

Research on the Tourist Behavior Characteristics of Folk Belief Cultural Tourism Taking the Ancestor Temple of the Lords of the Three Mountains, Jiexi, as an Example

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ABSTRACT

Through interviews and questionnaire surveys of cultural tourists in the Ancestor Temple of the Lords of the Three Mountains, Jiexi, this article analyzes the characteristics of tourist behavior characteristics of local folk belief cultural tourism from three aspects: tourist demographic characteristics, tourist behavior characteristics and post-tour satisfaction. Researches show that: (1) The source of tourists and their perception of tourist destinations are significantly affected by regions, showing the obvious characteristic of family intergenerational inheritance. The occupation of tourists is mainly business with family trips in form mostly, and the purpose of their trips is mostly to pray for blessings; (2) Local tourists have a significantly higher awareness of scenic spots. Due to family influence and personal beliefs, it is easier for them to form the habit of regular visits, which is even regarded as an important ceremony for family communication and entrusting good wishes. They are also often full of strong emotions for scenic spots, so they have a high revisit rate and a strong willingness to recommend these scenic spots. Tourists from other places get more relevant information from the Internet, and their awareness is low. They often joint package tours out of curiosity, and the revisit rate of them is significantly lower than that of local tourists; (3) The Ancestor Temple of the Lords of the Three Mountains scenic spot has a relatively stable source of tourists, but the general tourists' duration of stay is short and the consumption is low. The main reasons that affect the satisfaction of tourists are the poor service environment and the single tourism product.

Keywords: *Ancestor Temple of the Lords of the Three Mountains, Folk belief cultural tourism, Behavior characteristics, Satisfaction.*

1. INTRODUCTION

Cultural tourism has become a very important form of tourism in China, and cultural tourism with a certain folk belief color is even more chased after. Local folk beliefs are the agglomeration of local historic culture, order, and values, and the scenic spots with distinctive regional characteristics and

cultural atmosphere as their material carriers attract Chinese and foreign tourists, and they also have strong vitality and influence among the people. For groups interested in local culture itself, such scenic spots are also important carriers for studying local culture and thoughts.

For the definition of the relationship between folk beliefs and religions, scholars have always had great differences: an idea regards folk beliefs as a non-institutionalized and non-organized quasi-religion [1], a religion with stronger pragmatic spiritual characteristics [2]; another view denies that folk beliefs belong to the category of religion,

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and believes that it is a part of the daily life culture of local residents [3], and it is a folk belief culture system formed by a mixture of various thoughts [4]; some scholars also directly equate folk beliefs with folk customs [5]. However, scholars have reached a consensus on the significance of folk beliefs and cultural heritage and important bond values [6]. Due to cultural differences, foreign scholars' research on folk beliefs is mainly conducted within the religious system. However, due to the widespread distribution of ethnic beliefs and the diversified characteristics of regions, the research content is more extensive in China. But most of them are experts in the fields of folklore, genealogy, history, etc. Therefore, more researches are on the cultural characteristics, types, development and decline and customs of folk beliefs, the research on folk belief tourism also pays more attention to the development and utilization of resources and the meaning and value, and there is a lack of research on tourists of folk belief tourism.

Because of the wider scope of influence of religion, the study of belief tourism originated from the study of religious tourism, so the combing of the related research on religious tourism has certain value for the research of folk belief tourism. Early research on religious belief tourism in China focused on the development and marketing of resources [7] [8] and protection and management [9] [10]. It was not until the 1960s that the research on tourist appeals and behavior characteristics [11] began to be enriched. But the research objects were mainly large-scale religions with complete theories and a wide range of audiences, including the demographic characteristics [12], behaviors [13], experience needs [14], tourist routes, and choice of scenic spots [15] of tourists. The research results show that the family environment is the most important factor in promoting tourists to choose religious tours [16]. In addition, compared with ordinary tourists' respect for material consumption, tourists with religious beliefs pay more attention to psychological consumption [17], and they are often able to accept sightseeing activities in religious places of different faiths in the selection of scenic spots and routes [18]. Judging from the evaluation after the tour, religious tourists generally feel that visiting religious places brings more benefits than general tour [19], such as spiritual relief and respect among family, relatives and friends [20]. And these benefits will encourage religious tourists to revisit many times.

Judging from the current research, the research on folk belief cultural tourism is mostly

macroscopic, and the selection of research objects is mostly focused on the study of religious tourists such as Buddhism [21] and Muslims, while the research on tourists of local folk beliefs in China is relatively scarce. However, folk beliefs have strong regional characteristics, and the folk belief cultural tourism rooted and grown in the local area has its own uniqueness, and its tourist group behavior will inevitably have its own characteristics. Therefore, research on the behavior and experience of its tourists is of great value to the development and design of such scenic spots.

