

## Factors Affecting Tourist Satisfaction with Rural Tourism: A Case Study of Xiaomei Village in Hainan, China<sup>†</sup>

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### Abstract

Since the reform and opening up, China's rural tourism, as a new development model of agricultural and rural modernization, has become a new engine of economic growth in rural areas. As the direct payers of the tourism economy, the consumption tendency of tourists tend to directly affect the development of local rural tourism. This study aimed to investigate the tourist satisfaction of Xiaomei Village which is the one of the famous rural tourist destinations. Through the collection of documents, this study grasped the current status of research on local rural tourism development, studied the relevant concepts of tourist satisfaction measurement and conducted a measurement analysis. This study carried out a questionnaire survey, a total of 450 people were surveyed. According to the data collected, the study conducted 4 aspects of analysis, namely, basic information of the respondents, the reliability, descriptive analysis and regression analysis. The study found that personal conditions, tourist destination and social factors all affect tourist satisfaction. This study proposes that Xiaomei Village should provide tourism products according to the needs revealed by the tourist satisfaction survey in the process of rural tourism development.

**Keywords:** Rural tourism, Tourists, Satisfaction, Xiaomei Village

### Introduction

The strategy of rural revitalization is an important national strategy for China to enter the stage of building a moderately prosperous society in an all-round way, and rural tourism is an important direction and key to achieve rural revitalization. Rural tourism and rural revitalization is a major breakthrough to solve the "3 rural" problem. Rural tourism conforms to the strategic requirements of rural revitalization in terms of economy, society, ecology, culture and organization. Rural tourism is an important means and way of rural revitalization, and rural revitalization is the result and purpose of rural tourism development. The 2 complement each other, promote each other, and have a coupling relationship. Therefore, at the current stage of vigorously developing rural areas and agriculture in China, it is a theme of great practical significance to realize the rapid development of rural tourism in the context of rural revitalization. Therefore, on the basis of reading a lot of literature to understand rural tourism, the author conducted a questionnaire survey to investigate and analyze the tourist satisfaction in the rural tourism development model of Xiaomei Village. This study can effectively explore the current situation of local rural tourism development, analyze its existing problems, and ultimately provide feasible suggestions for the development of local rural tourism, attracting more tourists.

In his speech on the 30<sup>th</sup> anniversary of the founding of Hainan Province, General Secretary Xi Jinping once again mentioned that "we should implement the strategy of rural revitalization, give play to the climate advantages of tropical areas, strengthen and optimize efficient agriculture with tropical characteristics, build a national tropical modern agricultural base, further promote Hainan's brand of tropical agricultural products, develop rural tourism, and build boutique towns embodying tropical customs" (Xi, 2018). In the development of Hainan's national economy, tourism is the pillar industry of the economic development of

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Hainan. Rural tourism is not only a new form of modern tourism, but also a new way to transform the mode of agricultural development, adjust the agricultural structure, deeply develop the potential of agricultural resources, and increase farmers' income. According to the data released on the official website of Hainan Provincial Government, there are currently 81 rural tourism spots in Hainan Province. At the same time, in the rating of "rural tourism" in Hainan Province, Xiaomei Village, as a 4-level rural tourism spot in Hainan, is an immersive rural tourism destination based on the development of traditional Li culture. It drives the development of local economy through tourism, and has become the first demonstration site of "tourism + poverty alleviation".

According to the tourism report of Hainan Province, tourism is the pillar industry of Hainan. Although its overall tourism level is among the best in China, Hainan's rural tourism still has much room for improvement. Tourists are direct payers of tourism economy. Their consumption tendency often directly affects the development of local rural tourism. Therefore, a better understanding of tourists' expectations and satisfaction with local tourism in Xiaomei Village will play a crucial role in the future development of rural tourism. Among the 81 rural tourist attractions in Hainan, Xiaomei Village is a 4-level rural tourist attraction in Hainan, but the number of tourists has declined in recent years, and how to maintain sustainable competitiveness among similar tourist attractions is the key to the rural tourism development of Xiaomei Village. Finding out the problem, analyze the reasons, and finally provide targeted suggestions for the sustainable development of rural tourism in Xiaomei Village. In order to effectively obtain the tourist satisfaction of Xiaomei Village.

In recent years, the global tourism industry has been seriously affected by the epidemic. In order to provide better tourism services for tourists, we can see from the above analysis that more and more Chinese tourists tend to choose leisure rural tourism for vacation. Therefore, it is crucial to accurately grasp the demand of tourists for rural tourism development according to the survey of tourist demand. Based on the survey of tourists' satisfaction with Xiaomei Village's rural tourism, we analyze the factors that affect tourists' local tourism, and provide feasible development suggestions for the local government, tourism industry practitioners and other stakeholders in the future local tourism development through the survey information, so as to help Xiaomei Village strive to become a 5 coconut level rural tourism destination in Hainan Province.

## Literature review

### Rural tourism in Hainan, China

Industrial prosperity is the foundation of rural revitalization and the core of beautiful rural construction. As the only tropical island in China, Hainan's villages have unique advantages in tourism resources. In addition to the brand attraction of international tourism islands, rural tourism has become a "new engine" for rural revitalization in Hainan. The integration of agriculture and tourism and the integration of culture and tourism have become the planning ideas and inevitable ways for their healthy development.

"Green water and green mountains are golden mountains and silver mountains". According to his important instructions during General Secretary Xi Jinping's inspection in Hainan, Hainan has paid more and more attention to rural tourism construction in recent years. According to the statistics on the official website of Hainan Provincial Government, Hainan Province currently has 81 rural tourism demonstration sites. At the same time, Hainan Rural Tourism Cultural Festival is held in June every year to build a rural tourism development platform, and resources are linked to jointly help rural tourism development; it has also set up a rating system for rural tourism, which evaluates the achievements of rural tourism development every year. According to the work report of Hainan Provincial Government, as of June 2021, Hainan Province has evaluated 206 rural tourism spots, including 26 at level 5, 33 at level 4, 54 at level 3, 60 at level 2 and 33 at level 1. Among them, Xiaomei Village is currently a level 4 rural tourism spot. The purpose of this study is to provide suggestions for the tourism development of Xiaomei Village through the survey of tourists' satisfaction with local tourism, and jointly help the rural tourism of Xiaomei Village move forward to level 5.

