Journal of Education and Educational Research
ISSN: 2957-9465 | Vol. 4, No. 3, 2023

Influencing Factors of Tourist Satisfaction on Tourism Development in Enshi under the Background of Rural Revitalization

-- Take Enshi Tujia Daughter City Scenic Spot as an Example

Li Chen [a, *], Xuegang Zhan [b]

Rattanakosin International College of Creative Entrepreneurship, Rajamangal University of Technology Rattanakosin, Nakhon Pathom 73170, Thailand

[a, *] chen.li@rmutr.ac.th, [b] lilisan666@ctbu.edu.cn

*** Corresponding author:** Li Chen (Email: chen.li@rmutr.ac.th)

Abstract: The study uses ACSI American Customer Satisfaction Index model to build a theoretical model of tourist satisfaction in Enshi rural tourism resort. Then, taking Tujia Daughter City in Enshi, Hubei Province as a case, the paper analyzes the relevant factors affecting tourist satisfaction and summarizes the relationship between the relevant variables. The empirical study adopted quantitative research method and online questionnaire survey. The data collected in the questionnaire survey were analyzed. This paper mainly adopts descriptive statistics, reliability, validity, factor analysis, correlation analysis, and regression analysis methods. Research has found that there is a significant positive relationship between tourists' satisfaction and their expectations, perceived quality, and perceived value. Customer satisfaction has a significant impact on customer loyalty. There is a significant positive correlation between tourism satisfaction and tourism complaints. To enhance the tourism experience and tourism experience of Enshi city, we should start from two aspects: enhancing the cultural connotation of the tourist destination and improving the surrounding environment of the tourist destination. At the same time, the government will also develop a shared tourism plan and increase efforts to preserve and repair ancient buildings.

Keywords: Rural Revitalization; Enshi Tourism Industry; Tourist Satisfaction Degree; ACSI Model.

1. Introduction

The report of the 19th National Congress of the Communist Party of China has placed before us the general program and general program for the work of agriculture, rural areas, and farmers in the new era of "rural revitalization". Following the basic principles of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent living, we will promote the development of rural industries, consolidate the foundation of rural economic development, continue to deepen rural reform, and orderly promote the construction of modern new rural areas. The tourism industry is a highly integrated, interrelated, and driving industry, playing a crucial role in the development of "rural revitalization"[1]. The development of the tourism industry plays a significant role in increasing farmers' income, optimizing rural industrial structure, protecting rural ecological environment, and promoting urban-rural integration and development. This has significant practical significance for promoting the development of China's rural industrial economy, improving the rural public service system, and improving the rural social management system.

Enshi Prefecture is the first ethnic region in China to be included in the "All-region tourism development pilot zone". On the one hand, Enshi has superior geographical and climatic environment, rich and diverse natural resources, and various ethnic cultures blend and develop here, forming a more prominent tourism industry advantage. At the same time, as Enshi Prefecture has built a large number of nature reserves and national wetlands, it is an extremely sensitive area to the ecological environment, so it is necessary to reduce environmental pollution caused by management as much as possible during development. The report of the 19th National Congress of the Communist Party of China has placed before us the general program and general program for the work of agriculture, rural areas, and farmers in the new era of "rural revitalization". Following the basic principles of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent living, we will promote the development of rural industries, consolidate the foundation of rural economic development, continue to deepen rural reform, and orderly promote the construction of modern new rural areas. The tourism industry is a highly integrated, interrelated, and driving industry, playing a crucial role in the development of "rural revitalization". The development of the tourism industry plays a significant role in increasing farmers' income, optimizing rural industrial structure, protecting rural ecological environment, and promoting urban-rural integration and development [2]. This has significant practical significance for promoting the development of China's rural industrial economy, improving the rural public service system, and improving the rural social management system. And put forward the corresponding management countermeasures. Therefore, this study chooses Enshi Tujia Daughter City scenic spot as a case study under the background of rural revitalization, discusses the impact of tourist satisfaction on the development of tourism in Enshi, and provides some feasible management suggestions based on numerous previous theories and empirical studies. The discussion of survey findings benefits from the specific practices of individuals and institutions and shows practical value. This study fills the theoretical gap and provides valuable analysis

and suggestions for the development of tourism in Enshi. The research objectives and questions of this paper are as follows:

(1) What factors will lead to Enshi tourists' satisfaction with their travel?

(2) What is the model of tourist satisfaction on Enshi's tourism intention?

(3) What policies and measures can this project propose for local governments, tourists, villagers and other relevant stakeholders?