2. RESEARCH OBJECTS AND RESEARCH METHODS

2.1 Overview of the Study Area

The culture of the Ancestor Temple of the Lords of the Three Mountains originated in the Chaoshan area, and affected Guangdong, Taiwan and Southeast Asia. It is a more vigorous local folk belief in southern China. The location of this research is the Ancestor Temple of the Lords of the Three Mountains in Hepo Town, Jiexi County. It is located at the foot of Mingshan Mountain. It is the birthplace of the culture of the Lords of the Three Mountains. It is also the originator of the Ancestor Temple of the Lords of the Three Mountains in China and foreign countries with a set of local ancient and unique rituals. It is a relatively representative cultural attraction of local folk beliefs in China, attracting tourists inside and outside the country every year to worship and visit. It can be said that the study of its tourists' behavior characteristics has certain typicality.

2.2 Data Sources

In this research, data collection was conducted for 30 days in the form of questionnaires and interviews. 300 questionnaires were randomly distributed and 290 were collected, of which 275 were valid questionnaires, and the questionnaire validity rate was 96%. The questionnaire reliability test often uses the Alpha reliability coefficient method, and the SPAA17.0 software is used to analyze the reliability of the questionnaire ("Table 1"). The α coefficient value got is 0.709, and the questionnaire has good reliability.

Table 1. Reliability analysis results of the questionnaire

Number of entries (a)	Number of samples (portion)	Cronbach's Alpha
52	275	0.709

2.3 Research Methods

2.3.1 Cross-tabs Analysis

The statistical data of this research uses SPSS to construct a cross-influence matrix to analyze the relationship between tourists' personal attributes and their tourism behavior.

2.3.2 Factor Analysis

The factor analysis is a statistical method to explore whether there are potential factors that can't

be directly observed but dominate the changes of observable variables among variables with correlation [22].

Based on the field survey and questionnaire data in the Cultural scenic spot of the Lords of the Three Mountains in Jiexi County, this study selected 13 representative evaluation indicators for analysis from two aspects of service factors and environmental factors, including air quality, sanitary conditions, water quality, architectural features, natural scenery, ceremonial events, city traffic, parking lots, toilets, public rest areas, attitude of service staff, souvenir features, and catering and accommodation.

By using the KMO (Kaiser-Meyer-Olkin) test and the Bartlett sphericity test, the results are shown in the "Table 2" below, which shows that the questionnaire survey results are suitable for factor analysis.

Table 2. Results of KMO and Bartlett sphericity test

Test	Project	Result
KMO test	KMO value	0.933
	Approximate chi-square value	2772.858
Bartlett sphericity test	Degree of freedom	78
	Significance level (Sig)	0.000

3. RESEARCH ANALYSIS

3.1 Tourist Demographic Characteristics

3.1.1 The Ratio of Men to Women Is Relatively Balanced, and the Age Composition Is Mainly Young and Middle-aged Tourists

From the perspective of gender ratio, the proportion of men and women in the tourist population of the Ancestor Temple of the Lords of the Three Mountains is relatively balanced. In this questionnaire, the proportion of male tourists is 46%, and the proportion of female tourists is 54%. The proportion of women is slightly higher than that of men. Through interviews, it is found that women are more loyal to mountain god worship and are more willing to participate in religious tourism activities.

From the perspective of age composition, the crowd attracted by the Ancestor Temple of the Lords of the Three Mountains tour is mainly young tourists, accounting for 65% of the total number. Through interviews and questionnaire statistics, it is found that the 26-44 age group of young tourists accounts for the vast majority of tourists. Most of

the tourists in this age group get married and settle down, their purpose of coming here is more to "ensure their career stability and family peace through their acts of worship", and most of them choose family outings in the choice of travel form, which has also led to family outings becoming the main travel organization form in scenic spots, accounting for 49% of the total. Among young tourists, 18-25 year-old tourists account for 33% of the total number, indicating that the scenic spot of Ancestor Temple is also attractive to young single tourists. This part of tourists is mainly under the influence of the elders, and they are full of curiosity and mystery about the culture of the Lords of the Three Mountains and therefore, tourism behaviors are produced, which also reflects the embeddedness of the culture of the Lords of the Three Mountains in east Guangdong region.

