

PROBLEMS AND DEVELOPMENT TREND OF HOT SPRING
TOURISM DEVELOPMENT: A CASE STUDY OF
TANGSHAN HOT SPRING RESORT
IN NANJING, CHINA



QIAOXIN QIN

MASTER OF ARTS IN TOURISM MANAGEMENT
(INTERNATIONAL PROGRAM)
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ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY
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ชื่อเรื่อง	ปัญหาและแนวโน้มของการพัฒนาการท่องเที่ยวบ่อน้ำพุร้อน: กรณีศึกษาบ่อน้ำพุร้อน Tangshan เมืองหนานจิง ประเทศจีน
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บทคัดย่อ

การพัฒนาอย่างรวดเร็วของอุตสาหกรรมการท่องเที่ยวในหนานจิง น้ำพุร้อนที่มีประวัติยาวนานได้แสดงให้เห็นถึงคุณค่าที่ดีของการท่องเที่ยว การท่องเที่ยวสปาเป็นรูปแบบของการท่องเที่ยวที่มีลักษณะของการท่องเที่ยวและสันทนาการ หนานจิงมีทรัพยากรธรรมชาติที่อุดมไปด้วยทรัพยากรประวัติศาสตร์และวัฒนธรรม และมีข้อดีที่ไม่ซ้ำกันสำหรับการพัฒนาการท่องเที่ยว นอกจากนี้ทางประวัติศาสตร์และกำลังมนุษย์ ทรัพยากรน้ำพุร้อนได้กลายเป็นจุดร้อนใหม่ในการพัฒนาการท่องเที่ยวหนานจิง ในการแข่งขันที่รุนแรงในตลาดการท่องเที่ยวในปัจจุบัน ผ่านการวิจัยความพึงพอใจของนักท่องเที่ยว เพื่อปรับปรุงระดับการพัฒนาโดยรวมของพื้นที่ท่องเที่ยว ในรูปแบบของแบบสอบถามความพึงพอใจของนักท่องเที่ยว วิเคราะห์ข้อมูลเพื่อหาตัวอย่างลักษณะ กระดาษนี้จะแบ่งเป็นประเภทของตัวชี้วัดและสรุปแนวโน้มการเปลี่ยนแปลงของประสบการณ์การบริโภคของนักท่องเที่ยว และใช้แบบสอบถามและการวิเคราะห์เชิงประจักษ์ ความพึงพอใจโดยรวมของนักท่องเที่ยวจะเพิ่มขึ้นอย่างมากผ่านการปรับปรุงบริการด้านความพึงพอใจด้านสิ่งแวดล้อม โครงสร้างพื้นฐานความพึงพอใจของผลิตภัณฑ์ ความพึงพอใจราคาและความพึงพอใจของบริการ ในที่สุดก็มีข้อเสนอแนะและมาตรการเพื่อปรับปรุงความพึงพอใจของนักท่องเที่ยว ความพึงพอใจด้านสิ่งแวดล้อมโครงสร้างพื้นฐานความพึงพอใจของผลิตภัณฑ์ความพึงพอใจด้านราคา

คำสำคัญ : น้ำพุร้อนถังซานที่หนานจิง, ความพึงพอใจของนักท่องเที่ยว

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Degree	Master of Arts in Tourism Management (International Program)
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ABSTRACT

The rapid development of tourism in Nanjing, Tangshan hot spring in Nanjing, which has a long history of development, is gradually showing great tourism value. Hot spring tourism is a tourism format with the nature of tourism and leisure. Nanjing is rich in natural resources, historical and cultural resources, which provides unique advantages for the development of tourism. In addition to historical sites and ape man caves, hot spring resources have become a new hot spot in the development of tourism in Nanjing. In the current fierce competition in the tourism market, through the research on the tourist satisfaction of Tangshan hot spring resort in Nanjing, improve the overall development of the scenic spot, understand the tourist satisfaction in the form of questionnaire, analyze the collected data, find the sample characteristics of Tangshan hot spring resort, set corresponding levels, classify the indicators of Tangshan hot spring resort, and summarize and sort out the change trend of tourist consumption experience, Using the methods of questionnaire survey and empirical analysis to sort out the relevant research results, it is concluded that the overall satisfaction of tourists will be greatly improved by improving the services in the following five aspects (scenic spot environment satisfaction, infrastructure satisfaction, product satisfaction, price satisfaction and service satisfaction). Finally, it puts forward suggestions and Countermeasures on how to improve the satisfaction of tourists in hot spring resort.

Keywords : Nanjing Tangshan hot spring, Tourist satisfaction



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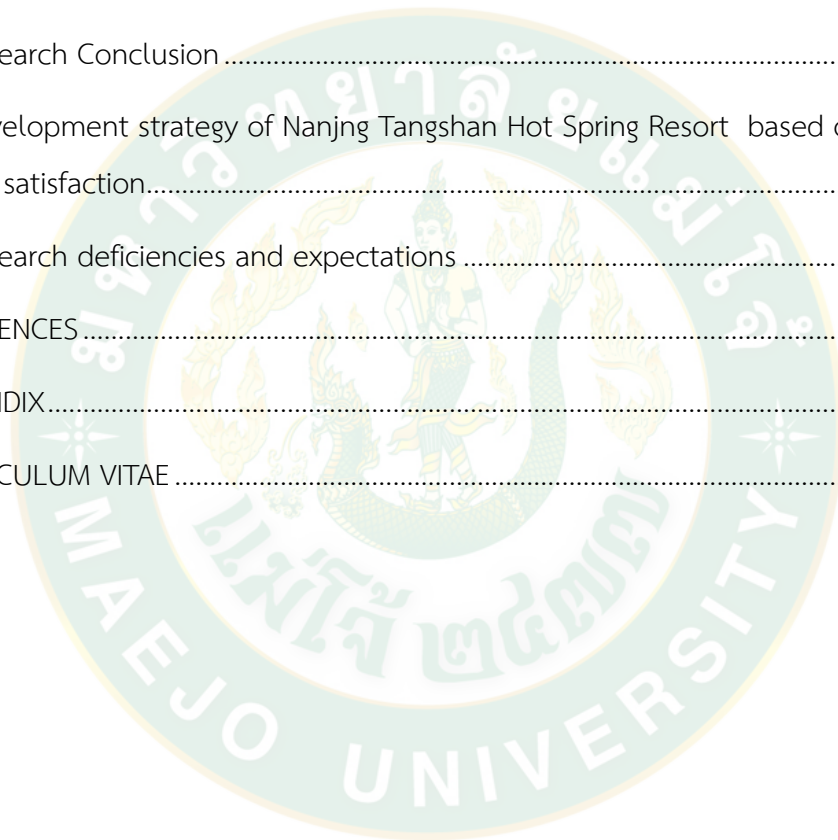
Finally, I would like to thank Maejo University for providing me with this learning opportunity, and express my heartfelt thanks to all those who supported me during the completion of this research.

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TABLE OF CONTENTS

	Page
ABSTRACT (THAI).....	C
ABSTRACT (ENGLISH).....	D
ACKNOWLEDGEMENTS	F
TABLE OF CONTENTS	G
List of Tables	I
List of Figures.....	J
CHAPTER I INTRODUCTION	1
Research Questions.....	1
Objective of the Study.....	2
Expected of the Results	3
Scope of the Study.....	3
Limitation of the Study.....	6
Operation Definition of Terms.....	6
CHAPTER II LITERLATURE REVIEW.....	9
Theory	9
Related Study	11
Conceptual Framework	14
Research Hypotheses.....	15
CHAPTER III RESEARCH METHODOLOGY.....	16
Locale of the Study.....	16
Population and Sampling Procedures Population	17

Variable of Measurement	17
Research Instrument	18
Testing of the Instrument.....	19
Data Gathering	23
CHAPTER IV RESULT	24
CHAPTER V CONCLUSION	36
Research Conclusion	36
Development strategy of Nanjng Tangshan Hot Spring Resort based on Tourist satisfaction.....	37
Research deficiencies and expectations	40
REFERENCES	42
APPENDIX.....	45
CURRICULUM VITAE	51

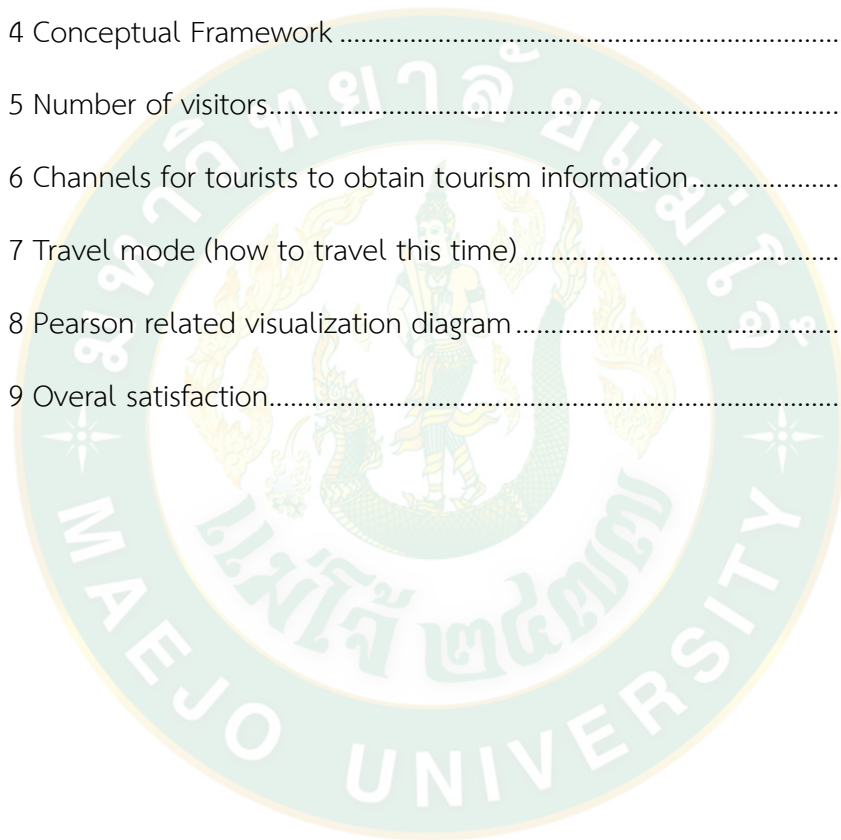


List of Tables

	Page
Table 1 Detailed table of tourist satisfaction evaluation.....	10
Table 2 Environmental satisfaction of scenic spots.....	19
Table 3 Infrastructure satisfaction.....	20
Table 4 Product satisfaction.....	20
Table 5 Price satisfaction.....	21
Table 6 Service satisfaction.....	22
Table 7 Kmo and Bartlett's inspection.....	22
Table 8 Demographic characteristics of tourist samples.....	25
Table 9 Analysis of tourist characteristics.....	29
Table 10 Pearson Related - standard format.....	31
Table 11 Linear regression analysis results - simplified format.....	33

