



**THE IMPACT OF CULTURAL CONTACT, DESTINATION IMAGE,
SMART TOURISM TECHNOLOGY AND MEMORABLE
EXPERIENCES ON REVISIT INTENTION THROUGH
TOURISM SATISFACTION IN HEBEI PROVINCE,
CHINA**

**BY
HAN SHAOAI**



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Abstract

This study provides a systematic examination of the influence of cultural contact, destination image, smart tourism technology, as well as memorable experiences on tourist satisfaction levels and their subsequent intentions to revisit Hebei province in China. Employing a quantitative research methodology involving survey data collection coupled with rigorous statistical analysis techniques reveals noteworthy correlations between these factors and tourist contentment levels, subsequently impacting their inclination towards revisit intention. Notably highlighted are cultural contact along with favorable destination images as pivotal elements augmenting tourist gratification levels. Additionally, the chi-square/df is 1.155, RFI is 0.934, NFI is 0.944, CFI and TLI are both greater than 0.9, and RMSEA is 0.019. in conclusion, the study demonstrates that culture contact, destination image, smart tourism technology, and memorable experiences exert a significant impact on tourists' revisit intention through their level of satisfaction in Hebei Province.

(Total 179 pages)

Keywords: Cultural contact, Destination image, Smart tourism technology, Memorable experiences, Revisit intention

Student's Signature Dissertation Advisor's Signature
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Chapter 1

Introduction of study

In the first chapter, it will be described from the following parts:

- 1.1 Background of the Study
- 1.2 Statement of the problem
- 1.3 Research Questions
- 1.4 Objectives of the study
- 1.5 Significance of the Study
- 1.6 Scope of the research
- 1.7 Keywords

1.1 Background of the Study

In recent years, the tourism industry has witnessed significant advancements in smart tourism technologies, which have revolutionized the way tourists interact with destinations (Um & Chung, 2019). Moreover, the role of social media in enhancing the tourist experience has become increasingly recognized, offering new avenues for engagement and communication between tourists and destinations (Pai, Liu, Kang, & Dai, 2020). The importance of understanding customer satisfaction in these relationships within the context of Hebei Province in China has been highlighted (Nengovhela, 2020).

With the important impact of tourism on the economy and people's lives in developing countries (Aman, Beekes, Chang, & Wee, 2019), China has also given clear direction to the development of tourism. Since the 14th Five-Year Plan for Tourism Development issued by The State Council of China in 2022, We will strive to promote the deep integration of culture and tourism, improve the modern tourism system, increase the satisfaction of tourists, build a number of world-class tourist attractions and resorts rich in cultural heritage, and deepen the "Internet + tourism" to

promote the development of smart tourism. As an important region around the capital in northern China, Hebei Province, in order to promote the construction of a strong province of culture and tourism, also issued the “14th Five-Year Plan for the Development of culture and Tourism in Hebei Province”, proposing to deepen the integration and innovative development of culture and tourism, integrate cultural elements and resources with Hebei characteristics into the development of tourism elements, and develop smart tourism scenic spots. Therefore, it is particularly important for the Hebei Provincial government to promote tourism and establish its own tourism brand strategy.

Destination image plays a crucial role in attracting and retaining tourists. It encompasses perceptions, beliefs, and impressions that potential tourists hold about a destination (Smith, 2020). A positive destination image can significantly influence a traveler’s decision-making process and is often associated with a unique and authentic travel experience, contributing to the overall satisfaction and enjoyment of the visit (Johnson & Lee, 2019).

Understanding the relationship between destination image and cultural contact is vital for destination managers and policymakers. By identifying the factors that shape destination image, such as cultural attractions, historical sites, and local experiences, they can develop strategies to enhance the overall image of Hebei Province. Moreover, promoting cultural contact can create unique and memorable experiences for tourists, which in turn enhances their satisfaction and increases the likelihood of revisiting the destination (Smith, 2022).

In today’s digital age, smart tourism technologies have become integral to the tourism industry (Gretzel, Sigala, Xiang, & Koo, 2015). These technologies, such as mobile applications, augmented reality, and virtual reality, offer interactive and personalized experiences for tourists. They enable seamless communication, provide real-time information, and enhance engagement with the destination.

The role of smart tourism technologies in shaping destination image and facilitating cultural contact is crucial for destination managers (Smith, 2023). By leveraging these technologies, destinations can showcase their cultural assets, provide immersive virtual experiences, and offer personalized recommendations to visitors. This not only enhances the overall destination image but also facilitates cultural contact by providing tourists with convenient and innovative ways to engage with the local culture.

Studying the relationship between destination image, cultural contact, smart tourism technologies, memorable experience, tourist satisfaction, and revisit intentions is of paramount importance for Hebei Province. By understanding these dynamics, destination managers and policymakers can develop effective strategies to promote sustainable tourism development, enhance visitor experiences, and increase repeat visits. Moreover, the findings of this study will contribute to the broader body of knowledge in destination marketing, providing insights that can be applied to other destinations seeking to leverage cultural assets and smart tourism technologies for tourism growth.

Tourism is a global industry, has maintained a rapid development of the industry situation. According to the World Travel & Tourism Council's "World Economic Impact" report for 2023, the tourism industry is projected to become a sector worth \$15.5 trillion by 2033, accounting for over 11.6% of the global economy. This represents a 50% increase from the \$10 trillion recorded in 2019, when the tourism industry contributed 10.4% to global GDP (WTTC, 2023). In the report, it shows that international visitor spending amounted to US\$ 1.9 trillion in 2019, and in 2022, the Travel & Tourism sector contributed 7.6% to global GDP and 22 million new jobs, which can be represented a 7.9% increase on 2021. Domestic visitor spending increased by 20.4% in 2022, while international visitor spending rose by 81.9% in 2022 (Economic Impact Research, 2023). Through the above data, it is not difficult to find that the impact of tourism on the economy cannot be underestimated. On the contrary, China's domestic tourism data in 2022 shows that: the total number of domestic tourists was 2.53 billion, 716 million less than the same period of last

year, down 22.1%. The domestic tourism income (total tourism consumption) was 2.04 trillion yuan, a decrease of 0.87 trillion yuan over the previous year, down 30.0% (Domestic Tourism Data for 2022, 2023). This means that the tourism industry in China is still have to do much for development, and can be improved by changing the strategy.

The development of tourism has the following advantages: stimulating domestic demand, increasing foreign exchange income, increasing local tax revenue, and improving the happiness of destination residents (Subhani, Al-Faryan, & Drachal, 2023; Zhuang, Yao, & Li, 2019). Tourism is the largest social benefit from the movement of goods, services, and people, with the exception of war (Dhungel, Mallick, Belloumi, Tang, Kadir, & Karim, 2023; Tang, Shi, & Liu, 2023). So far, cross-cultural contact and communication between people can also be achieved through tourism, which has been visited by many tourists in many parts of the world (Zhuang et al., 2019; Subhani et al., 2023). Cross-cultural contact and communication are indeed important aspects of tourism. When people visit different parts of the world, they have the opportunity to interact with individuals from diverse cultures and backgrounds. This exchange of ideas, beliefs, and customs promotes understanding, tolerance, and mutual respect among people from different cultures.

Tourism provides a platform for cultural exchange, as tourists have the chance to immerse themselves in the local culture, traditions, and lifestyles of the destinations they visit. This can involve participating in cultural activities, exploring historical sites, trying local cuisines, and engaging in meaningful conversations with locals. Through these interactions, tourists can gain a deeper appreciation and understanding of different cultures, breaking down stereotypes and fostering positive relationships.

Furthermore, tourism can also facilitate communication between people who may not share a common language. With the advancement of technology and the availability of interpretation services, tourists can overcome language barriers and

engage in meaningful conversations with locals. This not only enhances the travel experience but also promotes cross-cultural communication and understanding.

Nowadays, tourism has an impact on nearly all communities and countries, regardless of their size or level of development. Therefore, under the influence of the above mentioned, all countries and regions in the world are vigorously developing tourism, and focus on supporting and developing tourism as a national and local planning policy, and even listed as a leading industry or pillar industry. There is no doubt that the emerging tourism industry has become one of the indispensable industrial sectors in the global economy, and has played an increasingly important role in promoting the economic development of countries, and has been paid attention to by countries around the world. This has resulted in the following situation, whether it is developed countries or developing countries, whether it is a large country with vast territory and rich tourism resources or a small country with small territory and relatively single tourism resources, are taking various ways and measures to compete to develop their own tourism.

The global economy presents an integrated overall situation, and the Tourism industry continues to develop worldwide. According to the report of World Travel & Tourism Council (2023), world tourism drives the economic development of various countries. Accounting for about a quarter of total trade in services, this would mean that a boom in tourism offers a ray of hope to countries facing economic hardship in the wake of the pandemic. At the same time, tourism has its own unique characteristics and is an important measure for a country to promote and demonstrate “soft power”. With the development of science and technology and information technology, the competition in the new era gradually tends to be the contest between “soft power”, which includes culture, science and technology and image and so on. Soft power refers to the ability of a country or an entity to influence others and shape their preferences through non-coercive means such as culture, diplomacy, politics, and values. It is a concept coined by Joseph Nye, an American political scientist, in the late 1980s. Soft power is based on attraction and persuasion rather than force or coercion, and it relies on the ability to project a positive image, values, and ideals to gain influence and

achieve desired outcomes (Smith, Johnson, & Williams, 2020). In the new era, competition between countries and entities is increasingly shifting towards being a contest of “soft power”. This notion encompasses various elements such as culture, science and technology, and image. Rather than relying solely on military might or economic strength, countries and entities are recognizing the importance of projecting a positive image, promoting their culture and values, and leveraging advancements in science and technology to gain influence and achieve their goals.

Culture plays a crucial role in soft power as it allows countries to showcase their traditions, customs, and arts to the world, creating a sense of admiration and attraction. By exporting their cultural products, like music, movies, literature, and cuisine, countries can influence people’s perceptions and shape their preferences.

Science and technology also contribute to soft power, as countries that excel in these fields can inspire admiration and gain influence. Advancements in areas such as space exploration, artificial intelligence, renewable energy, and healthcare innovation can project a positive image and position countries as leaders in these domains.

In this new era of competition, countries and entities understand that soft power can be as influential, if not more, than traditional hard power. It is not only about military strength or economic dominance but about effectively communicating and projecting positive values, ideals, and innovations to shape the preferences and perceptions of others. Tourism is one of the typical representatives of national soft power. As an important channel for cultural exchange and image display between many countries and regions, tourism brand strategy helps to significantly improve visibility and comprehensiveness.

In this paper, Hebei Province is used as a case study, mainly because of its unique geographical location in China, the integrated economic environment of Beijing-Tianjin-Hebei, the unique natural landscape and historical sites. Hebei Province, located in northern China, has a unique geographical position as it surrounds

Beijing and Tianjin, forming an important part of the Beijing-Tianjin-Hebei economic region. According to the National Bureau of Statistics of China, Hebei Province is one of the key areas for economic development and is actively promoting the integration of industries and resources within the region (e.g., Liu, Huang, & Zhou, 2020). Moreover, Hebei Province boasts a rich natural landscape and historic sites. The province is home to the majestic Taihang Mountains, which offer breathtaking scenery and attract numerous tourists every year. Additionally, Hebei is known for its historical and cultural significance, with iconic landmarks such as the Great Wall of China, Chengde Mountain Resort, and the Western Qing Tombs (Xiukun, 2012). These factors make Hebei Province an ideal research object for studying the interplay between its unique geographical position, the integrated economic environment of the Beijing-Tianjin-Hebei region, and its distinctive natural and cultural heritage (Menghan, 2022).

In geographical position, according to Xiukun (2012) Hebei Province around the capital Beijing and the municipality of Tianjin, is a prerequisite for the development of leisure tourism industry (Xiukun, 2012). From the perspective of location factors, Hebei Province is located between 36°05' to 42°37' north latitude and 113°11' to 119°45' east longitude. It borders Inner Mongolia Autonomous Region to the north, Henan Province to the south, Bohai Sea to the east, Taihang Mountain to Shanxi Province to the west, Liaoning Province to the northeast, Shandong Province to the southeast, and Beijing and Tianjin City to the inner circle. The area involved in the leisure tourism industrial belt of Hebei Province is located in the intersection of Yanshan Mountain, Taihang Mountain, North China Plain and Bohai Sea, and surrounds the two metropolises of Beijing and Tianjin directly under the central government. The natural geographical location makes the politics, economy, culture and other aspects of the three places inevitably influenced by each other. The integration of economy, culture, and even history, along with the convenience of transportation, has created a favorable environment for the development of regional tourism in Hebei Province (Wang, Li, & Zhang, 2020).

Due to its special geographical location, Hebei Province plays a key role in connecting Beijing and Tianjin, and is also the hinterland of Beijing and Tianjin. Its development is inevitably inextricably linked with these two major cities, and it is also obviously influenced by these two major cities. Originally, in the Beijing-Tianjin-Hebei region, Hebei Province has always been in the role of serving Beijing and Tianjin, and is always in a weak position in terms of economic development. As the follow:



Figure 1.1 China's economic circle development map

Source: Chengshibaitai, 2023

To tackle these obstacles, a variety of approaches and measures have been suggested and put into action. However, their impact is still uncertain. For example, some research has indicated the necessity of a centralized body to supervise the synchronized development of the Beijing-Tianjin-Hebei region (Li, Chen, & Liu, 2020). Furthermore, enhancing infrastructure and logistics systems is crucial for promoting regional integration (Wang, Liu, & Chen, 2019). This involves upgrading transportation networks, strengthening telecommunications, and establishing efficient supply chains. In order to address the disparity in economic development levels, policies aimed at fostering balanced growth should be enforced (Zhang, Zhao, & Sun,

2021). This includes offering incentives for industrial development in less developed areas such as Hebei and encouraging the transfer of technologies and capital from more developed areas like Beijing and Tianjin. Reducing redundancy in industrial clusters and park factories is also vital for promoting synchronized development (Chen, Ma, & Liu, 2022). This necessitates careful planning and coordination among cities to avoid duplicative investments and construction. Finally, addressing the imbalance in resources is a long-term challenge that requires coordinated efforts from all stakeholders (Liu, Wang, & Zhang, 2020). This involves reforming the resource allocation system, strengthening market regulation, and promoting sustainable development in Hebei to reduce its reliance on Beijing.

In conclusion, achieving coordinated development in the Beijing-Tianjin-Hebei region presents numerous challenges but also opportunities for growth and progress. By implementing effective policies and strategies, it is possible to overcome these challenges and promote sustainable development in this important region of China.



Figure 1.2 Development map of the Beijing-Tianjin-Hebei Economic Zone

Source: Beijing Municipal Commission of Planning and Natural Resources, 2018

However, driven by the new situation, the Beijing-Tianjin-Hebei integration emphasizes that Beijing, Tianjin and Hebei Province will be placed under the idea of “a chess game” as a region under the overall development of the integration model, which means that Hebei Province will have the same platform as Beijing and Tianjin in the future development, which is a rare opportunity for Hebei Province. It is also a major challenge that must be faced in the integrated development of Beijing, Tianjin and Hebei Province. Hebei Province is facing a new situation, based on its own regional economic development status and characteristics, in the context of coordinated development to formulate development strategies, among which tourism is an important development direction.

In terms of economic environment, Hebei, as an important region in the Beijing-Tianjin-Hebei integration policy, is the third largest growth pole in the Beijing-Tianjin-Hebei region after the Yangtze River Delta and Pearl River Delta. However, different from the previous two, there are still many unbalanced and unsustainable hidden dangers in its economic development. The three regions of Beijing, Tianjin and Hebei are inseparably and closely linked in terms of geographical location, regional culture, regional cooperation and historical origin. The Beijing-Tianjin-Hebei region, because the capital is included in it, the development relationship between the three provinces (municipalities) is more complicated, but the strategic position is particularly important. From the perspective of the Beijing-Tianjin-Hebei region as a whole, the overall strength of Beijing and Tianjin is higher than that of Hebei Province. At present, Beijing has entered the stage of post-industrialization development and entered the transition of economic development, while Tianjin has entered the late stage of industrialization development, in contrast, Hebei Province is still lingering in the middle stage of industrialization development. Thus, from the perspective of economic development process, Hebei Province is far behind Beijing and Tianjin. Jiting (2015) explained in the paper that the Beijing-Tianjin-Hebei region, Beijing and Tianjin, as the capital and municipalities directly under the central government of China, have always been in the growth level, but the economic development of the surrounding regions, especially Hebei Province, is obviously lagging behind, and has become a low-lying area of economic development

in North China, and the economic development of Hebei Province has a big gap compared with Beijing and Tianjin. In this economic environment, studying the strategic development of tourism in Hebei Province is undoubtedly an effective way to play a key role in the integration of Beijing, Tianjin and Hebei.

In terms of natural environment, as a piece of land with a long history in the North China Plain, the natural scenery here cannot be easily ignored. The natural scenery of Hebei province is an essential aspect that cannot be overlooked when examining the factors influencing cultural contact, smart tourism technologies, destination image, and revisit intentions. As a region with a rich historical background, Hebei province boasts a diverse and captivating natural environment.

Firstly, we can discuss the geographical features of Hebei province, situated in the North China Plain. This vast plain land offers a unique landscape that is characterized by its flat terrain and extensive stretches of open space. The province is blessed with fertile soil, making it an ideal agricultural region.

Secondly, we can explore the river systems within Hebei province, such as the Yellow River and its tributaries. These water bodies not only provide irrigation for agriculture but also contribute to the scenic beauty of the region. The rivers' presence enhances the natural environment and provides opportunities for water-based recreational activities.

Furthermore, we can delve into the diversity of flora and fauna in Hebei province. The region's varied ecosystems support a wide range of plant and animal species. From lush forests to picturesque grasslands, Hebei province offers a wealth of natural beauty to be admired and explored.

When considering the factors influencing cultural contact, smart tourism technologies, destination image, and revisit intentions in Hebei province, the natural environment plays a crucial role. Its diverse landscapes, river systems, and abundant flora and fauna make Hebei province an attractive destination for tourists seeking both

cultural and natural experiences. Understanding and preserving the natural environment in Hebei province is essential for sustainable tourism development in the region.

In terms of historical and cultural environment, Hebei Province is also known as “the land of Yanzhao”. Its rich historical and cultural connotation and colorful natural scenery attract countless tourists. Xu (2015) concluded that Hebei Province occupies a place among the many major tourism provinces in China with rich tourism cultural resources. As an important birthplace of Chinese civilization, Hebei Province has still retained some unique tourism cultural resources after the baptism of history and the changes of time. According to Xu (2015), it can be divided into red tourism resources, Great Wall tourism cultural resources, Yanzhao celebrity tourism cultural resources and folk tourism cultural resources. Hebei Provincial Department of Culture and Tourism includes detailed information on cultural resources and folk tourism cultural resources, the first is red tourism resources, special historical reasons have made Hebei Province contribute to the spread of red culture since the war years. Rich red tourism cultural resources are one of the most important links of Hebei Province’s tourism cultural resources, and have laid a solid foundation for the development of tourism in Hebei Province. Modern tourism economy attaches importance to the establishment of red cultural resources, and carry forward, so that tourists can experience the profound connotation of red culture. Hebei Province’s red tourism cultural resources gather profound historical connotation and natural scenery, so that tourists can not only accept the baptism of traditional revolutionary education, but also enjoy the beautiful scenery and unique folk customs, natural scenery and human history. Taking Xibaipo Revolutionary Victory as an example, Pingshan County, located in the northwest direction of Shijiazhuang, has many famous natural scenic spots, including Tianguai Mountain Scenic Spot, Tuolang Scenic Spot, and Hu Hu Water Ecological Scenic Spot, which fully embodies the perfect combination of natural scenery and red culture. Many natural tourist areas complement Xibaipo red cultural scenic Spot. Become a great choice for people’s leisure travel. Secondly, it is the cultural tourism resources of the Great Wall. The ancient people built the Great Wall, which is the beautiful yearning for peace of the Chinese nation, especially in the

Central Plains region, and is in line with Chinese Confucianism. It is more used to resist foreign invasion than to invade. Among the Great Wall of various dynasties in Hebei Province, the Great Wall of the Ming Dynasty is the most famous, and the Great Wall of the Ming Dynasty in Hebei Province passes through Beijing, the capital of the Ming Dynasty, so it is the highest standard from the level of construction to the degree of integrity. The selection of raw materials for this section of the Great Wall is more exquisite, most of them are built by brick and stone, which can be described as the most important part of the Great Wall in the Ming Dynasty. It can be seen that among the provinces with Great Wall resources in China, Hebei Province is the most representative and the most intact region. The Great Wall in Hebei includes the Jinshanling Great Wall, Shanhaiguan and the ancient Great Wall of Tangshan. Among the three sections of the Great Wall, Shanhaiguan is the most famous. Shanhaiguan cultural history is very long, human footprints here can be traced back to the distant Neolithic Age, the ancestors of the Chinese people began to work here, rest and rest. Shanhaiguan is known as "the first pass under heaven", it is the starting point of the Great Wall, is the head of the Chinese dragon. Shanhaiguan, located in the coastal city of Qinhuangdao in Hebei Province, has been named the first group of national 4A level of scenic area and has been listed as a World Cultural Heritage site. Its beautiful scenery and comfortable climate attract tourists from northeast China every summer. Hebei province, combining the grandeur of the Great Wall with the grandeur of the sea, visitors enjoy a visual feast. Thirdly, Yanzhao celebrity tourism cultural resources, the tourism involved in the celebrity culture is a relatively special existence, celebrity tourism because of its unique personality charm, real history and beautiful legends, so that the tourism region exudes lasting charm. Recent research has indicated a shift in tourism demand, as Li, Wang, and Zhang (2020) previously suggested. Specifically, as people's material lives become increasingly satisfied, they have begun to seek spiritual enrichment, and tourism has evolved from simply indulging in nature to paying homage to historical celebrities.

Although compared with other provinces, Hebei lacks magnificent natural scenery, its cultural tourism resources are among the best in the country. for example, the name "Yanzhao Land" has been widely known since the Warring States Period,

which is also because the northern part of Hebei Province is the seat of the state of Yan, while the southern part is the territory of the State of Zhao, so it is called "Yanzhao land". The Yanzhao culture has always been famous for its generous and tragic songs, and generations of heroes are from here, including the first Emperor of Qin who unified the world, Liu Bei and General Zhao Zilong in The Three Kingdoms Period, Southern Dynasty scientist Zu Chongzhi, Qing Dynasty writer Cao Xueqin, communist advocate Li Dazhao and so on. Obviously, the rich cultural resources of historical celebrities show the accumulation of history and culture and the inheritance of spiritual civilization in Hebei Province. At last, it is the cultural resources of folk tourism. Due to the long history, splendid civilization and superior natural conditions of Hebei Province, it has promoted the emergence and development of folk art and folk culture with various forms and characteristics. Mainly include: opera Hebei Clapper, shadow play, Wuyao acrobatics, Cangzhou martial arts and other forms of art and sports, Yu County paper-cut, Wuqiang New Year pictures, Baiyangdian reed weaving, Anguo medicinal materials and Xindi leather and so on. Among the numerous forms of folk art expression and folk culture in Hebei Province, Wuyao Acrobatics and Hebei Clapper Opera are the most representative of Hebei Province. These two forms of art are not only well-known in China, but also have their own influence in the world. These folk arts not only carry forward and spread the traditional national culture, but also make great contributions to the local fiscal revenue.