3.1.2 The Tourists Are Mainly Businessmen, Mainly for the Purpose of Praying

From the perspective of the occupational structure of tourists (as shown in "Table 2"), private business owners and individual households account for the largest proportion of tourists, accounting for 24% of the total number. This is related to the local

custom of business operators in east Guangdong region who prefer to pray for good luck in order to achieve a prosperous business; then it is followed by students, accounting for 16%. Enterprise workers and housewives also account for a similar proportion, at 11% and 9% respectively. The largest proportion of private business owners and individual households is closely related to the characteristics of tourist destinations and local folk customs. Because of the chance causes of business operations, business operators in east Guangdong region prefer to believe in local gods and pray for business prosperity in the coming year, mainly praying for blessings. Students who travel to this area often travel with their families, and they don't know much about the culture of the Lords of the Three Mountains. In addition, personnel in public institutions and enterprises have a relatively stable income and leisure time, and their willingness to travel will also be relatively strong.

3.1.3 The Education Level of Tourists Is Mainly Above High School, and People with Higher Education Pay More Attention to Cultural Tourism Experience

From the perspective of the cultural composition of tourists, 77% of tourists have the education level above high school. It can be seen that the tourists with a certain level of knowledge in the Ancestor Temple of the Lords of the Three Mountains account for a relatively high proportion. From interviews and questionnaires, it is found that this part of tourists pay more attention to the sense of experience of cultural tourism. In addition, tourists with the education level below junior high school and below also account for a large proportion, which is related to the strong territoriality and embeddedness of the culture of the Lords of the Three Mountains (see "Table 3").

Table 3. Analysis table of individual characteristics of tourists (number of samples: N=275)

Variable name	Category	Proportion (%)	Variable name	Category	Proportion (%)
Gender	Male	46.2	Education level	Below junior high school	22.9
	Female	53.8		High school, technical secondary school	43.3
Age	Under 18 years old	4.7		Undergraduate, junior college	32.4
	18-25 years old	26.2		Master, doctor	1.5
	26-44 years old	49.5	Profession	Civil servants	1.5
	45-59 years old	15.6		Personnel in public institutions and enterprises	10.9
	Over 60 years old	4.0		Private business owners, individual households	24.4
Tourism-generating region	Local Jieyang	66.0		Professional and technical staff	4.0
	In Guangdong Province	31.0		Business service staff	6.2
	Outside Guangdong Province	3.0		Educators	5.5
Monthly income	Less than 1000 yuan	19.3		Soldiers	0.7
	1001-2000 yuan	12.4		Workers	4.4
	2001-3000 yuan	19.6		Farmers	1.5
	3001-4000 yuan	21.1		Students	16.4
	4001-5000 yuan	9.5	Freelancers	5.8	
	More than 5000 yuan	18.2	Retirees	2.5	
			Housewives	8.7	
		Others	7.6		

3.1.4 The Source of Tourists Is Mainly in the City and the Province, Which Reflects the Embeddedness and Limitations of Local Religions

From the perspective of tourist sources, most of the visitors to the Ancestor Temple of the Lords of the Three Mountains are locals in Jieyang, accounting for 66%. The proportion of tourists in the province outside Jieyang is 34%, of which

tourists from outside the province account for only 3%. This shows that the tourists to the Ancestor Temple of the Lords of the Three Mountains are mainly concentrated in the city and province, and there are relatively few tourists outside the city, reflecting the strong embeddedness and limitations of local folk beliefs. The culture of the Lords of the Three Mountains is a popular belief culture in east Guangdong region, but tourists to the Ancestor Temple of the Lords of the Three Mountains are still concentrated in Jieyang City, and the number

of tourists from other parts of east Guangdong region is relatively small. According to interviews and investigations, the temples of the Lords of the Three Mountains are all over the east Guangdong region. In the face of similar tourism resources,

tourists tend to adopt the principle of proximity to select tourist destinations. The title of Ancestor Temple alone is not enough to attract tourists from a larger area to come for sightseeing.

