

Research on the Influence of Ningxia Beautiful Tourism Construction on Tourist Satisfaction in Guyuan Area: A Case Study of Rural Tourism Projects

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Abstract: Rural tourism is an important part of mass tourism and modern tourism systems. Since the 18th National Congress of the Communist Party of China, the rural tourism market has seen continuous expansion in its scale with an ever-extended industrial chain and an increasingly significant guiding effect, making it a new driving force for rural revitalization. The persistent upgrading of rural tourism has effectively promoted the development of new business patterns such as characteristic planting and ecological breeding, and the production efficiency and the life of rural residents have been significantly improved.

Keywords: Beautiful Tourism Construction; Tourist Satisfaction

1. Background

Rural tourism is one of the important means to consolidate poverty alleviation achievements and promote rural revitalization. Though rural tourism started late in Ningxia, its development momentum is rapid, with outstanding effect of enriching the people, huge potential and a certain scale and characteristics. On the one hand, Ningxia has abundant resources and superior conditions for the development of rural tourism; on the other hand, there are problems such as lagging development philosophy, fierce homogeneous competition, poor management and service, which continuously affect tourist satisfaction and fail to attract more tourists to visit. Therefore, a case study of rural tourism projects is conducted to explore the influence of Ningxia Beautiful Tourism Construction on tourist satisfaction in Guyuan area.

2. Research Objectives

To analyze the influence of Ningxia Beautiful Tourism Construction on tourist satisfaction.

To explore the influential mechanism between the following groups of factors.

To measure the importance of each factor based on the results of statistical analysis, and propose suggestions to improve tourist satisfaction with Ningxia Beautiful Tourism Construction, in hope of shedding some light on the construction of beautiful rural tourism for the government.

3. Research Scope

3.1 Theoretical Significance and Value

In terms of theoretical value, this study, based on a review of classic literature at home and abroad, analyzes the influencing factors of Ningxia Beautiful Tourism Construction on tourist satisfaction in Guyuan area from the perspective of beautiful tourism construction, and finally propose a model that can fully reveal the influence mechanism of Ningxia Beautiful Tourism Construction on tourist satisfaction in Guyuan area. It helps to enrich the study on the guiding theories, and expand the application of them.

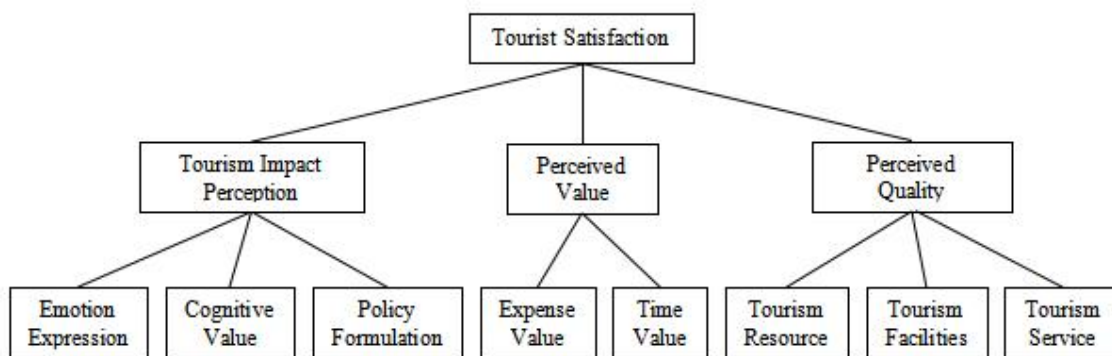
3.2 Practical Significance and Value

In terms of practical value, this study clarifies the influencing factors of Ningxia Beautiful Tourism Construction on tourist satisfaction in Guyuan area, so that the local government in Ningxia can better meet the market demand, providing theoretical support for the improvement of its tourist satisfaction. It might also help the government to enhance the construction and development of rural tourism and obtain considerable economic benefits in its market.

3.3 Demographic Characteristics of the Sampled Area

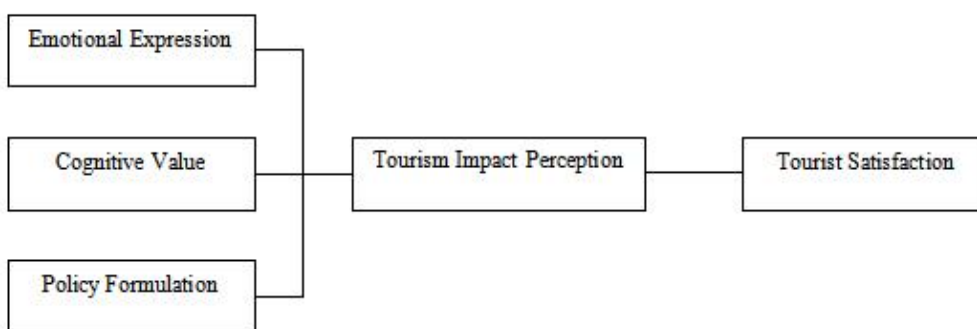
The population sampled in the study are mainly the tourists in Guyuan area of Ningxia. As limited by the title of this study, the author strictly defined the scope of the study and the sampled area. Considering the author’s ability and the scope of social resources that can be adjusted, the sampled area is limited to Guyuan in Ningxia, aiming to investigate the influence mechanism of Ningxia Beautiful Tourism Construction on tourist satisfaction.

