

## The Relationship Among Tourists' Perception, Experience Value and Revisit Intention of Xing'an Lingqu Ancient Town in Guilin, Guangxi

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### Abstract

This paper attempts to integrate tourists' authenticity perception, experience value and revisit intention into the same framework, and constructs a mechanical model of the influence of tourists' authenticity perception on experience value and revisit intention under the background of ancient town cultural tourism. In this paper, Xing'an ancient town in Guilin city, Guangxi Zhuang Autonomous Region, China is taken as an example, data are obtained through a questionnaire survey, and hypotheses are tested by structural equation model. The results show that: 1. there are significant differences in authenticity perception, experience revisit intention among tourists of different ages, educational backgrounds and occupations, 2. Scenic interpretation services can effectively improve the emotional value and social value of tourists, 3. Tourists' perception of authenticity has a significant positive impact on functional value, emotional value and social value, 4. Existential authenticity perception had a significant positive impact on revisit intention, while object authenticity perception had an indirect impact on revisit intention through the mediating role of functional value, emotional value and social value, 5. Functional value, emotional value and social value have a significant positive impact on revisit intention, 6. Functional value, emotional value and social value play a complete mediating role between object authenticity and revisiting intention, and play a partial mediating role between existential authenticity and revisiting intention. According to the research results, the corresponding countermeasures are put forward to improve the quality of tourists' experience, to realize the sustainable development of cultural tourism in ancient towns.

**Keyword:** Ancient town cultural tourism, Perception of authenticity, Revisit intention

## Introduction

The cultural tourism of ancient towns is the core competitiveness of tourism development, because the hearts of modern people find a spiritual and cultural destination here, and activate humanistic thought. However, unbalanced development and protection, excessive commercialization, and other problems, will bring inestimable huge losses to the ancient towns cultural tourism. Xing'an, a 2,500-year-old ancient town in Guilin, Guangxi Zhuang Autonomous Region, is crowded with tourists every day. The popularity of cultural tourism in ancient towns has brought tourism economic income and promoted the employment of residents. However, it has also brought problems to the ancient town. For example, a large number of tourist's flood into the ancient town, resulting in an amazing amount of garbage, some of which cannot be disposed of in time, damaging the environment of the ancient town. Excessive commercialization makes the ancient charm of ancient towns gradually disappear, which not only damages the precious resources of ancient towns, but also reduces the reputation of tourism of ancient towns. In the long run, the damage to the ancient town's cultural tourism is incalculable. How to improve the tourist

experience while protecting and utilizing resources is the primary problem to be solved in Xing'an Ancient town of Guilin, Guangxi. The discussion of authenticity is beneficial to the reasonable protection and development of ancient town resources. MacCormac proposed the theory of "staged authenticity", which provides a new idea for the protection and development of cultural resources. In his opinion, "backstage" is the real life of the host, and "foreground" is also the real packaging and display of their own culture to the tourists, which is a "stage reality". This helps to protect the "fragile" culture of the destination while satisfying the tourists' need for authenticity. Domestic scholars (Wang, 1999) and (Chanistha, 2021) put forward that the authenticity pursued by tourists is a subjective perception and has nothing to do with the object. He calls this "existential authenticity". Authenticity research can help ancient towns protect tourism resources, bring tourists a higher quality of tourism experience, and bring more income for ancient town tourism.

However, there are few articles about the unified framework of authenticity, experience value and willingness to revisit. Therefore, this paper takes tourists' experience value as an intermediary to explore the relationship between tourists' authenticity perception,

experience value and revisit intention. How to bring tourists a good travel experience, let tourists experience again. The development of tourism in ancient towns has left some problems, including how to deal with the relationship between the commercialization of ancient towns and resource protection, to prevent improper development of tourism resources in ancient towns, how to bring good experience to tourists and achieve sustainable use of tourism resources. The research of this paper has practical guiding significance for the tourism development of ancient towns.

## Objective

1. Compare the differences of tourists' perceived authenticity, experience value and revisit intention in different groups.
2. Analyze the impact mechanism of authenticity perception on tourists' revisit intention, and test the intermediary role of experience value between tourists' authenticity perception and revisit intention.

