

Survey and Research of Tourists' Satisfaction in Regional Tourism Demonstration Zone Based on IPA Analysis

Taking Jizhou District of Tianjin as an Example*

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Abstract—Research on tourist satisfaction is an important guide for improving the competitiveness of regional tourism demonstration zone. This paper studies the tourist satisfaction of Jizhou, Tianjin, based on IPA analysis and SPSS analysis, and classifies and analyzes 33 factors affecting tourist satisfaction in the four-dimensional quadrant. The results show that tourists have the highest satisfaction index for tourism resources and the lowest satisfaction with smart tourism. In the future, Jizhou needs to focus on improving tourism transportation and tourism services.

Keywords—regional tourism demonstration zone; tourist satisfaction; IPA analysis method; empirical investigation

I. INTRODUCTION

The act of integrating all the elements of a certain region with tourism to create various "tourism +" products, and to form a model of joint construction across the region, joint development across the region, and integration across the region is called regional tourism. In the 1970s, A. Pizam pointed out that tourist satisfaction is a comparison between tourists' expectations and feelings before and after tourism. If the expected value before tourism is greater than the satisfaction value after tourism, tourists are satisfied. Otherwise, they are not. This paper uses the IPA method to investigate the tourist satisfaction of visiting the Jizhou regional tourism demonstration zone, which involves many aspects such as accommodation, transportation, shopping and entertainment.

The research object of this paper is Jizhou regional tourism demonstration zone of Tianjin. Since February 2016, Jizhou, Tianjin has carried out comprehensive construction and transformation after being selected for the first batch of "National Regional Tourism Demonstration Zones". Specifically, in the scenic area, the Panshan Mountain,

Huangyaguan Great Wall, Baxian Mountain, and Limutai were perfected. The National Academy of Painting and the Panshan Academy were opened, and the mountainous areas, reservoir areas and plains of Jizhou were planned. In terms of entertainment, the first large-scale live performance in Beijing and Tianjin area "Tianxia Panshan" was launched in the Panjin area. As regards to tourism infrastructure, a number of high-end hotels and Jizhou tourism distribution center were established, new toilets were built in the area, and direct buses from Beijing to Jizhou were mended. However, with the rapid increase of tourists, in the process of building regional tourism demonstration zone in Jizhou, there are still many problems in the tourism service, tourism transportation, tourism resources and supporting facilities.

II. RESEARCH DESIGN

A. Research Method

According to Kochak's research results, there are four main research methods for tourist satisfaction: expectation disconfirmation model, disconfirmation-performance model, importance-performance model, and performance approach. This paper uses the IPA analysis method, the importance-performance model, to conduct satisfaction surveys on tourists who have visited the Jizhou District. The IPA analysis method makes evaluations based on the degree of attention of tourists to each service or product, and the actual performance level of all influencing factors. Internationally, Almanza et al. used IPA analysis methods to study the tourist satisfaction in the catering industry; Oppermann used IPA analysis methods to study the advantages and disadvantages of MICE destinations. Research on regional tourism in China focused on certain aspect. Zheng Zhiwei et al focus on the development of public services in Beijing, Tianjin and Hebei. Zhang Ying et al focus on the development of sports tourism in Tianjin. Zeng Xianghui et al and Li Jianxin mainly studied certain destination based on literature research and analysis. Zeng Xianghui et al used Yongding County as an example to study its tourism development and current situation. Li Jianxin et al discussed the construction of excellent tourist

*Fund: This paper is supported by Scientific Research Fund Project of Tianjin Vocational University (Project No.: 20172112). This paper is supported by 10,000 Tourism Talents Double-type project of 2017 National Tourism Administration: development of school-oriented textbooks The Tour Guide Practice based on the new tourism industry (Project No.: WMYC20173004)

destinations conceptually with Beijing as an example. The research by Xu Baoyang et al. and Yu Yuxing focused on tourist satisfaction in some scenic spots. Xu Baoyang et al study tourist satisfaction of Tianjin Panshan, and Yu Yuxing et al studies tourist satisfaction in Gulangyu Island, Xiamen. The literature survey results show that the satisfaction survey conducted at China and other countries based on IPA analysis rarely studies regional tourism demonstration area as a whole. This paper intends to use this theory to investigate tourists who have visited Jizhou to determine which projects are more important in the minds of tourists but have lower satisfaction in order to make recommendations for the construction of regional tourism demonstration zone in Jizhou District.