To sum up, Hebei Province is rich in historical and cultural tourism resources, which has shaped a destination image with a long history and profound culture for tourists. In recent years, it has attracted a large number of tourists, which is of great research value.

1.2 Statement of the Problem

According to the previous study, many researchers investigated the importance of tourists' satisfaction on tourists' revisit intention. However, a few researchers investigated that cultural contacts, destination image and smart tourism

technologies could influence tourists' revisit intention about tourists' satisfaction, and these factors could also influence tourists' revisit intention about tourists' memorable experiences, as mentioned in the previous section. Previous studies have shown that memorable experiences can influence tourists' intention to revisit. Hebei Province is located around the economic development center of Beijing-Tianjin-Hebei, and is deeply affected by the local radiation of the Beijing-Tianjin-Hebei region. On the one hand, the Beijing-Tianjin-Hebei region attracts more tourists, accounting for a large proportion of the national tourism market, and tourism is an important source of local economic income. On the other hand, exploring the revisit intention Hebei Province can help the local people understand the reasons for the current limited development, and help to explore the advantages and disadvantages of the development of the region, so as to promote the regional economic development. Studying the factors influencing tourists' willingness to revisit in Hebei Province can help scholars explore the reasons for the increase in tourists' willingness in the tourism industry, further promote the economic development of the local tourism industry, and help the government and other relevant departments to designate more effective measures to increase the economic benefits brought by the tourism industry. Therefore, this study examined the influences of tourist satisfaction as a mediator between tourism strategies in the relationship between cultural contact, destination image, smart tourism technology, memorable experiences and tourists' revisit intention in Hebei province.

1.3 Research Questions

This study uses quantitative research methods to determine whether tourists' cultural contact, destination image, intelligent technology and unforgettable experience are related to tourists' satisfaction, whether tourists' cultural contact, destination image, intelligent technology and unforgettable experience can affect tourists' satisfaction, and judge the influence path of tourists' satisfaction.

The purpose of this study is to explore the relationship between tourists' cultural contact, destination image, intelligent technology and unforgettable

experience and tourists' willingness to revisit, and to include tourists' satisfaction in the relationship between tourists' cultural contact, destination image, intelligent technology and unforgettable experience and tourists' willingness to revisit, and to further explore how tourists' satisfaction plays an intermediary role in influencing factors of tourists' willingness to revisit.

1.4 Objectives of the Study

The aim of this study is to investigate the direct effects of cultural contact, destination image, smart tourism technology and memorable experience on tourists' intention to revisit Hebei province. In addition, this study examines the indirect effects of cultural contact, destination image, smart tourism technology, and memorable experience on tourists' intention to revisit Hebei Province through tourists' satisfaction. Therefore, the results of this study show the mediating role of tourists' satisfaction in the relationship between cultural contact, destination image, smart tourism technology, and memorable experience on tourists' intention to revisit Hebei Province. The study provides an important theoretical foundation for future in-depth research in this area and for exploring the relevant aspects of tourism strategy. The specific objectives are as follows :

- 1) To examine the influence of cultural contact on the tourists' revisit intention in Hebei Province, China.
- 2) To explore the role of tourists' satisfaction in mediating the relationship between cultural contact and the tourism experience in Hebei Province.
- 3) To examine the effect of destination image on the tourists' revisit intention in Hebei Province, China.
- 4) To investigate the mediating effects of tourists' satisfaction on the relationship between destination image and tourists' revisit intention in Hebei Province, China.
- 5) To assess how the use of smart tourism technology enhances the tourists' revisit intention in Hebei Province.

6) To investigate the mediating effects of tourists' satisfaction on the relationship between smart tourism technology and tourists' revisit intention in Hebei Province, China.

7) To examine the influence of memorable experience on the tourists' revisit intention in Hebei Province, China.

8) To investigate the mediating effects of tourists' satisfaction on the relationship between memorable experience and tourists' revisit intention in Hebei Province, China.

9) To investigate the effects of tourists' satisfaction on tourists' revisit intention in Hebei Province, China.

As a kind of tourism with advanced ideas and innovation, cultural contact, setting up destination images and smart tourism not only greatly improve the satisfaction of tourists, but also enable tourists to have a deeper understanding and knowledge of various things encountered in the process of tourism. Therefore, this paper researches on tourism strategies. It can make people more comprehensive and in-depth understanding of the main factors affecting the re-visit intention, and then adjust and control these factors to promote the re-visit intention of tourists, and provide theoretical guidance.

1.5 Significance of the Study

The significance of this study lies in its potential to contribute to the understanding and improvement of the tourism experience in Hebei Province. By identifying and addressing the limitations that may affect the generalizability and reliability of the findings, this research study aims to provide valuable insights that can be applied in the tourism industry.

Based on the analysis of the existing research results, this paper studies the brand strategy of tourism industry in Hebei province with tourists' re-visit intention, analyzes and establishes the development direction of tourism industry in Hebei Province through the analysis of the influencing factors of tourist revisit intention in

Hebei Province, and hopes to provide reference for the future research on China's tourism brand strategy. Through the study of the intention of tourism return in Hebei Province, the present situation of tourism in Hebei Province is clearly observed. Through the examination of the factors affecting the intention of tourism return in Hebei Province, it is also found that the current problems faced by the brand building strategy of the tourism industry in Hebei Province, which makes up for the shortcomings of the existing research in Hebei Province, and also provides the direction for the next step to develop the tourism industry in Hebei Province, which has important theoretical and practical significance.

At the same time, this article examines the factors that influence tourists' intention to revisit, with tourist satisfaction as a mediating variable, from the perspective of cultural contact, destination image, smart tourism technology and memorable experiences. The novelty lies mainly in the innovation of the research perspective. In recent years, as the national income and living standards in China have continuously improved, tourists' need for experiences when visiting places has increased. Meanwhile, the research on the factors influencing tourists' revisit intention has also attracted the attention of more and more scholars. However, as an important research index to measure the development of tourism, it is necessary to study the revisit intention of tourists from the combination of cultural contact, destination image, intelligent tourism technology and memorable experiences. Therefore, this paper investigated the factors influencing the revisit intention of Hebei tourism industry from the perspective of branding strategy. Quantitative questionnaire statistical analysis method can be used to formulate reference strategies for tourists' revisiting intention in the development of China's tourism industry.

The study of the mediating effect of tourist satisfaction in the tourism industry of Hebei Province has important implications for management. DMOs, tourism professionals and local communities can benefit from the results by incorporating them into their strategies and decision-making processes. In this way, they can improve the overall tourism experience, attract more visitors and contribute to the sustainable development of the tourism industry in Hebei Province.

1) Destination Management Organizations (DMOs): DMOs in Hebei province can utilize the findings of this research to enhance their destination marketing strategies. By understanding the moderating role of memorable experience and tourist satisfaction, DMOs can focus on creating memorable and satisfying experiences for tourists. This can be achieved through the promotion of cultural contact, integration of smart tourism technologies, and the development of a positive destination image. DMOs can also use the research findings to analyze and identify the factors that contribute to revisit intentions and design targeted marketing campaigns to encourage repeat visits.

2) Tourism Industry Professionals: Professionals in the tourism industry, such as tour operators, hoteliers, and travel agencies, can leverage the research findings to enhance their service offerings. By prioritizing cultural contact, incorporating smart tourism technologies, and promoting the natural landscape of Hebei province, these professionals can create unique and memorable experiences for tourists. They can also focus on improving tourist satisfaction by providing high-quality services and ensuring a positive destination image. This can ultimately lead to increased customer loyalty and repeat business.

3) Local Communities: The research findings can also benefit the local communities in Hebei province. By understanding the importance of cultural contact and memorable experiences, the communities can actively engage in preserving and promoting their cultural heritage to attract more tourists. This can lead to increased economic opportunities and improved livelihoods for the local residents. Additionally, the research can highlight the significance of sustainable tourism practices, encouraging the communities to adopt environmentally friendly initiatives for the preservation of the natural landscape.

1.6 Scope of the Research

The scope of the study is focused on the tourism experience in Hebei Province, China. The study will explore the influence of cultural contact, destination image, and smart tourism technology on the overall tourism experience in this specific region.

The research will involve collecting data from tourists visiting various destinations in Hebei Province, including cultural sites, natural attractions, and urban areas. The study will consider both domestic and international tourists to provide a comprehensive understanding of the tourism experience in the region.

The study will also examine the mediating effects of destination image and smart tourism technology on the relationship between cultural contact and the tourism experience. It will investigate how these factors enhance or detract from the overall tourism experience in Hebei Province.

The research will primarily utilize quantitative research methods, such as surveys and statistical analysis, to collect and analyze data.

It is important to note that the study's scope is limited to Hebei Province and may not be generalizable to other regions. However, the findings of the study can provide valuable insights and recommendations for destination management and promotion in Hebei Province specifically.

1.7 Keywords

There are some keywords of the study. It shows below the relationships among the keywords. Revisit intention, tourist satisfaction, and memorable experience are interconnected concepts that play a crucial role in the tourism industry. Understanding the relationship between these three elements is essential for destinations aiming to enhance their attractiveness and ensure a steady flow of visitors.

Cultural Contact

Cultural contact refers to the interaction between tourists and the local culture of a destination. This interaction can significantly enhance tourist satisfaction as travelers seek authentic experiences that differentiate one destination from another. Engaging with local traditions, customs, food, and people allows tourists to gain a

deeper understanding and appreciation of the destination, leading to more memorable and satisfying experiences. When tourists feel a connection to the culture, they are more likely to want to revisit to deepen that connection or experience it anew.

Destination Image

The image of a destination encompasses tourists' perceptions and expectations about the place before they visit, influenced by marketing, word of mouth, and online content. A positive destination image can attract tourists by aligning with their desires and expectations for leisure, adventure, relaxation, or exploration. When the actual experience matches or exceeds these expectations, tourist satisfaction increases, leading to more memorable experiences. A strong, positive destination image can thus play a critical role in not only attracting first-time visitors but also in encouraging repeat visits.

Smart Tourism Technology

Smart tourism technology includes the use of digital tools and platforms that enhance the tourist experience before, during, and after the trip. Examples include mobile apps for guided tours, augmented reality for exploring historical sites, and AI chatbots for customer service. These technologies can personalize the travel experience, making it more convenient, informative, and enjoyable for tourists. By improving the ease of travel and providing interactive and personalized experiences, smart tourism technology can significantly boost tourist satisfaction and create memorable experiences that encourage tourists to revisit.

Memorable experiences

Memorable experiences, on the other hand, are those unique and extraordinary moments during a trip that leave a lasting impression on tourists. These experiences go beyond basic satisfaction and often involve emotional engagement, personal relevance, and the perception of novelty. Memorable experiences can significantly enhance tourist satisfaction because they contribute to the overall enjoyment and meaning derived from the trip.

Tourist satisfaction

Tourist satisfaction refers to the pleasure or contentment tourists feel when their expectations are met or exceeded by their travel experiences. It is a critical determinant of a destination's success, as satisfied tourists are more likely to recommend the destination to others and return in the future. Satisfaction stems from various factors, including the quality of services, the value received for the money spent, the beauty and cleanliness of the destination, and the overall experience.

Cultural contact, destination image, and smart tourism technology are crucial elements in the tourism industry that significantly influence tourist satisfaction and memorable experiences, which in turn can affect tourists' intentions to revisit a destination. Let's break down how each element contributes to this process and ultimately impacts revisit intention.

Revisit intention

Revisit intention is the likelihood that tourists will choose to return to a destination in the future. It is influenced by both tourist satisfaction and the presence of memorable experiences. Satisfied tourists with memorable experiences are more likely to develop a strong emotional attachment to the destination, which in turn increases their intention to revisit. Therefore, the creation of memorable experiences can be seen as a strategy to not only enhance satisfaction but also to foster loyalty and repeat visitation.

In summary, tourist satisfaction and memorable experiences are closely linked, with each contributing to the development of revisit intentions. While tourist satisfaction is crucial for meeting basic expectations and ensuring the initial attractiveness of a destination, memorable experiences provide a deeper emotional connection and a unique value proposition that can encourage repeat visitation. For tourism professionals, focusing on creating memorable and satisfying experiences is key to building a loyal visitor base and sustaining long-term success.

Chapter 2

Literature Review

This chapter, “The Impact of Cultural Contact, Destination Image, Smart Tourism technology and Memorable Experiences on Revisit Intention through tourism satisfaction in Hebei province, China” described from the following aspects:

- 2.1 Theories and Concepts
- 2.2 Relationships among Variables
- 2.3 Table of summary of all sources used in this chapter
- 2.4 Industry overview
- 2.5 Conceptual Framework of this thesis
- 2.6 Hypotheses

2.1 Theories and Concepts

2.1.1 Theories

2.1.1.1 Cultural Contact Theory:

This theory explores how different cultures interact, exchange ideas, and influence each other when they come into contact. It can be particularly useful in understanding the dynamics between tourists and local communities in Hebei Province.

Acculturation is the process of adapting to a new cultural environment, including changes in a person's attitude, behavior, and cognition in the new environment. Most studies of acculturation have been carried out among immigrants, sojourners and expatriates. But interestingly, despite being the most common form of face-to-face cross-cultural contact, travel has been ignored by

acculturation theory. In fact, acculturation has the most direct relationship with tourism, which involves the degree to which individuals wish to accept foreign culture and maintain their own culture in the context of cross-cultural interaction. Most of the studies on acculturation in China focus on anthropology and sociology, focusing on cultural acculturation and change at the group level. Psychologists' research focuses on the individual level, emphasizing the influence of acculturation on psychological processes. The most frequently used definition of the construct of acculturation theory is the definition given by American anthropologist Redfield (1936), that is, "Acculturation is the phenomenon of continuous and direct cultural contact between two groups with different cultures, which is composed of individuals, resulting in changes in the original cultural patterns of one or both parties". Although the cultural dimension of acculturation was first studied in the field of anthropology, it has more often been introduced into the field of psychology and explored at the individual level, such as sojourner, immigrant and refugee.

For a long time, acculturation has been regarded as a group-level phenomenon. Anthropologists and sociologists generally focus on group-level acculturation research, and pay more attention to macro-level phenomena, such as changes in social structure, economic foundation, political organization and cultural customs. From the perspective of psychology, acculturation pays more attention to the phenomenon at the individual level, focusing on the process of adapting to a new cultural environment, including the change of a person's attitude, behavior and cognition in the new environment. In recent decades, acculturation has been more widely regarded as an individual-level phenomenon, and scholars have begun to focus on various effects of acculturation on individual psychological processes.

2.1.1.2 Acculturation Theory:

Developed by Redfield, Linton, and Herskovits (1936), acculturation theory examines the process of cultural change and psychological change that results following the meeting between cultures. The theory can help analyze how tourists and locals adapt and adjust their cultural practices during and after their interactions.

The study of acculturation usually starts from the relationship between the new culture and the original culture. The differences in acculturation or integration between the new culture and the original culture show the differences in the ways of acculturation between individuals. The acculturation mode can be regarded as the combination mode of the new acculturation degree and the original acculturation degree. The two most common theoretical models of acculturation are unilinear model and bilinear model. Researchers initially believed that acculturation is a one-dimensional linear process, with the original culture at one end and the mainstream new culture at the other. It is a process in which an individual changes from holding the original culture to completely losing the original culture, becoming a member of the mainstream culture and accepting all the values, attitudes and behaviors of the mainstream culture. According to this model, the adaptation to the mainstream culture is inevitably accompanied by the weakening of the relationship with the original culture, so that the acculturated individual almost gives up his original culture. The bilinear model of cultural adaptation assumes that it is possible for an individual to adapt to the host culture without abandoning the original culture.

2.1.1.3 Social Exchange Theory:

This theory posits that the exchange of goods, services, favors, and other social values occurs in the context of both the cost and benefits to the actors involved. Applying this theory, it can explore the reciprocal relationship between tourists and the local community, focusing on what each party gains from the cultural contact.

Social exchange theory is mainly used in the study of organizational behavior. It was introduced into the field of tourism research at the end of last century, mainly used to study the relationship between community residents and tourists, hosts and tourism enterprises, and tourism enterprises and tourists. The research holds that the relationship between tourist destinations and tourists can be regarded as a social exchange relationship. Creating a good destination image is conducive to promoting tourists' environment-friendly behavior, and this exchange relationship needs to rely

on tourists' perceived value in the process of tourism experience. In addition, it is not clear whether the exchange subject will return the contribution, resulting in certain uncertainty in the social exchange relationship. Trust helps both sides believe that the other side will fulfill their long-term obligations, which is of great significance for eliminating the uncertainty of the social exchange relationship. Therefore, trust is considered to be an important situational factor in the social exchange relationship, and the social exchange relationship between tourists and tourism destinations will gradually deepen with the improvement of the trust level of tourists' destinations.

2.1.1.4 Tourism Area Life Cycle (TALC):

Proposed by Butler (1980), this theory suggests that tourist areas go through stages of exploration, involvement, development, consolidation, stagnation, and either decline or rejuvenation. This framework can push to analyze the development of cultural tourism in Hebei Province and predict future trends.

Researchers can use the life cycle theory of tourism destination to explain what stage a certain tourism destination is in, describe the characteristics of this stage, and predict what problems may occur at this stage, so as to timely conduct artificial dry pre-preparation and adjustment, and find the development trend of the next stage of tourism. The feasible countermeasures are studied to make the life cycle of tourist destination enter a new stage of development. Through rational use of the life cycle theory of tourist destination, it can not only explain and describe the development and market changes of tourist destination, but also predict the development and evolution trend of tourist destination, which is a valuable point in the practical application of the life cycle theory of tourist destination in tourism development.

Through the description and analysis of the characteristics of each development stage of the tourism destination, it can be seen that the application of the life cycle theory of the tourism destination to solve the problems existing in the development process of the tourism destination should be combined with the

characteristics of the corresponding stages, aiming at the problems existing in this stage. Consider the following factors: the length of tourism development time; The perfect degree of local tourism structure and function; The types and forms of tourism products; The number of tourists received by the tourist destination; Foreign capital investment; Employment status of residents in tourist places; Whether the residents' attitudes towards foreign investors and tourists have changed; The extent to which the community environment of tourist destination is affected; Changes and interactions of tourism market. in the process of tourism planning and development and market operation, we should strive to find the problem as early as possible, formulate effective measures, and solve the problem quickly to reduce the adverse impact.

2.1.1.5 Globalization Theory:

This theory deals with the process by which businesses or other organizations develop international influence or start operating on an international scale. It can provide insights into how globalization affects cultural exchange and tourism in Hebei Province.

The theory of globalization has brought time and space into the dialectical thinking since its birth. But the two are also at both ends of the game, through each other's power checks and balances. The general trend of the development of globalization theory is the gradual decrease of the importance of space and the increasing importance of time, because the time type is more suitable to describe a "different now" but "simultaneous" global society. Like globalization, most globalization arguments tend to adopt a holistic logic view, looking at world changes through the integration process of economic dimensions. in general, as the most studied and most influential sociological theory of globalization, the reconstruction from the national perspective to the world perspective can be understood as a positive paradigm transformation of globalization research. However, the wider the scope and the deeper the content involved, the more unique the explanatory path constructed, and the more likely the seemingly solid theoretical structure will be split. If globalization is considered in the theoretical spectrum, whether it is "globalization" or "local

globalization", whether it is "economic globalization" or "cultural globalization", what is involved in the process of "integration and differentiation" to "re-integration and re-differentiation" is only "meta-problem" and "re-deduction" of "meta-logic". The theoretical debate which seems to be highly reflective has gradually fallen into the trap of circular argument and repeated game.

2.1.1.6 Heritage Tourism Theory:

This theory focuses on how cultural heritage (tangible and intangible) is a key element in attracting tourists. It examines how heritage is preserved, presented, and consumed within the tourism industry. It can use this theory to explore how Hebei Province's cultural heritage sites influence tourism and cultural contact.

With the continuous integration of tourism industry and intangible heritage industry, the value chain between industries is deconstructed and reorganized under the continuous interaction, and the value-added ability and value creation mode of the value chain are also changed, prompting enterprises in the industry to adapt to the change of the value chain by integrating their own advantageous resources, carrying out resource complementarity and value adding activities, and ultimately creating more added value. In intangible cultural heritage tourism, to make the value chain system efficient operation, the core is to strengthen the protection of intangible cultural heritage.

Robert Mackintosh, who first proposed the concept of intangible cultural tourism, believes that tourism activities are one of the manifestations of intangible cultural heritage tourism activities, and tourists can use similar tourism activities to understand and grasp the actual living conditions and ways of thinking of others. The World Tourism Organization regards intangible cultural heritage tourism as tourism activities carried out by individuals with a certain culture as their purpose. From the overall point of view, intangible cultural heritage tourism is actually an activity to understand human culture by means of tourism activities. By dividing

intangible cultural heritage tourism, we can find that its types are very diverse, among which ethnic intangible cultural heritage tourism and heritage intangible cultural heritage tourism are the most popular contents in the academic field.

Considering that different scholars have different research directions, their opinions on intangible cultural heritage tourism are bound to be different. At present, relevant scholars' understanding of intangible cultural heritage tourism is mainly as follows: Firstly, it is considered that intangible cultural heritage tourism is a new type of tourism mode, which fully combines tourism places with local cultural resources and integrates them into tourism products, so as to ensure that tourists can enjoy local cultural characteristics through sightseeing. Secondly, it holds that intangible cultural heritage tourism is a special tourism product, which can effectively meet the cultural needs of tourists to tourist destinations. Finally, it is believed that intangible cultural heritage tourism is a more detailed tourism mode, and its behavior process is relatively physical. Tourists' tourism activities under this background can help them understand the local folk customs and natural environment more clearly.

2.1.1.7 Cultural Capital Theory:

Bourdieu's concept of cultural capital can be applied to understand how cultural knowledge, competence, and presentation can benefit individuals and communities in the tourism industry. This theory can elucidate the value placed on cultural knowledge and skills in Hebei's tourism sector.

The theory of cultural capital was put forward by French sociologist Pierre Bourdieu, which emphasizes the importance of cultural resources in social communication. At the end of the 1950s, the highly dominant position of capital on the cultural industry led to the significant influence of cultural production on cultural consumption behavior, and whether cultural consumption could be recognized as one of the important ways to measure cultural production. Cultural consumption behavior is the pursuit of a spiritual experience, which requires consumers to understand their own spiritual consumption needs and what spiritual experience will be brought by the

cultural products to be consumed. The capital generated by the pre-judgment process of consumers is called cultural capital.