## Literature Review

According to a report (Wu & Su, 2015) taking Zhouzhuang Ancient Town as an example, under the guidance of the constructivism research paradigm, using the method of multiple discourse analysis, found that in different stages of the government's tourism development policy changes, the nature of developers, the thrust of media and authority, the attention of tourists and their attitude to culture, the value orientation and communication mode of indigenous residents under the influence of foreign people and other factors together construct the formation process of the vulnerability of the ancient town's cultural identity, put forward to reform the material and living environment and advocate rational communication and building a cultural community.

Guo Wen et al. (2015) believes that with the further development of tourism, Huishan ancient town will face the dual forms of traditional community and cultural landscape in local identity and digestion. Wu et al. (2015) found under the guidance of tourism, There were more lands in Zhouzhuang Ancient Town changing from the original agricultural and forestry land and other land use types to tourism, public management, industrial land and construction land, the land uses a

type of Zhouzhuang Ancient Town showed a trend of extending to the surrounding area with the core of ancient town scenic spot.

Jiang Zengguang et al. (2016) take Tongli ancient town in Suzhou as an example. By studying the residents' perception of space omnipotence and tourism impact, as well as their impact on residents' attitudes, they found residents gradually realized that local tourism development led to the change of their activity space, and put forward higher requirements for tourism benefits. In this regard, the author advocated that in terms of tourism development and more humanistic care should be given to residents.

## Conceptual Framework

This theory mainly reflects the purpose of tourists' consumption behavior from three aspects of psychology, emotion and spirit. The theory points out that need is a psychological state in which need is satisfied. It is mainly manifested as some

kind of demand and motivation based on people behavior. In the demand motivation behavior theory, many factors affect tourists' demand and motivation, such as cultural factors, economic factors, personal psychological factors and so on. In the stage of tourists' demand, motivation and behavior, they will collect and sort out relevant tourism information resources independently, and analyze and make decisions. Therefore, the formation and development of tourism behavior are closely related to tourism enterprises, including marketing strategies and activities. Moreover, there is an interactive relationship between tourists and tourism enterprises. For example, the marketing strategy formulated by enterprises is reasonable, and the designed products can meet the needs of tourists. Tourists will repeatedly purchase enterprise products, or form a publicity linkage effect, and constantly recommend the products to the surrounding friends, relatives or colleagues, to provide guarantees for the continuous circulation of tourism activities.

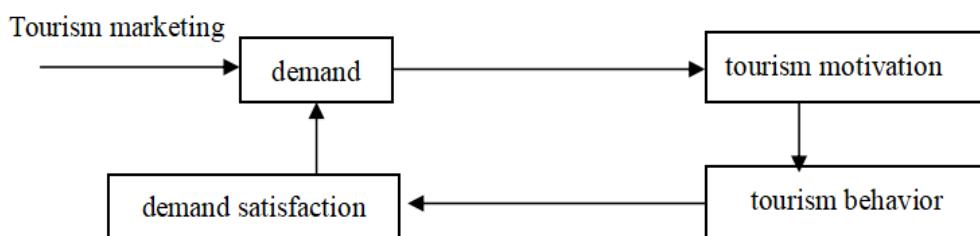


Figure 1 Conceptual Framework

According to the conceptual model and research hypothesis, combined with previous research, this paper puts forward the research model of tourists' real perception, experience value and revisit intention in ancient town tourism, as shown in Figure 2. In this study, authenticity

perception is divided into two dimensions: object authenticity and existential authenticity, and experience value is divided into four dimensions: functional value, emotional value, cognitive value and social value.