The specific method of this paper is to first conduct interviews with tourists and travel agency companies who have visited Jizhou through literature surveys to determine the research projects and research factors of each project. Secondly, a questionnaire survey is used to allow visitors to score the importance and satisfaction of the factor. In the third step, the scores of the above factors are marked on the coordinate axis. Among them, the importance score is marked on the horizontal axis, and the satisfaction score is marked on the vertical axis.

B. Questionnaire Design

This study has comprehensively combed the relevant literatures such as tourist satisfaction theory, IPA analysis methods, and regional tourism demonstration zones. Through the inductive analysis, the survey of tourist satisfaction in Jizhou was summarized into seven projects and 33 impact factors. The names of specific project are

tourism resources, tourism transportation, tourism products, infrastructure, tourism environment, tourism services, and smart tourism.

C. Data Collection and Processing

The survey used a random sampling approach. The questionnaire was distributed through wenjuanxing, and a total of 1200 copies were collected, including 1020 valid questionnaires and 180 invalid questionnaires. This article surveys visitors who have visited Jizhou District, and makes analysis based on questionnaire survey, SPSS22.0 and IPA analysis methods. In the questionnaire survey, tourists were asked to rate the satisfaction and importance of each item factor in Jizhou district with a five-level Likert scale. The research results passed the reliability and validity test, and the significance and satisfaction were compared and analyzed, and the quadrant definition and research results were analyzed with the IPA method.

III. ANALYSIS OF RESEARCH RESULTS

A. Reliability and Validity Test

In order to ensure the scientific and rational design of the questionnaire, the reliability and validity of the questionnaire data were first tested by SPSS22.0. According to the data listed in "Table I", the Cronbach coefficient is 0.992, greater than 0.9, the appropriate sampling accuracy of KMO is 0.970, greater than 0.9, and the Bartlett spherical test is 0.000, less than 0.01. The test results indicate the reliability and stability of the survey scale are high and the data can be processed for subsequent analysis.

TABLE I. RELIABILITY AND VALIDITY TEST RESULTS

Reliability test		Validity test			
Cronbach's Alpha	Alpha of Cronbach based on standardized projects	Kaiser-Meyer-Olkin Measure sampling appropriateness	Bartlett's spherical check		
0.992	0.993	0.970	About chi-square	df	Significant sig.
			10193.287	528	0.000

B. Sample Demographic Characteristics

According to the statistical table of survey data in "Table II", among the 1020 samples of this survey, the proportion of males is 53.4% and that of females is 46.6%. There are slightly more males than females among the tourists visited, but the difference is not significant. The respondents aged 21-40 accounted most, and the elderly aged 61 and over were

the least. In terms of occupation, students and employees are the mainstay, accounting for 58.5%. In addition, freelance groups also account for a large proportion, and tourism-related professionals account for the least, only 6.7%. From the perspective of education background, it is dominated by higher vocational and undergraduate degrees, accounting for 67.3%, and the proportion of master's degree or above is the least, only 12.5%.

TABLE II. SURVEY SAMPLE DATA STATISTICS

Feature project	Feature specific contents	Number of samples (individual)	Proportion (%)	Feature project	Feature specific contents	Number of samples (individual)	Proportion (%)
Gender	Male	545	53.4	Age	Under 20 years old	260	25.5
	Female	475	46.6		21-40 years old	363	35.6
Occupation	Student	302	29.6		41-60 years old	312	30.6
	Institutional staff	150	14.7		61 years old and above	85	8.3
	Corporate employee	295	28.9	Education background	Technical secondary school, high school and below	206	20.2
	Professionals (such as tour guides, metering, sales, etc.)	68	6.7		Vocational college	371	36.4
	Freelance	205	20.1		Bachelor	315	30.9
					Master's degree and above	128	12.5

C. Comparative Analysis of Importance and Satisfaction

1) *Analysis of differential significance:* In order to better understand the significance of 33 factors in 7 major projects, SPSS22.0 was used to conduct paired sample T test on the importance and satisfaction of these factors, and the test

results are shown in "Table III". In the 95% confidence interval, the 2-tailed P values of 28 of the 33 factors are less than 0.05, which indicates that there is a significant difference between these factors and can be analyzed by IPA.

