



The Influence of Tourist Satisfaction on Destination Intention of Revisiting: A Case Study of Yintan Scenic Area in Beihai, Guangxi

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Abstract

With the rapid development of tourism and the acceleration of industry competition, the homogeneity of scenic spots is becoming more and more serious, and many scenic spots have the problem of low tourist revisit rates. Therefore, this paper takes Beihai Yintan scenic area as an example, selected the data of tourist satisfaction survey of Beihai Yintan scenic area as the data source, and used analysis software to conduct frequency, variance, factor, correlation, and regression analysis, etc., to research the influence mechanism of tourist satisfaction on the intention to revisit the destination. The conclusions are as follows: 1) The evaluation index of tourist satisfaction with Beihai Yintan scenic area can be divided into eight dimensions, including entertainment activities, shopping experience, and dining experience. The highest degree of tourist satisfaction is tourism resources, and the price of scenic spots has the lowest satisfaction. 2) In the multi-dimensional evaluation system of scenic spot satisfaction, in addition to overall satisfaction, the four dimensions of the evaluation of entertainment activities, tourism resources, scenic spot prices, and scenic supporting facilities are significantly related to tourists' willingness to revisit, and the degree of correlation decreases in order; 3) Satisfaction evaluation of tourists' overall satisfaction, tourism resources, supporting facilities and prices of scenic spots has a positive influence on revisit intention, and the degree of influence decreases successively. Satisfaction of recreational activities has a negative influence on revisit intention. 4) Although tourists are mostly satisfied with various dimensions of scenic spots, there is still much room for improvement in their overall satisfaction. Finally, the paper combines the changes in tourists' demand under the background of the normalization of the current pandemic and puts forward countermeasures and suggestions for the high-quality development of the Beihai Yintan scenic area after COVID-19..

Introduction

Under the influence of the COVID-19, the world's tourism industry has suffered a major blow. China's tourism industry is also facing this situation. Compared with 2020, China's tourism volume in 2021 will decrease by 43.2%. However, the tourism volume of some scenic spots in China is still on the rise. For example, the number of tourists in Beihai Yintan scenic spot in Guangxi increased by 2.3% in 2021 compared with 2020. Therefore, in order to explore the impact of tourist satisfaction on revisit destination intention, this paper takes Beihai Yintan scenic spot as an example.

Beihai Yintan scenic spot has a good geographical location. It is located in Yinhai District, Beihai City, Guangxi Zhuang Autonomous Region, China. Starting from the fishing port of Qiaogang town in the West and Daguansha in the East, it is composed of sea tidal flats, extending about 24 kilometers from east to west, 30-3000 meters wide, with a land area of 12 square kilometers and a total area of about 38 square kilometers. At the same time, it has a comfortable temperature all year round, with an average annual water temperature of 23.7 °C. Therefore, Beihai Yintan scenic spot is known as "the first beach in China", which is famous for "Long Beach, fine white sand, clear water temperature, gentle waves and no sharks". On July 2, 2012, Beihai Silver Beach ranked third in the first online survey of "China's top ten most beautiful beaches".

Literature review

Tourist satisfaction and tourists' willingness to revisit are two important elements related to the high-quality development of scenic spots. Since the concept of 'satisfaction' was formally introduced in the tourism academia in the 1970s, along with its development and evolution, tourism satisfaction became a major research hotspot in the tourism academia. Research on the conceptual connotation of tourist satisfaction, formation mechanism, satisfaction measurement model and its relationship with tourists' behavior intentions are key research areas, the latter two are particularly valued. For the evaluation of satisfaction indicators, some scholars have built an indicator system based on actual needs for empirical purposes. In the related research on tourist satisfaction and tourist willingness, the willingness to revisit is particularly valued by foreign scholars. The first reason is that high customer satisfaction in practice is more likely to bring about positive word-of-mouth communication (Eugen,

1996). The second is that in many studies scholars have found that there is a positive correlation between the satisfaction of tourists and their revisit intentions, recommendation intentions, and the possibility of complaining (2004), which can make market predictions. Domestically, relevant research began in the early 1990s, and the research focused on the influencing factors of tourist satisfaction and the role of satisfaction. The research results are mostly based on foreign research models and improve and apply practical results in empirical research. The research area focused on small and medium-sized areas such as single scenic spots and single-city tourist destinations. There is still a lack of research on tourist satisfaction in multiple scenic spots.