## **Tourism satisfaction**

The tourism research in China is relatively late compared with that in foreign countries. In terms of the formation and understanding of the concept of tourist satisfaction, Chinese researchers mainly use the existing research results of foreign countries for reference to elaborate from the perspective of expectation theory. Description can be roughly expressed in 2 forms, one is qualitative description, the other is quantitative expression. In general, domestic researchers are basically based on the theory of expectation difference, using different research perspectives and various evaluation methods and paths, to obtain satisfaction results by comparing pre travel expectation (cognition) and post travel experience (perception).

### **The measurement of tourists' satisfaction**

Tourism scholars focus on the choice of measurement methods of tourists' satisfaction. Kozak (2001) comprehensively summarized the research direction of tourism satisfaction research methods, and discussed 4 research methods: Expectation-performance approach, importance-performance approach, denying approach and pure performance approach. Measurement scales mainly include the SERVQUAL (service quality), HOLSAT scale, and SERVPERF (service-performance) scale (Zhang, 2007).

According to the literature review, this study found that at present, the tourist satisfaction evaluation model and indicator system established by domestic and foreign scholars mainly refer to the ACSI model and CSI model. The models proposed according to the actual research background and purpose are different. Scholars often study the relationship between individual variables from the perspectives of perceived quality, perceived value, tourism destination image, tourism motivation, tourist loyalty and complaints. Referring to the theoretical basis and the differences of scholars' research on the measurement of tourist satisfaction, the measurement model of tourist satisfaction can be divided into: Satisfaction measurement model based on tourism motivation, satisfaction measurement model based on perceived performance theory (perceived quality, perceived value) and comprehensive measurement model based on tourist satisfaction of tourist destinations.

In the field of tourist satisfaction in rural tourism, there are few evaluation studies on tourist satisfaction, and the empirical research conclusions have limitations. On the basis of the ACSI model, (Li & Zhang, 2006) constructed the tourist satisfaction evaluation index system of the sightseeing agricultural park by integrating all elements and links of tourism. Taking Beidaihe sightseeing agricultural park as the research object, they evaluated the level of customer satisfaction. However, the evaluation index system has not been verified in practice and has certain limitations. Hu (2007) took the leisure orchard as the research object, and comprehensively evaluated the infrastructure, tourism activities, transportation, tourism services, scenic area capacity, tourism products and other variables of the orchard to build a tourist satisfaction evaluation index framework. However, orchard leisure tourism is only a type of rural tourism and cannot represent the overall rural tourism. Su and Huang (2009) believed that tourism satisfaction would be expressed in 2 dimensions; "hardware" and "software". Taking "6 elements of tourism" and "service quality" as indicators, they established an evaluation index system to analyze the rural tourism satisfaction of urban residents through empirical research. The satisfaction evaluation index system or questionnaire established by the above scholars has not been verified in actual research, so their universality is low. At the same time, the difference of research objects represents the difference of evaluation items. Therefore, in the study of tourist satisfaction in rural tourism areas, researchers need to scientifically and reasonably build an indicator system according to the actual situation.

Some scholars carried out empirical research on the evaluation of satisfaction level and put forward relevant suggestions on local tourism development, but such research is not systematic and has no practical theoretical significance. Zhang (2012) studied the tourism satisfaction and revisit intention of Xijiang Miao Village in Guizhou Province, and found that tourists are more satisfied with the local special diet and customs. She pointed out that the factors affecting satisfaction mainly include environment and infrastructure, sanitary conditions, catering and accommodation, business atmosphere, etc. Lin (2015) used IPA analysis method to evaluate the satisfaction of rural tourism tourists in a certain place in Fujian with 23 evaluation indicators in terms of catering, accommodation, transportation, service, environment, etc. Based on the field survey of rural tourism spots in 4 regions of Guangdong Province in 2013, (Zhou & He,

2016) carried out 2 aspects of satisfaction research. On the 1 hand, they studied the overall satisfaction of tourists in rural tourism; On the other hand, it analyzes the satisfaction of rural environment, support system, tourism attractions, tourism services and complaints.

### **Factors of tourists' satisfaction**

#### **1) Personal condition factors**

In terms of rural tourism motivation, (Devesa et al., 2009) analyzes tourism motivation and satisfaction of tourists in rural tourism destinations. The study found that there are different tourist motivations in a specific destination, and these motivations affect tourists' expectations, thus affecting their overall satisfaction. Therefore, it is necessary to conduct a more in-depth study of the relationship between these 2 concepts. Based on the motivation factors related to a rural destination in Spain, the study divides tourism motivation into: Tourists seeking peace, rest and contact with nature; Cultural tourists; Nearby food and natural tourists; and returning tourists. The results show that individuals' satisfaction with certain factors, activities and destination attributes depends on their travel motivation. On the other hand, although there is a clear relationship between motivation and satisfaction, when comparing satisfied and dissatisfied tourists, tourists' perceived quality has a sensitive impact on satisfaction, and has nothing to do with tourism motivation. At the same time, the research shows that personal character also determines tourist satisfaction to a certain extent. For example, some people are "general satisfiers". Research by Zhou Yang and He Junhong found that among rural tourists, tourism motivation affects satisfaction to varying degrees (Zhou & He, 2016).

In terms of tourists' expectations, at present, in the field of rural tourism, no scholar has actually verified the impact of tourists' expectations on satisfaction. Therefore, in this paper, tourists' expectations are included in the theoretical model framework. The following research will focus on the role of tourists' expectations in the development of rural tourism in Xiaomei Village.

In terms of tourists' personal conditions and qualities, Maestro and other scholars (2007) believe that tourists' personal attitudes have a positive impact on satisfaction through studying the relationship between personal attitudes and satisfaction of rural tourists. Based on the field survey of rural tourism spots in 4 regions of Guangdong Province, (Zhou & He, 2016) found that the gender of tourists has a significant positive impact on tourist satisfaction at the statistical level of 0.05, and women are more likely to have satisfaction with rural tourism than men. At the same time, the research shows that the degree of education of tourists will also affect satisfaction. The higher the degree of education, the higher the satisfaction. In addition, tourists' travel mode, economic level, travel experience and travel times also have a significant impact on satisfaction. According to (Lin, 2015), the degree of education, income and place of origin of tourists have a great impact on satisfaction. Tourists from different places have more comparative tourism experiences due to regional differences, but communication problems in the service process are easily caused by language and lifestyle problems.