TABLE III. SIGNIFICANT DIFFERENCES IN SURVEY FACTORS

Project	Factor	T value	2-tailed P value
Tourism resources (X1)	Ornamental recreational value (Y1)	-0.705	0.483
	Historical and cultural value (Y2)	0.882	0.380
	Tourism resource integrity (Y3)	2.134	0.036
Tourism transportation (X2)	Inter-regional public transport (Y4)	4.992	0.000
	Public transportation within the district (Y5)	3.796	0.000
	Traffic in the scenic area (Y6)	4.059	0.000
	Parking convenience (Y7)	4.640	0.000
Tourism Products (X3)	Activity diversity (Y8)	3.317	0.001
	Visitor participation (Y9)	5.034	0.000
	Tourism products (Y10)	1.873	0.065
	Consumption level (Y11)	1.126	0.264
	Tourism product portfolio (Y12)	2.192	0.031
Infrastructure (X4)	Public safety facilities (Y13)	4.133	0.000
	Communication / medical / sanitation facilities (Y14)	4.317	0.000
	Instruction / guide (Y15)	4.526	0.000
	Accommodation/dining/entertainment (Y16)	4.317	0.000
Tourism environment (X5)	Environmental sanitation (Y17)	4.319	0.000
	Overall tour atmosphere (Y18)	4.631	0.000
	Management level of management personnel (Y19)	5.364	0.000
	Tourist carrying capacity (Y20)	3.994	0.000
Tourism Service (X6)	Degree of commercialization (Y21)	1.820	0.072
	Local residents' enthusiasm (Y22)	3.222	0.002
	Staff service attitude (Y23)	4.622	0.000
	Staff service efficiency (Y24)	4.773	0.000
	Tourism information release (Y25)	3.922	0.000
	Complaint handling (Y26)	4.462	0.000
	Trader's business integrity (Y27)	4.106	0.000
	Catering service quality (Y28)	4.501	0.000
Smart tourism (X7)	Quality of accommodation services (Y29)	4.034	0.000
	E-commerce platform (Y30)	3.222	0.002
	New media marketing (Y31)	3.463	0.001
	Tourism Internet of Things (Y32)	3.167	0.002
	Smart public service platform (Y33)	2.359	0.021

2) *Comparative analysis of importance satisfaction:* From the perspective of the survey project, tourists have higher satisfaction with tourism resources, tourism products and infrastructure, which exceeds the expectations of tourists. The P-I difference of tourism resources is the highest, reaching 0.33. Tourists scored lower satisfaction on tourism traffic, tourism environment, tourism service and smart tourism. The P-I difference of smart tourism reached the highest, reaching 0.56, indicating that tourists are most dissatisfied with the current situation of smart tourism application in Jizhou, Tianjin. The P-I difference of tourism transportation is relatively low, only 0.01, indicating that the traffic conditions and expectations of tourists in Jizhou, Tianjin are basically the same.

From the perspective of survey factors, tourists are more satisfied with 18 indicatives: the ornamental and recreational value, historical and cultural value, and integrity of tourism resources, traffic in scenic areas, parking convenience, activity diversity, consumption levels, public safety facilities,

communication / medical / sanitation facilities, instructions / guides, accommodation / catering / entertainment facilities, environmental sanitation, overall tourist atmosphere, tourist carrying capacity, local residents' enthusiasm, vendor integrity, catering service quality, and accommodation service quality, all exceeding the expectations of tourists, among which the difference of historical and cultural value of tourism resources, the integrity of tourism resources, the traffic satisfaction of the scenic area, and the importance of consumption levels was higher, both exceeding 0.4. Tourists are less satisfied with 15 indicatives: inter-regional public transportation, public transportation in the region, tourist participation, tourism products, tourism product portfolio, management level of management personnel, commercialization level, staff service attitude and efficiency, tourism information release, complaint handling, electronic business platform, new media marketing, tourism Internet of things and smart public service platform, which have not met the expectations of tourists. Among them, the difference in importance of inter-regional public transportation, staff service attitude and efficiency, and smart public service

platform is higher than 0.5, especially the difference of inter-regional public transportation and smart public service platform is more than one, which indicates the tourists' are

most dissatisfied with inter-regional public transportation situation and smart public service platform in Jizhou, Tianjin.

