Evaluation of Qingdao Haiqing Tea Village Cultural Tourism Brand Building Based on Tourist Satisfaction

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ABSTRACT

The shaping of the rural cultural tourism brand is an important way for the development of the rural tourism industry, and it is also an important measure for the implementation of rural revitalization. Taking Haiqing Tea in Qingdao Haiqing Town as a case, this paper constructs an evaluation model for the brand development of Qingdao Haiqing Tea Rural Cultural Tourism, based on the satisfaction of tourists, and proposes corresponding model assumptions. By constructing the evaluation model of tourist satisfaction and putting forward the model hypothesis, this paper analyzes the reasons affecting tourist satisfaction, puts forward relevant suggestions on the development of Haiqing tea Rural Cultural Tourism in Qingdao, establishes the brand image of Haiqing tea Rural cultural tourism, and endows Haiqing tea with more functions and expectations such as ecology, leisure and cultural inheritance, so as to provide reference for the further development of Qingdao rural cultural tourism and tourism economy.

Keywords: Tourist perception, Tourist satisfaction, Tourist expectation, Brand building

1. INTRODUCTION

This paper takes Haiqing tea in Haiqing town of Qingdao as the main body of brand building, and drives the development of Qingdao Haiqing tea rural cultural tourism brand with the help of Qingdao local tourism resources and market. It mainly investigates tourists' satisfaction with Qingdao Haiqing tea rural cultural tourism[1]. By constructing the evaluation model of tourist satisfaction and putting forward the model hypothesis, this paper analyzes the reasons affecting tourist satisfaction, establishes the brand image of Haiqing tea Rural cultural tourism, and endows Haiqing tea with more functions and expectations such as ecology, leisure and cultural inheritance, so as to provide reference for the further development of Qingdao rural cultural tourism and tourism economy.[1-3].

2. RESEARCH METHODS

2.1. questionnaire survey

In this paper, the questionnaire survey method is used to investigate the tourism satisfaction of tourists who come to Haiqing Town, Qingdao. The content of the questionnaire includes two parts: personal information of

tourists and questionnaire questions. The personal information part of tourists mainly understands the gender, age, education level, occupation and personal income of the tourists participating in the survey; the question part of the questionnaire mainly focuses on tourists' expectations, tourists' experience, tourists' perceived value, tourists' satisfaction and tourists' willingness to revisit, etc. 5 aspects of research. The questionnaire design adopts the Likert 5-level scale, which sets 5 different levels of answers to the questionnaire questions, and sorts them according to the different degrees of the answers or the degree of recognition from low to high, and gives a score from 1 to 5 points from low to high. Score, collect and organize data for analysis. A total of 200 questionnaires were distributed, and 192 valid questionnaires were recovered, with an effective recovery rate of 96%[4-6].

2.2. Aata analysis method

Firstly, the data of the collected questionnaire are sorted out, and the reliability and validity of the sorted data are analyzed. This data analysis adopts spss20.0 for analysis. Reliability analysis is to analyze the reliability, stability and consistency of the questionnaire survey results, investigate whether the questionnaire can stably

measure the research object, and adopt the commonly used Cronbach α Cronbach value as the criterion of reliability interpretation α The higher the value, the greater the correlation between the items in the scale, the higher the internal consistency of the questionnaire, and the more reliable the scale is[7]. When the number of test items of the variable is less than 6, Cronbach α The value is required to be greater than 0.6; When the number of test items of variables is more than 6, Cronbach α The value is required to be greater than 0.7[8].

3. RESEARCH ASSUMPTIONS

3.1. Assumption of tourist satisfaction evaluation

This study will take tourists' expectation, tourists' experience, tourists' perception, tourists' satisfaction and tourists' willingness to revisit as variable factors. Taking tourist satisfaction as the center, evaluate the impact of tourist expectation, tourist experience and tourist perception; Tourist satisfaction has an impact on tourists' willingness to revisit; In addition, tourists' expectation also has an impact on tourists' perception. In the analysis, it is divided into rural scenery experience, rural environment experience, tourism service experience and brand image experience.

3.2. Research assumptions

Hypothesis 1: the higher the expectation of tourists, the lower the satisfaction.When the expectation of tourists is high, it indicates that tourists have high expectations for the existing rural cultural tourism projects in Haiqing town. Previous studies have found that the higher the expectation, the lower the actual feeling, which will negatively affect tourists' perception of tourism and reduce their satisfaction with tourism.

Hypothesis 2: the higher the perception of tourists, the higher the satisfaction. Tourists' perception is the overall evaluation of tourists' experience of scenic spots or scenic spot projects. The best way to make users feel satisfied with the product is to find a good lasting effect of the product. As a kind of consumer goods that pay special attention to tourists' experience, tourism also has such a relationship.

Hypothesis 3: the higher the satisfaction of tourists, the stronger the willingness to revisit.When a tourist is willing to revisit a certain place, it indicates that the experience of the scenic spot is relatively high, that is, the tourist satisfaction is high. Otherwise, he can't be willing to pay money, time and energy to experience a journey that makes him dissatisfied. Therefore, only when the satisfaction is high, the willingness of tourists to revisit will also increase[9].

Hypothesis 4: tourists' high sense of experience has a positive effect on the shaping of the rural cultural tourism brand.Tourists' expectation is the feeling that tourists yearn for the environment, activities and experience of the tourist destination. The higher the expectation of tourists, the scenic spot should better improve the strength of the scenic spot or brand itself and enhance the sense of experience of tourists. Therefore, the higher the expectation of tourists has also become a positive influence force to promote the scenic spot or brand to improve the level of tourism service and scenic spot management, so as to make its own services and products more and more meets the expectations of tourists.