The theory of cultural capital provides theoretical support for the construction of the theoretical framework of tourism industry structure driven by digital elements, which can be studied in three ways from the consumption side.

First, habit formation theory. Consumers are used to buying the same products repeatedly, forming consumption habits, and forming a personal preference and unique consumption taste. The unique consumption taste will promote consumers to buy again and form habit consumption behavior. Habit formation theory focuses on individual repetitive behaviors and decisions. Digital technologies can foster consumer habits by providing personalized, convenient travel experiences. To this end, practitioners in the travel industry can design user-friendly digital platforms that use big data analytics to understand customer habits and spending patterns. This not only helps to adapt products and services to meet customer needs and enhance the visitor experience, but also to maintain customer loyalty with regular promotions and special offers.

Second, the theory of rational addiction. This theory is proposed by Becker and Murphy: "The factors that affect the change of cultural consumption demand depend more on the accumulated cultural consumption experience of individuals." The more cultural consumption experience an individual has, it will directly lead to a significant increase in the demand for cultural consumption, which can be called addictive behavior." . The rational addiction model provides a new idea for the optimization of digital sports tourism industry when considering individual consumption behavior, needs and decisions. in particular, the principle of weighing individual satisfaction feelings and considering long-term utility can be used as a reference in the optimization of digital tourism industry structure. Practitioners in the tourism industry can use big data analysis to better understand the consumer demand and behavior of tourism consumption; The use of publicity and promotion to guide

consumers to form tourism consumption experience, so as to promote consumers to form addictive tourism consumption.

Third, the theory of learning in consumption. This theory emphasizes the importance of consumers accumulating knowledge and experience in the purchase process. In the digital tourism industry, consumers can not only obtain information and experience through Internet search, social media, applications and other channels to influence their decision-making, but more importantly, actively participate in the process of participating in tourism consumption to obtain the cognition of the product. Such consumers will judge before making decisions and continue to evaluate during the participation process, and their satisfaction and experience will affect their decision-making behavior of repeated purchases. This type of consumer acts not only as the receiver of information, but also as the creator and sharer of information. They emphasize the quality and satisfaction of products, which is of great significance for improving tourism products and creating new market strategies.

2.1.1.8 Intercultural Communication Theory:

This theory examines how people from different cultural backgrounds communicate, in both verbal and nonverbal ways. It's relevant for understanding the interactions between tourists and locals, and how communication facilitates or hinders cultural exchange.

The correct application of cross-cultural communication theory can help Chinese tourists effectively avoid the linguistic pragmatic failure and social pragmatic failure that may occur in international tourism. The right way of communication, expression and appropriate behavior by Chinese tourists are all conducive to the experience of international tourism. There are many theories about intercultural communication, but this article only mentions four of the most influential ones. The research on the enlightenments of intercultural communication theory to Chinese tourists' international tourism is not deep enough. More scholars are needed

to start from the depth and breadth, expand the research space, and integrate different information.

2.1.2 Cultural Contact

Cultural contact refers to the interaction between individuals or groups from different cultures, leading to an exchange of ideas, values, and traditions. In the context of tourism, it often describes the encounters between tourists and the local population or other cultures.

The academic concept of cultural contact mainly refers to the process of communication, exchange, and interaction between different cultural groups. This process includes not only the spread and fusion of culture but also the conflict and change of culture. Cultural contact is an important research topic in culturology, sociology, anthropology, and other disciplines. It is of great significance for understanding cultural diversity, promoting cultural exchange and mutual learning, and coping with cultural challenges brought about by globalization (Adler & Aycan, 2021).

In academic terms, the definition of cultural contact usually contains the following core elements: First, cultural contact involves at least two or more different cultural groups; Secondly, there are substantial exchanges and interactions among these cultural groups, including information exchange, material exchange, and personnel flow. Finally, such exchanges and interactions lead to the spread, integration, conflict, or change of cultures (Di, Liu, Li, & Han., 2022).

The academic significance of cultural contact is mainly reflected in the following aspects: First, it helps us to understand the formation and evolution of cultural diversity. By studying the contact and communication between different cultural groups, we can gain a deeper understanding of the characteristics and differences of different cultures, as well as the mutual influence and integration process between them. Secondly, the study of cultural contact helps to promote

cultural exchanges and mutual learning. In the context of globalization, the contact and exchange between different cultures are becoming more and more frequent. Studying the process and mechanism of cultural contact will help us to better promote the dialogue and exchange between different cultures and promote the pluralistic coexistence of cultures. Finally, the study of cultural contact is also of great significance for coping with the cultural challenges brought about by globalization. With the in-depth development of globalization, cultural exchanges and conflicts are increasingly intensified. How to properly handle the relationship between different cultures and promote the harmonious coexistence of cultures has become an important issue in front of us. Studying the processes and mechanisms of cultural contact can help us better address these challenges and promote the in-depth development of cultural exchanges and cooperation (Barrett, Bouchard, & Taylor, 2013).

Cultural contact is the mutual exchange, collision and fusion between different cultures. It covers many aspects of communication, from language, art, customs to values. The characteristics of cultural contact lie in its diversity and dynamic nature. Different cultural elements influence and learn from each other in contact, forming new cultural phenomena.

In contemporary society, the importance of cultural contact has become increasingly prominent. With the advancement of globalization, cultural exchanges between countries are becoming more and more frequent, and cultural contact has become an important way to promote cultural diversity and common progress of mankind. Through cultural contact, we can better understand and respect different cultures, enhance friendship and cooperation, and jointly build a harmonious and diverse world.

Importance in Study: Understanding cultural contact is crucial for managing cultural differences and promoting mutual respect and understanding. Studying cultural contact helps in designing tourism experiences that are culturally sensitive and enriching for both tourists and host communities.

In the academic field, the study of cultural contact in tourism is of great value. First of all, tourism, as a form of cross-cultural communication, provides a unique platform for cultural contact. In the process of traveling, tourists can not only personally experience the local customs of different regions, but also have in-depth interaction with local residents. This direct cultural contact provides rich materials and unique perspectives for academic research.

Secondly, the study of cultural contact in tourism contributes to deepening our understanding of cultural diversity and cultural exchange. By exploring travel behaviors and travel experiences in different cultural contexts, we can gain a deeper understanding of the characteristics and differences of various cultures, and how they influence and integrate with each other. This is important for promoting mutual understanding and respect between cultures and for building a more harmonious world.

In addition, the study of cultural contact in tourism can also promote the innovation and development of tourism. With the deepening of globalization and the increasingly fierce competition in tourism, how to improve tourism experience and enhance tourists' satisfaction has become the focus of the industry. As one of the important factors affecting tourist experience, the study of cultural contact can not only provide new development directions and strategies for tourism, but also promote the innovation of tourism theory and method.

2.1.3 Destination Image

Destination image is the perception that people hold about a place. It encompasses beliefs, ideas, impressions, and expectations that a person has about a destination.

In tourism, destination impression is a core concept, which profoundly affects the decision-making process of tourists, travel experience and the long-term

development of tourist destinations. Destination impression, simply put, is the tourists' overall cognition and feeling of a certain tourist destination.

First of all, the definition of destination impression covers tourists' various perceptions and cognition of the tourist destination, which are usually based on tourists' personal experiences, media information, others' recommendations and other factors. The formation of destination impression is a complicated process, which involves tourists' evaluation and feeling on the natural environment, cultural characteristics, historical background and service quality of the destination.

Secondly, there are many factors that make up destination impression. Natural scenery is one of the most intuitive and important factors, such as magnificent mountains, charming beaches, etc., can leave a deep impression on tourists. In addition, cultural characteristics are also the focus of tourists' attention, such as unique folk customs, rich historical and cultural heritage, which can enhance tourists' interest in the destination. Service quality, infrastructure, tourism safety and other factors also have an important impact on destination impression.

Thirdly, destination impression has a profound impact on the development of tourism. A good destination impression can attract more tourists to travel, enhance the visibility and reputation of the tourist destination, and thus promote the development of the local economy. Conversely, a negative perception of a destination can lead to a decrease in the number of visitors, adversely affecting the tourism industry.

Finally, managing and shaping destination impression is an important task in tourism development. By strengthening tourism publicity, improving service quality, improving infrastructure, protecting natural and cultural resources and other measures, we can actively build a good impression of the destination and enhance the satisfaction and loyalty of tourists. At the same time, it is also necessary to pay attention to the feedback and opinions of tourists, and timely improve and perfect tourism services to meet the needs and expectations of tourists.

Importance in Study: The image of a destination plays a vital role in the decision-making process of potential visitors. Studying destination image helps in identifying the factors that contribute to a positive or negative perception, allowing for effective marketing strategies and improvements in destination management.

In the realm of academia, the concept of tourism destination impression is a significant area that spans across various disciplines such as tourism, psychology, and marketing. It encompasses the overall perception, evaluation, and emotional response of tourists to a specific tourist destination, representing their comprehensive understanding formed during travel (Melo, Ferreira, & Lopes, 2016).

By analyzing these perceptions, we can uncover the psychological aspects of expectations, preferences, and satisfaction levels to more accurately predict travel behaviors. Furthermore, improving the impression of a tourist destination is pivotal for increasing satisfaction and loyalty levels among tourists. A positive impression can elevate satisfaction and loyalty levels while also contributing positively to its reputation through word-of-mouth recommendations. Lastly, studying destination impressions plays a crucial role in promoting tourism development by attracting more visitors thereby stimulating growth.

From its definition, tourist destination impression refers to the personal subjective impression formed by tourists after interacting with the environment, culture, facilities, and services of the destination. This impression includes not only external factors like natural scenery and historical sites but also internal factors such as service quality and tourism experience. Therefore, it is a multi-dimensional and complex concept influenced by various factors including tourists' personal background, travel motivation, and experience (Puh, 2014).

Academically speaking, destination impression holds great significance in understanding tourist behavior patterns while also contributing to improving satisfaction levels and loyalty among tourists. By studying this aspect closely we can gain insights into tourist motivation and behavior patterns. Additionally enhancing

tourist satisfaction through improved impressions can lead to increased loyalty towards destinations which in turn promotes positive word-of-mouth reputation for those destinations (Prayag, Hosany, & Odeh, 2017).

Within academic research circles today there is considerable interest in exploring different perspectives on how to enhance tourists' impressions of destinations through effective strategies such as cognitive processes from psychological viewpoints or marketing strategies aimed at influencing perceptions positively (Chen & Tsai, 2007).

2.1.4 Smart Tourism Technology

Smart tourism refers to the application of information and communication technology (ICT) for developing innovative tools and approaches to improve tourism experiences, enhance operational efficiency, and ensure sustainable tourism practices (Gretzel, Sigala, Xiang, & Koo, 2015)

The academic concept of intelligent tourism technology refers to the integration and application of advanced technologies such as artificial intelligence, big data, and the Internet of Things to enhance the intelligent level of tourism services and the personalized degree of tourism experience. Research in this field aims to optimize the operational efficiency and visitor experience of the tourism industry through technological innovation, providing new impetus for the sustainable development of the tourism industry (Jovicic, 2019).

Academically, smart travel technology covers a number of research areas. First of all, it involves the cross-research of computer science and tourism, through the development and application of various intelligent algorithms and models, to realize the intelligent processing, analysis, and mining of tourism information. for example, big data technology is used to analyze tourists' travel behaviors and preferences to provide accurate marketing and personalized services for tourism enterprises; The use of artificial intelligence technology for travel recommendation and prediction, to

provide tourists with a more intimate and personalized travel experience (Buhalis & Amaranggana, 2015).

In addition, smart tourism technology also involves the application of Internet of Things technology, through the Internet of Things devices to collect and process real-time data of tourist destinations, to provide tourists with more convenient and safe travel services. for example, through the intelligent tour guide system to provide tourists with real-time scenic spot introduction and navigation services; Through the intelligent hotel management system to provide tourists with more convenient and comfortable accommodation experience (Li, Hu, Huang, & Duan, 2017).

Research in smart tourism technology focuses not only on innovation at the technical level, but also on the social and economic impact of technology applications. It aims to promote the transformation and upgrading of the tourism industry through technological innovation, and improve the competitiveness and sustainable development capacity of the tourism industry. At the same time, smart tourism technology also focuses on tourists' travel experience and satisfaction, by providing personalized travel services and solutions to meet the growing travel needs of tourists (Pai et al., 2020).

To sum up, intelligent tourism technology is an interdisciplinary research field academically, which involves the knowledge and technology of computer science, tourism, artificial intelligence, and other disciplines. Through the research and application of intelligent tourism technology, we can provide new ideas and solutions for the sustainable development of tourism, and bring tourists a more convenient, comfortable, and personalized travel experience (Gretzel et al., 2015).

Smart tourism technology plays a pivotal role in the tourism industry. First of all, it greatly improves the tourist experience. Through technologies such as smart navigation, online booking, and mobile payment, tourists can enjoy more convenient and personalized services, making travel easier and more enjoyable (Saura, Palos Sánchez, & Menendez, 2017).

Secondly, smart tourism technology has significantly improved the operational efficiency of the tourism industry. The application of big data analysis and cloud computing technology enables tourism enterprises to grasp market demand more accurately, optimize resource allocation, and improve service quality and efficiency. At the same time, the intelligent management system can also help tourism enterprises reduce operating costs and improve profitability (Sánchez & Camacho, 2016).

In addition, smart tourism technology has also promoted the innovation of tourism business models. Through advanced technologies such as virtual reality and augmented reality, tourism companies can create new tourism products and services to meet the ever-upgrading consumer needs of tourists. This has not only brought new growth points for the tourism industry, but also brought more cooperation opportunities for related industries (Alles & Marqués, 2014).

Finally, smart tourism technology promotes the sustainable development of tourism. Through intelligent environmental monitoring and ecological protection technology, tourism enterprises can better protect tourism resources and achieve green and low-carbon tourism development (Li et al., 2017).

Importance in Study: The study of smart tourism is important for understanding how technology can enhance the competitiveness of a destination, improve tourist experiences, and contribute to the sustainable development of the tourism industry (Jovicic, 2019).

The research of smart tourism technology in the academic field has shown its unique academic character and far-reaching influence. First of all, in terms of research methods, the research of smart tourism technology usually adopts a combination of quantitative and qualitative methods. Through big data analysis, model construction, and field research, the application status quo, problems, and development trend of smart technology in the tourism industry are deeply explored. The application of these methods has not only enriched the research means of tourism, but also provided strong support for solving the practical problems of tourism (Pai et al., 2020). in terms of

theoretical framework, the research of smart tourism technology covers the theoretical knowledge of information technology, tourism, management, and other disciplines. Through interdisciplinary theoretical integration, researchers have constructed a multi-dimensional theoretical framework including smart tourism system, tourism information management, tourism e-commerce, etc., providing a solid theoretical support for the development of smart tourism technology (Gretzel et al., 2015).

More importantly, the research of smart tourism technology has played a positive role in promoting the development of tourism discipline. On the one hand, the research of smart tourism technology promotes the development of the tourism discipline in the direction of digitization, intelligence, and personalization, making the research content of the tourism discipline more diversified; On the other hand, the research of smart tourism technology also provides an important reference for the practical application of the tourism discipline, and promotes the innovation and development of the tourism industry in terms of service quality, operational efficiency, and business model (Buhalis & Amaranggana, 2015).

In conclusion, the study of smart tourism technology in the academic realm holds significant scholarly and practical implications. This not only infuses fresh vigor into the advancement of tourism studies but also furnishes robust backing for the sustainable progression of tourism (Jovicic, 2019).

2.1.5 Memorable Experience

A memorable experience in tourism can also be characterized by its ability to create a sense of connection and understanding between tourists and the destination they are visiting. This may stem from interactions with local communities, exposure to traditional customs and practices, or encounters with unique natural landscapes. Additionally, the opportunity to participate in hands-on cultural activities or witness significant historical sites can contribute to a truly impactful tourism experience. Ultimately, these elements combine to leave an indelible mark on tourists' memories and shape their perceptions of the places they have visited.

Memorable experiences are a complex and multi-dimensional concept in academia, especially in the fields of psychology, sociology, and tourism. It usually refers to a deep, intense, and long-lasting emotional experience that leaves a deep imprint on one's memory and has a significant impact on one's cognition, emotions, and behavior (Kim & Fesenmaier, 2019; Tsiotsou & Ratten, 2020).

In psychology, a memorable experience is often defined as a special memory that has high emotional value and importance. It may stem from an exciting or shocking trip, an emotional reunion with family and friends, an important life event (such as graduation, marriage, or having a child), etc. These experiences are memorable because they touch deep emotions, provoke strong emotional responses, and form lasting traces in people's memories (Chandralal & Valenzuela, 2015; Pine & Gilmore, 2019).

There are many factors that contribute to a memorable experience. First of all, personal traits and personality play an important role. Some people are naturally curious about new things and are more likely to have memorable experiences. Second, the nature and intensity of the experience itself is also a key factor. A unique, new, and challenging experience is often more likely to become a memorable memory. In addition, factors such as social and cultural context, personal experience, and values also influence the formation and memory of memorable experiences (Zhang et al., 2018; Bastiaansen et al., 2019).

The research significance of memorable experiences varies in different subject areas. In psychology, studying memorable experiences helps us understand the mechanisms and characteristics of human memory, as well as the influence of emotions on memory. In sociology, memorable experiences are regarded as a social phenomenon, reflecting people's emotional resonance and value identification in social interaction and cultural exchange. In tourism, unforgettable experiences are regarded as an important tourism resource and product, which is of great significance

to enhance travel satisfaction and loyalty (Zhong, Busser, & Baloglu, 2017; Kim, Ritchie, & McCormick, 2021).

In conclusion, memorable experiences are a complex and multi-dimensional concept in academia, which involves the knowledge of many subject areas such as psychology, sociology, and tourism. Through in-depth research on the formation mechanism, influencing factors, and research significance of unforgettable experiences in different fields, we can better understand human emotional experience and memory mechanisms, and provide useful theoretical guidance and practical suggestions for research and practice in related fields (Kim & Fesenmaier, 2019; Tsiotsou & Ratten, 2020).

Memorable travel experiences have a profound impact on tourists' behavior, which is not limited to current travel decisions, but more likely to continue and influence their future travel behavior.

First of all, memorable travel experiences will profoundly affect the decision-making process of tourists. An enjoyable and memorable experience will enable tourists to have a positive emotional connection with the destination, and thus be more inclined to choose destinations that can bring similar experiences in their future travel choices. This preference may take the form of an ongoing interest in a particular region, culture, or tourist activity.

Secondly, memorable travel experiences will also affect tourists' travel preferences. The culture, customs, food and other elements that tourists come into contact with during their travels may become an important reference for their future travel choices. An unforgettable travel experience may make tourists have a strong interest in certain culture or tourism activities, so that they are more inclined to choose these elements in future travel.

Finally, memorable travel experiences also have a lasting impact on tourists' behavior. The habits, behaviors, and interactions with other tourists that tourists form

during their travels are likely to become an important part of their future travel behavior. for example, a memorable group trip may make travelers more likely to collaborate and share their experiences with others, making them more likely to choose group travel in future trips.

Importance in Study: Understanding what makes an experience memorable is key to designing and offering products or services that stand out in a competitive market. It also contributes to repeat visitation and positive recommendations.

Memorable travel experiences provide valuable cases and data for tourism academic research. What tourists see, hear and feel during their travels are important resources for academic research. Through the in-depth study of these experiences, scholars can have a deeper understanding of tourists' needs, preferences and behavior patterns, and provide empirical support for the development of tourism theories.

Secondly, memorable travel experience is of great significance to the development of tourism theory. The emotional, cognitive and experiential nature of these experiences is an important part of tourism theory. Through the analysis and induction of these experiences, scholars can extract a more general and explanatory theoretical framework to promote the in-depth development of tourism.

Finally, memorable travel experience is of guiding significance to the practical application of tourism. The success factors and failure lessons shown in these experiences have important reference value for tourism enterprises and practitioners. They can learn from these experiences, optimize tourism products and services, and enhance tourist satisfaction and loyalty.

To sum up, tourists' memorable travel experience has irreplaceable value in tourism academic research. It not only provides rich materials for academic research, but also provides important support and guidance for the development of tourism theory and practical application.

2.1.6 Tourist Satisfaction

Satisfaction, in a general sense, refers to the feeling of contentment or pleasure that arises when expectations are met or exceeded. It's a measure of how well a product, service, or experience meets or surpasses the consumer's expectations.

Satisfaction in tourism refers to the pleasure or contentment tourists feel when their expectations and needs are met or exceeded by their travel experiences. Tourist satisfaction is a crucial concept in academia, especially in the fields of tourism, psychology, and marketing. It reflects the overall evaluation and feeling of tourists on tourism destinations, tourism products, and tourism services. Tourist satisfaction not only affects the loyalty of tourists and the willingness to buy again, but also has a profound impact on the image and long-term development of tourism enterprises.

In tourism, tourist satisfaction is generally defined as the overall evaluation of tourists' travel experience, which is based on the comparison between tourists' expectations and actual perceptions of tourist destinations, tourism products, and tourism services. When tourists' expectations are met or exceeded, they will be satisfied with their travel experience. On the contrary, there will be a sense of dissatisfaction (Chen, C. F., & Chen, F. S., 2010).

To measure visitor satisfaction more accurately, scholars often employ a variety of methods and techniques. Among them, questionnaires and interviews are the most commonly used methods. Through the design of reasonable questionnaires and interview questions, we can collect tourists' specific evaluations and feedback on all aspects of tourism. In addition, data analysis techniques, such as factor analysis and structural equation modeling, can also be used to deeply dig and analyze the collected data to reveal the internal structure and influencing factors of tourist satisfaction (Lee, Jeon, & Kim, 2011). In tourism academic research, tourist satisfaction is not only an important evaluation index but also a key factor to promote the development of tourism theory and guide the application of tourism practice.

First of all, in terms of academic research, tourist satisfaction provides tourism scholars with abundant empirical data and case studies. The level of tourist satisfaction directly reflects the quality of tourism products and services, and is an important standard to evaluate the attraction of tourism destinations and the competitiveness of tourism enterprises. Through in-depth research on tourist satisfaction, scholars can more accurately grasp the needs and expectations of tourists, so as to propose more targeted improvement measures and strategies. This kind of research based on empirical data not only helps to enhance the rigor and credibility of academic research but also provides powerful theoretical support for the sustainable development of tourism (Hallak, Assaker, & El-Haddad, 2018).

Secondly, in terms of theoretical development, the study of tourist satisfaction promotes the continuous improvement of the theoretical system of the tourism discipline. Tourist satisfaction is one of the important concepts in tourism theory, and its research involves many disciplines such as tourism psychology, tourism economics, and tourism management. Through the in-depth study of tourist satisfaction, scholars can better understand the decision-making process, behavior patterns, and psychological needs of tourists, so as to propose theoretical models with more explanatory and predictive power. These theoretical models can not only enrich the theoretical system of the tourism discipline but also provide more scientific guidance for tourism practice.

