticity" of intangible cultural heritage should consider the "human" consciousness, and call on all sectors of society to re-examine the connotation of "authenticity" in heritage development. Feng Shuhua, Sha run (2007), Xu Wei and Wang Xinxin (2011) proved that tourists' perceived authenticity in the context of ancient villages can improve tourists' satisfaction and loyalty. Yang Yanrong (2015) takes Fengyuan Street Liwan Lake historical and Cultural District as an example to prove that the authenticity of existence, construction authenticity and objective authenticity in the context of historical and cultural district are significantly positively correlated with tourists' satisfaction. Similarly, Zhao Yanfeng (2017) also proved that improving the objectivity authenticity and existential authenticity of tourists' perception is conducive to improving tourists' satisfaction, thus enhancing tourists' loyalty. Based on the above literature research, this thesis puts forward the following hypotheses:

A: There is a significant positive impact between tourists' authenticity perception and tourists' revisit intention.

A1: Object authenticity has a significant positive impact on tourists' revisit intention.

A2: Existential authenticity has a significant positive impact on tourists' revisit intention.

Authenticity Perception and Experience Value

For modern people, authenticity is a good medicine to treat the "disease" of modernity (Zhao Hongmei, 2012). People are eager to seek authenticity opposite to modernity by going to other places (Wei Lei et al., 2015). Apostolakis (2003) found that authenticity is the fundamental foundation to help promote the value of tourists, and regarded authenticity as a marketing tool in contemporary society. Zou Tongqian et al. (2003) sorted out the essence of experience and believed that creating authentic experience can help tourists immerse themselves in the tourism environment and enter a special state of selflessness. Chen Xinlin (2013), taking Guixiangpo Dong village in Western Hubei as an example, proposed that the reason for tourists to travel is to pursue real experience when studying the authenticity of village tourism. Hu exuberant et al. (2014) believe that whether tourists can feel authenticity in the process of sightseeing is the key to determine the quality of tourism experience. Cai Libin (2016) took cultural tourism festival of Mazu in Meizhou as an example to study the authenticity of folk festivals. When he studied the authenticity of folk festivals, he pointed out that tourists' dissatisfaction came from tourists' psychological inability to perceive the emotional stimulation from the destination. Tourism destinations should take measures to enhance the authenticity of local culture and help tourists obtain the experience of emotional stimulation psychologically.

Based on the above literature analysis, this thesis puts forward the following hypotheses:

B: Tourists' perceived authenticity has a significant positive impact on experience value.

B1: Object authenticity has a significant positive impact on functional value.

B2: Object authenticity has a significant positive impact on affective value.

B3: Object authenticity has a significant positive impact on cognitive value.

B4: Object authenticity has a significant positive impact on social value.

B5: Existential authenticity has a significant positive impact on functional value.

B6: Existential authenticity has a significant positive impact on affective value.

B7: Existential authenticity has a significant positive impact on cognitive value.

B8: Existential authenticity has a significant positive impact on social value.

Experience Value and Revisit Intention

Improving the tourist experience can not only gain good reputation, but also improve the satisfaction and loyalty of tourists, increase the number of tourists to revisit, and enhance the market competitiveness of the destination. Through the study of recreational around metropolis, Li Jiangmin (2011) found that improving the value of tourists' experience is conducive to improving the satisfaction of tourists and the tourists' behavior intention in the future. She also puts forward that the promotion of emotional experience value is the key point of development and management, and puts forward corresponding solutions. Huang Wei (2013) emphasized that the innovation of tourism products in folk areas should pay attention to the value needs of target market customers when investigating the tourism market of Xiangxi Autonomous Prefecture. Pi Pingfan et al. (2014) proves that in the hot spring resort hotel situation, improving the customer experience value can help the hotel to improve customer loyalty. Yu Jinhua and Zhang Jiantao (2015) take hot spring tourism as an example, and also find that improving experience value can improve tourists' satisfaction and loyalty. Ren Hong (2015) proves that improving the value of tourists' experience in cruise situation can improve tourists' satisfaction and further enhance their willingness to travel again. Guo Huicong (2016) research found that improving the experience value of tourists is conducive to improving the satisfaction of tourists. Based on the above literature analysis, this thesis puts forward the following hypotheses:

C: Experience value has a significant positive impact on tourists' revisit intention.

C1: Functional value has a significant positive impact on tourists' revisit intention.

C2: Emotional value has a significant positive impact on tourists' revisit intention.

C3: Cognitive value has a significant positive impact on tourists' revisit intention.

C4: Social value has a significant positive impact on tourists' revisit intention.

The Mediating Effect of Experience Value

Authenticity perception can bring good tourism experience to tourists and promote them to establish the connection between tourism destination and themselves. Li Jiangmin (2011) proved through empirical research that the improvement of experience value can obtain higher satisfaction of tourists, thus affecting the behavior intention of tourists. Based on the above research hypotheses, this thesis puts forward the following hypotheses:

D1: Functional value plays a mediating role between object authenticity and revisit intention.

D2: Emotional value plays a mediating role between object authenticity and revisit intention.

D3: Cognitive value plays a mediating role between object authenticity and revisit intention.

D4: Social value plays a mediating role between object authenticity and revisit intention.

D5: Functional value plays a mediating role between existential authenticity and revisit intention.

D6: Affective value plays a mediating role between existential authenticity and revisit intention.

D7: Cognitive value plays a mediating role between existential authenticity and revisit intention.

D8: Social value plays a mediating role between existential authenticity and revisit intention

CHAPTER III

RESEARCH METHODOLOGY

Locale of the Study

The research site of this thesis is Xing'an Lingqu ancient town in Guilin, Guangxi, also known as Xing'an ancient town. Xing'an ancient town is known as one of the "top 10 charming ancient towns in China". In fact, the "ancient town" refers to the famous ancient canal - the waterway of Ling Canal across Xing'an County. Along the waterway, there are ancient markets, dwellings, pavilions, and many historic sites. Now this waterway is called "Water Street". So ling canal, water street and Qin Cheng constitute the essence of the ancient town of Xing'an. Due to its special geographical location at the intersection of Chu and Yue, Xing'an has been the intersection of Han culture in the Central Plains and Baiyue culture in the south of the five ridges since ancient times. Especially after the construction of Ling Canal, Xing'an has become an important link between the Central Plains and the south of the Five Ridges. It has played an immeasurable role in promoting the political, economic and cultural exchanges and integration between the Central Plains and the south of the five ridges. Xing'an, a magical land, has accumulated profound historical and cultural deposits.

Due to historical and geographical reasons, Xing'an is the intersection of Xiang dialect and southwest mandarin. The common language of residents' communication is southwest mandarin and Xiang dialect with Xiang dialect accent, and Chinese dialect and Yao language are used in a few areas.

The traditional festivals that Xing'an people pay more attention to include the beginning of spring, Spring Festival, Lantern Festival, Qingming Festival, Dragon Boat Festival, the beginning of summer, Double Sixth Festival, Zhongyuan Festival (Ghost Festival), Mid Autumn Festival and so on. Folk customs include pasting Spring Festival couplets, setting off firecrackers, paying New Year's call, lion dance, eating Tangyuan (Glutinous Rice Balls) on the Lantern Festival, tomb sweeping and ancestor worship on the Qingming Festival, dragon boat rowing and inserting acoruscalamus on the Dragon Boat Festival, tasting new rice on the sixth day of the sixth lunar month, offering sacrifices to ancestors on the half of the seventh lunar month, eating moon cakes and Chayouxiang (Stick the incense on the grapefruit and light it) on the Mid Autumn Festival, singing Helang songs (a wedding custom), celebrating wedding in bridal chamber, and "disturbing funeral" during the funeral (a custom, including inviting the drum music troupe to play mourning music, singing filial piety songs, wailing during

carrying the coffin to the cemetery, etc.).

Population and Sampling Procedures

Around the Spring Festival in 2019 is the peak tourism season of Xing'an ancient town in Guilin, Guangxi. During this period, the author went to Xing'an ancient town in Guilin, Guangxi and randomly selected tourists to answer the questions on the online questionnaire through scanning QR code. In this way, the tourists must complete all the questions before submitting, which effectively avoids some shortcomings that may be brought about by thesis questionnaires, but it is inevitable that tourists will give random marks. A total of 500 questionnaires were received through online questionnaire. By deleting the questionnaires that took less than 60 seconds to answer and whose answers seeming random obviously, 416 were left, with an effective rate of 83%.

