Study on the Factors of Willingness to Revisit Tourists in Theme Parks

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Abstract

By using 250 valid questionnaire and combing the literature, this paper studies the relationship between the perceived value of tourists in Shanghai Happy Valley Theme Park and the willingness to revisit. Also we found perceived value has a significant impact on the willingness to revisit. The statistical analysis of the questionnaire data of the field survey revealed that the relationship between the two does exist. Finally, this study has a certain effect on the improvement of tourist management in theme park and the government, thus improving the negative impact of tourism on the environment.

1. Introduction

China's theme park started in 1989, Shenzhen Overseas Chinese Town invested and built the splendid China opening. In the short period of nearly 30 years of development, a group of well-known domestic theme park brands were born in the fierce market competition and became the trend-setting trend of China's theme park development.

The construction and development of theme parks absorb a large amount of social resources. How to maintain a stable and high tourist market volume and generate ideal economic, social and environmental benefits is a problem that every theme park must consider. However, due to the seasonality of tourism, the theme park passenger flow often exhibits seasonal fluctuations, which greatly affects the stability of the theme park operation. Exploring a certain volume and stable revisiting market has always been a problem for theme parks with seasonal changes in passenger traffic.

Located in Shanghai, Shanghai Happy Valley is the largest domestic theme park in East China. It will be the research object of this paper and has certain representativeness.

2. Literature review

This section will analyze the connotation of the two variables of perceived value and willingness to revisit and the relationship between them. Analyze the research results of predecessors as a reference for this study.

2.1 Perceived value

Perceived value is the overall evaluation of the customer's quality of service and is the link between perceived quality of perceived quality, perceived currency and behavioral attitudes. Thayer first studied customer value. He believed that the customer value is equal to the ratio of the customer's perceived benefit to the total cost of the customer's life cycle of the product or service.

2.2 Renewed willingness

The willingness to revisit is an important tourist psychological behaviour for tourists. It is of great significance for the scenic spot to win the repeat customers and cultivate the market. The academic community's research

on the willingness to revisit is also rich and comprehensive, involving tourists from different cases, different influencing factors and their relationship with each other.

The willingness to revisit is the psychological tendency of tourists and is influenced by multiple factors. Using the Logistic model, Xiao Xiao pointed out that demographic characteristics such as tourism activities and catering satisfaction, monthly income levels of tourists, and age have a significant impact on the willingness to revisit suburban tourist destinations. Guo anxi explores the relationship between destination image and perceived attraction and revisiting intention. He divides the destination image into cognition, emotion and overall image, and studies the influence of image on perceived attraction and revisit, and verifies the model. Constancy in the two tourist groups of the first tour and the revisit

2.3 The relationship between perceived value and willingness to revisit

Relevant scholars have found that the perception of tourists is the subjective feeling of tourists during the whole process of tourism, and the perception of tourists will directly affect the tourism decision of tourists.

When constructing a structural equation model with perceived value and post-tour behaviour, the relevant scholars did not regard satisfaction as a mediator, and the whole model was still significant. Ching-Fu Chen and Dung Chun Tsai studied and proved that perceived value is a behavioural variable that precedes tourist satisfaction.

3. Research design

The questionnaire in this paper contains three parts. The second part is the survey of perceived value and the willingness to revisit. The items are all from the research results of the literature review and expert guidance. Each measurement item is described by Likert's five-point scale. From "very disagree", "disagree", "general", "consent", to "strongly agree", 1 means very disagree when scoring. 2 means disagree, 3 means general, 4 means 3 agree, 5 means very agree, and 6 is missing value.

A total of 300 questionnaires were distributed and 250 valid questionnaires were returned. The effective rate of the questionnaire was 83.3%.

4. Data analysis

In this paper, using SPSS25.0 statistical software, based on the 250 valid questionnaires recovered, the linear regression model was used for data analysis to explore the relationship between perceived value and revisiting willingness.

4.1 Factor analysis

This study used exploratory factor analysis to test the structural validity of the scale. Factor analysis usually uses Bartlett Test of Sphericity and Kaiser-Meyer-Olykin Measure of Sampling Adequacy to detect if the measurement item is suitable for factor analysis. The test results are significant and the KMO result is greater than 0.7, indicating that it is suitable for factor analysis.