Finally, in terms of practical application, the study of tourist satisfaction has important guiding significance for the management and development of tourism enterprises and tourist destinations. The level of tourist satisfaction is directly related to the economic benefits of enterprises and the attraction of destinations. Through the study of tourist satisfaction, tourism enterprises and destination managers can more accurately understand the needs and preferences of tourists, so as to optimize products and services and enhance the satisfaction and loyalty of tourists. In addition, tourist satisfaction research can also provide strong support for tourism enterprises to formulate market strategies and enhance brand image, so as to promote the sustainable development of enterprises.

In academic research, tourist satisfaction is widely utilized for evaluating tourism destinations, optimizing tourism products, improving tourism services, and more. By studying tourist satisfaction, we can gain insights into tourists' needs and expectations, and offer targeted improvement suggestions to tourism enterprises in order to enhance tourist satisfaction and loyalty. Additionally, research on tourist satisfaction also contributes to promoting sustainable tourism development, rational utilization of tourism resources, and environmental protection.

In short, tourist satisfaction is a multi-dimensional concept in academic terms, which involves the overall evaluation and feeling of tourists on their travel experience. Through in-depth study of tourist satisfaction, it can provide useful theoretical guidance and practical suggestions for the development of tourism.

Tourist satisfaction is a widely studied construct in the field of tourism research, considered to be a key determinant of destination loyalty and revisit intentions (Oliver, 1980). It is generally understood as the tourist's overall contentment with their travel experience, measured against their prior expectations (Kozak & Rimmington, 2000). In the context of smart tourism, satisfaction not only stems from the quality of services and attractions but also from the seamless integration of technology into the travel experience (Buhalis & Amaranggana, 2014).

In conclusion, the significance of studying satisfaction across diverse sectors, such as tourism, cannot be overstated as it plays a pivotal role in ensuring and enhancing quality. This endeavor enables businesses and service providers to comprehend consumer needs and preferences, thereby fostering superior customer experiences and loyalty.

2.1.7 Revisit Intention

Revisit intention refers to the likelihood of a tourist returning to a destination in the future. This intention is often influenced by the overall satisfaction with the previous visit, the quality of experiences, and the image of the destination (Smith,

Brown, & Pendergast, 2019). The mediating role of memorable experiences in fostering satisfaction and shaping the destination image suggests a potential link to increased revisit intentions, an area that warrants further investigation in the context of smart tourism (Jones & Lee, 2021).

The intention to revisit is a key indicator of a destination's success and sustainability. Understanding the factors that influence revisit intentions can help in developing strategies to enhance tourist satisfaction, loyalty, and ultimately, the economic benefits of tourism. The revisit intention refers to the willingness or tendency of tourists to visit the same tourist destination or experience the same tourist product after a travel experience. This willingness is an important manifestation of tourism satisfaction and loyalty, and is of great significance for the long-term and stable development of the tourism industry (Soliman, 2019; Hasan, Akter, & Hassan, 2020).

In tourism, the revisit intention is regarded as an important index to measure the attractiveness of tourist destinations, the quality of tourism products, and the quality of tourism services. A tourist destination or tourism product with a high willingness to revisit can often attract more tourists to come to experience, thus increasing the revenue and market share of tourism. At the same time, the level of tourists' willingness to revisit also reflects the satisfaction and loyalty of tourists to tourist destinations or tourism products, which is an important basis for the tourism industry to improve service quality and tourism products (Zhong et al., 2017; Tosun, Dedeoğlu, & Fyall, 2015).

There are many factors affecting tourists' willingness to revisit, including the following aspects:

Attraction of tourist destination: the natural scenery, cultural characteristics, historical heritage, and other factors of a tourist destination have an important impact on the attraction of tourists. A tourist destination with unique charm and attraction can often inspire tourists to visit again (Lu, Stepchenkova, & Morrison, 2019; Rid, Ezeuduji, & Pröbstl-Haider, 2014).

Quality of tourism products: Tourism products are the core component of tourists' travel experience, and their quality directly affects tourists' satisfaction and willingness to revisit. High-quality tourism products can provide a richer travel experience, meet the diversified needs of tourists, and increase the willingness of tourists to visit again (Kim & Thapa, 2018; Chi, Pan, & Del Chiappa, 2020).

Quality of tourism services: Tourism services are an indispensable part of the tourism process, and their quality has an important impact on tourists' satisfaction and willingness to revisit. High-quality tourism services can provide a more thoughtful and intimate service experience, so that tourists feel warm and caring, thus increasing the willingness of tourists to visit again (Jin, Weber, & Bauer, 2019; Rather, 2020).

Personal characteristics of tourists: The personal characteristics of tourists, such as age, gender, occupation, income, and other factors, also have an impact on tourists' willingness to visit again. Different tourist groups have different needs and preferences for tourist destinations and tourism products. Therefore, understanding the individual characteristics of tourists is of great significance for formulating effective marketing strategies and enhancing tourists' willingness to revisit (Hung & Petrick, 2012; Suhartanto, Brien, Primiana, Wibisono, & Triyuni, 2019).

In the tourism industry, enhancing tourists' willingness to revisit is of great significance to the long-term development of enterprises. Enterprises can enhance the satisfaction and loyalty of tourists by improving the attraction of tourist destinations, optimizing the quality of tourism products, and improving the quality of tourism services, so as to improve the revisit intention. At the same time, enterprises can also develop more accurate marketing strategies according to the personal characteristics of tourists, improve the marketing effect, and attract more tourists to come to experience (Soliman, 2019; Rather, 2020).

In terms of academic research, tourists' willingness to revisit provides scholars with valuable empirical data and case studies. Whether tourists are willing to

visit a tourist destination again directly reflects their satisfaction with tourism products and services and their overall impression of the destination. Through in-depth research on tourists' willingness to revisit, scholars can more accurately understand tourists' needs, preferences, and behavior patterns, and then provide targeted suggestions for the development of tourist destinations. This research method based on actual behavior helps to enhance the practicality and effectiveness of academic research (Vo, Nguyen, & Tran, 2021; Fuchs, Brandt, & Job, 2021).

Secondly, the revisit intention is of great significance to the development of tourism theory. In tourism theory, the concepts of tourist satisfaction, destination impression, and tourist behavior pattern are interrelated and influence each other. As a manifestation of tourist behavior, tourists' willingness to revisit provides a new perspective and thinking for the development of tourism theory. Through the in-depth study of tourists' willingness to revisit, scholars can have a deeper understanding of tourists' decision-making process and psychological mechanism, so as to enrich and improve the tourism theory system (Hung, Petrick, & Yang, 2022; Fuchs, Brandt, & Job, 2021).

Finally, tourists' willingness to revisit has important guiding significance for tourism practice. In the tourism industry, the re-visit rate of tourists is one of the important indicators to measure the competitiveness of tourist destinations. Through the study of tourists' willingness to revisit, tourism enterprises and destination managers can more accurately understand tourists' needs and expectations, so as to optimize tourism products and services and enhance tourists' satisfaction and loyalty. In addition, the study of tourists' willingness to revisit can also provide strong support for tourism enterprises to formulate marketing strategies and enhance brand image, so as to promote the sustainable development of enterprises (Vo et al., 2021; Soliman, 2019).

To sum up, tourists' willingness to revisit has irreplaceable value in tourism academic research. It not only provides abundant empirical data and case analysis for academic research, but also promotes the development of tourism theory and innovation of practical application.

2.2 Relationships among Variables

2.2.1 Cultural Contact and its Effects on Tourist Satisfaction

Cultural contact denotes the interaction between travelers and the indigenous culture of a destination. It encompasses experiencing and engaging with the customs, traditions, lexicon, and lifestyle of the indigenous community. Numerous investigations have delved into the repercussions of cultural engagement on tourist behavior.

In recent studies, researchers have scrutinized the process where interactions with host nationals facilitate expatriates' cross-cultural adaptation (Li, Chen, & Liu, 2020). It has been proposed that personal attributes, such as openness and sociability, temper the connection between interaction with host nationals and cross-cultural adjustment (Zhang & Wang, 2021). Recent study scrutinize five linguistic groups of Asian tourists to Australia: Indonesian, Japanese, Korean, Mandarin, and Thai (Smith, Johnson, & Lee, 2022). Consequences of the results for tourism sector executives and marketers are deliberated preceding the examination of satisfaction causation presented in part 2, revealing that marketers cannot depend solely on perceptions of service to engender Asian tourist satisfaction, but must also consider distinct cultural values and societal norms.

Tang, Zhao, Cristhian, and Jiang (2011) examine the impact of Confucian cultural value on the correlation between multimarket contact and two dimensions of corporate performance, i.e., firms' inventive and profitability. Mindful of the potential influencing factors of Confucian cultural value, Tang et al. (2011) hypothesize that the impact of multimarket contact is more profound among corporations from the Confucian paradigm. The variables utilized, initially is tourist satisfaction as a determinant, and the independent parameters are cultural destination attribute and tourist travel conduct characteristic. Putri (2017) concentrate on tourist satisfaction at cultural destination (A case study of saung angklung udjo bandung, west java, Indonesia). The research timeline employed is relatively brief. CQ has increasingly permeated business strategy as a result of cultural variances and diversity on tourist

behavior. Frías-Jamilena, Carmen, Martín-Santana, and Beerli-Palacio (2018) investigate the influence of cultural intelligence on consumer-oriented destination brand equity. The intention is to propose and establish a model that delineates the impact of tourists' CQ on their evaluation of the destination.

The framework was devised within the arena of international business studies to assess the effect of distances between home and host countries on tourists' preference for specialty goods (Li, Ellis, & Zhu, 2019) advanced four propositions constructed on segmentation and distance studies and conducted an empirical analysis of a questionnaire poll of 4474 foreign tourists from 49 distinct nations and territories visiting Japan. The objective of Wardani (2020) is to probe the relationship between exploratory knowledge, cultural reputation for religious tourism, and the caliber of sustainable destinations. Strategic knowledge enhances cultural reputation of religious conduct among executives of major tourist locales, ultimately improving the standard of these destinations. The mérito of Widaningsih, Nugraheni, Prananingrum, and Rahayunianto (2020) was to ascertain the influence of media exposure and the allure of tourist destinations on tourism curiosity. The results unearthed that media exposure and tourist attraction swayed the interest in visiting tourist destinations. The objective of Ridho, Hartono, and Istiqomah (2021) was to examine the role of community in economic sustainability towards post-visit behavior to cultural tourism destinations in the city of Palembang. Ridho et al. (2021) is a quantitative analysis, which assesses the relationship between the variables of the role of community, here, the community's role in the economy sustainability of tourism, and various other variables, which is the function of the community in ecological, social, cultural sustainability towards post-visit behavior, in the form of tourist satisfaction. Other impactful work includes

In addition, cultural engagement has been found to exert a beneficial influence on travelers' attitudes towards responsible tourism practices. When travelers interact with the indigenous culture, they become more cognizant of the relevance of safeguarding the cultural heritage and natural environment of the destination. This cognizance can instigate a more sustainable and responsible methodology to tourism.

2.2.2 Destination Image and its Effects on Tourist Satisfaction

The concept of destination image refers to the cognitive construction that tourists formulate regarding an identified site, predicated on their anticipations prior to the journey, personal interactions, and assessments subsequent to the trip. This construct plays a substantial role in tourists' choice-making procedure, encompassing their aspirations to re-visit the site.

The image of a destination plays a pivotal role in the tourism experience. It encompasses the beliefs, ideas, and impressions that people hold about a place. Destination image is expected to be both an outcome of memorable experiences and an antecedent to tourist satisfaction. The concept of destination image refers to the cognitive construction that tourists formulate regarding an identified site, predicated on their anticipations prior to the journey, personal interactions, and assessments subsequent to the trip. This construct plays a substantial role in tourists' choice-making procedure, encompassing their aspirations to re-visit the site.

Notwithstanding the noteworthy expansion of the halal tourism industry on the international stage, scant scholarly research has been provided to scrutinize the complex processes implicated in Muslim tourists' conduct towards a non-OIC ("Organization of Islamic Cooperation") destination. Al-Ansi and Han (2019) sought to probe such behavior formulation by assessing the relationships among halal-friendly destination performances, perceived worthiness, destination contentment, destination trust, and destination loyalty. Moon and Han (2019) sought to investigate the interconnections among tourist experience quality, perceived worthiness, perceived pricing feasibility, tourist contentment with tour experience, and loyalty to a coastal destination by considering the moderating impact of destination image. The findings revealed that tourists' engagement with tours is at the crux of perceived worthiness and pricing feasibility, which escalates tourists' contentment. Numerous factors can impinge upon the success of this type of tourism, but any initiative or strategy established should be closely linked to ensuring tourist contentment. Alcocer and Víctor Raúl (2019) aimed to assess the formation of destination image as well as the

impact of this image on tourist contentment. The contribution of Eid, Abdelmoety, and Agag (2019) consisted in examining the interrelationships between destination attributes, political (in)stability, destination image, tourist contentment, and inclination to recommend, to construct a conceptual framework of the forces and outcomes of destination image. Results exhibited that tourists' evaluation of the destination attributes and political (in)stability serve as precursors of perceived destination image. Harassment of tourists emerges as one of the paramount challenging issues influencing the competitiveness of various tourism destinations globally. Drawing on qualitative data gathered through 27 semi-structured interviews with international vacationers visiting Petra, Jordan Alrawadieh (2019) disclose that the perceived destination image and travellers' behavioral tendencies are unlikely to be influenced by harassment experiences. The objective of Ahmad (2020) is to analyze the variables influencing visit intention and destination image in post-Covid-19 crisis recovery. Destination image significantly impacts visit intention and markedly mediates the correlation between the agents and visit intention. The aim of Cham, Lim, Sia, Cheah, and Ting (2021) is to examine the variables influencing Malaysia as a medical tourism destination among Chinese medical tourists. The results show that country-specific factors (country knowledge, safety and security, accessibility, and pricing feasibility) and societal factors (word-of-mouth and social media) are substantial predictors of the image of Malaysia as a medical tourism destination, which subsequently, affects perceived worthiness and inclination to revisit. The objective of Ratnasari, Sutjahjo, and Adam (2020) is to examine halal certification for halal cuisine, destination brand and emotional experiences on customer contentment and behavioral inclination. Therefore, the image of Lombok's destination should deliver a beautiful experience that turns into a moment of authentic truth; consequently, the local government should augment its service strategy holistically. Lee et al. (2020) aim to develop and validate a destination loyalty model which incorporates destination image in the form of the pillars of sustainability. The analysis revealed that tourist contentment fully mediated the effect of cultural image and partially mediated the effects of socioeconomic and environmental images on destination loyalty. Tavitiyaman et al. (2021) sought to investigate tourist perceptions on the attributes of smart tourism applications, which can subsequently influence their perceived images of a destination and bolster their

future behavioral inclination towards the destination. It investigates the moderating effect of information search on the relationship between STA attributes and perceived destination image and between perceived destination image and behavioral inclination.

Additionally, the notion of destination image impacts tourists' conduit of word-of-mouth endorsements and their predisposition to extol the site to others. A positive image can catalyze an enhanced site fidelity and advocacy, contributing to the site's long-term achievement in attracting recurrent visitors.

2.2.3 Smart Tourism Technologies and Its Effects on Tourist Satisfaction

Intelligent tourism technologies, such as mobile applications, augmented reality, and virtual reality, have profoundly reformed the manner in which tourists engage with destinations. These technologies afford tourists immersive and interactive experiences, augmenting their engagement with the destination and influencing their perceptions of it.

Numerous studies have illustrated that intelligent tourism technologies exert a considerable influence on destination image. By furnishing real-time data, individualized suggestions, and interactive experiences, these technologies sculpt tourists' perceptions of the destination's attractiveness, accessibility, and overall allure. They also contribute to the creation of a positive and contemporary image, positioning the destination as innovative and technologically advanced.

Based upon integral parameters of intelligent tourism technologies and destination services (Um & Chung, 2019), ascertain how the intelligent tourism satisfaction and service satisfaction influence the comprehensive satisfaction of an intelligent tourism city by deploying a structural equation model. The findings suggest that, intelligent tourism technology parameters positively influence intelligent tourism satisfaction universally. The primary focus of Pai et al. (2020) was to decipher whether tourists are pleased with their intelligent tourism technology experience (i.e., comprehensibility, accessibility, interactivity, personalization, and security). Pai also

probed into the influence of intelligent tourism technology experience on tourists' contentment and repeat visit intention. The objective of Azis, Amin, Chan, and Aprilia (2020) is to investigate how intelligent tourism technologies and memorable tourism experiences affect tourist satisfaction and tourist destination fidelity. A total of 600 surveys were disseminated, 360 were returned (60% response rate) and a covariance-based structural equation modeling technique was utilized to substantiate the hypotheses. The results from Azis et al. (2020) elucidate that intelligent tourism technologies and unforgettable tourism experiences play crucial roles in augmenting tourist satisfaction and tourist destination fidelity. This study stipulates that tourists possess gratifying memories and are content at a tourism destination; consequently, they are more inclined to revisit and recommend a tourism destination to their associates, kinship and other tourists. If a tourist has an adverse experience with the civic info-architecture amenities, a tourist might reach a universal conclusion to not revisit or recommend the location to other tourists. This study provides empirical validation to reinforce the significance of intelligent tourism technologies and unforgettable tourism experiences in escalating tourist satisfaction and tourist destination fidelity. The continued utilization and adoption of intelligent tourism technologies by tourists is cultivating a newform of tourist consumption behavior that is influenced by intelligent tourism technologies. Confirmatory Factor Analysis was implemented to reduce and validate the factors (Parameters). Nengovhela, Ochara, and Nethengwe (2020) pinpoint seven intelligent tourism technology parameters that influence destination selection, such parameters should therefore be contemplated when engineering intelligent tourism tools aimed at propelling tourist decision-making. Susanto, Novianti et al. (2020) seek to analyze the impact of intelligent tourism technology parameters on visit intention and exploring tourism destinations. The outcomes of the study demonstrated that intelligent tourism technology parameters like agile information systems, intelligent tourism management, intelligent sightseeing, e-commerce systems, intelligent safety, intelligent traffic, and virtual tourism objects influence visit intention. Jeong and Shin (2020) endeavors to gauge how tourists make use of intelligent tourism technologies at destinations and gauge the effects of STT usage on comprehensive traveling experience and future revisit intention. Utilizing studies on online tourism information resources of Jeong and Shin

(2020) construct a conceptual framework to verify hypotheses pertinent to STT experiences and outcomes. With the emergence of sustainable technology and the constant evolution of individuals' travel styles, intelligent tourism technology (STT) is extensively utilized in diverse tourism sectors. Pai, Kang, Liu, and Zheng et al. (2021) scrutinize the associations between perceived STT experience, travel experience, and revisit intention. Varghese (2021) aim to add to the comprehension on how intelligent tourism destinations could conceivably enhance luxury tourism that is more individual to cater to visitors' unique requirements and preferences. in ameliorating destination performance, intelligent tourism ecosystem deploys social media analytics and intelligent tourism technologies. The notion of intelligent tourism offers a framework to implement numerous intelligent technologies for the purpose of augmenting the operation of the tourism business more efficiently and innovatively. Kim et al. (2021) scrutinize literature related to smart tourism to summarize the theoretical definition of intelligent tourism, distinctive characteristics of intelligent tourism technologies, the core worth of social media. Other salient work includes (Bakar, 2019).

The primary focus of Pai et al. (2020) was to examine whether tourists are contented with their smart tourism technology experience (i.e., informative quality, accessible quality, interactive quality, personalized quality, and secure quality). Smart tourism technology experience is shown to be significantly linked with travel experience contentment, and travel experience contentment positively affects both tourists' happiness and revisit intention.

Furthermore, intelligent tourism technologies empower tourists to disseminate their experiences on social media platforms, influencing the image of the destination among their intrinsic social networks. Positive reviews and endorsements can invite more tourists and enhance the destination's reputation, while negative critiques can generate the opposite outcome.

2.2.4 Memorable Experience and Its Effects on Tourist Satisfaction

Memorable experiences are critical in determining the overall satisfaction of a tourist. These experiences are constructed by a complex mix of service encounters, personalization, and emotional engagement facilitated by the destination's offerings.

Recent studies, such as Smith, Chen, and Kim (2022), have utilized machine learning algorithms to analyze visitor satisfaction and expectation patterns in cultural/heritage destinations. These techniques offer a more comprehensive and data-driven approach to understanding visitor experiences. The findings revealed that a meaningful correlation existed between destination attributes and comprehensive satisfaction with the cultural/heritage encounter. Additionally, the availability and discerned quality of local transportation at tourism sites have more recently been acknowledged as impacting visitor encounters, overall contentment, and repeat visits. This paper examines the dimensions of urban public transportation proficiency utilized by overseas tourists to appraise quality and their corresponding contribution to overall destination contentment, specifically for the Greater Manchester instance (Thompson & Meyer, 2007). Examination of tourists' social connections primarily encompasses the tourist-local community and tourist-service personnel dyads, whereas considerably less is comprehended about tourist-to-tourist interactions. To bridge this knowledge deficit (Huang, Hsu, & Chan, 2010) scrutinize interaction between tourists on cruise trips and its effect on the cruise experience and vacation contentment. The outcomes indicate that the quality of C2C interaction has a positive direct impact on the cruise experience as well as indirect effects on vacation contentment, mediated by cruise experience. Huang et al. (2010) concentrate on tour guide proficiency and tourist contentment: a comprehensive appraisal of the packaged tours in Shanghai. A multiple layer framework of tourist contentment in the packaged tour context is proposed. Tourist contentment is conceived to encompass three facets/layers: contentment with guiding service, contentment with tour services, and contentment with the overall tour experience. To bridge the gap, this necessity-based study explores the correlation between perceived destination competitiveness, tourist contentment, and travel revisits intent. The relationships between these variables are conjectured to be mediated by the

three-fold tourist images operationalized by tourist contentment, commitment, and loyalty. Zainuddin, Radzi, and Zahari (2018) illustrate the tourist revisit intentions to Langkawi. Malaysia's each tourism classifications possess continual novelties to present to every type of inbound tourists visiting Malaysia, providing a diverse and memorable experience through their tourism components. Konar, Mothiravally, and Kumar (2016) explore tourism classifications and contentment level of inbound ASEAN tourists: perspectives from Malaysia. A self-administered quantitative survey was employed to gather data from tourists at the Kuala Lumpur International Airport (KLIA). Priporas, Stylos, Vedanthachari, and Santiwatana (2017) probe service quality, consumer contentment and loyalty in Airbnb accommodations. The findings affirm that a positive relationship exists between service quality, consumer contentment and loyalty, with contentment partially mediating the relationship between service quality and Loyalty.

