Amusement Quality, Tourist Satisfaction and Revisit Intention of Theme Park -- Guangzhou Chime-Long Paradise

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ABSTRACT

This paper combines interview, questionnaire survey and field investigation to obtain the data needed for the research. Finally, descriptive statistical analysis, paired sample T test, factor analysis, variance analysis, correlation analysis and regression analysis were carried out on the collected data using SPSS statistical analysis software to verify and modify the research model. The final conclusions are as follows:(1) the scale of theme park amusement quality includes theme atmosphere, amusement items and activities, service facilities, personnel performance, performance and other dimensions. (2) there is a significant difference between the expected quality of amusement before the visit and the actual perceived quality of amusement after the visit. The expected quality of amusement is significantly higher than the perceived quality of amusement. (3) the "perception-expectation" recreation quality has a positive effect on the satisfaction of tourists and their willingness to return. The actual post-tour "perceived" pleasure quality has a significant positive impact on the satisfaction of tourists and their willingness to return. The model constructed by substituting the "perception-expectation" pleasure quality with the actual post-tour perception has more explanatory power.Different demographic variables of tourists have significant differences in three aspects: recreation quality, tourist satisfaction and willingness to visit again

Keyword: Guangzhou Chime-Long Paradise, Amusement quality, Tourist satisfaction

INTRODUCTION

At present, many visitors are attracted by the amusement facilities of theme parks and come to spend money. However, the investment in the construction of amusement facilities in theme parks is due. If facilities are blindly added to attract tourists, operating costs will be increased to a certain extent. Moreover, the architecture, landscape and facilities of theme parks are very easy to be copied and imitated, so it is unreasonable to increase the life cycle of theme parks only by adding hardware investment. Only clear the root of the main factors influencing the service quality theme park, on the basis of the perfection, innovation, build the unique theme image, deepen the theme park amusement quality, improve tourist recreation satisfaction, this can effectively encourage tourists would like to revisit, this is the way of business in today's theme park. Therefore, it is very necessary to construct an appropriate evaluation mechanism for amusement satisfaction and quality of theme parks.

OBJECTIVE

The main purpose of this study includes the following aspects: to clarify the correlation between the pleasure quality and tourist satisfaction of Guangzhou Chime-Long Paradise, and on this basis to analyze the core elements that affect the pleasure quality and tourist satisfaction of Guangzhou Chime-Long Paradise. Construct a targeted index system to measure the quality of Guangzhou Chime-Long Paradise. Construct a basic framework to analyze the factors influencing tourists' participation and the influence of tourists' participation on their satisfaction. Provide a method to identify the willingness of tourists to participate in the construction and expansion of the target tourist market for Guangzhou Chime-Long Paradise to provide reference. Further study how to deepen the willingness and participation of tourists, on this basis to find effective measures to improve tourist satisfaction and service quality, and then provide reference for the industry.

RATIONAL

The purpose of this study was to explore the effect of amusement quality on the satisfaction and willingness of visitors to visit again. The theoretical basis of the study mainly includes tourist satisfaction and tourism experience theory. In the past studies, scholars have extensively discussed the influencing factors of tourist satisfaction and travel experience, and put

forward many theoretical models, among which the ACSI model proposed by Feinell is the most famous. This model regards tourists as a group of rational consumers with certain consumption experience, and believes that tourists themselves can correctly predict the effect after consumption. The ACSI model consists of three prerequisite variables (tourists' expectations, perceived quality and perceived value) and three outcome variables (tourists' satisfaction, complaints and loyalty). Under this theoretical framework, this study aims to build a research model about the satisfaction of tourists in Chimelong Paradise in Guangzhou.

In terms of methodology, this study uses the combination of interviews, questionnaires and field surveys to obtain the required data. Descriptive statistical analysis, paired sample T test, factor analysis, analysis of variance, correlation analysis and regression analysis were performed on the collected data to verify and modify the research model. These methods will help to deeply understand the impact of amusement quality on tourists' satisfaction and willingness to visit again, and provide theoretical support and practical guidance for future research.