#### **2) Tourist destination factors**

Based on the analysis of the concept of tourism destination and the research on the factors influencing the tourist satisfaction of tourism destination in this paper, in terms of the classification of destination supply factors, this paper classifies them into: tourism services, tourism attractions, and tourism facilities.

In tourism services, the service quality of tourism destinations and tourism enterprises is considered to be the key to distinguish service products and create competitive advantages in the service sector. The construction of tourism services and tourist satisfaction has been widely concerned in the tourism field, because providing high-quality services and ensuring tourist satisfaction are considered to be important factors affecting the success of the tourism industry. At the same time, the relationship between the service quality of tourist destinations and tourist satisfaction has been widely studied (Some researchers also studied the comparison of service quality and satisfaction standards, and provided different measurement standards of service quality and satisfaction (Ekinci & Chen, 2001). Based on the Fuzzy IPA method, (Tian, 2010) studied the influencing factors of tourist satisfaction in scenic spots. The research shows that the higher the service efficiency, service commitment, service behavior, service language, science and

technology simulation effect, project interest, route design, interpretation system and other services and products of the scenic spot, the higher the satisfaction of tourists.

In the research on tourism attractions and tourism facilities, (Zhou & Yang, 2016) used the binary logistic regression method to study the influencing factors of tourist satisfaction in rural tourism spots in Qingyuan, Shaoguan, Conghua and Heyuan of Guangdong Province. The research showed that the tourism environment, tourism support system, tourism attractions, tourism services and other factors of rural tourism destinations will significantly affect tourists' satisfaction.

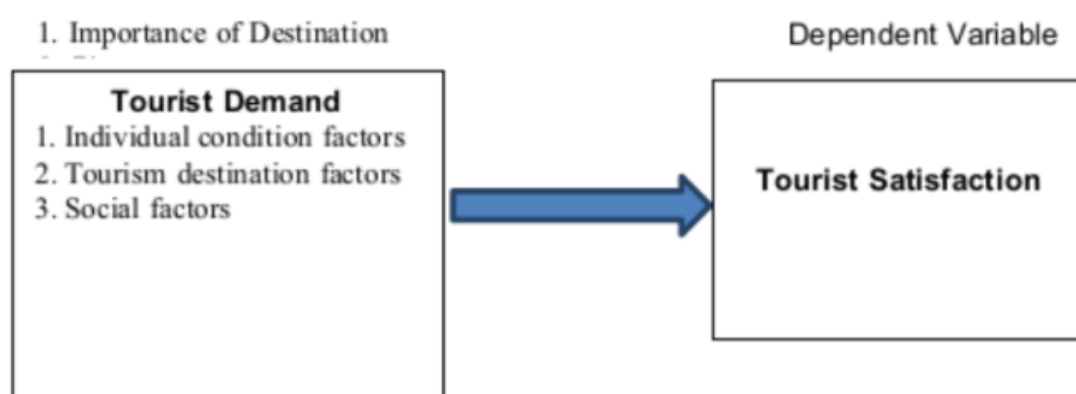
### 3) Social factors

The social factors in this study mainly include the surrounding environment, traffic, social environmental capacity, economic level, social stability, etc. of rural tourism destinations. Among them, economic level, social stability and other factors are difficult to quantify in empirical research, and the relationship is complex and changeable, so this paper will not do research. Through literature analysis, there is little research on the impact of social factors on tourist satisfaction at home and abroad, but social factors are also one of the factors affecting tourist satisfaction. When studying tourist satisfaction, (Li, 1999) introduced the social environmental capacity of tourist destinations into the influencing factors of tourist satisfaction.

Taking Yuanjia Village in Xianyang as an example, (Gong, 2017) carried out an empirical study on tourist satisfaction of rural tourism based on SEM, verifying that the surrounding environment of rural tourism destinations has a strong impact on tourist satisfaction. Based on the above analysis, the theoretical model of influencing factors of tourist satisfaction in this paper does not involve social factors.

## Conceptual framework and hypotheses

It can be seen from the above domestic and foreign studies that foreign scholars have carried out research on tourism participation earlier and the theory is relatively mature, while China mainly conducts practical verification research at different levels. In general, domestic and foreign scholars' research on tourist satisfaction shows that there are many levels of factors that affect tourists' satisfaction with tourist sites. However, there are few empirical studies on tourist perception, influencing factors of tourist satisfaction and the role of tourist satisfaction. Therefore, this study takes Xiaomei Village as the research object, deeply analyzes the relationship between tourist satisfaction and rural tourism construction, and proposes the following variables:



On this basis, the following hypotheses are proposed:

Hypothesis 1: There is a relationship between individual condition factors and tourist satisfaction.

Hypothesis 2: There is a relationship between tourism destination factors and tourist satisfaction.

Hypothesis 3: There is a relationship between social condition factors and tourist satisfaction.

## Methodology

### Research design and methodology

#### *Population and sample*

On this basis, according to the sample survey conducted by Krejcie and Morgan, this study selected tourists, local residents, tourism industry practitioners and the government of Xiaomei Village as the objects in the sampling process, and determined the sample size to be 450. In practice, this study analyzes the satisfaction of 450 questionnaires distributed by local residents, tourism industry practitioners, governments and tourists. All data were collected and 427 valid questionnaires were completed in December 2022, with an effective rate of 94.8 %. The questionnaire is valid.

#### *Data collection*

The researcher used questionnaire tools to collect information from respondents. The main content of this study is divided into 3 parts: Tourists' personal information, tourists' tourism information, tourists' expectations and tourists' perceived value. Among them, the personal information of tourists mainly includes the characteristics of tourists such as gender, age, occupation, education and monthly income. This paper studies the differences in the evaluation of tourists' individual characteristics on satisfaction; tourist information mainly includes: Travel purpose, understanding of home stay channels, travel mode, number of days of stay, willingness to revisit and other surveys; Tourists' expectations and tourists' perceptions. Through the scale, this study evaluates the expected scores before tourists' satisfaction and the scores of tourists' satisfaction after receiving services.