Using SPSS 25.0 statistical software analysis, the KMO index of this sample data was 0.860, which reached a good level, indicating that this study is suitable for factor analysis, as shown in the table1.

Table 1. KMO and Bartlett's Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.860
Bartlett's Test of Sphericity	Approx. Chi-Square	1911.268
	df	91
	Sig.	.000

The following table is a summary table of the five perceptual value common factors and the rotated factors extracted by the maximum variance method, as shown in the table2.

Table 2. KMO and Bartlett's Test.

Common factor	Motivation item	Component	Extraction	Total	Cumulative %
Play environment	YH1. The architectural decoration in the park highlights the theme of the park.	.796	.723	5.665	40.465
	YH2. The park's play project has a strong interactive experience.	.738	.740		
	YH3. The entertainment in the park is rich and varied, and it is very ornamental.	.684	.709		
Infrastructure environment	JH1. Clean and comfortable public rest area	.847	.723	1.991	54.685
	JH2. The toilet is easy to use and hygienic	.807	.751		
	JH3. All kinds of signs are conspicuous and clear	.678	.543		
	JH4. Communication services such as public WiFi and Internet access are convenient and efficient	.573	.567		
Emotional value	QJ1.Have fun with friends and family in Happy Valley	.893	.694	1.544	65.714
	QJ2. I can forget the troubles and pressure	.888	.804		
	QJ3. Let me relax in the fun of Shanghai Happy Valley.	.854	.839		
	QJ4. The experience project in the park can make me happy.	.796	.845		
Social development	SJ1. Make me broaden my horizons and grow up	.855	.765	1.087	73.476
	SJ2. Enrich your own experience and reflect your self-worth	.827	.831		
	SJ3. Deepen the good impression of others and let me be respected	.791	.755		

4.2 Linear regression analysis

According to the results of the regression model summary table, R Square Change reached a significant level of 0.05, which explains that the independent variable can explain the content of the dependent variable 51.9%.Sig. F Change reached a significant level of 0.001, which indicates that Overall model fit is good.

Table 3. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the	Change Statistics				
					R Square	F Chang	df1	df2	Sig. F Chang

				Estimate	Change	e			e
1	.718a	.516	.508	.50897	.516	65.186	4	245	.000
a. Predictors: (Constant), MSJ, MJH, MQJ, MYH									

The linear model regression results table shows that the four perception factors of play environment, infrastructure environment, emotional value and social value reached a significant level of 0.001, and the Standardized Coefficients Beta is positive, which indicates that these four perception factors have significant positive explanatory validity for tourists' willingness to revisit.

Table 4. Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.006	.251		-.023	.982	-.500	.488
	MYH	.194	.052	.205	3.710	.000	.091	.297
	MJH	.244	.060	.202	4.080	.000	.126	.362
	MQJ	.373	.054	.350	6.846	.000	.265	.480
	MSJ	.195	.051	.207	3.818	.000	.095	.296
a. Dependent Variable: MCY								

Among them, the beta value of the perceived value of the basic environment is 0.223, indicating that it has a positive impact on the willingness to revisit, that is, the better the perception of the basic environment of Shanghai Happy Valley, the stronger the willingness to revisit.

5. Results

First of all, the higher the perceived value of tourists to the Happy Valley play environment, the stronger the willingness of visitors to revisit.

This guides us to focus on the improvement of the park environment and provide visitors with a comfortable environment-aware experience. In addition, emotional value perception has a significant positive impact on tourists' revisiting. Therefore, we must focus on creating personalized tourism products and services, so that tourists can spend happy time with friends and family and enhance their willingness to revisit. Finally, social value has a significant positive impact on the willingness of tourists to revisit, which guides us to explore the cultural connotation of Happy Valley in the future product development, so that visitors can gain something while playing.

Through this research, we should enhance the tourist's willingness to revisit by enhancing the perceived value of the theme park scenic spots, such as beautifying the scenic decoration and enriching the tourism service content, thereby expanding the number of repeat visitors instead of the traditional unrestricted expansion of the scenic spot. The latter will put tremendous pressure on the environment.

Acknowledgments

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