LITERATURE REVIEW

American scholar Feinell proposed ACSI model in his research, which is the most widely used model of tourist satisfaction index at the present stage. Feinell regarded tourists as rational consumer groups with certain consumption experience, and tourists themselves can correctly predict the effects after consumption. This model includes three premise variables (tourists' expectation, perceived quality and perceived value) and three outcome variables (tourists' satisfaction, tourists' complaint and tourists' loyalty). Based on this model, this study can directionally construct a research model of tourists' satisfaction in Guangzhou Chime-Long Paradise.

In this study, the author adopts literature research method, empirical research method and quantitative analysis.

1. Literature research. The theoretical basis of this study is found on the basis of collecting and reading relevant literatures at home and abroad. Its method is mainly through the CNK1 China Knowledge network, Wanfang, VIP and other Chinese and Thai databases, Baidu, Google and other search engines, library and bookstore books and other ways to collect literature materials.

2. Empirical research method. Based on the actual situation of Guangzhou Chime-Long Paradise and the analysis of the influencing factors of tourists coming to Guangzhou Chime-Long Paradise, a questionnaire was formed on the satisfaction degree of tourists coming to Guangzhou Chime-Long Paradise under the guidance and design of the tutor. Questionnaire data were collected in field locations to obtain further information needed for the study.

3. Quantitative analysis. Statistical analysis software SPSS17.0 and MicrosoftExcel were used to process the valid data to further clarify the correlation between variables. These include: descriptive analysis, cross contingency table analysis, reliability analysis, correlation analysis and regression analysis.

METHODOLOGY

1. Population and Samples

The questionnaire survey was conducted among some tourists to Guangzhou Chime-Long Paradise from August 12, 2021 to December 7, 2021 based on simple random sampling through probability sampling method. A total of 450 questionnaires were issued and 413 were recovered with a recovery rate of 91.78%.

Excluding six invalid questionnaires, 407 were valid, with an effective rate of 98.55%.

2. Research Instrument

This research tool is based on the evaluation model of customer satisfaction and revisit intention. This research method mainly detects tourist satisfaction through six variables, including theme atmosphere, demography, performances, amusement projects and activities, employee performance and service equipment of Guangzhou Chime-Long Paradise. By measuring the difference between expectation and perception of the above variables, the author will further test the customer satisfaction of Guangzhou Chime-Long Paradise, and on this basis, identify the core factors in the variables. Finally, the influence and correlation between satisfaction degree and revisit intention are tested. The test results of this model as the leading, for Guangzhou Chime-Long Paradise marketing direction to provide a strong basis.

3. Variables and variable measurement

The ACSI model used in this study includes three premise variables, including perceived quality, tourism expectation and perceived value; The three results are tourist satisfaction, tourist complaint and tourist loyalty.

(1) Perceived quality: Perceived quality refers to tourists' true cognition of all elements of the amusement park. This study reflects the perceived quality through the satisfaction degree of tourists to each element.

(2) Tourism expectation: This study is reflected by tourists' perception of the importance of various elements in Guangzhou Chime-Long Paradise.

(3) Perceived value: The perceived value of this study is reflected in the reasonableness of the products, prices and spending in the recreation.

(4) Tourist satisfaction: Tourist satisfaction refers to the evaluation derived from tourists' interaction with the theme park after they visit Guangzhou Chime-Long Paradise. This study mainly reflects the satisfaction of tourists from the overall evaluation of Guangzhou Chime-Long Paradise.

(5) Tourist complaints: When the services and products of Guangzhou Chime-Long Paradise cannot meet the needs of tourists, tourists will complain, thus affecting the satisfaction of tourists. This study reflects tourists' complaints through complaint rate and negative word of mouth promotion

(6) Tourist loyalty: Tourist loyalty is reflected in the recommendation intention and repurchase intention of tourists. This study was conducted through re-visiting, recommending to people around, and word-of-mouth promotion to demonstrate visitor loyalty.