TABLE IV. STATISTICS OF IMPORTANCE SATISFACTION EVALUATION RESULTS

Project	I value	P value	P-I value	Factor	I value	P value	P-I value
Tourism resource s (X1)	5.54	5.88	0.33	Ornamental recreational value (Y1)	6.23	6.3	0.07
				Historical and cultural value (Y2)	5.28	5.72	0.44
				Tourism resource integrity (Y3)	5.12	5.61	0.49
Tourism transport ation (X2)	5.80	5.55	-0.25	Inter-regional public transport (Y4)	6.12	4.98	-1.14
				Public transportation within the district (Y5)	5.43	5.02	-0.41
				Traffic in the scenic area (Y6)	5.37	5.88	0.51
				Parking convenience (Y7)	6.28	6.32	0.04
Tourism products (X3)	5.42	5.47	0.04	Activity diversity (Y8)	5.34	5.4	0.06
				Visitor participation (Y9)	5.45	5.4	-0.05
				Tourism products (Y10)	5.4	5.17	-0.23
				Consumption level (Y11)	5.39	6.02	0.63
				Tourism product portfolio (Y12)	5.53	5.34	-0.19
Infrastru cture (X4)	5.40	5.59	0.19	Public safety facilities (Y13)	5.31	5.32	0.01
				Communication / medical / sanitation facilities (Y14)	4.95	5.32	0.37
Tourism environ ment (X5)	5.38	5.37	-0.01	Instruction / guide (Y15)	5.3	5.52	0.22
				Accommodation/dining/entertainment (Y16)	6.03	6.19	0.16
				Environmental sanitation (Y17)	5.36	5.36	0
				Overall tour atmosphere (Y18)	5.38	5.47	0.09
				Management level of management personnel (Y19)	5.52	5.3	-0.22
Tourism service (X6)	5.74	5.59	-0.16	Tourist carrying capacity (Y20)	5.32	5.41	0.09
				Commercialization level (Y21)	5.32	5.31	-0.01
				Local residents' enthusiasm (Y22)	5.34	5.53	0.19
				Staff service attitude (Y23)	6.08	5.39	-0.69
				Staff service efficiency (Y24)	6.14	5.4	-0.74
				Tourism information Release (Y25)	5.59	5.45	-0.14
				Complaint handling (Y26)	5.4	5.34	-0.06
				Trader's business integrity (Y27)	5.27	5.34	0.07
Smart tourism (X7)	5.16	4.60	-0.56	Catering service quality (Y28)	6.02	6.09	0.07
				Quality of accommodation services (Y29)	6.08	6.14	0.06
				E-commerce platform (Y30)	5.25	4.92	-0.33
				New media marketing (Y31)	5.38	5.34	-0.04
				Tourism Internet of Things (Y32)	4.38	3.92	-0.46
				Smart public service platform (Y33)	5.61	4.22	-1.39

D. Definition and Analysis of IPA Quadrant

According to the results in "Table IV", the IPA analysis method is used to define the factors included in each quadrant. The importance is the horizontal axis, the satisfaction is the vertical axis, and the crossing point of

importance mean (5.51) and the satisfaction mean (5.44) is the horizontal and vertical axes, which is used to divide quadrants, and the resulting IPA location map is shown in "Fig. 1". Among them, the importance of each factor in the first quadrant is greater than 5.51, the satisfaction is greater than 5.44; the importance of each factor in the second

quadrant is less than 5.51, the satisfaction is greater than 5.44; the importance of each factor in the third quadrant is less than 5.51, and the satisfaction is less than 5.44; The factors in the fourth quadrant are more than 5.51, and the satisfaction is less than 5.44.