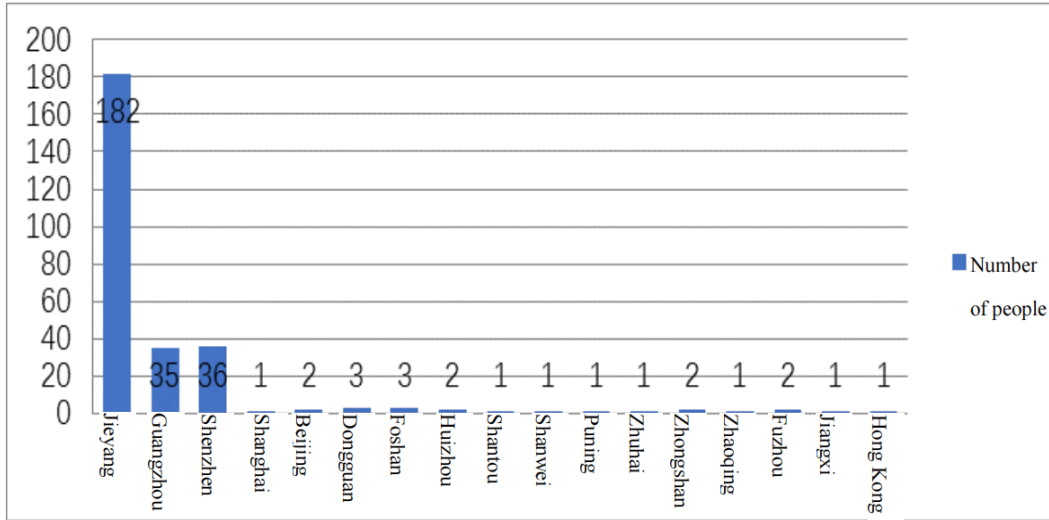


Figure 1 Distribution of tourist sources.

From the perspective of the composition of tourists from outside the province, overseas tourists are one of the important customer groups of the Ancestor Temple. Among them, the Jingxiang Group composed by the Taiwan Palace and Temple

Association of the Lords of the Three Mountains is the largest. The Taiwan Jingxiang Group is relatively large and the number of tourists is increasing year by year, which is closely related to the attention of the local government.

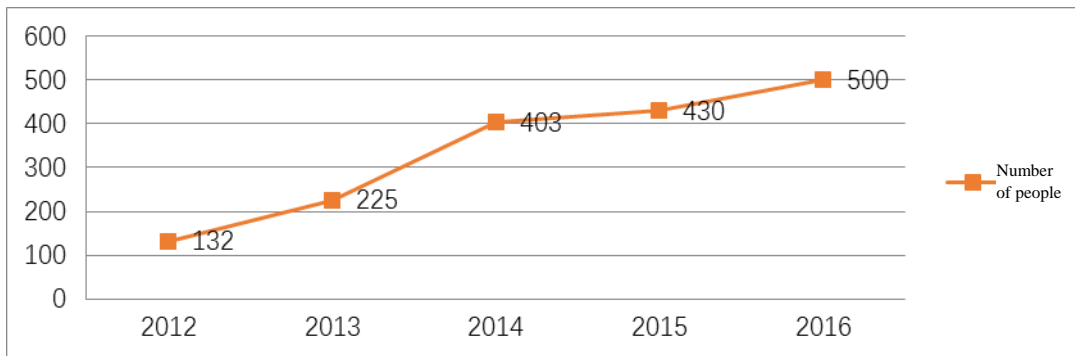


Figure 2 Number of visitors to Taiwan Jingxiang Group.

a Data source: Management Committee of the Ancestor Temple of the Lords of the Three Mountains, Jiexi County

3.2 Analysis of Behavior Characteristics of Religious and Cultural Tourism Tourists

3.2.1 Characteristics of Decision Behavior

The main factors that influence the decision behavior of tourists before travel are: the way to get information, the understanding of the scenic spot and the motivation to travel, the selected tourism

organization method and the willingness to bear the travel expenses.

From the perspective of tourism information acquisition, the information obtained by tourists about the Ancestor Temple of the Lords of the Three Mountains comes mainly from introductions by relatives and friends, accounting for 59%, accounting for more than half of the total. Mutual introduction and oral transmission between relatives and friends has become an important

means of communication, which reflects that the Ancestor Temple of the Lords of the Three Mountains has a high reputation in the local area and is rooted in the local traditional culture. The "words and deeds" of the elder generations in the family environment has become the main influencing factor for tourists to choose the Ancestor Temple of the Lords of the Three Mountains as a tourist destination. For out-of-town tourists, the younger generation is more inclined to learn all kinds of travel information on the Internet. Therefore, out-of-town tourists get more travel information about the Ancestor Temple of the Lords of the Three Mountains through the Internet, accounting for up to 24%, and the effect of publicity of traditional media is significantly lower than that of network.

From the perspective of tourists' awareness level of scenic spots before they travel, this article uses the Crosstables in SPSS to analyze the survey data (as shown in "Table 4"). It is found that there is a significant correlation among the awareness level of tourists, the tourism-generating region, and the age and income level of tourists. In contrast, tourists in the city have a significantly higher awareness level of the culture of the Lords of the Three Mountains than tourists in other regions, reflecting the regional limitations and local embeddedness of local folk beliefs and culture. From the perspective of age and income, tourists over 25 years old and with a higher income level have a higher awareness of the culture of the Lords of the Three Mountains.