RESULT

The comprehensive demographic table shows the effective information of all samples in this survey

Table 1 demographic analysis

Variable	Option	Number of People	Percentage (%)
Gender	Man	218	53.6
	Woman	189	46.4
Age	20 years old and under	10	2.5
	21-30 years old	173	42.5
	31-40 years old	105	25.8
	41-50 years old	46	11.3
	Over 50 years old	73	17.9
	Below high school	63	15.5

Variable	Option	Number of People	Percentage (%)
Degree of Education	Technical secondary school	80	19.7
	Junior college / undergraduate	190	46.7
	Graduate and above	74	18.2
Occupation	civil servant	68	16.7
	student	91	22.4
	Self employed	33	8.1
	Enterprise staff	124	30.5
	Staff of public institutions	55	13.5
	professional	5	1.2
	other	31	7.6
Income	Under 1,000	64	15.7
	1001-2000	92	22.6
	2001-3000	120	29.5
	3001-5000	81	19.9
	Over 5,000	50	12.3

It can be seen from Table 2 that among the three items of theme atmosphere, "the fairy tale atmosphere created by architecture, landscaping, color, music and lighting" has a higher degree of satisfaction, while "the splendor and richness of theme activities held by Guangzhou Chime-Long Paradise " has a lower degree of satisfaction. Moreover, in the questionnaire survey, more tourists reported that they did not see relevant theme activities. In the dimension of amusement projects and activities in Guangzhou Chime-Long Paradise, there is an extreme phenomenon of tourist satisfaction.

Table 2 descriptive statistical analysis of amusement quality

Dimension	Item	Mean Value	Standard Deviation	Score Ranking
Theme Atmosphere	1. Guangzhou Chime-Long Paradise as a whole has a foreign atmosphere	3.57	0.65	9
	2. Children created by architecture, landscaping, color, music and lighting Talk about the atmosphere of the story	3.64	0.72	5

Dimension	Item	Mean Value	Standard Deviation	Score Ranking
	3. The wonderful and rich degree of the theme activities held	3.42	0.76	13
Amusement Projects and Activities	4. The fun of Guangzhou Chime-Long Paradise	3.59	0.75	7
	5. Excitement of Guangzhou Chime-Long Paradise	3.87	0.85	2
	6. Variety richness of amusement items in Guangzhou Chime-Long Paradise	3.54	0.80	10
	7. Safety of Guangzhou Chime-Long Paradise amusement project	4.13	0.69	1
	8. The advancement and novelty of Guangzhou Chime-Long Paradise amusement project	3.51	0.72	11
	9. Waiting time in line for Guangzhou Chime-Long Paradise amusement project	2.80	0.97	19
	10. Price rationality of Guangzhou Chime-Long Paradise amusement project	3.11	0.82	16
Performance	11. How wonderful the performance is	3.07	0.65	17
	12. The participation of tourists in the performance activities	3.06	0.75	18
Service Facilities	13. Shading and ventilation performance of queuing facilities	3.15	1.00	15
	14. Number and convenience of seats for tourists to rest	3.29	1.02	14
	15. Convenience of toilet and dustbin	3.59	1.00	8
	16. Clear and easy to understand guide signs	3.62	0.85	6
	17. Convenience of catering and shopping	3.50	0.93	12
Employee Performance	18. Employee service attitude and turnover	3.67	0.89	4
	19. Staff dress and appearance	3.82	0.83	3

Matching sample t-test of "perception expectation" gap of recreation quality: the pairing between two sample values of paired samples is one-to-one correspondence, and the two samples have the same capacity. From this concept, we can see that the two groups of samples of tourists' expectation before and actual

perception after the tour are two pairs of samples. One of the research hypotheses in this paper is that "there is a significant difference between the tourists' pre tour expectation and the actual perception of the quality of entertainment in Guangzhou Chime-Long Paradise ". To verify this hypothesis, we need to verify whether there is a significant difference between the two groups of paired samples of pre Tour expectation and post tour perception of Guangzhou Chime-Long Paradise. The method used is paired sample t-test.