At present, Chinese scholars' research focus on this topic have focused on the influencing factors of tourists' willingness to revisit, and the influence of tourist experience, emotions, and other factors on the intention to revisit. And some scholars have carried out detailed research on the mechanism of influence of willingness to revisit. There are still few empirical studies on the influence of tourist satisfaction on revisit intention. Domestic scholars have mostly explored the mediating effect of satisfaction on tourists' revisit. In the process of empirical investigation of satisfaction and willingness to revisit, the survey is generally carried out using more mature scales that have been used by predecessors. However, despite the use of mature scales, it may be difficult to achieve the expected results in actual research. For example, Raffaella (2012) found that tourism destination image is closely related to marketing, and destination image will further affect tourists' behavior. The stereotyped image is difficult to stimulate tourists' interest, while the vivid image stimulates tourists' more regarding emotion and motivation and increases their interest in the region. Guo (2018) used the Perceived Value Scale in their research, and the results of exploratory factor analysis lacked the emotional value and social value dimensions that were in line with expectations. Therefore, based on years of field survey experience, it is more reliable and practical to design survey questionnaires on satisfaction and willingness to revisit according to the important perception aspects of tourists' actual tourism activities. In terms of research methods, the research on the factors affecting tourists' willingness to revisit mostly used structural equation models, regression models, etc. to verify. Liu et al.(2019) started from the perspective of meta-analysis, this article mainly selected logistic

regression model for analysis. Wen Pang (2018) selected Xi'an as a case and used the footprint of the network as the data source, extracted the widely used and characteristic tourism image network vocabulary using Rost content Mining software, and analyzed Xi'an Tourism cognitive image and emotional image using content analysis method and grounded theory. Tourists' overall emotion towards Xi'an is positive. Positive perception mainly comes from historical buildings, natural scenery, delicious snacks and convenient transportation conditions. The negative evaluation mainly comes from the scenic spot management service. In the exploratory study of Rantih Village, Verinita (2019) used the questionnaire survey method and found that in the newly developed scenic spots, tourists' decisions are mainly affected by the attributes of tourism attractions. Zong (2020) used a survey and found that hotel comfort and theme are also one of the factors affecting tourists' willingness to revisit. Suanpang (2022) found that the local scenic spots have local specialties and food activities, which will also greatly meet the hearts of tourists, so as to improve tourists' willingness to revisit. At the same time, Chuanchom (2021) found that the beauty of scenic spots and the value of tourism are important factors affecting tourists' revisit.

Objectives

1. To formulate the questionnaire survey of Beihai Yintan scenic spot.
2. To analyze the questionnaire data and summarize the factors affecting tourists' revisit intention.
3. To offer corresponding suggestions.

Conceptual framework

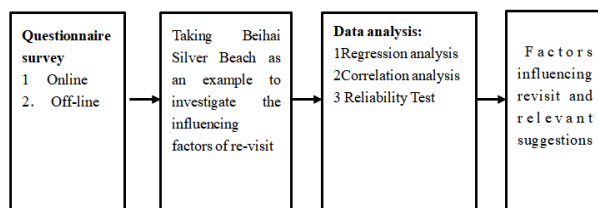


Figure 1 Conceptual framework

Figure 1 Conceptual framework

Research methodology

1. Research Design

Obtain the data information of tourist satisfaction and revisit intention of Beihai Yintan scenic area through the passenger satisfaction survey data platform, on the basis of literature review., Data analysis

was conducted using statistical software for variance, factor analysis, correlation analysis and regression analysis as well as the relationship between visitors' satisfaction and revisit intention based on the empirical analysis and research. The above method was conducted in order to obtain what factors affect the willingness of tourists to visit again, and then guide the local tourism market to make corresponding measures.

2. Instrument:

The research tool used in the study is a structured questionnaire. The details of the questionnaire are discussed below.