Variable of Measurement

Authenticity Perception

The classification and measurement items of tourists authenticity mainly refer to Kolar et al. (2010), Chenruixia and Zhouzhimin (2018) in measuring tourists' authenticity and sexuality, and divide them into object related authenticity with object as the main body and existential authenticity with tourists as the main body. Among them, the object authenticity includes the objectivism authenticity and the constructivism authenticity. According to the analysis of relevant literature, the above variables are defined as follows: (1) Object authenticity: tourists' cognition of authenticity based on tourism object. (2) Existential authenticity: tourism activities bring tourists self existence and other states. For the measurement of tourists' perceived authenticity, this thesis refers to the scale used by Kolar et al. (2010), Chen Ruixia and Zhou Zhimin (2018) in their research. Combined with the research, it needs to be further modified. Object authenticity and existential authenticity each contain five questions, and each question is scored according to a total of five levels of "1-5". The higher the score is, the higher the score is, the tourists will experience the sense of authenticity in the tourism destination more strongly. On the contrary, it means that the tourists can't feel the reality. The problems of each dimension setting are shown in table 1:

Table 1 Authenticity measurement

Variable	Number	Test Items	Source of Test Items
Object Authenticity	Z1	I like the architectural style of the ancient town	Kolar et al. (2010), Chen Ruixia, Zhou Zhimin (2018)
	Z2	I like the layout of the ancient town	
	Z3	The residents of the ancient town are very simple	
	Z4	I like the splendid history of the ancient town	
Existential Authenticity	Z5	The knowledge and information conveyed by the ancient town is very interesting	
	Z6	I like the activities in the ancient town	
	Z7	I like the peaceful atmosphere of the ancient town	
	Z8	I feel the unique spiritual experience in the ancient town	
	Z9	When I travel in the ancient town, I feel connected with human history	
	Z10	I felt a sense of freedom different from everyday life	

Experience value

This thesis refers to the division of the dimension of experience value by Williams et al. (2000), Sweeney et al. (2001), Li Qigeng et al. (2011) and PI Pingfan et al. (2016), dividing the tourist experience value into four dimensions according to the research needs, which are functional value, emotional value, cognitive value and social value. Referring to Williams et al. (2000), Sweeney et al. (2001), Li Qigeng et al. (2011) and PI Pingfan et al. (2016), this thesis divides the tourist experience value into four dimensions according to the research needs, which are functional value, emotional value, cognitive value and social value. According to the analysis of relevant literature, the four variables are defined as follows: (1) Functional value: tourists' subjective cognition of tourism products and services in tourism destination. (2) Emotional value: tourists' subjective perception of their mood and emotional changes in the process of

tourism experience. (3) Cognitive value: tourists' subjective perception of their thinking in the process of tourism experience and the process of consciously acquiring knowledge. (4) Social value: the degree of satisfaction that tourists perceive when they interact with other people in the process of tourism. This research mainly refers to Zhang Fengchao, you Shuyang (2009), PI Pingfan (2016) and Huang Jian (2017) for the design of measurement items of experience value. Combined with the research situation of this study, the problem setting of each dimension is shown in Table 2.

Table 2 Measurement of experience value

Variable	Number	Test Items	Source of Test Items
Functional Value	T1	In the ancient town tourism on the whole to meet my travel needs	Zhang Fengchao, You Shuyang (2009), PI Fanfan (2016), Huang Jian (2017)
	T2	The tourism service of ancient town is satisfactory as a whole	
	T3	This trip to the ancient town is worthy	
	T4	This experience of ancient town tourism is exactly what I want	
	T5	Ancient town shopping, catering, entertainment and other facilities are perfect	
Emotional Value	T6	It makes me happy to visit the ancient town	
	T7	Traveling in ancient town can help me to relieve pressure and relax	
	T8	This trip made me very happy	
	T9	This trip to the ancient town is a wonderful memory	

Table 2 (Continued)

Variable	Number	Test Items	Source of Test Items
Cognitive Value	T10	I like to be immersed in this pleasant atmosphere	
	T11	Playing in the ancient town let me gain a lot of knowledge	
	T12	Playing in the ancient town made me meet new people and things and broaden my horizons	
	T13	This trip to the ancient town has brought me a very good experience	
Social Value	T14	Playing in the ancient town has given me a lot of insight	
	T15	Traveling in the ancient town makes me meet new friends	
	T16	I will share the photos of ancient town tourism, upload wechat friends circle and other public platforms to friends and colleagues	
	T17	Traveling in the ancient town makes me feel the recognition of local residents	
	T18	Traveling in the ancient town makes me feel the recognition from other tourists	

Revisit intention

Based on the views of Xie Xinli (2017), this thesis defines revisit intention as the actual action or behavior tendency of tourists to revisit the scenic spot after visiting it, including recommending or revisiting the place. By referring to the views of Tang Xiaofei (2011) and Dou Lu (2016), "repurchase intention" and "recommendation intention" are adopted to measure the revisit intention of tourists. Specific problems are shown in Table 3.

Table 3 Measurement of revisit intention

Variables	Number	Test Items	Source of Test Items
Revisit Intention	Y1	I would like to visit here again	
	Y2	I would recommend it to my family and friends	Tang Xiaofei (2011), Dou
	Y3	If there is a chance, I will visit here again soon	Lu (2016)

Research Instrument

In order to test the validity of the questionnaire, it is necessary to conduct pre-testing before actual use. Undeclared predictive tests were used in this study so the respondents did not know that they were predictive tests. The survey was conducted as if it were real. This type of prediction test allows for the selection of checks for analysis and the standardization of surveys (Converse and Presser, 1986). According to Narins, it is difficult to say how many participants involved in each prediction. A rule of thumb is a sample size of 25 to 75 for a large study. In *Making Health Communication Programs Work: A Planners' Guide*, a chapter on planning and forecasting tests says, in pre-tests, the sample size should be large enough, but we should also give confidence in a sample set of opinions. The typical target audience of 50 participants is regarded as a reasonable and sufficient sample size. According to the references in this study, the pre-test process of 50 participants will be obtained.

Confirmation of factor analysis will be used to test reliability and validity in this study. In confirmatory factor analysis, Cronbach 's alpha is used to measure the reliability of two or more structural indicators. In addition, in confirmatory factor analysis, the number of indicators helps us to verify the validity of the measurement model. For example, in confirmatory factor analysis, the factor loading latent variable should be greater than 0.7.

The main equipment used in this thesis, the printing equipment of questionnaire is Sharp P1025 color printer. And I have 500 pieces of standby a thesis. Used in computing and writing is a Lenovo notebook computer, 4 g memory, hard disk 500 g, faster 4.6 HGz, with the Intel core processor, using the analysis software: IBMSPSS12.0, IBMAMOS and office series software. Before the data processing in this thesis, I had

been finished the data processing of the same number, and the results show that all the equipment and software could work normally.

Before the formal questionnaire survey, I pre-collected the questionnaire data and randomly collected about 50 questionnaires. Then, statistical analysis software and structural equation model were used to process the data, and the reliability and validity analysis of the data was carried out, finding all of them met the basic requirements.

Data Gathering

Data collection is a term used to describe the process of preparing and collecting data. For example, it plays a part of a process improvement or similar project. The purpose of data collection is to obtain information, record it, make decisions on important issues, and deliver the information on to others (Weller&R0mney, 1988). First, data is collected to provide information about a particular topic. The data collection program in this study will include the following activities:

Pre-acquisition activities: Obtain target data for pre-test use, and determine the analysis method.

Collection: Collect data according to the sampling method.

Now found: Involving some forms of collation, analysis and thesis work.

According to the sampling method and data collection plan, this study will adopt questionnaire survey.

Data Analysis

Comparison of Mean Results

The mean values of all indicators were analyzed and compared, and groups were divided according to gender, age, education background, profession, income, etc. The mean values of sense to authenticity, travel experimental value and revisit intention under different groups were respectively compared and analyzed.

Structural Equations Modeling

Seven latent variables are designed in this study. These are tourists' authenticity, experimental value, and revisit intention. Sense to authenticity is divided into two dimension: authenticity of object and existential authenticity; experimental value is

measured by the four dimensions: functional value, emotional value, cognitive value and social value; and revisit intention is a single dimension composed of three measurement items; There are 31 measuring items in total.

Mediation Test

This article adopts the method of BOOTSTRAP to mediation test. The specific method is to set sample size to 5000 (usually at least more than 1000), The confidence interval is set to 95%. Take the bias correction confidence interval as an example, observe whether the upper and lower limits of the bias correction confidence interval of indirect effect include 0; if not, it indicates that there is a mediating effect; then observe whether the upper and lower limits of the bias correction confidence interval of direct effect include 0; if not, it indicates that it is a

partial mediating effect, and if including, it indicates that it is a complete mediating effect. Analyze the results to verify whether the indirect effects of authenticity of object and existentialist authenticity on revisit intention are significant.

Reliability Analysis

In this study, and CITC were used to evaluate the reliability of the scale. Generally, when the numerical value of Cronbach's α exceeds 0.7, and the numerical value of CITC had better surpasses 0.5, the data indicates good reliability. According to Table 5, the Cronbach's SA value of each latent variable is between 0.786 and 0.892, greater than the standard of 0.7. The CITC value is between 0.550 and 0.830. Meanwhile, according to the deleted CRONBACH 'SA value, it can be seen that no measurement items need to be deleted, which indicates that the reliability of this measurement scale is relatively great.