After completing the questionnaire design, the research mainly conducted the survey by filling in the questionnaire by the questionnaire star, input the questionnaire content into the questionnaire star website, and generate the questionnaire link and QR code. The questionnaire was sent to tourists, local residents, tourism industry practitioners, and the government in the form of questionnaire links and QR codes. That is, online survey was conducted on the satisfaction of rural tourism in Xiaomei Village through the Internet to collect complete data and collate the questionnaire. The questionnaire began on October 28, 2022 and ended on November 8, 2022.

#### *Questionnaire design and variable measurement*

Dickey (2016) believed that research design is a blueprint study. It involves the process of maximizing the control of all external factors that may affect the study. This study adopts a descriptive research design and a quantitative research design. According to Robinson (2019), survey is a data collection method. This paper uses the questionnaire method to investigate the selected sample of respondents and analyze the satisfaction of tourists in the rural tourism development model of Xiaomei Village.

Descriptive surveys analyze visitor satisfaction and report it to determine the development mode of rural tourism. In this study, researchers try to investigate the impact of tourist satisfaction on rural tourism development mode through obtaining concise information and deduction. In addition to the content analysis of interactive information, some studies use measurement methods to quantitatively evaluate the degree of interaction of related interests. In addition, the validity and reliability enable the study to further test by collecting the opinions of tourism experts and the measures taken after the evaluation results of the rural tourism development model by the relevant stakeholders, tourists, tourism practitioners and the government.

#### *Data analysis*

Data analysis is to make the unusable forms of research results and research topics become understandable units. The researcher collected all relevant data from the interviewees. These data were screened to eliminate any bias and non-response to the questionnaire to increase the accuracy of the findings. The filtered data were compiled into the Statistics Package of Social Science (SPSS). These data were collated and analyzed more directly according to the research questions. Therefore, this study used SPSS22.0 software to conduct basic information and descriptive statistical analysis, reliability and validity analysis, gap analysis, and regression analysis on the questionnaire data collected. The specific analysis method is as follows.

Basic information and descriptive statistical analysis: The study effectively analyzed the frequency, mean and standard deviation of the collected data.

**Table 1** Basic information of the respondents.

Indicator	Value	Frequency	Percentage	Valid percentage	Accumulative percentage
Gender	Male	167	39.11	39.11	39.11
	Female	260	60.88	60.88	100
Age	Under 18	8	1.8	1.8	1.8
	18 - 25	84	19.67	19.67	21.47
	26 - 35	167	39.11	39.11	60.58
	36 - 55	131	30.67	30.67	91.25
	Above 56	37	8.66	8.66	100
Occupation	Civil servant	5	1.17	1.17	1.17
	Government department	3	0.7	0.7	1.87
	Teacher	63	14.75	14.75	16.62
	Service personnel	92	21.54	21.54	38.16
	Student	34	7.96	7.96	46.12
	Freelancer	141	33.2	33.2	79.32
	Public institution	32	7.49	7.49	86.81
	Retired	31	7.25	7.25	94
	Other occupation	26	6	6	100
Education	Technical secondary school or lower	42	9.83	9.83	9.83
	Senior high school	82	19.20	19.20	29
	Associate college	102	23.88	23.88	52.88
	Undergraduate	156	36.53	36.53	89.41
	Postgraduate or above	45	10.59	10.59	100
Income	Less than 2,000 yuan	15	3.51	3.51	3.51
	2,001 - 3,000 yuan	123	28.8	28.8	32.31
	3,001 - 5,000 yuan	167	39.11	39.11	71.42
	5,001 - 8,000 yuan	95	22.24	22.24	93.66
	More than 8,100 yuan	27	6.32	6.34	100

Indicator	Value	Frequency	Percentage	Valid percentage	Accumulative percentage
How many days do you spend in this area	1 day	207	48.47	48.47	48.47
	2 days	169	39.57	39.57	88.1
	3 days or more	51	11.9	11.9	100
How many times have you been here?	The 1 <sup>st</sup> time	248	58.7	58.7	58.7
	The 2 <sup>nd</sup> time	83	19.43	19.43	78.13
	The 3 <sup>rd</sup> time	64	14.98	14.98	93
	The 4 <sup>th</sup> time or above	32	7	7	100
How do you travel?	Traveling with friends	237	55.50	55.50	55.50
	Travelling by myself	81	18.96	18.96	74.46
	Organized by the employer	22	5.15	5.15	79.61
	Package tour	87	20.37	20.37	100
What's your means of transportation?	Airplane	67	15.69	15.69	15.69
	High-speed train (bullet train)	73	17.9	17.9	33.59
	Train	23	5.38	5.38	38.97
	Car	259	60.65	60.65	99.62
	Other means	5	1	1	100
What's the acceptable price range in Xiaomei Village?	100 yuan or lower	34	7.96	7.96	7.96
	101~300 yuan	263	61.59	61.59	69.55
	301~500 yuan	63	14.75	14.75	84.3
	501~1000 yuan	52	12.17	12.17	96.47
	Over 1000 yuan	15	3.53	3.53	100
How did you learn about Xiaomei Village?	Recommendation of family and relatives	48	11.24	11.24	11.24
	Online booking platforms	271	63.46	63.46	74.7
	Travel agencies	14	3.27	3.27	77.97
	Other new media platforms	94	22	22	100
What are the prioritized factors you will consider first when	Price	51	11.94	11.94	11.94
	Environment	87	20.37	20.37	32.31
	Transportation	41	9.6	9.6	41.91

Indicator	Value	Frequency	Percentage	Valid percentage	Accumulative percentage
choosing a tourist destination?	Service quality	89	20.84	20.84	62.75
	Facilities and equipment	53	12.41	12.41	75.16
	Supporting service	94	22	22	97.16
	Other factors	12	2.8	2.8	100
What's your purpose in this trip?	Sight-seeing	137	32.8	32.8	32.8
	Alleviating pressure	63	14.75	14.75	47.55
	Experiencing local customs and culture	172	40.28	40.28	87.83
	Visiting relatives or friends	45	10.53	10.53	98.36
	Other purposes	10	1.73	1.73	100