Table 4. Significance probability table of the chi-square value of tourists' basic social attributes and tourists' awareness degree

Basic social attributes	Gender	Age	Education	Profession	Monthly income	Tourism-generating region
Progressive Sig (both sides)	0.116	0.008	0.169	0.100	0.014	0.003

From the perspective of the tourism organization method selected by tourists, family outings and outings with friends account for the largest proportion of tourists, both of which account for 83% of the total number. This is related to the fact that the tourists attracted by the Ancestor Temple of the Lords of the Three Mountains are mainly in the city. In contrast, tourists in the city often choose to be with their family and friends, while tourists outside the city tend to choose a

package tour (as shown in "Table 5"). Comparing the differences between different education backgrounds, it can be seen that tourists with college degree or above prefer family trips, while tourists with other education background prefer to travel with friends. At the same time, it is found in the interviews that the way tourists organize their outings has largely affected their perception of the Ancestor Temple of the Lords of the Three Mountains.

Table 5. Significance probability table of chi-square value of tourists' basic social attributes and tourists' traveling means

Basic social attributes	Gender	Age	Education	Profession	Monthly income	Tourism-generating region
Progressive Sig (both sides)	0.286	0.180	0.010	0.456	0.010	0.000

Comparing the relationship between tourists with different incomes and traveling means ("Table 6"), it is found that tourists with incomes of less than 1000 yuan and more than 3000 yuan prefer family trips, while tourists with incomes between 1000 yuan and 3000 yuan prefer to travel with friends. In the actual survey, the family organization of tourists generally consists of more than four people, including parents, children, and the elderly. Three generations' traveling together is more common, which is consistent with the income of groups who prefer family trips.

Table 6. Statistical table of traveling means of tourists with different income levels

Basic social attributes		Traveling means				
		Family organization	Package tour	Friends together	Travel alone	Others
Income	Less than 1000 yuan	17.8%	0.4%	7.6%	0.7%	2.9%
	1001-2000 yuan	5.1%	0.7%	5.8%	0.0%	0.7%
	2001-3000 yuan	7.6%	0.7%	9.5%	0.7%	1.1%
	3001-4000 yuan	4.7%	0.7%	4.4%	0.0%	1.1%
	4001-5000 yuan	4.4%	0.0%	3.6%	1.1%	0.4%
	More than 5000 yuan	9.8%	0.0%	3.3%	1.5%	3.6%

During the on-site exchanges and interviews with tourists, it is found that the way tourists organize their trips has largely affected the way tourists learn about the Ancestor Temple of the Lords of the Three Mountains. The elders often introduce the culture of the Lords of the Three Mountains to their children and descendants through family outings. This kind of preaching method has a profound impact on the younger generations' understanding of the culture of the

Lords of the Three Mountains. Through interviews, it is found that such tourists often form the habit of regular return visits and regard it as an important way for family emotional communication and raising good hopes. It can be seen from "Table 7" that introductions by relatives and friends account for 33.1% of the trips organized by the family, far exceeding other methods of learning, which is consistent with the interview results.

Table 7. Crossover probability of tourist traveling organization method and learning method

Methods of learning	Traveling means				
	Family organization	Package tour	Friends together	Travel alone	Others
Newspapers and magazines	0.4%	0.0%	0.4%	0.0%	0.4%
Radio and television	0.7%	0.0%	1.1%	0.0%	0.0%
Network	1.1%	1.1%	1.1%	0.0%	1.1%
Introductions by relatives and friends	33.1%	0.7%	19.3%	1.8%	2.9%
Tourist brochure	0.4%	0.4%	1.1%	0.0%	0.0%
Others	13.8%	0.4%	11.3%	2.2%	5.5%

3.2.2 Characteristics of Tourism Consumption Behavior

From the perspective of accommodation and transportation options, since most tourists are residents of the city, self-driving is the main transportation method for tourists, accounting for 84% (see "Figure 3"). On the one hand, because motor vehicles have become a common configuration among Chinese households, the self-driving environment in the scenic spot has been greatly improved in recent years. On the other hand, commuting by buses in the scenic spot is not convenient and it is far from the entrance of the scenic spot. From the perspective of accommodation, most self-driving tourists choose to return on the same day, and a large proportion of tourists outside the city also choose to stay at friends' homes (as shown in "Figure 4"), so there is

not much driving force in the consumption of tourist accommodation here.