List of Figures

	Page
Figure 1 Guide Map of Nanjing Tangshan Hotspring Tourism Resort.....	5
Figure 2 American customer satisfaction index model.....	10
Figure 3 Swedish customer satisfaction index model.....	11
Figure 4 Conceptual Framework	14
Figure 5 Number of visitors.....	27
Figure 6 Channels for tourists to obtain tourism information.....	28
Figure 7 Travel mode (how to travel this time)	29
Figure 8 Pearson related visualization diagram	32
Figure 9 Overall satisfaction.....	35



CHAPTER I

INTRODUCTION

Research Questions

Vigorously developing the tourism and leisure industry has risen to the height of the national strategy. In 2013, the State Council issued a programmatic document to promote national tourism, so that the public can have more opportunities to spend on tourism and leisure by increasing the paid vacation time of workers; At the same time, the state also encourages governments at all levels to increase investment in hardware conditions such as infrastructure construction of tourist attractions, so as to provide consumers with a more comfortable tourism experience. Starting from the two dimensions of suppliers and consumers of tourism services, it has not only promoted the development of tourism industry, but also stimulated consumption and expanded domestic demand. Dai bin, a famous expert in this field, pointed out that tourism consumption has contributed a lot to the stable growth of China's economy. With the continuous progress of deepening reform and opening up, the people's material living standards are rising, and the national disposable income has increased significantly accordingly. According to authoritative data released by relevant departments, by 2016, China has become the second largest economy after the United States, with GDP exceeding 74 trillion yuan for the first time. According to the data obtained from the latest national census, China's population has reached 1.413 billion and the total per capita production value is more than 4400 US dollars. According to the development experience of western developed countries, when the per capita national output value exceeds the US \$3000 level, The consumption demand of national tourism and leisure will increase rapidly. With the primary (Agriculture) and secondary (industry) industries gradually entering a mature period or even a declining period, tourism has become the best choice for countries around the world to develop their economies and a new hot spot for the development of the world economy. Hot spring tourism has the characteristics of tourism and leisure industry. It is a new business form in the tourism industry. Eastern and Western scholars have invested a lot of time and energy in the research on the development of hot spring tourism industry, and have achieved certain results. Some scholars focus on the research of hot spring tourism consumer satisfaction, pay more attention to the evaluation criteria of satisfaction and the analysis of key factors affecting satisfaction; Some scholars pay more attention to the research on the hot spring

tourism industry itself, including the internal and external causes of industrial development, product design and so on. However, the research on the development of hot spring tourism industry in a specific region is very rare, and there is a lack of evaluation of tourists' consumption experience. Therefore, the relevant research combined with tourist satisfaction can effectively improve the operation level of Nanjing Tangshan hot spring resort and enhance all aspects of tourists' experience, so as to obtain greater economic benefits.

Objective of the Study

Nanjing Tangshan hot spring is the first batch of national tourist attractions in China. It is the only hot spring in Europe and Japan with double certification of international hot spring water quality. It is a large-scale comprehensive ecotourism scenic spot integrating hot spring tourism, vacation and leisure, cultural customs, historical scenic spots, sightseeing and other themes, providing a good place for tourism and leisure for the surrounding people and even the people of the whole country. Nanjing Tangshan hot spring resort, as a resort with good integration of artificial and natural resources, is also gradually improving, and its recognition and acceptance of tourists are getting higher and higher. By the end of 2020, the total number of tourists received by the resort has exceeded 18 million. According to the data, analyze the real tourism experience and feelings of tourists, find and summarize the problems existing in the operation of the resort, and provide reference experience and reference for other similar tourist attractions.

To sum up, from the perspective of tourists' perception, this paper studies the tourism experience and satisfaction of tourists in Nanjing Tangshan hot spring resort, in order to achieve the following objectives:

1. Understand the tourism behavior and characteristic preference of tourists in hot spring resort;
2. understand the tourists' satisfaction with the hot spring resort through analysis;
3. According to the analysis results, this paper summarizes the factors that need to be improved in the surrounding products (service quality, commodity quality, food quality, etc.), and puts forward the modification scheme to improve the satisfaction of tourists.

Expected of the Results

By consulting a large number of online data and relevant books and materials, we can know that Nanjing Tangshan hot spring resort is highly praised by tourists in Nanjing. We hope that through confirmed research, we can conclude that "improving tourist satisfaction can improve the revisit rate", and tourist satisfaction can have a great impact on the development of scenic spots. After drawing the corresponding conclusions, this paper puts forward some suggestions for reference.

Scope of the Study

The research site of this paper is Nanjing, China. Nanjing Tangshan hot spring tourism resort is located in Tangshan street, Jiangning District, Nanjing, with a planned area of 29.74 square kilometers. It is a national tourist attraction integrating stone tablets, springs, caves, lakes and temples, cultural landscape and natural landscape. It is also a world-famous hot spring resort, ranking first among the four hot spring resorts in China. The only hot spring in China that has obtained the international double certification of hot spring water quality in Europe and Japan is known as "Millennium holy soup and health paradise".

Tangshan was called "hot spring" in ancient times. It has a history of more than 1500 years. Thousands of years ago, Tangshan hot spring was awarded the Royal hot spring during the Xiaoliang period of the Southern Dynasty. Since the Southern Dynasty, officials and scholars from all dynasties have come here to take a bath. During the period of the northern and Southern Dynasties, Tangshan hot spring was awarded the "holy spring" by the emperor. Tangshan hot spring has a daily water output of 5000 tons, a perennial water temperature of 60-65 °C, and contains more than 30 kinds of minerals and trace elements. It is most suitable for the development of vacation and hot spring entertainment. According to the industrial direction, the resort can be divided into six areas: the historical style area (old urban area) creates the atmosphere of the style area of the Republic of China around the three core backgrounds of "historical culture, natural landscape and local space".

Hot spring experience area and health rehabilitation area are the core areas of Tangshan hot spring experience. Relying on the advantages of hot spring resources, develop hot spring leisure industry, health care industry, hot spring experience, health recuperation, leisure vacation, interpretation and entertainment and other cultural and creative industries. Collect well-known hot spring hotel brands and hot

spring health projects at home and abroad, and combine with "soup", "mountain", "spring" and other characteristic resources to create two characteristic experience Parks: Mine Park and Jinwu hot spring park.

According to the functional orientation of "Tangshan West portal image exhibition area, livable tourism landscape ecological group and Chinese traditional exquisite life exhibition area", build high-end living areas such as brand education, characteristic business, health treatment, health preservation and ecological residence with modern Chinese theme style.

The new town area will develop industries such as ecological livability, public leisure, science and technology tourism, business services, financial services, talent services and so on. Dandong industrial city integration demonstration zone has changed the appearance of the old industrial zone of traditional production and manufacturing, replaced cages and birds, updated functions, provided innovative scientific and technological R & D industries with the help of new R & D forces, and created a portal image display area in the east of Dandong, which is a livable living area with scientific and technological intelligence industry.

North Park, Expo Park and rural leisure area have unique and rich landscapes. Relying on tourism experience projects such as national geopark, Yangshan Historic Park and Horticultural Expo, many quarrying industrial heritages such as yetian and China cement plant are transformed and updated to create areas characterized by industrial heritage and theme entertainment. Jiangsu Horticultural Expo site has settled in this area, and plans to build major landmark projects and world-class comprehensive tourism projects in Nanjing.

Among them, based on the current landform of Tangshan mountain, the Mining Park deeply cultivates history, humanities and mining culture, makes full use of the existing vegetation and mining resources in the area, restores the ecosystem and landscape style through wetland, grassland, lake and other landscape elements, embeds science, education, entertainment, hot spring experience, parent-child activities and other contents, strengthens citizen participation, experience and interaction, and fully improves the overall image quality of the park, Form a characteristic pit experience park with "mountain as the curtain".

Jinwu hot spring park is the first free hot spring health park open to citizens in China. Take Tangshan hot spring culture as the main line, combine myths and legends, hot spring geology, hot spring health experience and other forms, integrate the landscape, fully display the Millennium hot spring culture of Tangshan, and connect the hot spring cultural background of pregnant spring, seeking spring, seeking

spring, opening spring, pleasing spring, raising spring and recalling spring.

The scenic spots around the lake in the park include "two embankments, three bays and six peninsulas". Two embankments are located on Qingbo, and three bays connect six islands. The four seasons change and are very beautiful; The total length of the runway around the lake is 1327 meters, which is convenient for jogging and fitness.

Nanjing ape cave is called "gourd cave" because its shape is like a gourd. On March 13 and April 17, 1993, female skulls No. 1 and No. 2 were found in the cave, respectively. The latest scientific measurement results show that "the age of Nanjing ape man can be traced back to 580000 to 620000 years ago." This discovery confirms that the Yangtze River Basin is one of the birthplaces of the Chinese nation and that human civilization in the south of the Yangtze River originated in Tangshan.

The upgraded Tangshan happy water world (the original Tangshan happy water magic cube water park) is a Bosnian tropical island style, full of passion and colorful, colliding with the lush Tangshan in midsummer. Stage lighting and sound upgrades, as well as wonderful theme performances, bring shocking audio-visual experience. The park consists of six areas: passion surfing area, beach leisure area, magic slide area, children's water amusement area, dream drifting area and spa area. World's advanced water equipment, such as 3M tsunami wave, 10000 square meters of real beach, KM dream drifting River, overturned slide of the first river in East China, as well as exotic water performances, skateboard surfing performances, interactive theme games, etc.



Figure 1 Guide Map of Nanjing Tangshan Hot Spring Tourism Resort

Limitation of the Study

1. Lack of relevant research literature.

Due to the lack of research on Hot Spring Resort Tourist Satisfaction and hot spring resort in China and limited foreign information, there may be deficiencies in the refinement of Hot Spring Resort Tourist Satisfaction and hot spring resort.

Through browsing and searching on CNKI, we know that there are 512 academic journals with the theme of "hot spring resort", 86 master's theses, 3 doctoral theses, and the rest are newspaper or short film articles; Through browsing, we can know that these relevant articles mainly focus on the research of "development and marketing strategy of hot spring resort", "planning and construction and regional planning and layout of hot spring resort" or "cultural construction of hot spring resort". There are few literatures related to "tourist satisfaction".