Table 4 Reliability analysis of each variable

Latent Variable	Measurement items	CITC	Cronbach' α after this item is removed	Cronbach's α
Object Authenticity	Z1	0.696	0.836	0.866
	Z2	0.706	0.833	
Existential Authenticity	Z3	0.654	0.846	0.865
	Z4	0.697	0.836	
	Z5	0.687	0.838	
	Z6	0.666	0.843	
	Z7	0.639	0.849	
	Z8	0.608	0.856	
	Z9	0.737	0.825	
	Z10	0.791	0.81	
Functional Value	T1	0.684	0.813	0.849
	T2	0.647	0.821	
	T3	0.676	0.813	
	T4	0.637	0.824	
	T5	0.66	0.819	
Emotional Value	T6	0.712	0.867	0.888
	T7	0.733	0.862	
	T8	0.713	0.867	
	T9	0.759	0.856	
	T10	0.722	0.865	
Cognitive Value	T11	0.795	0.849	0.892
	T12	0.743	0.869	
	T13	0.761	0.862	
	T14	0.754	0.865	
Social Value	T15	0.729	0.729	0.839
	T16	0.66	0.66	
	T17	0.668	0.668	
	T18	0.629	0.629	
Revisit Intention	Y1	0.625	0.712	0.786
	Y2	0.589	0.749	
	Y3	0.665	0.668	

Validity Analysis

In this thesis, AMOS was used for confirmatory factor analysis (CFA). By comparing the results of CFA with the test standard of model fit degree, the goodness of fit of the model could be obtained. Secondly, the convergence validity can be determined by understanding factor load, composite reliability (CR) and average variance extraction (AVE). If CR is greater than 0.7, AVE is greater than 0.5, and the factor load exceeds 0.5, it indicates good convergence validity and high scale reliability.

1. The analysis of tourists' sense to authenticity is composed of two-dimensional variables. These two dimensions are measured by 10 items, and only a first-order confirmatory factor analysis is needed. Through AMOS statistical software to build confirmatory factor analysis model of tourist's sense to authenticity (as shown in figure 5), specific results show CMIN/DF = 5.784, close to 5, RMSEA = 0.107, close to 0.1, PNFI = 0.694, PCFI = 0.703, were greater than 0.5, NFI = 0.918, IFI = 0.931, TLI = 0.909, CFI = 0.931, greater than 0.9, which shows that the fitting index of tourists' sense to authenticity measurement model reaches the basic standards. In addition, Table 6 shows that the standardized factor load values of 10 measurement items of tourists' authenticity perception range from 0.564 to 0.962, all exceeding 0.5. The combined reliability (CR) are 0.866 and 0.856 respectively, all greater than 0.7, and the average variance extraction value (AVE) are 0.565 and 0.557 respectively, all greater than 0.5, indicating good convergence validity.

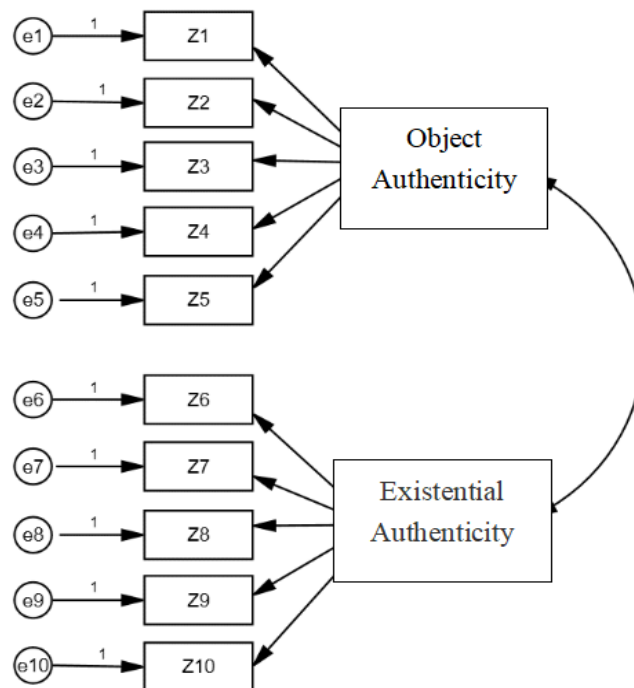


Figure 5 Factor analysis model under verification of tourists' authenticity perceived

Table 5 Factor analysis results under verification of tourists' authenticity perception

	Normalized Factor Load	Composite Reliability (CR)	Average Variance Extraction (AVE)
Z1←Object Authenticity	0.759	0.866	0.565
Z2←Object Authenticity	0.774		
Z3←Object Authenticity	0.710		
Z4←Object Authenticity	0.765		
Z5←Object Authenticity	0.748		
Z6←Existential Authenticity	0.603	0.856	0.557
Z7←Existential Authenticity	0.595		
Z8←Existential Authenticity	0.564		
Z9←Existential Authenticity	0.908		
Z10←Existential Authenticity	0.962		

2. The analysis of experiential value is composed of four dimensional variables, which are measured by 18 items in total. Therefore, first-order Confirmatory Factor Analysis is required. According to previous study, these four dimensions are correlated and jointly reflect the overall experience value of the tourist destination for tourists. Therefore, second order confirmatory factor analysis is needed. The first-order factor analysis model as shown in figure 6, through AMOS statistical analysis, the result shows that $CMIN/DF = 1.065$, less than 3, $RMSEA = 0.013$, less than 0.08. $GFI = 0.965$, $NFI = 0.967$, $IFI = 0.990$, $TLI = 0.998$, $CFI = 0.998$, $AGFI = 0.953$, all of them are greater than 0.9, which shows that tourists experience value measurement model of goodness of fit is very ideal. Table 7 shows that the standardized factor loading values of the 18 measurement items of experience value range from 0.693 to 0.862, all greater than 0.5; the composite reliability (CR) are 0.851, 0.888, 0.893 and 0.839, all greater than 0.7; the average variance extraction (AVE) are 0.534, 0.613, 0.676 and 0.568, all greater than 0.5, indicating that the convergence validity of the scale is relatively ideal.

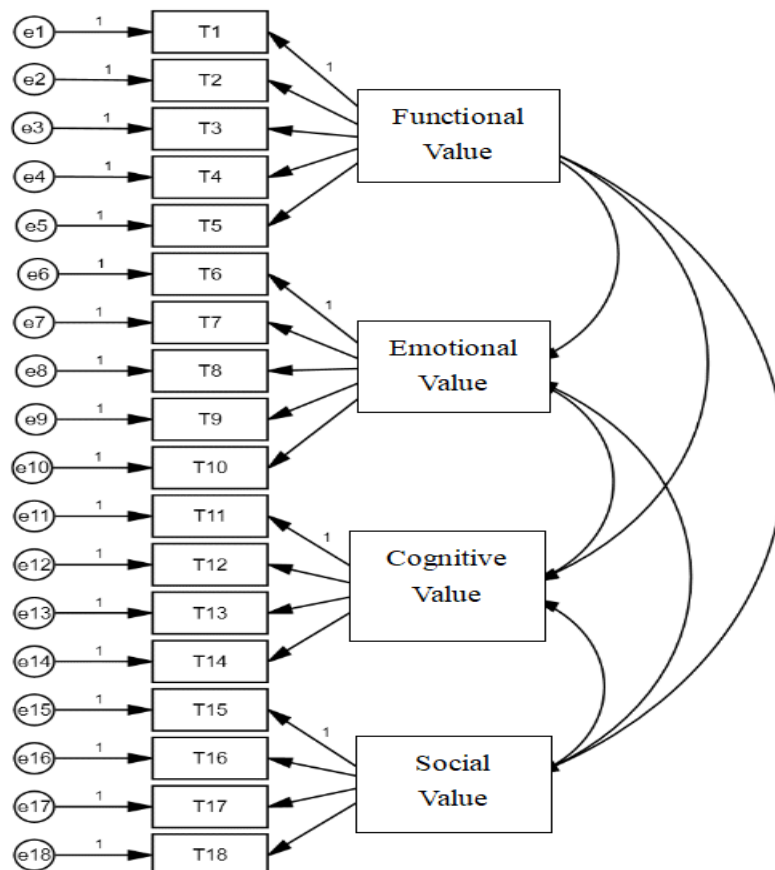


Figure 6 Factor Analysis Model under First-order Verification of Experiential Value

Table 6 Factor analysis results under the verification of experience value

	Normalized Factor Load	Composite Reliability (CR)	Average Variance Extraction (AVE)
T1←Functional value	0.759	0.851	0.534
T2←Functional value	0.716		
T3←Functional value	0.751		
T4←Functional value	0.696		
T5←Functional value	0.730		
T6←Emotional value	0.763	0.888	0.613
T7←Emotional value	0.789		
T8←Emotional value	0.768		
T9←Emotional value	0.820		
T10←Emotional value	0.774		
T11←Cognitive value	0.862	0.893	0.676
T12←Cognitive value	0.797		
T13←Cognitive value	0.817		
T14←Cognitive value	0.811		
T15←Social value	0.831	0.839	0.568
T16←Social value	0.740		
T17←Social value	0.743		
T18←Social value	0.693		

The second-order factor analysis model of experimental value as shown in figure 7. Through the AMOS statistical software, the analysis results show RMSEA = 0.014, less than 0.08, GFI = 0.963, NFI = 0.966, IFI = 0.997, TLI = 0.997, CFI = 0.997, AGFI = 0.952, all the indicators are greater than 0.9, showing that the goodness-of-fit of tourists experimental value measurement model is great.