The objective of Azis, Amin, Chan, and Aprilia (2020) is to assess how smart tourism technology and memorable tourism experiences impact tourist contentment and tourist destination loyalty. A total of 600 questionnaires were disseminated, 360 were returned (60% response rate) and a covariance-based structural equation modeling technique was employed to validate the hypotheses. The outcomes of Azis et al. (2020) elucidate that smart tourism technology and memorable tourism experiences play crucial roles in augmenting tourist contentment and tourist destination loyalty. This study specifies that tourists have gratifying memories and are contented at a tourist destination; consequently, they are more inclined to revisit and recommend a tourist destination to their acquaintances, family and other tourists. If a tourist has a detrimental experience with smart city information structure facilities, a tourist might reach a general conclusion to not revisit or recommend the location to other tourists. This study provides empirical evidence to endorse the significance of smart tourism technology and memorable tourism experiences in enhancing tourist contentment and tourist destination loyalty. It serves as a distinctive and invaluable differentiator used to enliven tourist's experience. Piramanayagam, Sud, and Seal (2020) aim to scrutinize the role of local food experience and its effect on tourist's memorable experience, contentment, and behavioral intent in New Delhi, the capital of India.

Moon and Han (2019) aim to investigate the correlations among tourist encounter quality, perceived worth, perceived price fairness, tourist contentment with tour experience, and allegiance to an island destination, with the moderating effect of destination profile considered. Their conclusions indicate that tourists' engagement with tours drives perceived worth and price fairness, which elevates tourists' contentment.

Zhang, Chen, and Hu (2019) scrutinize authenticity, quality, and dedication: local cuisine and sustainable tourism experience. The empirical research was carried out in Shunde County, Guangdong Province, China. Interestingly, the associations among quality attributes, tourist satisfaction, and tourist commitment are contingent on the degree to which food tourists regard the authenticity of rural local food.

Martín, Herrero, and Salmones (2019) establish an integrated model encompassing the dimensions of destination brand equity (i.e. awareness, image, quality and commitment), along with a significant behavioral variable - tourist contentment. Martín et al. (2019) endeavors to contribute to the literature: (1) by exploring the relationships between the dimensions of destination brand equity, which is understudied thus far; and (2) by including tourist contentment, a crucial concept in commitment formation, among the variables typically incorporated in destination brand equity models.

The contribution of Eid et al. (2019) is to scrutinize the interconnectedness between destination attributes, political stability, destination profile, tourist contentment, and intention to suggest, to construct a theoretical framework of the catalysts and consequences of destination profile. Political stability and destination profile have a pronounced effect on tourist contentment and intention to suggest.

Oviedo-García et al. (2019) investigate the impact of the service environment (services cape) on tourist contentment in the context of a PA through the perceived worth of a PA tourist site. The dissatisfiers are essential services, and their

absence/weak performance yields dissatisfaction, while enhancements in the satisfiers will boost tourist contentment in the PA.

There are several factors that can influence the prosperity of this type of tourism, but any initiative or strategy implemented should be rigorously linked to ensuring tourist contentment. Alcocer and López-Ruiz (2019) endeavor to analyze the process of destination profile construction as well as the influence this profile exerts on tourist contentment.

The subject of Jeong, Weber, and Bauer (2019) is to investigate the systemic relationships between destination profile, tourist contentment, attitudinal dedication and behavioral dedication, with special focus on the mediating effect of tourist contentment on the relationship between destination profile and dedication in the context of a small-scale recurring sporting event held in Asia. Past studies indicate tourist contentment fully mediates on the connection between destination profile and dedication, but the present study suggests tourist contentment partly mediates this relationship.

Lee, Park, and Ahn (2020) intend to design and verify a destination dedication model introducing destination profile in the form of the pillars of sustainability. The analysis indicates that tourist contentment fully mediates the impact of cultural profile and partly mediates the effects of socioeconomic and environmental profiles on destination dedication.

Furthermore, phenomenal experiences have a significant influence on tourists' post-trip evaluations and intentions. When tourists experience phenomenal experiences, they are more likely to endorse the destination to others, foster positive word-of-mouth, and contemplate revisiting in the future.

2.2.5 Tourist Destination and Its Effects on Revisit Intention

The complexity associated with determining the allegiance of a tourist destination presents a barrier for its implementation by those overseeing destination management. The contribution of Cossío-Silva (2019) emanates from the potentiality of easily gauging loyalty and from identifying four profiles of tourists for whom innovative approaches to marketing relationships can be executed and that serve to enhance the destination's performance. (Martín et al., 2019) seeks to augment literature: (1) by scrutinizing the associations between the facets of destination brand equity, an under-explored domain so far; and (2) by incorporating tourist satisfaction, a pivotal concept in loyalty cultivation, to the variables typically incorporated in destination brand equity models. The model was validated in two samples, domestic and foreign tourists visiting a destination in Spain, to also probe the role of the geographic and cultural divergence between tourist and destination.

The aim of Jeong et al. (2019) is to investigate the structural correlations between destination image, tourist satisfaction, attitudinal loyalty, and behavioral loyalty, with an emphasis on the mediation function of tourist satisfaction on the connection between destination image and loyalty in the milieu of a minor, periodic sporting event hosted in Asia. The findings underscored that destination image had a direct impact on tourist satisfaction, attitudinal loyalty, and behavioral loyalty, and that tourist satisfaction exerted a direct influence on attitudinal loyalty and behavioral loyalty. Wen, Huang, and Hou (2019) explore Chinese cigar tourists' incentives for visiting Cuba. The ramifications of travel incentives, personal values, and destination familiarity on tourist loyalty were evaluated utilizing a sample of 348 Chinese cigar tourists.

The objective of Azis, Amin, Chan, and Aprilia (2020) is to investigate how intelligent tourism technologies and memorable tourism experiences influence tourist satisfaction and tourist destination loyalty. A total of 600 questionnaires were disseminated, 360 were returned (60% response rate) and a covariance-based structural equation modeling technique was employed to verify the hypotheses. The findings of

Azis et al. (2020) reveal that intelligent tourism technologies and memorable tourism experiences play crucial roles in bolstering tourist satisfaction and tourist destination loyalty. This study specifies that tourists form positive recollections and are contented at a tourist destination; hence, they are more inclined to revisit and recommend a tourist destination to acquaintances, family and other tourists. If a tourist encounters a negative experience with smart city information infrastructure facilities, they may conclude prematurely to not revisit or endorse the location to other tourists. This study furnishes empirical evidence to support the significance of smart tourism technologies and memorable tourism experiences in augmenting tourist satisfaction and tourist destination loyalty. There is limitation in researching tourist destination loyalty neglecting the categories of tourists and heritage destinations concurrently.

Deb (2020) aspires to comprehend the kind of positioning to be implemented across hedonic vs utilitarian destinations to foster overall destination loyalty. The significance of Bulatovic (2020) is to validate a comprehensive destination loyalty model employing the case of Budva in Montenegro. The model integrates the following six variables: tourist satisfaction, loyalty, and preferences, destination performance, perceived value, and destination image. Purpose within the context of Middle Eastern tourism industry of Liat et al. (2020) seek to evaluate the impact of the four primary dimensions within service innovation (i.e. product, process, organizational, and marketing innovations) on tourist satisfaction; subsequently, towards developing destination loyalty. The findings then product substantial indications on religiosity as a moderating factor to the proposed relationships within the explored framework, between service innovation and tourist satisfaction, as well as tourist satisfaction and destination loyalty. This study, therefore, unveiled the degree of religiosity, particularly from the perspective of Islamic views, in playing a decisive role towards forecasting service innovation's capacity on tourist satisfaction, and further, destination loyalty. The contribution of Hernandez-Rojas and Alcocer (2021) is to examine gastronomy which utilizes high-quality locally sourced food to determine the impact of tourists' perceptions about the destination and its restaurants on the tourist's allegiance. The data confirmed that the image of the destination and its

restaurants favorably influence tourist intentions to recommend and re-visit the destination. Other influential works include.

2.3 Table of Summary of all Sources Used in This Chapter

2.3.1 The Similarities and Differences between the Theories Used by the Literature

Table 2.1 The similarities and differences between the theories used by the literature

Theory	Similarities	Differences
Cultural Contact Theory	Focuses on interactions between tourists and local cultures.	Emphasizes the importance of meaningful interactions for an authentic travel experience.
Acculturation Theory	Examines cultural change and psychological change following cultural contact.	Focuses on the process of cultural change and adaptation.
Social Exchange Theory	Explores the exchange of goods, services, and social values.	Focuses on the cost-benefit analysis of interactions between tourists and locals.
Tourism Area Life Cycle (TALC)	Describes the stages of development in tourist areas.	Focuses on the evolution of tourist areas over time.
Globalization Theory	Deals with the international influence of businesses and organizations.	Focuses on the impact of globalization on cultural exchange and tourism.

Table 2.1 The similarities and differences between the theories used by the literature(cont.)

Theory	Similarities	Differences
Heritage Tourism Theory	Focuses on the role of cultural heritage in attracting tourists.	Emphasizes the preservation and presentation of cultural heritage in tourism.
Cultural Capital Theory	Developed by Bourdieu, focuses on cultural knowledge and skills.	Focuses on the value of cultural capital in the tourism industry.
Intercultural Communication Theory	Examines communication between people from different cultures.	Focuses on both verbal and nonverbal communication in cultural interactions.

Source: Researcher

2.3.2 The Similarities and Differences of the Empirical Model

Table 2.2 The similarities and differences of the empirical model

Empirical Model	Similarities	Differences
Cultural Contact and Tourist Behavior	Both models focus on the impact of cultural engagement on tourist behavior.	The first model emphasizes the role of cultural engagement in cross-cultural adaptation, while the second model explores the influence of cultural engagement on tourist satisfaction and revisit intentions.
Smart Tourism Technologies and Destination Image	Both models recognize the role of smart tourism technologies in shaping destination image.	The first model focuses on the moderating effect of smart tourism technologies on the relationship between cultural contact and memorable experiences, while the second model examines the impact of smart tourism technologies on destination image and tourist satisfaction.

Table 2.2 The similarities and differences of the empirical model(cont.)

Empirical Model	Similarities	Differences
Destination Image and Revisit Intentions	Both models acknowledge the importance of destination image in influencing revisit intentions.	The first model suggests that a positive destination image is a key determinant of revisit intentions, while the second model explores the mediating role of memorable experiences in this relationship.
Memorable Experience and Tourist Satisfaction	Both models highlight the significance of memorable experiences in enhancing tourist satisfaction.	The first model proposes that memorable experiences mediate the relationship between cultural contact and tourist satisfaction, while the second model examines the direct impact of memorable experiences on satisfaction and revisit intentions.
Tourist Satisfaction and Revisit Intentions	Both models recognize the role of tourist satisfaction in influencing revisit intentions.	The first model suggests that tourist satisfaction is a key determinant of revisit intentions, while the second model explores the mediating role of memorable experiences in this relationship.
Tourist Destination Loyalty	Both models consider the concept of tourist destination loyalty.	The first model examines the impact of smart tourism technologies and memorable tourism experiences on loyalty, while the second model focuses on the role of destination image and tourist satisfaction in fostering loyalty.

Source: Researcher

2.3.3 Table of summary of all sources used in this chapter

Table 2.3 Table of summary of all sources used in this chapter

Number	Author	Reference paper
[1]	Chen-Kuo Pai; Yumeng Liu; Sangguk Kang; Anna Dai;	"The Role of Perceived Smart Tourism Technology Experience for Tourist Satisfaction, Happiness and Revisit Intention", Sustainability, 2020. (If: 3)
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Table 2.3 Table of summary of all sources used in this chapter(cont.)

Number	Author	Reference paper
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Table 2.3 Table of summary of all sources used in this chapter(cont.)

Number	Author	Reference paper
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Source: Researcher

2.4 Industry Overview

2.4.1 Introduction to Cultural Tourism in China

Cultural tourism, a pivotal segment of China's broader tourism industry, has witnessed exponential growth over the past few decades. It leverages the country's rich historical legacy, diverse cultures, and unique traditions. As the world's most populous nation and one of its oldest civilizations, China offers an unparalleled array of cultural attractions, ranging from ancient architectural marvels and archaeological sites to vibrant living traditions and festivals.

2.4.2 Hebei Province: A Cultural Microcosm

Hebei Province, encircling Beijing and Tianjin, serves as a significant cultural corridor in Northern China. It is a microcosm of China's broader cultural landscape, boasting an impressive array of historical sites, including the famous Great Wall sections, ancient cities, and numerous cultural relics. The province is a confluence of different Chinese ethnic cultures, making it a vibrant center for cultural tourism.

Hebei Province, as a famous historical and cultural province in China, has rich cultural tourism resources, which not only highlight the profound cultural heritage of Hebei, but also provide unique tourism experience for tourists.

First of all, Hebei Province's cultural tourism resources are rich and diverse. From the ancient Yanzhao culture to the modern history of the Anti-Japanese War, Hebei has rich historical sites and cultural heritage. for example, the Summer resort in Chengde, the Zhili General Governor's Office in Baoding, and the Zhaowangcheng in Handan are all historical and cultural treasures of Hebei. in addition, Hebei is also rich in folk culture and folk arts, such as Hebei Clapper Opera, Pingju opera, Wuyiao acrobatics, etc., are a cultural feast that tourists should not miss.

Secondly, Hebei Province has distinct cultural tourism characteristics. Hebei's tourism resources have unique regional characteristics and ethnic customs, such as the royal garden scenery of Chengde Summer Resort, the magnificent scenery of Zhangjiakou Bashang grassland, Qinhuangdao coastal scenery, etc., all show the unique natural scenery and cultural landscape of Hebei. At the same time, the folk culture of Hebei is also unique, such as the high and stirring Hebei Clapper Opera, the euphemism and delicacy of Pingju, etc., which reflect the unique aesthetic taste and cultural pursuit of the Hebei people.

In terms of development status, the cultural tourism industry of Hebei Province is in a stage of vigorous development. In recent years, the Hebei provincial government has increased its investment and support for cultural tourism, strengthened the protection and development of cultural tourism resources, and launched a series of cultural tourism products and activities with local characteristics, attracting more and more tourists to come for sightseeing.

2.4.3 The Evolution of Cultural Tourism in Hebei

In recent years, Hebei has strategically developed its cultural tourism sector, recognizing its potential to drive economic growth, promote cultural heritage preservation, and enhance regional identity. Investments in infrastructure, restoration projects, and the promotion of intangible cultural heritage have been pivotal. The local government has also embraced digital transformation in cultural tourism, offering virtual tours and digital experiences to attract tech-savvy tourists.

In the long history, the cultural tourism in Hebei Province has experienced the evolution process from the bud to the prosperity. In the early period, cultural tourism was mainly based on historical and cultural sites and scenic spots, such as Chengde Summer Resort, Baoding Zhili Governor's Office, which attracted many literati and tourists to visit. These cultural attractions not only show the rich historical and cultural heritage of Hebei, but also bring an important role in promoting the local economic and social development.

With the changes of The Times, the cultural tourism in Hebei Province has gradually shown a diversified development trend. In addition to traditional historical and cultural sites, Hebei has also vigorously developed tourism resources such as folk culture and folk arts, such as Hebei Clapper Opera, Pingju opera, Wuqiao acrobatics, etc. These cultural and artistic forms with strong local characteristics have attracted more tourists to come to experience them.

In recent years, the cultural tourism of Hebei Province has ushered in a new stage of rapid development. The government has increased its investment and support for cultural tourism, and launched a series of cultural tourism products and activities with local characteristics, such as "Hebei Cultural Tourism Festival" and "Great Wall Cultural Tourism Festival", which not only enrich the tourist experience, but also further enhance the visibility and influence of Hebei cultural tourism.

2.4.4 Economic Impact

Cultural tourism has become a significant economic driver in Hebei. It generates revenue, creates jobs, and stimulates local businesses, from hospitality to traditional crafts. The sector's growth has led to a symbiotic relationship between cultural preservation and economic development, where the promotion of cultural assets translates into tangible economic benefits.

First of all, tourism plays an important role in Hebei's economy. Hebei Province has rich historical and cultural heritage and natural landscape, which attracts a large number of tourists from home and abroad. The visits of these tourists not only bring direct economic income to the local, but also promote the development of related industries, such as catering, accommodation, transportation, etc., forming a complete tourism industry chain.

Secondly, tourism contributes significantly to the economy of Hebei Province. On the one hand, the development of tourism directly increases employment opportunities, provides more jobs for local residents and raises their income level. On

the other hand, the development of tourism has also led to the prosperity of related industries and promoted the rapid growth of the local economy. In addition, the development of tourism also helps to enhance the visibility and reputation of Hebei Province, attract more investment and talents, and further promote economic development.

2.4.5 Challenges and Opportunities

Despite its growth, the cultural tourism industry in Hebei faces challenges, including over-tourism at popular sites, the need for sustainable management practices, and the competition from other destinations. However, these challenges also present opportunities for innovation, such as the development of off-the-beaten-path attractions, the integration of sustainable tourism practices, and the leveraging of technology to enhance visitor experiences.

Challenges: First of all, environmental protection is one of the important challenges facing the tourism industry in Hebei Province. With the rapid development of tourism, the number of tourists is increasing, and the pressure on the environment is gradually increasing. How to meet the tourism needs of tourists while protecting the ecological environment has become a problem that the tourism industry in Hebei Province must face. In addition, some tourism development activities may cause damage to the local ecosystem, which also needs to be paid enough attention to.

Secondly, resource management is also a big challenge for Hebei tourism industry. Hebei Province is rich in tourism resources, but how to make use of these resources scientifically and rationally and avoid over-exploitation and waste is an important issue in front of tourism. At the same time, how to strengthen the protection and inheritance of tourism resources to make sustainable use of them is also a problem that Hebei tourism needs to pay attention to.

Thirdly, the intensification of market competition is also one of the challenges facing Hebei tourism industry. With the continuous expansion of the tourism market,

the competition of tourism is becoming increasingly fierce. Hebei Province needs to continuously improve the quality and level of tourism services, build a unique tourism brand and image, in order to attract more tourists to travel. At the same time, it is also necessary to strengthen cooperation and exchanges with other regions to jointly promote the development of tourism.

Finally, policy changes may also have an impact on Hebei's tourism industry. With the continuous adjustment and change of national policies, the development of tourism is also facing new opportunities and challenges. Hebei Province needs to pay close attention to policy trends and timely adjust tourism development strategies and plans to adapt to the impact of policy changes.

Opportunities: First of all, Hebei Province has unique natural and cultural resources, which provides a solid foundation for the development of its tourism industry. Hebei Province is located in the North China Plain, with magnificent natural scenery, such as high mountains, beautiful waters and clear streams, providing tourists with a wealth of natural landscape choices. At the same time, Hebei Province also has a rich historical and cultural heritage, such as ancient buildings, ancient villages, ancient battlefields, etc. These unique cultural resources provide tourists with a unique tourism experience. These unique advantages of natural and human resources will become the core competitiveness of tourism development in Hebei Province.

Secondly, with the support of national policies and the continuous expansion of the tourism market, the tourism industry of Hebei Province will usher in a broader space for development. In recent years, the Chinese government attaches great importance to the development of tourism and has introduced a series of policies and measures to support the development of tourism, which provides a strong policy guarantee for the development of tourism in Hebei Province. At the same time, with the improvement of people's living standards and the change of consumption concept, more and more people begin to pay attention to tourism consumption, which provides a broad market space for the development of tourism in Hebei Province.

Thirdly, the development of science and technology and the innovation of tourism mode will bring new development opportunities for Hebei tourism industry. With the continuous development of Internet, big data, artificial intelligence and other technologies, the digital and intelligent level of the tourism industry has been continuously improved, providing tourists with more convenient and personalized tourism services. At the same time, with the continuous innovation of tourism modes, such as rural tourism, ecological tourism and cultural tourism, Hebei's tourism industry will usher in more diversified development opportunities.

Finally, the potential advantages of tourism in Hebei Province also provide strong support for its development. Hebei Province is located in the Beijing-Tianjin-Hebei coordinated development area, which is closely connected with Beijing, Tianjin and other developed cities, which provides a broad cooperation space for the development of tourism in Hebei Province. At the same time, Hebei Province also has a number of excellent tourism enterprises and professionals, these enterprises and talents will provide strong intellectual support and talent guarantee for the development of tourism in Hebei Province.

To sum up, the tourism industry in Hebei Province is faced with many development opportunities, which will provide a strong driving force for the prosperity and development of the tourism industry in the province. in the future, Hebei Province will continue to give full play to its own advantages, seize development opportunities, and promote the sustainable and healthy development of tourism.

2.4.6 Future Trends

Looking ahead, several trends are poised to shape the future of cultural tourism in Hebei:

Sustainability: There is a growing emphasis on sustainable tourism practices that balance economic development with heritage conservation and environmental protection.

Digital Innovation: The adoption of AR/VR technologies, mobile apps, and AI can offer immersive and personalized cultural experiences.

Experiential Tourism: Tourists are increasingly seeking authentic, immersive experiences that allow for deeper cultural engagement and learning.

Health and Wellness: The integration of cultural experiences with wellness and health tourism, leveraging Hebei's natural landscapes and traditional Chinese medicine practices.

Hebei cultural tourism industry will continue to deepen the integration of "culture + tourism". Hebei Province has a profound cultural heritage and unique natural landscape, combining the two can provide tourists with a richer travel experience. for example, a series of culture-themed tourism routes and products can be developed in combination with the history and culture of Hebei, so that tourists can have an in-depth understanding of the cultural history of Hebei while visiting.

Secondly, Hebei cultural tourism industry will pay more attention to innovation and the application of science and technology. With the continuous development of science and technology, the cultural tourism industry will also usher in new changes. for example, the use of virtual reality, augmented reality and other technologies to provide tourists with a more immersive travel experience; Using big data, artificial intelligence and other technologies, the behavior and needs of tourists are accurately analyzed, and more personalized tourism services are provided to tourists.

Finally, from the perspective of influencing factors, the future development of Hebei cultural tourism industry will be affected by many aspects. First, policy factors. The government will continue to increase support for the cultural tourism industry and provide a good policy environment for the development of the cultural tourism industry. The second is the market factor. With the improvement of people's living standards, the demand for tourism will continue to increase, which will provide a

broad market space for the development of Hebei cultural tourism industry. The third is the competition factor. With the continuous development of cultural tourism industry in various places, Hebei's cultural tourism industry will face more fierce competition.

2.4.7 Conclusion

The cultural tourism industry in Hebei Province, reflective of broader trends in China, is at a crossroads. Balancing growth with sustainability, tradition with innovation, and local identity with global appeal remains paramount. As Hebei continues to leverage its rich cultural heritage, it stands not only to benefit economically but also to contribute significantly to the global understanding and appreciation of Chinese culture.

The present situation of Hebei tourism is a picture full of vitality and challenge. Hebei Province, as one of the cradles of Chinese civilization, has rich historical and cultural heritage and natural landscapes, which have laid a solid foundation for the development of tourism in Hebei.

First, the current situation of Hebei tourism industry. In recent years, with the improvement of people's living standard and the increase of leisure demand, Hebei tourism has shown a vigorous development trend. A large number of tourists flock to Hebei to enjoy its unique natural scenery and profound cultural heritage. The boom in tourism has also driven the development of related industries, such as transportation, catering, accommodation, etc., injecting new vitality into the local economy.