According to the definition of research variables, the quality of recreation in Guangzhou Chime-Long Paradise is the gap between the actual perception after 19 tours and the corresponding expectation before 19 tours. After paired sample t-test, the specific results are as follows:

Table 3 paired sample t-test of amusement quality gap

Matching Items	Mean Difference	Standard Deviation	Significant p	Mean Sorting
1. Guangzhou Chime-Long Paradise park has a foreign atmosphere as a whole	-0.249	0.948	0.000	19
2. Architecture, landscape, color, music, lighting create a fairy tale atmosphere	-0.459	0.977	0.000	17
3. The splendor and richness of the theme activities held by Guangzhou Chime-Long Paradise park	-0.728	0.985	0.000	11
4. The fun of Guangzhou Chime-Long Paradise	-0.749	0.983	0.000	9
5. The thrill of Guangzhou Chime-Long Paradise amusement project	-0.470	1.014	0.000	16
6. Variety richness of amusement items in Guangzhou Chime-Long Paradise	-0.811	1.039	0.000	6
7. Safety of Guangzhou Chime-Long Paradise amusement project	-0.627	0.773	0.000	14
8. The advancement and novelty of Guangzhou Chime-Long Paradise amusement project	-0.822	0.936	0.000	5
9. Waiting time in line for Guangzhou Chime-Long Paradise amusement project	-1.491	1.350	0.000	1
10. Price rationality of Guangzhou Chime-Long Paradise amusement project	-1.133	1.197	0.000	2
11. How wonderful the performance is	-0.716	1.006	0.000	12

Matching Items	Mean Difference	Standard Deviation	Significant p	Mean Sorting
12. Participation of tourists in performance activities	-0.737	1.083	0.000	10
13. Shading and ventilation performance of queuing facilities	-1.133	1.260	0.000	3
14. Number and convenience of seats for tourists to rest	-1.030	1.232	0.000	4
15. Convenience of toilet and dustbin	-0.796	1.200	0.000	7
16. Clear and easy to understand guide signs of Guangzhou Chime-Long Paradise	-0.686	1.052	0.000	13
17. Convenience of catering and shopping	-0.506	1.156	0.000	15
18. Employee service attitude and efficiency	-0.790	1.065	0.000	8
19. Staff dress and appearance	-0.343	0.959	0.000	18

It can be seen from the negative mean value of the gap that there is a difference between the expected quality of recreation before and after the tour, and the actual perception level is less than the expected level, which indicates that the actual perception quality of recreation of Guangzhou Chime-Long Paradise does not reach the expected level. The significance level of all items in the table is 0.000, which is less than 0.05, that is, there is a significant difference between the expected quality and the actual perceived quality. Therefore, the hypothesis H1 "there is a significant difference between tourists' pre tour expectation and post tour actual perception of the quality of entertainment in Guangzhou Chime-Long Paradise " has been verified.

It can be seen from the table below that the distribution of tourist satisfaction of Guangzhou Chime-Long Paradise is mainly concentrated in the three options of "general", "satisfied" and "very satisfied", accounting for 95.1% of the total. The average satisfaction is 3.87, which is between "very dissatisfied" and "very satisfied", and is more inclined to be satisfied.