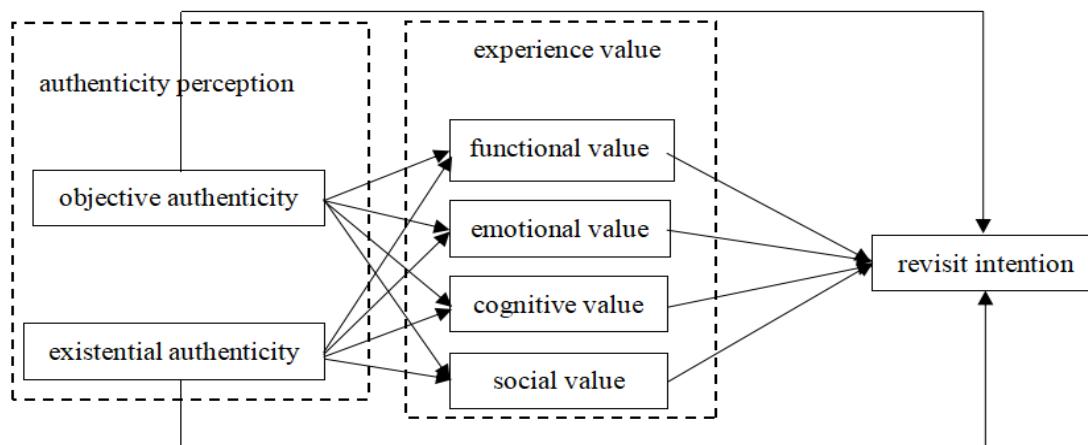


Figure 2 Research Model

## Research Methodology

### 1. Population and Samples

A total of 500 questionnaires were received through online questionnaire. By deleting

the questionnaires that took less than 60 seconds to answer and whose answers seeming random obviously, 416 were left, with an effective rate of 83%.

Table 1 Distribution table of demographic of research objects (n= 416)

| Variable | Sort                         | Number of People | Percentage of Population |
|----------|------------------------------|------------------|--------------------------|
| Gender   | Male                         | 205              | 49.30%                   |
|          | Female                       | 211              | 50.70%                   |
| Age      | <18                          | 22               | 5.30%                    |
|          | 18-25                        | 105              | 25.20%                   |
|          | 26-45                        | 217              | 52.20%                   |
|          | 46-60                        | 54               | 13.00%                   |
|          | >60                          | 18               | 4.30%                    |
|          | Junior high school and below | 24               | 5.80%                    |

| Variable                              | Sort                                      | Number of People | Percentage of Population |
|---------------------------------------|---|------------------|--------------------------|
| Education Background                  | High school or technical secondary school | 99               | 23.80%                   |
|                                       | Tertiary and Undergraduate                | 258              | 62.00%                   |
|                                       | Postgraduate or above                     | 35               | 8.40%                    |
| income                                | <1000                                     | 9                | 2.20%                    |
|                                       | 1001-3000                                 | 41               | 9.90%                    |
|                                       | 3001-6000                                 | 180              | 43.30%                   |
|                                       | 6001-10000                                | 139              | 33.40%                   |
|                                       | >10000                                    | 47               | 11.30%                   |
| Have he or she received guide service | Yes                                       | 291              | 70.00%                   |
|                                       | No  | 125              | 30.00%                   |
| How many times to visit               | The first time                            | 75               | 18.00%                   |
|                                       | The 2 ~ 4 times                           | 249              | 59.90%                   |
|                                       | More than four times                      | 92               | 22.10%                   |

## 2. Research Instrument

To test the validity of the questionnaire, it is necessary to conduct pre-testing before actual use. Undeclared predictive tests were used in this study so the respondents did not know they were predictive tests. The survey was conducted as if it were real. This type of prediction test allows for the selection of checks for analysis and the standardization of surveys.

It is difficult to say how many participants are involved in each prediction. A rule of thumb is a sample size of 25 to 75 for a large study. In *Making Health Communication Programs Work: A Planners'*

Guide

, a chapter on planning and forecasting tests says, in pre-tests, the sample size should be large enough, but we should also give confidence in a sample set of opinions. The typical target audience of 50 participants is regarded as a reasonable and sufficient sample size. According to the references in this study, the pre-test process of 50 participants will be obtained.

Confirmation of factor analysis will be used to test reliability and validity in this study. In confirmatory factor analysis, Cronbach's alpha is used to measure the reliability of two or more structural

indicators. In addition, in confirmatory factor analysis, the number of indicators helps us to verify the validity of the measurement model. For example, in confirmatory factor analysis, the factor loading latent variable should be greater than 0.7. Using the analysis software: IBMSPSS12.0, IBMAMOS.