2. Inadequate evaluation of the system.

Hot spring tourism and hot spring resort is a relatively new concept. There is less theoretical research in this field, so there is less research on tourist satisfaction of hot spring resort. Therefore, the research of this paper mainly summarizes its own understanding by referring to the research results of tourists' satisfaction and hot spring resorts, as well as relevant information for reference. However, due to the limitations of hot spring resorts and hot spring tourism, there are many deficiencies in the writing process, which need to be further studied and corrected.

3. In the process of issuing the questionnaire, there are relatively complex contents. Some tourists do not understand it very well, which leads to some deviation in the collected data. Due to their limited personal ability, some are not analyzed in the analysis, resulting in the deviation of the data.

Operation Definition of Terms

Hot Springs: Hot spring is a kind of spring water. It is an underground natural spring that flows out naturally from the ground. The temperature at the spring mouth is significantly higher than the local annual average temperature, and it contains mineral spring water with trace elements beneficial to human health. There are also many areas where wells are dug manually, usually at 600 ~ 2000 meters. Groundwater is pumped by deep-water pumps, which is rich in a variety of beneficial minerals. The water temperature is generally above 20 degrees Celsius, which is also called hot spring wells. Due to the difference of climate, latitude and altitude, it is difficult to

unify the lower temperature limit of hot springs. The definition of hot spring is somewhat different in different countries. For example, the Japanese hot spring law holds that warm water, mineral water, water vapor and other gases emitted from the ground (except natural gas mainly composed of hydrocarbons). Temperature: higher than or equal to 25 °c If the temperature of the hot spring is lower than 25°C, the water quality meets the requirements of more than one of the 19 substances (attached table of the Japanese hot spring law). According to the Korean hot spring law, hot springs refer to hot springs gushing from the ground with a temperature higher than or equal to 25 °c, and the water composition is harmless to human body.

Tourism: Tourism is an industry that provides tourism services to tourists based on tourism resources and tourism facilities. Also known as smokeless industry and invisible trade. Tourism resources, tourism facilities and tourism services are the three elements for the survival and development of tourism. Tourism can meet people's growing material and cultural needs. Through tourism, people can rest physically and mentally, improve their health, broaden their horizons, increase knowledge and promote the development of social production. The development of tourism is based on and restricted by the development level of the whole national economy. At the same time, it directly and indirectly promotes the development of relevant departments of the national economy, such as commerce, catering service industry, hotel industry, civil aviation, etc., and urges these departments to continuously improve and improve various facilities, increase service items and improve service quality. With the development of society, tourism has increasingly shown its important position in the national economy.

Tourist Satisfaction: Tourist satisfaction is the comprehensive score of tourists on travel itinerary, scenic spots, accommodation, catering, shopping, time arrangement, tour guide explanation, tourism vehicles and other funds. Due to the increasing demand of modern people for life, with the development of tourism, people go out to travel has become synonymous with fashion and holidays. However, due to the insufficient legal restrictions on Tourism in China, there are things that infringe on tourists' own rights, such as soliciting, forced selling and forced buying. Therefore, the term of tourist satisfaction has gradually surfaced in our vision.

Hot Spring Resort: Hot spring resort is a comprehensive place integrating hot spring bathing, accommodation, catering, conference, fitness, Hot Spring Resort Entertainment and other functions. Hot spring project is one of the most profitable projects in tourism. The development of hot spring resorts in China has entered a new era of themed, compound and vacation hot springs from the original era of

bathing, recuperation, leisure and entertainment, and the development level has also been unprecedentedly improved. Under such a general trend, the innovation of development mode directly determines the profit effect of hot spring resorts strategically. Not only a large number of built hot spring resorts need to rebuild their attraction through transformation, but also the newly developed hot spring resorts need to build their core competitiveness through innovation.



CHAPTER II LITERATURE REVIEW

Theory

induction and definition of tourist satisfaction. Tourist satisfaction is equivalent to customer satisfaction, which is affected by various factors such as service quality management and tourist consumption behavior theory

In response, tourist satisfaction also requires closer to the industry, that is, it has distinctive tourism background characteristics. It focuses on the degree to which tourists' expectations and needs in tourism activities are met through experience perception.

Tourist satisfaction refers to the expectation of tourists. Tourists will recognize the service only when the tourism products provided by the producers of tourism products can meet or exceed the expectation of tourists. That is, tourists are satisfied with tourism products. Satisfaction is determined by the satisfaction of tourists' expectations. Specifically, we should also focus on the comprehensive study of tourist satisfaction in terms of infrastructure, reception services, tourism landscape and scenic environment.

Customer satisfaction index model:

1. With the increasing emphasis on customer satisfaction in various industries, the measurement tools for customer satisfaction are emerging one after another. At present, the evaluation method based on Fornell model is generally recognized in academic circles, which is widely used all over the world. When using this evaluation method, countries and regions not only take the elements of Fornell model as the benchmark, but also adjust the relevant index parameters in combination with the local actual situation, forming many representative models, such as the customer satisfaction index model of the United States and Sweden.

- 1.1 American customer satisfaction index model American customer satisfaction index model (hereinafter referred to as ASCI) is also built by the scientific research team led by Professor Fornell on the basis of SCSB model and combined with the actual situation of local enterprises in the United States. Since its birth, the model has been applied to the customer satisfaction evaluation of nearly 200 enterprises in more than 40 industries in the United States. Compared with SCSB model, ACSI adds a new variable of perceived quality, as shown in the figure below.

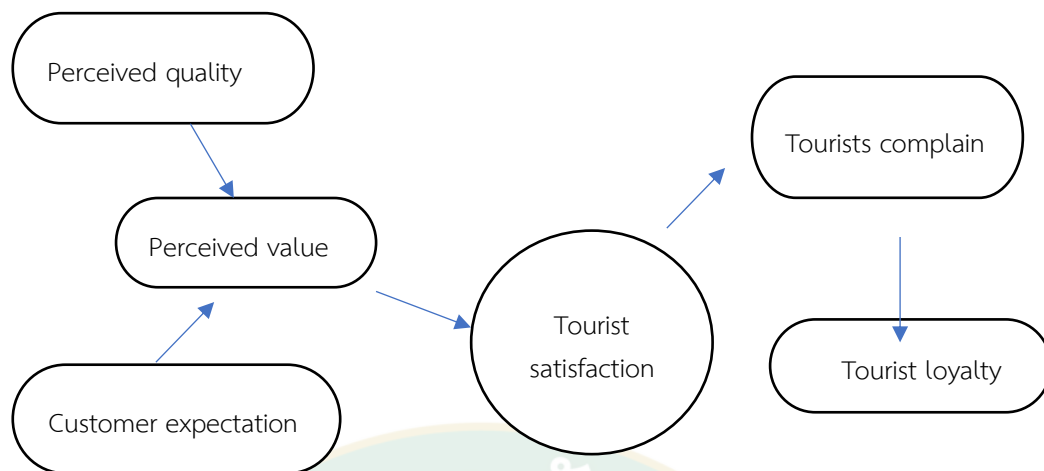


Figure 2 American customer satisfaction index model

In the correlation between the variables shown in the figure, perceived quality, value and customer expectation jointly affect customer satisfaction, and customer satisfaction leads to two specific representations of customer complaint or customer loyalty. In the use of the specific model, the six variables can be refined into 15 observation variables, as shown in the following figure.

Table 1 Detailed table of tourist satisfaction evaluation

Structural variable	Observation variable
Customer expectation	The overall expectation of quality; the expectation of the degree to which the product meets the needs of customers; and the expectation of product reliability
Perceived quality	Overall evaluation of product quality; Evaluation on the length of products meeting customer needs
Perceived value	Evaluation of price under given product quality
Tourist satisfaction	Overall satisfaction
Tourists complain	Number of complaints to dealers; Complain to the manufacturer about wearing times
Tourist loyalty	Possibility of repeat purchase

Source: customer satisfaction evaluation center of China Institute of standardization

1.2 The Swedish customer satisfaction index model was jointly studied and established by Professor Fornell, a famous American expert, and his research team (in English initials, referred to as SCSB, as follows). So far, the model has been widely used in the customer satisfaction survey of more than 100 enterprises in more than 30 industries. There are five elements in SCSB, and six associations are established between these elements, as shown in the figure below..

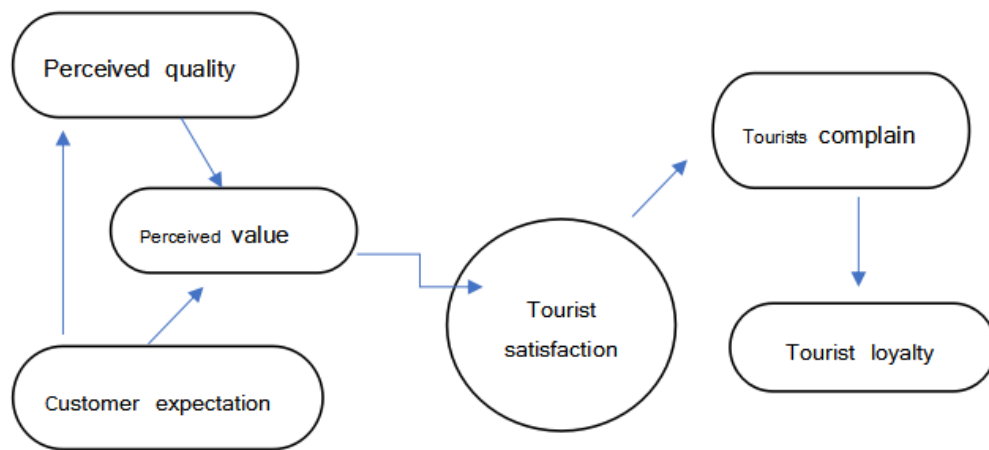


Figure 3 Swedish customer satisfaction index model

From the figure, we can see that customer satisfaction, as the core variable of the model, is related to other elements. Perceived expected quality is positively correlated with perceived value and customer satisfaction, and perceived value and customer loyalty are positively correlated with satisfaction. Customer complaints have a negative impact on satisfaction. The relationship between customer complaints and customer loyalty is two-way. When the complaint is positively correlated with loyalty, the complaining customer may be transformed into loyal customer; When complaints are negatively correlated with loyalty, it means that customers will no longer consider consumption.