As can be seen in the table, in the 427 valid samples, 167 are men, accounting for 39.11 %, while 260 are women, accounting for 60.47 %, the number of female respondents is higher than that of male respondents and there is an obvious gap between the 2. Secondly, in terms of the age distribution of the respondents, they are mainly in the range of 26 - 35, accounting for 39.11 %, while the age group of those between 36 and 55 account for 30.67 %. These 2 age groups have relatively good economic conditions and more of them travel. Thirdly, in the survey of the respondents' occupations, 33.2 % of the respondents are freelancers, who travel in leisure time during business trips or conferences. Fourthly, in terms of the education of the respondents, 156 received undergraduate education, accounting for 36.53 %, suggesting that rural tourism is more attractive to groups with higher educational background. Those with higher education level also have higher aesthetic ability and are willing to experience rural tourism. Besides, in the survey of the respondents' income, the range of income is mainly between 3,001 and 5,000 yuan, corresponding to 167 respondents, accounting for 39.11 %. Besides, those whose income is between 2,001 and 3,000 yuan also account for a big percentage, corresponding to 123 people, accounting for 28.8 %. These 2 sets of data suggest that customers choosing rural tourism have a medium level of income and have a certain economic foundation. In terms of the days of traveling, those staying for 1 day account for 48.47 %. In addition, for most respondents, it is their first experience of rural tourism, accounting for 58.7 %. As for how the respondents travel, they mainly travel with friends, accounting for 55.50 %, suggesting that most tourists have a distinct characteristic of leisure tours with companions. Besides, the main traveling means of the respondents is traveling by car, accounting for 60.65 %, from which we can deduce that most respondents travel in the form of a self-driving tour. In addition, in terms of the acceptable price range for Xiaomei Village, those choosing 101 - 300 yuan account for 61.59 %, and most tourists' acceptable consumption is at a medium-up level. Moreover, respondents mainly learned about Xiaomei Village through online booking platforms, accounting for 63.46 %, suggesting that in the current Internet era, the construction of Internet platforms should be enhanced for rural tourism. Besides, in terms of the prioritized factors that the respondents consider first when choosing a tourist destination, they mainly chose service quality and environment, accounting for 20.84 and 20.37 %, respectively, indicating that the quality of tourism service and the environment are the dominant factors considered by tourists in their choice-making. And finally, the respondents' main purpose of travelling is to experience customs and culture, accounting for 40.28 %. The sample analysis has shown a relatively low rate of repeated visits, indicating that Xiaomei Village should strengthen the construction of service quality in tourism development and improve the service quality so as to satisfy the tourists.

**Table 2** Personal factors.

<b>Responsive dimensions</b>	<b>Very satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Unsatisfied</b>	<b>Very unsatisfied</b>	<b>Mean</b>	<b>SD</b>
Visiting Xiaomei Village for physical and mental relaxation and temporary escape from the pressure of life	62.52 %	19.20 %	17.9 %	0.7 %	0.4 %	4.43	0.829
Visiting Xiaomei Village to return to nature	69.55 %	16.39 %	13.81 %	0.1 %	0 %	4.55	0.734
Visiting Xiaomei Village to experience local culture and customs	42.85 %	46.13 %	10.53 %	0.1 %	0.1 %	4.31	0.684
Average scores of personal factor						4.43	0.749

Through the personal factor analysis about the tourists' satisfaction and tourism willingness to Xiaomei Village, it has been found that first, in the column of visiting Xiaomei Village for physical and mental relaxation and temporary escape from the pressure of life, 62.52 % of the tourists are very satisfied but there are tourists who have a neutral attitude or are unsatisfied, accounting for 17.9 and 0.7 %, respectively. The rural tourism of Xiaomei Village should enhance projects that help tourists to relax and alleviate their pressure of life, so as to constantly improve the satisfaction of the customers and satisfy their needs. Second, in the column of visiting Xiaomei Village to return to nature, 69.55 % of the tourists are very satisfied, and 13.81 % of the tourists have a neutral attitude. In the construction of returning to nature, Xiaomei Village should integrate into nature and realize the integration of man and nature. And thirdly, in the column of visiting Xiaomei Village to experience local culture and customs, those who are very satisfied and satisfied account for 42.85 and 46.13 %, respectively, which are relatively even. Xiaomei Village should enhance the construction of cultural rural tourism, improve the cultural connotation of rural tourism construction and satisfy customers' need for study-tours. In a word, the personal factor analysis of Xiaomei Village shows that the rural tourism in Xiaomei Village can satisfy the demand of the customers in personal factor dimensions, but it should enhance personal factor construction so as to constantly improve the customers' needs of personal factors.

**Table 3** Social factors.

Safety dimensions	Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied	Mean	SD
The pandemic control measures of Xiaomei Village is good	40.51 %	47.7 %	10.77 %	0.4 %	1.1 %	4.25	0.758
Xiaomei Village has convenient transportation	16.15 %	48.24 %	33.48 %	0.9 %	1.1 %	3.77	0.768
Xiaomei Village provides a guarantee of safety	22.95 %	34.89 %	37.93 %	2.8 %	1.4 %	3.75	0.888
Average scores of personal factor						3.92	0.804

Through the social factor analysis of tourists' satisfaction and their tourism willingness in Xiaomei Village, it is found that first, in the dimension of good pandemic control measures in Xiaomei Village, those who are very satisfied and satisfied account for 40.51 and 47.7 %, respectively, but there are tourists who have a neutral attitude or are unsatisfied or very unsatisfied, accounting for 10.77 and 0.4 %, respectively. Xiaomei Village should enhance pandemic control, for the pandemic determines the visiting order of tourists in tourist attractions, and pandemic control is a priority that guarantees the tourists' safety. Secondly, in the dimension of Xiaomei Village having convenient transportation, 48.24 and 33.48 % of the tourists have a neutral attitude or are satisfied, and those who are very satisfied account only for 16.15 %, indicating that Xiaomei Village should enhance transportation hardware construction so that visitors can arrive and leave conveniently. Thirdly, in the dimension of Xiaomei Village providing a guarantee of safety, those who are satisfied and those who have a neutral attitude account for 34.89 and 37.93 %, respectively, which are relatively even. Xiaomei Village should conduct regular checking of safety facilities inside the tourist spot so as to guarantee the safety of the tourists during their visit there. In a word, the social factor analysis of the tourism in Xiaomei Village shows that the rural tourism of Xiaomei Village fails to meet the customers' needs in social factor dimensions, so it should enhance its construction in these dimensions, which can help improve customers' satisfaction in social dimensions.