Table 4 descriptive analysis of satisfaction

Term	Door to door ratio%					Mean Value	Standard Deviation
	Very Dissatisfied	Dissatisfied	Commonly	Satisfied	Very Satisfied		
What's your overall satisfaction with Guangzhou Chime-Long Paradise this time	2.7	2.2	21.9	51.6	21.6	3.87	0.867

Table 5 analysis of tourists' expectation in the early stage of tour and satisfaction after tour

Investigation Contents	Pre tour Expectations			Actual Feeling After Swimming		
	Average	Standard Deviation	Sort	Average	Standard Deviation	Sort
1. Rich exotic atmosphere	3.41	0.497	15	4.62	0.495	2
2. The atmosphere created by the overall architecture, landscaping, color, music and lighting of Guangzhou Chime-Long Paradise	3.28	0.460	21	4.70	0.574	1
3. The splendor and richness of the activities held by Guangzhou Chime-Long Paradise	3.24	0.432	22	4.50	0.512	7
4. Guangzhou Chime-Long Paradise each place signs clear and easy to understand	3.15	0.546	23	4.41	0.513	14
5. Number and convenience of seats for tourists to rest	3.70	0.640	2	4.46	0.525	10
6. Convenience of toilet and dustbin	3.43	0.579	13	4.50		6
7. Price rationality of the whole project of Guangzhou Chime-Long Paradise	3.43	0.658	14	4.56	0.502	4
8. Richness of performance types	3.40	0.607	16	4.46	0.509	9
9. Safety of performance	3.44	0.696	U	4.44	0.695	11
10. The advancement and novelty of program performance	3.44	0.636	10	4.21	0.672	22
11. The participation of tourists in the performance activities	3.61	0.551	3	4.35	0.641	19

Investigation Contents	Pre tour Expectations			Actual Feeling After Swimming		
	Average	Standard Deviation	Sort	Average	Standard Deviation	Sort
12. On the rationality of the arrangement of the performance sequence	3.48	0.654	8	4.36	0.556	18
13. Fun and excitement of amusement	3.32	0.618	17	4.50	0.627	8
14. Variety richness of amusement items in Guangzhou Chime-Long Paradise	4.42	0.509	1	4.43	0.631	13
15. Safety of Guangzhou Chime-Long Paradise amusement project	3.57	0.586	5	4.43	0.565	12
16. Waiting time in line for Guangzhou Chime-Long Paradise amusement project	3.50	0.574	6	4.41	0.536	15
17. Rich food and taste of Chime-Long Paradise restaurant in Guangzhou	3.57	0.574	4	4.59	0.531	3
18. Service attitude and effectiveness of Guangzhou Chime-Long Paradise staff	3.43	0.565	12	4.55	0.523	5
19. Dress and appearance of Guangzhou Chime-Long Paradise	3.31	0.500	18	4.37	0.605	17
20. The richness of shopping paradise items in Guangzhou Chime-Long Paradise carnival	3.31	0.531	19	4.23	0.527	21
21. Convenience of shopping in shopping paradise of Guangzhou Chime-Long Paradise carnival	3.47	0.569	9	4.29	0.514	20
22. The rationality of shopping price in Carnival shopping paradise	3.30	0.556	20	4.40	0.524	16
Total average	3.46			4.43		

Through the comparison of the total average value between the tourists' expectation in the early stage of tour and their satisfaction after tour, it is concluded that the tourists' expectation is higher than the tourists' satisfaction, which indicates that there are still many areas to be improved in the operation of Guangzhou Chime-Long Paradise, so as to increase the tourists' satisfaction after tour.