### 3. SEM Analysis of Tourists' Authenticity, Experience Value and Revisit Intention

Seven latent variables are designed in this study. These are tourist's authenticity, experimental value, and revisit intention. Sense to authenticity is divided into two dimensions: authenticity of object and existential authenticity; experimental value is measured by the four dimensions: functional value, emotional value, cognitive value and social value. Revisit intention is a single dimension composed of three measurement items. There are 31 measuring items in total. This research adopts the AMOS21.0 statistical software to analyze. As shown in **Figure 3**, according to the needs of this study, a preliminary structural equation model is built. The structure shows CMID/DF = 2.671, RMSEA = 0.063, less than 0.08, PNFM = 738, PCFI = 0.824, all greater than 0.5, and IFI = 0.912, TLI = 0.902, CFI = 0.912, AGFI = 0.952; the values are greater than 0.9, indicating that the initial model fitting index is passed

basically. Secondly, according to the initial model analysis results (as shown in table 11), “revisit intention<—authenticity of objects”, “cognitive value<—authenticity of objects”, “cognitive value<—existential authenticity” and “Existential authenticity<—Existential authenticity” these four ways test results are not valid, and the P value is greater than 0.05, try to fix it by removing the four ways.

Table 2 The results of the initial way model analysis

| Assumed method |   | standardized regression coefficient | P value | Test results |
|----------------|---|-------------------------------------|---------|--------------|
| A1:            | A1: revisit intention ← objects authenticity    | 0.174                               | 0.156   | True         |
| A2:            | A2: revisit intention ← objects authenticity    | 0.409                               | ***     | True         |
| B1:            | B1: Functional value ← objects authenticity     | 0.721                               | ***     | True         |
| B2:            | B2: Emotional value ← objects authenticity      | 0.747                               | ***     | True         |
| B3:            | B3: Cognitive value ← objects authenticity      | -0.013                              | 0.818   | False        |
| B4:            | B4: Social value ← objects authenticity         | 0.422                               | ***     | True         |
| B5:            | B5: Functional value ← existential authenticity | 0.482                               | ***     | True         |
| B6:            | B6: Emotional value ← existential authenticity  | 0.283                               | ***     | True         |
| B7:            | B7: Cognitive value ← existential authenticity  | 0.073                               | 0.176   | False        |
| B8:            | B8: Social value ← existential authenticity     | 0.517                               | ***     | True         |
| C1:            | C1: revisit intention ← functional value        | 0.241                               | 0.028   | True         |
| C2:            | C2: revisit intention ← emotional value         | 0.345                               | ***     | True         |
| C3:            | C3: revisit intention ← cognitive value         | -0.041                              | 0.270   | False        |
| C4:            | C4: revisit intention ← social value            | 0.13                                | 0.024   | True         |