**Table 4** Tourist destination factors.

<b>Empathetic and tangible dimensions</b>	<b>Very satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Unsatisfied</b>	<b>Very unsatisfied</b>	<b>Mean</b>	<b>SD</b>
The service quality of Xiaomei Village is high	10.07 %	36.06 %	49.41 %	3.27 %	1.1 %	3.51	0.767
The environment of Xiaomei Village is very clean	25.05 %	54.09 %	17.33 %	1.4 %	2.1 %	3.99	0.819
Xiaomei Village offers rich tourism projects	12.17 %	41.21 %	40.74 %	0.7 %	5.15 %	3.55	0.904
The consumption prices in the tourism of Xiaomei Village are reasonable	45.66 %	24.35 %	26.69 %	1.6 %	1.6 %	4.11	0.963
Average scores of personal factor						3.79	0.863

Through the tourist destination analysis of tourists' satisfaction and their tourism willingness in Xiaomei Village, it is found that first, in the dimension of Xiaomei Village having high service quality, those who are satisfied and who have a neutral attitude account for 36.06 and 49.41 %, respectively, those who are very satisfied account for only 10.07 %, indicating that Xiaomei Village should enhance training about service quality, so as to improve the service quality of service personnel, satisfy customers' requirements for service and realize customers' satisfaction. Secondly, in the dimension of the environment in Xiaomei Village being very clean, 54.09 % of the tourists are satisfied, and those who are very satisfied account for 25.05%; the environmental cleanness of Xiaomei Village hasn't satisfied the customers, indicating that it should enhance environment construction and build a good image for the tourist spot, receiving tourists with a cleaner environment. Thirdly, in the dimension of Xiaomei Village offering rich tourism projects, 41.21 and 40.74 % of the tourists are satisfied or have a neutral attitude and 5.15 % of the tourists are very unsatisfied, which is relatively high, indicating that Xiaomei Village should rectify and enhance tourism projects, improve the richness of tourism projects so as to satisfy the customers' desire. Finally, in the dimension of the consumption prices in the tourism of Xiaomei Village being reasonable, it account for 45.66 %, and those who are satisfied and those who have a neutral attitude account evenly for 24.35 and 26.69 %. In a word, in the tourist destination analysis, Xiaomei Village fails to realize customer satisfaction in the service quality, cleanness and the richness of tourism projects, so Xiaomei Village should improve the quality of tangible service, build a good image of cleanness and develop new projects.

**Table 5** Tourist's satisfaction.

Responsive dimensions	Very satisfied	Satisfied	Neutral	Unsatisfied	Very unsatisfied	Mean	SD
The overall level of satisfaction for the visiting experience	38.17 %	43.79 %	11.47 %	3.74 %	2.8 %	4.11	0.943
The actual visiting feeling has reached an ideal state	40.74 %	33.72 %	18.03 %	5.38 %	2.10 %	4.06	0.996
I don't regret visiting Xiaomei Village	37.93 %	36.76 %	21.31 %	2.57 %	1.4 %	4.07	0.905
I will visit Xiaomei Village again	7.49 %	15.92 %	34.89 %	38.17 %	3.51 %	2.86	0.981
I will recommend Xiaomei Village to other people	24.12 %	44.02 %	22.74 %	8.19 %	0.9 %	3.82	0.922
Average scores of personal factor						3.78	0.949

Through the tourism satisfaction analysis of tourists' satisfaction and their tourism willingness in Xiaomei Village, it is found that first, in terms of the overall satisfaction of the visiting experience 43.79 and 38.17 % of the tourists are very satisfied and satisfied, respectively, and those who are unsatisfied and very unsatisfied account for 3.74 and 2.8 %, respectively, which are relatively high, indicating that the overall construction of rural tourism should be improved so as to realize satisfaction of the overall visiting experience. Secondly, in the dimension of the actual visiting feeling having reached an ideal state, 40.74 and 33.72 % of the tourists are very satisfied and satisfied, respectively, and those who have a neutral attitude, are unsatisfied and very unsatisfied account for 18.03, 5.38 and 2.10 %, respectively, which are relatively high, indicating that Xiaomei Village needs to improve the customers' visiting feeling, reach an ideal state, and judge the customers' needs so as to improve the customers' visiting feeling according to their needs. In addition, in the dimension of not regretting visiting Xiaomei Village, 37.93 and 36.76 % of the tourists are very satisfied and satisfied, which are relatively even, while those who have a neutral attitude or are unsatisfied account for 21.31 and 2.57 %, indicating that the needs of most customers are not satisfied, so Xiaomei Village should enhance the experience construction of the visiting. Besides, in the dimension "I will visit Xiaomei Village again", those who have a neutral attitude and those who are unsatisfied account for 34.89 and 38.17 %, which are relatively high, while those who are very satisfied and satisfied account for 7.49 and 15.92 %, which are relatively high, indicating that Xiaomei Village should regularly upgrade the tourism products and create tourism products catering to the market according to the mainstream trend, so as to improve the revisiting rate of tourists. Finally, in the dimension "I will recommend Xiaomei Village to other people", those who are satisfied account for 44.02 % and those who are not satisfied account for 8.19 %, indicating that Xiaomei Village should satisfy tourists' needs, let them have better experience so as to propagandize its tourist characteristics and attract more tourists. In a word, the tourism satisfaction analysis has shown that Xiaomei Village should enhance tourist satisfaction construction, start from tourists' needs and serve the tourists according to the needs, so as to reach the expected effect in its service and improve the tourism reputation and image of Xiaomei Village.

**Reliability analysis.** Reliability and validity analysis: Cronbachsa coefficient is the reliability test method adopted in this study. When  $\alpha < 0.3$ , it is low reliability; When  $0.31 \leq \alpha < 0.79$ , it is of medium reliability, and when  $\alpha \geq 0.8$ , it is of high reliability 4. The KMO value and Bartlett spherical test can accurately measure the degree of the research object, indicating that the reliability of the questionnaire is very suitable.