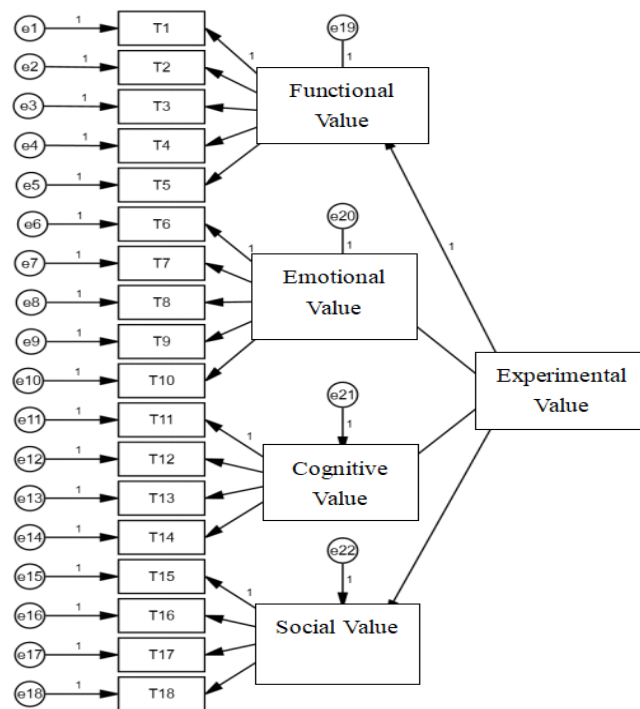


Figure 7 Second-Order Confirmatory Factor Analysis Model of Experiential Value

The analysis of revisit intention consists of three questions. The factor analysis model as shown in figure 8, with concrete analysis in table 8. The standardized factor loading were 0.739, 0.681, 0.812, beyond 0.5. Composite reliability is 0.789, more than 0.7, whose standard is 0.556. The average extraction variance values (AVE) is beyond the standard 0.5, so the convergent validity is good.

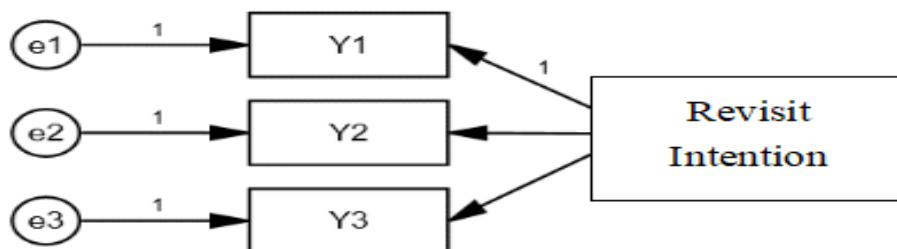


Figure 8 Factor analysis model of revisit intention

Table 7 Confirmatory factor analysis results of revisit intention

	Normalized Factor Load	Composite Reliability (CR)	Average Variance Extraction (AVE)
Y1←Revisit Intention	0.739	0.789	0.556
Y2←Revisit Intention	0.681		
Y3←Revisit Intention	0.812		

Statistical Analysis Method

Reliability Analysis

Reliability is the consistency of the results obtained when the same object is measured repeatedly by the same method. Reliability index is mainly expressed by correlation coefficient, which can be divided into three categories: stability coefficient (consistency across time), equivalence coefficient (cross form consistency) and internal consistency coefficient (consistency across projects). There are four methods for reliability analysis: retest reliability, duplicate reliability, half reliability and α reliability coefficient.

Validity Analysis

Validity analysis refers to the analysis of the accuracy of the scale. There are many methods of validity analysis, and item analysis, independent criterion measure validity analysis and factor analysis are often used in communication research. Item analysis is mainly to measure the difficulty and discrimination of various items in the scale, and choose the scale with higher discrimination as the effective scale. The independent criterion analysis method mainly takes some independent validity as the criterion and basis of validity analysis, and each item of the scale is related to this independent criterion. The items that do not reach the significant level are invalid and the effective scale was the one with significant degree.

Factor analysis is the most ideal method for validity analysis. Because only it can measure the percentage of the validity analysis process and its effective items explaining the variation pattern of the whole scale. Factor analysis is essentially a mathematical model which takes a group of variables as independent variables and dependent variables. Its calculation process is a simplified process of linear model of complex variables. Factor analysis has the following characteristics because of different purposes of application: first, it can explain the relationship of multiple variables with

smaller common factors. Second, we can find the factors of causality that have not been found from the relationship between groups of variables, and have the significance of putting forward hypothesis. Third, factor analysis can not only put forward hypotheses, but also further prove hypotheses.

Structural Equation Test

Structural equation model (SEM) is a method of establishing, estimating and testing causality model. The model contains observable explicit variables and potential variables that cannot be directly observed. Structural equation model can replace multiple regressions, path analysis, factor analysis, covariance analysis and other methods to clearly analyze the effect of single index on the whole and the relationship between single indexes.

Structural equation model can deal with multiple dependent variables at the same time. In regression analysis or path analysis, even if multiple dependent variables are shown in the chart of statistical results, in fact, when calculating the regression coefficient or path coefficient, each dependent variable is still calculated one by one. So the chart seems to consider multiple dependent variables at the same time, but when calculating the influence or relationship of a dependent variable, the existence and influence of other dependent variables are ignored. We can also estimate the factor structure and the factor relationship at the same time. Suppose to understand the correlation between latent variables, each latent variable is measured by multiple indicators or topics. A common practice is to use factor analysis to calculate the relationship between latent variables (i.e. factors) and topics (i.e. factor load) for each latent variable, and then get the factor score as the observed value of latent variables, and then calculate the factor score as the correlation coefficient between latent variables. These are two separate steps. In the structural equation, the two steps are carried out simultaneously, that is, the relationship between factors and topics and the relationship between factors are considered at the same time.

Structural equation model (SEM) integrates a variety of statistical analysis methods, such as regression analysis, path analysis and factor analysis. It can be used for statistical analysis of complex multivariable research data. Traditional statistical methods cannot determine the relationship between none directly observable variables, but structural equation model successfully solves this problem. It can determine the relationship between none directly observable variables and variables, so it is widely used in research work such as competitiveness analysis and influencing factor analysis. In this thesis, the confirmatory factor analysis method in structural

equation model is cited.

At present, there are many types of structural equation model analysis software on the market, such as Amos, Mplus and so on. Because Amos software can interact with SPSS software efficiently, and the operation of Amos software is simple and the output result is simple, this thesis finally selects Amos 20.0 to establish the structural equation model.

Structural equation model, also known as SEM (structural equation model), is based on linear statistics and mathematical modeling. The advantage of this aspect is that it can better determine how individual factors affect the overall factors. At the same time, it is also used to analyze the interaction between individual factors, so it is also widely used in the fields of education, science, psychology and society. The equation of structural equation model is usually as follows:

$$\text{Measurement equation: } \mathbf{x} = \boldsymbol{\mu}_x \boldsymbol{\eta} + \boldsymbol{\varepsilon}$$

$$\text{Structural equation: } \boldsymbol{\eta} = \mathbf{B} \boldsymbol{\eta} + \boldsymbol{\Gamma} \boldsymbol{\xi} + \boldsymbol{\zeta}$$

X is represented as an index of external potential variables in the structural equation model. $\boldsymbol{\xi}$ and $\boldsymbol{\eta}$ represent the vector matrix of external and internal potential variables. Y represents the value of internal potential variables. $\boldsymbol{\mu}_x$ and $\boldsymbol{\lambda}_y$ represent the coefficients of the equation, indicating the relationship between external variables and internal variables. In the X and Y equations, $\boldsymbol{\delta}$ and $\boldsymbol{\varepsilon}$ represent the measurement error, which is the error term in the model. B and $\boldsymbol{\Gamma}$ represent the structure path coefficient matrix. B represents the relationship between all internal variables, and $\boldsymbol{\Gamma}$ represents the influence coefficient of external variables on internal variables.

Structural equation model can estimate the fitting degree of the whole model. In traditional path analysis, we only estimate the strength of each path (the relationship between variables). In structural equation analysis, in addition to the estimation of the above parameters, we can also calculate the overall fitting degree of different models to the same sample data, so as to determine which model is closer to the relationship presented by the data.

Research Duration

The research period of this thesis is from February 2021 to June 2021, a total of 6 months.