Related Study

1. Domestic situation and literature review: as a hot spring country, China has found more than 3000 hot springs. With the rapid development of national economy, tourism, as the tertiary industry, has become well known to the public. Many of them have conducted in-depth research on the development of hot springs in China and achieved some results. Hong Qiyong (2017) summarized the relationship between the

development and operation of rural hot springs and tourism satisfaction through the study of rural hot springs in Fujian, and put forward corresponding optimization countermeasures. Li Jingbo et al. (2008) believe that satisfaction is closely related to tourists' own preferences and needs. Chen Nan (2008) constructed a satisfaction index model, including seven variables such as scenic spot image, tourist expectation and tourist experience. Zhang Bei (2012) took Guangzhou agricultural tourism as the survey object, focusing on the impact of infrastructure, cultural connotation and other factors on agricultural tourism satisfaction. Xie Yanjun (2015) believes that tourism experience is the most important investment and cost of tourism, and colleagues are also the focus of theoretical research. Jia Yishun (2017) used IPA research method to study the relationship between tourists' expectation and perception in hot spring resorts. Through empirical research, it is concluded that tourists' expectations of hot spring resorts are not high, and corresponding policies are put forward for relevant problems.

2. To catch up with the current situation and literature abroad: hot spring resorts have a history of hundreds of years abroad, rise in Europe, develop in North America and reach the peak in Japan. The early development history of hot spring resort can be traced back to ancient Rome. Since then, after the Second World War, the world economy has developed unprecedentedly. The service means of hot spring tourism has been increasingly standardized. The form and content of hot spring tourism have also begun to pursue diversification. Tourism facilities have become more comprehensive and perfect. Hughes (1986) defined the concept of satisfaction as a hierarchical system, which is composed of many factors. Baker Da (2000) and others mainly believe that by improving the quality of tourist satisfaction, the number of tourists can be increased, so as to improve the market competitiveness of enterprises. Pizam (1978) took the famous coastal cities along the coast of the United States as the research object, and conducted an in-depth study on the influencing factors of natural resources and commercial development, Chengen, product style, infrastructure, etc. Noe (1987) and Uysal (2003) also divided satisfaction into expression factors and operation factors in their respective studies. Foster (1999) developed a more comprehensive project, which comprehensively covers destination, transportation, catering, cultural connotation, hospitality of local residents and the impact of local consumption level on satisfaction. Bowen (2001) believes that tourist satisfaction can be divided into six dimensions: expectation, characteristics and emotion. Uysal (2005) established a resistance model, analyzed the service, product, infrastructure, environmental beautification and other factors in

the region where the tourism industry is located, found the relationship between them, and believed that the reputation of tourists is conducive to the development of tourism. Mansfield (2005) divided tourism into sightseeing tourism, tourists with strong goals, tourists with rich knowledge and tourists with in-depth experience according to the consumption level and tourism purpose of tourists. Akaka (2013) listed the quality of products and services as an important factor affecting tourist satisfaction. Sangjaeetal (2011) concluded after the study that tourists' satisfaction is caused by the gap between tourists' expectations of tourism and tourists' own experience. The higher their own experience is than expected, the higher the satisfaction of tourists, and vice versa. Western scholars have conducted relevant research on the influencing factors of tourism satisfaction. Dorfinan (1979) believes that the main factors affecting tourists' satisfaction are: self factors, external environmental factors, tourists' enthusiasm for participation and tourists' expectations for tourism. Bolton and drew (1991) and passelman, zetham and berry (1988) mainly believe that there is a clear relationship between tourist satisfaction and product quality. Huang Jia (2013) and others believe that the reason why enterprises pay high attention to tourism satisfaction is the fierce market competition. Josefa. Mazance (2012) analyzed the influencing factors of tourist satisfaction through mathematical modeling. Fang Meng (2015) mainly studied natural resorts through empirical methods and analyzed the motivation of tourists' satisfaction with tourists.

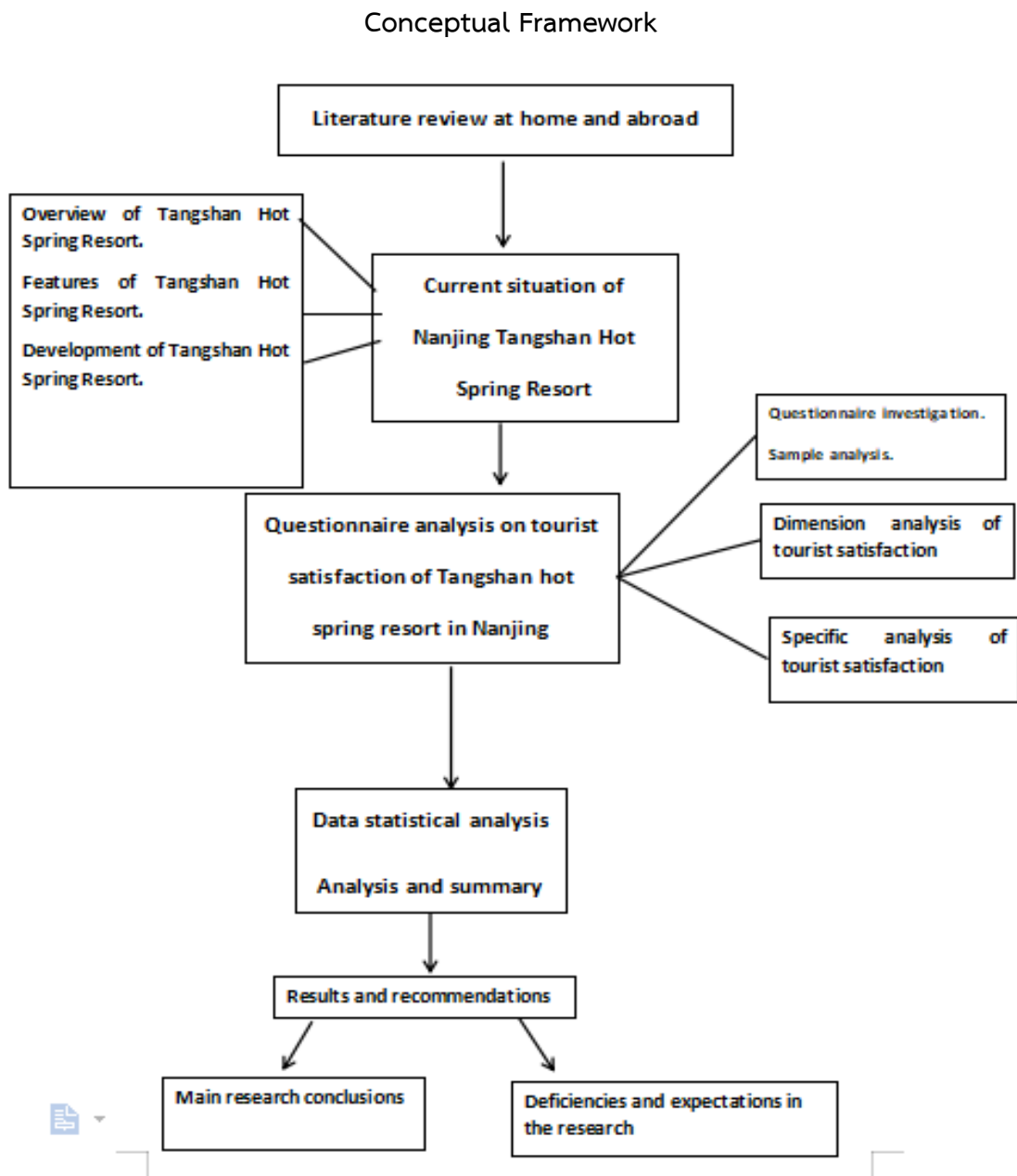


Figure 4 Conceptual Framework

First of all, after consulting relevant books, browsing many websites and watching many news, we can know the general situation, characteristics (internal facilities, environment, meals, etc.) and development of Tangshan hot spring resort in Nanjing.

Secondly, make the corresponding questionnaire and distribute it to tourists around the hot spring resort. After obtaining the effective data, analyze the data accordingly, and use a variety of methods to obtain different data to prove that the

satisfaction of tourists can actually affect the development of the scenic area from multiple angles.

Finally, according to the data obtained, the corresponding conclusions are drawn, and the results are used to demonstrate the assumptions put forward above. In the last paragraph of the article, substantive development suggestions are put forward, such as improving the service attitude of the service personnel in the scenic spot, improving the efficiency of the service personnel and paying attention to the opinions put forward by tourists. When the satisfaction of tourists is improved, the development of the scenic spot will be better and better, and the two are complementary.

Research Hypotheses

This paper puts forward the following assumptions:

1. Xiao Chaoxia (2005) and others investigated and analyzed the tourist satisfaction in the BITA sea view area of Shangri La, and provided guidance for the development and construction of the scenic spot based on the investigation and analysis of tourist satisfaction. It is considered that the environment of the scenic spot can directly affect most of the satisfaction of tourists.

According to the relevant literature, the first hypothesis is put forward: the higher the infrastructure of the hot spring resort, the environment of the scenic spot and the overall service level of the service personnel, the higher the satisfaction of tourists, which is in direct proportion. The data obtained show that the more complete the facilities of the hot spring resort, the higher the service level of service personnel and the reasonable consumption of the scenic spot, the higher the satisfaction of tourists will be.

2. A pizam (1978) and others, from the perspective of tourist satisfaction theory, believe that tourist satisfaction refers to the result of comparing the expectation of the destination with the tourism experience in the destination. Tourists know the basic information of the destination (facilities, meals, entertainment items, etc.) through various ways and have a strong interest in it. After visiting the field, the higher the expectation of tourists, the higher the satisfaction.

The second hypothesis is that the satisfaction of tourists can be understood through various publicity methods in the scenic spot in advance. If the expectation of tourists is higher, the satisfaction of tourists will be higher after the field experience.

CHAPTER III RESEARCH METHODOLOGY

Locale of the Study

Nanjing Tangshan hot spring tourist resort is more than 20 kilometers away from the main city of Nanjing, 240 kilometers away from Shanghai and 200 kilometers away from Hangzhou. It takes only two and a half hours by car. Shanghai Nanjing Expressway, Tangtong highway and S122 provincial highway closely link Tangshan with the whole Yangtze River Delta. The gathering of transportation facilities such as airport, high-speed railway and expressway can meet the growing demand of tourists for eco-tourism vacation. At present (2019), the construction of ningju intercity rail has started. After completion, Tangshan will further integrate into the main city and improve the travel environment. Nanjing Tangshan hot spring tourist resort is located in Tangshan street, Jiangning District, Nanjing, with a planned area of 29.74 square kilometers. It is a national tourist resort integrating steles, springs, caves, lakes and temples, integrating cultural landscape and natural scenery. It is also a world-famous hot spring resort, ranking first among the four hot spring resorts in China. It is the only hot spring in China that has obtained the international double certification of hot spring water quality in Europe and Japan, It has the reputation of "Millennium holy soup, health paradise".