Tourism in Hebei Province has distinct regional characteristics and cultural connotations. Whether it is the magnificent Great Wall, the ancient towns and villages, or the unique folk culture, it attracts a large number of tourists to visit. At the same time, Hebei tourism industry also pays attention to the cooperation and exchanges with the surrounding areas, jointly build tourism brands, and promote the coordinated development of regional tourism.

However, in terms of development trends, Hebei's tourism industry is also facing some challenges. With the continuous expansion of the tourism market and the intensification of competition, Hebei tourism industry needs to continuously improve the quality and level of service to meet the diversified needs of tourists. At the same time, it is also necessary to strengthen environmental protection and resource management to ensure the sustainable development of tourism.

In terms of existing problems, Hebei's tourism industry still faces some urgent problems. First of all, the construction of tourism infrastructure still needs to be strengthened, especially in the aspects of transportation and accommodation, which need to further improve facilities and improve the quality of services. Secondly, the order of the tourism market still needs to be standardized, and the existence of some illegal businesses affects the tourist experience. In addition, innovation and development of tourism products also need to be strengthened to attract more tourists to travel.

To sum up, the tourism industry in Hebei is in a period of rapid development and change. On the basis of making full use of its own resource advantages and regional characteristics, Hebei's tourism industry needs to continuously improve the quality and level of service, strengthen environmental protection and resource management, standardize the order of the tourism market, and strengthen the innovation and development of tourism products.

2.5 Conceptual Framework of This Thesis

The theoretical framework of this study connects these concepts, Explore cultural contact, destination image, smart tourism technology, memorable experience to influence tourist satisfaction in various ways, and further potentially increase the revisit intention of tourists in Hebei Province.

These concepts become a framework below:

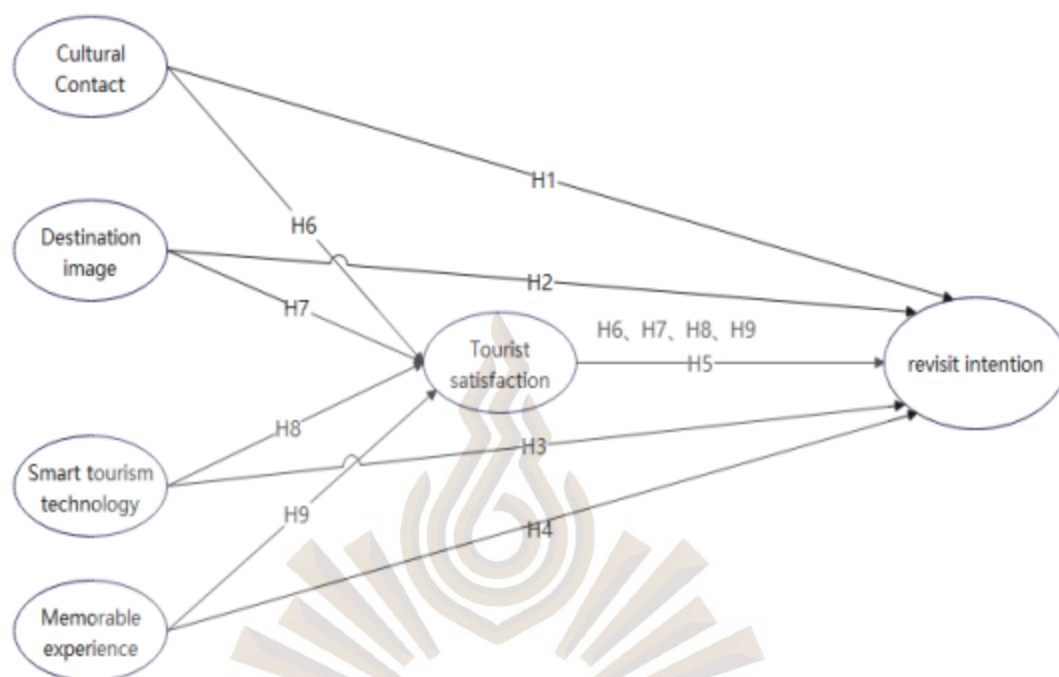


Figure 2.1 Theoretical Framework

Source: Researcher

Effective communication among the concepts of cultural contact, cultural exchange, cultural tourism, ecotourism, and sustainable tourism is crucial in the tourism industry for promoting understanding, sustainability, and mutual benefits for both tourists and host communities. Here's how these concepts interconnect and communicate with each other:

1) Cultural Contact as the Foundation: Cultural contact is the initial step in the tourism experience, where tourists and local communities engage with each other. This interaction is the foundation for cultural exchange, as it sets the stage for sharing ideas, values, and traditions. Effective communication during this stage is essential for fostering respect and minimizing cultural misunderstandings.

2) Cultural Exchange as the Process: Through the process of cultural exchange that follows cultural contact, both tourists and locals share and learn from each other's cultures. This exchange enriches the tourist's experience and can enhance the cultural appreciation and economic opportunities for the local community.

Communication here involves active listening, openness, and the willingness to learn from one another.

3) Cultural Tourism as the Context: Cultural tourism provides the context in which cultural contact and exchange occur. It is an opportunity to design experiences that are respectful, informative, and enriching for both parties. Communication strategies in cultural tourism involve promoting authentic experiences and educating tourists about the local culture, history, and customs to foster deeper understanding and respect.

4) Ecotourism and Sustainable Tourism as Guiding Principles: Ecotourism and sustainable tourism serve as guiding principles for how cultural tourism should be approached. They emphasize the importance of preserving natural and cultural resources, while also ensuring that tourism benefits local communities economically and socially. Communication among stakeholders (tourists, local communities, tourism operators, and governments) is key to developing tourism practices that are responsible, sustainable, and beneficial for all involved.

5) Integrated Approach for Mutual Benefits: for tourism to be truly sustainable and beneficial, there must be an integrated approach that considers cultural contact, cultural exchange, and cultural tourism within the framework of ecotourism and sustainable tourism principles. This requires transparent and ongoing communication among all stakeholders to ensure that tourism development respects cultural heritage, conserves the environment, and contributes positively to local economies and social structures.

In summary, the communication among these concepts involves a continuous loop of interaction, learning, and adjustment based on the principles of respect, sustainability, and mutual benefit. It's about creating tourism experiences that are enriching for tourists while also delivering real value to local communities and preserving cultural and natural heritage for future generations.

2.6 Hypotheses Testing

The relationships among the variables in this study are anchored on several theoretical frameworks that suggest interconnections between cultural contact, the use of smart tourism technologies, destination image, memorable experiences, tourist satisfaction, and revisit intentions. This section outlines the hypothesized relationships that will be empirically tested within the context of Hebei province in China.

Relevant studies have found the factors that affect tourists' satisfaction and willingness to revisit. Martin, Herrero, and Salmones (2019) established a comprehensive model based on tourist satisfaction, dividing destination image into four dimensions and influencing tourist behavior from four perspectives. The findings of Azis et al. (2020) show that smart travel technologies and memorable travel experiences play a crucial role in increasing tourist satisfaction and destination loyalty. Jeong, Balanovsky, and Lukianova (2019) pointed out that destination image has a direct impact on tourist satisfaction, attitude loyalty and behavior loyalty. Fras-jamilena Sabiote-Ortiz, Martín-Santana, and Beerli-Palacio (2018) studied the influence of cultural factors on tourist destination image. Through a series of studies, this paper attempts to construct a bridge between variables and establish a hypothetical relationship to explore the model mechanism that affects tourists' satisfaction and willingness to revisit.

Cultural contact refers to the interaction between tourists and the local culture. Studies have elucidated that cultural engagement augments the authenticity and uniqueness of the tourist encounter. It facilitates travelers to obtain a more profound comprehension and gratitude of the destination, yielding a more constructive interpretation of the local culture. This, in succession, influences their conduct, such as their readiness to explore indigenous attractions, partake in cultural activities, and interface with locals. After a certain cultural contact with the destination, psychological expectations will be generated, which can further affect the satisfaction of tourists. Based on this, we propose the following hypothesis:

H1: Cultural Contact positively affects tourist satisfaction.

Numerous studies have consistently shown that a positive Destination image constitutes an important determinant of revisit intent. When visitors have a constructive view of the site, they are more likely to consider exploring it in the future. This is due to a positive image that reflects their satisfaction with the location, including its attractions, facilities and integrated experience. Destination Image can affect whether tourists are willing to go to the destination, and affect their emotional experience according to psychological expectations, which further affects tourists' satisfaction. Based on this, we propose the following hypothesis:

H2: Destination image positively influence tourist satisfaction.

Intelligent tourism technology can provide tourists with real-time information, navigation and interpretation services, thus enriching tourists' in-depth understanding of the destination. The technology can provide real-time data, personalized recommendations and interactive experiences, which to a certain extent, deepen the tourists' initial impression of the destination, improve the favorable impression of the destination, and increase the attraction of the destination. At the same time, smart tourism technology also helps to create a positive and modern image, positioning the destination as innovative and technologically advanced. All these will affect the satisfaction of tourists to some extent. Based on this, we propose the following hypothesis:

H3: Smart tourism technology positively impacts tourist satisfaction.

Phenomenal experiences are those that instill an enduring impression on tourists and evoke constructive sentiments and recollections. These experiences are often characterized by originality, emotional intensity, personal relevance, and authenticity.

Research has persistently demonstrated a robust correlation between memorable experiences and tourist satisfaction. When tourists encounter phenomenal experiences, they are more likely to express satisfaction regarding their journey and discern it as significant and beneficial. Memorable experiences foster positive

sentiments, such as joy, exhilaration, and awe, which augment tourists' overall satisfaction. Based on this, we propose the following hypothesis:

H4: Memorable experience positively influences tourist satisfaction.

The concept of tourist satisfaction refers to the cognitive construction of the destination formed after tourists' in-depth understanding of the destination through pre-trip expectations, personal interaction and post-trip evaluation. Tourist satisfaction includes tourists' emotional experience and value impact. This experience plays an important role in the visitor's selection process, including their desire to visit the site again. Tourist satisfaction is a key determinant of revisit intentions. Satisfaction is influenced by the cumulative experiences of a tourist, including the cultural contacts they have had and the services they have utilized during their visit. It is anticipated that tourist satisfaction will have a direct positive effect on the intention to revisit a destination. Based on this, we propose the following hypothesis:

H5: Tourist satisfaction positively influences revisit intention.

Based on the above assumptions, the indirect effects of cultural contact, destination image and smart tourism technology on re-visit intention through tourist satisfaction are listed as follows:

H6 : Cultural Contact has indirect impact on Revisit Intention through tourists' satisfaction

H7: Destination image has indirect impact on Revisit Intention through tourists' satisfaction

H8: Smart tourism technology has indirect impact on Revisit Intention through tourists' satisfaction

H9: Memorable experience has indirect impact on Revisit Intention through tourists' satisfaction

These propositions will be scrutinized in subsequent chapters to evaluate relationships among variables and offer comprehensive insights into the factors that influence tourist behavior and intentions.



Chapter 3

Research Methodology

This chapter shall provide an elaborate elucidation of the research methodology, sample recruitment procedures, data collection methodologies, metric refinement, and data evaluation techniques to ensure the validity and dependability of the research findings. The research is structured around the quantitative methodology, which comprises several key components. In chapter 3, six sub-topics will be presented, and each research project is about quantitative research, as follows:

- 3.1 Research design
- 3.2 Population and Samples
- 3.3 Data Collection
- 3.4 Measurement Instruments
- 3.5 Data Analysis
- 3.6 Statistical Tools

3.1 Research Design

The research design shall adopt empirical research strategies and implement a questionnaire survey to gather information. It is necessary to formulate specific objectives and hypotheses to direct the research progression. In the selection of the sample, representative samples shall be selected from tourists residing in Hebei Province under specific stipulations and sampling methods to assure the representativeness and reproducibility of the research outcomes.

In the process of sampling, we first identified the research objects - tourists who have had travel experience in Hebei Province. We distributed a large number of questionnaires online and screened out the groups that did not fit the characteristics of the study subjects through the first question. Secondly, we distribute questionnaires

online, which is not limited by region or time and space, and can help us find the right group quickly and effectively. This sampling method will improve the transparency and reproducibility of the study results. In addition to the groups that do not fit the research object, we continue to issue questionnaires to users with travel experience in Hebei Province, and the estimated number of questionnaires is 500, and collect valid questionnaires to carry out research.

The survey should use quantitative data analysis methods to carefully review the collected data: We will apply statistical methodologies to scrutinize numerical data. This comprises descriptive statistical analyses such as mean, standard deviation, and frequency distribution. Concurrently, we will use correlation analysis to examine the interrelations between variables and execute regression analysis to establish causal relationships between variables.

Data will be organized in alignment with the research inquiries and objectives. Suitable codes shall be assigned to each variable, and the data will be entered into spreadsheets or databases for storage and management. The data will be cleansed and validated to ensure precision and completeness.

Throughout the data analysis process, statistical software like AMOS will be utilized for quantitative analysis. Through quantitative analysis of the data, we will be able to resolve research issues and explore the mediating influences between cultural interaction, intelligent tourism technology, destination image, and subsequent visit intent. This shall aid us in comprehending the relationship between memorable experiences and tourist satisfaction and offer recommendations for enhancing the tourism experience for destination management and marketing.

By furnishing an elaborate elucidation of the research methodology, sample recruitment procedures, data collection methodologies, metric refinement, and data evaluation techniques, we will ascertain the validity and dependability of the research findings and provide empirical research substantiation for understanding the

correlation between cultural immersion, intelligent tourism technology, destination perception, and revisit disposition in Hebei Province, China.

3.2 Population and Samples

According to a report by Chinanews, Hebei province will receive 780 million tourists in 2023, generating 930 billion yuan in tourism revenue (Chinanes, 2003). The purposive sampling technique utilized in this study involved selecting population who had previously visited Hebei Province as tourists. This approach was chosen to ensure that the participants had firsthand experience and knowledge of the tourism offerings in the region. By specifically targeting individuals who had visited Hebei Province, the study aimed to gather detailed and specific insights into their travel experiences, preferences, and perceptions.

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This study mainly discusses the influencing factors of tourists' willingness to revisit in Hebei Province, China. The target group of this study should focus on tourists who have visited Hebei Province, China. Therefore, this study chooses Chinese tourists as the research object.

This targeted sampling method allowed the researchers to focus on a specific group of individuals who could provide in-depth and meaningful information about their interactions with the tourist attractions, accommodations, transportation, and overall tourism infrastructure in Hebei Province. By selecting participants who had a direct connection to the study topic, the researchers were able to gather rich and

detailed data that could offer valuable insights into the strengths, weaknesses, and opportunities for improvement in the tourism sector in Hebei Province.

Overall, the purposive sampling technique was instrumental in ensuring that the study's findings were grounded in the real-world experiences of tourists who had visited Hebei Province. By selecting participants with relevant knowledge and experiences, the researchers were able to produce findings that were not only reliable and credible but also insightful and actionable for further analysis and interpretation.

In this study, a questionnaire survey was used to test the hypothesis, and the questionnaire was distributed online. First of all, according to the research questions, we choose Hebei Province as the main research object. Since the questionnaire will be issued in March 2024, we choose tourists who have visited Hebei Province before March 2024 as the research object.

Secondly, the sample data were processed after the questionnaire collection was completed, questionnaires with missing values were screened out, the questionnaire filling time range was determined according to the pre-filling time, and questionnaires with too short or too long time were screened out to ensure the authenticity and effectiveness of questionnaire collection.

As a rule of thumb, the minimum sample size for each observation construct should be between 10 observations (Hair, Ringle, & Sarstedt, 2011). This study consists of 36 questions with a minimum sample size of 360. This study distributed questionnaires to about 500 users who had travel experience in Hebei Province, and the sample size obtained was sufficient to meet the minimum sample size of 360 samples. This questionnaire collection will be collected online, and the questionnaire will be distributed on the China Questionnaire Star platform, which can be filled out through the website, or by sending the questionnaire QR code in wechat friends, wechat group, friend circle and other ways. Data collection will be completed between May 1, 2024 and July 1, 2024

3.3 Data Collection

In the process of data collection, questionnaires are distributed through online channels. The questionnaires include basic information of the respondents and data research on cultural immersion, smart tourism technology, destination perception, re-visit tendency, outstanding experience and tourist satisfaction, etc. Variables will be presented in a way that is easy for the respondents to understand. In addition, we will use relevant scales to measure these indicators.

The survey questionnaire likely contained a series of items or questions related to the tourists' demographics, travel preferences, experiences, satisfaction levels, and other relevant factors. These items were designed to gather valuable insights and feedback from the tourists regarding their visit to the tourist attractions in Hebei Province.

By collecting primary data through a survey questionnaire, researchers can obtain firsthand information directly from the target audience, enabling them to analyze and interpret the data to gain meaningful insights into the tourists' behaviors, preferences, and experiences in Hebei Province. This approach helps in understanding the tourist market better and making informed decisions to improve tourism services and attractions in the region.

3.4 Measurement Instruments

3.4.1 Questionnaire Design

The survey questionnaire used in the study included validated scales to measure various constructs such as satisfaction, perceived value, and destination image. A Likert scale, a commonly used psychometric tool in surveys, was employed to assess participants' attitudes and opinions on these constructs.

To ensure the reliability and validity of the measurement instruments, pilot testing was conducted. During this phase, a small group of individuals representative of the study population answered the questionnaire to identify any potential issues with the wording, format, or clarity of the questions.

The questionnaire design is mainly divided into nine parts. The first part is the screening question. The title is Have you ever traveled to Hebei? The data that meets the conditions is selected through this question. The second part is background information, briefly understand the information of the people who fill in the questionnaire. The third part is the passenger behavior, simply understand the relevant ideas of tourists on tourism. The fourth part to the ninth part are the variables of this study.

Variables in this study include cultural contact, destination image, smart tourism technology, memorable experience, tourist satisfaction and revisit intention. All variables are scored in a 5-point Likert scale (1 = “completely disagree,” 5 = “completely agree”) in the questionnaire of this study.

From the calculated means, the criteria for interpreting the meaning are as follows:

Mean 4.21 ~ 5.00 scores mean agree at the highest level

Mean 3.41 ~ 4.20 scores mean agree at a high level

Mean 2.61 ~ 3.40 scores mean agree at a moderate level

Mean 1.81 ~ 2.60 scores mean agree at a low level

Mean 1.00 ~ 1.80 scores mean agree at the lowest level

3.4.2 Questionnaire Source

The variable scales selected in this paper are all changed from the proven maturity scale. The five items of cultural contact are adapted from the scale of Chen and Rahman (2018). The five items in destination image were adapted from Prayag and Ryan's (2012) scale. The five items of smart tourism technology are adapted from

the scale of Chen-Kuo (2020). The five items of memorable experience are adapted from the scale of Kim, Hallab, and Kim (2012). The five items of tourist satisfaction were adapted from the scale by Westbrook and Oliver (1981). The five items of revisit intention were adapted from the scale by Chi and Qu (2008).

The specific measurement items of each variable are shown in the following table:

Table 3.1 Measurement item of Cultural contact

No.	Questions	Questionnaire source
1	I am interested in the scenic culture of Hebei Province	Chen and Rahman (2018)
2	The scenic culture of Hebei Province is very attractive to me	
3	I like the traditional culture of Hebei Province	
4	I understand the traditional culture of Hebei	
5	The traditional culture of Hebei Province has increased my desire to travel	

Source: Researcher

Table 3.2 Measurement item of Destination image

No.	Questions	Questionnaire source
1	I think Hebei Province provides me with a destination	Prayag and Ryan's (2012)
2	Hebei Province has a good destination image	
3	I think most people have a positive destination image about Hebei Province	
4	The locals in Hebei Province are friendly to tourists	
5	I think Hebei Province is a popular tourist destination	

Source: Researcher

Table 3.3 Measurement item of Smart tourism technology

No.	Questions	Questionnaire source
1	When traveling in Hebei Province , I can use Smart Tourism Technology anytime and anywhere.	Chen-Kuo (2020)
2	When traveling in Hebei Province, I can easily use Smart Tourism Technology	
3	When traveling in Hebei Province, I can easily find Smart Tourism Technology.	
4	When traveling in Hebei Province, Smart Tourism Technology provides me with useful information about the travel destination and the trip	
5	When traveling in Hebei Province, Smart Tourism Technology improve my satisfaction of tourism	

Source: Researcher

Table 3.4 Measurement item of Memorable experience

No.	Questions	Questionnaire source
1	I really enjoyed this tourism experience in Hebei Province	Kim, Hallab, and Kim (2012)
2	I revitalized through this tourism experience in Hebei Province	
3	I learned something about myself from this tourism experience in Hebei Province	
4	I had a chance to closely experience the local culture of Hebei Province	
5	"I experienced something new (e.g., food and Smart tourism) during this tourism experience in Hebei Province	

Source: Researcher

Table 3.5 Measurement item of Tourist satisfaction

No.	Questions	Questionnaire source
1	I have really enjoyed the visit in Hebei Province	Westbrook and Oliver (1981)
2	I am satisfied with my decision to visit Hebei province	
3	I prefer this destination of Hebei Province to others.	
4	I have positive feelings regarding Hebei Province	
5	This was a pleasant visit in Hebei Province	

Source: Researcher

Table 3.6 Measurement item of Revisit intention

No.	Questions	Questionnaire source
1	I will revisit Hebei Province	Chi and Qu (2008)
2	I want to visit Hebei Province within the next two years	
3	I would positively recommend Hebei Province to other people.	
4	I have positive feelings regarding Hebei Province	
5	Revisiting Hebei Province would be worthwhile	
6	You often visit Hebei Province	

Source: Researcher

Additionally, factor analysis was performed to assess the internal structure of the scales and identify any underlying relationships between the survey items. This statistical technique helps in confirming the construct validity of the scales by examining how well the items group together to measure the intended constructs.

With respect to data evaluation, statistical software shall be employed for data processing and analysis. Initially, descriptive statistics analysis shall be carried

out to comprehend the fundamental attributes of the sample and the distribution of research variables. Subsequently, methodologies such as correlation analysis and regression analysis will be utilized to investigate the effect of cultural immersion, intelligent tourism technology, and destination perception on outstanding experiences and tourist gratification, as well as to test for mediation effects.

3.5 Data Analysis

In data analysis of the tourism industry, several key factors play a crucial role in shaping the overall experience for tourists. By analyzing these factors in detail, tourism researchers and industry professionals can gain valuable insights into tourist behavior, preferences, and motivations, helping them make informed decisions to enhance the overall visitor experience and drive destination success.