Table 6 cross analysis of amusement quality

project		What's your overall satisfaction with Guangzhou Chime-Long Paradise this time										
		Very dissatisfied	%	Dis satisfied	%	Commonly	%	Satisfied	%	Satisfied	%	Total
Gender	Male	9	2.21	9	2.21	43	10.57	118	28.99	39	9.58	218
	Female	2	0.49	11	2.70	43	10.57	85	20.88	48	11.79	189
Age	Under 20 years old	1	0.25	2	0.49	2	0.49	5	1.23	0	0.00	!0
	21-30 years old	5	1.23	12	2.95	40	9.83	85	20.88	31	7.62	173
	31-40 years old	5	1.23	3	0.74	24	5.90	41	10.07	32	7.86	105
	41-50 years old	0	0.00	1	0.25	3	0.74	38	9.34	4	0.98	46
	Over 50 years old	0	0.00	2	0.49	17	4.18	34	8.35	20	4.91	73
Culture degree	Below junior high school	2	0.49	5	1.23	15	3.69	26	6.39	15	3.69	63
	Senior middle school / secondary school	1	0.25	3	0.74	19	4.67	43	10.57	14	3.44	80
	Junior College Physical Education	5	1.23	9	2.21	38	9.34	102	25.06	36	8.85	190
	Graduate and above	3	0.74	3	0.74	14	3.44	32	7.86	22	5.41	74
occupation	civil servant	5	1.23	3	0.74	15	3.69	26	6.39	19	4.67	68
	student	2	0.49	5	1.23	20	4.91	29	7.13	15	3.69	71
	Self employed	1	0.25	0	0.00	8	1.97	19	4.67	5	1.23	33
	Enterprise staff	0	0.00	6	1.47	13	3.19	58	14.25	15	3.69	92
	Staff of public institutions	1	0.25	4	0.98	11	2.70	37	9.09	15	3.69	68

project		What's your overall satisfaction with Guangzhou Chime-Long Paradise this time										
		Very dissatisfied	%	Dis satisfied	%	Commonly	%	Satisfied	%	Satisfied	%	Total
	White by professional	0	0.00	0	0.00	1	0.25	1	0.25	3	0.74	5
	other	2	0.49	2	0.49	18	4.42	33	8.11	15	3.69	70
income	Below 1000	3	0.74	5	1.23	10	2.46	24	5.90	10	2.46	52
	1001-2000	0	0.00	2	0.49	22	5.41	28	6.88	10	2.46	62
	2001-3000	1	0.25	6	1.47	27	6.63	61	14.99	28	6.88	123
	3001-5000	7	1.72	6	1.47	21	5.16	53	13.02	31	7.62	118
	Over 5000	0	0.00	1	0.25	6	1.47	37	9.09	X	1.97	52

From the above data, we can draw such conclusion that the main tourist groups (first-class market) who are happy to travel and enjoy the world in Chime-Long, Guangzhou, are mostly young people, with medium and high education, working in enterprises and institutions, with monthly income of more than 2000 yuan; Although the questionnaire does not involve the problems of family, students or the elderly market (secondary market), it can be seen that the family market occupies the main position in the actual survey process, and the student market is the second, while the silver market is few; For rural or international markets, we have not defined whether it is rural population.

Table 7 cross analysis of tourists' willingness to revisit the Guangzhou Chime-Long Paradise

project		After this experience, will you come to Guangzhou Chime-Long Paradise next time										
		I'm sure it won't	%	NO	%	Not necessarily	%	It might	%	I'm sure it will	%	Total
Gender	Male	67	16.46	83	20.39	41	10.07	26	6.39	1	0.25	218
	Female	70	17.20	45	11.06	58	14.25	14	3.44	2	0.49	189
Age	Under 20 years old	4	0.98	2	0.49	1	0.25	3	0.74	0	0.00	10
	21-30 years old	68	16.71	42	10.32	46	11.30	17	4.18	0	0.00	173
	31-40 years old	29	7.13	37	9.09	26	6.39	12	2.95	1	0.25	105
	41-50 years old	7	1.72	31	7.62	5	1.23	3	0.74	0	0.00	46
	Over 50 years old	29	7.13	16	3.93	21	5.16	5	1.23	2	0.49	73