Questionnaire

As shown in Table 1, among the tourists surveyed, the proportion of men and women were equal, with men accounting for 48.3% of the total number and women 51.7%. In addition, most interviewees were between 18 and 45 years old, accounting for 61.8% of all interviewees.

In terms of education, 77.1% of respondents were college students (undergraduate and junior college), which was the main group of respondents, followed by those with medium or low education (high school or below), accounting for 22.9%. Disposable monthly household income of the respondents can reflect the personal economic foundation, so it is also the focus of this survey. Interviewees with a monthly income of 1,500 to 10,000 yuan were the main group, accounting for 62.9%, while those from high-income families (with a monthly disposable income of more than 20,000 yuan) were relatively few, accounting for only 3.9%. Therefore, in general, the gender ratio of the tourists surveyed was balanced, and the age level was reasonable, and the education level and monthly income can reflect the real situation of the tourists surveyed.

Table 1 Basic information of interviewees

Project	Subprojects	Sample size	The percentage/%
Age group	Under the age of 30,	177	34.1
	31-45 years old	145	27.9
	46-60 years old	176	33.9
	More than 61 years old	21	4.1
Gender	Male	197	48.3
	Female	322	51.7
Education	Under the high school	119	22.9
	Undergraduate	249	47.9
	Master and above	151	29.2
Household disposable income	Below 1500 yuan	46	8.9
	1500-5000 yuan	170	32.8
	5001-10000 yuan	156	30.1
	10001-20000 yuan	126	24.3
	20001 yuan or more	21	3.9

3. Collection of data

The data collection consisted of the procedure as follows:

3.1 The questionnaire survey was conducted from September 2020 to May 2021, and a total of 600 questionnaires were distributed.

3.2 The questionnaire consisted of three parts. The first part introduced the basic demographic information of the surveyed tourists, such as gender, education level, age, residence, income, and other socio-economic attributes. The second part included the related problems of tourists' satisfaction with the scenic spot. The Likert five scales were used to assign 1 to 5 points according to the order of options from "very dissatisfied" to "very satisfied". The third part contained the opinions and suggestions. After preliminary interpretation, invalid questionnaires and other unqualified questionnaires were deleted, and 519 valid questionnaires were finally obtained, and the sample structure reached the statistical standard.

4. Data analysis

Analysis of data from questionnaires and interviews used software. After the field survey by questionnaire and then by voted code created by the user by parsing purposes. The statistical data used to test the hypothesis of "influencing factors affecting tourists' willingness to revisit" were analyzed by correlation analysis and reliability test.

A questionnaire and interview, the procedures were as follows:

- (1) Review of documents and related research to serve as a guide to create questionnaires and interviews.
- (2) Create questionnaires and interviews, analysis by objective research.
- (3) Give relevant suggestions and guidance for the analyzed data.

5. Reliability Test

The questionnaire is divided into two parts: demographic information and tourists' satisfaction and intention to revisit. To make the research reliable, the 43 evaluation indicators of the second part of the tourist satisfaction evaluation and the overall satisfaction and the willingness to revisit were selected. The α reliability coefficient test method was used to analyze the

reliability of the question data, and the coefficient value was obtained. The result was 0.921, which is greater than 0.90, indicating that the internal data of the survey statistics meet the statistical analysis standard and can be analyzed.

Results

Evaluation results of tourist satisfaction

Since there are too many dimensional indicators of tourist satisfaction, it is not conducive to reflect the relationship between tourist satisfaction and revisit intention. This paper adopts factor analysis method to extract the dimensions of multi-dimensional evaluation of tourist satisfaction, and reflects similar indicators in fewer categories in order to reduce the dimensions of the indicators in the questionnaire. Before the factor analysis, a KMO test and Bartlett test of sphericity should be used to test data applicability. After testing, the KMO value was 0.925, greater than 0.8, and the Bartlett spherical test value was 9449.262, which is significant at the level of 0.000, indicating that all the items have strong correlation and are suitable for factor analysis.

