A Study of the Influencing Factors of Chinese Tourists' Satisfaction with Thailand's Internet Celebrity Tourist Attractions

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Abstract

Background and Aim: After the current global epidemic are over, the tourism industry is crucial for many countries that rely on tourism as the backbone of their economies. Today, a large number of tourists will look for the so-called Internet celebrity attractions from short Internet videos to plan their tourism. This paper aimed (1) To investigate the impact of the infrastructure of internet celebrities on tourist satisfaction. (2) To investigate the impact of characteristics of Thai internet celebrities on tourist satisfaction in Thailand. (3) To investigate the impact of the service management of web celebrity scenic spots on tourist satisfaction in Thailand. And (4) To investigate the impact of the web celebrity elements of Thai scenic spots on service management and tourist satisfaction in Thailand.

Materials and Methods: This paper takes Thailand's Internet celebrity attractions as a sample to explore the factors affecting Chinese tourists' satisfaction with Thailand's Internet celebrity attractions. This study employs the survey method to gather data from 435 valid tourists through a questionnaire, and conduct statistics; the reliability and validity have reached the standard in terms of regression analysis.

Results: The infrastructure of Thailand's Internet celebrity attractions positively predicts tourist satisfaction. The Thai characteristics of attractions positively affect tourist satisfaction; furthermore, the service management of Thai Internet celebrity attractions positively affects tourist satisfaction, and Internet celebrity characteristics will interfere with the relationship between infrastructure prices, Thai characteristics, service management, and tourist satisfaction.

Conclusion: Now many webs celebrity scenic spots, due to a certain popularity, the number of tourists has increased sharply, resulting in a serious decline in the management and service level, resulting in the tourists feeling very poor service. It can be seen that the service of web celebrity scenic spots is a very important influencing factor for tourists.

Keywords: Thailand Tourism; Tourist Satisfaction; Internet Celebrity Features

Introduction

Now the world has entered the "post-epidemic" era, and Thailand's tourism industry is also recovering rapidly. How to quickly seize and restore the Thai tourism market after the epidemic is the top priority of the current Thai government. However, with Singapore, Vietnam, the Philippines, and other Southeast Asian countries gradually paying more attention to tourism, Thailand's tourism industry is also facing huge competitive pressure. With the rapid development of the Internet short video, "web celebrity" concept, almost all the business model and web celebrity, tourism is no exception, so web celebrity attractions arise at the historic moment, tourism bloggers to the public they feel beautiful interesting attractions, make web celebrity attractions by the attention of tourists and tourism market. The network has become the main position of the marketing and promotion of web celebrity scenic spots and has also become the main channel for tourists to obtain tourism information on the scenic spots. This study is based on the study of the tourist satisfaction of web celebrity scenic spots in Thailand, using the way to test the factors that can influence the web celebrity scenic spots through empirical research, and provides the theoretical basis and practical suggestions for building web celebrity scenic spots according to the research results.

Now in the post-epidemic era, Thailand's tourism is in the stage of full recovery, and the previous backlog of the world's tourism desire is bound to be retaliatorily satisfied at this stage. This paper by analyzing the characteristics of the status quo, you can know the basic situation of Thailand's web celebrity scenic spots, Thailand's web celebrity infrastructure, Thailand characteristics, service management, tourist satisfaction, and web celebrity attractions, at the same time to determine the size of the influence of tourist satisfaction factors respectively, I hope this paper can give the Thai web celebrity scenic spot management, or some other web celebrity elements of scenic spots, to enhance the tourist attractions tourist attraction and satisfaction.

Objectives

The author should adjust the research objectives following the research hypothesis and results as follows:

1. To investigate the impact of the infrastructure of internet celebrities on tourist satisfaction

2. To investigate the impact of characteristics of Thai internet celebrities on tourist satisfaction in Thailand.

3. To investigate the impact of the service management of web celebrity scenic spots on tourist satisfaction in Thailand.

4. To investigate the impact of the web celebrity elements of Thai scenic spots on service management and tourist satisfaction in Thailand.