2. Literature Review

2.1. Tourist Satisfaction

The report on customer satisfaction has been studied by foreign scholars earlier, and the customer satisfaction index has been studied comprehensively. Among them, the more perfect customer satisfaction index is Sweden. Compared with foreign countries, our research on customer satisfaction started relatively late. it established the Chinese customer satisfaction model after referring to the foreign customer satisfaction model. In addition, domestic researchers have also established the satisfaction evaluation index system of each industry according to the characteristics of each industry [3]. Four evaluation index systems such as "Enshi Daughter City", "self-drive tour", "World Heritage Attractions" and "Cultural innovation attractions" have been established and corresponding evaluation methods have been put forward. In the field of education, some scholars set up an evaluation model of the satisfaction index of secondary vocational students in China. Some scholars have established the student satisfaction model of graduate education in research-oriented universities through the study of university entrepreneurship. Some scholars in the service industry set up a customer satisfaction model of express delivery service based on the present situation of express delivery industry in China. Two models of exhibition service customers' retail perception and exhibition service quality evaluation have been established. Some scholars have discussed the customer satisfaction problem in hotel group buying [4]. However, there is little research on using the basic principles of ACSI to construct a model of customer satisfaction in tourism performances. Tourism performance art is the result of the integration of tourism and performance art. Its emergence has broken the traditional Chinese tourism mode of "day travel and night stay", greatly promoting the rapid development of China's tourism industry. However, with the rapid development of China's tourism industry, there are also many issues that need to be studied and studied. In this process, tourists are the biggest beneficiaries. This article takes "tourists' satisfaction with performing arts" as the starting point, and "tourists' evaluation of performing arts" as the starting point, exploring the problems faced by performing arts in performing arts, in order to provide suggestions for the sustainable development of performing arts.

2.2. ACSI Index Model

Abroad, in some developed countries, customer satisfaction theory has been further developed and has been more used. For example, by building some models to measure customer satisfaction, and use it as an indicator to measure the macroeconomic development of an industry [5]. Among them, the American Consumer Satisfaction Index (ACSI) stands out. This model contains 6 implicit variables: 6 implicit variables such as customer expectation, quality cognition, value cognition, customer satisfaction, complaint, loyalty, etc. 15 explicit variables and 9 related variables.

3. Theoretical Models and Assumptions

The ACSI model is used to establish the tourist satisfaction index system of Enshi Daughter City Scenic Spot, which is composed of 6 factors (such as: Tourist expectation, perception of quality, perception of value, satisfaction of tourists, complaints of tourists and loyalty of tourists (Figure 1). Complaints of tourists and loyalty of tourists [6]. Because these 6 variables are recessive variables and cannot be directly measured, they can only be directly observed and measured by converting recessive variables into dominant variables by means of questionnaire survey.

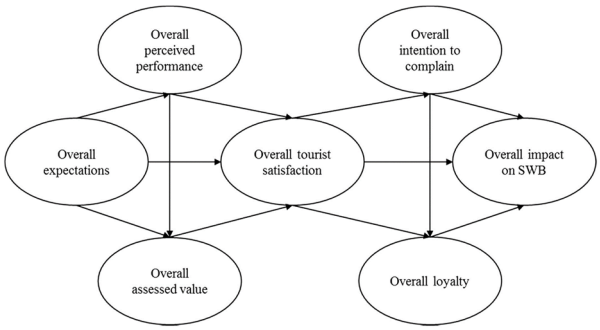

Fig 1. Enshi Daughter City tourist satisfaction index model

The ACSI model has four levels to adapt to it, and the evaluation of tourist attractions in Enshi Daughter City also has four levels. Among them, "Enshi Daughter City destination tourist Satisfaction Index" is the first-level indicator, the 6 hidden variables are the second-level indicators, the third-level indicators are the hidden variables and their corresponding measurement indicator groups, and the fourth-level indicators are the relevant questions on the questionnaire. The main content of this paper is quadratic exponent and cubic exponent. Because these 6 hidden variables cannot be measured directly in ACSI, in order to facilitate statistics, it refers to ACSI to convert these 6 hidden variables into 22 (Table 1), so as to achieve indirect measurement of hidden variables [7]. The reason why tourists have expectations for Enshi Daughter City Scenic Spot is that they will first have some knowledge of Enshi Daughter City Scenic Spot from the media before traveling, so they have certain expectations for Enshi Daughter City Scenic Spot, and this expectation is composed of two dominant factors, one is the overall expectation for Enshi Daughter City Scenic Spot, and the other is the demand for tourism commodities it can provide. Enshi "Daughter City" is a kind of tourist resort characterized by "convenient life". It contains 12 significant variables such as "convenience of life", "dietary characteristics", "protection of ancient buildings", "residents' life attitude" and "road signs". The perceived value of the destination of Enshi Daughter City refers to the real feeling of the tourists after considering the price and quality of the product, which mainly includes the perception of the total cost and total value of the tourism in Enshi Daughter City. "Tourist satisfaction" refers to the satisfaction of tourists on the tourism products or services provided by the tourists after visiting Enshi Daughter City, which can usually be divided into two significant variables: "overall satisfaction" and "relative to expected satisfaction". The "dissatisfaction" of the

