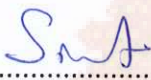# THE EFFECT OF THE MARKETING MIX ON THE

SATISFACTION OF CHINESE TOURISM IN REVISITING

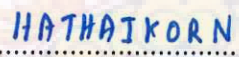# LIJIANG, CHINA

MR. ZHANGHONG LING

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE MASTER'S DEGREE
OF BUSINESS ADMINISTRATION
INTERNATIONAL COLLEGE,
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP
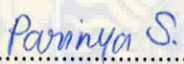THE ACADEMIC YEAR 2021**

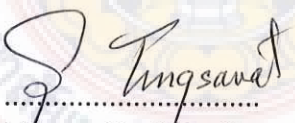|	
Independent Study	THE EFFECT OF THE MARKETING MIX ON THE SATISFACTION OF CHINESE TOURISM IN REVISITING LIJIANG, CHINA
Author	Mr. Zhanghong Ling
Major	Master of Business Administration (M.B.A)
Advisor	Assoc. Prof Dr. Suwatana Tungsawat

Faculty of Business Administration International College, Rajamangala University of Technology Krungthep approved this Independent Study as partial fulfillment of the requirement for the degree of Master of Business Administration

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ABSTRACT

Lijiang has rich tourism resources, and tourism has become one of the essential pillar industries of Yunnan's tourism economy. Tourism resources limit the development of tourism and the value it creates and is primarily influenced by the management level and the city's overall image, which is closely related to the overall development and planning of the city. Tourists' tourism environment, psychological feelings about tourism products, and tourist satisfaction are essential for urban tourism resource development and planning. Tourist satisfaction is developed from the satisfaction of customers. Customer satisfaction is the quantitative expression of the customer's psychological feelings about a specific business. This study aims to investigate and analyze the satisfaction of different types of tourists visiting Lijiang, China, to understand the needs and expectations of tourists visiting Lijiang and thus to serve as the Lijiang Brigade.

Current research explores the characteristics of marketing 7Ps, which can easily affect customers' revisit intentions. The research results of this article are for establishing the theoretical significance of customer satisfaction, improving the overall analysis from a comprehensive perspective, and ultimately achieving the practical goal of increasing the return rate of tourists. This will help the tourism industry find what they lack and provide guidance and progress. This study suggests that understanding consumers' return intention contributes to the sustainable management of enterprises. The research results are helpful for tourism operators to understand better the marketing mix in the Lijiang region, which is an integral part of developing effective marketing methods to improve customer satisfaction and return visit intention. The results show that marketing mix (7P's) positively affects customer satisfaction, and customer satisfaction positively affects customer revisit intention.

Keywords: Lijiang, satisfaction, tourism, marketing mix 7ps

ACKNOWLEDGEMENTS

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CHAPTER 1

INTRODUCTION

This Independent Study is entitled "The Effect of the Marketing Mix on the Satisfaction of Chinese Tourism in Revisiting Lijiang, China".

1.1 The Statement of the Research Problem

1.1.1 Tourism in China

In 2013, China surpassed the United States to become the world's largest tourism and tourism economy, accounting for 11% of the global market share. Tourism here includes tourism for pleasure, leisure, business, or other purposes. As an interconnected industry, tourism impacts several other retail, accommodation, and transport sectors.

1.1.2 Tourism is a driving force for the rapid development of the country's society and economy

Tourism development is an essential aspect of measuring tourism development in a country and region, and it is an industry with broad development prospects. Tourism can improve the living standards of local people and improve local transportation facilities. Tourism can promote the rapid development of the national economy and increase the country's income. However, the tourism industry will have a definite competitive trend. Government and enterprises should considerably improve the importance of tourists' satisfaction with tourist attractions. The increase in the number of tourists can increase the income of tourism, but the increase in the number of tourists requires tourists to have higher satisfaction. This study aims to investigate and analyze the satisfaction of different types of tourists visiting Lijiang, China, to understand the needs and expectations of tourists visiting Lijiang and thus to serve as the Lijiang Brigade.

1.1.3 Lijiang has rich tourism resources and tourism has become one of the vital pillar industries of the Yunnan tourism economy

Tourism resources limit the development of tourism and the value it creates and is primarily influenced by the management level and the city's overall image, which is closely related to the overall development and planning of the city. Tourists' tourism environment, psychological feelings about tourism products, and tourist satisfaction are essential for urban tourism resource development and planning. Tourist satisfaction is developed from the satisfaction of customers. Customer satisfaction is the quantitative expression of the customer's psychological feelings about a particular business.

Lijiang, a prefecture-level city in Yunnan Province, is located in the northwest of Yunnan Province, at the junction of Yunnan, Sichuan, and Tibet. It is an internationally

renowned tourist city, a vital passageway of the ancient "Southern Silk Road" and "Ancient Tea Horse Road". The urban center is at 100°25 'east longitude and 26°86' north latitude, 20,600 square kilometers. It connects Diqing Tibetan Autonomous Prefecture in the north, Dali Bai Autonomous Prefecture in the south, Nujiang Lisu Autonomous Prefecture in the west, Liangshan Yi Autonomous Prefecture in Sichuan and Panzhihua City borders, 527 kilometers away from Kunming City.

Lijiang is a multi-ethnic place. Besides the Han nationality, there are 12 ethnic minorities and 22 ethnic minorities globally. Lijiang is a famous tourist city with three world heritage sites: The Old Town of Lijiang, the World Three Rivers Natural Heritage, and the Ancient Naxi Dongba Literature of the World Memory Heritage. Rich in tourism resources, there are 104 tourist attractions, including Lijiang Ancient City, Jade Dragon Snow Mountain, Tiger Leaping Gorge, Old Junshan, Lianghe river, Anaheim Fruit, and other famous tourist attractions. It has been honored as one of the Top 100 Cities in China's Tourism competitiveness, one of the Top 10 Leisure Cities in China, one of the Top 10 Charming Cities in China, The Special Talent Zone of Yunnan Province, and the Green Pearl of Yangtze River Economic Belt.

1.1.4 From the perspective of domestic tourists

From the perspective of domestic tourists' tourism consumption structure, the top three are shopping, catering, and long-distance transportation, accounting for 19%, 18%, and 16%, respectively, while the tourist area tour has retreated to fourth place.

Data from the Tourism Department shows that from the year 2012, the revenue from tourism is 289 million dollars, and until the year 2018, the revenue has increased to 685 million dollars, the net increase reaching almost 396 million dollars during six years, it almost takes up a considerable percentage of income in Lijiang.

The potential is still huge in Lijiang. The number of tourists from 2012 to 2018 is still increasing, especially the tourist number between 2016 to 2018 has significantly grown up. Therefore, ensuring the satisfaction and revisit of tourists who visit Lijiang is crucial to keep tourists continuing to increase. Also, this will contribute to the economic growth of Lijiang City and influence the tourism industry of Yunnan province.

1.2 Definition

1.2.1 Marketing mix

Marketing mix refers to the mix that includes multiple focus areas as part of a comprehensive marketing plan. The term usually refers to a common category, initially with four P's: product, price, placement, and promotion. Effective marketing covers a wide range of areas rather than focusing on one message. Doing so helps reach a wider audience, and by keeping the four P's in mind, marketing professionals can better focus on what matters. Focusing on the marketing mix helps companies make strategic decisions when launching new products or revising existing ones.

1.2.2 Customer satisfaction

Customer satisfaction refers to the customer's evaluation of the service during the stay. It is a feeling of happiness and joy, and customers get what they hope and expect from this attractive service. Tourist satisfaction is the degree of satisfaction and pleasure generated by the experience of products or services that satisfy tourists' desires, expectations, and demands during travel. Customer satisfaction information, including surveys and ratings, can help companies determine how best to improve or change their products and services.

1.2.3 Customer return visit

A customer return visit refers to when the customer stays longer than before or returns to Lijiang again, which measures the success of maintaining a long-term relationship between the supplier and the customer and refers to the customer's satisfaction degree. Revisiting intention refers to the possibility that tourists perceive to go to the same destination again. It is a specific factor of good post-consumption behavior and essential for tourist loyalty (Cole & Scott, 2004; Loi et al., 2017).

1.3 Research Objectives

1. To study the product service effect on the satisfaction of Chinese tourism to revisit Lijiang China.
2. To study the price effect on the satisfaction of Chinese tourism to revisit Lijiang China.
3. To study the place effect on the satisfaction of Chinese tourism to revisit Lijiang China.
4. To study the promotional effect on the satisfaction of Chinese tourism to revisit Lijiang China.
5. To study the people's effect on the satisfaction of Chinese tourism to revisit Lijiang China.
6. To study the process effect on the satisfaction of Chinese tourism to revisit Lijiang China.
7. To study the physical evidence effect on the satisfaction of Chinese tourism to revisit Lijiang China.
8. To study the marketing mix effect on the satisfaction of Chinese tourism to revisit Lijiang China.

1.4 Conceptual Framework

Background
1. Sex
2. Age
3. Education
4. Status
5. Income

Satisfaction
1.Convenience
2.Coordination of service
3.Information
4.Provides courtesy
5.Quality of service
6.Teasel expenses
(Citation) Aday and Anderson (1978)

Marketing mix
1. Product/Service
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical evidence
(Citation) Kotler 2000 (See references from the bibliography)

Figure 1.1 Conceptual framework

1.5 The Research Hypothesis
1. To test the product service effect on the satisfaction of Chinese tourism to revisit Lijiang China.
2. To test the price effect on the satisfaction of Chinese tourism to revisit   Lijiang China.
3. To test the place effect on the satisfaction of Chinese tourism to revisit Lijiang China.
4. To test the promotional effect on the satisfaction of Chinese tourism to revisit Lijiang China.
5. To test the people's effect on the satisfaction of Chinese tourism to revisit Lijiang China.
6. To test the process effect on the satisfaction of Chinese tourism to revisit Lijiang China.

7. To test the physical evidence effect on the satisfaction of Chinese tourism to revisit Lijiang China.
8. To test the marketing mix effect on the satisfaction of Chinese tourism to revisit Lijiang China.

