

Analysis of Influencing Factors of Tourist Satisfaction in Fuzhou Forest Park based on Structural Equation Model

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Abstract: Fuzhou is rich in tourism resources. In recent years, under the background of the country's vigorous development of tourism, Fuzhou's tourism has developed rapidly, of which Fuzhou Forest Park is a prominent representative. However, due to some reasons, the satisfaction of tourists in Fuzhou Forest Park is not particularly high, which is very unfavorable to the sustainable development of Fuzhou tourism. Therefore, it is of great practical significance to find out the reasons leading to the low satisfaction of tourists for promoting the development of Fuzhou Forest Park and even the development of Fuzhou tourism. Therefore, this paper conducted a questionnaire survey on many tourists in Fuzhou Forest Park, and used structural equation model to make an empirical analysis of the factors influencing tourists' satisfaction in Fuzhou Forest Park. The results showed that: tourism activities, scenic infrastructure, scenic accommodation and shopping, scenic service and people's attitude all had significant positive effects on tourists' satisfaction.

Keywords: Tourist satisfaction; Influencing factors; Fuzhou Forest Park; Structural equation model.

1. Introduction

Tourist satisfaction is the state of happiness or disappointment between the actual feeling and the original expectation after the tourist arrives at the tourist attraction. This state will further affect whether the tourist will visit the tourist attraction again, whether they will recommend the tourist attraction to their relatives and friends around them or publicize the tourist attraction in other occasions. Since tourist satisfaction is very important to the development of tourism, the problem of tourist satisfaction has always been a hot topic in both academia and reality. Fuzhou Park Scenic spot is a famous tourist attraction in China. To study the satisfaction of tourists in this scenic spot and find out the key factors affecting the satisfaction of tourists, so as to better promote tourists to re-visit or strongly recommend this scenic spot, and at the same time provide certain references for promoting the further development of other tourist attractions. Fuzhou tourism is developed, and Fuzhou Forest Park is one of the notable representatives. However, due to some reasons, the satisfaction of tourists in Fuzhou Forest Park is not particularly high, which is very unfavorable to the sustainable development of Fuzhou tourism. Therefore, this paper conducted a questionnaire survey on many tourists in Fuzhou Forest Park, and used structural equation model to conduct an empirical analysis on the factors affecting the satisfaction of tourists in Fuzhou Forest Park, and found out the reasons leading to the low satisfaction of tourists. It plays a significant role in promoting the development of Fuzhou Forest Park and even the development of Fuzhou tourism.

2. Theoretical Analysis and Research Hypothesis

2.1. Tourism Activities

Whether tourism activities have cultural heritage is one of the important factors of tourist satisfaction. The price of tourism activities is also an important aspect that affects whether tourists will visit again. Whether the tourist activity project is attractive is also an important aspect of tourist

satisfaction. Therefore, there is obviously a positive causal relationship between tourism activities and tourist satisfaction.

2.2. Scenic Infrastructure

Whether the convenience of traffic has cultural heritage is one of the important factors of tourists' satisfaction. The quality of toilet hygiene in scenic spots will also affect tourists to visit again; The level of security of the scenic spot is also an important aspect for tourists to travel again. Therefore, there is obviously a positive causal relationship between scenic infrastructure and tourist satisfaction.

2.3. Accommodation and Shopping in Scenic Spots

The rationality of shopping price is an important aspect of tourists' satisfaction. The quality of accommodation conditions in scenic spots has an important impact on tourists' re-visit. The price of accommodation in scenic areas will also influence tourists to return. Therefore, there is obviously a positive causal relationship between accommodation, shopping and tourist satisfaction.

2.4. Scenic Service and People's Attitude

The attitude of service staff is an important factor affecting the satisfaction of tourists. The attitude of local residents towards tourists will also directly affect the direct impression of tourists on the scenic spot. Therefore, there is obviously a positive causal relationship between scenic service and people's attitude and tourists' satisfaction.