tourists to the "Daughter City" scenic spot in Enshi is mainly manifested in two significant variables: "complaint" and "negative evaluation". Tourist loyalty is the possibility of tourists to visit Enshi Daughter City again, which is composed of two obvious variables: revisiting Enshi Daughter City and promoting Enshi Daughter City positively. Therefore, the following assumptions are made in this paper:

Table 1. Index system of tourist satisfaction index measurement model of Enshi Daughter City

primary index	Secondary index	Three-level index	Four-level index
Enshi Daughter City destination	Tourists expect ξ	The overall expectation of Enshi Daughter City X_1	Overall impression of Enshi Daughter City destination
		Expectations on the demand degree of tourism products in Enshi Daughter City X_2	Enshi daughter city destination tourism product demand expectations
Tourist satisfaction index	Perceived quality $\eta_1 1$	Convenient internal and external transportation Y_1	The characteristics of eating, living, traveling, shopping and other aspects of Enshi Daughter City destination perception
		Convenient accommodation Y_2	Quality perception of tourist order, route, instruction, service of practitioners and protection of ancient buildings in Enshi Daughter City
		Dining specialty Y_3	
		Shopping categories featured Y_4	
		The tour routes in the village are orderly Y_5	
		The road sign clearly indicates Y_6	
		Service level of employees Y_7	
		The protection degree of ancient buildings Y_8	Quality perception of health and safety in eating, living, travelling and shopping in Enshi Daughter City
		Health conditions in the village Y_9	
		Security in the village Y_{10}	
		Parking lot status Y_{11}	Quality perception of parking lot service
	Perceived value η_2	Residents' attitude Y_{12}	The attitude perception of residents towards tourists in Enshi Daughter City
		Perception of the total cost of travel Y_{13}	Satisfaction with the price paid and the perception of the total value obtained afterwards
		Perception of the total value of tourism Y_{14}	The degree of overall satisfaction with Enshi Daughter City destination and the comparison with expectations
	Tourist satisfaction η_3	Overall satisfaction Y_{15}	
		Satisfaction compared to expectations Y_{16}	
	Tourists complain η_4	Visitor complaint Y_{17}	Formal complaints and informal complaints
		Negative publicity for Enshi Daughter City Y_{18}	The possibility of revisiting the city and recommending the city to others
	Tourist loyalty η_5	Visit Enshi Daughter City Y_{19}	
		Promote Y_{20} positively to Enshi Daughter City	

H1: Tourist expectation has a significant positive impact on tourists' perceived quality.

H2: Tourist expectation has a significant positive impact on tourists' perceived value.

H3: Tourist expectation has a significant positive impact on tourist satisfaction.

H4: Perceived quality has a significant positive impact on tourists' perceived value.

H5: Perceived quality has a significant positive impact on tourist satisfaction.

H6: Perceived value has a significant positive impact on tourist satisfaction.

H7: Tourist satisfaction has a significant positive impact on tourist loyalty.

H8: Tourist satisfaction has a significant negative impact on tourist complaints.

H9: Tourist complaints have a significant negative impact on tourist loyalty.

In order to calculate the tourist satisfaction index of Enshi Daughter City, the structural equation can be used to derive its calculation formula. In general, the structural equation consists of two equations, that is, the measurement equation of exogenous variable and endogenous variable. With the help of ACSI model, the structural model formula of tourism satisfaction in the Enshi Daughter City scenic spot can be: $\eta=\beta\cdot\eta+\Gamma\cdot\xi+\zeta$, and the metric model formula can be $X=A_x\xi+\delta$; $Y=A_y\eta+\varepsilon$. In this formula, η refers to an endogenous hidden variable, while ξ refers to an exogenous hidden variable. Path coefficient matrix for internal and external factors β and γ. ζ is a residual vector, and X is a vector composed of an exogenous and an endogenous significant. Ax and Ay are the load matrix, δ and ε are the error vectors. According to the above indicators, the calculation method of tourist satisfaction in Enshi's "Daughter City" tourist attraction is calculated.

$$CSI=\{E[\eta]-Min[\eta]\}/\{Max[\eta]-Min[\eta]\}\times 100 \quad (1)$$

η represents the satisfaction, E[η] represents customer satisfaction, Min [η] and Max [η] represent the lowest and highest scores of customer satisfaction.