CHAPTER IV

RESULT AND DISCUSSIONS

On the basis of drawing lessons from previous studies, this questionnaire design preliminarily formulated the measuring questions by sorting and summarizing relevant materials. We adopted the opinions of experts and repeatedly revised the dimensions, the content of questions, language expression and other aspects involved in the questionnaire, and finally the questionnaire was completed. The questionnaire is divided into four parts. The first part investigates tourists' demographic characteristics and other basic characteristics of tourism, involving a total of seven questions. The second part is the measurement of tourists' sense to authenticity, involving 10 questions. The third part is about the measurement of experiential value, which involves 18 questions in four dimensions. The fourth part is to measure tourists' willingness to revisit, involving three questions. The 2019 Spring Festival is the peak tourist season in Xing'an Ancient Town, in which the author went to the Xing'an ancient town in Guilin, Guangxi and randomly selected tourists to answer the questions on the online questionnaire through scanning QR code. In this way, the tourists must complete all the questions before submitting, which effectively avoids some shortcomings that may be brought about by thesis questionnaires, but it is inevitable that tourists will give random marks. A total of 500 questionnaires were received through online questionnaire. By deleting the questionnaires that took less than 60 seconds to answer and whose answers seeming random obviously, 416 were left, with an effective rate of 83.2%.

Demographic Characteristics

Demographic characteristics and other survey information related to this survey are shown in Table 9. Among the surveyed personnel, there are 205 males and 211 females, accounting for 49.30% and 50.70% respectively, which is mainly because most tourists to the ancient town travel in groups of families or couples. Tourists in Xing'an ancient town are mainly aged between 18 and 45, accounting for 77.40%, among which tourists aged between 26 and 45 are the most, accounting for 52.2%, indicating that ancient town tourism is popular among young and middle-aged people nowadays. The education level of the respondents is mostly junior college or undergraduate level, accounting for 62% of the total number of the survey, followed by senior high school or technical secondary school, accounting for 23.80%, 8.40% for graduate school, and

5.80% for junior high school or below. These numbers show that ancient town tourism has a certain attraction to tourists with higher education. Half of the surveyed tourists were employees of enterprises, individual businesses take up for 13.90%, civil servants for 12.30% or public institutions, students for 10.60%, farmers for 6% of and other personnel for 2.4%. Among the tourists surveyed, the monthly income of 3,001-6,000 yuan accounts for 43.30%, 6,001-10,000 yuan for 33.40%, more than 10,000 yuan for 11.30%, 1,001-3,000 yuan for 9.90%, and the less than 1,000 yuan for only 2.20%. All of these indicate that the tourists to this ancient town are mainly in the middle income. Among the tourists surveyed in this survey, 291 (70%) have received professional guide service, while 125 (30%) have not received professional guide service. 59.90% of the tourists surveyed have visited the ancient town for 2-4 times. Those who have visited the ancient town for the first time account for 18%, and those who have visited for more than 4 times account for 22.10%, indicating that the ancient town is worth revisiting for many tourists.

Table 8 Classification of questionnaire forms

Variable	Sort	Number of People	Percentage of Population
Gender	Male	205	49.30%
	Female	211	50.70%
Age	<18	22	5.30%
	18-25	105	25.20%
	26-45	217	52.20%
	46-60	54	13.00%
	>60	18	4.30%
Education	Junior high school and below	24	5.80%
Background	High school or technical secondary school	99	23.80%
	Tertiary and Undergraduate	258	62.00%
	Postgraduate or above	35	8.40%

Table 8 (Continued)

Variable	Sort	Number of People	Percentage of Population
Profession	Civil service or public institution staff	51	12.30%
	Enterprise staff	208	50.00%
	Individual business	58	13.90%
	Farmers	25	6.00%
	Students	44	10.60%
	Retiree	20	4.80%
	Other personnel	10	2.40%
income	<1000	9	2.20%
	1001-3000	41	9.90%
	3001-6000	180	43.30%
	6001-10000	139	33.40%
	>10000	47	11.30%
Have he or she received guide service	Yes	291	70.00%
	No	125	30.00%
How many times to visit	The first time	75	18.00%
	The 2 ~ 4 times	249	59.90%
	More than four times	92	22.10%

Compare the differences of variables

The compare means are divided into groups according to gender, age, education background, profession, income, etc., and we conduct the compare mean about sense to authenticity, travel experience value and revisit intention among different groups.

The significance of the mean comparison is to infer the probability of the difference by using the t-distribution theory, so as to compare whether the difference between the two averages is significant.

Table 9 Compare means of sense to authenticity of tourism in ancient town($\bar{x} \pm s$)

Group		Number of people	Statistics	Object Authenticity	Existential Authenticity
Gender	Male	205		3.35±0.79	3.48±0.81
	Female	211		3.33±0.77	3.53±0.72
			F value	0.058	0.423
			P value	0.81	0.516
Age	<18	22		1.74±0.33	1.77±0.47
	18-25	105		3.58±0.53	3.74±0.55
	26-45	217		3.45±0.62	3.65±0.52
	46-60	54		3.65±0.57	3.76±0.47
	>60	18		1.67±0.22	1.77±0.33
			F value	93.495	128.073
			P value	0.000	0.000
Education background	Junior high school and below	24		3.33±0.88	3.39±0.88
	High school or technical secondary school	99		3.06±1.01	3.24±1.10
	Junior college and undergraduate	258		3.42±0.65	3.60±0.58
	Postgraduate or above	35		3.54±0.67	3.68±0.51
			F value	6.205	6.272
			P value	0.000	0.000
Profession	Civil service or public institution staff	51		3.50±0.67	3.67±0.62
	Enterprise staff	208		3.50±0.57	3.70±0.49
	Individual business	58		3.48±0.64	3.63±0.60

Table 9 (Continued)

Group		Number of people	Statistics	Object Authenticity	Existential Authenticity
	farmers	25		3.58±0.73	3.80±0.37
	students	44		2.69±1.00	2.70±1.05
	retiree	20		1.74±0.31	1.87±0.45
	Other personnel	10		3.76±0.45	3.92±0.41
			F value	32.163	44.941
			P value	0.000	0.000
Have he or she received guide service	Yes	291		3.39±0.73	3.54±0.76
	No	125		3.23±0.88	3.43±0.77
			F value	3.847	1.954
			P value	0.051	0.163
How many times to play	The first	75		3.43±0.74	3.65±0.70
	2-4 times	249		3.30±0.78	3.50±0.75
	More than 4 times	92		3.38±0.81	3.42±0.84
			F value	0.989	2.029
			P value	0.373	0.133

The specific analysis results in Table 10 are as follows: 1) Among the surveyed tourists, the mean authenticity of object of male tourists is higher than that of female tourists, and the mean value of existential authenticity of female tourists is higher than that of male tourists, but the difference is not significant ($P > 0.05$). 2) Tourists in different ages about authenticity of object and existential authenticity both exist differences in average; two sorts of evaluation of high authenticity is the middle-aged tourists of 46-60 years old, the postadolescent tourists of 26-45 years old and young tourists of 18 to 25; the lowest evaluation is the underage tourists in less than 18 year old and the elder tourists in more than 60. The difference is highly significant ($P = 0.000 < 0.01$). 3) There were significant differences in the sense to authenticity among tourists with different educational backgrounds. Those tourists with postgraduate and above, junior college and undergraduate education groups have higher sense to authenticity, while those with high school or technical secondary school and junior middle school education groups have lower evaluation. The difference of sense to authenticity among tourists with different educational backgrounds was significant ($P = 0.000 < 0.01$).

4) There were significant differences in the authenticity of objects among tourists of different occupations, among which the farmer and other occupation group had the highest evaluation, while the retiree had the lowest ranking. The difference of sense to authenticity among tourists of different occupations was significant ($P = 0.000 < 0.01$). 5) Basically, with the increase of respondents' income, two kinds of tourists' sense authenticity will also increase, but this difference is not significant ($P > 0.05$); 6) Tourists who have received tour guide service in the process of tourism have higher scores in two kinds of sense to authenticity than those who have not received that service, but this difference does not show significant ($P > 0.05$). 7) First-time visitors to the ancient town scored higher on the sense to authenticity than those who had visited the region twice or more, but this difference was not significant ($P > 0.05$).

Analyze the impact mechanism of differences variables

Seven latent variables are designed in this study. These are tourists authenticity, experimental value, and revisit intention. Sense to authenticity is divided into two dimension: authenticity of object and existential authenticity; experimental value is measured by the four dimensions: functional value, emotional value, cognitive value and social value; and revisit intention is a single dimension composed of three measurement items. There are 31 measuring items in total. This research adopts the AMOS21.0 statistical software to analyze. As shown in figure 9, according to the needs of this study, a preliminary structural equation model is built. The structure shows $CMID/DF = 2.671$, $RMSEA = 0.063$, less than 0.08, $PNFM = 0.738$, $PCFI = 0.824$, all greater than 0.5, and $IFI = 0.912$, $TLI = 0.902$, $CFI = 0.912$, $AGFI = 0.952$; the values are greater than 0.9, indicating that the initial model fitting index is passed basically. Secondly, according to the initial model analysis results (as shown in table 11), “revisit intention \leftarrow authenticity of objects”, “cognitive value \leftarrow authenticity of objects”, “cognitive value \leftarrow existential authenticity” and “Existential authenticity \leftarrow Existential authenticity” these four ways test results are not valid, and the P value is greater than 0.05, try to fix it by removing the four ways.