3. Empirical Analysis

3.1. Variable Selection and Data Source

Tourism activities, scenic infrastructure, scenic accommodation and shopping, scenic service and local residents' attitude are selected as exogenous potential variables, and tourist satisfaction is selected as endogenous potential variables. Select whether the tourism activity project has cultural inheritance (X1), the price of the tourism activity project (X2), and whether the tourism activity project is

attractive (X3) as the latent variable of the tourism activity project observation variables; The convenience of traffic (X4), the quality of toilet hygiene (X5) and the level of safety guarantee (X6) were selected as latent variables to observe the infrastructure of the scenic spot. The rationality of the shopping price (X7), the quality of the accommodation conditions (X8) and the accommodation price (X9) were selected as the latent variables of the observation variables of the accommodation shopping in the scenic spot. The attitude of scenic service personnel (X10) and the attitude of local residents towards tourists (X11) were selected as latent variables to observe the attitude of scenic service personnel; Choose whether you will visit the scenic spot again (Y1), whether you will recommend the scenic spot to others (Y2), and whether you will help promote the scenic spot in all aspects (Y3) as exogenous latent variables to observe the tourist satisfaction. The data of this study was mainly obtained from the questionnaire survey of tourists in Fuzhou Forest Park scenic area. A total of 300 questionnaires were sent out, and 270 were recovered after 30 invalid questionnaires were removed, with an effective rate of 90%.

3.2. Model Design

Structural equation model is a statistical method to analyze the relationship between variables based on the covariance matrix of variables. Generally, it can be divided into structural model and measurement model. The structural model reflects the path action relationship between the latent variables, while the measurement model reflects the convergence relationship between the latent variables and the observed variables. The latent variables of this paper are tourist satisfaction, tourism activities, infrastructure of scenic spots, accommodation and shopping in scenic spots, services in scenic spots and local residents' attitudes. The observed variables include 11 indicators such as cultural inheritance (X1), the price of tourism activities (X2), and whether the selection of tourism activities is attractive (X3).

3.3. Analysis of Structural Equation Model Results

AMOS17.0 was used to conduct statistical test on the sample data, and the maximum likelihood estimation method was used for estimation. The detailed parameter estimation results are shown in the following table.

Table 1. Parameter Estimation Results

Variable Name	Estimates	C.R Value	P-Value	Test Results
Tourist Satisfaction <---Tourism Activity Item	0.452	5.008	***	Supportive
Tourist satisfaction <---Scenic Infrastructure	0.254	2.675	0.007	Supportive
Tourist Satisfaction <---Scenic Accommodation and Shopping	0.185	2.646	0.008	Supportive
Tourist Satisfaction <---Scenic Service and People's Attitude	0.257	3.206	0.001	Supportive

4. Conclusions and Suggestions

In this paper, the structural equation model is used to make an empirical analysis of the factors influencing tourists' satisfaction in Fuzhou Forest Park. The results show that: tourism activities, scenic infrastructure, scenic accommodation and shopping, scenic service and people's attitude all have significant positive effects on tourists' satisfaction. Therefore, according to the above research conclusions, countermeasures and suggestions are put forward to improve the satisfaction of tourists in Fuzhou Forest Park scenic spot:

Firstly, improve the attitude of Fuzhou Forest Park service personnel. The ticket sales staff, tour guides, and other staff in the scenic spot, their service attitude will directly affect the mood of tourists to play, and will further affect whether they will re-visit this scenic spot. Therefore, it is necessary to train them and let them continue to learn and receive education to improve their service skills, so as to improve the satisfaction of tourists.

Secondly, improve the basic supporting facilities of scenic spots. Basic supporting facilities are the key to ensure that the basic physiological needs of tourists are met, tourists will enjoy playing only after the basic physiological needs are met, so we should pay attention to toilet hygiene, toilet safety and traffic convenience and other aspects of further improvement and improvement, to ensure that tourists play without worries.

Thirdly, strengthen the in-depth exploration of tourism

activities. It is necessary to increase the in-depth mining of traditional culture in tourism activities, and at the same time make tourism projects have strong attraction, and strengthen people's further inheritance of traditional culture while entertaining.

Fourthly, set reasonable prices for food, lodging and shopping. Tourism income mainly comes from accommodation, shopping and other aspects, so it is necessary to formulate a reasonable price, while obtaining sufficient tourism income, it can not greatly exceed the ability of tourists to pay, improve the perception of tourists cost-effective, so that they will have almost no economic pressure when traveling, and naturally their psychological satisfaction will be further improved.

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