1.6 Expected Benefit
1. Know the product service effect on the satisfaction of Chinese tourism to revisit Lijiang China.
2. Know the price effect on the satisfaction of Chinese tourism to revisiting Lijiang China.
3. Know the place's effect on the satisfaction of Chinese tourism to revisit Lijiang China.
4. Know the promotional effect on the satisfaction of Chinese tourism to revisiting Lijiang China.
5. Know the people's effect on the satisfaction of Chinese tourism to revisiting Lijiang China.
6. Know the process effect on the satisfaction of Chinese tourism to revisiting Lijiang China.
7. Know the physical evidence effect on the satisfaction of Chinese tourism to revisit Lijiang China.
8. Know the marketing mix effect on the satisfaction of Chinese tourism to revisit Lijiang China

1.7 The Scope of Research

This study was conducted from December 2019 to August 2020. The research focused tourists on Mainland China Consumers who have the idea of a revisit. Because there are so many scenic spots and places to play in Lijiang, we chose the best representative as the research object to pursue the most representative research results.

Cross-sectional research designs are a part of positivist epistemology (Easter-Smith et al., 2012). Cross-sectional surveys are used when researchers intend to analyze relationships between dependent and independent variables, measured simultaneously across different units in complex models (Easter-Smith et al., 2012.) The survey in this research is built to gather data on various variables that influence individuals' intention to work to examine all the relationships between variables.

Since 2012, the visitors' number in Lijiang has been rising steadily, from 16 million in 2012 to 46.43 million in 2018, with a 386.9% increase. The income has also been rising steadily, from 21.1 billion yuan to 100 billion yuan, and the tourist population is getting younger gradually. The formation of more and more self-guided tours makes Lijiang a weathervane of domestic tourism. We can foresee that shortly, Lijiang will not only become a famous place in the country but also become an excellent scenic spot known to the world.

1.8 Significance of the Research

In recent years, China's tourism industry has been in full swing. Tourists are becoming more and more interested in self-guided travel. Although the time is short, it can be visited many times. Therefore, the needs of all aspects of the scenic area are more diversified, and it needs to be more in line with the needs of tourists, especially the attention to the products and services and safety of the scenic area. Therefore, how to improve the satisfaction of tourists and to enable the city to gain more competitive advantages in the tourism market has become the primary task of Lijiang City. However, due to pollution, poor service quality, and unreasonable charges, many tourist attractions continue to be destroyed. As a result, more and more tourists have different degrees of impact on tourist satisfaction and reconstruction, controlled by the tourist area. One difficulty lies.

In the fierce competition in the tourism industry, if tourists cannot identify cities and scenic spots, they will not have a broader market for repeat customers or a better development prospect. Therefore, it is imperative to increase the popularity of tourist attractions, improve tourists' satisfaction, and enhance the intention of return visits.

The research results of this article are of practical significance for establishing the theoretical significance of customer satisfaction, improving the quality of the Omni-directional perspective, and ultimately increasing the return rate of tourists. Use some practical and effective methods to help scenic spots, which will help the tourism industry find out what they lack and provide guidance.

For the development of Lijiang, the most important thing is to establish intense customer satisfaction. This requires us to look for factors that affect customer satisfaction and customer revisit intentions and provide information for further research on the tourism industry. Only in this way can Lijiang better attract tourists from all over the world, which is the focus of this article.

This study was conducted from December 2019 to August 2020. The research focuses on consumers in mainland China. Especially for consumers who have the habit of consumption.

Cross-sectional surveys are used when researchers intend to analyze relationships between dependent and independent variables, measured simultaneously across different units in complex models (Easter-Smith et al., 2012.). This study aims to understand consumers' views on revisiting for further analysis and research. Cross-sectional research designs are a part of positivist epistemology (Easter-Smith et al., 2012).

1.9 Further Research

Current research explores the characteristics of marketing 7P, which may influence customers' revisit intentions.

CHAPTER 2

RELEVANT DOCUMENTS AND RESEARCH

Each of the variables will be explained in detail in this chapter. The current chapter discusses the effect of the variables based on past studies. Concepts and theories related to the effect of marketing mix on the satisfaction of China tourism on revisit to Lijiang China are presented in detail in this chapter.

2.1 Concepts and Theories Related to Marketing Mix

2.1.1 Definition of the marketing mix

Technically, businesses have always used marketing tools to promote and sell their work, but the term "marketing mix" was coined in the mid-20th century. One of its earliest applications was in a 1953 speech to the American Marketing Association, in which Harvard University professor and marketing expert Neil Purdon outlined how marketers develop and execute successful marketing plans.

Identifying and arranging elements of their marketing mix allows businesses to make profitable marketing decisions at all levels. These decisions help businesses:
1) Develop its strengths and limit its weaknesses;
2) Become more competitive and adaptable in its market;
3) Improve profitable collaboration between departments and partners;

Since the 1950s, the marketing mix elements have undergone various transformations in response to new technologies and other changes in marketing best practices.

Ms. Zhang said, "I think marketing mix makes the market more competitive, makes the enterprise more dynamic, and urges the enterprise to do better. For example, our travel destination can quickly produce different effective promotions because of the different combinations, which is very good.

Ms. Su said, "I think marketing mix is better to make life better because it promotes the orderly development of the society. We are happy to see the changes in the current society we want to see.

2.1.2 Significance of marketing mix

The expanded theoretical scope of marketing theory reflects the urgent need for academics to understand the managerial consequences of transformation better and identify the sources of superior business performance in an evolving competitive environment. At issue are developments in consumer and organizational behavior, the increasing complexity of the environment, and the growing importance of technology as a marketing enabler. (Kaufman 1995; Brown and Eisenhardt 1998; Beinhocker and Kaplan 2002).

The vast majority of authors from relationship marketing are unambiguous about the role of 4Ps in relationship marketing: this framework cannot be the basis for retention-based marketing. Some of the Mix's specific limitations are getting the most attention:

Product-oriented rather than customer-oriented and focused (Lauterborm 1990; Rozenberg, Czepiel 1992). Mix cannot meet the needs of a single customer in the context of relationship building. Mix's explicit focus on internal processes undermines the elements of customer feedback and interaction that underlie relationship building and retention.

One-way orientation: Considering the mixed background and characteristics, a concept of the mass marketing era does not support interactive and personalized communication (Gummesson 1994, 1997; Grönroos 1994; Goldsmith 1999).

4Ps architecture is considered offensive rather than cooperative (Patterson and Ward 2000).

Marketing is an activity, a series of organizations, and the process of creating, communicating, delivering, and exchanging products of value to consumers, consumer partners, and society at large.

Influence is the power to have an important influence on someone or something. If someone influences others, they change someone or something indirectly but essential.

2.1.3 Type of marketing

At present, the development of the tourism economy has entered a critical period of rapid and good quality development. Government management services and the public have paid sufficient attention to the quality of public services in the tourism industry. Therefore, many researchers are also actively investing in economic research on tourism. In the academic wave, in 2013, Secretary-General Xi Jinping pointed out at the opening ceremony of "the year of Chinese tourism" organized by the Russian host: "The tourism industry is a global industry and an important engine for development. Tourism is a civilization of communication and a culture of exchange. The bridge of friendship is an important reference for improving people's standard of living. Tourism has a driving force, integration, and while expanding its development, it integrates with industries and related fields, promotes new formats, and optimizes the value of industries and related fields. At the same time, it is emphasized that "quality" of "service improvement" has fully and significantly improved the level of management, so that the development of the quality of tourism services has constantly reached a new level and reached the common objective of sustainable development. Improve the tourism consumption environment. In addition, future tourism work has also focused on continuous improvement. The quality and level of public tourist services and the improvement of the public tourist service system, based on nuances, aim to make tourists more satisfied with tourist services. Lijiang Scenic Spots Abundant resources. The continuous development of the regional economy has favored the time to accelerate

tourism development is relatively ripe. The government should actively seize the opportunity to make scientific decisions to develop the tourism industry and contribute to the development of the tourism industry in China.

The marketing mix is also known as the 4Ps and 7Ps. The four Ps are price, place, product, and promotion. The service marketing mix, also known as the 7Ps, includes the addition of processes, people, and physical evidence. Over the years, the 7Ps marketing mix model has gained significant traction as services and marketing have received more attention as an independent research field. This model suggests that (Booms and Bitner, 1981) expand the marketing mix with three new "Ps" directly related to the service delivery industry. These are people, physical evidence, and procedures.

2.1.4 The element of the marketing mix
Service marketing mix 7P theory. The service marketing mix combines various elements of service marketing. The enterprise uses its internal organization and information to interact with customers. The mixture comprises 7Ps: product, price, place, promotion, people, process, and physical evidence. The service marketing mix should also practice the service provided by the enterprise just like the product. The first 4Ps deal with product marketing, while the remaining 3Ps focus on service and enhancing customer satisfaction.

Figure 2.1 7 Factors related to the target market (Circular Composition)

Product

As defined by Armstrong and Kotler (2006), a product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. As for services, according to Hirankitti, Mechinda, and Manjing (2009), product offering can be explained in two parts:

(1) Core services representing core interests;

(2) Secondary services, representing tangible and enhanced productivity levels. The latter is best understood in how a particular service is provided.

One has to make sure one's market needs the correct product type. A product is a product made or produced to meet the needs of a particular group of people. A product can be intangible or tangible because it can take the form of a service or a commodity. Therefore, during the product development phase, marketers must conduct extensive research into the life cycle of the products they create.

Price

Price is a vital component of the marketing mix definition. The product's price is what a customer pays to enjoy it. Due to the intangible nature of the services, the price has become an essential indicator of quality, while there is no shortage of other information (Zeithaml, 1981). The product price adjustment dramatically influences the marketing strategy and significantly influences product sales and demand.

However, this is itself a sensitive area. If a company is new to the market and has not yet established itself, its target market is unlikely to be willing to pay a high price.

Place

Consider location as the ease with which potential customers are associated with services such as location and distribution. Having a good location is an absolute advantage for any business. Local strategies must efficiently distribute the company's products through marketing channels such as wholesalers or retailers (Berman, 1996). Because of the importance of products and consumption simultaneously and in the same place, organizations must pay attention to site selection decisions, a place to provide all information about customers, contests, promotions, and marketing tasks. He must be careful about delivering the product at the right time and in the right place and which channel should be used to deliver the product (Copley, 2004). We can follow up on many other elements to strengthen our position relationship and benefits when there is a good position.