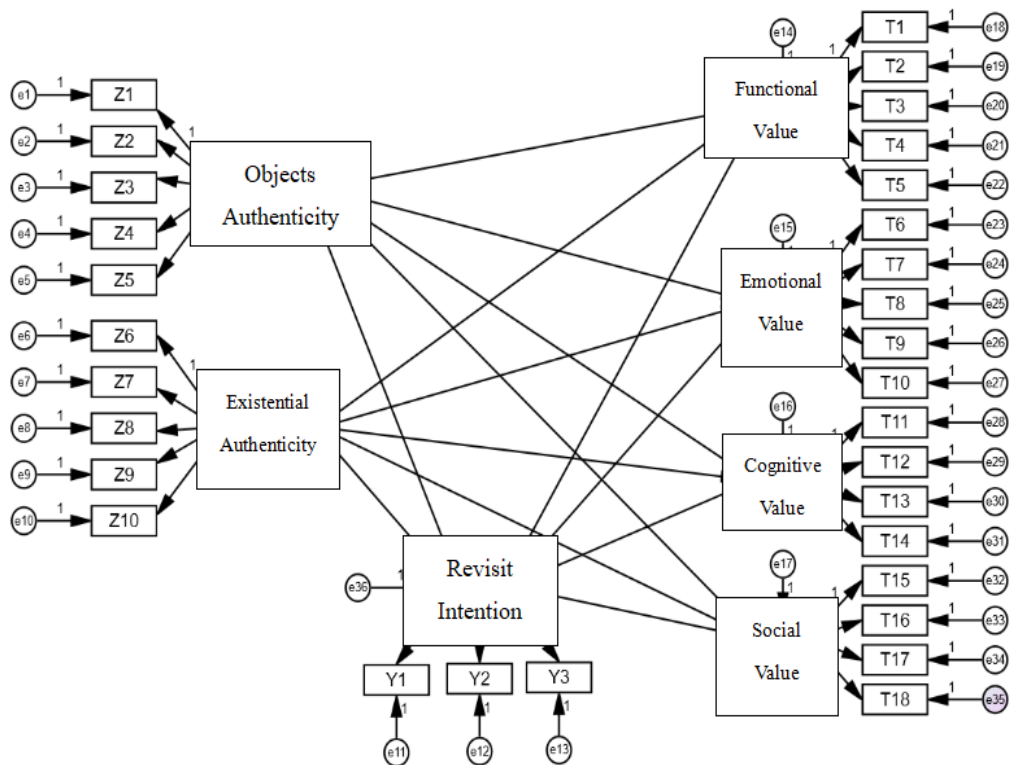


Figure 9 Preliminary test result model

Table 10 The results of the initial way model analysis

	Assumed method	standardized regression coefficient	P value	Test results
A1:	A1:revisit intention ← objects authenticity	0.174	0.156	True
A2:	A2:revisit intention ← objects authenticity	0.409	***	True
B1:	B1: Functional value ← objects authenticity	0.721	***	True
B2:	B2: Emotional value ← objects authenticity	0.747	***	True
B3:	B3: Cognitive value ← objects authenticity	-0.013	0.818	False

Table 10 (Continued)

	Assumed method	standardized regression coefficient	P value	Test results
B4:	B4: Social value ← objects authenticity	0.422	***	True
B5:	B5: Functional value ← existential authenticity	0.482	***	True
B6:	B6: Emotional value ← existential authenticity	0.283	***	True
B7:	B7: Cognitive value ← existential authenticity	0.073	0.176	False
B8:	B8: Social value ← existential authenticity	0.517	***	True
C1:	C1: revisit intention ← functional value	0.241	0.028	True
C2:	C2: revisit intention ← emotional value	0.345	***	True
C3:	C3: revisit intention ← cognitive value	-0.041	0.270	False
C4:	C4: revisit intention ← social value	0.13	0.024	True

CMIN/DF of the adjusted model = 3.257, close to 3, RMSEA = 0.074, less than 0.08, AGFI = 0.812, greater than 0.8, PNFI = 0.770, PCFI=0.804, all greater than 0.5, IFI = 0.900, TLI = 0.887, CFI= 0.899, close to 0.9. In general, the fitting indexes of all terms basically reach the standard, and the final model is shown in Figure 10. Compared with the expected hypothesis, all the others passed the test except AL, B3, B7 and C3.

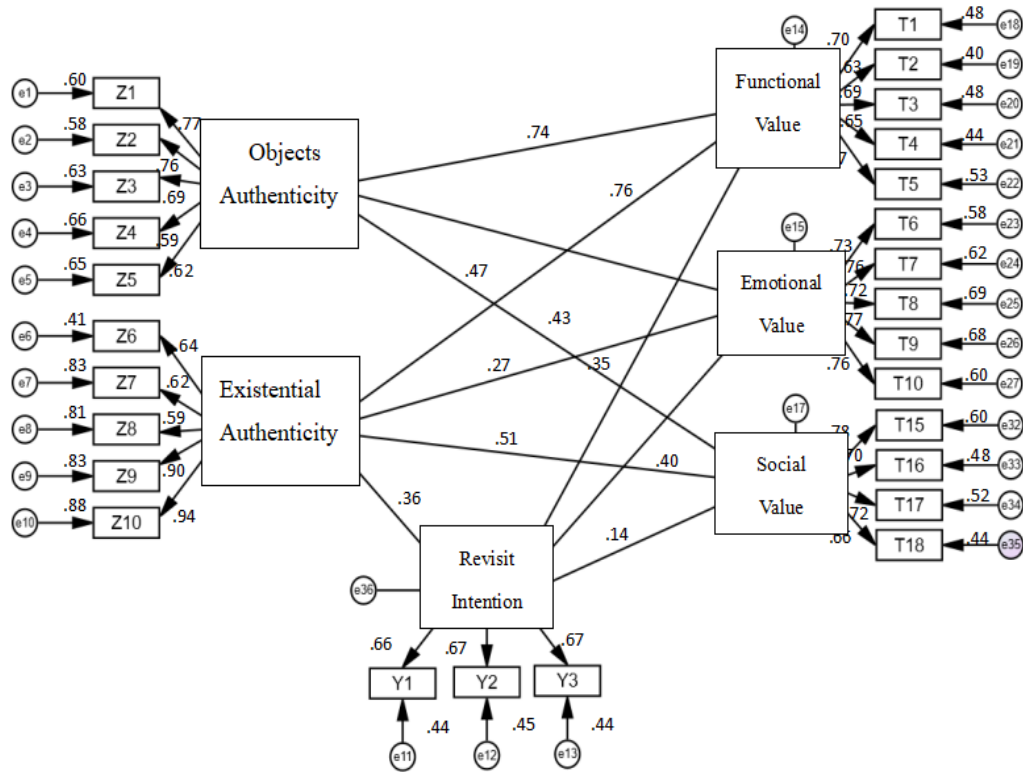


Figure 10 Final structural model

Table 11 Final model analysis results

	Assumed method	standardized regression coefficient	P value	Test results
A1:	A1:revisit intention ← object authenticity	-	-	False
A2:	A2:revisit intention ← object authenticity	0.357	***	True
B1:	B1: Functional value ← object authenticity	0.735	***	True
B2:	B2: Emotional value ← object authenticity	0.757	***	True
B3:	B3: Cognitive value ← object authenticity	-	-	False

Table 11 (Continued)

	Assumed method	standardized regression coefficient	P value	Test results
B4:	B4: Social value ← object authenticity	0.43	***	True
B5:	B5: Functional value ← existential authenticity	0.47	***	True
B6:	B6: Emotional value ← existential authenticity	0.272	***	True
B7:	B7: Cognitive value ← existential authenticity	-	-	False
B8:	B8: Social value ← existential authenticity	0.510	***	True
C1:	C1: revisit intention ← functional value	0.351	***	True
C2:	C2: revisit intention ← emotional value	0.400	***	True
C3:	C3: revisit intention ← cognitive value	-	-	False
C4:	C4: revisit intention ← social value	0.141	0.010	True

Mediation Test

Mesomeric effect means that the influence of X on Y is realized by M, which means that M is a function of X and Y is a function of M (Y-M-X). Considering the influence of independent variable X on dependent variable Y, if X influences variable Y through M, then M is called intermediary variable. The purpose of studying the mesomeric effect is to explore the internal mechanism of the relationship based on the known relationship between X and Y [9]. In this thesis, four types of private environmental protection behaviors are taken as the independent variable X, three types of public environmental protection behaviors as the dependent variable Y, and the mediator includes motivation persistence M1 and goal progress M2.