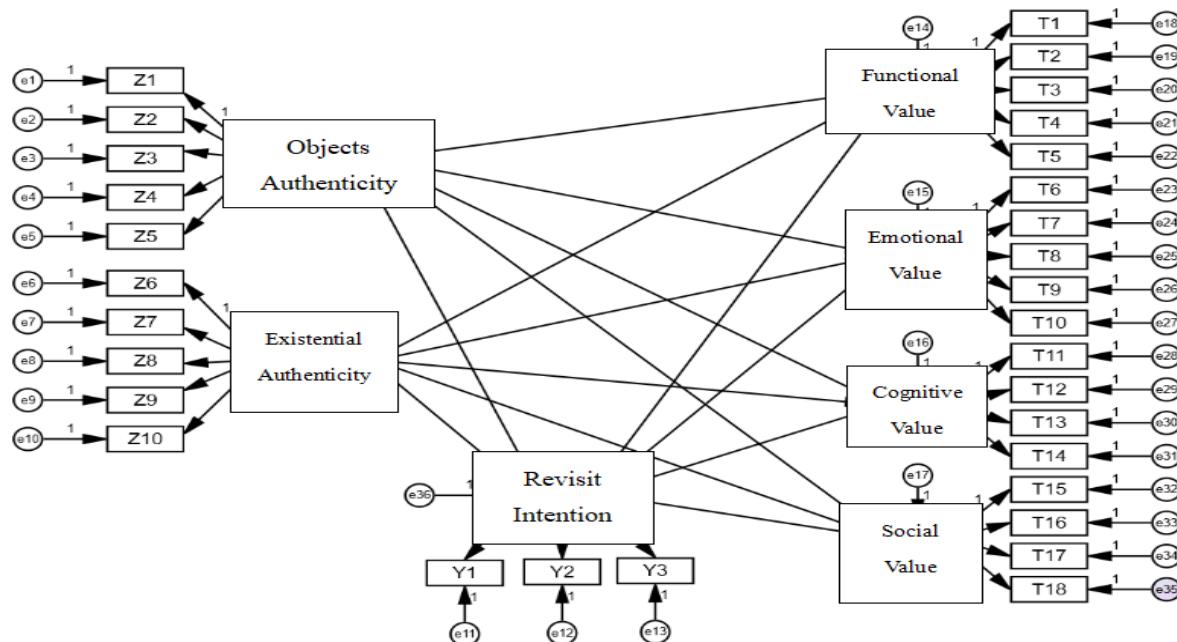


Figure 3 Preliminary test result model

CMIN/DF of the adjusted model = 3.257, close to 3, RMSEA = 0.074, less than 0.08, AGFI = 0.812, greater than 0.8, PNFI = 0.770, PCFI=0.804, all greater than 0.5, IFI = 0.900, TLI = 0.887, CFI= 0.899, close to 0.9.

In general, the fitting indexes of all terms

basically reach the standard, and the final model is shown in Figure 10. Compared with the expected hypothesis, all the others passed the test except AL, B3, B7 and C3.

Table 3 Final model analysis results

| Assumed method |   | standardized regression coefficient | P value | Test results |
|----------------|---|-------------------------------------|---------|--------------|
| A1:            | A1: revisit intention ← object authenticity     | -                                   | -       | False        |
| A2:            | A2: revisit intention ← object authenticity     | 0.357                               | ***     | True         |
| B1:            | B1: Functional value ← object authenticity      | 0.735                               | ***     | True         |
| B2:            | B2: Emotional value ← object authenticity       | 0.757                               | ***     | True         |
| B3:            | B3: Cognitive value ← object authenticity       | -                                   | -       | False        |
| B4:            | B4: Social value ← object authenticity          | 0.43                                | ***     | True         |
| B5:            | B5: Functional value ← existential authenticity | 0.47                                | ***     | True         |
| B6:            | B6: Emotional value ← existential authenticity  | 0.272                               | ***     | True         |
| B7:            | B7: Cognitive value ← existential authenticity  | -                                   | -       | False        |
| B8:            | B8: Social value ← existential authenticity     | 0.510                               | ***     | True         |
| C1:            | C1: revisit intention ← functional value        | 0.351                               | ***     | True         |
| C2:            | C2: revisit intention ← emotional value         | 0.400                               | ***     | True         |
| C3:            | C3: revisit intention ← cognitive value         | -                                   | -       | False        |
| C4:            | C4: revisit intention ← social value            | 0.141                               | 0.010   | True         |

## Results

This paper studies tourists' motivation, tourists' real sex appeal and tourists' willingness to visit again. Different age groups, education groups and occupation groups have highly significant differences in tourists' authenticity perception, experience value and revisit intention ( $P<0.01$ ). Providing explanation service of attractions can effectively enhance tourists' emotional value and social value; The tourists' sense to authenticity has a significant positive effect on functional value, emotional value and social value ( $P<0.001$ ); The sense to existential authenticity has a significant positive effect on revisit intention ( $P<0.001$ ), while the sense to authenticity of object has an indirect effect on revisit intention under the mediating effect of functional value, affective value and social value. Functional value, emotional value and social value has a significant positive effect on tourists' revisit intention ( $P<0.05$ ). Functional value, emotional value and social value play a complete role in mediating effect between the authenticity of object and revisit intention, and a partial role in mediating effect between existential authenticity and revisit intention.

The implication of the research can be summarized as follows:

1) Attaches great importance to the tourists' object authenticity. The research results of strengthening protection of resources show that the tourists' object authenticity in ancient towns has no significant effect on tourists' revisit intention, but can have an indirect effect on tourists' revisit intention through experience value. Therefore, it is particularly important to discuss how to enhance tourists' object authenticity for the tourism development of ancient towns. The lifestyle and other else of residents in ancient towns is an important experience of tourism objects (Chen Ruixia & Zhou Zhimin, 2018). In many places, ancient towns and villages will marginalize local residents or relocate all residents to other places for tourism development. Compared with these ancient towns, the biggest feature of Xing'an ancient town in Guilin, Guangxi is that both residents and tourists hang out together in the streets of the region. Many residents of the ancient town work in the local area, also development in here. The rich life atmosphere here retains many crafts and operas and so on which passed down from generation. Local people love to listen to opera, but also love to sing opera, an ancient stage has been set up in the ancient town for folk opera lovers to perform on stage. The ancient town also