In digital delivery today, we upgrade our hardware equipment to improve our efficiency and increase the speed of service we bring to consumers.

Understand them thoroughly, and one will discover the most effective targeting and distribution channels that speak directly to one's market.

There are many distribution strategies, including:
- Intensive distribution
- Exclusive sales

- Selective distribution
- The franchise

Promotion

It is the relationship between the division of labor and cooperation. Catering promotions include advertising, personal, and public advertising; they all affect consumers' thinking, mood, experience, and purchases. Marketers should design communications in the following manner: (1) provide consistent information about their products, and (2) place it in the media that consumers in the target market can use (Munusamy and Hoo, 2008).

Promotion is a sales technique; For any marketing plan to succeed, one must be involved in communication. Promotion is vital because it can provide information, advice, and persuasion to the target market. It guides and teaches customers to take action at a specific time and how to use the product and achieve beneficial results. Individual sellers can manage product advertising, television, radio, the Internet, magazines, media, and all media types. In modern times, people's attention seems to be shifting from the offline to the online world.

On the other hand, public relations is a form of communication usually not paid for. This includes press releases, exhibitions, sponsorship deals, seminars, conferences, and events. Word of mouth marketing is also a way to promote products. Word of mouth is an informal exchange between satisfied customers and ordinary individuals about the benefits of a product. Salespeople play a crucial role in public relations and word of mouth. It is essential not to take this literally. Word of mouth can also spread on the Internet. Effectively utilized, it has the potential to become one of the most valuable assets one has to boost profits online.

Figure 2.2 Five P's related to the market (Block Mosaic)

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People

Even under the premise that mechanization has become popular now. People are the key to serving customers. In addition, according to Magrath (1986), clients often associate the qualities of service with the businesses they serve. In our daily consumption or daily life, having a good service will make us feel it is more pleasant and easier to make ourselves want to buy. People are also seen as a critical element of a customer-centric organization and a means of distinguishing the variables of products, services, channels, and images (Kotler, 2000). Because the final leader must be people, under this premise, there are reasons to believe that improving services for people is a better improvement for enterprises. Without people's cooperation, a client-oriented approach cannot be achieved (Judd, 2001).

Interaction is crucial because it affects customer perception. In other words, the behavior of all people will often affect the success of organizational behavior and functions, and they will gain in communication, training, skills, learning, and advice to demonstrate the best value of the product and the company. This is an excellent, effective means to reflect the value of oneself or the company. It is essential to hire and train the right people to provide excellent customer service, technical support, copywriters, and programmers. Employees are likely to perform best when a company finds someone who truly believes in the product or service it has created. In addition, they will be more open to receiving honest feedback about the business and input their ideas and passions to expand and grow the business. It is a secret that the "internal" competitive advantage that a firm may have over other competitors inherently affects its position in the market.

Process

A process is often defined as implementing behavior and a function that adds product value at a lower cost and a high benefit for the customer and is more critical for the service than for the product. According to Hirankitti et al. (2009), the pace of the process and the service provider's skills will be communicated to the customer, which forms the basis of customer satisfaction with the purchase. With this consistency, we can get many valuable things. We promote our products more quickly and generate due profits with good liquidity. Data also improve our services; better services and experiences are built on an excellent economic scope. Only this way can employees or the government invest in them more seriously.

Consequently, process management guarantees the availability and consistency of quality. We are faced with managing processes with simultaneous consumption and production, balancing demand and supply of services (Magrath, 1986). On this, we must learn to make choices to achieve consistency for purpose. The design and implementation of product elements are essential to creating and delivering products. It is necessary to publicize the characteristics of one's region to attract tourists better. When consumers like such a design or an adjustment, it will pull more buyers to choose to buy. It can be ones' entire sales funnel, a payment system, a distribution system, and

other procedures and steps to ensure that a working business is running efficiently. Adjustments and enhancements can be made later to "tighten up" the business to minimize costs and maximize profits.

After all, no business can survive without a proper plan, and no advertising campaign can succeed without a proper execution process. In short, whatever one needs to do in life, there must be a process that one must follow. However, that does not mean one has to follow a general rule if one feels it does not work for one's project. A person needs to make sure one follows the plan so that the foundation of the business will be strong. Think input-throughput/process-output model. A person must have a plan, and he can input a specific framework to make what he wants to happen a reality. For example, when one puts a CD on a CD burner (input) so that you can play some music on it (process), you end up with your hybrid CD(output). The same goes for marketing: one needs to have specific plans to achieve one's goals and must follow those plans to get the traffic or revenue one wants eventually.

Physical Evidence

They have added that other visible environments can affect customers' perception of the quality of service. The service experience component is called the "breadth of service," that is, the atmosphere, the background music, the comfort of the seats, and the actual layout of the service facilities. Most people have a desire to see the same exquisite or beautiful object. The decoration and design of the environment also greatly influence customer expectations for service (Shostack, 1977). A comfortable environment allows customers to have a good shopping experience. Services often cannot be displayed, so companies must create an appropriate environment to highlight the facts to customers (Rathmell, 1974).
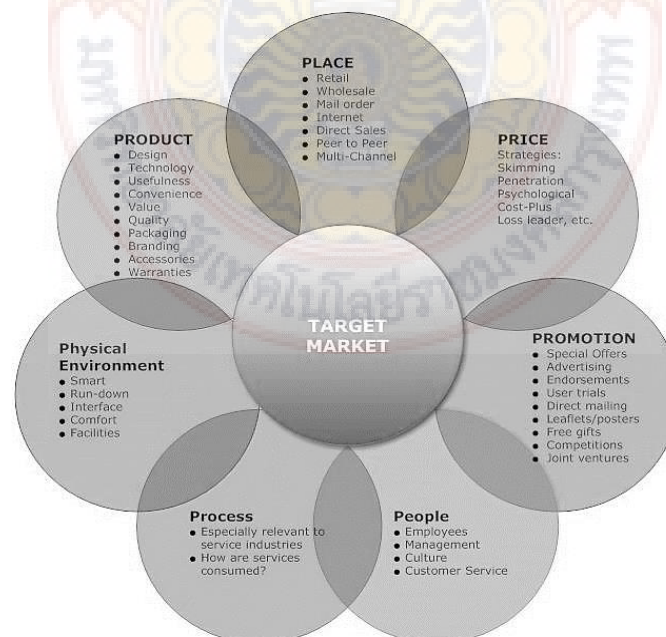
Figure 2.3 The 7Ps of the Marketing Mix (Source: Marketing and the 7P's, 2012)

2.2 Chinese Tourism Satisfaction

2.2.1 Definition of satisfaction

Satisfaction is a fundamental concept in the tourism field. It is what we need for this research. Meet tourists who consume more goods during the period (Kozakumi. , pay M, 2000). They are more likely to check the destination. Increase the income of tourist destinations so that there is a significant improvement in all aspects. In addition, good recommendations from satisfied tourists attract new visitors to the site (Lee J., Beeler C., 2009; Kim AK, Brown G.). Many studies have shown that customer satisfaction improves the competitive performance of companies. So that enterprises can have better and stronger competitiveness. Enterprise (Parasuraman A., Zethhaml VA, and Berry LL, 1985; Parasaraman A., Zeithml VA, and Berry LL, 1988; Zeithaml VA, Berry L, L. and Parasuraman A., 1996). This works for tourism research, which has all kinds of theories, ideas, and measurement tools to observe tourist satisfaction. To determine the strengths and weaknesses of a particular destination, it is essential to listen to customers. Customers' ideas and opinions are beneficial to developing and communicating tourist destinations. Therefore, satisfaction is an effective indicator to measure the integrity of the tourism industry, which is difficult to achieve under the quantitative framework. The tourism and service industry is well known, so the first batch of research on satisfaction tourists began in service marketing, especially from the customer satisfaction theory. The definition is still controversial, as the term applies to different concepts in different paradigms (Taplin, 2013). As reflected in the literature, there are conceptual differences in the interpretation of visitor satisfaction (Del Bosque and San Martin, 2008; Modern, 2012; Bowen and Clarke, 2002). Researchers have found that the term satisfaction is "a judgment of how the product or service works or the product or service itself provides consumption-related satisfaction" (Oliver, 1997) or an overall estimate of "purchase" (Fornell, 1992). Examples include "Collective assessment of individual experience" (Lee, Kyle and Scoot, 2011), "The ability of a destination or event to meet the needs and expectations of visitors" (Noe and Uysal, 1997), and "Important prerequisites for evaluating the performance of a particular site or event" (Schofield, 2000).

2.2.2 Significant satisfaction

Customer satisfaction issues have been widely studied in several studies. Generally speaking, satisfaction is a particular type of pleasure or disappointment resulting from comparing product performance and personal expectations (Kotler and Kevin, 2007). It is derived from a comparison (confirmation-confirmation model) between the products' performance and customers' expectations before purchase (Oliver, 1980, 1997). In other words, according to Hansemark and Albinsson (2004), "satisfaction is the client's overall attitude towards the service provider, or the emotion of the client's expectations that meet certain needs, objectives or aspirations, and the difference they get the response". Insist that service satisfaction is the expected result

of the encounter with the service, linking consumption to what happens after the purchase (such as a change in attitude). The analysis of the notion of satisfaction proposed by several authors makes it possible to identify three general components: first, consumer satisfaction is an emotional, cognitive response, and second, the response is linked to specific aspects (product expectations, experience of previous consumption), and thirdly, the response occurred at a specific time (after consumption, after selection based on accumulated experience) (Giese and Cote, 2000). Combining these kinds of questions makes it easier for us to get the answers we want to understand.

Whether in the public or private sector, customer satisfaction is one of the most controversial customer behavior studies, and it is the only real goal of a business. Only with profit can some of the company's shortcomings be better supplemented, or there can be more facilities and labor to maintain the good operation of a scenic spot. Studies show that product and service organizations' leading internal quality practices (employee management, process orientation, and customer orientation) affect customer satisfaction and business performance. How much is set as a significant indicator so that the scenic spot can better do everything helpful to the scenic spot or individual decision-making?