Reliability analysis mainly tests whether the measurement of a questionnaire is stable and reliable. In academic research, researchers generally test whether the data of the scale is reliable with the consistent

Cronbach's Alpha coefficient. Generally, values below 0.06 are not reliable, 0.60 - 0.70 are the minimum acceptable values, 0.70 - 0.80 are appropriate values, and 0.80 - 0.90 are very appropriate values. This study tested the reliability of the questionnaire and analyzed the data with SPSS22.0, and the results are as shown in the table below. The general Cronbach's Alpha value of the scale is 0.923, and the value of measured items is more than 0.9, indicating that the reliability of the scale has reached the level of being very appropriate.

**Table 6** Cronbach reliability analysis - simplified format.

	Number	Sample size	Cronbach $\alpha$ coefficient
Personal factor	3	427	0.974
Social factor	3	427	0.976
The factor of tourist destination	4	427	0.963
The factor of tourism satisfaction	5	427	0.968
Overall	15	427	0.986

Validity analysis reflects the degree to which a measurement method accurately measures the research object. The higher the validity, the more the results can reflect the characteristics of the measured object. Validity analysis must be conducted before factor analysis. As for the method of validity test, this study used SPSS22.0 data analysis software for KMO and Bartlett tests.

KMO value is used to check the partial correlation between variables, and Bartlett sphere test is used to check whether the correlation matrix is an identity matrix. If KMO value is higher than 0.8, it indicates that it is very suitable for information extraction (and it indirectly indicates a good validity level); if this value is between 0.7 and 0.8, it indicates that it is relatively suitable for information extraction (and it indirectly indicates a relatively good validity level); if the value is between 0.6 and 0.7, it means that information can be extracted (and it indirectly indicates an average validity level); if this value is less than 0.6, it indicates that the information is difficult to extract (and it indirectly indicates a low validity level).

**Table 7** KMO and bartlett test.

	KMO Value	0.978
Bartlett sphere test	Approximate chi square	8691.450
	df	780
	p-value	0.000

This study conducted KMO and Bartlett tests through SPSS22.0 software and the KMO value is 0.978, while the significance probability in the Bartlett sphere test is  $0.000 < 0.05$ , indicating a good validity, suggesting that the questionnaire is with a relatively high reliability.

### **Regression analysis**

In this study, regression analysis is used to test the research hypothesis. There is a close relationship between various variables, and the correlation between tourists' expectation and tourists' satisfaction can be seen through regression analysis.

The results of the regression model are mainly composed of 3 parts. The first part is the summary table of the regression model. The adjusted R square of the summary table mainly reflects the fitting degree of the model, that is, the explanatory degree of the corresponding independent variable. The second part is the variance analysis table of the model. The variance analysis table of the regression model is mainly used to prove the scientific rationality of the regression model. When the significance of the regression model is

less than 0.05, it indicates that the regression model is scientific, reasonable and acceptable. In the third part, the regression coefficient table of the model reflects the regression coefficient and significance level of the independent variables.

**Table 8** Summary of the model.

Model	R	R party	Adjusted R squared	Error in standard estimation
1	0.839 <sup>a</sup>	0.704	0.702	0.49031

<sup>a</sup>; Predictive variables: (Constant), tourist destination factor, individual factor, and social factor

It can be seen from the table that the adjusted R square of the model is 0.700, indicating that the fit degree of the model is general, indicating that the explanatory degree of the corresponding variable of the independent variable is 70.2 %, and some differences cannot be explained.

**Table 9** ANOVA<sup>a</sup>.

Model	Sum of squares	degree of freedom	Mean square	F	Significance
1 Return	241.466	3	80.489	334.799	0.000 <sup>b</sup>
Residual	101.693	423	0.240		
Total	343.159	426			

<sup>a</sup>Dependent variable: Travel satisfaction

<sup>b</sup>Predictive variables: (Constant), tourist destination factor, individual factor, and social factor

As can be seen from the table, the F value of the regression model is 334.799, and the significance is 0.000, less than 0.05, indicating that at least 1 independent variable in the regression model is significant, indicating that the regression model is scientific, reasonable and acceptable.

**Table 10** Coefficient<sup>a</sup>.

Unnormalized coefficient Count		System of standardization		B's 95.0 % confidence interval			
Model	B	Standard Error	Beta	t	Significance	lower limit	Ceiling
1 (Constant)	-2.420	0.300		-8.077	0.000	-3.009	-1.831
Personal Factors	0.699	0.073	0.279	9.557	0.000	0.555	0.843
Social factors	0.227	0.047	0.192	4.816	0.000	0.134	0.319
Tourist destinatio n factor	0.586	0.046	0.528	12.756	0.000	0.495	0.676

<sup>a</sup>Dependent variable: Travel satisfaction

As can be seen from the table, personal factors, social factors and tourist destination factors have a statistically significant and positive impact on travel satisfaction ( $p < 0.05$ ), and the regression coefficients are 0.699, 0.227 and 0.586, respectively, indicating that the better personal factors, social factors and tourist destination factors are, the greater the impact on travel satisfaction.

### ***Hypothetical response***

Hypothesis 1: There is a relationship between individual condition factors and tourist satisfaction.

Through the analysis of individual condition factors of tourists in Xiaomei Village, tourism is to relax body and mind and temporarily get rid of the life pressure dimension factor, tourism is to return to nature dimension factor and tourism is to experience local culture and customs dimension factor. The high or low satisfaction of these 3 dimension factors determines the final satisfaction of individual tourist condition factors. Therefore, there is an inseparable relationship between individual condition factors and tourists' satisfaction, which plays a mutually determining role. When the individual condition factor index is low, tourists' satisfaction will also reduce tourists' failure to achieve satisfaction. When the individual condition factor index is higher, the tourists' satisfaction will also improve to reach the satisfied state. Therefore, the existence of individual condition factors and tourists' satisfaction is mutually determined.

Hypothesis 2: There is a relationship between tourism destination factors and tourist satisfaction.