In order to more clearly reflect the closeness of the relationship between the tourist perception factors, based on the statistical software, the data is rotated with the maximum variance to obtain the factor loading matrix. After orthogonal rotation processing, the load and common value of 43 satisfaction indexes were obtained. In general, the case where the absolute value of the factor load exceeds 0.4 is considered significant, so 0.4 is used as the limit, and the absolute value of the factor load is less than 0.4, so these ten factors can be eliminated: C2.1 scenic spot ticket price, C3.3 Scenic ticketing service, C3.5 professional quality of staff, C3.6 staff service attitude, C4.2 tourist market order, C4.3 scenic spot safety management, C5.1 scenic spot parking lot, C5.2 tourist toilet, C5.4 Tourism informatization construction, C6.1 Accessibility of scenic spots. Using the remaining 33 indicators to perform factor analysis and the dimensions are named according to the commonality of the factors. The results are shown in Table 2.

Table 2 Results of factor analysis

Evaluation index	F1	F2	F3	F4	F5	F6	F7	F8
C9.3	0.843							
C9.2	0.827							
C9.5	0.797							
C9.1	0.788							
C9.4	0.77							
C9.6	0.748							
C8.2		0.779						
C8.3		0.777						
C8.1		0.773						
C8.4		0.757						
C8.5		0.736						
C7.2			0.848					
C7.3			0.829					
C7.1			0.768					
C7.5			0.723					
C7.4			0.645					
C1.1				0.813				
C1.3				0.786				
C1.2				0.77				
C1.4				0.723				
C2.5					0.705			
C2.3					0.705			
C2.6					0.694			
C2.2					0.681			
C2.4					0.675			
C5.5						0.769		
C4.1						0.753		
C6.3						0.689		
C3.2							0.728	
C3.4							0.726	
C3.1							0.629	
C6.2							0.835	
C4.4							0.634	

Where F1 means entertainment, F2 means shopping experience, F3 means dining experience, F4 means tourism resources, F5 indicates the scenic spot price, F6 means supporting facilities in the scenic spot, F7 means scenic spot service, F8 means scenic order. C9.3: Entertainment characteristics, C9.2: Fun of entertainment activities, C9.5: Experience of entertainment activities, C9.1: Richness of entertainment activities, C9.4: Completeness of entertainment activities, C9.6: Safety of entertainment activities, C8.2: Commodity types, C8.3: Product quality, C8.1: Product Features, C8.4: Integrity Management, C8.5: Shopping service attitude, C7.2: Dining environment, C7.3: Convenient dining, C7.1: Local characteristics, C7.5: Service Attitude, C7.4: Food hygiene, C1.1: View of attraction, C1.3: Tour value, C1.2: Landscape Features, C1.4: Resource richness, C2.5: Transportation price, C2.3: Commodity prices, C2.6 Facility price, C2.1: Food and Beverage Price, C2.4: Accommodation price, C5.5 Scenic Signage, C4.1 Scenic area hygiene, C6.3: Boot logo, C3.2: explain service, C3.4: Complaint Service, C3.1: Consulting Service, C6.2: Internal traffic, C4.4: Passenger flow management.

Analysis of the difference in satisfaction evaluation of each dimension

SPSS software frequency analysis was used to perform frequency statistical analysis on various satisfaction levels and the results are shown in Table 3. The highest dimension of the average satisfaction score was tourism resources. The average value is greater than 4, indicating that this item is highly satisfied with tourists,

especially the attraction of the landscape and the tourist value of the scenic spot, which is greater than the average value of the dimensions. The lowest average satisfaction score was the reasonableness of the scenic spot price, especially the average score of commodity/souvenir prices and catering prices was less than 3, indicating that it is mainly a negative evaluation. Others, in descending order of satisfaction, are scenic spot services, shopping experience, entertainment activities, dining experience, scenic spots supporting facilities, and scenic spot order. The scores of all dimensions were more than 3, so they were all positive evaluations. The difference in the internal satisfaction evaluation of the entertainment activity dimension was the largest, the standard deviation exceeded 1, and the smallest difference was the reasonableness of the scenic spot price. The internal differences of other dimensions are: dining experience, scenic spot service, shopping experience, scenic spot order, scenic spot supporting facilities, and tourism resources.