Satisfaction is defined as an overall assessment of performance based on all of a company's previous experience. (Jones et al., 2000). Confirmation-affirmation is where customers assess their satisfaction by comparing their experience to their previous experience, expectations, and perceptions of product performance (Oliver, 1980). The theory assumes that three results of this evaluation are possible:

(1) Confirm that the neutral feeling occurs when the actual performance meets the standard; This is an average performance.

(2) When performance is better than the standard, there will be approving this recognition, which leads to satisfaction; Continuous improvement in customer satisfaction is conducive to better growth and development.

(3) Negative agnosia occurs when performance is below standard, which leads to dissatisfaction. That is not what the company wants.

Customer satisfaction is a feeling of happiness and pleasure and is the feedback customers get from their expectations and expectations of service. Through such feedback, we make the management and service staff of the tourist destination and the whole scenic area feel inadequate or need to improve. It is a business concept designed to create value for customers, anticipate and manage their expectations, and demonstrate competence and responsibility to meet their needs. By knowing tourists' satisfaction, we can get the direction of our efforts. Just like the customer's perception of the value obtained in a transaction or a relationship, the value is equal to the quality of service perceived compared to the value expected by the customer of a competing supplier (Blanmchard and Galloway, 1994; Heskett, 1990; Zeithaml et al ., 1990). Satisfaction is the degree of pleasure or disappointment that results from expectations of the product. The degree of this aspect is also very likely to affect many aspects of practical problems. Satisfaction is the consumer's sense of accomplishment. For each

scenic spot or as far as the country is concerned, satisfaction is a great prerequisite for coming again. We can make consumers as satisfied as possible, which is a more healthy development. Points out that companies exist because they have customers who need services. Budget hotels exist because many business and leisure travelers are needed, and the number of this group continues to grow. If we need to increase the number of tourists, we should provide better services. Therefore, we need access channels such as tourist survey forms and online surveys so that ourselves and the surrounding environment can grow better and have more vitality.

2.2.3 Type of satisfaction

Travel and tourism literature often discusses the relationship between satisfaction and intention to return. However, little attention has been paid to the relationship between visitor satisfaction and visitor attitude (Huang, 2007). Satisfaction can be divided into overall satisfaction with tourism, service satisfaction of scenic spots, quality satisfaction or a return visit, and feeling satisfaction. There are many types of research in this respect (such as Kozak and Rimmington, 2000; The research of Yoon and Uysal, 2005) shows that tourists with high satisfaction are more likely to carry out word-of-mouth communication and are more willing to recommend destinations to others, which means that tourists with high satisfaction have a positive attitude towards future destinations and visits (Huang, 2007). This is very important. Tian-cole and Cromption(2003) believe that service quality is the cognitive belief of the characteristics or attributes of the destination, and satisfaction is the emotional and psychological reaction of the destination. More people are willing to advertise and visit the scenic spot starting from the heart. Show that the satisfaction degree of mainland tourists has a strong positive impact on their attitude and willingness to return to Hong Kong due to historical and distance reasons. This study found that revisit attitude played a critical mediating role in the overall effect of satisfaction and willingness to revisit. Suh and Pedersen(2010) found that the attitudes of fantasy sports participants mediated the relationship between satisfaction and actual use. This role is vital, and we often engage ourselves better, which is conceptualized as an emotional tendency towards future destinations (Huang & Hsu, 2009). Revisiting attitudes can motivate tourists to adopt certain behaviors or withdraw from such behaviors (Deng & Li, 2013). This provides an essential theoretical explanation for the relationship between tourists' attitudes and behavioral intentions.

2.2.4 Element of satisfaction

What is needed is valuable. Budget hotels exist because they need many business and leisure travelers, and their numbers continue to grow. It is a two-way demand. Budget hotels exist because they need many business and leisure travelers, and their numbers continue to grow. A person satisfied with the product or 20 services gets a free word-of-mouth boost better than traditional advertising (Lee et al., 2006; Tarn, 2005; Villanueva et al., 2008). Satisfaction is defined as the after-the-fact

evaluation judgment of a particular procurement decision (Homburg & Giering, 2001). The theory assumes that this assessment has three possible outcomes:

(1) Satisfaction with the convenience received (Convenience) consists of spending time waiting in service and getting care when needed and convenience in service.

(2) Satisfaction with coordination (Co-Ordination) consists of receiving services. In one place, users can request all types of services according to their needs of service users with staff paying attention to service users and tracking the service performance of the staff.

(3) Satisfaction with the information received (Information) provides information about services and general information such as how to receive services and rules for receiving services.

(4) Satisfaction with hospitality and interest (Courtesy) means showing hospitality. Do a good and friendly way of the service provider. Expressions of interest and concern to the service users consist of positive verbal conversation, an admirable personality, good human relations, and interest in the service recipient.

(5) Satisfaction with the service quality (Quality of Care) means the quality of all the services that the user receives in his attitude towards the agency's service, consisting of the service provider's ability and the service quality.

(6) Satisfaction with the cost when using the service (Output-off-Pocket Cost) means any expenses incurred by the service user, including fair service prices and reasonably not taking advantage of the service users Penchansky and Thomas (1981: 127-140)

2.3 Lijiang City

2.3.1 Revisit intention

The intention to revisit is the result of tourists' evaluation and satisfaction with the value they have experienced. The result is directly related to the interests of the company. Satisfaction will constitute loyalty, loyal customers, buyback benefits, or brand transfer. Abubakar et al.(2017) proposed a method to measure willingness to revisit. It consists of three scales, including "intention to visit again", "may visit again," and "hope to visit more often". In addition, Huang and Hsu(2009) developed four measurement scales, namely, intention to revisit, plan to revisit, desire to revisit, and likelihood to revisit. Through multi-angle analysis, we can get a more localized and more in line with the company's good direction of action and attraction strategy.

According to Ryan (2002) and William & Buswell (2003), the tourist process perspective in tourism has three factors. They were before, during, and after the visit. Pre-tours are the most important one, as visitors must first choose the destination to visit, experience it during the visit, and comment on the feeling or satisfaction level after the visit. Be closely involved. According to Chen & Tsai(2007), tourists will first choose the site, experience and evaluate the site during the visit, and finally, make comments on the site. Those posted visiting comments are critical because they will

influence potential future visitors to visit or not to visit, even current visitors to revisit the place. Cheerful review givers mostly come back to the place, and most first-time visitors are likely to return because of these positive reviews.

Alexandris et al. (2006) mentioned that satisfaction plays a significant role for tourists revisiting this place. People tend to miss out on the good memories and positive feelings from traveling and returning to places with high satisfaction levels. However, Um et al.(2006) and Beigne et al.(2009) argue that even satisfied customers may not use the services of the same organization because the tourism market is highly competitive. Therefore, each travel company will try its best to have its own set of means to attract customers so that tourists can better become a fixed consumer group of the company when they participate in tourism behavior many times. They tend to find new organizations that can provide them with new satisfaction and services. In other words, there are many alternative services available. Thus, service consumers have bargaining power over service providers. This is also a fundamental reason consumers like to compare actual consumption to choose the best of the good things. Bigne et al.(2001) believed that repeated visits indicate tourist destination loyalty, strongly influenced by destination attributes. An unfinished thought is more likely to appear, and it makes people feel like they want to do it again. In his research, the diversity of sites was one of the necessary conditions to explain repeated visits. According to Kneesel et al. (2010), tourists' satisfaction and a positive image will have two main benefits. First, potential future visitors will take these positive images as a reference and reflect them in their decision to choose a destination. Second, tourists who are completely satisfied on their first trip are more likely to come back with more friends and recommend the place to others they know.

2.3.2 Tourist satisfaction

Tourist destinations are a set of travel products and services consumed under the same brand, offering a complete experience to consumers. Let consumers quickly visit the location more intuitively. For service companies, customer satisfaction is one of their most important competitive advantages and one of the main functions of a destination marketing organization (DMO) (Morgan and Pritchard, 1998; The establishment of indicators makes it easier for companies to have a comparison and make them grow. Seaton, 1997; Pearce, 1997). Increasing tourist satisfaction with destinations can improve the competitive position of destinations and help understand which factors make destinations more attractive (Uysal, 2005). Therefore, visitor satisfaction is vital for successful destination marketing, as it affects destination choices, consumption of products and services, and return decisions (Kozak and Rimmington, 2000). The number of tourists who come here will increase a lot. In this case, we can create better scenic value under better economic conditions. The intent of the review may prompt them to recommend it to others after the visit (Chen, Chen, and Lee, 2011). Recurring potential customers are more satisfied with their destination attractions, and this behavior makes them feel revisited (Chen, Chen, and Lee, 2011). Tourists with

high satisfaction in scenic spots are willing to visit again because reasonable satisfaction will make tourists think they are pleased and in a good mood. This is one of many tourists' opinions about tourism. General attitude.

Raising visitor awareness is important for sustainability issues, as destination managers learn to develop strategies to attract more tourists while reducing environmental degradation. It must be protected so that the life of the scenic spot can be longer, so that the local income, the income of the scenic spot, and the government's income can be provided more. In addition, the success of sustainable tourism has met the needs of tourists and the needs of contemporary people (including all stakeholders) and future generations (Flint et al., 2002). Protecting the current environment protects the lives of children and grandchildren afterward. Of course, we hope they can live in a good environment, not a bad one. This requires everyone to protect together so that future generations can also see the beautiful scenery.

2.4 Related Research

A marketing mix is a good tool that businesses can control to influence market response. Good combinations tend to be 1+1> Effect of 2. The traditional marketing mix concept includes four P's: product, price, place, and promotion. Service marketing requires an expanded marketing mix, which becomes seven variable elements by adding elements of people/employees, processes, and physical evidence. Addmour and Ayish(2005) pointed out that product and location significantly impacted the satisfaction and tourist loyalty of treatment tourism in Jordan. Selang(2013) pointed out that product and price significantly impacted Shoulder Mall Fresh Mart Man-Ado's consumer satisfaction. Price is a general consideration in the eyes of consumers. Next, Setiawardi et al.(2013) pointed out that promotion, process, personnel, and physical evidence significantly impacted customer satisfaction at Darajat Pass Hot Water Park. All elements of the marketing mix, product, and promotion strongly impact visitor satisfaction. Furthermore, Owomoyela et al. (2103) reveal that all marketing mix elements significantly impact customer satisfaction.