Tangshan was named "hot spring" in ancient times. It has a history of more than 1500 years because of the hot spring. Thousands of years ago, Tangshan hot spring was granted as a royal hot spring during the Xiao Liang period of the Southern Dynasty. Since the Southern Dynasty, officials and scholars of all dynasties have come here to visit and bathe. During the Xiao Liang period of the northern and Southern Dynasties, Tangshan hot spring was granted as a "holy spring" by the emperor. Tangshan hot spring has a daily water output of 5000 tons, a perennial water temperature of 60-65 °c and contains more than 30 kinds of minerals and trace elements. It is most suitable for the development of hot spring recuperation, fitness and entertainment, hot spring vacation and other projects.

In January 2008, it was awarded the title of "China hot spring development and utilization demonstration zone" by the Ministry of land and resources; In October 2008, it was rated as "China's top ten hot spring leisure bases"; In October 2010, it was rated as "the best leisure hot spring in China"; In November 2011, it was rated as "China's top ten leisure resorts"; In December 2011, it was rated as "hometown of hot

springs in China" by the Ministry of land and resources; In October, 2012, the world hot spring and climate Health Federation awarded Tangshan the title of "world famous hot spring town" and determined Tangshan as the permanent site of the "world hot spring forum"; In 2014, it was rated as "the best leisure and vacation destination in China"; In October 2015, Tangshan hot spring tourist resort became the first batch of national tourist resorts.

Population and Sampling Procedures Population

Population: Taking the tourists of Nanjing Tangshan hot spring resort as the research object, this paper mainly studies the tourists' satisfaction with the hot spring resort.

Sampling procedure: after inquiry and consulting many news, we know that the golden period of hot spring bathing is in the winter of each year, that is, from October to December of each year, because compared with the hot weather in summer, the number of tourists going to the hot spring resort in cold winter will increase significantly. Therefore, in the winter of 2021 (October December), we went to Nanjing Tangshan hot spring resort. In the hot spring resort, the surrounding restaurants, bus stations and other places with a lot of traffic, 240 questionnaires were distributed in this study, and a total of 213 valid questionnaires were recovered. From the formula: $213 / 240 * 100\% = 88.75\%$, so the effective recovery is 88.75%. SPSS is used for data analysis.

Variable of Measurement

Using the method of questionnaire survey, this paper analyzes the scenic spot environment satisfaction, infrastructure satisfaction, product satisfaction, price satisfaction and service satisfaction. The questionnaire design uses Likert's scale's five dimensions: 1 = very dissatisfied, 2 = dissatisfied, 3 = average, 4 = relatively satisfied, 5 = very satisfied. After completing the data analysis, we can roughly judge: if we get a point between 4.21-5.00, it means that we are very satisfied with this argument; If we get a point between 3.41 and 4.20, it means that we are more satisfied with this argument; If we get a point between 2.61 and 3.40, it means that we remain neutral to the argument (general); If we get 1.81-2.60, they are not satisfied with the argument; Finally, if they get a score between 1.00 and 1.80, they are very dissatisfied with the argument.

Research Instrument

The research variables of tourists' overall satisfaction include scenic spot environment satisfaction, infrastructure satisfaction, product satisfaction, price satisfaction and service satisfaction. We defined and measured these five independent variables.

1. Scenic spot environmental satisfaction: we define scenic spot environmental satisfaction as various factors that directly or indirectly affect tourists' experience outside and inside Nanjing Tangshan hot spring resort, which is called scenic spot environmental satisfaction. This paper lists seven dimensions: scenic beauty, water quality, water temperature, hot spring environment, sanitation, catering environment and accommodation environment.

2. Infrastructure satisfaction: in this article, infrastructure is defined as the necessary condition of hot spring resort, and as the basic hardware facilities of a scenic spot, it is essential. Infrastructure satisfaction is how tourists feel about using these facilities during and after tourism. This paper lists four dimensions: traffic conditions, catering facilities, accommodation conditions and entertainment facilities.

3. Product satisfaction: in this paper, product satisfaction is defined as the ratio between tourists' perception and expectation of the products of the scenic spot by using the products of the scenic spot or experiencing a kind of hot spring in the scenic spot. This paper lists four dimensions: hot spring characteristic products, hot spring project category, hot spring function zoning and catering product characteristics.

4. Price satisfaction: in the article, price satisfaction is defined as the consumption of tourists who come to Nanjing Tangshan hot spring resort and whether it is consistent with their expected price after consumption. This paper lists three dimensions: ticket price, meal price and accommodation price.

If the service level of the scenic spot staff is evaluated, the service level of the scenic spot staff will be greatly improved.

5. If the service level of the scenic spot staff is satisfied, the service level of the scenic spot staff will be greatly improved. This paper lists seven dimensions: the service attitude of waiters, the clothes and manners of waiters, the politeness of waiters, the importance of suggestions to tourists, the timeliness of response to tourists' needs, room service and the integrity of businesses.

Testing of the Instrument

In order to ensure the validity and reliability of the questionnaire, a pre survey will be conducted before starting. In the first step of the survey, we try to obtain accurate indicators through the method of small survey scope, in order to find imperfect indicators in the first step of the survey, and then revise the survey index system. At the end of the questionnaire, we will test the reliability and validity of the questionnaire. For the data obtained from the survey, Bartlett spherical test and kmo test will be used according to the actual survey situation after the formal survey stage. Because using this method to test and test the coverage and scientificity of the research index system can improve the effectiveness of the research.

Table 2 Environmental satisfaction of scenic spots

Name	Total correlation of correction items (CITC)	Items deleted α coefficient	Cronbach α coefficient
Scenic beauty	0.556	0.724	0.768
Water quality	0.826	0.684	
Water temperature	0.699	0.706	
Hot spring environment	0.441	0.749	
Health status	0.293	0.783	
Catering environment	0.377	0.763	
Accommodation environment	0.415	0.756	

It can be seen from the above table that the value of reliability coefficient is 0.768, which is greater than 0.7, which comprehensively shows that the data reliability quality is high and can be used for further analysis.

Table 3 Infrastructure satisfaction

Name	Total correlation of correction items (CITC)	Items deleted α coefficient	Cronbach α coefficient
Traffic conditions	0.530	0.733	
Catering facilities	0.578	0.708	
Accommodation conditions	0.530	0.733	0.768
Entertainment facilities	0.638	0.674	

It can be seen from the above table that the value of the reliability coefficient is 0.768, which is greater than 0.7, which indicates that the reliability quality of the research data is very good. Deleted for item " α Coefficient", after any item is deleted, the reliability coefficient will not increase significantly, so it indicates that the item should not be deleted. For the "CITC value", the CITC values of the analysis items are greater than 0.4, which indicates that there is a good correlation between the analysis items and a good level of reliability. To sum up, the reliability coefficient of the research data is higher than 0.7, which comprehensively shows that the reliability quality of the data is high and can be used for further analysis

Table 4 Product satisfaction

Name	Total correlation of correction items (CITC)	Items deleted α coefficient	Cronbach α coefficient
Hot spring featured products	0.547	0.788	
Hot spring project category	0.571	0.775	0.802
Hot spring functional zoning	0.535	0.792	
Features of catering products	0.870	0.649	

It can be seen from the above table that the value of the reliability coefficient is 0.802, which is greater than 0.8, which indicates that the reliability quality of the research data is high. Deleted for item α Coefficient ", after any item is deleted, the reliability coefficient will not increase significantly, so it indicates that the item should not be deleted.

For the "CITC value", the CITC values of the analysis items are greater than 0.4, which indicates that there is a good correlation between the analysis items and a good level of reliability. In conclusion, the reliability coefficient of the research data is higher than 0.8, which comprehensively shows that the reliability quality of the data is high and can be used for further analysis.

Table 5 Price satisfaction

Name	Total correlation of correction items (CITC)	Items deleted α coefficient	Cronbach α coefficient
Ticket Price	0.576	0.733	0.774
Meal price	0.618	0.688	
Accommodation price	0.637	0.665	

It can be seen from the above table that the value of the reliability coefficient is 0.774, which is greater than 0.7, which indicates that the reliability quality of the research data is very good. Deleted for item α Coefficient ", after any item is deleted, the reliability coefficient will not increase significantly, so it indicates that the item should not be deleted. For the "CITC value", the CITC values of the analysis items are greater than 0.4, which indicates that there is a good correlation between the analysis items and a good level of reliability. To sum up, the reliability coefficient of the research data is higher than 0.7, which comprehensively shows that the reliability quality of the data is high and can be used for further analysis.

Table 6 Service satisfaction

Name	Total correlation of correction items (CITC)	Items deleted α coefficient	Cronbach α coefficient
Waiter's service attitude	0.562	0.846	
The clothes and manners of the waiter	0.511	0.854	
The politeness of the waiter	0.707	0.825	
Importance of suggestions to tourists	0.743	0.820	0.857
Timeliness of response to tourists' needs	0.655	0.833	
Room service.	0.615	0.838	
Business integrity	0.579	0.843	

It can be seen from the above table that the value of the reliability coefficient is 0.857, which is greater than 0.8, which indicates that the reliability quality of the research data is high. Deleted for item " α Coefficient", after any item is deleted, the reliability coefficient will not increase significantly, so it indicates that the item should not be deleted.

For the "CITC value", the CITC values of the analysis items are greater than 0.4, which indicates that there is a good correlation between the analysis items and a good level of reliability. In conclusion, the reliability coefficient of the research data is higher than 0.8, which comprehensively shows that the reliability quality of the data is high and can be used for further analysis.

Table 7 Kmo and Bartlett's inspection

	KMO	0.823
	Approximate chi square	2400.965
Bartlett Sphericity test	<i>df</i>	325
	<i>p</i>	0.000

Kmo and Bartlett test are used to verify the validity. From the above table, it can be seen that the kmo value is 0.823 and the kmo value is greater than 0.8. The research data is very suitable for extracting information (the validity is very good from the side).

Data Gathering

The definition of data collection refers to collecting relevant data according to the needs of the system and users. (source: Baidu Encyclopedia)

This paper collects these data to test tourists' satisfaction with various facilities and services in the scenic spot. Summing up these five satisfaction is the overall satisfaction of tourists. By using SPSS to analyze the collected data, we can get the opinions of tourists on the hot spring resort. Finally, we can draw a conclusion through the licensing data and put forward solutions according to the conclusion.