retains the old city walls, ancient houses, ancient alleys, Wan' nian'tai stage (it means the stage has a long history) and so on. The unique charm of the it is to convey a sense of truth and novelty to tourists, which is also the fundamental reason for the enduring tourism development of Xing'an ancient town in Guilin, Guangxi. At present, with the development of tourism in Xing'an ancient town in Guilin, Guangxi, there has been a problem of too much commercialization, and some traditional culture in here has gradually gone bad because of blindly catering to the needs of tourists. There is also a lack of creativity in cultural exploration and development. In addition, the environment of the ancient town is being damaged. A large amount of rubbish produced by tourists and residents every day is disposed freely and much of rubbish in the periphery of the tourist center of the ancient town has not been disposed in time, which seriously damages the tourism image of the ancient town. In this regard, the government departments should continue to take effective measures to standardize the management and strengthen the protection of ancient town resources.

2. Attaches great importance to tourists' existential authenticity, and develop a creative experience of tourism products, now Xing'an ancient town

tourism in Guilin, Guangxi is only reflected in the sightseeing level, there are very few projects that can let tourists participate in, there are some activities often praised by tourists, such as ancient photography, opera performances and so on, as well as the bronze statues perform by professionals that often bring "unexpected surprises" to tourists. As an experiential way of cultural tourism, ancient town tourism should give play to its unique advantages and highlight its characteristic of "ancient". In the context of ancient towns, food, live, travel, tour, shopping, entertainment are concentrated in here, the area of the ancient town is not large, but carrying so many functions, how to make tourists have a more real and unique experience, it is necessary to deeply study the history of Xing'an ancient town in Guilin, Guangxi, explore the real culture and develop more creative tourism products. Xing'an and ancient have a long history, by tracing back the history of Xing'an, we can carry out professional development of activities that appeared in the streets in past time, such as "street performance", and developed more activities to interact with tourists, and then enhance the participation with them. In addition, according to the research results, the explanation of attractions can improve the experience value of tourists to a certain

extent. Therefore, it is necessary to expand the scope of explanation and train scenic spot interpreters regularly, to improve the professional level of interpreters and the tourism experience quality of tourists, so as to increase tourists' revisit intention.

3. From the experience value, the research results show that the tourists' experience value plays a very important role between the tourists' authenticity perception and their revisit intention. From the four dimensions of experience value, when developing the tourism resources of the ancient towns, combining the history and culture, and considering thoroughly whether the products can bring various levels of tourism experience to tourists or not. According to the research results, compared with tourists with low education, the higher have higher evaluation on the sense to authenticity.

Therefore, on the one hand, we should actively build the brand of ancient towns and promote marketing. On the other hand, we can use scientific and technological skills to enhance the tourists' authenticity perception, and cannot ignore the preferences of customers in the ancient town market, "make a cart behind closed doors (it means divorce oneself from the masses and from reality and act blindly)", thus we should provide tourism promotion to tourists, and to improve tourists' travel

quality. Through investigation, we know that most of the tourists travel to ancient towns in family units. Therefore, we can develop some tourism experience products of parent-child education based on the history and culture of the ancient towns. For example the "revitalization" of Xing'an Ancient Town Academy, it allows family members to play the role of teachers and students and read ancient books. Develop more "high quality" tourism experience products to enhance the tourism image of the ancient town.

On the surface of the research, government departments should continue to take effective measures to standardize management and strengthen the protection of ancient town resources. Attach importance to the authenticity of tourists' existence and develop tourism products with creative experience, such as ancient photography and opera performances, which often bring "unexpected surprises" to tourists. From the perspective of tourists' willingness to visit again, the research results show that, on the one hand, we should actively build the brand and promote marketing of ancient towns. On the other hand, scientific and technological means can be used to enhance tourists' perception of authenticity, and customers' preferences in the ancient town market cannot be

ignored. Therefore, we should carry out tourism publicity for tourists and improve their tourism quality. Through the survey, we know that the vast majority of tourists travel to the ancient town as a family. Therefore, we can develop some tourism experience products for parent-child education based on the history and culture of ancient towns. For example, xing 'an Ancient Town Academy "Zhenxing" allows family members to play the roles of teachers and students and read ancient books. Develop more "high-quality" tourism experience products to improve the tourism image of ancient towns.

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