2.4.1 Impact of tourist satisfaction on revisit intention

The relationship between service industry satisfaction and customer behavioral intention has been extensively studied in the past few decades because people have become increasingly aware of their psychological needs. Fornell(1992) believed that the more satisfied customers were with the service they received, the more inclined they were to conduct favorable behaviors for their service providers, and the less willing they were to turn to other service providers. Loyal customers, because everyone has a certain mentality of fear of the unknown, and now have a relatively stable and easy to satisfy their own. In most cases, people choose the one that makes them more comfortable. It is a sense of security. In the context of tourism, recognizing the importance of satisfaction in predicting tourists' behavioral intentions, various studies have attempted to investigate the relationship between these two variables at the

destination level. The relationship between tourists' satisfaction with a destination and their willingness to revisit it is based on the destination choice set theory (Crompton, 1992). According to the latter, tourists choose destinations that they believe best meet their needs. As Stylos et al.(2017) pointed out, tourists' willingness to return to a destination also depends on the extent to which they believe that the attributes of the destination should meet their needs. While the positive effect of destination satisfaction on tourists' willingness to revisit a destination seems undeniable, the destination experience is complex and made up of various components (Pizam & Milman, 1993). Although tourists have much uncertainty when choosing. On the premise of satisfaction, we believe that tourists will choose how they think or what their friends and family think is suitable for achieving their goals. This is also a good behavior state.

2.4.2 Revisit intention

Revisiting intention refers to the intention of tourists to revisit the same destination in the future (Ryu et al., 2010). This is an essential behavioral intention (Jani and Hwang, 2011). The intention to revisit is the result of tourists' evaluation and satisfaction with the value they have experienced. Satisfaction will constitute loyalty, loyal customers, buyback benefits, or brand transfer. Abubakar et al.(2017) proposed a method to measure willingness to revisit. It consists of three scales, including "intention to visit again", "may visit again," and "hope to visit more often". In addition, Huang and Hsu(2009) developed four measurement scales, namely, intention to revisit, plan to revisit, desire to revisit, and likelihood to revisit.

According to Ryan (2002) and William & Buswell (2003), the tourist process perspective in tourism has three factors. They are each visit, during the visit, and after the visit. Each visit is the most important one, as the visitor must first choose the destination to visit to experience it during the visit and be able to comment on or decide on the feeling or satisfaction level after the visit. According to Chen & Tsai(2007), tourists will first choose the site, experience and evaluate the site during the visit, and finally, make comments on the site. Those posted visiting comments are critical because they will influence potential future visitors to visit or not to visit, even current visitors to revisit the place. Cheerful review givers mostly come back to the place, and most first-time visitors are likely to return because of these positive reviews. Alexandris et al. (2006) mentioned that satisfaction plays a critical role for tourists revisiting this place. People tend to miss out on the good memories and positive feelings they get from traveling and tend to return to places with high satisfaction levels. However, Um et al.(2006) and Beigne et al.(2009) argue that even satisfied customers may not use the services of the same organization because the tourism market is highly competitive. They tend to find new organizations that can provide them with new satisfaction and services. In other words, there are many alternative services available. Thus, service consumers have bargaining power over service providers. Bigne et al.(2001) believed that repeated visits indicate tourist destination loyalty, strongly influenced by destination attributes. In his research, the diversity of sites was one of the necessary

conditions to explain repeated visits. According to Kneesel et al. (2010), tourists' satisfaction and a positive image will have two main benefits. First, potential future visitors will take these positive images as a reference and reflect them in their decision to choose a destination. Second, tourists who are completely satisfied on their first trip are more likely to come back with more friends and recommend the place to others they know.

CHAPTER 3

RESEARCH METHODOLOGY

"The Effect of the Marketing Mix on the Satisfaction of Chinese Tourism in Revisiting Lijiang, China" independent study was conducted according to the methodologies explained in this chapter.

3.1 Research Process
1. Studying, researching, collecting information, and studying concepts.
2. Set the criteria and research definition.
3. Determine the population and sample used in the research.
4. Construct tools by applying theories concepts and related research, apply and design questionnaires, propose an advisor to validate.
5. Collect questionnaires from the sample group.
6. Analyze data, process discussion, results of making a book, and present the research.

3.2 Population and Sample

3.2.1 Population
About 45 million Lijiang tourists visit Chinese scenic spots (China Travel Service, 2021), most of whom visit Lijiang for tourism. The researcher used random sampling to collect selected respondents and collected data on the three most prominent tourist attractions: Old Town of Tropical City, LuGu Lake, and Shuhe Old Town. This localization is the target area with sample distribution, which is comprehensive in data collection. In this study, the sampling method will represent all target groups.

3.2.2 Sample size
The research will determine the sample size by applying an equation proposed by Yamane (1967) at condenser level 95% precision level= 0.05

$$N= \frac{2^2 p(1-p)}{e^2}$$

$$N= \frac{1.96^2 * 0.5(1-0.5)}{0.05^2}$$

N=384.16

To calculate =384.16≈400

The total population is unknown, so researchers try to use 400 samples to conduct the questionnaires to collect data.

3.2.3 Research method

This paper adopts the method of random sampling and questionnaire survey. About 400 tourists, mainly Chinese, were chosen as respondents and studied by gender, age, education level, salary, and position. A conclusion is made by collecting data, analyzing, and comparing data.

3.3 Research Instrument

3.3.1 Research information collection tool for questionnaire survey

According to the relevant documents, the researchers selected individuals through their ideas and theoretical knowledge in a questionnaire survey and studied them using a rating scale and open questions. The questionnaire is mainly divided into three parts, as follows:

The first part: the basic information of the respondents, including gender, age, education level, marital status, and average monthly salary. The questions are presented in the form of multiple-choice questions, and there are seven multiple-choice questions.

The second part: corporate social responsibility factors, mainly corporate governance, employee quality of life, consumer responsibility, community, and social development, belong to opinion evaluation questions presented in an open question survey. This part has 35 questions.

The third part: corporate image factors, including uniqueness, products and services, corporate reputation, and corporate interpersonal relationship, belongs to opinion evaluation questions presented in an open question survey. This part has 16 questions.

In the investigation of the second and third parts, we divided the scoring level into five levels, and the researcher defined each level as follows:

Five (5) marks: The influencing factors are very important;

Four (4) marks: The influencing factors are important;

Three (3) marks: The influencing factors are relatively important;

Two (2) marks: The influencing factors are generally important;

One (1) mark: The influencing factors are not important;

The collection of questionnaires mainly comes from the Internet. The researcher asked some local friends or some staff of a travel agency to help send the relevant questionnaire to the mobile phone of relevant tourists. After filling in the questionnaire, the computer has background data, which is a way to get the results.

3.3.2 Table criteria of reliability

Table 3.1 The trust rating of the questionnaire

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80-1	Very High	Excellent
0.7-0.79	High	Good
0.65-0.69	Medium	Fair
0.60-0.65	Poor	Poor
Less than 0.3	Very Low	Unacceptable

The confidence of the measurement. The reliability of the questionnaire test is mainly for understanding the consistency of the research object, which is more realistic to fill in and feedback information. Cronbach's alpha test is used to test the reliability of each variable. If a musical instrument has a minimum alpha score of 0.6 and overall reliability of 0.7 or higher, it has good reliability (Bagozzi & Yi, 1988). The greater the accuracy factor. Scholar DeVellis (1991) outlines the following: 0.60-0.65 (preferably. not); 0.65~0.70 (minimum acceptable value); 0.70-0.80 (very good); 0.80-0.90 (very good). Therefore, a good reliability scale or questionnaire should be 0.80 to 0.70 to 0.80. The sub-scale is preferably above 0.70 and is acceptable between 0.60 and 0.70. Therefore, it is necessary to conduct a pretest to check whether the research tool can be used for this research.

Table 3.2 The exact value of each variable

Variables	Rorschach's Alpha
Product	0.875
Price	0.812
Place	0.837
Promotion	0.784
People	0.911
Process	0.932
Physical Evidence	0.744
Tourist Satisfaction	0.725
Tourist Revisit Intention	0.834

All alpha coefficients passed the 0.7 recommended level and had provided to be reliable variables.

3.4 Data Collection Method

3.4.1 Original data

The investigator issued questionnaires to local people in Yunnan to collect information, with 400 respondents.

3.4.2 Secondary materials

Collect information from the tourist destination website of Lijiang, Yunnan, based on local literature and materials.

3.5 Data Analysis and Statistics Used in Data Analysis

In this research, descriptive statistics, namely the frequency, the mean, and the standard deviation, and inferential statistics such as the independent sample t-test, the correlation analysis, and the multiple regression analysis are used.

3.5.1 The general information of the respondents

Mainly includes gender, age, education level, marital status, and average monthly salary. The information value of the survey group is fed back in the form of a percentage utilizing rating distribution.

3.5.2 Hypothetical statistics and inferential statistics used for verification

A multivariate regression coefficient was studied, and the value of the critical frequency factor was set as 0.05.

3.5.3 Research summary and supplementary suggestions

Shall be consistent with the contents displayed in descriptive statistics.