4. Theoretical Framework

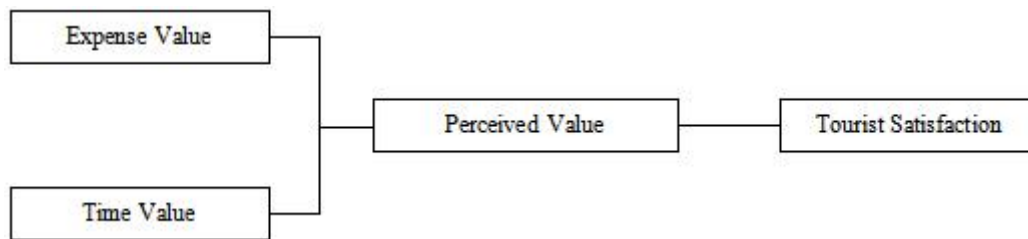


5. Theoretical Framework

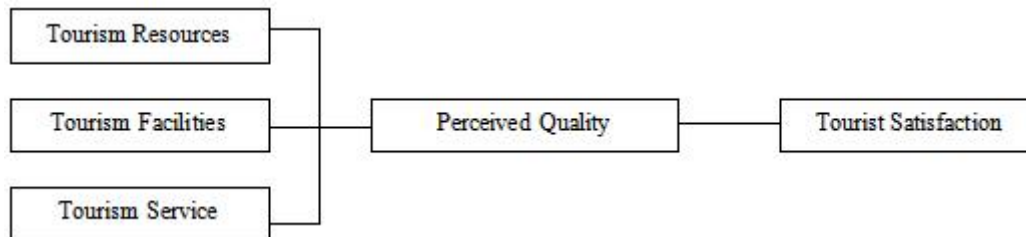
Niu Jinshuang (2021) explored the factors influencing tourist satisfaction and believed that the influence of tourism impact perception, emotional expression, cognitive value, policy formulation, and service quality on tourist satisfaction is significant. The results also show that the comprehensive scores of the mentioned previous four factors are all greater than 4, indicating that the overall satisfaction of tourists with the Zhalong Wetland Tourism Area was high.



Yao Peibo (2019) sorted out the factors affecting tourist satisfaction from domestic and foreign literature, verified the influencing factors of tourist satisfaction in rural tourism areas through empirical testing, analyzed the mechanism of each factor, and finally put forward corresponding suggestions and policies for scenic spot management departments and relevant authorities. The results show that basic demographic statistics greatly affect tourist satisfaction in rural tourism destinations. There is an obvious positive relationship between tourist expectation, quality perception, value perception and tourist satisfaction in rural tourism areas in Henan Province. Tourist expectation has a significant negative impact on quality perception, while value perception a great positive effect. Apart from a direct impact on tourist satisfaction, tourist expectation also exerts indirect influence on tourist satisfaction through quality perception and value perception.



Lu Yongyi (2016) studied rural tourism in Laiwu City from the perspective of tourist perception and constructed an evaluation index system of rural tourist perception, which includes tourism expectation, tourism image, perceived quality, perceived value, tourist satisfaction, etc., and put forward specific countermeasures such as expanding publicity channels and improving service facilities.



6. Related Research

VŽMB Dmitrović (2010) pointed out that tourist perception of the quality of a tourist destination, experience satisfaction, and the resulting behavioral intent are critical to successful destination management and marketing. Petr et al. (2022) suggested that visitor satisfaction with the destinations is one of the most concerned issues in tourist destination management and marketing.

Conclusions

Tourism impact perception has a great influence on tourist satisfaction: the higher the tourism impact perception, the higher the satisfaction. Therefore, it is necessary to improve the tourism impact perception, so as to make tourists more satisfied with their visits and enhance their willingness to play and consume. In regression analysis, it can be found that tourism impact perception is influenced by emotional expression, cognitive value and policy formulation.

First of all, to interpret and enhance the realism of rural tourism, a direct dialogue between man and nature is to be achieved, so that tourists can liberate themselves from the hustle and bustle of the city and intense work, get closer to the countryside, to the nature, to the ecology, and to the reality, and express their emotions while increasing their satisfaction.

Secondly, tourist perception and evaluation on rural destinations can reflect the tourists' cognitive structure. Their perception of the rural landscapes, culture and other aspects will affect their satisfaction with the destinations. Based on tourist cognitive value, it is vital to continuously enhance the tourists' emotional and social experience so as to improve their satisfaction. Moreover, persistent improvement of policy formulation, diversified and targeted tourism projects, and improved facilities and equipment are key to enhance high-quality tourism services.

Perceived value also affects tourist satisfaction significantly: the higher the perceived value, the higher the satisfaction. Accordingly, it is imperative to increase the perceived value so as to achieve higher tourist satisfaction and recognition of the destinations. In regression analysis, it is found that the perceived value is affected by the expense value and time value.

First of all, tourism itself is a personal pursuit of higher level beyond basic needs, a pursuit of enjoyment and leisure. Reducing travel expenses and improving travel experience help to increase tourist satisfaction.

Secondly, the characteristics of modern rural tourism are mainly manifested as: the travelling time is not limited to vacations. Optimization of the travelling time enables tourists with more flexible travel holiday arrangements.

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