Table 3 Frequency analysis results of satisfaction evaluation

	Indicators	The average	The standard deviation	The variance	
F1	C9.3	3.45	3.58	1.0218	1.044
	C9.2	3.53			
	C9.5	3.73			
	C9.1	3.45			
	C9.4	3.6			
	C9.6	3.73			
F2	C8.2	3.68	3.87	0.86923	0.756
	C8.3	4.06			
	C8.1	3.70			
	C8.4	4.18			
	C8.5	3.92			
	C7.2	3.47			
F3	C7.3	3.43	3.57	0.92394	0.854
	C7.1	3.42			
	C7.5	3.74			
	C7.4	3.79			
	C1.1	4.16			
	C1.3	4.11			
F4	C1.2	4.09	4.11	0.69281	0.48
	C1.4	4.06			
	C2.5	3.05			
	C2.3	2.98			
	C2.6	3.01			
	C2.3	2.99			
F5	C2.4	3.06	3.02	0.48866	0.239
	C5.5	3.48			
	C4.1	3.25			
	C6.3	3.60			
	C3.2	3.94			
	C3.4	4.27			
F6	C3.1	3.66	3.44	0.72718	0.529
	C6.2	3.55			
	C4.4	3.28			
	Overall satisfaction	3.25			
	Revisit intention	3.44			
	Willing to travel again	3.44			
Overall	3.25	3.25	0.88699	0.787	
Revisit intention	3.44	3.44	0.78351	0.614	

Correlation analysis of tourist satisfaction and revisit intention

Correlation analysis and regression analysis were used to analyze the relationship between the evaluation of tourists' satisfaction and their intention to revisit. Correlation analysis can detect whether two or more variables are correlated and the degree of correlation can be further reflected according to specific results. As can be seen from Table 4, the correlation analysis of entertainment activities, tourism resources, scenic spot prices, supporting facilities and overall satisfaction is significant and all of them are positively correlated. The correlation between overall satisfaction and revisit intention was between 0.6 and 0.8, which is a strong correlation. The correlation value between tourism resources and revisit intention was 0.4~0.6, which is a medium correlation. As an element that directly attracts tourists, the satisfaction evaluation of tourism resources greatly affects the intention to revisit, overall satisfaction has also been proposed as an important factor affecting the intention to revisit, so it has certain credibility. The correlation between the price of scenic spot and the supporting facilities of scenic spot and the intention to revisit was between 0.2 and 0.4, which indicates that they are weakly correlated with the intention to revisit. The correlation between recreational activities and revisit intention was less than 0.2, showing a very weak correlation.

Table 4 Correlation analysis results of satisfaction evaluation and tourists' intention to revisit

		F1	F2	F3	F4	F5	F6	F7	F8	Overall satisfaction
Revisit intention	Pearson correlation	0.480	0.003	0.537	0.159	0.495	0.589	0.067	0.093	0.627
	Sig.	0.001	0.954	0.837	0.000	0.000	0.000	0.180	0.061	0.000

It can be seen from table 4 that the Pearson correlation values of F1, F3, F5 and F6 are 0.480, 0.537, 0.495 and 0.589, respectively. Variables in the range of 0.4 ~ 0.6, indicates that these four variables are related to tourists' willingness to revisit. Therefore, in order to further study whether these four variables have a positive impact on tourists' willingness, we used regression analysis to further analyze F1, F3, F5 and F6.

Regression analysis

Linear regression analysis, is an important statistical analysis method to explore the causal relationship and can reflect the influence of multiple

independent variables on dependent variables. Usually, it can preliminarily judge whether there is a linear relationship according to its scatter distribution diagram, and further clarify the way that the dependent variable is affected by the independent variable through the coefficient value, and explain whether there is a causal relationship between the variables (Dou, 2016). For further analyzing the relationship between the degree of satisfaction and revisit intention tourist scenic spot, according to the results of correlation analysis, an observation of the scatterplot showed that independent variable entertainment activities, tourism resources, scenic spot price, the scenic area facilities, overall satisfaction, and the dependent variable had a linear relationship between the revisit intention. The results are shown in Table 5.