CHAPTER 4

DATA ANALYSIS RESULT

This survey collected a total of 400 pieces of research data. The researcher collected and sorted out the survey data in the form of a questionnaire survey, and the results are shown as follows:

4.1 Symbols used to present the results of data analysis.

4.2 The respondents' general data analysis results were present in frequency distribution and percentage.

4.3 Presented in the form of mean and standard deviation and interpreted the mean for each criterion.

4.4 In the form of mean and standard deviation, interpret the mean for each criterion.

4.5 The hypothesis test analyzes the results by using multiple suggestion analysis.

4.1 Symbols Used to Present the Results of Data Analysis

X = Marketing Mix

X1 = Product

X2 = Price

X3 = Place

X4 = Promotion

X5 = People

X6 = Process

X7 = Physical evidence

Y = Satisfaction

Y1 = Tourist Satisfaction

Y2 = Tourist Revisit Intention

X = Mean

S.D. = Standard Deviation

Sig. = the calculation procedure used to summarize the statistics of hypothetical test results

Df. = Degree of freedom

VIF = Factor Value (variance inflation factor)

R = Complex correlation

R2 = Estimate

AdjR2 = Multiple decision coefficients

SE = Deviation estimate

t = Formal frequency distribution

B = Regression coefficient

β = Standard regression coefficient

Y = Predicted value difference

*P = Statistical level 0.05
**P = Statistical level 0.01

4.2 The Results of the General Data Analysis of the Respondents' Frequency Distribution and Percentage

Regarding "Survey on the satisfaction of scenic spots in Lijiang" as the research object, the researcher used descriptive statistics to conduct research and presented the results of different categories in the form of a percentage. It is divided into gender, age, education level, hometown, marital status, and average monthly salary, as shown in Table 4.1.

Table 4.1 Basic information of survey objects

Background	Frequency	Percent
1. Gender ☐Male ☐Female	231 169	57.75% 42.25%
2.Age ☐Less than 20 ☐21-30 ☐31-40 ☐More than 40	41 166 121 72	10.25% 41.50% 30.25% 18.00%
3. Education level ☐Lower than Bachelor's Degree ☐Bachelor Degree ☐Master Degree ☐Doctor Degree	66 197 123 14	16.50% 49.25% 30.75% 3.50%
4.Income ☐Lower than 5,000 Yuan ☐5,001 to 10,000 Yuan ☐10,001 to 15,000 Yuan ☐More than 15,000 Yuan	42 188 105 65	10.50% 47.00% 26.25% 16.25%
5. Status ☐single ☐married ☐Other	122 268 10	30.50% 67.00% 2.50%

6. Hometown		
☐Big City	128	32.00%
☐Small City	232	58.00%
☐Rural area	40	10.00%
7. Profession		
☐Government officer	22	5.50%
☐Governmental enterprise	53	13.25%
☐Employees of private	41	10.25%
☐Enterprises	71	17.75%
☐Students	45	11.25%
☐Freelance and entrepreneurs	62	15.50%
☐Unemployed	23	5.75%
☐Retired	52	13.00%
☐Housewife	28	7.00%
☐Other	3	0.75%

Table 4.1, in the basic information, 231 males are in the survey, accounting for 57.75%, and 166 males are aged between 21 and 30, accounting for 41.50%. There are 197 males with Bachelor's Degree, accounting for 49.25%. There are 188 people with an income between 5,001-10,000, accounting for 47.00%; there are 268 people with marital status as married, accounting for 67.00%; there are 232 people from small cities in their hometown, accounting for 58.00%; finally, there are a large number of enterprise profession, 71, accounting for 17.75%.

4.3 The Results of the Data Analysis Survey on Satisfaction of Scenic Spots in Lijiang in the form of Mean and Standard Deviation and Interpreted the Mean for each Criterion

Table 4.2 Total information by type

Marketing Mix	$\overline{X}$	S.D	Opinion Level
Product	4.0	1.143	Agree
Price	4.06	1.03	Agree
Place	4.27	0.829	Strongly Agree
Promotion	4.15	0.918	Agree
People	4.17	0.909	Agree
Process	4.07	0.963	Agree
Physical evidence	4.16	0.862	Agree
Total	4.13	0.95	Agree

Table 4.2 confers that Marketing's Mix is average at high ($\overline{X}$ =4.13 S.D =0.95). If considering the aspect in descending order, it confers that Place has the highest mean ($\overline{X}$ =4.27 S.D =0.829) followed by People ($\overline{X}$ =4.17 S.D =0.909) and Promotion ($\overline{X}$ =4.15 S.D =0.918). Furthermore, presented through mean and standard deviation, as shown in Tables 4.3 to 4.9.

Table 4.3 The summary of mean, standard deviation of product

	$\overline{X}$	S.D	Opinion Level
1 Lijiang has many tourist attractions	3.88	1.324	Agree
2 The tourist attractions in Lijiang are very attractive	4.22	0.925	Agree
3 Lijiang's natural scenery attracts tourists	4.15	0.902	Agree
4 Archaeological sites in Lijiang are very clean	3.88	1.324	Agree
Total	4.0	1.143	Agree

Table 4.3 explains that the Product is at an average high ($\overline{X}$ =4.0 S.D =1.143). If considering the aspect in descending order, it explains that "the tourist attractions in Lijiang are very attractive" has the highest mean ($\overline{X}$ =4.22 S.D =0.925), followed by "Lijiang's natural scenery attracts tourists" ($\overline{X}$ =4.15 S.D =0.902) and "Lijiang has many tourist attractions" and "archaeological sites in Lijiang are very clean" ($\overline{X}$ =3.88 S.D =1.324).

Table 4.4 The summary of mean, standard deviation of price

	$\overline{X}$	S.D	Opinion Level
1 The price of the tour to Lijiang suits me	4.1	1.02	Agree
2 The price reflects the quality of the service provided	3.96	1.167	Agree
3 Compared with neighboring countries, you think the price of travel to Lijiang is appropriate	4.31	0.849	Strongly Agree
4 Hotel prices commensurate with your financial ability	4.02	1.13	Agree
5 The price of services provided in tourist attractions is affordable	3.97	0.893	Agree
6 You can accept the prices here	4.02	1.13	Agree
Total	4.06	1.03	Agree

Table 4.4 shows that the overall Price is average high ($\overline{X}$ =4.06 S.D =1.03). If considering the aspect in descending order, it shows that "compared with neighboring countries", "you think the price of travel to Lijiang is appropriate" has the highest mean ($\overline{X}$ =4.31 S.D =0.849), followed by "you found that the price of the tour to Lijiang suits me" ($\overline{X}$ =4.1 S.D =1.02) and "hotel prices commensurate with your financial ability" and "you can accept the prices here" ($\overline{X}$ =4.02 S.D =1.13).

Table 4.5 The summary of mean, standard deviation of place

	$\overline{X}$	S.D	Opinion Level
1 The guidance materials provided to tourists by travel agencies are sufficient to enable tourists to enter tourist attractions	4.42	0.787	Strongly Agree
2 The booking system of the travel agency is simple and convenient	4.31	0.849	Strongly Agree
3 Three tour guides fully meet the needs of tourists	4.11	0.85	Agree
4 There are sufficient means of transportation to provide services for tourists going to tourist attractions	4.32	0.853	Strongly Agree
5 There is enough transportation network to transfer from one place to another easily	4.21	0.809	Agree
Valid N	4.27	0.829	Strongly Agree

Table 4.5 presents that overall Place is at an average high ($\overline{X}$ =4. 27 S.D =0.829). If considering the aspect in descending order, it presents that "the guidance materials provided to tourists by travel agencies are sufficient to enable tourists to enter tourist attractions" has the highest mean ($\overline{X}$ =4.42 S.D = 0.787). It is followed by "there are sufficient means of transportation to provide services for tourists going to tourist attractions" ($\overline{X}$ =4.32 S.D =0.853); and "the booking system of the travel agency is simple and convenient" ($\overline{X}$ =4.31 S.D =0.849).

Table 4.6 The summary of mean, standard deviation of promotion

	$\overline{X}$	S.D	Opinion Level
1 Tourist information provided by travel agencies is easy to obtain	4.12	0.849	Agree
2 Provide sufficient online information about tourist attractions	4.01	1.033	Agree
3 The Lijiang Embassy in your hometown provides enough information about Lijiang tourist attractions	4.11	1.001	Agree

	$\overline{X}$	S.D	Opinion Level
4 Lijiang lacks brochures/booklets of Lijiang tourist attractions	4.31	0.85	Strongly Agree
5 The travel information provided by the media has enriched your understanding of Lijiang	4.21	0.856	Agree
Total	4.15	0.918	Agree

Table 4.6 manifests that overall Promotion is average at high ($\overline{X}$ =4.15 S.D =0.918). If considering the aspect in descending order, it manifests that "Lijiang lacks brochures/booklets of Lijiang tourist attractions" has the highest mean ($\overline{X}$ =4.31 S.D = 0.85), followed by "the travel information provided by the media has enriched your understanding of Lijiang" ($\overline{X}$ =4.21 S.D =0.856) and "tourist information provided by travel agencies is easy to obtain" ($\overline{X}$ =4.12 S. D =0.849).

Table 4.7 The summary of mean, standard deviation of people

	$\overline{X}$	S.D	Opinion Level
1 Person who receives training to provide services	4.32	0.777	Strongly Agree
2 Adventure hiking and camping in the jungle are carried out by those who are proficient in the complex things in the jungle	4.31	0.898	Strongly Agree
3 Qualified and well-trained people interact with tourists	4.14	0.919	Agree
4 The service staff is very nice to tourists	3.98	0.931	Agree
5 The staff is good at establishing good relations with tourists based on friendship and respect	4.1	1.02	Agree
Total	4.17	0.909	Agree

Table 4.7 presents that overall, People are average high ($\overline{X}$ =4. 17 S.D =0.909). If considering the aspect in descending order, it exhibits that the "person who receives training to provide services" has the highest mean ($\overline{X}$ =4.32 S.D = 0.777), followed by "adventure hiking and camping in the jungle are carried out by those who are proficient in the complex things in the jungle" ($\overline{X}$ =4.31 S.D =0.898) and "qualified and well-trained people interact with tourists" ($\overline{X}$ = 4.14 S.D =0.919).

Table 4.8 The summary of mean, standard deviation of process

	$\bar{X}$	S.D	Opinion Level
1 Use standard procedures to provide services to tourists	4.41	0.849	Strongly Agree
2 Application of Information Technology in Tourism	4.21	0.867	Agree
3 Prepare a "flow chart" or "chart", which describes the steps and activities required to provide services to tourists	4.01	1.033	Agree
4 Lijiang fast ticket checking process	3.82	0.973	Agree
5 Booking in Lijiang Scenic Area, payment is very convenient	3.93	1.095	Agree
Total	4.07	0.963	Agree

Table 4.8 reveals that the overall Process is average at high ($\bar{X}$ =4.07 S.D =0.963). If considering the aspect in descending order, it reveals that "use standard procedures to provide services to tourists" has the highest mean ($\bar{X}$ =4.41 S.D =0.849), followed by "application of Information Technology in Tourism" ($\bar{X}$ =4.21 S.D =0.867) and "prepare a "flow chart" or "chart", which describes the steps and activities required to provide services to tourists ($\bar{X}$ = 4.01 S.D =1.033).