CHAPTER IV

RESULT

Descriptive analysis of Nanjing Tangshan hot spring tourist sample

Analysis of demographic characteristics of tourist samples

1. Gender. According to the statistics, among the 213 respondents, 136 were women, accounting for 63.85% of the total respondents, while 77 were men, accounting for 36.15% of the total respondents. From this statistical result, it can be seen that among the tourists of Tangshan hot spring resort in Nanjing, the proportion of female tourists is slightly higher.

2. Age. The survey results show that if the tourism group is divided by age group, 213 respondents are mostly middle-aged people aged 30-45, accounting for 24.41% of the total group, including 31 under the age of 18 and 49 over the age of 60. The results show that the survey covers all age groups.

3. Education level. According to the statistical results of education level, the number of graduate students and above reached 51, accounting for 23.49% of the total respondents; The number of people with bachelor degree is 44, accounting for 20.66% of the total respondents; The number of people with college degree is 33, accounting for 15.49% of the total respondents; The number of people with high school or equivalent education is 45, accounting for 21.13% of the total respondents, and the number of people with junior high school or below education is 40, accounting for 18.78% of the total respondents. It can be seen from the above results that the education level of the interviewed tourists is relatively scattered and covers a wide range, most of which are tourists with graduate degree or above. It can be seen that the education level of the interviewed tourists is relatively high.

4. Occupation. According to the survey results, the proportion of government personnel is 24.88% and the number is 53, which is the highest among the respondents. The number of people engaged in financial and commercial services was 36, accounting for 16.90% of the respondents.

5. Monthly income. According to the statistical results, the tourists of Nanjing Tangshan hot spring resort are mostly middle and high-income groups. Among them, 48 people have a monthly income of more than 7000 yuan, accounting for 22.54% of the total respondents; 46 people with a monthly income of 3000-5000 yuan and 5000-7000 yuan, accounting for 21.60% of the total respondents; Among them, 37 people without income are students, accounting for 17.37% of the total respondents.

6. From somewhere. According to the questionnaire, the average number of

tourists from cities in this interview is relatively high. Among them, 56 tourists came from Nanjing and other cities, accounting for 26.29% of the total number of respondents; The number of people from counties and regions around Nanjing was 54, accounting for 25.35% of the total number of respondents; The number of tourists from other cities is also large, 47, accounting for 22.07% of the total number of respondents.

Table 8 Demographic characteristics of tourist samples

Name	Option	Frequency	Percentage (%)	Cumulative percentage (%)
Gender	Woman	136	63.85	63.85
	Man	77	36.15	100.00
Age	Under 18	31	14.55	14.55
	18-30years old	38	17.84	32.39
	30-45years old	52	24.41	56.81
	45-60years old	43	20.19	77.00
	Over 60 years old	49	23.00	100.00
Educational level	Junior high school and below	40	18.78	18.78
	High school technical secondary school and secondary vocational school	45	21.13	39.91
	College and higher vocational education	33	15.49	55.40
	Undergraduate college	44	20.66	76.06
	Graduate and above	51	23.94	100.00

Table 8 (Continued)

Name	Option	Frequency	Percentage (%)	Cumulative percentage (%)
Occupation	Government agent	53	24.88	24.88
	Business management	40	18.78	43.66
	Professional technicians	46	21.60	65.26
	Financial and business services	36	16.90	82.16
	Other	38	17.84	100.00
From where	Nan jing	56	26.29	26.29
	Counties and regions around Nanjing	54	25.35	51.64
	Other cities	56	26.29	77.93
	Other	47	22.07	100.00
	Monthly income	No income	37	17.37
Less than 3000 yuan		36	16.90	34.27
3000-5000 yuan		46	21.60	55.87
5000-7000 yuan		46	21.60	77.46
More than 7000 yuan		48	22.54	100.00

Analysis of tourist characteristics

21 Number of visitors. According to the survey results, 44 tourists came to Nanjing Tangshan hot spring resort for the first time, accounting for 20.66% of the total number of respondents; 55 tourists came for the second time, accounting for 25.82% of the total number of respondents;

33 tourists came to visit for the third time, accounting for 15.49% of the total number of respondents;

41 tourists came to visit for the fourth time, accounting for 19.25% of the total number of respondents;

The number of tourists who visited more than four times was 40, accounting for 18.78% of the total number of respondents;

By analyzing the above data, we can draw several conclusions. First, due to the local influence of Nanjing Tangshan hot spring and the high cost performance of

the environment, facilities and services in the resort, the tourist satisfaction is very high and the revisit rate of tourists is relatively high; second, The number of tourists coming for the first time and for the second time is also large, which also shows that the form of hot spring tourism is widely accepted and has gradually become the first choice for tourists. At the same time, Nanjing's unique hot spring resources make it have a certain brand effect in the surrounding areas, so customers have high loyalty, and a considerable number of tourists will choose to play repeatedly.

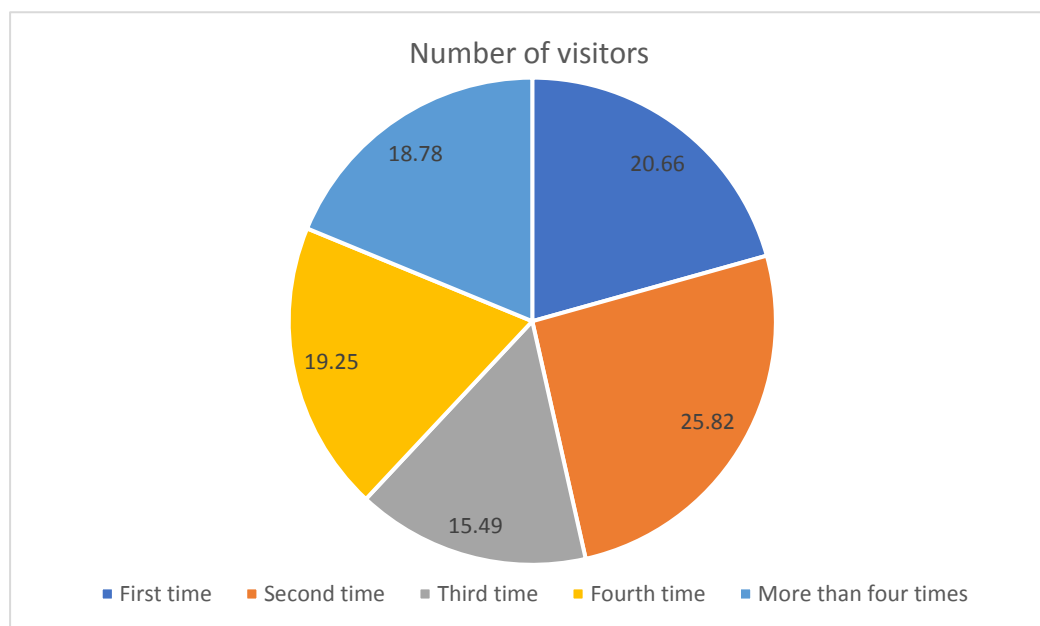


Figure 5 Number of visitors

Get information about the scenic spot (Nanjing Tangshan hot spring)

According to the investigation of tourists, the channels for tourists to obtain the scenic spot are mainly through street advertising media, Internet, magazines and newspapers. These tourists account for 17.37% and 15.96% of the total number of visitors respectively. A small number of tourists learned about the hot spring resort through travel agencies, which accounted for 12.21% of the total number of visitors.

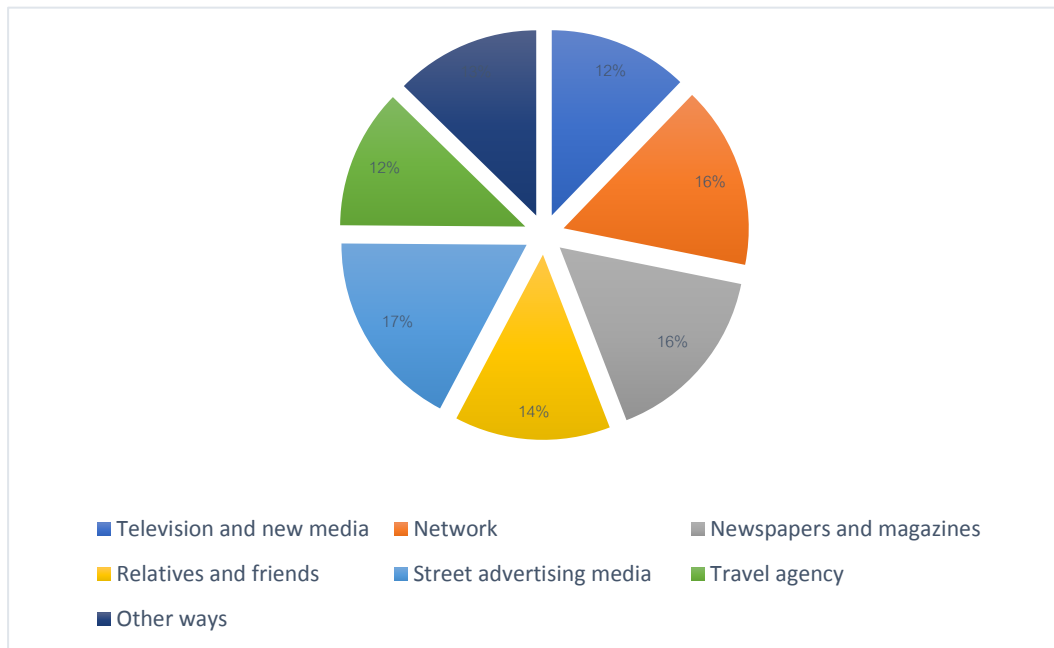


Figure 6 Channels for tourists to obtain tourism information

Travel mode (how to travel this time)

Through the analysis of the survey results of tourism mode in the questionnaire, we find that the results of the six data are very close. The proportion of people traveling through other modes is the largest, accounting for 18.78%. Secondly, there are more people arranged by travel agencies and traveling alone, accounting for 17.84%, followed by commercial activities, accounting for 16.90%; Travel with family or friends is not very different, accounting for 16.43%. Finally, it is built by units or organized by communities, accounting for 12.21%.