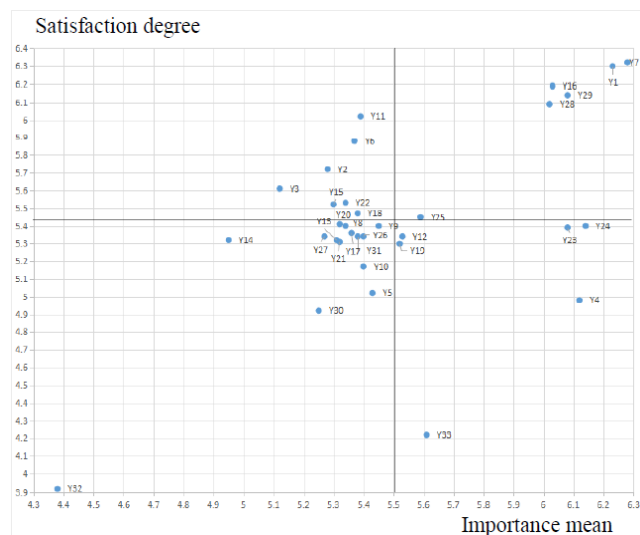


Fig. 1. Tourist satisfaction factor IPA location map.

According to the data distribution of each quadrant, the quadrant assignment of the 33 factors is shown in "Table V".

1) *First quadrant*: The first quadrant includes six factors: ornamental recreational value, parking convenience, accommodation/catering/entertainment facilities, tourism information release, catering service quality, and accommodation service quality. The importance and satisfaction of these factors are higher than the average. The factors that tourists pay attention to and make them satisfied are the part that Jizhou, Tianjin needs to continue to maintain in the process of developing regional tourism. In terms of actual situation, Jizhou, Tianjin has abundant natural tourism resources and humanistic tourism resources. These tourism resources have higher score in terms of ornamental recreational value, which exceeds the expectations of tourists; all major scenic spots are basically equipped with parking lots and ample parking spaces meet the needs of self-driving tourists; the local rich accommodation, catering and entertainment facilities can basically meet the diverse needs of tourists; the rich way of publishing tourist information allows tourists to easily obtain relevant tourist information. It is conducive to the smooth development of tourism activities; local accommodation and catering are mainly in the form of farmhouses, and the affordable prices, rich variety of food and beverages, and clean and hygienic accommodations are all satisfying to tourists.

2) *Second quadrant*: The second quadrant includes seven factors: historical and cultural values, integrity of tourism resource, traffic in the scenic area, consumption level, indication/guide, overall tourist atmosphere, and local

residents' enthusiasm. These factors are less important than the average, but more satisfactory than average value. They are factors that tourists are not paying attention to, but the result is more satisfactory to tourists. It is the part that Jizhou, Tianjin needs to continue to dig deeper and optimize in the process of developing regional tourism. In terms of actual situation, the natural and human landscapes in Jizhou District of Tianjin have strong historical and cultural values, and the locals pay more attention to the protection of tourism resources. Tourists can appreciate the history and culture of different periods in Jizhou. The scenic spot is equipped with some means of transportation so that tourists can move fast and conveniently in the scenic area; the local consumption level is more reasonable, tourists can basically afford the general consumption; appropriate instructions/guide can make tourists successfully arrived at tourist destinations; local residents of Jizhou are positively optimistic about tourism development, friendly to tourists to improve tourists' satisfaction.

3) *Third quadrant*: The third quadrant includes 14 factors: public transportation, activity diversity, visitor participation, tourism goods, public safety facilities, communication/medical/sanitation facilities, environmental sanitation, tourist capacity, commercialization level, complaint handling, business integrity, e-commerce platform, new media marketing, tourism Internet of things. The importance and satisfaction of these factors are lower than the average. They are factors that tourists are not too concerned and the results are not satisfactory, as well as parts that Jizhou does not need to think too much about during the development of regional tourism, but can continue to follow up in the future with the continuous development of the tourism industry. In terms of actual situation, the tourists visiting Tianjin Yinzhou District mostly use the weekend to achieve leisure and recuperation in farmhouse, so their attention to these factors is not high, and the local development and utilization of tourism activities and resources in Jizhou are still not complete enough. There is still much room for improvement in other scenic spots except for Panshan, a 5A-level tourist attraction. At the level of information utilization, Jizhou, Tianjin still needs to explore a more reasonable and effective road.