Table 4.9 The summary of mean, standard deviation of physical evidence

	$\bar{X}$	S.D	Opinion Level
1 Comfortable physical environment, furniture, and colors create a friendly atmosphere	4.2	0.818	Agree
2 Design Lijiang's facilities and layout to achieve specific marketing or image goals	4.16	0.803	Agree
3 Lijiang's environment makes me feel comfortable	4.07	0.852	Agree
4 Lijiang's high standards of security and safety procedures	4.23	0.913	Agree
5 The overall design of Lijiang tourist attractions attracted me	4.13	0.927	Agree
Total	4.16	0.862	Agree

Table 4.9 conveys that overall Physical Evidence is average at high ($\bar{X}$ =4.16 S.D =0.862). If considering the aspect in descending order, it conveys that "Lijiang's

high standards of security and safety procedures" has the highest mean ($\overline{X}$ =4.23 S.D =0.913), followed by a "comfortable physical environment, furniture, and colors that create a friendly atmosphere" ($\overline{X}$ =4.2 S.D =0.818) and "design Lijiang's facilities and layout to achieve specific marketing or image goals" ($\overline{X}$ = 4.16 S.D =0.803).

4.4 Tourist Satisfaction and Tourist Revisit Intention of Data Analysis in the Form of Mean and Standard Deviation, and Interpreted the Mean for each Criterion

Table 4.10 The summary of mean, standard deviation of satisfaction

	$\overline{X}$	S.D	Opinion Level
1 The tourist services provided by the archaeological site met your needs	4.42	0.787	Strongly Agree
2 Your visit to Lijiang tourist attractions exceeded your expectations	4.31	0.849	Strongly Agree
3 The services provided by tourist attractions do not reach the required level	4.11	0.85	Agree
4 Compared with other tourist resorts, the archaeological site in Lijiang is different	4.32	0.853	Strongly Agree
5 The variety of services provided when you visit tourist attractions in Lijiang makes your stay in Lijiang longer	4.21	0.809	Agree
Total	4.27	0.829	Strongly Agree

Table 4.10 shows that overall Satisfaction is on average high ($\overline{X}$ =4.27 S.D =0.829). If considering the aspect in descending order, it shows that "the tourist services provided by the archaeological site met your needs" has the highest mean ($\overline{X}$ =4.42 S.D =0.787), followed by "compared with other tourist resorts, the archaeological site in Lijiang is different" ($\overline{X}$ =4.32 S.D =0.853) and "your visit to Lijiang tourist attractions exceeded your expectations" ($\overline{X}$ =4.31 S.D =0.849).

Table 4.11 The summary of mean, standard deviation of revisit intention

	$\overline{X}$	S.D	Opinion Level
1 Lijiang will be your first choice in the future	4.24	1.096	Strongly Agree
2 You will visit Lijiang again	4.31	0.831	Strongly Agree
3 You will revisit Lijiang soon	4.31	0.849	Strongly Agree
4 If you want to reach the destination again, you plan to visit Lijiang again	4.31	0.85	Strongly Agree
5 You will recommend your friends to travel with you to Lijiang again	4.32	0.853	Strongly Agree
Total	4.29	0.895	Strongly Agree

Table 4.11 presents that overall Revisit Intention is average at high ($\bar{\mathbf{X}}$ =4.29 S.D =0.895). If considering the aspect in descending order, it presents "you will recommend my friends to travel with you to Lijiang again" has the highest mean ($\bar{\mathbf{X}}$=4.32 S.D =0.853). It is followed by "you will revisit Lijiang," "you will revisit Lijiang soon," and "if you want to reach the destination again, you plan to revisit Lijiang" ($\bar{\mathbf{X}}$ =4.31 S.D =0.831 and 0.849 and 0.85) and "Lijiang will be your first choice in the future" ($\bar{\mathbf{X}}$ = 4.24 S. D =1.096).

4.5 Hypotheses Verification

On the "Survey on the Satisfaction of Scenic Spots in Lijiang" hypothesis test, the researcher used multi-disciplinary factor values (2 VIF is based) based on the product-moment correlation method. A preliminary analysis of the correlation between independent variables, utilizing the "Survey on the Satisfaction of Scenic Spots in Lijiang" hypothesis of multivariate regression analysis, think that specific independent variable factors are as follows:

H0: Tourism revisit rate does not influence tourists' return to scenic spots

H1: Tourism revisit rate has an impact on the return of tourists to scenic spots

The research results on the correlation between independent variables of the "Survey on the Satisfaction of Scenic Spots in Lijiang" are shown in Table 4.12.

Table 4.12 the research results on the correlation between independent variables of "Survey on the Satisfaction of Lijiang"

	Product Feature	Price Feature	Place Feature	Promotion Feature	People Feature	Process Feature	Physical Evidence	Purchase Intention	VIF
Product Feature	1								2.002
Price Feature	364**	1							1.875
Place Feature	0.027	0.041	1						1.068
Promotion Feature	0.065	397**	348**	1					1.782
People Feature	0.095	288**	0.015	260**	1				1.556
Process Feature	0.009	226**	0.02	107*	0.003	1			1.543
Physical Evidence	352**	161**	150**	115*	227**	122*	1		1.985
Purchase Intention	646**	537**	242**	406**	220**	230**	441**	1	2.244
Note: **P<0.01, *P<0.05									

Product, Price, Place, Promotion, People, Process Features, and Physical Evidence's relevant degrees are 0.646, 0.537, 0.242, 0.406, 0.220, 0.230, and 0.441, respectively. The study on the correlation between four independent variables shows that the factor value (VIF) is between.1.543 and 2.244, and its value is less than 10, indicating that there is no multi-disciplinary between independent variables.

The multiple regression coefficients of independent variables of "Survey on the Satisfaction of Scenic Spots in Lijiang" are shown in Table 4.13 below:

Table 4.13 Multiple regression analysis of product, price, place, promotion, process, people, and physical evidence influencing Chinese tourist satisfaction in Lijiang China

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	21.345	0.016	/	233.276	0.000
Product	0.181	0.04	0.217	4.545	0.000
Price	0.386	0.025	0.405	15.315	0.000
Place	0.113	0.031	0.138	3.688	0.000
Promotion	1.916	0.214	1.916	8.970	0.000
Process	0.085	0.016	0.085	5.302	0.000
People	0.129	0.027	0.129	4.724	0.000
Physical Evidence	0.919	0.018	0.931	50.462	0.000
R^2=0.532 , AdiR^2=0.528					
a. Dependent Variable: Tourist satisfaction					

Data from Table 4.13 was used to test the following hypotheses: Independent variable can predict Product (sig=0.000), Price (sig 0.000), Place (sig=0.000), Promotion (sig=0.000), Process (sig=0.000), People (sig=0.000), Physical Evidence (sig=0.000) can predict Chinese tourist satisfaction in Lijiang China significantly. Its decision coefficient value can reach 53%, equivalent to squared (R =0.532). According to the survey data of the above multiple regression coefficients, the prediction equation can be written as:

Y (Chinese tourist satisfaction) = 21.345 + 0.181 (Product) + 0.386 (Price) + 0.113(Place) + 1.916 (Promotion) + 0.085 (Process) + 0.129 (People) + 0.919 (Physical Evidence)

From this equation:

Product has a significant positive impact on the return rate of tourist destinations, with a significance of 0.000 and a regression coefficient of 0.181.

Price has a significant positive impact on the return rate of tourist destinations, with a significance of 0.000 and a regression coefficient of 0.386.

Place has a significant positive impact on the return rate of tourist destinations, with a significance of 0.000 and a regression coefficient of 0.113.

Promotion has a significant positive impact on the return rate of tourist destinations, with a significance of 0.000 and a regression coefficient of 1.916.

Process has a significant positive impact on the return rate of tourist destinations, with a significance of 0.000 and a regression coefficient of 0.085.

People has a significant positive impact on the return rate of tourist destinations, with a significance of 0.000 and a regression coefficient of 0.129.

Physical Evidence has a significant positive impact on the return rate of tourist destinations, with a significance of 0.000 and a regression coefficient of 0.919.

CHAPTER 5

CONCLUSION

This research topic is a "Survey on the Satisfaction of Scenic Spots in Lijiang, China," using the research method of quantitative research. The current study analyzed the demographics of a sample of 400 people, including gender, age, education, employment, and monthly income.

5.1 Survey summary

5.2 Presentation of results

5.3 Suggestions and opinions of this research

5.4 Suggestions and opinions on the following research subject

5.1 Survey Summary

5.1.1 Summary of basic information of research objects

The descriptive analysis of the demographic profile of the sample reveals that Hospitable Chinese people or those traveling in the Tropical zone are males (57.75%), between the age of 21 to 30 (41.5%), Education Level Bachelor (49.25%), and Enterprises (17.75%), and monthly income between 5,001 to 10,000 Yuan (47%), and Married (67%), living in a small city (58%).

5.1.2 Investigation and summary of opinions and information on influencing factors of tourism return rate

According to the collected information, the average value of influence satisfaction is relatively high. The highest is "compared with other tourist resorts, the jockey site in Tropical City is different" and "the variety of services provided when you visit tourist attractions in the morning of our primary school". Secondly, "the services provided by tourist attractions do not reach the required level", "your visit to tourist attractions exceeded your expectations", and "the tourist services provided by the archaeological site met your needs".

5.1.3 Investigation and summary of opinions and information on influencing factors of Tourist Revisit Intention

According to the collected information, the average value of influence satisfaction is relatively high. The highest is that "you will recommend your friends to travel with you again". Secondly, "you will visit again", and "if you want to reach the destination again, you plan to visit again". Finally, "it will be your first choice in the future".