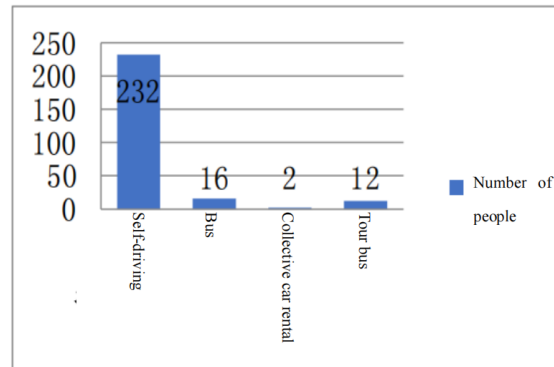


Figure 3 Histogram of transportation modes.

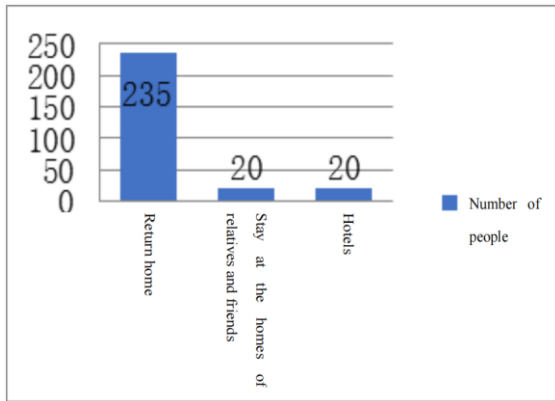


Figure 4 Histogram of accommodation modes.

Judging from the duration of stay of tourists in the scenic spot, most tourists stay for only half a day, which shows that there are too few tourism projects in the Ancestor Temple of the Lords of the Three Mountains scenic spot, and the experience of tourists is not high. It is not enough to attract tourists by relying on folk beliefs and culture. This also shows that the development of the scenic spot is only at the preliminary stage, and the scenic spot has not yet formed a system, and further exploration and development are urgently needed.

3.2.3 Behavior Characteristics of Tourism Return Visits

In terms of the number of return visits, the number of visits by tourists to the Ancestor Temple of the Lords of the Three Mountains is mainly more than five times, accounting for 55% of the total number of visitors, followed by the first visit, accounting for 25% of the total number of visitors. This shows that the number of return visits to the Ancestor Temple of the Lords of the Three Mountains is high, and the tourists pay more attention to the activities of the scenic area, and they even express strong feelings for the scenic spot in the interview.

By comparing the source of tourists and the number of visits by tourists, it can be seen that the number of tourists visiting more than five times in the city is the largest, accounting for 42.5%, while the number of first-time visitors from outside the city is the largest, accounting for 20.6% (see "Table 8"). Affected by trip distance, the number of visits by tourists from outside the city is much smaller than that of tourists from within the city. In addition, comparing the willingness of people from different occupations to return visits, it can be found that the majority of tourists who have visited

more than five times are private business owners and individual households, accounting for 12%, and personnel in public institutions and enterprises also account for 6.9%. Private business owners and personnel in public institutions and enterprises have ample time and a relatively stable income, and the frequency of their visits is relatively high. The number of students visiting for the first time is larger. This accounts for 17.7% of the total number of visitors. It is learned from the survey that most of the students travel with their relatives in a family-organized way. Because they have a strong sense of curiosity about the Ancestor Temple of the Lords of the Three Mountains, they choose to come to visit.

Table 8. Crossover probability table of the basic social attributes of tourists and the number of visits

Basic social attributes		The number of visits				
		1	2	3	4	More than 5 times
Tourism-generating region	Inside the city	10.9%	3.6%	6.9%	2.2%	42.5%
	Outside the city	20.6%	3.1%	2.2%	1.5%	6.9%
Profession	Civil servants	0.0%	0.4%	0.0%	0.0%	1.1%
	Personnel in public institutions and enterprises	1.5%	0.0%	0.4%	0.0%	6.9%
	Private business owners, individual households	2.5%	0.7%	1.1%	0.7%	12.0%
	Professional and technical staff	0.4%	0.0%	0.7%	0.4%	2.5%
	Business service staff	1.1%	0.0%	0.7%	0.0%	4.4%
	Educators	2.5%	0.0%	0.4%	0.0%	2.5%
	Soldiers	0.0%	0.0%	0.0%	0.0%	0.7%
	Workers	0.4%	0.7%	0.4%	1.1%	1.8%
	Farmers	0.4%	0.0%	0.0%	0.0%	1.1%
	Students	17.7%	3.65	2.9%	0.75 %	5.2%
	Freelancers	1.8%	0.7%	0.4%	0.4%	2.5%
	Retirees	0.0%	0.0%	0.0%	0.0%	1.5%
	Housewives	1.5%	0.0%	1.1%	0.4%	2.5%
Others	3.3%	1.1%	0.4%	0.0%	2.9%	