Table 5 Regression analysis results of satisfaction evaluation and tourists' revisit intention

The independent variables	The dependent variable	Coefficient (β)	Degrees of freedom (df)	R ²	Adjusted R	F	Sig
F1	Revisit intention	-0.125	Regression 5 Residual 401 Total 406	0.832	0.443	65.689	0.000
F3		0.205					0.003
F5		0.085					0.000
F6		0.109					0.045
Overall satisfaction		0.485					0.009

As can be seen from Table 5, F1, F3, F5 and F6 were taken as independent variables, and the willingness to revisit was taken as dependent variable for linear

regression analysis. First of all, the F value was 65.689, that is, the significance probability of F value is less than 0.01, indicating that this variable has passed the F test, and that at least one of these four items and tourist satisfaction has an impact on the intention to revisit, and the regression effect is good. In addition, the R2 value of the model was 0.832, indicating that the better the fitting effect of the regression model is, that is, the four are positively correlated with the satisfaction of tourists. At the same time, the maximum regression coefficient of variable F3 was 0.205, indicating that variable F3 has the greatest influence on the willingness to revisit. The regression coefficient of Overall Satisfaction was 0.485,

and the Sig was 0.009, indicating that all four factors had a positive impact on the willingness to revisit.

Discussion

This paper takes Beihai Silver Beach scenic spot as an example, and surveys the satisfaction degree of traveling to Beihai Silver Beach as the data source through questionnaire survey. Factor analysis, correlation analysis, regression analysis and other methods were used to explore the impact of tourist satisfaction on the intention to visit again, and the following conclusions were drawn:

(1) The evaluation index of tourists' satisfaction with Beihai Yintan scenic area can be divided into eight dimensions: entertainment activities, shopping experience, dining experience, tourism resources, reasonability of price, supporting facilities, service and order. The satisfaction evaluation of each dimension had certain differences. The highest satisfaction of tourists was tourism resources, especially the attraction of landscape and the value of scenic spots, which is greater than the mean of dimension. The lowest average score of satisfaction was the reasonableness of scenic spot prices, especially the prices of commodities/souvenirs and catering. The average score of this question was less than 3, indicating that it was mainly a negative evaluation. The satisfaction scores of other dimensions from high to low are: scenic spot service, shopping experience, entertainment activities, dining experience, supporting facilities and order. Comparatively speaking, tourists' satisfaction with the direct experience level of tourism activities was higher, while their satisfaction with the management and service level of scenic spots was relatively low.

(2) According to the results of the correlation analysis, there is a significant correlation between tourists' overall satisfaction and their intention to revisit. Among the eight satisfaction evaluation dimensions of Beihai Yintan scenic area, only four of them are significantly correlated with tourists' intention to revisit, which are: entertainment activities, tourism resources, scenic spot prices and supporting facilities. Among them, the correlation between tourism resources and revisit intention is moderate. There is a weak correlation between the price of scenic spot and the supporting facilities of scenic spot and the willingness to revisit. There was a weak correlation between recreational activities and revisit intention.

(3) According to the regression analysis results,

the overall satisfaction will have a positive impact on tourists' intention to revisit. From the perspective of each dimension of satisfaction, tourism resources, tourism supporting facilities and reasonable price of scenic spots all have a positive impact on tourists' intention to revisit, while recreational activities in scenic spots have a negative correlation with tourists' intention to revisit. The overall satisfaction is the most intuitive evaluation of the value of the scenic spot by tourists, and the latter three are the key aspects of tourists' experience in the scenic spot. Therefore, how to maintain the overall satisfaction, improve the tourism facilities, regulate the prices of the scenic spot, and explore the tourism resources is the key to enhance the competitiveness of Beihai Yintan scenic area. As the direct experience of tourists, recreational activities in scenic spots can satisfy the temporary freshness of tourists. However, for the current public tourists who like to seek new and different things, even if they have a good experience in an activity in the scenic spots, they may not choose to revisit. Therefore, it is necessary to grasp the psychology of tourists, explore traditional culture in various aspects, make full use of festivals and other opportunities to form multi-seasonal cultural themes, so that the inheritance of scenic activities can be innovative, and can break through the threshold of tourists' willingness to revisit.