5.1.4 Summary of hypothetical verification

According to the hypothesis verification result, Constant positively impacts Lijiang tourism. There is an independent variable factor (Y), equal to 53% ($R^2 =0.532$), and the most positive independent variable factor to investigate Lijiang satisfaction is Constant(B=21.345, P＜0.01), followed by Promotion(B=1.916, P＜0.01), Physical Evidence (B=0.919, P＜0.01), Price (B=0.386, P＜ 0.01).

5.2 Presentation of Results

The results show that marketing mix (7P's) positively affects customer satisfaction, and customer satisfaction positively affects customer revisit intention. The results were similar to other previous studies, in which Addmour and Ayish(2005) noted that product and location had a significant impact on the satisfaction and visitor loyalty of treatment tourism in Jordan. Selang(2013) pointed out that product and price had a significant impact on customer satisfaction of Shoulder Mall Fresh Mart Manado. Furthermore, Setiawardi et al.(2013) pointed out that promotions, processes, people, and physical evidence significantly impacted customer satisfaction at Darajat Pass Hot Water Park. All elements of the marketing mix, product, and promotion significantly impact visitor satisfaction. Moreover, Owomoyela et al. (2103) reveal that all marketing mix elements significantly impact customer satisfaction. Fornell(1992) believed that the more satisfied customers were with the service they received, the more inclined they were to conduct favorable behaviors for service providers and the less willing they were to turn to other service providers for help.

This study also shows that customer satisfaction positively impacts customer revisit intention. This finding is consistent with the conclusions of other literature, such as Stauss et al.(2001), which shows that satisfaction is only a step towards the goal of a customer return visit, and the effect of a return visit increases with the increase of satisfaction. Gerpott et al.(2001) suggested treating customer return visits and satisfaction as different causal relationships. Rust and Subramanian(1992) linked quality to customer satisfaction and argued that it directly affected customer return visits and market share. Furthermore, Athanasopoulos(2000) discusses satisfaction as a prerequisite for customer revisit. Eriksson and Lofmarck Vaghult(2000) argue that revisiting customers is essential to developing business relationships that depend on satisfaction.

5.3 Suggestions and Opinions of this Research

This study provides a measurement tool for Lijiang tourism operators to evaluate the tourist experience in Lijiang. The research results are helpful for tourism operators to understand better the marketing mix in the Lijiang region, which is an integral part of developing effective marketing methods to improve customer satisfaction and return visit intention. This study suggests that understanding consumers' return intention contributes to the sustainable management of enterprises.

In order to attract and increase Chinese tourists to Lijiang, China, travel agencies in the tourism industry must take into account Chinese tourists' satisfaction with their products and services. The tourism sector must pay attention to all elements of the tourism marketing mix that have been studied by estimating the study sample members because of their importance and impact on the satisfaction of visitors to Lijiang. Tourism departments should focus on formulating and implementing marketing strategies according to the marketing and tourism mix elements that can make tourists satisfied and the ways for tourists to enter scenic spots in Lijiang. Strengthening the importance of tourism products as marketing and tourism mix elements influences tourists' satisfaction in Lijiang, China. Diversified tourism products are needed to attract more tourists and extend their stay. Attention needs to be paid to developing new promotional tools to provide tourists with information and formats about the tourist attractions in Lijiang, China, thereby increasing satisfaction. Try to connect local tourism products of Lijiang with those of neighboring cities to ensure that more cities are visited on the same flight. It is necessary to focus on young tourists and prepare tourism projects to satisfy them when visiting Lijiang tourist attractions.

In order to meet the needs of Chinese tourists, tourism activities in Lijiang should be actively participated in and have a feeling of welcome. By doing so, tourists satisfaction can be increased, thus encouraging Chinese tourists to come back and recommend them to their friends. On the other hand, the local tourism community must strive to create new and unforgettable experiences for visitors and build good relationships and interactions with visitors.

From the results of this study, the author found that Lijiang's diversity, natural beauty, and archaeology are attracting tourists. Reasonable and affordable travel prices are essential for tourists compared to neighboring countries. Therefore, travel agencies and tourism governments should focus on Lijiang's diversity and cost characteristics. Better access to tourist attractions is provided through better guidance, reservation systems, and improved transport networks. Adequate online information about tourist attractions should be provided. The Lijiang Embassy in my hometown should provide enough information about the scenic spots in Lijiang. Selection and training of service personnel to provide services. Staff should establish a good relationship with visitors based on friendship and respect. A "flow chart" or "chart" should also be prepared to describe the steps and activities required to provide the service to visitors. The facilities and layout of Lijiang should also be designed to achieve specific marketing or image objectives. Lijiang scenic spots should provide diversified services for tourists during their visit to make them stay longer in Lijiang.

5.4 Suggestions and Opinions of the Next Research Subject

5.4.1 Limitations of the study

This study has some limitations. Data collection in this study was conducted over a limited time and may not represent all periods. Another significant limitation of this

study was the sample size, which was very small and limited to Lijiang, China. The study on the satisfaction of Chinese tourists in Lijiang in different sample sizes and locations can provide valuable results for assessing the re-visit intention of Chinese tourists in Lijiang. In this study, nine variables, including product, price, location, promotion, process, people, material evidence, satisfaction, and revisit intention, were included to understand the behavior of tourists in Lijiang, China. Future research recommendations include other variables such as mood, memory, place attachment, and motivation, which are also crucial for understanding consumer behavior.

5.4.2 Quantitative analysis

This study adopts a questionnaire survey as the research tool for quantitative analysis, and the subsequent study may adopt a qualitative or qualitative research method. Data will be obtained from each research object or the research object's group to make the collected data more in-depth.

5.4.3 More recommendations

In the following research, interested researchers can add independent variable factors that may influence the research results to make the independent variable influencing factors of the research object more comprehensive.

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APPENDICES

Questionnaire
Part 1 Demographic Information

Please answer the following questions, which include variables, by marking " √ " in the space

1. Gender
☐ Male
☐ Female

2. Age
☐ Less than 20
☐ 21-30
☐ 31-40
☐ More than 40

3. Education level
☐ Lower than Bachelor's Degree
☐ Bachelor Degree
☐ Master Degree
☐ Doctor Degree

4. What is your approximate income in Baht?
☐ Lower than 5,000 Yuan
☐ 5,001 to 10,000 Yuan
☐ 10,001 to 15,000 Yuan
☐ More than 15,000 Yuan

5. Status
☐ single
☐ married
☐ Other

6. Hometown
☐ Big City
☐ Small City
☐ Rural area

7. What is your profession?
☐ Government officer
☐ Governmental enterprise
☐ Employees of private
☐ enterprises
☐ Students
☐ Freelance and entrepreneurs
☐ Unemployed
☐ Retired
☐ House-wife/Unemployed
☐ Other

Part 2: Customer's perception towards marketing mix

In the investigation of the second and third parts, we divided the scoring level into 5 levels, and the researcher defined each level as follows:
5 marks: The influencing factors are very important;
4 marks: The influencing factors are important;
3 marks: The influencing factors are relatively important;
2 marks: The influencing factors are generally important;
1 mark: The influencing factors are not important;

Questions	Very Important	Important	Relatively Important	Generally Important	Not Important
Product					
1 Lijiang has many tourist attractions					
2 You saw the tourist attractions in Lijiang are very attractive					
3 Lijiang's natural scenery attracts tourists					
4 Archaeological sites in Lijiang are very clean					
Price					

1 You found that the price of the tour to Lijiang suits me				
2 The price reflects the quality of the service provided				
3 Compared with neighboring countries, you think the price of travel to Lijiang is appropriate				
4 Hotel prices commensurate with your financial ability				
5 The price of services provided in tourist attractions is affordable				
6 You can accept the prices here				
Place				
1 The guidance materials provided to tourists by travel agencies are sufficient to enable tourists to enter tourist attractions				
2 The booking system of the travel agency is simple and convenient.				
3 Three tour guides fully meet the needs of tourists.				
4 There are sufficient means of transportation to provide services for				

tourists going to tourist attractions.					
5 There is enough transportation network to transfer from one place to another quickly					
Promotion					
1 Tourist information provided by travel agencies is easy to obtain.					
2 Provide sufficient online information about tourist attractions					
3 The Lijiang Embassy in your hometown provides enough information about Lijiang tourist attractions					
4 Lijiang lacks brochures/booklets of Lijiang tourist attractions.					
5 The travel information provided by the media has enriched your understanding of Lijiang.					
People					
1 Person who receives training to provide services					

2 Adventure hiking and camping in the jungle are carried out by those who are proficient in the complex things in the jungle.					
3 Qualified and well-trained people interact with tourists					
4 The service staff is very nice to tourists					
5 The staff is good at establishing good relations with tourists based on friendship and respect					
Process					
1 Use standard procedures to provide services to tourists					
2 Application of Information Technology in Tourism					
3 Prepare a "flow chart" or "chart", which describes the steps and activities required to provide services to tourists					
4 Lijiang fast ticket checking process					
5 Booking in Lijiang Scenic Area, payment is very convenient					
Physical evidence					

1 Comfortable physical environment, furniture, and colors create a friendly atmosphere					
2 Design Lijiang's facilities and layout to achieve specific marketing or image goals					
3 Lijiang's environment makes me feel comfortable					
4 Lijiang's high standards of security and safety procedures					
5 The overall design of Lijiang tourist attractions attracted me					

Part 3: Tourist Satisfaction

Tourist Satisfaction	Very Important	Important	Relatively Important	Generally Important	Not Important
1 The tourist services provided by the archaeological site met your needs					
2 Your visit to Lijiang tourist attractions exceeded your expectations					
3 The services provided by tourist attractions do not reach the required level.					

4 Compared with other tourist resorts, the archaeological site in Lijiang is different.					
5 The variety of services provided when you visit tourist attractions in Lijiang makes your stay in Lijiang longer					

Part 4: Tourist Revisit Intention

Tourist Revisit Intention	Very Important	Important	Relatively Important	Generally Important	Not Important
1 Lijiang will be your first choice in the future					
2 You will visit Lijiang again					
3 You will revisit Lijiang in the near future					
4 If you want to reach the destination again, you plan to visit Lijiang again					
5 You will recommend my friends to travel with you to Lijiang again					

BIOGRAPHY

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