4. Data Source and Sample Analysis

4.1. Data Sources

This paper analyzes the three indexes of tourism evaluation of Enshi's "Daughter City Scenic Area", and combines the evaluation results of some experts based on ACSI model, the questionnaire is designed. This study is divided into three parts. This article is an "Overview of Tourism", which analyzes tourism time, types, sources, and quantities. The second aspect is on-site research, which extracts 6 hidden factors and converts them into a questionnaire, including expectations for residents of Enshi's "daughter city". product quality, service quality, tourist complaints, and subsequent tourist loyalty [8]. The third aspect is the demographic characteristics of the survey objects, mainly from the gender, age, income, education level and other aspects of analysis.

The survey adopts Likert 5-level order scale, and the satisfaction of the question measurement is from high to low as very satisfied, satisfied, general, dissatisfied and very dissatisfied respectively. The value of the measured tourism products is from high to low as very value, value, average, not worth and very not worth respectively. From high to low, the expectations of the measurement were exceeded a lot, exceeded, basically reached, not reached, and the corresponding values were 5,4,3,2,1. This questionnaire survey is mainly aimed at the tourists in Enshi's "Daughter City". Random sampling method is adopted for the tourists in Enshi's "Daughter City" during August 2022, October 2022 and January 2023. Then SPSS21.0 was used for statistics and statistics. Reliability analysis was carried out on 277 valid questionnaires collected so as to test the reliability and authenticity of the questionnaires. The most common is the CronbachAipha reliability coefficient, and the Aipha coefficient is between 0 and 1. If the reliability coefficient is above 0.8, it indicates that the reliability of the questionnaires is reliable [9]. The results of questionnaire surveys are more reliable. SPSS21.0 software was used to conduct internal consistency analysis on 277 valid questionnaires collected, and the CronbachAipha coefficient of the total volume table was obtained as 0.885 (Table 2 and table 3). The results show that the survey has a high credibility in the evaluation of Enshi's "Daughter City" tourist attractions.

Table 2. Reliability test of the total quantity table

cronbach alpha.	Number of terms
0.885	277

Table 3. Total Variance Explanation Table

Initial Eigenvalues	9.747	3.013	1.940	1.890	1.728	1.601	1.403	1.250	1.078
Initial Variance (%)	33.615	10.385	6.688	6.510	5.958	5.521	4.844	4.313	3.719
Initial Cum. Variance (%)	33.615	44.000	50.688	57.208	63.167	68.688	73.521	77.833	81.552
Initial Eigenvalues	3.993	2.549	2.538	2.504	2.458	2.436	2.427	2.380	2.365
Rotated Variance (%)	13.771	8.792	8.750	8.635	8.479	8.396	8.375	8.208	8.156
Rotated Cum. Variance (%)	13.771	22.563	31.313	39.948	48.427	56.823	65.188	73.396	81.552

4.2. Sample Analysis

Table 4. Basic information of survey samples

Category	Sample classification	frequency	Percentage /%
Sex	male	191	68.95%
	female	86	31.05%
Age	18 and 28	44	15.88%
	29-45	115	41.52%
	46-60	97	35.02%
	More than 61	21	7.58%
Educational level	Below junior high school	22	7.94%
	High school and technical secondary school	64	23.10%
	Undergraduate degree	130	46.93%
	Bachelor degree or above	61	22.02%
Number of Tours	once	206	74.37%
	twice	29	10.47%
	Three times	23	8.30%
	More than three times	19	6.86%
Travel time	Legal holidays	252	90.97%
	Non-legal holiday	25	9.03%
income	Less than 2000 yuan	33	11.91%
	2001 ~ 4000	95	34.30%
	4001 to 6000	97	35.02%
	More than 6001	52	18.77%
occupation	College student	57	20.58%
	Enterprise unit	81	29.24%
	Public institution	56	20.22%
	Freelance work	48	17.33%
	other	35	12.64%
Tourism-producing region	Qiliping area	130	46.93%
	Around Qiliping	96	34.66%
	Other areas of Enshi	33	11.91%
	Other provinces	18	6.50%
Tourism mode	Travel agency organization	42	15.16%
	self-driving tours	216	77.98%
	By passenger vehicle	19	6.86%

The research results of the first two stages are summarized in Table 4. The descriptive statistical analysis of the satisfaction scale is shown in Table 5. Table 6 is the reliability analysis table. In addition, through testing and statistics on the reliability of each potential variable in the questionnaire survey, the data shown in Table 7 is obtained. All potential variables are greater than 0.7, and some potential variables are more than 0.8, which indicates that all potential variables in this questionnaire have good internal reliability.