From the perspective of the willingness of return visit and recommendation rate, through the analysis of tourist satisfaction with tourists, it is found that in the survey of tourists' willingness to revisit, "very much like" and "like" account for a large proportion, accounting for 24% and 66% of the total number respectively. This is in line with the fact that the number of visitors visiting here more than five times accounts for a large proportion. At the same time, there is a positive correlation between the revisit rate and the recommendation rate, which shows that tourists have a higher perception of the culture of the Lords of the Three Mountains, which has a lot to do with the more stable belief groups of folk beliefs. In the process of interviews with some tourists, it is learned that many tourists go to the Ancestor Temple of the Lords of the Three Mountains to pray and play on specific days every year, which has become a habit of them.

the information of the original variables. The factor analysis results are shown in "Table 9".

3.3 Analysis of Influencing Factors of Tourist Satisfaction

In the extraction of common factors, the number of common factors is determined based on the principle that the eigenvalue is greater than 1. It can be seen from "Table 9" that the factor analysis results show that the cumulative variance contribution rate of the first two common factors has reached 69.9%, which already contains most of

Table 9. Factor analysis results

Factor	Evaluation index And factor	Factor loading	Eigenvalue	Variance contribution rate	Cumulative variance Contribution rate
F1 Service factor	X9 Toilets	0.852	7.904	60.798	60.798
	X8 Parking lots	0.828			
	X10 Public rest areas	0.761			
	X11 Attitude of service staff	0.755			
	X7 City traffic	0.696			
	X2 Sanitary conditions	0.694			
F2 Environmental factor	X5 Natural scenery	0.83	1.183	9.101	69.898
	X1 Air quality	0.803			
	X3 Water quality	0.762			
	X4 Architectural features	0.772			
	X12 Souvenir features	0.71			
	X6 Ceremonial events	0.643			

According to the score coefficient matrix of the factors, the factor score expression is obtained as follows:

$$F1 = -0.213X1 + 0.081X2 - 0.113X3 - 0.116X4 - 0.161X5 - 0.021X6 + 0.154X7 + 0.271X8 + 0.309X9 + 0.202X10 + 0.214X11 + 0.148X12 + 0.163X13$$

In the same way, the expression of F2 can be obtained as follows:

$$F2 = 4.06X1 + 3.61X2 + 3.94X3 + 4.02X4 + 4.08X5 + 3.84X6 + 3.67X7 + 3.5X8 + 3.45X9 + 3.71X10 + 3.73X11 + 3.73X12 + 3.59X13$$

In the formula, $X1 \sim X13$ are the mean values of the original data after normalization. The calculated result is that the service factor $F1 = 3.0489$ and the environmental factor $F2 = 4.667$. The weighted average of the variance contribution rate of each common factor to the total variance contribution rate is used as the weight to obtain the overall satisfaction of tourists. The overall satisfaction score $F = 0.870 F1 + 0.130 F2$, and the overall satisfaction score $F = 3.26$.

Through factor analysis, it is found that the overall satisfaction score of tourists in the Ancestor Temple of the Lords of the Three Mountains scenic spot is 3.26, which is at a general satisfaction level. The tourist satisfaction needs to be further improved. Among them, the satisfaction score of the service factor is 3.0489, which is at an average level, indicating that the public service facilities and the attitude of service personnel in the Ancestor Temple of the Lords of the Three Mountains scenic spot can't well meet the needs of tourists. The

environmental factor score is 4.667 points, which is at a good level. The Ancestor Temple of the Lords of the Three Mountains has good natural scenery and characteristic buildings, which is a highlight that attracts tourists and needs to be maintained.

Among the service factors, the evaluation index of toilets is the highest, and the evaluation index of environmental sanitary conditions is the lowest. In 2016, the Management Committee of the Ancestor Temple of the Lords of the Three Mountains, Jiexi County, rebuilt the toilets in the scenic spot, enlarged the area and added flush toilets, which greatly improved the sanitary conditions. This is the reason for the highest evaluation index of toilets. During the Spring Festival, many situations in the scenic spot such as burning joss sticks and candles and setting off firecrackers, tourists' unconsciously throwing litter about, and insufficient trash cans have caused poor sanitation in the scenic spot. Among the environmental factors, the natural scenery index scores the highest, and the ceremonial events score the lowest. The Ancestor Temple of the Lords of the Three Mountains is

surrounded by mountains and rivers, gathering the beauty of Jiexi's natural mountain view, which is the characteristic of the scenic spot. The ceremonial events of the Ancestor Temple of the Lords of the Three Mountains are few and concentrated on specific days, and the form of events is relatively simple, which is the reason for its low score.