Suggestions

According to the results of the empirical research, combined with the investigation and interview of Beihai Yintan scenic area after COVID-19, this paper believes that Beihai S Yintan scenic area should pay close attention to the difference of tourist satisfaction in all dimensions in the future development, maintain the dimension with high satisfaction and improve the dimension with low evaluation of tourists, so as to enhance tourist experience. At the same time, attention should be paid to the dimension index that has a positive impact on the intention to revisit, and the revisit rate should be improved by improving the services related to this index. In addition, under the background of normalization of COVID-19, tourists' psychology has changed to a certain extent, which brings with it changes in the demand for tourism products. Beihai Yintan scenic area should also be transformed accordingly. Specifically, in the future, Beihai Yintan scenic area should try to improve the tourist resources and facilities with high tourist satisfaction, improve the reasonability of the price of the scenic spot on the basis

of three factors, but also pay attention to the scenic spot security factors and tourist psychological experience guidance.

(1) As far as tourism resources are concerned, it is possible to further develop existing tourism resources, explore traditional culture in multiple directions, or use modern technology to give tourists new experiences, so that there are new ideas in the inheritance and the cultural essence of the new ideas. Exploring new tourism resources, catering to the preferences of young people, the main force of tourism today, combining the attractions of Beihai Yintan scenic area with AI, smart tourism, etc., emphasizing the form of experience and science fiction, and transforming tourism resources into new ones in their favorite ways. Travel products, online personalized customization, etc. are also optional ways to further increase satisfaction. As far as scenic services are concerned, we should first focus on tourist experience, increase service training and catering quality supervision in the catering industry in and around the scenic area, and focus on improving the supporting facilities within the scenic area, and pay attention to the tourists' demand for tourist signs and traffic guidance signs. Improve the sanitary conditions of scenic spots and enhance tourists' willingness to revisit by improving the satisfaction of tourists with strong tourism supporting facilities. At the same time, in light of the current background of the normalization of COVID-19, pay attention to the tourist reservation system, restrict the flow of tours, maintain the order and sanitation of the scenic area, and provide tourists with a safe and good environment for play. In addition, the shopping experience of tourists is directly related to the supply of products and services. The quality of goods and services should be strictly controlled, a good shopping atmosphere should be created, contactless services should be advocated, and the opportunity of changing demand for tourism talents under the normalization of COVID-19 should be seized through introduction and training. To accelerate the construction of excellent talent team and then enhance the future market competitiveness of the enterprise.

(2) The reasonableness of prices in scenic spots should be paid attention to, and tourists' willingness to revisit should be enhanced by improving the degree of price satisfaction in scenic spots. Price is an important variable in the evaluation of the competitiveness of tourist destinations. Appropriate adjustment is conducive to improving the competitiveness of scenic spots. The empirical results show that there is a significant positive

correlation between the reasonability of scenic spot price and the intention to revisit, and the mean price satisfaction of Beihai Yintan scenic area is the lowest among all dimensions (3.02). Therefore, after the end of COVID-19, the reasonable pricing strategy of Beihai Yintan scenic area will be an important aspect to improve tourist satisfaction and enhance tourists' willingness to revisit.

(3) In view of the conclusion that the satisfaction of recreational activities in scenic spots is negatively correlated with tourists' willingness to revisit, a new concept of tourism resource development in Beihai Yintan scenic area, which 'presents step by step and forms a multi-season cultural theme', is put forward. For visitors to pursue unique exotic psychology and market competition, Beihai Yintan scenic area should form a unique selling point, not only to contribute to the scenic spot but also to keep the site fresh. Therefore, in the process of scenic resource development and design, with gradual scenic recreational activities to mobilize the tourists point of interest, and enhance holiday time, form a multi-season cultural theme. As well as increase online publicity to mobilize tourists' interest and participation enthusiasm for a long time, thereby increasing tourists' satisfaction and willingness to revisit.

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