Table 5. Descriptive Statistical Analysis of Satisfaction Scale

Items	Items	N of samples	Min	Max	Mean	Std. Deviation	Kurtosis	Skewness	Median
perceived quality	infrastructure	277	1	5	3.581	1.218	-1.218	-0.417	3.820
	rural setting	277	1	5	3.604	1.206	-1.184	-0.368	3.820
	personnel service	277	1	5	3.626	1.166	-1.165	-0.300	3.820
	food experience	277	1.2	5	3.601	1.102	-1.161	-0.356	3.750
perceived value		277	1	5	3.501	1.132	-1.176	-0.067	3.472
tourist expectations		277	1	5	3.466	1.213	-1.272	-0.091	3.472
Tourist Satisfaction		277	1	5	3.555	1.118	-1.044	-0.300	3.820
tourist loyalty		277	1	5	3.423	1.198	-1.338	0.010	3.472
tourists complain		277	1	5	2.789	1.194	-1.238	0.100	2.778

Table 6. Reliability Analysis Table

Items	Items	Corrected Item-Total Correlation (CITC)	Cronbach Alpha if Item Deleted	Cronbach α
Quality perception	Infrastructure	0.765	0.854	0.885
		0.782	0.838	
	Countryside environment	0.789	0.839	0.888
		0.774	0.852	
		0.774	0.852	
	People services	0.78	0.828	0.882
		0.783	0.825	
		0.743	0.864	
	Gastronomic experience	0.767	0.927	0.905
		0.83	0.914	
		0.792	0.922	
		0.792	0.922	
		0.792	0.922	
Value perception		0.751	0.831	0.853
		0.753	0.83	
		0.759	0.824	
Travel consumer expections		0.788	0.864	0.848
		0.79	0.863	
		0.801	0.851	
Tourist satisfaction		0.736	0.814	0.842
		0.745	0.805	
		0.728	0.821	
Tourist loyalty		0.782	0.868	0.848
		0.793	0.858	
		0.802	0.85	
Tourist complain		0.793	0.854	0.844
		0.781	0.865	
		0.795	0.852	

Table 7. Reliability test of each latent variable

Latent variable	Observed variable	Standardize Cronbach alpha
Performing arts image	X1, X2	0.746
Customer expectation	Y1, Y2, Y3	0.751
Perceived quality	Y4, Y5, Y6, Y7, Y8, Y9, Y10	0.857
Perceived value	Y11, Y12	0.768
Customer satisfaction	Y13, Y14, Y15	0.798
Customer complaint	Y16, Y17, Y18	0.798
Customer loyalty	Y19, Y20	0.760

The validity of KMO test is mainly to evaluate the rationality of the survey items. It can be seen from Table 8 that the KMO statistic is 0.971, which exceeds 0.7. The P value of Bartlett spherical test method is 0.000, which indicates that the scale has good reliability and internal consistency, and is suitable for factor analysis.

Table 8. KMO and Bartlett tests

validity test		Value
KMO test		0.971
Artlett's sphericity test	2110.262	2110.262
	231.000	231.000
	0.000	0.000

Through the survey of Enshi Daughter City tourist attractions, it can be seen that most of the tourist attractions are men, and their education is relatively high, this is because Enshi Daughter City is a scenic spot with certain cultural characteristics, so for women, they are not interested. In addition, cultural scenery also requires a considerable degree of experience, so, among the surveyed tourists, 72.58% have a bachelor's degree or above. Nearly half (49.64%) of the interviewees are employees of enterprises, so (91.00%) they can only travel during holidays stipulated by the state. 20.69% of them are college students [10]. The reason is very simple. I happened to meet a school student who was sketching there. From the distribution characteristics of tourist destinations, 81.98% of tourists come from Qliping and the neighboring areas, 80.85% of people are one-time tourists, two or more tourists are very few, which indicates that the promotion of Enshi Daughter City tourism has not done a good job, many people have not realized the importance of Enshi Daughter City tourism.

SmartPLS3.0 software is used to conduct the path coefficient of tourism satisfaction for Daughter cities in karst areas (Table 9), and nine significant paths are obtained, two of which are the "value perception" of "daughter cities" and the "value perception" of "customer expectations". This is different from the previous hypothesis, which shows that the tourists' value judgment of their travel in the daughter city is not affected by the original subjective impression [11]. Therefore, the influence relationship between the image of the daughter city and the value cognition of the guests is a question worthy of our in-depth discussion.