project		After this experience, will you come to Guangzhou Chime-Long Paradise next time										
		I'm sure it won't	%	NO	%	Not necessarily	%	It might	%	I'm sure it will	%	Total
Culture degree	Below junior high school	18	4.42	16	3.93	20	4.91	8	1.97	1	0.25	63
	Senior middle school / secondary school	38	9.34	15	3.69	18	4.42	8	1.97	1	0.25	80
	Junior College Physical Education	62	15.23	78	19.16	36	8.85	13	3.9	1	0.25	190
	Graduate and above	19	4.67	19	4.67	25	6.14	11	2.70	0	0.00	74
occupation	civil servant	23	5.65	19	4.67	17	4.18	8	1.97	1	0.25	68
	student	19	4.67	16	3.93	27	6.63	9	2.21	0	0.00	71
	Self employed	10	2.46	12	2.95	8	1.97	3	0.74	0	0.00	33
	Enterprise staff	28	6.88	45	11.06	15	3.69	4	0.98	0	0.00	92
	Staff of public institutions	28	6.88	17	4.18	13	3.19	9	2.21	1	0.25	68
	White by professional	1	0.25	2	0.49	2	0.49	0	0.00	0	0.00	5
	other	28	6.88	17	4.18	17	4.18	7	1.72	1	0.25	70
income	Below 1000	15	3.69	10	2.46	18	4.42	9	2.21	0	0.00	52
	1001-2000	27	6.63	18	4.42	12	2.95	4	0.98	1	0.25	62
	2001-3000	53	13.02	30	7.37	34	8.35	5	1.23	1	0.25	123
	3001-5000	36	8.85	37	9.09	25	6.14	19	4.67	1	0.25	118
	Over 5000	6	1.47	33	8.11	10	2.46	3	0.74	0	0.00	52

Based on the above phenomenon, we can see that most of the consumers who visit Guangzhou Chime-Long Paradise are not willing to revisit.

DISCUSSION

There is a small gap between men and women. The main consumer groups are under 40 years old. The number of tourists with college / Bachelor degree is the most. The occupation of tourists is mainly enterprise staff. The income level of this consumer group is 2001-3000 yuan per month; The survey results show that 95.1% of the products and service quality of Guangzhou Chime-Long Paradise are basically satisfied; The proportion of tourists who are not willing to come back to Guangzhou Chime-Long Paradise is as high as 89.6%. According to the analysis of tourists' expectation in the early stage of tour and their satisfaction after tour, tourists' expectation of the richness of theme park projects is very high, and tourists' demand for the real experience of various theme park projects is also very high. Through the comparison of the average value between tourists' expectation in the early stage of tour and their satisfaction after tour, it is concluded that tourists' expectation is higher than tourists' satisfaction, which shows that tourists' expectation is higher than tourists' satisfaction, There are still many areas to be improved in the operation of Guangzhou Chime-Long Paradise in order to increase tourists' satisfaction and revisit rate.

Through the analysis of cross contingency table, the following two conclusions are drawn: the main tourists who visit and feel satisfied with Guangzhou Chime-Long Paradise, regardless of gender, are mostly young people with medium or high education background, working in enterprises and institutions, with a monthly income of more than 2000 yuan; Most of the consumers who visit Guangzhou Chime-Long Paradise are not willing to visit again.

Through market research, determine the target market, understand the basic characteristics of the market and analyze its motivation and demand is the premise of tourism activity project planning and marketing. In order to accurately position the target market of Guangzhou Chime-long paradise, we should first determine its true and reliable market attraction scope, and usually divide the market into primary source market, secondary source market and tertiary source market according to the source of customers. Only by fully mastering the characteristics of the tourism market can we effectively carry out market segmentation and put forward corresponding marketing strategies

According to the needs and characteristics of different market segments to plan the corresponding marketing mix is quite significant to strive for more repeat rate of tourists. For high-end, professional tourists should put the characteristics of tourists' needs in the primary goal of service, the whole trip should be treated with a higher standard, eat, drink and play each side of the blood should be unique, each side and strive to achieve the "star" standard. However, the general public does not have too much demand in these aspects, so the tour project in the theme park has become the focus of this kind of tourists. Different types of recreational activities should also be added to meet different needs of tourists, so that activities can not only meet professional tourists, but also enable the general public to get fun. Let every visitor can enjoy it

With the arrival of the era of "experience economy", tourists are no longer satisfied with the traditional form of "cursory tour", but pay more attention to leisure and tourism participation, hoping to experience the fun brought by tourism. According to the survey of guangzhou long lung happy world, we found that, to enhance the tourist experience of theme park (program performance of advanced, novelty, and shows the rationality of the arrangement)

can obtain from the following three aspects: enhance visitors enjoy acting experience, inspire tourist activity participation experience, guarantee that the facilities and service experience.