Figure 7 Travel mode (how to travel this time)

Table 9 Analysis of tourist characteristics

Name	Option	Frequency	Percentage (%)	Cumulative percentage (%)
How many times have you been to Nanjing Tangshan hot spring resort?	For the first time	44	20.66	20.66
	Twice	55	25.82	46.48
	Three times	33	15.49	61.97
	Four times	41	19.25	81.22
	More than four times	40	18.78	100.00
How did you travel this time?	Accompany family or friends	35	16.43	16.43
	Travel alone	38	17.84	34.27
	Units and community organizations	26	12.21	46.48
	Join a travel agency	38	17.84	64.32
	Business activities	36	16.90	81.22

Table 9 (Continued)

Name	Option	Frequency	Percentage (%)	Cumulative percentage (%)
	Other	40	18.78	100.00
How did you learn about Nanjing	Television and new media	26	12.21	12.21
	Electronic network	34	15.96	28.17
Tangshan hot spring resort?	Newspapers and magazines	34	15.96	44.13
	Street advertising media	37	17.37	61.50
	Relatives and friends	29	13.62	75.12
	Travel agency	26	12.21	87.32
	Other	27	12.68	100.00

Correlation Analysis

Correlation analysis refers to the analysis of two or more variable elements with correlation, so as to measure the correlation degree of two variable factors. Correlation analysis can be carried out only when there is a certain connection or probability between the elements of correlation. According to the data from the questionnaire, we make the following detailed analysis.

Table 10 Pearson Related - standard format

	Average value	standard deviation	Overall satisfaction	Environmental satisfaction of scenic spots	Infrastructure satisfaction	Product satisfaction	Price satisfaction	Service satisfaction
Overall satisfaction	4.324	0.735	1					
Environmental satisfaction of scenic spots	3.907	0.635	0.364***	1				
Infrastructure satisfaction	3.877	0.814	0.451***	0.147**	1			
Product satisfaction	3.783	0.751	0.507***	0.211***	0.291***	1		
Price satisfaction	3.738	0.880	0.478***	0.217***	0.386***	0.351***	1	
Service satisfaction	3.034	0.634	0.550***	0.408***	0.222***	0.403***	0.312***	1

Remark: * $p < 0.1$ ** $p < 0.05$ *** $p < 0.01$

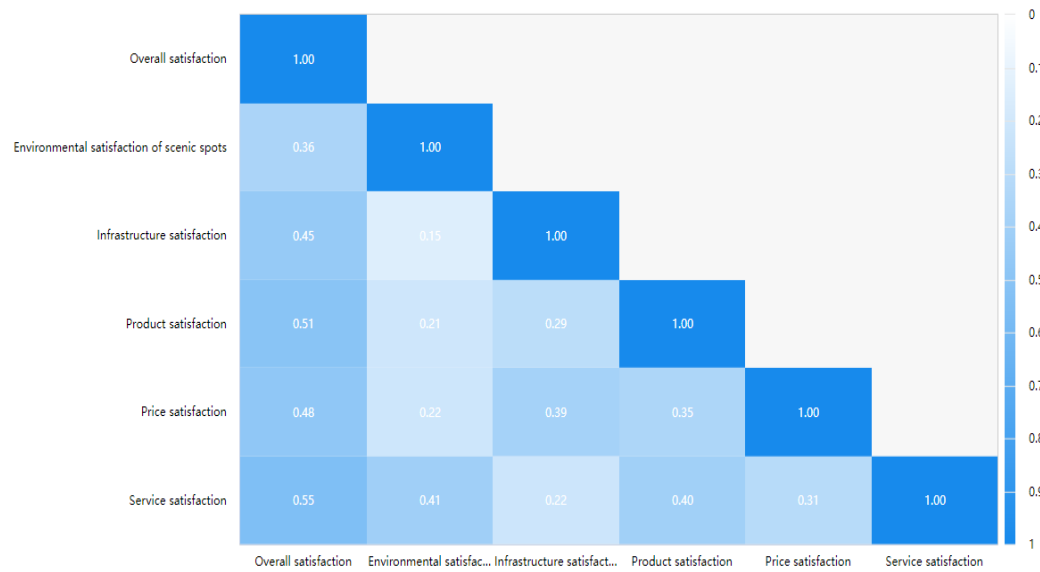


Figure 8 Pearson related visualization diagram

It can be seen from the above table that correlation analysis is used to study the correlation between overall satisfaction and scenic spot environment satisfaction, infrastructure satisfaction, product satisfaction, price satisfaction and service satisfaction, and Pearson correlation coefficient is used to express the strength of the correlation. Specific analysis shows that:

The overall satisfaction and scenic spot environment satisfaction, infrastructure satisfaction, product satisfaction, price satisfaction and service satisfaction are all significant. The correlation coefficient values are 0.364, 0.451, 0.507, 0.478 and 0.550 respectively, and the correlation coefficient values are greater than 0, which means that the overall satisfaction and scenic spot environment satisfaction, infrastructure satisfaction, product satisfaction and price satisfaction, there is a positive correlation between five items of service satisfaction.

Table 11 Linear regression analysis results - simplified format

	Regression coefficient	95% CI	VIF
Constant	0.495* (1.745)	-0.061 ~ 1.052	-
Environmental satisfaction of scenic spots	0.137** (2.224)	0.016 ~ 0.258	1.214
Infrastructure satisfaction	0.205*** (4.251)	0.110 ~ 0.299	1.220
Product satisfaction	0.223*** (4.128)	0.117 ~ 0.330	1.311
Price satisfaction	0.160*** (3.460)	0.069 ~ 0.251	1.314
Service satisfaction	0.348*** (5.241)	0.218 ~ 0.479	1.409
Sample size		213	
R^2		0.518	
Adjustment R^2		0.506	
F		$F(5,207)=44.453, p=0.000$	

Remark: Dependent variable: overall satisfaction
D-W : 2.093
* $p < 0.1$ ** $p < 0.05$ *** $p < 0.01$ T in parentheses

It can be seen from the above table that taking the environmental satisfaction, infrastructure satisfaction, product satisfaction, price satisfaction and service satisfaction of the scenic spot as independent variables and the overall satisfaction as dependent variables for linear regression analysis, it can be seen from the above table that the model formula is: overall satisfaction = 0.495 + 0.137 * environmental satisfaction of the scenic spot + 0.205 * infrastructure satisfaction + 0.223 * product satisfaction + 0.160 * price satisfaction + 0.348 * service satisfaction, The R-square value of the model is 0.518, which means that the environmental satisfaction, infrastructure satisfaction, product satisfaction, price satisfaction and service satisfaction of the scenic spot can explain 51.8% of the overall satisfaction. In the F-test of the model, it is found that the model passes the F-test ($F = 44.453, P = 0.000$)

< 0.05), which means that at least one of the environmental satisfaction, infrastructure satisfaction, product satisfaction, price satisfaction and service satisfaction of the scenic spot will have an impact on the overall satisfaction. In addition, the multi collinearity test of the model shows that the Vif values in the model are all less than 5, which means that there is no collinearity problem; And the D-W value is near the number 2, which shows that the model has no autocorrelation, there is no correlation between sample data, and the model is good.

The final specific analysis shows that:

1. The regression coefficient value of scenic spot environmental satisfaction is 0.137 ($t = 2.224$, $P = 0.027 < 0.05$), which means that scenic spot environmental satisfaction will have a significant positive impact on the overall satisfaction.

2. The regression coefficient of infrastructure satisfaction is 0.205 ($t = 4.251$, $P = 0.000 < 0.01$), which means that infrastructure satisfaction will have a significant positive impact on overall satisfaction.

3. The regression coefficient of product satisfaction is 0.223 ($t = 4.128$, $P = 0.000 < 0.01$), which means that product satisfaction will have a significant positive impact on overall satisfaction.

4. The regression coefficient of price satisfaction is 0.160 ($t = 3.460$, $P = 0.001 < 0.01$), which means that price satisfaction will have a significant positive impact on overall satisfaction.

5. The regression coefficient of service satisfaction is 0.348 ($t = 5.241$, $P = 0.000 < 0.01$), which means that service satisfaction will have a significant positive impact on overall satisfaction.

According to the summary and analysis, environmental satisfaction, infrastructure satisfaction, product satisfaction, price satisfaction and service satisfaction will all have a significant positive impact on the overall satisfaction.



Figure 9 Overall satisfaction



CHAPTER V CONCLUSION

Research Conclusion

1. Taking the tourists of Nanjing Tangshan hot spring resort as the research object, this paper mainly studies the tourists' satisfaction with the hot spring resort. Using the methods of questionnaire and empirical analysis, this paper analyzes and evaluates the tourist satisfaction of Tangshan hot spring resort in Nanjing. The conclusions are as follows: 1 Through the investigation and analysis of 213 valid samples, it is known that there are relatively more "female" tourists, accounting for 63.85%; The majority of young and middle-aged tourists are "30-45 years old", accounting for 24.41%; The proportion of tourists with "graduate degree or above" is relatively large, accounting for 23.94%; In terms of occupation, the highest proportion of "government personnel" is 24.88%; The monthly income is "more than 7000 yuan", which is 22.54%; The proportion of tourists from Nanjing and other cities is the same, both 26.29%; The analysis of tourist tourism characteristics includes that the second visit accounts for a large proportion, which is 25.82%; Most of the ways to obtain scenic spot information are Internet, magazines and newspapers, accounting for 15.96%; The tourism mode is dominated by other ways, accounting for 18.78%.

2. According to correlation analysis, regression analysis and other methods, it can be concluded that the overall satisfaction of tourists is high. Secondly, it can be concluded that scenic spot environmental satisfaction, infrastructure satisfaction, product satisfaction, price satisfaction and service satisfaction will all have a significant positive impact on the overall satisfaction.

3. Put forward the development strategy of Nanjing Tangshan hot spring resort on the basis of tourist satisfaction. The most basic thing is to improve the overall service level and service quality. Only by improving the most basic service can we further improve the satisfaction of tourists and drive the all-round development of hot spring resorts. Secondly, from the long-term development of the hot spring industry, it needs the support of the government and policies to drive the development of the hot spring industry; Third, pay attention to the planning and design of products and take the road of scientific and sustainable development; Fourth, improve the publicity and marketing methods of hot spring resorts, improve the old publicity methods, and keep up with the pace of xinshida.

Development strategy of Nanjing Tangshan Hot Spring Resort based on Tourist satisfaction

Nanjing Tangshan hot spring should closely follow the relevant supporting policies issued by the local government

In today's era of rapid social development, more and more people begin to pay attention to the emerging tourism model of "hot spring tourism" after work, and this emerging tourism model is also booming in people's attention and preferences, thus driving the economic development of a city or even a region. Combined with the relevant data in the previous chapter, tourists pay more attention to the "scenic spot environment" (scenic beauty, water quality, water temperature, hot spring environment, sanitation, catering environment and accommodation environment), and what tourists pay attention to is just related to the "scenic spot environmental satisfaction", so objectively, they need the protection and support of the local government.