4) *Fourth quadrant*: The fourth quadrant includes six factors: inter-regional public transportation, tourism product portfolio, management level of management personnel, staff service attitude, staff service efficiency, and smart public service platform. These factors are more important than average, but less satisfactory. They are factors that tourists will pay attention to, but fail to meet the actual needs of tourists. It is the part that Jizhou needs to focus on and improve in the process of developing regional tourism. In terms of actual situation, the inter-regional public transportation mode currently in Jizhou, Tianjin are only bus and train. It takes a long time to travel from Tianjin, which is very inconvenient for non-self-driving tourists and

objectively restricts the visit of tourists; in terms of tourism product portfolio, there are few types of local tourism activities, and the product portfolio is relatively simple, which can not meet the diverse needs of tourists; there is still much room for the local scenic spots and other tourism

management personnel to improve in terms of management level, service attitude and service efficiency; the smart public service platform will become a development direction in the new era. At present, Jizhou has not made significant measures in this regard.

TABLE V. TOURIST SATISFACTION FACTOR QUADRANT ATTRIBUTION

Second quadrant		First quadrant	
Historical and cultural value (Y2) Tourism Resource Integrity (Y3) Traffic in the scenic area (Y6) Consumption level (Y11)	Instruction / Guide (Y15) Overall tour atmosphere (Y18) Local residents' enthusiasm (Y22)	Ornamental recreational value (Y1) Parking convenience (Y7) Accommodation/Dining/Entertainment (Y16)	Tourism information Release (Y25) Catering service quality (Y28) Quality of accommodation services (Y29)
Third quadrant		Fourth quadrant	
Public transportation within the district (Y5) Activity diversity (Y8) Visitor participation (Y9) Tourism products (Y10) Public safety facilities (Y13) Communication / Medical / Sanitation Facilities (Y14) Environmental sanitation (Y17)	Tourist carrying capacity (Y20) Degree of commercialization (Y21) Complaint handling (Y26) Trader's business integrity (Y27) E-commerce platform (Y30) New Media Marketing (Y31) Tourism Internet of Things (Y32)	Inter-regional public transport (Y4) Tourism product portfolio (Y12) Management level of management personnel (Y19)	Staff service attitude (Y23) Staff Service Efficiency (Y24) Smart Public Service Platform (Y33)

IV. CONCLUSION

Based on SPSS22.0 and IPA analysis method, this paper takes Jizhou regional Tourism Demonstration Zone in Tianjin as an example to investigate the importance and satisfaction perception of tourists. The research results clearly show the attitude of tourists for the development of Jizhou, Tianjin.

First of all, among the 7 major projects affecting the development of tourism in the whole area of Jizhou, Tianjin, The order of importance of each impact factor from high to low is: tourism traffic, tourism services, tourism resources, tourism products, infrastructure, tourism environment, smart tourism; the order of satisfaction of each impact factor from high to low is: tourism resources, infrastructure and tourism services, tourism transportation, tourism products, tourism environment, smart tourism. After comparing the importance with satisfaction, it is found that tourists have largest P-I difference in tourism resources, while the tourists are less satisfied with tourism transportation and tourism services that they care most, and it is the part that needs to be improved in the future.

Secondly, among the 33 factors affecting the development of tourism in the Jizhou, Tianjin, the local government and various tourism organizations and tourism enterprises should focus on the factors that tourists consider having higher importance but lower satisfaction. The local area should develop more diverse and fast inter-regional means of transportation, attracting other types of potential tourists other than self-driving tourists; make in-depth development of local tourism resources, launch a variety of attractive tourism products with local characteristics; absorb and train local tourism-related enterprise staff to improve the quality of staff; make full use of modern network information technology to local tourism development,

establish a smart tourism service platform, and provide more convenient and refined guides and services for visitors.

In the future, this research will further enrich the research methods in the course of the investigation. In addition to the questionnaire survey, this paper enhance the integrity and accuracy of the data through combining Delphi method, field interviews and other forms; in the selection of investigation cases, the scope of research will be further expanded, and more regional tourism demonstration zones will be introduced to improve the universality and promotion of research results.

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