4. RESEARCH RESULTS AND ANALYSIS

4.1. Reliability analysis

The research data of this paper comes from the field questionnaire survey and online questionnaire survey of Haiqing ecological tea garden.1000 questionnaires were randomly distributed, of which 972 valid questionnaires were recovered. Among the respondents, local residents of Haiqing town (28.31%) and foreign tourists (51.61%) and other tourists (20.08%). The reliability analysis results of the five main variables in the questionnaire (see Table 1). According to the data the statistical reliability standards, when there are no more than 6 measurement items, the Cronbach's alpha value can reach 0.6. The Cronbach's alpha values of the five main variables in Table 1 exceed 0.6, so it is determined that the reliability of the questionnaire data is up to standard.

Table 1. Short cut keys for the template

Styles	Tourist expectation	Tourist experience	Tourist perception	Tourist satisfaction
Measurement data	4	12	6	4
Cronbach's Alpha	0.633	0.778	0.668	0.635

4.2. regression coefficient analysis

The five variables in this study include 20 test items, mainly from the expectation of Haiqing cultural tourism, the harvest of each link in the travel process of Haiqing town, the overall satisfaction of a Haiqing tea culture brand, the satisfaction compared with other similar tourist destinations, whether you want to travel again, whether you will recommend to others and so on.

This analysis is mainly expressed by the standardized path coefficient of the model structure relationship. If the p value is lower than 0.05, it indicates that this influence relationship is significant. It can be seen from Table 2 that the P values of the four questions of the above assumptions are less than 0.05, indicating that the influence relationship of the assumptions is significant. At the same time, hypothesis 1 holds that "the higher the expectation of tourists, the lower the satisfaction," which is a negative relationship, which is inconsistent with the

simulation result of the positive regression coefficient of the model. Therefore, the influence relationship of hypothesis 1 needs to be modified from negative to positive, that is, "the higher the expectation of tourists, the higher the satisfaction."

From the analysis results, the measurement relationship of the five variables of tourist expectation, tourist perception, tourist satisfaction, tourist experience and tourist revisited intention is significant (P < 0.01). Therefore, the measurement relationship of these five variables is appropriate.

Table 2. Model regression coefficient

Hypothesis	Independent variable X	Dependent variable Y	Standardized path coefficient	SE	p
hypothesis1	Tourist expectation	Tourist satisfaction	0.319	0.078	0.002
hypothesis2	Tourist perception	Tourist satisfaction	0.780	0.081	0.001
hypothesis3	Tourist satisfaction	willingness revisit	0.452	0.108	0.003
hypothesis4	Tourist experience	Brand development	0.944	0.088	0.008
hypothesis1	Tourist expectation	Tourist satisfaction	0.319	0.078	0.002

5. ANALYSIS ON BRAND BUILDING OF QINGDAO HAIQING TEA CULTURE AND TOURISM

5.1. In depth user interviews

According to the user group characteristics obtained from the previous questionnaire survey and analysis, the user in-depth interview object has the following characteristics: (1) young people aged 18-39; 2) College degree or above; 3) The monthly net income is more than 5000 yuan (there is no restriction if the interviewee is a full-time student): 4) like tourism, prefer rural cultural tourism or close to nature. According to the above requirements for in-depth interview users, a total of 6 tourists are selected for an in-depth interview to fully understand the tourists' real perception and needs for Qingdao Haiqing tea rural cultural tourism.

5.2. Analysis of existing problems

According to this survey, about 70% of the local tourists interviewed rated Haiqing town as the tea wholesale market, and among these 70% of the local people, 80% thought that the place where Haiqing town could attract them was "cheap tea prices and tea garden leisure." It can be seen that most revisited locals only regard Haiqing town as a tea shopping place and farmhouse. Rural cultural tourism needs the support of Commerce, but commerce must rely on culture to better attract tourists. From this point of view, the planning of a cultural tourism brand of tea Township in Haiqing town has not been recognized by tourists, which has affected the shaping and development of its brand.

The development of rural cultural tourism generally obtains the high expectations of tourists through the influence of a brand. When the projects in the tourist destination cannot meet the expectations of tourists, it will reduce the perception of tourists, thus affecting the impression of tourists on the place. The management and maintenance of a rural cultural tourism brand are not urgent. It needs not only the service quality and hardware facilities to meet the needs of tourists, but also the improvement of the soft power of warm-hearted service. Through the comparative analysis of tourists' demand and perception, we can find the following problems in the brand management of rural cultural tourism in Haiqing Town, Qingdao.

At present, the tea culture tourism projects in Haiqing town are mostly retail businesses or local residents, which generally act in their own ways, have no unified service purpose, and the service attitude is uneven. In order to ensure the improvement of service ability, the scenic spot or town government should improve the service competition awareness of relevant service (business) personnel and strengthen the training of service personnel. Help them understand and get familiar with Haiqing tea culture and become the propagandist of Haiqing tea culture.

6. CONCLUSION

Through the above analysis, it can be seen that the external communication of a rural cultural tourism brand in Haiqing town is inconsistent with the field experience of tourists, resulting in a gap between tourists' expectation and perception, which is tourists' cognition of the brand. When tourists' perception is lower than expected expectations, it will reduce tourists' satisfaction with tourism in the region and ultimately affect the brand image. To sum up, on the basis of cultural analysis and tourist analysis, we should design and position the rural cultural tourism brand of Haiqing Town, minimize the gap between tourists' expectation and perception, improve customer satisfaction and modify the process of brand building, to create a long-term and characteristic rural cultural tourism brand of Haiqing town.

AUTHORS' CONTRIBUTIONS

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