Table 9. Significance test of path coefficients

NO	Path	Standardization coefficient	Critical ratio	Significance P
1	Customer expectation ← Performance image	0.800	7.750	***
2	Perceived Quality ← Customer expectations	0.948	9.177	***
3	Perceived Value ← Perceived quality	0.701	3.823	***
4	Perceived Value ← Customer expectation	0.292	1.354	0.201
5	Perceived Value ← Performing Arts image	0.245	2.771	0.083
6	Customer Satisfaction ← Perceived Value	0.359	3.021	0.003**
7	Customer Satisfaction ← Perceived Quality	0.475	3.500	***
8	Customer complaint ← Customer satisfaction	-0.285	-3.156	0.021*
9	Customer loyalty ← Performing Arts image	0.252	2.646	0.115
10	Customer Loyalty ← Customer Satisfaction	0.719	6.271	***
11	Customer Loyalty ← Customer complaints	-0.178	-2.615	0.125

4.3. Result Analysis

Table 10. Implicit and explicit indicators of tourist satisfaction

hidden variable	Exponential value	Explicit variable	Exponential value
Tourist expectation	80.41	X_1	79.89
		X_2	79.55
Perceived quality	71.19	Y1	70.01
		Y2	68.99
		Y3	70.94
		Y4	67.93
		Y5	74.74
		Y6	74.88
		Y7	65.89
		Y8	69.14
		Y9	69.66
		Y10	74.50
		Y11	73.04
		Y12	73.76
Perceived value	69.92	Y13	71.42
		Y14	69.10
Tourist satisfaction	65.88	Y15	66.94
		Y16	65.40
Tourists complain	69.56	Y17	71.20
		Y18	68.45
Tourist loyalty	66.89	Y19	66.85
		Y20	67.06

SmartPLS2.0 is used to calculate the method, and the correlation coefficient, load, weight, path coefficient and other parameters are obtained. Through the analysis of the average value and load index of each dominant indicator, the expression of the tourism satisfaction index of Enshi Daughtertown tourist attraction was obtained, and the tourism satisfaction index of Enshi Daughtertown tourist attraction was obtained through the analysis of different dominant indicators (Table 10). The path coefficients between all latent variables in the ACSI model were finally calculated, as shown in Figure 2.

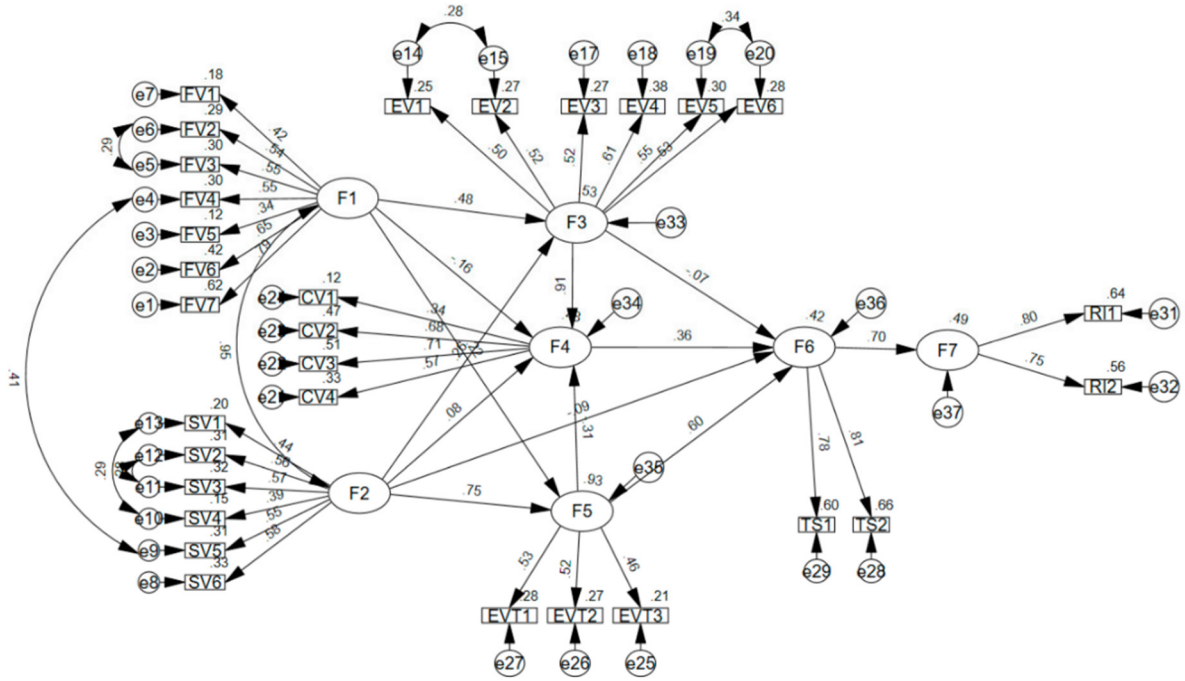

Fig 2. The structural relationship diagram of the tourist satisfaction model of Enshi Daughter City

Firstly, the expected tourism index of Enshi Daughter City is 80.41, and the overall expected index is 79.89; From this point of view, Enshi Daughter City is a very popular tourist attraction, one of the biggest reasons is that it is a gathering place of Tujia, plus it has national and provincial intangible cultural heritage, so there is a great demand for tourism here.