Literature review

Tourist satisfaction is the standard for measuring customer satisfaction. For tourists, Pizam (1978) expanded the satisfaction of marketing to the satisfaction of tourists by modifying the definition and increasing the attributes of tourists. Because tourism belongs to the relaxed mood of tourists, the subjective component is higher, so there will be a more subjective and objective influence. Chen and Chen (2010) said that everyone's feelings are different, so satisfaction is also different. Expectation refers to the process of evaluating tourists in the decision process of their destination or tourist attractions. Experience refers to the process of evaluation after the actual trip. The satisfaction of tourists stems from the actual perceived performance of relevant tourism goods or services and the comparative differences expected before tourism activities. This difference is positive, and the actual perception is higher than travel expectations, meaning that tourists are satisfied. Pizam (1978) believes that tourist satisfaction refers to the comparison of tourists and on-site tourism experience at the early stage of tourism. If tourists are satisfied, they feel that the tourist attractions, services, and products have exceeded their expectations before they come. Li Zhihu (2003) said that if explained from the perspective of demand, when the tourist attractions can meet the needs of tourists so that tourists feel comfortable and sincere in the process of tourism, then it is satisfied. Wang, Zhang, Gu, and Zhen (2009) that tourists are consumers, just from the original purchase of services or products, transferred to buy spiritual experience, and said, spiritual pleasure, usually more abstract, tourists before travel, and the difference between the actual feelings, is to judge whether tourists spiritual meet, only actual greater than expected, is a satisfaction. Wang, Zhang, Gu, and Zhen (2009) that tourists are consumers, just from the original purchase of services or products, transferred to buy spiritual experience, and said, spiritual pleasure, usually more abstract, tourists before travel, and the difference between the actual feelings, is to judge whether tourists spiritual meet, only actual greater than expected, is a satisfaction.

There is no unified definition of the concept of "web celebrity", and the definition of different scholars is also quite close. Zhao Hua (2007) said that many netizens cannot hide their things in reality through the videos of professionals to hide their desires and attract the attention of the Internet. Xie Yingchun (2009) also said that web celebrities can spread text, pictures, or videos through the Internet to meet the needs of netizens for professional content, and get more attention from netizens. Ao Peng (2016) shows that web celebrities rely on the online platform, for their own reputation, to build their own brand, and to gain the attention of netizens.

Ao Peng (2016) said, For the so-called web celebrity, Can be identified as the Internet, The development of the current network and the development of mobile phone terminals, Everyone can publish some content through the Internet, including text, pictures, videos, etc., And the content that these groups spread on the web, After a series of fermentation, Get more and more audience watching and recognition, And pay attention to watch new content on the Internet, Become a group known by more people on the Internet, It is called web celebrity, They have their own core content, core team, The content they spread on the Internet is also usually more specialized. Web celebrity scenic spot is a new concept, and the academic circle has not yet formed a unified conclusion on the elaboration of this concept. Xu Xi (2019) believes that the so-called web celebrity scenic spot is a scenic spot that forms a

certain popularity and topic on the Internet after the continuous dissemination and publicity of the Internet, thus improving the desire of tourists to watch and achieving the purpose of attracting the number of tourists.

Theory of expected performance was originally proposed by Oliver (1980). According to the theory, in the process of tourists' tourism activities, the satisfaction of tourists stems from the actual perceived performance of related tourism goods or services and the comparative differences expected before the tourism activities. This difference is positive, and the actual perception is higher than travel expectations, meaning that tourists are satisfied. If the difference is negative, it means that the actual perception is lower than the travel expectation, so the tourists will complain. This theory uses a mathematical approach, using the expectation before tourists come to travel minus the perception after travel.

Research hypothesis and Methods

Bowen, David, Clarke and Jackie (2002) argue that the better the infrastructure of a tourist destination, the higher the tourist satisfaction, and there is a tendency to revisit the attraction or recommend it to others. In addition, Chinese scholars have made similar conclusions. For example, Wang Xinxin, Wang Yi, Guo Meng (2020) argue that the food level, public toilets, safety facilities, and attention facilities can affect the tourism experience of tourists, and the tourism experience can indirectly reflect the satisfaction of tourist attractions; Li Wanlian, the Wang Mei (2010) research on the facilities management of tourist attractions shows that too few toilets cannot meet the needs of tourists and affect the dissatisfaction of tourists. Liu Jiayi, Ge Xufeng, Chen Yuping (2017) through the study of traditional tribal heritage protection sites found that tourism public service infrastructure has the greatest impact on tourist satisfaction.