Mediator belongs to the concept category of statistics. If independent variable X has a certain influence on dependent variable Y through a certain variable M, then M is called the mediator of X and Y. M marks the internal mechanism of the relationship between X and Y. In short, mediator explains the mechanism behind the relationship between independent variables and dependent variables, and integrate the existing research or theory to establish a more systematic theoretical system.

This article adopts the method of BOOTSTRAP to mediation test. The specific method is to set sample size to 5000 (usually at least more than 1000), The confidence interval is set to 95%. Take the bias correction confidence interval as an example, observe whether the upper and lower limits of the bias correction confidence interval of indirect effect include 0; if not, it indicates that there is a mediating effect; then observe whether the upper and lower limits of the bias correction confidence interval of direct effect include 0; if not, it indicates that it is a partial mediating effect, and if including, it indicates that it is a complete mediating effect. The results show that the confidence intervals of the indirect effects of authenticity of objects and existential authenticity on revisit intention are (0.328, 0.549) and (0.198, 0.773), respectively, excluding 0, indicating that functional value, emotional value and social value all have mediating effects between authenticity of objects or existential authenticity and revisit intention. In addition, the confidence interval (0.184, 0.541) of the direct effect of existential authenticity on revisit intention does not include 0, indicating that functional value, emotional value and social value play a partial mediating effect between existential authenticity and revisit intention, while playing a complete mediating effect between authenticity of object and revisit intention. Therefore, in the expected hypothesis, D3 and D7 fail to pass the mediation test, while others all pass. Table 13 is the analysis results of direct effect, indirect effect and total effect among variables.

Table 12 Effect analysis table among variables

Relationship between variables	total effect	direct effect	indirect effect
Revisit intention ← object authenticity	0.621	-	0.621
Revisit intention ← existential authenticity	0.703	0.357	0.345
Functional value ← object authenticity	0.735	0.735	0.000
Emotional value ← object authenticity	0.757	0.757	0.000
Cognitive value ← object authenticity	-	-	-
Social value ← object authenticity	0.430	0.430	0.000
Functional value ← existential authenticity	0.470	0.470	0.000
Emotional value ← existential authenticity	0.272	0.272	0.000
Cognitive value ← existential authenticity	-	-	-
Social value ← existential authenticity	0.510	0.510	0.000
Revisit intention ← functional value	0.351	0.351	0.000
Revisit intention ← emotional value	0.400	0.400	0.000
Revisit intention ← cognitive value	-	-	-
Revisit intention ← social value	0.141	0.141	0.000

Analysis of Test Results

The analysis of structural equation model's results presents that existential authenticity has a significant direct positive influence on revisit intention and authenticity of object has no significant direct influence on it. However, it's different from the research results of some scholars, such as Chen Ruixia and others (2018) in the study of the Influence of tourist's sense to authenticity on the revisit Intention in Cultural Tourism, the consequence is that the authenticity of object has a significant direct positive influence on intention of revisit, but the existentialism has no significant direct influence on it. Nevertheless, Liang Yali (2019), taking the Mongolian folk tourism in the Mausoleum of Genghis Khan Tourism Area as an example, studies the relationship among tourists' motivation, the tourist's sense to authenticity and tourists' revisit intention, and draws the conclusion that both the authenticity of object and existentialism have a direct and positive influence on tourists' revisit intention, it shows that different situations about the influence of authenticity to revisit intention is different. The authenticity of object and existential authenticity have a visible positive impact on the functional value, emotional value and social value of experiential value,

but have no visible positive impact on the cognitive value, the reason may be that the acquisition of cognitive experience requires a higher threshold (Huang Jian, 2017). At present, the tourism development of Xing'an Ancient Town is still at the level of sightseeing tour, it may have cognitive value for child tourists, but for many adult tourists, it's not enough to convey cognitive experience for them. The functional value, emotional value and social value of experiential value of tourists in context of ancient towns have a significant positive influence on the tourists' revisit intention, which is in response to the academic research on the influence of experiential value on tourists' revisit intention. For example, Li Youyao (2007) proved that the experiential value of tourists in the context of theme parks can significantly affect tourists' revisit intention, that is, improving the experiential value of tourists can effectively improve tourists' revisit and recommendation intention. According to the research results, the effect of emotional experience and functional experience on tourists' revisit intention is much greater than that of other items, presenting that tourists are more in pursuit of functional experience and emotional experience in the context of ancient towns. The influence of cognitive value on tourists' willingness is not obvious, which is different from previous researches. According to notion of Oh and others, this may be related to the randomness of questionnaire, the service context will have a decisive influence on tourists' judgment of which experience is the most important. Huang Ying (2014) found that the functional experience value and emotional experience value in the context of ancient towns can be positive influence on tourist satisfaction by studying the relationship of interaction of tourists in ancient town, experience value and satisfaction. But the cognitive experience value in the context of ancient town has no effect on tourists' satisfaction, and agree with the service context determines what kind of experience value hold a leading post.

The analysis of mediating effect's test result that the functional value, emotional value and social value have a "complete mediating effect" on the influence of authenticity of object on tourists' revisit intention, indicating that the authenticity of object in the context of ancient towns could completely influence tourists' intention to revisit through the functional value, emotional value and social value. Functional value, emotional value and social value play a partial role of mediating effect in the influence of existential authenticity on tourists' revisit intention, and the indirect effect of functional value, emotional value and social value on the authenticity of object and revisit intention is greater than the direct effect.

CHAPTER V

CONCLUSION

As a well-known tourist attraction in Guangxi, Xing'an ancient town has a long history of 2500 years and there is an endless stream of tourists at home and abroad. On the one hand, the popularity of ancient town tourism brings tourism economic income to the ancient town and promotes the employment of residents. On the other hand, it also brings problems to the ancient town. The amount of garbage produced by tourists in the ancient town is amazing. The modernization of the ancient town makes the sense of history and vicissitudes disappear, which is similar to many man-made ancient towns. Too many commercial activities lead to the loss of charm of the ancient town, which not only damages the precious resources of the ancient town, but also reduces the tourism reputation of the ancient town. In the long run, the loss of the ancient town is immeasurable.

This thesis hopes to protect and develop the ancient town resources more reasonably by studying how to improve the tourists' experience, feel the authenticity of the ancient town, and improve the tourists' perceived value and willingness to revisit. The authenticity pursued by tourists is a subjective perception, which has nothing to do with the object. It can be called "existential authenticity". Authenticity research can help the ancient town to protect tourism resources, bring higher tourism experience quality to tourists, and bring more income to the ancient town tourism. How to attract more tourists to revisit is also an issue that the ancient town needs to pay attention to. The number of revisiting reflects the popularity of the ancient town to a certain extent. Based on the above research background, in this thesis, tourists' authenticity, experience value and revisit intention are included in the same framework to explore the impact of tourists' authenticity perception on experience value and revisit intention in the context of ancient town. The research results are combined with the actual situation of tourism development in Xing'an ancient town in Guilin, Guangxi. On this basis, some operational suggestions are put forward for reference of ancient town scenic spots.

Taking Xing'an ancient town in Guilin, Guangxi as an example, this thesis introduces the intermediary variable of experience value, brings authenticity, experience value and revisit intention into the same framework, studies the influence mechanism of tourists' real perception on revisit intention, and specifically analyzes the mediating role of experience value between tourists' real perception and revisit intention in the context of ancient town. Through empirical analysis, the main

conclusions and prospects are as follows:

Constructing the relationship model of tourists' real perception, experience value and revisit intention in the context of ancient town, the three main purposes of this thesis are as follows:

The differences of tourists' authenticity perception, experience value and revisit intention in different groups were compared.

Introducing experience value as an intermediary, this thesis studies the influence mechanism of authenticity perception on tourists' revisit intention, and tests the mediating role of experience value between tourists' authenticity perception and revisit intention.

Connecting the research results with the tourism development of Xing'an ancient town in Guilin, Guangxi, this thesis puts forward practical and effective countermeasures to enhance the tourists' revisit intention.

Authenticity is one of the most important motivations of tourists, and there are many articles on it in tourism academic circle, but few of them discuss authenticity, experience value and revisit intention under the same framework, "How to bring good tourism experience" and "how to let customers revisit" are the problems that the ancient town tourism managers need to solve. The development of ancient town tourism has left some problems. How to deal with the relationship between the commercialization of ancient town and the protection of resources, prevent the improper development of ancient town tourism resources, how to bring good experience to tourists, and realize the sustainable utilization of tourism resources, the research of this thesis has practical significance for the development of ancient town tourism.

This thesis finds that:

Different age groups, education groups and occupation groups have highly significant differences in tourists' authenticity perception, experience value and revisit intention ($P < 0.01$)

Providing explanation service of attractions can effectively enhance tourists' emotional value and social value;

The tourists' sense to authenticity has a significant positive effect on functional value, emotional value and social value ($P < 0.001$);

The sense to existential authenticity has a significant positive effect on revisit intention ($P < 0.001$), while the sense to authenticity of object has an indirect effect on revisit intention under the mediating effect of functional value, affective value and social value.