Secondly, the perceived value index of tourists is 69.92. Because the tour does not require tickets and the food price is not expensive, the perceived value of the total cost is relatively high [12]. Although the perceived value of consumers ranks second among the six hidden variables, the real feeling of consumers is influenced by excessive expectations, and the satisfaction degree of consumers' perceived value has declined. Therefore, the company should enhance the perceived value of consumers by improving the quality of goods.

Thirdly, the satisfaction of tourists to the travel experience is 71.19, among which the top three travel experience are: clear road guidance (Y6), well-ordered village travel routes (Y5), good parking lot (Y11), and all indicators are greater than 71. This shows that the overall planning and infrastructure of Enshi Daughter City are quite satisfactory, the road signs in the village are very clear, and the tourist routes are also very clear, but the satisfaction degree of tourists on catering, shopping, employee services, cultural relics preservation and other issues is poor, and it is urgent for the management department of Enshi Daughter City to make efforts on these issues.

Fourthly, the complaint index of tourists is 69.56, and the loyalty of tourists is 66.89, which indicates that there are more complaints after the end of the tour, because the gap between tourists' expectations and their real cognitive value is too large, and the real cognitive quality is not high, so many people will feel sorry after the tour. This requires Enshi "daughter city" to continue to innovate in the process of development in order to enhance its own brand image.

Fifthly, from the overall evaluation, the overall evaluation index of Enshi City is only 65.88, ranking the bottom in the overall evaluation of national tourism projects, indicating that tourists' satisfaction with Enshi Daughter City is very low, and high expectations are in sharp contrast to low satisfaction. Mainly due to the tourists to travel to see far from the heart expected as perfect, there is a feeling of loss. Therefore, the managers of Enshi Daughter City need to improve the price and quality of tourism products and services of Enshi Daughter City and strive to make tourists feel "value for money". Only in this way can the satisfaction of tourists be improved.

The results of the regression analysis are presented in Table 11. Through empirical analysis, the conclusion was drawn that there are 6 implicit and 22 explicit variables in the tourist satisfaction model of Enshi's "Daughter City Scenic Area". The research results indicate that firstly, there is a significant positive relationship between the satisfaction level of tourists and their expectations, perceived quality, and perceived value. Secondly, customer satisfaction has a positive impact on customer loyalty. Thirdly, the satisfaction level of tourists is inversely proportional to their level of complaint. It can be seen that in the future management of Enshi Daughter City, the quality of accommodation, transportation, entertainment and catering should be improved in order to reduce tourists' complaints and obtain high tourist satisfaction and repeat rate.

Table 11. Results of regression analysis

	Nonnormalized coefficient		Standardization coefficient	t	p	Collinearity diagnosis	
	B	Std. Error	Beta			VIF (collinearity)	tolerance
Constant	1.420	0.213	-	6.953	0.000**	-	-
Perceived quality	0.365	0.063	0.298	6.076	0.000**	1.274	0.851
Tourist expectation	0.246	0.048	0.264	5.370	0.000**	1.274	0.851
R 2	0.217						
Adj R 2	0.213						
F	F (2, 277)=54.982, p=0.000						
D-W value	2.075						
Dependent variable: perceived value							
Constant	1.781	0.231	-	8.021	0.000**	-	-
Perceived quality	0.230	0.068	0.191	3.572	0.001**	1.382	0.785
Perceived value	0.166	0.053	0.168	3.224	0.002**	1.316	0.825
Tourist expectation	0.126	0.051	0.136	2.574	0.014*	1.358	0.799
R 2	0.143						
Adj R 2	0.135						
F	F (3, 277)=22.010, p=0.000						
D-W value	1.885						
Dependent variable: tourist satisfaction							
Constant	3.875	0.190	-	21.258	0.000**	-	-
Tourist satisfaction	-0.319	0.053	-0.298	-6.249	0.000**	1.042	1.042
R 2	0.085						
Adj R 2	0.083						
F	F (1,277) =37.485, p=0.000						
D-W value	2.196						
Dependent variable: tourists complain							
Constant	3.436	0.261	-	13.678	0.000**	-	-
Tourist satisfaction	0.225	0.053	0.209	4.369	0.000**	1.134	0.956
Tourists complain	-0.292	0.050	-0.291	-6.054	0.000**	1.134	0.956
R 2	0.156						
Adj R 2	0.152						
F	F (2, 277) =37.061, p=0.000						
D-W value	1.973						
Dependent variable: tourist loyalty							
Constant	2.473	0.126	-	20.424	0.000**	-	-
Tourist expectation	0.340	0.035	0.445	9.884	0.000**	1.042	1.042
R 2	0.191						
Adj R 2	0.189						
F	F (1, 277)=93.793, p=0.000						
D-W value	2.152						
Dependent variable: perceived quality							