Therefore, after investigating the infrastructure of web celebrity attractions in Thailand, the following assumptions are proposed:

H1: The infrastructure of Internet celebrities in Thailand has a positive impact on tourist satisfaction

Tourists who come to Thailand are very interested in the experience of Thai characteristics. Compared with Chinese tourists traveling in China, tourists often want to experience different tourism feelings from China when they come to Thailand. Especially in Thailand, a tourist country with strong national characteristics and religious color, Thai boxing, Thai food, massage, elephants, various festivals, and other projects are all necessary experience projects for tourists after traveling to Thailand. This paper studies the analysis of tourist satisfaction with Thailand's web celebrity scenic spots, which is bound to take into account the influence in terms of Thai characteristics. Therefore, the following hypothesis is proposed.

H2: The Thai characteristics of Thai Internet celebrities have a positive impact on tourist satisfaction

Dong Guangzhi, Yang Fengying (2005), said the service management of scenic spot management is scenic area focus on projects, including the guide's service quality, staff service level, staff regulations

consciousness, and professional ethics, staff interpretation ability, staff service attitude, staff business level, staff emergency ability, staff abides by the contract. In terms of the tourist landscape, it is necessary to pay attention to the management of the above multiple aspects, especially the facilities that can be seen in the sight, as well as a basic function of the facilities needed by tourists, to ensure that all the facilities can meet the needs of tourists.

Therefore, in the influencing factors of tourist satisfaction in Thai web spots, service management is included in the model, and the following assumptions are made:

H3: The service management of web celebrity scenic spots in Thailand has a positive impact on tourist satisfaction

In recent years, with the publicity and publicity of various network platforms, video platforms, and tourism platforms, many relatively ordinary, later construction of tourist attractions, plus some characteristic scenic spots, with the method of network marketing, overnight popularity. With the explosion of fame, Although it will attract tourists to go sightseeing in large numbers, At the same time, because of the surge in the traffic of tourists, it will also bring a series of problems to the scenic spots, For example, there is no sign in the scenic spot, The tourists are overcrowded, There is even excessive cleaning personnel service, Unable to effectively clean up the garbage, Caused garbage piles and disorderly (Hua Jieying, MAO Qinyuan, 2020), thus it can be seen, Although the tourist attractions with web celebrity elements can attract a large number of tourists in a short time, the supporting facilities of the attractions may not necessarily satisfy the satisfaction of the tourists, Therefore, the web celebrity element may affect the adjustment effect between the tourist satisfaction factors.

Therefore, according to the web celebrity elements in scenic spots, this research makes the following assumptions:

H4a: Thai web celebrity elements on infrastructure and tourist satisfaction.

H4b: Thai web celebrity elements have a regulating effect between Thai characteristics and tourist satisfaction.

H4c: web celebrity elements of Thai scenic spots have a regulatory effect on service management and tourist satisfaction.

Results and Discussion

Descriptive statistical results

1Table 4. 1 Frequency Statistics of Population Background Variables (N=435)

Variable	Class	Frequency	Percentage
sex	man	205	47.2
	woman	230	52.8
age	Under 25	127	29.2
	25-30 Years old	163	37.4
	31-40 Years old	66	15.2
	41-50 Years old	41	9.4

Variable	Class	Frequency	Percentage
	Over 50 years old	38	8.7
marital status	married	141	32.4
	unmarried	294	67.6
educational status	Junior college and below	109	25.1
	undergraduate college	289	66.4
	Master's degree or above	37	8.5
Month Income	RMB 5,000 yuan and less	129	29.7
	5,001-10,000 yuan	218	50.1
	RMB 10,001 yuan and above	88	20.2
domicile	Local living	87	20.1
	Live in other places	348	79.9
Group number	0 people	107	24.6
	1-2 People	217	49.8
	3 people and above	111	25.5
Travel costs	Below the RMB 10,000 yuan	224	51.5
	RMB 10,000-20,000 yuan	152	34.9
	Over 20,000 yuan	59	13.6
Attendance number	One time	179	41.1
	2-3 Times	215	49.5
	4 times or more	41	9.5

Source: collation of this study

Trust level analysis

dimension	Number of questions	Cronbach's α
infrastructure	6	0.862
Thai characteristics	7	0.872
Service management	9	0.726
Net red elements	3	0.880
Tourist satisfaction	4	0.812

Source: collation of this study

Correlation analysis results

Table 4.8 The Pearson correlation matrix table

	infrastructure	Thai characteristics	Service management	Net red elements	Tourist satisfaction
infrastructure	1				
Thai characteristics	.546**	1			
Service management	.463**	.425**	1		
Net red elements	.277**	.265**	.175*	1	
Tourist satisfaction	.466**	.587**	.423**	.218**	1