3.5.1 Descriptive Statistics Analysis

After collecting the questionnaire information of the interviewees, the data of the questionnaire was analyzed. First of all, descriptive statistical analysis is carried out to carry out specific understanding of sample data and situations. Descriptive statistics refers to the activities that use tabulation and classification, graphs, and calculation of generalized data to describe the characteristics of data. Descriptive statistical analysis is a statistical description of the data of all variables in the survey, including frequency analysis, central trend analysis, dispersion degree analysis, distribution and some basic statistical graphs. (1) Frequency analysis of data. in the data preprocessing part, the outliers can be tested by frequency analysis and cross frequency analysis. (2) Central trend analysis of data. To reflect the general level of data, commonly used indicators include mean, median and mode. (3) Data dispersion analysis. It is mainly used to reflect the degree of difference between data, and commonly used indicators include variance and standard deviation. (4) Distribution of data. in statistical analysis, it is usually assumed that the distribution of the population to which the sample belongs to the normal distribution, so two indexes of skewness and kurtosis are needed to check whether the sample data conforms to the normal

distribution. (5) Draw a statistical chart. Data can be expressed in graphic form more clearly and concisely than in words.

3.5.2 Instrument Testing

The reliability and validity analysis of the sample data is carried out to ensure that the sample has the reliability and validity that meets the conditions before the next analysis can be carried out. Reliability refers to the consistency of the results obtained when the same method is used to measure the same object repeatedly. Reliability indicators are mostly expressed as correlation coefficients, which can be roughly divided into three categories: stability coefficient (consistency across time), equivalence coefficient (consistency across forms) and internal consistency coefficient (consistency across items). In the reliability analysis, when the Cronbach's Alpha of each variable is greater than 0.7, it indicates that each variable has high reliability and can continue the following research.

In addition, Validity analysis is also essential. Validity reflects the effectiveness or correctness of the measurement method, that is, whether the questionnaire is accurate and effective. The validity test of the questionnaire is the basic premise of empirical research and has an important impact on the accuracy and validity of the final result. It can be generally divided into four categories: structure validity, content validity, criterion validity and other validity. The analysis of structural validity mainly uses factor analysis, which evaluates whether the properties of the measured indicators are consistent with the design objectives by extracting the cumulative contribution rate and common degree of some common factor analysis factors from all the variables of the scale. If the common factor extracted by the factor has a close logical relationship with the fields determined in the design of the scale, it indicates that it has good structural validity. Factor analysis is carried out on the samples to determine whether there are dimensional differences among the variables in the samples, and the correlation between the variables is further analyzed to eliminate collinear problems.

3.5.3 Inferential Statistics Analysis

In the study, a quantitative data analysis was conducted using structural equation modeling (SEM) to analyze the relationships between multiple variables related to tourists' decision to revisit Hebei Province. SEM is a statistical technique that allows for the examination of complex relationships among variables by incorporating both measurement and structural models.

By utilizing SEM, the researchers were able to gain insights into the driving forces behind tourists' decision to revisit Hebei Province. This involved analyzing the relationships between various factors such as tourist satisfaction, perceived destination image, perceived value, and intention to revisit.

SEM enabled the researchers to not only examine the direct relationships between these variables but also to explore the indirect relationships and mediating effects that may exist within the model. By conducting SEM analysis, the researchers were able to uncover the underlying factors that influence tourists' decision-making processes and shed light on the key drivers that impact their likelihood of revisiting Hebei Province. The fit degree of the model can be obtained through various inferential analysis. We can judge whether the model has a good fit degree by observing the following indicators.

Table 3.7 Structural equation model fitting index

Fitting index	The best fit value
CFI	>0.90
NFI	>0.90
IFI	>0.90
RMSEA	<0.08
PGFI	>0.50
PCFI	>0.50
PNFI	>0.50
RMR	<0.05
GFI	>0.80
AGFI	>0.80

Source: Researcher

Overall, the use of SEM in this study provided a comprehensive and detailed analysis of the complex relationships between multiple variables, offering valuable insights into the factors that influence tourists' decision to revisit Hebei Province.

3.6 Statistical Tools

The study utilized Structural Equation Modeling (SEM) to conduct a thorough quantitative analysis of the data. SEM is a robust statistical method that allows for the estimation of intricate relationships among multiple variables simultaneously. By applying SEM, the researchers were able to explore the underlying factors influencing tourists' intention to revisit Hebei Province. The results of the analysis revealed several key drivers of tourists' intention to revisit, including satisfaction with previous experiences, perceived destination quality, and overall perceived value. These findings provide valuable insights for tourism stakeholders in Hebei Province to enhance visitor experiences and encourage repeat visits. By understanding the factors that influence tourists' decision to revisit, destination management organizations can develop targeted strategies to improve visitor satisfaction and loyalty. Overall, the application of SEM in this study offers a comprehensive understanding of the complex relationships that impact tourists' intention to revisit a destination, highlighting the importance of enhancing destination quality and perceived value to drive repeat visitation.

3.7 Ethical Considerations

Before the questionnaire is released, we will inform the respondents in advance that the questionnaire will be conducted anonymously, and the personal information of the respondents will be kept confidential and will not be disclosed to any third party. The study strictly protects the personal information of the respondents to ensure security and confidentiality. At the same time, the questionnaire survey did not involve any risk, and the investigators were told that the questionnaire filling would take about seven to eight minutes. However, by participating in the survey, the surveyors will have the opportunity to express the satisfaction of tourists in Hebei

Province and their willingness to revisit, which will provide valuable information for relevant research and decision-making. In addition, before formally filling in the questionnaire, the informed consent will be issued to the investigators. If they do not agree to fill in the questionnaire, we will respect their choice and give up the candidate as the research object.

This research on the impact of various factors on tourists' revisit intention in Hebei Province, China, passed the "Informed Consent". The main reason was that the informed consent language was written in clear and understandable terms, avoiding jargon or technical language that might confuse participants. This ensures that participants can fully comprehend the purpose of the study, their role, and any potential risks or benefits involved in participating.

This research follows the research ethics policy of Rangsit University, this included the following considerations:

Participant anonymity and data confidentiality were prioritized.

The purpose of the study is clearly communicated to participants.

Keeping the identities of the participants anonymous.

Ensuring that participants are not harmed or disturbed.

Providing every participant with a copy of the Informed Consent

Letter.

Ensure that participants are compensated in proportion to their efforts.

Chapter 4

Results and Analysis

In Chapter 4, the survey results are collected and analyzed to obtain research findings. The analysis of the data serves to further validate the hypotheses. As follows:

- 4.1 Investigation Data Analysis Methods
- 4.2 Data Pre-investigation Analysis
- 4.3 Results and Analysis
- 4.4 Structural Equation Modeling Analysis

4.1 Investigation Data Analysis Methods

In empirical analysis, the primary software used for data analysis is SPSS 26.0 and AMOS 21.0. The specific methods employed for data analysis are as follows:

4.1.1 Descriptive Analysis Method

Descriptive statistical analysis is a fundamental approach to describe the characteristics and relationships between variables in sample data, primarily focusing on the distribution proportions of the sample data. Through descriptive analysis, it becomes possible to effectively determine the relative positions of each variable in the population, thereby providing a stronger foundation for subsequent data analysis. Descriptive analysis employs frequency and percentage distributions, as well as cumulative percentages, to depict variable distributions within the dataset and obtain information regarding various variable distributions.

4.1.2 Reliability and Validity Analysis Method

Reliability and validity analyses primarily examine the measurement aspect of questionnaire scale data. Reliability assesses internal consistency reliability of questionnaires while validity tests their internal consistency as well. Cronbach's alpha coefficient serves as a key measure for assessing reliability. This research conducts confirmatory factor analysis (CFA) for conducting to test whether the data fit the hypothesized measurement model derived from the theoretical framework.

4.1.3 Factor Analysis Method

By employing principal component analysis method to extract six common factors and calculating factor loading coefficients through orthogonal rotation method, factor analysis can effectively evaluate data reliability and provide a reliable basis for further analyses.

4.1.4 Structural Equation Analysis Method

Utilizing AMOS for structural equation analysis aims to investigate the causal relationships among multiple variables. This method evaluates the direct impact of cultural contact, destination image, smart tourism technology, and memorable experiences on revisit intentions, as well as their indirect effects through tourist satisfaction as a mediator. It tests the accuracy and reliability of the hypothesized causal model by assessing fit indices and measures the strength of causal relationships between variables using path coefficients and significance levels. Ultimately, it determines the hypothesized results.

4.2 Data Pre-investigation Analysis

4.2.1 Pre-investigation Reliability Analysis

The reliability of tourists' situation can be better understood through the correction of item total correlation and the selection of α coefficient, a prediction

survey was conducted with 50 questionnaires. According to Table 4.5, the minimum value of item correlation is 0.441 in the project, which is above the minimum detection standard of 0.4 or above. After deleting the items, the reliability value did not show significant changes, so we decided to keep them. All the pre-set questions are reasonable and can be included in the scope of the formal survey.

According to Table 4.2, the initial values of the 31 items of culture contact, destination image, smart tourism technology, memorable experience, satisfaction, and revisit intention are all greater than 0.3, and the Cronbach's alpha coefficients are 0.876, 0.889, 0.914, 0.902, 0.923, and 0.942, respectively, with excellent reliability, which meets the research requirements.

Based on Table 4.1, the initial values of the 5 items of tourists' satisfaction and the 6 items of willingness to return are all greater than 0.3, and the Cronbach's alpha coefficients of tourists' satisfaction and willingness to return are 0.923 and 0.942, respectively, with excellent reliability, which can be further studied.

Table 4.1 Pre-investigation Reliability

Names	Content	Correction Items Total Correlation (CITC)	Cronbach α coefficient
Cultural contact 1	I am very interested in the scenic culture of Hebei Province	0.605	0.876
Cultural contact 2	The scenic culture of Hebei Province is very attractive to me	0.835	
Cultural contact 3	I like the traditional culture of Hebei	0.548	
Cultural contact 4	I know about the traditional culture of Hebei	0.694	
Cultural Contact 5	The traditional culture of Hebei Province has increased my desire to travel	0.859	

Table 4.1 Pre-investigation Reliability (cont.)

Names	Content	Correction Items Total Correlation (CITC)	Cronbach α coefficient
Destination Image 1	I think Hebei Province provides a good travel destination for me	0.892	0.889
Destination Image 2	Hebei Province has a good destination topography like	0.696	
Destination Image 3	I think most people have a positive destination image of Hebei Province	0.674	
Destination Image 4	The locals in Hebei province are friendly to tourists	0.844	
Destination Image 5	I think Hebei Province is a very popular tourist destination	0.895	
Memorable Experience 1	I really enjoyed my travel experience in Hebei Province	0.62	0.902
Memorable Experience 2	Through this travel experience in Hebei Province, I was rejuvenated	0.688	
Memorable Experience 3	From this travel experience in Hebei, I learned a few things about myself	0.896	
Memorable Experience 4	I had a chance to experience the local culture of Hebei Province up close	0.904	
Memorable Experience 5	"I experienced something new (for example, food and smart tourism) during my travel experience in Hebei Province	0.897	

Table 4.1 Pre-investigation Reliability (cont.)

Names	Content	Correction Items Total Correlation (CITC)	Cronbach α coefficient
Satisfaction 1	I really like traveling to Hebei Province	0.791	0.923
Satisfaction 2	I am satisfied with my decision to visit Hebei Province	0.87	
Satisfaction 3	I prefer this destination in Hebei province to other places	0.789	
Satisfaction 4	I have positive feelings about Hebei Province	0.882	
Satisfaction 5	It was a pleasant trip in Hebei Province	0.871	
Revisit intention 1	I will visit Hebei Province again	0.859	0.942
Revisit intention 2	I would like to visit Hebei Province in the next two years	0.854	
Revisit intention 3	I would actively recommend Hebei Province to others	0.89	
Revisit intention 4	I have a positive impression of traveling in Hebei Province	0.851	
Revisit intention 5	It makes sense to revisit Hebei Province for tourism	0.853	
Revisit intention 6	I will travel to Hebei often	0.882	

Table 4.1 Pre-investigation Reliability (cont.)

Names	Content	Correction Items Total Correlation (CITC)	Cronbach α coefficient
Smart Tourism Technology 1	When traveling in Hebei Province, I can use smart tourism technology anytime and anywhere	0.838	0.914
Smart Tourism Technology 2	When traveling in Hebei Province, I can easily use smart tourism technology	0.787	
Smart Tourism Technology 3	When traveling in Hebei Province, I can easily find smart tourism technology	0.782	
Smart Tourism Technology 4	When traveling in Hebei, smart tourism technology provided me with useful information about tourist destinations and trips	0.868	
Smart Tourism Technology 5	Smart tourism technology improved my Tourist satisfaction while traveling in Hebei	0.83	

Source: Researcher

4.3 Results and Analysis

In terms of gender distribution, the survey showed that there were 206 male respondents, accounting for 50.37% of the total sample, slightly more than the female respondents. The number of female respondents was 202, accounting for 49.39% of the total sample, which was very close to the proportion of male respondents, indicating a relatively balanced gender ratio in the sample. In addition, there was only one respondent who chose “other” gender, accounting for 0.24% of the total sample.

In terms of age distribution, the largest group of respondents fell within the 20-30 age bracket, totaling 204 individuals and accounting for 50.62% of the

overall sample. This suggests that this demographic holds a dominant position within the study cohort. The next most prominent group consisted of respondents aged 31-40, with a total of 134 individuals representing 33.25% of the total sample, thus constituting the second-largest age cohort. In contrast, there were relatively fewer respondents in the 41-50 and over 51 age brackets, comprising only 10.17% and 5.96% of the total sample respectively. Overall, it can be observed that young and middle-aged individuals predominantly make up the respondent pool, providing valuable insights for further research into variations in travel needs, preferences, and consumption patterns across different age groups.

Regarding marital status, findings from our survey indicate that married or romantically involved respondents constituted the largest group at a count of 307 individuals (76.18% of total), suggesting that a majority are engaged in stable emotional relationships. Single participants accounted for a smaller yet significant portion at 73 individuals (18.11%), while divorced or other marital status categories represented relatively minor proportions at just under five percent (4.96%) and less than one percent (0.74%) respectively.

With respect to educational attainment levels among respondents: those holding an associate's degree or bachelor's degree comprised the largest segment at a count of 250 individuals (62.03%). This indicates that participants generally possess higher educational backgrounds. Respondents with high school or vocational education numbered at around fifty-four people (13.40%). Comparatively lower numbers were observed among those with junior high school education or below as well as graduate-level education or above; these groups represented approximately six percent (6.20%) and seven percent (7.69%) of all surveyed participants respectively. Furthermore, a subset consisting of forty-three people selected "Other" as their educational level which accounted for about ten point sixty-seven percent (10.67%), potentially encompassing those with unique educational backgrounds or overseas qualifications within our respondent pool.

In terms of annual income, the distribution of annual income among the total 403 surveyed tourists exhibited a clear hierarchical structure. Specifically, 7.44% of the tourists (i.e., 30 people) had an annual income of over 45,000 yuan; 19.85% of the tourists (i.e., 80 people) had an annual income between 38,000 and 45,000 yuan; the largest group was the tourists with an annual income of 23,000 to 38,000 yuan, accounting for 53.85% of the total sample and reaching 217 people, which indicates the dominant status of this income group in the survey; in addition, 18.86% of the tourists (i.e., 76 people) had an annual income of less than 23,000 yuan, belonging to the relatively lower income group. In summary, the distribution of tourists' annual income is mainly medium-income, while there is also a certain proportion of low-income groups. This diversified annual income structure may have different impacts on tourists' travel behavior, consumption habits, and satisfaction.

Table 4.2 Excluding Case

Total received	Usable Data
409	403

Source: Researcher

Table 4.3 Descriptive statistics

Demographic data	Frequency	Percentage (%)
Gender		
male	206	50.37
female	202	49.39
Other	1	0.24
Age		
20-30 years old	204	50.62
31-40 years old	134	33.25
41-50 years old	41	10.17
51 and above	24	5.96
Marital status		
Single	73	18.11
Married/in a relationship	307	76.18

Table 4.3 Descriptive statistics(cont.)

Demographic data	Frequency	Percentage (%)
Divorce	20	4.96
Other	3	0.74
Education		
Junior high school and below	25	6.2
High school/secondary school	54	13.4
Junior college/undergraduate	250	62.03
Graduate students and above	31	7.69
Other	43	10.67
Annual income		
45,000 yuan or more	30	7.44
\$38,000-45,000	80	19.85
\$23,000 - \$38,000	217	53.85
Under 23,000	76	18.86
Total		
409	100	100%

Source: Researcher

4.3.1 Reliability Analysis

The study mainly used questionnaire format to evaluate different influencing factors. Before conducting the questionnaire test, the data collected from about 400 sets needed to be assessed for reliability. Cronbach's alpha is one method for examining reliability, George and Mallery (2003) concluded that when the value is greater than 0.8, it indicates that the reliability is good. According to Table 4.4, the results show that the reliability values of different dimensions are all above 0.8, and the questionnaire reliability results of the current survey are good. The reliability value of cultural contact is 0.886, the reliability value of destination image is 0.875, the reliability value of smart tourism technology is 0.889, the reliability value of Memorable Experiences is 0.876, the reliability value of satisfaction is 0.925, and the reliability value of repeat intention is 0.877. The correlation between items and the

reliability after deleting items can be verified through the test. in summary, the reliability of all parts of the scale is very good, and it can be analyzed further.

Table 4.4 Summary of the overall reliability analysis results of tourism tourists

Name	Content	Correction Items Total Correlation (CITC)	Cronbach α coefficient
Cultural contact 1	I am very interested in the scenic culture of Hebei Province	0.773	0.886
Cultural contact 2	The scenic culture of Hebei Province is very attractive to me	0.717	
Cultural contact 3	I like the traditional culture of Hebei	0.742	
Cultural contact 4	I know about the traditional culture of Hebei	0.752	
Cultural Contact 5	The traditional culture of Hebei Province has increased my desire to travel	0.798	
Destination Image 1	I think Hebei Province provides a good travel destination for me	0.735	0.875
Destination Image 2	Hebei Province has a good destination topography like	0.704	
Destination Image 3	I think most people have a positive destination image of Hebei Province	0.758	
Destination Image 4	The locals in Hebei province are friendly to tourists	0.726	
Destination Image 5	I think Hebei Province is a very popular tourist destination	0.704	

Table 4.4 Summary of the overall reliability analysis results of tourism tourists (cont.)

Name	Content	Correction Items Total Correlation (CITC)	Cronbach α coefficient
Smart Tourism Technology 1	When traveling in Hebei Province, I can use smart tourism technology anytime and anywhere	0.756	0.889
Smart Tourism Technology 2	I can easily use smart tourism technology when traveling in Hebei Province	0.741	
Smart Tourism Technology 3	When traveling in Hebei Province, I can easily find smart tourism technology	0.706	
Smart Tourism Technology 4	While traveling in Hebei, smart tourism technology provided me with useful information about travel destinations and trips	0.703	
Smart Tourism Technology 5	Smart tourism technology improved my Tourist satisfaction while traveling in Hebei	0.761	
Memorable Experience 1	I really enjoyed my travel experience in Hebei Province	0.817	0.876
Memorable Experience 2	Through this travel experience in Hebei Province, I was rejuvenated	0.681	
Memorable Experience 3	From this travel experience in Hebei, I learned a few things about myself	0.682	
Memorable Experience 4	I had a chance to experience the local culture of Hebei Province up close	0.727	
Memorable Experience 5	"I experienced something new (for example, food and smart tourism) during my travel experience in Hebei Province	0.787	

Table 4.4 Summary of the overall reliability analysis results of tourism tourists (cont.)

Name	Content	Correction Items Total Correlation (CITC)	Cronbach α coefficient
Satisfaction 1	I really like traveling to Hebei Province	0.791	0.925
Satisfaction 2	I am satisfied with my decision to visit Hebei Province	0.735	
Satisfaction 3	I prefer this destination in Hebei province to other places	0.732	
Satisfaction 4	I have positive feelings about Hebei Province	0.808	
Satisfaction 5	It was a pleasant trip in Hebei Province	0.741	
Revisit intention 1	I will visit Hebei Province again	0.748	0.877
Revisit intention 2	I would like to visit Hebei Province in the next two years	0.778	
Revisit intention 3	I would actively recommend Hebei Province to others	0.813	
Revisit intention 4	I have a positive impression of traveling in Hebei Province	0.766	
Revisit intention 5	It makes sense to revisit Hebei Province for tourism	0.776	
Revisit intention 6	I will travel to Hebei often	0.782	

Source: Researcher

4.3.2 Factor Analysis

(1) Confirmatory Factor Analysis

Through confirmatory factor analysis, the convergent and discriminant validity of each latent variable were assessed by setting the standardized loadings to 0.5 or above, ensuring that the composite reliability (CR) exceeds 0.7. The formula is as follows:

$$CR = \frac{(\sum \lambda)^2}{[(\sum \lambda)^2 + \sum (\theta)]} \quad (4-1)$$

$$\theta = 1 - \lambda^2$$

After conducting multiple studies, we have determined that the average variance extracted for latent variables must be at least 0.5, as indicated by the following formula:

$$AVE = \frac{\sum \lambda^2}{[\sum \lambda^2 + \sum (\theta)]} \quad (4-2)$$

$$\theta = 1 - \lambda^2$$

Based on the results of exploratory factor analysis, a confirmatory factor model was constructed as depicted in Figure 4.1, comprising six key components. Specifically, culture contact 1-5 correspond to five options related to Cultural contact; image 1-5 represent five options associated with destination perception; technology 1-5 denote five items pertaining to smart tourism technology; satisfaction 1-5 reflect visitor satisfaction across five dimensions; and revisit 1-6 encompass six aspects of visitor intention to revisit.

Consequently, based on the confirmatory factor model diagram, an examination of the structural equation model was conducted. This involved testing the measurement models for the six variables from several perspectives: convergence validity and discriminant validity assessment; average variance extracted calculation; and overall fit indices evaluation for the model.

The IBM SPSS Amos software is employed to conduct an analysis of the model's parameter value using Maximum Likelihood Estimates and 13 congruence indices as criteria, in accordance with Kaiwan's (2013) concept for assessing the congruence between the constructed model and empirical data. The criteria encompass P-value ≥ 0.05 , Chi-square/df ≤ 5.00 , GFI $\geq .90$, AGFI ≥ 0.90 , CFI ≥ 0.90 , NFI ≥ 0.90 , NNFI ≥ 0.90 , IFI ≥ 0.90 , RFI ≥ 0.90 , CN ≥ 200 , RMR ≤ 0.05 , SRMR $\leq .05$, and RMSEA $\leq .05$. The criterion for evaluating congruence between the developed model and empirical data stipulates that a minimum of three indices must satisfy the specified criteria to consider the structural equation model as congruent with empirical data (Kaiwan, 2013).

Overall Model Fit Test: in general, the fit indices primarily include χ^2/df , RFI, AGFI, NFI, TLI, CFI, and RMSEA. According to Table 4.7, it can be seen that the simulated fit indices are within the reference range, indicating a good match between the actual test results and theoretical data.