1. Protection and management of hot spring development and utilization by local government

Based on the analysis of satisfaction, tourists attach great importance to the two indicators of "water quality" and "water temperature". After all, for scenic spots that use hot springs to attract tourists, water quality and water temperature are the two most basic factors. As a local government, it is necessary for Nanjing to protect hot spring resources. At present, there is no relevant hot spring law in China, which leads to many problems in the development and utilization of hot spring resources. Some businesses do not hesitate to damage the local environment for their own interests, which has seriously threatened the water quality of hot springs. Therefore, the state should pay attention to this work, pay attention to the development and protection of hot spring resources, and issue corresponding policies to meet the people's living needs through rational utilization and development

On the premise of realizing the reasonable and sustainable development of hot spring industry.

According to the relevant website (www.jiangning.gov.cn of Jiangning District People's Government of Nanjing), in October 2010, the local government issued a notice on the Interim Measures for the protection and management of Tangshan hot spring resources in Jiangning District, with a total of 28 notices, It is mentioned that "after the Construction Management Committee of Tangshan New Town accepts the application for exploration, exploitation, water intake administrative license and

planned water use of Tangshan hot spring, it shall be reviewed by relevant departments and reported to the leading group of Tangshan hot spring resource management in Jiangning District for approval, and go through the approval procedures in accordance with the relevant approval procedures" "All pollution behaviors harmful to groundwater resources are prohibited in Tangshan hot spring resource protection zone. Taking the hot spring well point as the central radius of 50m, it is strictly prohibited to set up toilets (septic tanks), sewage pits and garbage dumps; it is strictly prohibited to set up warehouses for toxic and harmful chemicals." However, more than ten years have passed, and the effective period of this management method is ten years, which has expired in 2020. With the changes of the times, this management method has been unable to adapt to the development and demand changes of the current era. Therefore, it is urgent to introduce new relevant policies to ensure the rational development and utilization of Tangshan hot spring resources in Nanjing.

Nanjing Tangshan hot spring resort should pay attention to service quality

Through the analysis of the data obtained from the questionnaire survey, it is found that tourists have low satisfaction with several indicators of "service satisfaction" (service satisfaction includes: service attitude of waiters, clothes and manners of waiters, politeness of waiters, attention to tourists' suggestions, timeliness of reflecting tourists' needs, room service and business integrity), but at the same time, Tourists have a high evaluation of "the clothes and manners of waiters" and "the politeness of waiters". These indicators also have a significant impact on the overall satisfaction of tourists.

2. Pay attention to the opinions of tourists and improve the management mechanism.

For how to improve the service satisfaction of tourists to the scenic spot, according to the current development status, I put forward some suggestions: 2.1 For example, when receiving tourists' complaints, whether the service personnel should improve their adaptability, first calm the tourists' emotions from the perspective of tourists, and then from the Perspective of the scenic spot, think about the causes of tourists' complaints, summarize experience, improve their own services, and be people-oriented and above tourists, give tourists the ultimate perfect experience, so as to improve the satisfaction of tourists.

2.1 Keeping up with the pace of the times, when dealing with tourists' opinions, in addition to the traditional paper registration, can we launch QR code registration, use the current popular method, scan the code on wechat, fill in

opinions, etc. at the moment when everyone uses smart phones. When the backstage receives these tourists' feedback, it should establish a detailed data archive to record each tourists' feedback in detail, and put forward excellent solutions for each opinion, so as to maximize the collection and processing of tourists' opinions to meet the needs of tourists. Abandon the cumbersome and complex traditional submission methods and give tourists a fast and perfect experience, which also greatly increases tourists' service satisfaction with the scenic spot.

2.2 Strengthen the skill training of service personnel in the scenic spot, and improve their professional level and comprehensive quality

When collecting the results of the questionnaire survey, it was found that although most of the tourists had high comments on the "courtesy of the waiter" and the "importance attached to making suggestions to tourists", some tourists still wanted to focus on improving these aspects. At the same time, some tourists also wanted to improve the appearance and courtesy of a few service personnel. These problems are common in most hot spring resorts in China. Therefore, the management should pay attention to this problem, because this problem is also one of the important factors affecting tourists' satisfaction. Tourists choose to relax and play, hoping to experience the feeling that they can't experience in their normal work, so they should pay attention to transposition thinking. In addition, we can also learn from the management experience of other scenic spots with high ranking among the "top ten hot spring resorts in China" selected by CCTV, such as "Zhejiang Ninghai forest hot spring resort" and "Jilin Changbai Mountain blue view hot spring resort", and

Their professional managers come to systematically train the service personnel in the scenic spot, strengthen the skills and knowledge of the service personnel, improve the professional level of the service personnel and improve the service attitude, so as to improve the satisfaction of tourists.

3. Marketing mode of Nanjing Tangshan Hot Spring Resort

Combined with the data analysis in the previous chapter, we find that tourists attach great importance to the factors such as ticket price, health status and entertainment facilities in the scenic spot. Therefore, we should pay attention to strengthening the construction of these infrastructure to provide excellent basic guarantee for the development of services.

3.1 Improve marketing and publicity methods

In today's hot spring resorts in many areas, most of them use traditional publicity methods, mainly using travel agencies and advertising to publicize the scenic spot, but this method is relatively single, the timeliness is slow, and now it can't keep up with the times. With the rapid development of the times, the publicity methods of the scenic spot should also change. Taking Nanjing Tangshan hot spring resort as an example, the analysis of its tourist travel characteristic data shows that there are many channels for tourists to obtain information in the scenic spot, mainly through various electronic networks. Tiktok cyber source can also effectively utilize network resources, and use the new popular media platform, Tik Tok, WeChat official account and micro-blog, to promote effective publicity.

4. The planning and design of Nanjing Tangshan hot spring resort products should pay attention to science and sustainable development

Combined with the results of the questionnaire survey in the previous chapter, there are still a small number of tourists who are not satisfied with the "characteristics of catering products" and "entertainment facilities". Coupled with the suggestions put forward by tourists, scenic spots should pay more attention to the planning and design of products, science and sustainable development

4.1 Improve the grade and practicability of products and realize sustainable development

As far as the hot spring resort products in China are concerned, the design starting point of most products is still low. If we blindly maintain the inherent and do not accept and absorb fresh design ideas, it is difficult to greatly improve tourist satisfaction and product scale. We should adjust the supporting facilities of the scenic spot, redesign and package the old products, and improve the design level while upgrading the industry, so as to stand out among many hot spring resorts and realize sustainable development.

Research deficiencies and expectations

1. The statistical method adopted in this paper is relatively simple, and the satisfaction index system still needs to be further improved. In the future work and study, learn more scientific and reliable research methods at home and abroad, further improve and improve the statistical research, and improve the comprehensiveness of the satisfaction index system.

2. Due to the constraints of time, funds and other conditions, it failed to fully cover all large hot spring resorts in Nanjing for comprehensive research. If there is still a chance in the future, I will aim at this problem, extend the investigation time, increase the amount of investigation, and do better on the original basis.



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APPENDIX

**Questionnaire on tourist satisfaction of
Nanjing Tangshan Hot Spring Resort**

Dear sir / Madam:

Hello! Thank you for taking the time to fill out this questionnaire. The questionnaire is a survey of tourist satisfaction of Tangshan hot spring resort in Nanjing. This questionnaire is designed to complete the master's thesis. Your valuable opinions will be of great help to my hot spring tourism research. I hope you can choose according to your true wishes and feelings. Your information is only for academic research and will not be disclosed. Please feel free to fill in. Thank you very much for your support and cooperation, thank you!

Part I: Investigation on tourist satisfaction of Nanjing Tangshan hot spring resort

This part is to understand your perception of various factors of Nanjing Tangshan hot spring resort tourism experience. Please select the most suitable option and tick “√” in the corresponding box. "Satisfaction with this factor" refers to whether you are satisfied with the actual situation of these factors: 5 - very satisfied, 4 - relatively satisfied, 3 - general, 2 - dissatisfied, 1 - very dissatisfied "evaluate the importance of this factor", which refers to how much you think this factor has influenced your overall impression, 5 - very important, 4 - very important, 3 - general, 2 - relatively unimportant, 1 - very unimportant.

Factors you may be concerned about	Satisfaction with this factor					Evaluate the importance of this factor				
	5. Very satisfied	4. Quite satisfied	3. commonly	2. dissatisfied	1. Extremely dissatisfied	5. very important	4. important	3. commonly	2. Less important	1. Less important
Scenic beauty										
water quality										
water temperature										
traffic conditions										
hot spring environment										
health conditions										
Catering facilities										
accommodation facilities										
parking lot										
guide signs										
Shopping places										
entertainment facilities										
public rest places										
safety emergency facilities										
special products										
hot spring categories										

hot spring functions																			
special catering																			
Accommodation product features																			
featured commodities																			
product publicity																			
ticket price																			
meal price																			
accommodation price																			
Waiter attitude																			
Waiter's dress and manners																			
Waiter's courtesy																			
Attention to tourist complaints																			
Customer initiative																			
Food and Beverages																			
room service.																			
Dining environment																			
Accommodation environment																			
Business integrity																			

Part II: demographic characteristics of tourists (basic personal data)

This section is to find out the relevant information about your rural hot spring vacation. Please select the most suitable option and tick ✓ "in the following ". (items 1-8 are single choice and 9 are multiple choice).

1. Your gender?

- Man Woman

2. What is your age?

- 18 years old and below 18-30 years old
 30-45 years old 45-60 years old
 Over 60

3. What is your education level?

- Junior high school and below
 High school technical secondary school and secondary vocational school
 College and higher vocational education
 Bachelor degree
 Graduate and above

4. What is your occupation?

- Government personnel
 Enterprise management
 Professional technology of science, education, culture and health
 Financial and commercial services
 Other occupations

5. Where are you from?

- Nanjing City
 Counties and districts around Nanjing
 Other cities
 Others

6. What is your monthly income?

- No income outlet
 Below 3000 yuan
 3000-5000 yuan
 5000-7000 yuan
 More than 7000 yuan

7. How many times have you been to Nanjing Tangshan hot spring resort?

- First opening
- Second port
- The third time
- The fourth time
- More than four times

8. How did you travel this time?

- Accompany family or friends
- Traveling alone
- Unit and community organization
- Participate in travel agencies
- Business activities
- Others

9. How do you know about Nanjing hot spring resort (multiple choices)

- TV and new media outlets
- Electronic network
- Newspapers and magazines
- Street advertising outlets
- Relatives and friends
- Travel agencies
- Other mouth

Finally, thank you again for your support and cooperation.
I wish you a pleasant journey and good health!

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