Functional value, emotional value and social value has a significant positive effect on tourists' revisit intention ($P < 0.05$).

Functional value, emotional value and social value play a complete role in mediating effect between the authenticity of object and revisit intention, and a partial role in mediating effect between existential authenticity and revisit intention.

Implication

1. Attaches great importance to the tourists' object authenticity. The research results of strengthening protection of resources show that the tourists' object authenticity in ancient towns has no significant effect on tourists' revisit intention, but can have an indirect effect on tourists' revisit intention through experience value. Therefore, it is particularly important to discuss how to enhance tourists' object authenticity for the tourism development of ancient towns. The lifestyle and other else of residents in ancient towns is an important experience of tourism objects (Chen Ruixia, Zhou Zhimin, 2018). In many places, ancient towns and villages will marginalize local residents or relocate all residents to other places for tourism development. Compared with these ancient towns, the biggest feature of Xing'an ancient town in Guilin, Guangxi is that both residents and tourists hang out together in the streets of the region. Many residents of the ancient town work in the local area, also development in here. The rich life atmosphere here retains many crafts and operas and so on which passed down from generation. Local people love to listen to opera, but also love to sing opera, an ancient stage has been set up in the ancient town for folk opera lovers to perform on stage. The ancient town also retains the old city walls, ancient houses, ancient alleys, Wan'nian'tai stage (it means the stage has a long history) and so on. The unique charm of the it is to convey a sense of truth and novelty to tourists, which is also the fundamental reason for the enduring tourism development of Xing'an ancient town in Guilin, Guangxi. At present, with the development of tourism in Xing'an ancient town in Guilin, Guangxi, there has been a problem of too much commercialization, and some traditional culture in here has gradually gone bad because of blindly catering to the needs of tourists. There is also a lack of creativity in cultural exploration and development. In addition, the environment of the ancient town is being damaged. A large amount of rubbish produced by tourists and residents every day is disposed freely and much of rubbish in the periphery of the tourist center of the ancient town has not been disposed in time, which seriously damages the tourism image of the ancient town. In this regard,

the government departments should continue to take effective measures to standardize the management and strengthen the protection of ancient town resources.

2. Attaches great importance to tourists' existential authenticity, and develop a creative experience of tourism products, now Xing'an ancient town tourism in Guilin, Guangxi is only reflected in the sightseeing level, there are very few projects that can let tourists participate in, there are some activities often praised by tourists, such as ancient photography, opera performances and so on, as well as the bronze statues perform by professionals that often bring "unexpected surprises" to tourists. As an experiential way of cultural tourism, ancient town tourism should give play to its unique advantages and highlight its characteristic of "ancient". In the context of ancient towns, food, live, travel, tour, shopping, entertainment are concentrated in here, the area of the ancient town is not large, but carrying so many functions, how to make tourists have a more real and unique experience, it is necessary to deeply study the history of Xing'an ancient town in Guilin, Guangxi, explore the real culture and develop more creative tourism products. Xing'an and ancient have a long history, by tracing back the history of Xing'an, we can carry out professional development of activities that appeared in the streets in past time, such as "street performance", and developed more activities to interact with tourists, and then enhance the participation with them. In addition, according to the research results, the explanation of attractions can improve the experience value of tourists to a certain extent. Therefore, it is necessary to expand the scope of explanation and train scenic spot interpreters regularly, to improve the professional level of interpreters and the tourism experience quality of tourists, so as to increase tourists' revisit intention.

3. From the experience value, the research results show that the tourists' experience value plays a very important role between the tourists' authenticity perception and their revisit intention. From the four dimensions of experience value, when developing the tourism resources of the ancient towns, combining the history and culture, and considering thoroughly whether the products can bring various levels of tourism experience to tourists or not. According to the research results, compared with tourists with low education, the higher have higher evaluation on the sense to authenticity.

Therefore, on the one hand, we should actively build the brand of ancient towns and promote marketing. On the other hand, we can use scientific and technological skills to enhance the tourists' authenticity perception, and can not ignore the preferences of customers in the ancient town market, "make a cart behind closed doors (it means divorce oneself from the masses and from reality and act blindly)",

thus we should provide tourism promotion to tourists, and to improve tourists' travel quality. Through investigation, we know that most of the tourists travel to ancient towns in family units. Therefore, we can develop some tourism experience products of parent-child education based on the history and culture of the ancient towns. For example the "revitalization" of Xing'an Ancient Town Academy, it allows family members to play the role of teachers and students and read ancient books. Develop more "high quality" tourism experience products to enhance the tourism image of the ancient town.

Recommendations

This thesis makes a systematic and in-depth study on the relationship between tourists' authenticity perception, experience value and revisit intention in the context of ancient town, deeply explains the formation mechanism of revisit intention, and improves the theoretical system of revisit intention. However, there are some shortcomings and limitations in this thesis, and there is still room for improvement and promotion in the future research.

First of all, this thesis can make a more detailed division of tourists' revisit intention. Combined with the research results at home and abroad and the case scale, we can comprehensively consider the short-term, medium-term and long-term revisit intention based on the division criteria of within one year, 1-3 years and 3 years later, and further discuss its rationality and accuracy. In the future research, we can make a more detailed division of revisit intention, adopt different classification standards, study revisit intention in a more detailed or broader time scale, and improve the research results of timeliness of revisit intention.

Secondly, revisit intention is a complex process, in addition to the independent variables listed in this thesis, it may also be affected by many factors. In future research, researchers can establish a more extensive research model to conduct a more comprehensive study on the formation process of revisit intention timeliness.

Finally, the moderating effect is less considered in the study of revisit intention. In this thesis, there is a certain exploratory nature in the study of moderating effect. Due to the exploratory nature, there may be some other inadequately considered places. In the future research, we can further study the moderating effect of new mechanisms on the formation process of revisit intention, so as to establish a more complete regulative effect model of revisit intention

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APPENDICES

Dear Ladies/gentlemen, Hello! I am a graduate student majoring in Tourism Management in Maejo University, Chiang Mai. Currently, I am doing research on tourism experience in ancient towns. We hereby invite you to participate in this questionnaire survey. The questionnaire is to be filled in anonymously. All the information you fill in is for our academic research only. There is no right or wrong answer to the question. Please answer according to your true feelings. Thank you for your participation! (note: please do you think the favourable answer as “√”.)

I. Basic information

1. Gender

Male

Female

2. Age

under 18

18 to 25

26 to 45

46 to 60

over 60

3. Educational level

junior high school or under

high school or technical secondary school

junior college or undergraduate

Postgraduate or above

4. Occupation

national public servant or public institution personnel

Enterprise staff

privately or individually-owned business

farmer

student

retiree

others

5. Monthly income

1000 and below

1000 to 3000

3000 to 6000

6000 to 10000

over 10000

6. Have you ever accept professional explanation in the process of tourism services

Yes

No

7. How many times have you visited this scenic spot:

The first time

2-4 times

over 4 times

II. The degree of tourists' authenticity perception

After visiting this ancient town, your comments on the following experiences	Strongly disagree	Disagree	Ordinary	Agree	Strongly agree
1. I like the architectural style of the ancient town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I like the layout of the ancient town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The people of the ancient town are very honest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I like the colorful history of the ancient town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The knowledge and information conveyed by the ancient town is very interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. I like the activities in the ancient town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. I like the peaceful atmosphere of the ancient town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I felt a unique spiritual experience in the ancient town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I felt connected to human history while traveling in the ancient town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. I felt a sense of freedom in the old town that was different from my daily life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

III. Experience value degree

	Strongly disagree	Disagree	Ordinary	Agree	Strongly agree
1. The tourism in the ancient town can meet my travel needs on the whole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The tourism service of the ancient town is satisfactory on the whole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. This trip to the ancient town is value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The experience of traveling to the ancient town is exactly what I want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Perfect shopping, catering, entertainment and other facilities in the ancient town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Traveling in the ancient town makes me happy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Traveling in the ancient town can relieve my pressure and relax me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I enjoyed the trip very much	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. The trip to the ancient town is a excellent memory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. I like to immerse myself in this cheerful atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Traveling in the ancient town let me get a lot of knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Traveling in the ancient town let me meet new people and things, broaden my mind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. The trip to the ancient town gave me a very good experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Traveling in the ancient town let me acquire a lot of knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Traveling in ancient towns makes me meet new friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Traveling in the ancient town let me acquire a lot of knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Traveling in ancient towns makes me meet new friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. I will upload the photos of the ancient town tour to public platforms such as WeChat Moments and share them with my friends and colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IV. Revisit intention degree

After this tour, your thoughts:	Strongly disagree	Disagree	Ordinary	Agree	Strongly agree
1. I would like to travel here again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will recommend it to my relatives and friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. If there is a chance, I will visit here again soon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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