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Planning Techniques of Tourism Revisit Intention in Small Towns -- Taking Danba Tibetan Village as an Example

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Abstract

The technology of tourism development planning is the supporting element of tourism planning, including the investigation, analysis, evaluation, combination, and optimization of tourism resources. This paper uses empirical research to compare the planning technology of tourism resources in the Gokama River belt and dadu Tibetan town along Dadu River in India and the natural landscape, customs, and Humanities of the two towns. It is found that Danba Tibetan village located in Dadu River Basin should improve user satisfaction to achieve better development.

Keywords

Development Planning; Rural Areas; Attitude Theory; User Satisfaction.

1. Introduction

With rural tourism development along the river, most tourism planning is realized through engineering projects, including tourism infrastructure and service facilities, such as hotels, tourist centers, parking lots, and traffic roads. Some engineering construction includes sightseeing elevators, cableways, museum buildings, antique blocks, etc. As a result, the rural tourism towns built in China are all the same without originality. How to improve the highlights, fully tap the image of tourism destination, integrate culture into the business model of romantic towns, and create tourists' willingness to revisit have become the new focus of small rural tourism.

Western tourists began to visit Gokarna about a decade ago because of its leisurely, unpolluted, and simple nature. One side is the Rocky Mountains and the West Ghats, and the other is the Arabian Sea. Due to its unique geographical location, the government has integrated the original image of the soul of Shiva. It has become a holy town of seven Hindu pilgrimages, attracting many tourists. Due to the protection of the natural ecology of beautiful beaches, the resort also caters to the gradual high-end of tourists. It formed a mature business profit model.

Dadu Tibetan village is located in the Mordo mountain, the sacred mountain of the black religion, the oldest Tibetan religion. It is the cultural center of Jiarong Tibetan. There are a large number of well-preserved blockhouses. There are also have several alpine lakes on the hillside of the snow mountain with excellent scenery and hot spring water from the heaven-given spring. There is also the ancient human site of the Neolithic Age, which covers an area of 20000 square kilometers, thus creating a romantic town with an incredible natural and cultural landscape.

However, the influence of Dadu Tibetan village and the number and quality of tourists are significantly weaker than the holy Town along the river in Gokama, India. However, the influence of Dadu Tibetan village on the scenic spot, tourist satisfaction, tourists' willingness to recommend and revisit, and the development planning of the scenic area are significantly weaker than those of the holy Town along the river in Gokarm, India.

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2. Literature Review

Some scholars pointed out that a good tourism destination terrain image will positively affect tourists' behavior intention and revisit intention[1]. Some scholars found that tourists' willingness to revisit is an outcome variable of the tourism destination image. Moreover, they also found that positive tourism destination terrain image will positively affect tourists' future behavior intention and revisit intention[2]. After a comprehensive assessment of the emotional state generated during tourism, tourists become the real tourism experience of tourists. When tourists compare their own tourism experience with expectations, only when they meet or exceed expectations can they constitute tourists' satisfaction [1]?In studying the destination terrain image formed by South Korea after the 2002 World Cup, Lee confirmed that the cognition of destination image positively affects tourists' satisfaction[4], that is, based on influencing satisfaction, the destination terrain image will have a profound impact on tourists' behavior[5]. Therefore, starting from the attitude theory, taking the terrain image of tourism destination as the research starting point, and through the attitude theory, this paper constructs the research path of tourism destination image (cognition), tourist satisfaction (emotion), and revisit intention (behavior tendency), By creating a structural model, the similarities and differences of various influence paths in tourists' revisit intention between Dadu Tibetan village along Dadu River and holy Town along Gokama River in India are compared.

3. Hypothesis and Model Construction

Cardozo was the first to put forward the customer satisfaction theory. Later, Pizam studied the element structure affecting the tourist satisfaction of coastal destinations with eight factors and became the first scholar to apply the satisfaction theory to the tourism field. The research on tourist destination image on tourist satisfaction is wealthy. Lee analyzed the impact of four dimensions of tourist destination terrain image on tourist satisfaction; Castro et al. Found that when the market is divided into different tourist sources according to demand, the tourism destination image.

Tourist satisfaction is the emotional state produced by comparing tourists' expectations and actual perception before and after arriving at the tourist destination. During the survey, Teng Zongliang found that one factor that promotes tourists to make repeated visits to a tourism destination is tourist satisfaction [5]. Wang Xia and others believe that when tourists are satisfied with the past tourism experience, they will seriously consider revisiting here.

Attitude theory points out that attitude comprises three factors: cognition, emotion, and behavior tendency. Therefore, if we want to explain and understand the perspective, we need to comprehensively analyze the relationship between the above three factors. Baloglu pointed out that the three factors of cognition, emotion and behavioral tendency affect and relate to each other, and there is an apparent hierarchical relationship. Among them, emotion plays an intermediary role between the other two factors. People tend to form an initial perception of things and then produce corresponding feelings and trigger their behavioral tendencies according to the value of the things[7]. Based on previous studies, this paper constructs a model with tourism destination environmental facilities, destination atmosphere, and destination tourism activities as independent variables, tourists' willingness to revisit as dependent variables and tourists' satisfaction with scenic spot services as intermediary variables. It carries out data statistics and empirical research with spss24, as shown in Figure 1.