4. CONCLUSIONS AND SUGGESTIONS

4.1 Research Conclusions

First, through the investigation of local cultural tourism tourists in the Ancestor Temple of the Lords of the Three Mountains, it is found that, from the perspective of spatial distribution, the tourist market of local folk belief cultural tourism is more severely affected by regional belief restrictions and location, and the number of tourists outside the province is small. However, tourists from Taiwan with the same beliefs have shown an upward trend year by year. From the perspective of individual characteristics of tourists, the number of tourists of different genders participating in cultural tourism of folk beliefs is relatively balanced, but women express a higher degree of piety. The visiting tourists are mainly businessmen in profession and family travel in form. The higher the education level of tourists, the more they value the tourism experience and the cultural connotation of scenic spots.

Second, due to the influence of family values and local beliefs and culture, local tourists in the Ancestor Temple of the Lords of the Three Mountains show obvious characteristics of family intergenerational inheritance in their tourism behavior and understanding of scenic spots, and therefore show high degree of loyalty and recommendation. Repeated return visits and regular visits account for a relatively high proportion. Most local families even regard the return visit as an important family communication and blessing ceremony. Tourists from outside the province learn more about the scenic spot through network propaganda and are driven by curiosity to make travel decisions. However, due to lack of knowledge of folk beliefs and culture itself, they will hardly revisit.

Third, from the data of tourists' duration of stay, consumption behavior and satisfaction, tourists generally stay in the scenic spot for half a day and they generally think that there are no items to consume, and their overall satisfaction of the scenic

spot is at a general level. Through the analysis of 13 representative evaluation indicators, it is found that service factors have a greater impact on the satisfaction of scenic spots. Although the scenic spot has a high score for environmental factors, the current scenic spot is weak in terms of public facilities, development level and service quality, especially the lack of in-depth development of tourist projects in the scenic spot greatly reducing the experience of the scenic spot and the driving force of consumption.

4.2 Development Suggestions

4.2.1 Building a Tourism Brand and Expanding the Tourist Market

Scenic spots with cultural tourism as the core need to build a good cultural brand image in order to drive the further development of the scenic spots. The scenic spot can regularly hold the Lords of the Three Mountains cultural activities, and make theme animations and live-action living theatre and so on to deepen people's knowledge and understanding of the culture of the Lords of the Three Mountains, and at the same time, it needs to strengthen the strength and depth of online media publicity in the publicity channels. In addition, regular national and transnational cultural exchanges can be held to enhance the public's awareness of the culture of the Lords of the Three Mountains and expand the potential tourist market.

4.2.2 Enriching Tourism Products and Achieving Linkage Development with Other Scenic Spots in the Region

Considering the problems of transportation and time cost, it is difficult for a single tourist attraction and a single tourism project to achieve the purpose of retaining and attracting tourists from other provinces to revisit. However, in addition to its unique folk belief culture, Jiexi County also has natural scenic spots such as Huangmanzhai Waterfall and Dabeishan National Forest Park. Only when different types of scenic spots complement each other's advantages and develop together to form perfect tourist routes can more rich tourism products be formed to enhance the attraction of scenic spots.

4.2.3 *Improving Tourist Facilities and Transportation, and Improving Service Quality*

It can be seen from the survey of tourist satisfaction that service factors have the greatest impact on tourist satisfaction, so improving service facilities and improving service quality are the keys to improving tourist satisfaction. According to on-site investigations, there is a lack of environmental sanitation facilities in the Ancestor Temple of the Lords of the Three Mountains scenic spot, such as the insufficient number of trash cans and toilets and the unreasonable location layout, resulting in poor user experience. Therefore, the environmental sanitation facilities in the scenic spot should be carefully planned and designed as a whole, and related facilities should also be added.

In addition, due to the needs of the Ancestor Temple of the Lords of the Three Mountains to hold activities, the annual joss sticks and candles and firecrackers are released in large quantities but there is no standardized management. Smoke and paper scraps pollute the scenic environment. Especially during the peak time for passenger transport during the Spring Festival every year, the insufficient number of management service personnel and lack of management experience have made the service of the scenic spot stretched. In the future, the scenic spot should introduce professional management talents while doing a good job of management to improve service quality.

AUTHORS' CONTRIBUTIONS

Yuanyuan Zhang is responsible for experimental design, manuscript writing, revising and editing. Huiwen Zhang analysed data and wrote the manuscript.

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