Tourist destination factors are the main factors that affect tourists' travel satisfaction. In Xiaomei Village, high service level factors, sanitary environment factors, rich tourism project content factors and reasonable consumer price factors are the 4 factors, which show that tourists' satisfaction and tourist destination factors have a mutually determined relationship through the investigation of tourists. When the tourists' perception of tourist destination factors is low, the feedback of tourist satisfaction is low; when the tourists' perception of tourist destination factors is high, the feedback of tourist satisfaction is high; Therefore, the factors of tourist destination are the important conditions that affect customers' travel and service satisfaction. Therefore, tourist attractions should strengthen the hardware and software construction of tourist destinations, so as to attract tourists to meet the needs of customers.

Hypothesis 3: There is a relationship between social condition factors and tourist satisfaction.

In the general environment, social factors are important factors to determine whether tourists travel and whether they are satisfied in the service process, and social and environmental services are important factors to determine whether tourists are satisfied. In Xiaomei Village, the epidemic prevention and control measures of scenic spots are better, the transportation facilities of scenic spots are convenient and the safety of scenic spots is guaranteed. In the survey of Xiaomei Village, these 3 factors show that the satisfaction of tourists is closely related to social factors. Epidemic prevention and control, traffic factors and safety guarantee in the scenic spot are all important factors that determine whether tourists visit or not and whether they are satisfied during the journey. Therefore, the construction of scenic spots should strengthen the construction of social conditions, and change according to the changes of social environmental conditions, so as to give tourists a satisfactory service to achieve the satisfaction of the journey.

### **Conclusion and discussion**

This research mainly constructs a tourism satisfaction quality evaluation system based on tourists' expectations and satisfaction. Taking Xiaomei Village as the actual research object, it studies and analyzes the quality of tourists' satisfaction through descriptive statistical analysis, reliability and validity analysis, factor analysis, gap analysis and regression analysis. The following views and conclusions are drawn: First, through the statistical analysis of the survey questionnaire data, this study confirmed the applicability of the measurement indicators, and the high reliability and validity of the scale, indicating that it provides relevant reference data for the quality service of rural tourism development.

Second, most visitors to Xiaomei Village come from South China. They are mainly young people aged 19 - 25 and 26 - 35. Most of them learned about the destination through online platforms and visited it with their friends. Their income and education levels are relatively high, but some of the surveyed tourists have low income and education levels.

Third, different factors have different effects on the evaluation of tourist destination service quality. Among the tangible factors of the tourist destination, whether the facilities and equipment are complete, whether the transportation is convenient, personal privacy, property safety, epidemic prevention and control safety and other factors in architectural style and security, the tangible and security factors have the greatest impact on the evaluation of service quality of tourists.

Fourth, in terms of the phenomenon analysis of various indicators of service quality, the destination should continue to maintain the development trend for the first factor indicators; For indicators of the second factor, it should seize the opportunity to continuously improve and strengthen management; for the indicators of the third factor, it should strengthen guidance and promotion measures.

### **Practical recommendations**

First, to establish environmental awareness and adhere to sustainable development. When developing rural tourism, we should adhere to the principle of harmonious coexistence between man and nature and take a sustainable green development path. Therefore, the development of rural tourism economy should be based on the premise of protecting the local ecological environment in Hainan, reduce the waste of various ecological resources, avoid damaging the local human environment, and innovate the green development model of rural home stay.

Second, to improve infrastructure and supporting facilities. Infrastructure and supporting facilities mainly include transportation, night entertainment facilities, catering and shopping facilities, deposit facilities, automatic withdrawal and foreign currency exchange facilities, toilets, parking lots, etc. The rural tourism in Xiaomei Village started late, developed slowly, and the infrastructure and supporting facilities are not complete, affecting the comprehensive experience of consumers in the local area. In the process of developing rural tourism, Xiaomei Village should constantly improve the construction of facilities to provide consumers with a fast, convenient and comfortable environment.

Third, to highlight local characteristics and build a characteristic brand of rural tourism. The rural tourism of Xiaomei Village should fully rely on the local natural conditions, location advantages, advantageous industries and folk customs, so as to create a characteristic rural tourism project and rural tourism brand. Hainan's local characteristics should be reflected in the building style of home stays, catering, tourism commodities, etc. The development of rural tourism with ethnic customs and local folk culture is also the protection of folk culture. Only in the constant consumption and display of culture can maintain vitality. Building a distinctive rural tourism brand is the future development trend of rural tourism in Xiaomei village. Building a brand can bring more customers to rural home stays here, improve economic benefits and drive the development of the rural home stay industry.

Fourth, to enhance the joint development of industries, accelerate the upgrading of rural tourism industry. Prosperous industries are the core of rural revitalization. The joint development of industries is conducive to the complementary advantages of industries, so as to achieve common income growth and win-win results. Rural tourism industry can develop together with agriculture, tourism and other industries to achieve the development mode of agricultural tourism integration and cultural tourism integration. In addition to the way of industrial joint development, the transformation and upgrading of rural tourism can also be carried out by improving the access threshold of the entire industry, introducing new business forms of rural home stay, improving service quality and soft power of home stays, and developing towards the direction of high-quality products.

Fifth, to introduce and train talents. Talents are the first resource. In the process of developing rural tourism, Xiaomei Village should introduce talents of relevant majors to inject fresh blood into the development of rural tourism industry. It should attract a batch of "rural makers" and local youth with new thinking, new vision and new skills to join and return, and become an endogenous force in the development of rural tourism industry. At the same time, it should provide regular training on knowledge and skills for practitioners, encourage practitioners to obtain relevant professional qualification certificates, improve the quality of practitioners, cultivate high-quality and highly skilled talents who love the industry, and then improve the comprehensive service quality of the industry.

Sixth, to conduct informatized management through modern technologies. The modern technologies used in the rural tourism industry mainly refer to the Internet, 5G, cloud services and other emerging technology means and applications. They can improve the management informatization level of the rural tourism industry and develop new business forms and new experiences. On the 1 hand, using these technical means and applications can not only help the rural tourism industry operators in Xiaomei Village to quickly build information management systems, marketing management systems, etc., but also improve the

management efficiency of rural tourism and reduce tourism operation costs. On the other hand, the development of AI technology is expected to promote the provision of intelligent services in rural tourism, while the development of VR technology will bring new opportunities for the development of experiential and immersive rural tourism.

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