5. Conclusion

This topic takes Enshi Tujia Girl City scenic spot as the object, draws on the existing research results of Enshi tourists' satisfaction, and the evaluation methods and evaluation methods of tourists' satisfaction, and establishes an evaluation method of tourists' satisfaction in Enshi area. The existing studies can be tested by data collation, and the conclusions of each theory are correct. After the analysis and discussion of the data, it gets the following research results. Starting from the basic attributes of individuals, this paper analyzes the influence of residence, gender, age, education level, occupation and income on tourist satisfaction. In terms of tourists' perception, the perception expectations, quality, and value of Enshi Tujia Girls' City tourists have a positive impact on their perception, while perception expectations have a negative impact on their perception. In terms of ornamental value, there is also a significant positive correlation between ornamental value, ornamental value, and ornamental value.

References

[1] Fang Kun. Study on tourist satisfaction in Karst caves based on ACSI model: A case study of Yinyinyan in Guilin. Journal of Nanning Vocational and Technical College, Vol. 29(2021) No.4, p.76-83.

[2] Wu Baijun. A study on tourist satisfaction in ancient villages based on ACSI model: A case study of Lanzhai, "the hometown of Chinese Folk Art". Journal of Hunan Agricultural University, Vol. 17(2020) No. 5, p.63-68.

[3] Yue Xiangling, Pan Shu, Jiang Yin-Liang, et al. Research on tourist satisfaction based on ACSI model: A case study of free tour guide practice in Guilin City. Fortune Today, Vol. 4(2021) No.10, p.35-42.

[4] Fu Haixia. Study on tourist satisfaction in Xijindu Scenic Spot of Zhenjiang based on ACSI model. Tourism Overview (Second half), Vol. 315(2020) No.3, p.96-98.

[5] Tang Cancan. Empirical study on tourist satisfaction in Chimelong Ocean Kingdom of Zhuhai: Based on ACSI and ECSI models. Journal of Zhuhai Administration College, Party School of the CPC Zhuhai Municipal Committee, Vol. 4(2022) No.2, p.72-78.

[6] Shen Lingxia, Shi Pengfei, JIN Xiaomei. Research on user satisfaction of electronic Social Security card based on ACSI model -- taking Hangzhou as an example. Statistics and Management, Vol. 36(2021) No.2, p.72-77.

[7] Jiao Huifang, He Mei. User Satisfaction of wearable devices based on ACSI model: A case study of smartwatches. Mall Modernization, Vol. 1(2022) No. 9, p.53-58.

[8] Liang Hui, WANG Yuankun, LIU Mingxia. IPA analysis of tourists' perception of local food experience in tourist destinations: A case study of Enshi Prefecture, Hubei Province. Journal of Agriculture and Forestry Economics and Management, Vol. 15(2021) No. 3, p.82-88.

[9] Zhang Tie-Ming, TAN Yan-min. The improvement of sports tourism competitiveness in leisure tourism destinations: Based on tourists' perception perspective and taking mountain outdoor sports in Enshi Prefecture as an example. Journal of Central South University for Nationalities: Humanities and Social Sciences Edition, Vol. 40(2020) No.2, p.77-85.

[10] Jiao Shitai. Study on tourist satisfaction and its influencing factors in red tourist attractions. Journal of Northwest Normal University: Natural Science Edition, Vol. 48(2022) No. 5, p.65-74.

[11] Sun Feng, Wang Degen, Niu Yu. Influencing factors and innovation mechanism of tourist toilet construction from the perspective of ecological civilization: Based on tourists' satisfaction perception. Progress in Geography, Vol. 7(2021) No. 6, p.12-14.

[12] Sang Zunan, Feng Shuxia, Shi Pengfei, et al. Perception of tourist homestas based on IPA theory: Importance, satisfaction and difference: A case study of Enshi Prefecture, Hubei Province. Resource Development & Market, Vol. 34(2020) No. 7, p.69-74.