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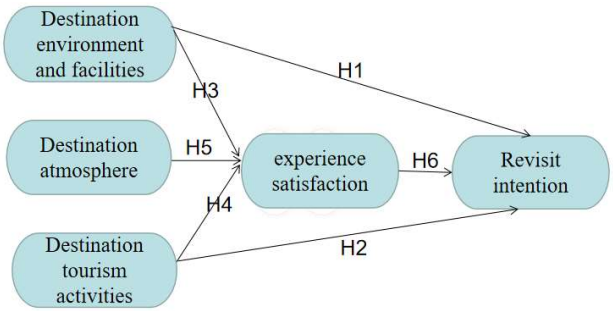

Figure 1. Concept model

H1: destination infrastructure is positively related to revisiting intention.
H2 destination tourism activities are positively correlated with revisit intention.
H3: destination infrastructure is positively related to tourist satisfaction.
H4: destination tourism activities have a positive correlation with tourist satisfaction.
H5: destination atmosphere has a positive correlation with tourist satisfaction.
H6 tourist satisfaction is positively correlated with revisit intention.

4. Empirical Analysis

4.1. Survey Design

Sample description: affected by region and epidemic situation, 362 questionnaires were distributed online (including 180 along the Gokarna River in India and 182 in Dadu Tibetan Village) and 264 valid questionnaires (including 130 in India and 182 in Dadu Tibetan Village), with an effective rate of 73%.

4.2. Cronbach's Method

Spss22.0 software tests the reliability with 0.7 as the critical value. Suppose the analysis results show that this study has acceptable internal consistency (generally 0.70), good introverted validity, and discriminant validity. In that case, the measurement model has successfully passed the test. The next step is to test the theoretical assumptions proposed in this study.

Table 1-a. Reliability Statistics(Tibetan village)

	Reliability Statistics	
Variables	Cronbach's Alpha	N of Items
V1-V4	.810	4
V5-V9	.939	5
V10-V13	.830	4
V14-V18	.952	5
V19-V23	.901	5

Table 1-b. Reliability Statistics(Gokarna)

	Reliability Statistics	
Variables	Cronbach's Alpha	N of Items
V1-V4	.837	4
V5-V9	.930	5
V10-V13	.860	4
V14-V18	.919	5
V19-V23	.961	5

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4.3. Validity Test

Results: The approximate chi-square distribution of the Bartlett spherical test was 3901, the degree of freedom was 105, and the significance probability = 0.000 < 0.000(Tibetan village). The Chi-square distribution of the Bartlett spherical test was 1474, the degree of freedom was 15, and the significance probability = 0.000 < 0.000which reached the significant level, indicating that the data were correlated and suitable for factor analysis.

Table 2-a. Validity test(Tibetan village)

KMO & Bartlett		
KMO		.835
Bartlett	Chi-square	3901
	df	105
	Sig.	.000

Table 2-b. Validity test(Gokarna)

KMO & Bartlett		
KMO		.0.652
Bartlett	Chi-square	1474
	df	15
	Sig.	.000

4.4. Factor Load Analysis

The results in the above table show that Bartlett's test of the questionnaire is acceptable. Over (P < 0.0001), KMO value is above 0.7, indicating that it is suitable to enter factor analysis was performed.

Table 3. Factor load

Dimension	NO.	**Danba Tibetan village**		Gokarna	
		CITC	Cronbach's α	CITC	Cronbach's α
Destination environment and facilities	V1	0.807	0.810	0.807	0.840
	V2	0.882		0.882	
	V3	0.835		0.831	
	V4	0.707		0.768	
Destination atmosphere	V5	0.740	0.838	0.799	0.810
	V6	0.852		0.911	
	V7	0.901		0.882	
	V8	0.890		0.778	
	V9	0.780		0.706	
Destination tourism activities	V10	0.799	0.782	0.894	0.865
	V11	0.711		0.885	
	V12	0.882		0.897	
	V13	0.878		0.911	
Experience satisfaction	V14	0.905	0.858	0.905	0.872
	V15	0.874		0.874	
	V16	0.869		0.869	
	V17	0.816		0.816	
	V18	0.903		0.850	
Revisit intention	V19	0.874	0.847	0.881	0.880
	V20	0.869		0.889	
	V21	0.816		0.995	
	V22	0.850		0.898	
	V23	0.800		0.997	

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4.5. Pearson Correlation Analysis

Based on the above factor correlation table, among the influencing factors of Revisit intention, the influencing factors of Tibetan villages from high to low are ES(0.604), DA (0.559). The influencing factors of Gokarna from high to Low are ES(0.653), DEF(0.633), DA(0.559), DTA(0.539). The results of testing hypotheses by Pearson correlation check of SPSS22.0 software are shown in Table 4a and 4b.

Table 4-a. Pearson test (Tibetan village)

	DEF	DA	DTA	ES	IRI
DEF	1				
DA	.314**	1			
DTA	.397**	.421**	1		
ES	.689**	.482**	0.655	1	
IRI	.033	.559**	.053	.604**	1

Table 4-b. Pearson test (Gokama)

	DEF	DA	DTA	ES	IRI
DEF	1				
DA	.435**	1			
DTA	.510**	.421**	1		
ES	.589**	.482**	0.655**	1	
IRI	.633**	.559**	.539**	.653**	1

5. Conclusion

Firstly, this paper constructs a structural model of revisit intention and finds that tourist satisfaction in Danba Tibetan village plays a complete intermediary role in affecting tourists' revisit experience and plays a full intermediary role in the impact of destination activities on revisit. In contrast to the Gokama River belt in India, tourist satisfaction plays a mediating role in the three dimensions of destination image, which shows that tourists in Danba Tibetan village rely more on tourist satisfaction to affect their willingness to revisit, which is worth pondering. The development focus of Dadu Tibetan village tourism town should be shifted from improving the equipment, facilities, and tourism activities of the Tibetan village to effectively improving tourists' satisfaction. It is found from the research that only by effectively enhancing the level of tourists' satisfaction can tourists' willingness to revisit be affected, and the scenic spot has achieved better development.

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