According to the survey data of this paper, in the process of visiting Guangzhou Chime-Long Paradise, the delicious food is also the content of concern. The cafeteria can accommodate 4000 people at the same time, the appearance is a magnificent water palace, in addition to the taste of authentic Chinese food, and Japanese food, Thai food, European and American food, etc., basic to meet the different catering needs of tourists. But in the survey questionnaire, visitors to the Guangzhou Chime-Long Paradise food service satisfaction is not high, the main problem is: the event is very big, every day such a crowd gathered activities, to guarantee the safety, hygiene and order in the hall is a bit harder, and to ensure the dining services thoughtful is not easy thing. Therefore, we must strengthen hall service personnel's quality training, from the employee's qualifications, level of education research, ability, personality, etc. That makes service seamless service, make the guests came to the restaurant feel warm friendly and competent professional without exception, which requires a high level of management,

and strict training, through the start from the intravenous drip, accumulate over a long period can reach to. At the same time, should also do a good job to improve the restaurant environmental health, personal hygiene and other aspects of the staff.

IMPLICATION

1. Theoretical significance:

(1) Deepening the research field of theme parks: This study focuses on the amusement quality of theme parks, visitor satisfaction and return visit intention, which is helpful to deepen the understanding of theme park operation management and visitor behavior. By constructing a multi-dimensional research model, the intrinsic mechanism and influencing factors of theme park visitor experience can be revealed more comprehensively, and the theoretical system of theme park research can be further enriched and improved.

(2) Expand the research perspective of tourist satisfaction: Traditional studies on tourist satisfaction mostly focus on factors such as service quality and tourist expectation, while this study explores the difference between tourists' actual perception and expectation of amusement quality in theme parks from the perspective of "perception-expectation", and how this difference

affects tourists' satisfaction and return intention. The expansion of this research perspective will help to understand the formation mechanism of tourist satisfaction more deeply, and provide new ideas for related theoretical research.

(3) Provide support for tourism management and marketing theories: Through empirical analysis, this study verified the relationship between tourists' perceived quality, satisfaction and return intention, providing strong empirical support for tourism management and marketing theories. The research results can help theme park managers develop more effective marketing strategies, improve visitor satisfaction and loyalty, and promote the sustainable development of theme parks.

2. Practical significance:

(1) Guiding the improvement of theme park service quality: This study reveals multiple dimensions of theme park amusement quality, including theme atmosphere, amusement projects and activities, service facilities, personnel performance, etc., and provides specific improvement directions for theme park managers. By optimizing these key elements, the perceived quality of tourists can be improved, and tourists' satisfaction and willingness to return will be enhanced.

(2) Optimization of tourist experience management: The research found that there is a significant difference between the tourists' expectations of amusement quality before visiting and the actual perception after visiting, which suggests that the managers of theme parks should pay attention to the management of tourists' expectations and form reasonable expectations of tourists through effective information communication and publicity. At the same time, we should also pay attention to the real-time feedback of tourists in the tour process, timely adjust the service strategy, and improve the tourist experience.

(3) Enhance the competitiveness of theme parks: By in-depth understanding of the factors affecting visitor satisfaction and return willingness, theme parks can develop more targeted marketing strategies to attract more potential visitors. At the same time, through continuous improvement of service quality and visitor experience, the brand image and reputation of the theme park can be enhanced, so as to stand out in the fierce market competition.

this study not only enriches the theoretical system of theme park research, but also provides useful guidance and suggestions for theme park management in practice, which has important theoretical and practical significance.

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