Note: * * p <0.01

Multiple regression analysis

In this section, this study aims to verify whether the causal relationship between the infrastructure, Thai characteristics, and service management is established and whether the web celebrity elements will interfere with the relationship between infrastructure, Thai characteristics, service management, and tourist satisfaction. Therefore, with the help of regression analysis to verify the hypothesis proposed in this study, if the interaction between the independent variable and the regulatory variable has a significant effect on the dependent variable, it is proved to have a regulatory effect. The results are shown in Table 4.9:

Table 4.9 Summary Table of the regression analysis

		Depactor variable: tourist satisfaction		
		M 1 β	M 2 β	M 3 β
argument	infrastructure	.338**	.197**	.206**
	Thai characteristics	.167**	.185**	-.171*
	Service management	.393**	.126	.031
regulated variable	Net red elements		.426**	.199*
Interactive items	Web celebrity element, the infrastructure×			.070
	Web celebrity element, Thai characteristics×			.269**
	Web-red element, service management×			.137*
	VIF	≤3.004	≤3.013	≤3.123
	R^2	.208	.243	.391

	Depactor variable: tourist satisfaction		
	M 1	M 2	M 3
	β	β	β
Adj R^2	.169	.207	.348
F	4.776***	6.824***	6.795***

Note: * p <0.05; * * p <0.01; * * * p <0.001

Hypothesis Validation Summary

Table 4.10 Summary table of Study Hypotheses Results

Hypothesis	Bear fruit
H1: The infrastructure of Internet celebrities in Thailand has a positive impact on tourist satisfaction	Supported
H2: The Thai characteristics of Thai Internet celebrities have a positive impact on tourist satisfaction	Supported
H3: The service management of web celebrity scenic spots in Thailand has a positive impact on tourist satisfaction	Supported
H4a: Internet celebrity elements positively adjust the relationship between infrastructure and tourist satisfaction.	Not supported
H4b: web celebrity element, positively regulating the relationship between Thai characteristics and tourist satisfaction.	Supported
H4c: web celebrity element, which positively regulates the relationship between service management and tourist satisfaction.	Supported

Source: collation of this study

From the hypothesis results, we can see that in the regulation effect, the web celebrity element does not form a regulatory effect between the infrastructure of Thai web celebrity attractions and tourist satisfaction, assuming that H4a is not supported. As an emerging scenic spot element due to the rapid development of short videos, it is difficult to form a regulating effect on the satisfaction of tourists under the hardware condition of infrastructure. Therefore, in the infrastructure here, the regulatory role of Internet celebrity elements is not supported. The other two Thai features and service management will be affected by the adjustment of web celebrity elements.

Conclusion and Recommendations

The infrastructure of Internet celebrities in Thailand has a positive impact on tourist satisfaction. Through multiple linear regression analysis, it is found that the infrastructure evaluation ($\beta = 0.338$, p <0.001) has a significant positive impact on the satisfaction of tourists. It can be said that the infrastructure of web celebrity scenic spots in Thailand will directly affect the satisfaction of tourists who come to play.

The Characteristic evaluation of Thailand has a positive impact on tourist satisfaction, through multiple linear regression analysis, we found that Thai characteristics ($\beta = 0.167$, p <0.001) had a significant positive effect on tourist satisfaction. That is to say, tourists coming to Thailand pay some attention to whether the scenic spots have Thai characteristics, which can affect the satisfaction of tourists.

Service management evaluation has a positive impact on tourists' satisfaction. Through multiple linear regression analysis, it is found that the service management evaluation ($\beta = 0.393$, p <0.001) has a significant positive influence on the satisfaction of tourists, which shows that the higher the evaluation of the service management of web celebrity scenic spots in Thailand, the higher the satisfaction of tourists. Now many webs celebrity scenic spots, due to a certain popularity, the number of tourists has increased sharply, resulting in a serious decline in the management and service level, resulting in the tourists feeling very poor service. For example, "web celebrity shop big bully" frequently wear, tourists for the web celebrity attractions, have great expectations, so once received bad service, will certainly aggravate the dissatisfaction of tourists. It can be seen that the service of web celebrity scenic spots is a very important influencing factor for tourists.

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