Table 4.5 Model fit index evaluation table

Commonly used indicators	chi-square	df	p	Chi-square DOF ratio χ^2/df	GFI	RMSEA	RMR	CFI	NFI	NNFI
Judging criteria	-	-	> 0.05	< 3	> 0.9	< 0.10	< 0.05	> 0.9	> 0.9	> 0.9
value	485.097	419	0.014	1.158	0.931	0.020	0.031	0.992	0.944	0.991
Other indicators	TLI	AGFI	IFI	PGFI	PNFI	PCFI	SRMR	RMSEA 90% CI		
Criteria for judgment	> 0.9	> 0.9	> 0.9	> 0.5	> 0.5	> 0.5	< 0.1	-		
value	0.991	0.918	0.992	0.786	0.851	0.894	0.023	0.010~0.027		

Default Model: $\chi^2(465)=8692.120$, $p=1.000$

Convergent validity can be evaluated by comparing the coefficient of reliability (CR) and the average variance extracted (AVE), and it is generally considered effective when the construct validity is greater than 0.7 and AVE is greater than 0.5.

Table 4.6 Convergence validity analysis results summary

Factor(latent variable)	Measure item (explicit variable)	Standard load factor (Std.Estimate)	Standard error (Std.Error)	t	P	AVE	CR
Cultural contact	Culture 1	0.944				0.590	0.876
Cultural contact	Culture 2	0.791	0.048	17.736	0.000		
Cultural contact	Culture 3	0.703	0.044	18.275	0.000		
Cultural contact	Culture 4	0.738	0.045	19.981	0.000		
Cultural contact	Culture 5	0.735	0.043	19.781	0.000		
Destination image	Image 1	0.743				0.638	0.853
Destination image	Image 2	0.746	0.064	15.423	0.000		
Destination image	Image 3	0.741	0.064	15.306	0.000		
Destination image	Image 4	0.886	0.066	14.078	0.000		
Destination image	Image 5	0.748	0.066	15.486	0.000		
Smart Tourism Technology	Technology 1	0.871				0.615	0.841
Smart Tourism Technology	Technology 2	0.825	0.081	13.564	0.000		
Smart Tourism Technology	Technology 3	0.708	0.077	13.280	0.000		
Smart Tourism Technology	Technology 4	0.707	0.083	13.260	0.000		
Smart Tourism Technology	Technology 5	0.773	0.083	14.357	0.000		
Memorable Experience	Experience 1	0.739				0.644	0.856
Memorable Experience	Experience 2	0.827	0.065	15.150	0.000		
Memorable Experience	Experience 3	0.727	0.064	15.163	0.000		
Memorable Experience	Experience 4	0.842	0.064	15.492	0.000		

Table 4.6 Convergence validity analysis results summary (cont.)

Factor(latent variable)	Measure item (explicit variable)	Standard load factor (Std.Estimate)	Standard error (Std.Error)	t	P	AVE	CR
Memorable Experience	Experience 5	0.752	0.065	15.740	0.000		
Satisfaction	Satisfaction 1	0.742				0.622	0.845
Satisfaction	Satisfaction 2	0.722	0.060	15.088	0.000		
Satisfaction	Satisfaction 3	0.715	0.063	14.913	0.000		
Satisfaction	Satisfaction 4	0.735	0.064	15.374	0.000		
Satisfaction	Satisfaction 5	0.700	0.066	14.561	0.000		
Revisit intention	Revisit intention 1	0.885				0.615	0.864
Revisit intention	Revisit intention 2	0.722	0.073	13.800	0.000		
Revisit intention	Revisit intention 3	0.732	0.069	13.986	0.000		
Revisit intention	Revisit intention 4	0.839	0.071	14.097	0.000		
Revisit intention	Revisit intention 5	0.703	0.074	13.461	0.000		
Revisit intention	Revisit intention 6	0.723	0.074	13.811	0.000		

Note: The Arabic numerals (1, 2, 3, etc.) in the items correspond to the options in the questionnaire.

Based on the analysis in Table 4.8, it was observed that the factor loading values for each item ranged from 0.6 to 0.9, indicating a high level of convergence validity for the model. Furthermore, all parameter statistical values were found to be significant ($P < 0.001$) based on the model's results.

The composite reliability (CR) for visitor cultural contact, destination image, smart tourism technology, Memorable Experiences, satisfaction, and intention to revisit were determined to be 0.876, 0.853, 0.841, 0.856, 0.845 and 0.864 respectively—all exceeding the threshold of 0.7. Additionally, the average variance extracted (AVE) values were calculated as follows: visitor cultural contact (AVE = 0.590), destination image (AVE = 0.638), smart tourism technology (AVE = 0.615),

memorable experiences (AVE=0.644), Tourist satisfaction (AVE=0.622), and intention to revisit (AVE=0.615). In summary, these findings indicate that the model meets established testing standards.

(2) Distinguishing validity

Table 4.7 Differential validity analysis test

	Cultural contact	Destination image	Smart tourism technology	Memorable Experiences	Satisfaction	Revisit intention
Cultural contact	0.768					
Destination image	0.637	0.733				
Smart Tourism Technology	0.620	0.642	0.818			
Memorable Experience	0.543	0.625	0.654	0.737		
Satisfaction	0.654	0.516	0.646	0.664	0.823	
Revisit intention	0.544	0.549	0.526	0.669	0.651	0.718

Note: The square root of the AVE value is indicated by the bolded number in the upper right corner.

Based on Table 4.9, it is evident that the AVE values for all dimensions exceed 0.5. Specifically, the square roots of AVE for the six dimensions—cultural experience, destination image, smart tourism technology, Memorable Experiences, satisfaction, and willingness to return—are 0.768, 0.733, 0.818, 0.737, 0.823, and 0.718 respectively; all of which surpass the correlation coefficients between the dimensions. This indicates a strong discriminant validity.

In conclusion, cultural contact, destination image, smart tourism technology, memorable experiences, tourist satisfaction, and revisit intention have each met the standards in terms of model testing with respect to both potential variables and fit indices. Convergent validity and discriminant validity are both deemed satisfactory in this context.

4.3.3 Differential Analysis

The differential analysis mainly focuses on examining the differences in scores for cultural contact, destination image, smart tourism technology, Memorable Experiences, satisfaction, and intention to revisit among tourists based on gender, age, highest education level, annual income, and travel behavior.

(1) Gender differences

Table 4.8 Results of ANOVA by gender

	Gender				T	P
	male		female			
	M	SD	M	SD		
Cultural contact	3.91	0.88	3.88	0.93	0.798	0.451
Destination image	3.91	0.91	3.81	0.95	1.370	0.255
Smart tourism technology	3.91	0.84	3.81	0.94	1.443	0.238
Memorable Experience	3.93	0.90	3.89	0.92	0.793	0.453
Tourist satisfaction	3.93	0.87	3.88	0.92	0.893	0.410
Revisit intention	3.90	0.88	3.83	0.90	1.139	0.321

* $p < 0.05$ ** $p < 0.01$

The survey results indicate that the average ratings of men and women in six dimensions, including cultural contact, destination image, smart tourism technology, Memorable Experiences, tourism satisfaction, and Revisit intention, are very similar. Further validation through T-tests reveals that the p-values for all dimensions significantly exceed the 0.05 threshold for statistical significance. The research findings suggest that within the current sample size and measurement precision, there is no statistically significant difference between men and women in these aspects of tourism evaluation. Therefore, it can be concluded that gender does not appear to be a significant influencing factor in this context.

(2) Age Differences

Table 4.9 Results of analysis of variance by age

	Age								F	P
	20-30		31-40		41-50		51 and older			
	M	SD	M	SD	M	SD	M	SD		
Cultural contact	4.00	0.88	3.86	0.83	3.53	1.04	3.85	1.16	3.378	0.018*
Destination image	4.02	0.87	3.79	0.85	3.40	1.15	3.75	1.19	5.978	0.01**
Smart Tourism Technology	4.02	0.83	3.77	0.83	3.43	1.05	3.83	1.08	5.960	0.01**
Memorable Experience	4.08	0.80	3.82	0.87	3.45	1.16	3.81	1.23	6.549	0.00**
Tourist satisfaction	4.01	0.86	3.89	0.79	3.47	1.06	3.79	1.19	4.429	0.04**
Revisit intention	3.98	0.85	3.82	0.81	3.45	1.08	3.83	1.13	4.305	0.05**

* p<0.05 ** p<0.01

Tourists of different age groups exhibit significant differences in their evaluations across six dimensions: cultural contact, destination image, smart tourism technology, Memorable Experiences, tourism satisfaction, and repeat visit intention. Specifically, young tourists aged 20-30 gave the highest ratings for cultural contact (4.00 ± 0.88) and smart tourism technology (4.02 ± 0.83), indicating a strong interest in the destination's culture and the application of new technologies. They also rated highly in destination image (4.02 ± 0.87), Memorable Experiences (4.08 ± 0.80), and tourism satisfaction (4.01 ± 0.86). In contrast, middle-aged tourists aged 41-50 scored lower across all dimensions, particularly in destination image (3.40 ± 1.15) and Memorable Experiences (3.45 ± 1.16), reflecting differing travel needs and expectations compared to younger tourists. Furthermore, while young tourists aged

20-30 (3.98 ± 0.85) and those aged 51 years or older (3.83 ± 1.13) demonstrated stronger intentions for repeat visits; middle-aged tourists exhibited relatively lower intentions for repeat visits. These findings indicate that age is a crucial factor influencing the evaluation of tourist experiences; thus, the tourism industry should develop tailored service strategies to meet the diverse needs of different age groups with a view to enhancing overall satisfaction levels as well as increasing repeat visit rates.

(3) Differences in marital status

Table 4.10 Results of ANOVA for different marital status

	Marital status								F	P
	Single		Married/in a relationship		Divorced		Other			
	M	SD	M	SD	M	SD	M	SD		
Cultural contact	4.09	0.96	3.89	0.85	3.28	1.30	4.60	0.35	4.922	0.002**
Destination image	4.13	0.99	3.84	0.87	3.23	1.33	4.40	0.87	5.591	0.001**
Smart Tourism Technology	4.19	0.92	3.82	0.81	3.21	1.33	4.51	0.56	8.159	0.000**
Memorable Experience	4.21	0.85	3.89	0.85	3.12	1.48	4.40	0.53	8.378	0.000**
Tourist satisfaction	4.13	0.96	3.88	0.83	3.29	1.29	4.68	0.28	5.570	0.001**
Revisit intention	4.12	0.96	3.84	0.82	3.28	1.31	4.33	0.58	5.366	0.001**

* $p < 0.05$ ** $p < 0.01$

Based on the data from the table, it was observed that marital status has a significant influence on tourists' evaluations of cultural engagement, destination image, smart tourism technology, memorable experiences, tourism satisfaction, and intention to revisit. Specifically, single tourists consistently provided higher ratings across all dimensions, particularly in smart tourism technology (4.19 ± 0.92), memorable experiences (4.21 ± 0.85), and tourism satisfaction (4.13 ± 0.96), indicating the highest level of endorsement in these areas. This may reflect the greater autonomy and flexibility of single tourists as well as their heightened acceptance and

expectations of new technologies and unique experiences. Married or coupled tourists tended to give ratings at a moderate level across all dimensions, potentially influenced by family or partner needs which resulted in more balanced decision-making regarding travel choices and evaluations. In contrast, divorced tourists generally gave lower ratings across all dimensions with particular emphasis on cultural engagement (3.28 ± 1.30) and destination image (3.23 ± 1.33). These findings are likely associated with the emotional state and life experiences of these individuals leading to an overall lower evaluation of their travel experience. It is noteworthy that tourists with “other” marital status provided exceptionally high ratings for cultural engagement (4.60 ± 0.35) and tourism satisfaction (4.68 ± 0.28). This could be attributed to the unique characteristics or individual differences within this group; however, due to potential small sample sizes within this category, any impact may be limited. Furthermore, in terms of intention to revisit a destination: single travelers (4.12 ± 0.96) as well as those with “other” marital statuses (4.33 ± 0.58) demonstrated stronger intentions compared to married/in relationships (3.84 ± 0.82) and divorced travelers (3.28 ± 1.31). In conclusion, marital status emerges as one of the key factors influencing tourist experience evaluations. Therefore the tourism industry should take into account fully different demands, preferences among visitors with various marital statuses when formulating marketing strategies, providing services so as to offer more personalized, satisfactory travel experiences.

(4) Differences in educational attainment

Table 4.11 Results of ANOVA for different educational levels

	Highest level of education										F	P
	Junior high and below		High school/ secondary school		Junior college/ Under graduate		Graduate or above		Other			
	M	SD	M	SD	M	SD	M	SD	M	SD		
Cultural contact	3.74	1.10	3.88	1.04	3.91	0.79	3.30	1.20	4.39	0.75	7.140	0.000**
Destination image	3.59	1.01	3.82	1.13	3.88	0.81	3.20	1.15	4.45	0.73	9.528	0.000**

Table 4.11 Results of ANOVA for different educational levels(cont.)

	Highest level of education										F	P
	Junior high and below		High school/secondary school		Junior college/Under graduate		Graduate or above		Other			
	M	SD	M	SD	M	SD	M	SD	M	SD		
Smart Tourism Technology	3.63	1.13	3.89	0.96	3.85	0.75	3.28	1.23	4.48	0.72	9.881	0.000 **
Memorable Experience	3.73	1.26	3.90	0.97	3.90	0.78	3.41	1.26	4.45	0.76	6.663	0.000 **
Tourist satisfaction	3.72	1.10	3.92	1.04	3.90	0.78	3.34	1.15	4.44	0.72	7.636	0.000 **
Revisit intention	3.67	1.08	3.86	1.07	3.85	0.77	3.36	1.16	4.46	0.67	8.232	0.000 **

* p<0.05 ** p<0.01

Research findings indicate that the highest level of education attained by tourists has a significant impact on their evaluation of Cultural contact, destination image, smart tourism technology, memorable experiences, tourism satisfaction, and Revisit intention. Specifically, tourists with a college or university bachelor's degree tend to give higher ratings in Cultural contact (3.91 ± 0.79), destination image (3.88 ± 0.81), memorable experiences (3.90 ± 0.78), and tourism satisfaction (3.90 ± 0.78). This suggests that tourists with this educational background have higher expectations for and evaluations of their travel experiences. On the other hand, tourists with a graduate degree or higher generally give lower ratings across all dimensions, particularly in terms of Cultural contact (3.30 ± 1.20) and destination image (3.20 ± 1.15). This is likely associated with their elevated educational background and correspondingly heightened expectations. Tourists categorized under "other" educational levels provide exceptionally high ratings across all dimensions including Cultural contact (4.39 ± 0.75), destination image (4.45 ± 0.76).

(5) Differences in income levels

Table 4.12 Results of variance analysis of different annual incomes

	Annual Income								F	P
	Over 45,000 yuan		38,000-45,000 yuan		23,000 to 38,000 yuan		Below 23,000			
	M	SD	M	SD	M	SD	M	SD		
Cultural contact	3.69	1.09	3.73	1.07	3.94	0.75	4.05	1.01	2.258	0.081
Destination image	3.63	1.05	3.73	1.08	3.89	0.79	4.03	1.06	2.021	0.110
Smart tourism technology	3.59	1.09	3.74	1.03	3.87	0.74	4.06	1.00	2.830	0.038 *
Memorable Experience	3.66	1.11	3.72	1.05	3.94	0.78	4.12	0.97	3.340	0.019 *
Tourist satisfaction	3.57	1.03	3.79	1.04	3.93	0.77	4.10	0.96	3.156	0.025 *
Revisit intention	3.67	1.11	3.70	1.04	3.89	0.73	4.04	1.00	2.449	0.063

* $p < 0.05$ ** $p < 0.01$

In the context of cultural interaction and destination image, while there are slight differences in means across income levels, statistical results indicate that annual income does not have a significant impact on these two aspects (with p-values of 0.081 and 0.110, both greater than 0.05). However, the influence of annual income is particularly significant in terms of smart tourism technology, memorable experiences, and overall Tourist satisfaction (with p-values of 0.038, 0.019, and 0.025 respectively; all less than 0.05). Furthermore, data suggests that as annual income increases, people's evaluations of these three aspects also demonstrate an increasing trend. Regarding repeat visit intentions, although there are some differences between income groups, the impact of annual income does not reach a significant level (p-value of 0.063). These findings indicate that annual income indeed shapes people's tourism experiences to a certain extent—especially in terms of technology acceptance, the creation of memorable experiences and overall satisfaction.

(6) Differences in Tourism Behaviors

Table 4.13 Selection of different tourist locations according to ANOVA results

	Basis for selecting tourist locations										F	P
	Through books or travel magazines		Recommendations from friends or colleagues		Video website references		Impressions of tourist locations		Other			
	M	SD	M	SD	M	SD	M	SD	M	SD		
Cultural contact	3.90	0.92	3.85	0.86	3.82	0.87	3.96	0.98	4.45	0.85	1.591	0.176
Destination image	3.82	1.01	3.86	0.91	3.78	0.89	3.91	0.93	4.46	0.90	1.664	0.157
Smart Tourism Technology	3.76	0.95	3.86	0.83	3.84	0.86	3.90	0.91	4.49	0.89	1.959	0.100
Memorable Experience	3.89	1.00	3.89	0.85	3.88	0.88	3.92	0.92	4.43	1.02	1.119	0.347
Tourist satisfaction	3.86	0.94	3.86	0.84	3.89	0.89	3.92	0.91	4.49	0.87	1.544	0.189
Revisit intention	3.82	0.86	3.89	0.83	3.80	0.92	3.85	0.92	4.52	0.81	1.997	0.094

* $p < 0.05$ ** $p < 0.01$

Through analyzing the impact of different decision-making criteria on tourists' evaluations of their travel experiences, it was found that there were no statistically significant differences in the assessments of cultural immersion, destination image, smart tourism technology, memorable experiences, overall satisfaction, and intention to revisit across various selection criteria. Specifically, tourists who made their choices based on books or travel magazines scored slightly higher in cultural immersion (3.90 ± 0.92) and destination image (3.82 ± 1.01), while those who relied on recommendations from friends or colleagues, video websites introductions, impressions of the destinations themselves, or other methods showed relatively balanced scores across all dimensions. Tourists who selected destinations based on "other" criteria gave relatively higher ratings for smart tourism technology (4.49 ± 0.89), overall satisfaction (4.49 ± 0.87), and intention to revisit (4.52 ± 0.81). However, as all p-values exceeded 0.05, these differences were not deemed statistically significant. Therefore, when choosing tourist destinations, the influence of

different decision-making criteria on tourists' evaluations may be rather limited and more significantly influenced by other factors such as personal preferences and the actual circumstances at the destination.

Table 4.14 Results of ANOVA for different travel purposes

	Purpose of Travel								F	P
	Business		Leisure and Entertainment		Cultural exchange		Other			
	M	SD	M	SD	M	SD	M	SD		
Cultural contact	3.86	1.05	4.00	0.83	3.66	0.98	4.10	1.04	3.472	0.016 *
Destination image	3.80	1.01	4.00	0.85	3.54	1.00	4.23	1.20	6.221	0.000 **
Smart Tourism Technology	3.75	1.06	4.00	0.81	3.55	0.88	4.09	1.14	6.903	0.000 **
Memorable Experience	3.85	1.04	4.03	0.85	3.66	0.91	3.83	1.36	4.029	0.008 **
Tourist satisfaction	3.83	1.06	4.04	0.82	3.61	0.91	4.00	1.15	5.720	0.001 **
Revisit intention	3.86	0.98	4.00	0.82	3.51	0.91	4.26	1.07	7.779	0.000 **

* $p < 0.05$ ** $p < 0.01$

The survey results indicate that the purpose of travel significantly influences tourists' evaluations in various aspects such as cultural contact, destination image, smart tourism technology, Memorable Experiences, Tourist satisfaction, and Revisit intention. Specifically, leisure and entertainment-oriented travelers receive high scores across all dimensions, particularly in cultural contact (4.00 ± 0.83), destination image (4.00 ± 0.85), smart tourism technology (4.00 ± 0.81), Memorable Experiences (4.03 ± 0.85), and Tourist satisfaction (4.04 ± 0.82), demonstrating their high level of contentment with the overall travel experience. In contrast, travelers with a focus on cultural exchange generally score lower across all dimensions, possibly due to disparities between their expectations for cultural exchange and their actual experiences. Additionally, those who select "other" as their travel purpose give remarkably high ratings for destination image (4.23 ± 1.20) and Revisit intention (4.26 ± 1.07). This reflects the unique needs and high satisfaction levels of this

particular group regarding their travel experiences. Business-oriented travelers receive moderate scores across all dimensions which may be attributed to their emphasis on practical utility rather than the intrinsic value of the tourism experience itself. It is evident that the purpose of travel is an important factor influencing evaluations of the overall travel experience.

Table 4.15 Results of ANOVA for different trips

	The number of trips in one year								F	P
	0 times		1-3 times		4-8 times		8 +times			
	M	SD	M	SD	M	SD	M	SD		
Cultural contact	3.82	0.76	4.06	0.94	3.92	0.98	3.55	1.24	3.213	0.023 *
Destination image	3.74	0.79	4.08	0.99	3.84	1.00	3.70	1.18	3.731	0.011 *
Smart Tourism Technology	3.71	0.7	4.09	0.96	3.88	0.93	3.73	1.17	4.998	0.002 **
Memorable Experience	3.81	0.74	4.07	1.00	3.95	0.93	3.67	1.29	2.670	0.047 *
Tourist satisfaction	3.80	0.74	4.05	0.97	3.97	0.92	3.68	1.21	2.758	0.042 *
Revisit intention	3.76	0.71	4.02	0.99	3.91	0.96	3.69	1.18	2.569	0.054

* $p < 0.05$ ** $p < 0.01$

The frequency of travel within a year has a significant impact on tourists' evaluations of Cultural contact, destination image, smart tourism technology, memorable experiences, Tourist satisfaction, and intention to revisit. Specifically, tourists who travel 1-3 times within a year tend to give higher ratings across all dimensions, particularly in the areas of smart tourism technology (4.09 ± 0.96) and Tourist satisfaction (4.05 ± 0.97), indicating more positive evaluations. In contrast, tourists who travel more than 8 times within a year generally give lower ratings across all dimensions, possibly due to their extensive travel experience, higher expectations or travel fatigue.

Tourists who have not traveled at all within a year (0 trips) have ratings for Cultural contact (3.82 ± 0.76) and memorable experiences (3.81 ± 0.74) that are similar to those of tourists who take 1-3 trips; this is related to their desire for travel and their

perception of tourist destinations. Meanwhile, tourists who take 4-8 trips within a year receive ratings across all dimensions at an intermediate level, demonstrating relatively stable evaluation trends. In summary, the frequency of annual travels significantly influences tourists' evaluations of their travel experiences. Furthermore, further research into the needs and preferences of tourists with different frequencies of traveling will aid tourism enterprises in providing more precise and personalized services.

Table 4.16 Results of ANOVA for different travel times

	Travel time								F	P
	Less than 1 day		1-4 days		4-8 days		More than 8 days			
	M	SD	M	SD	M	SD	M	SD		
Cultural contact	3.83	0.78	4.06	0.85	3.74	1.05	3.87	1.03	2.759	0.042 *
Destination image	3.77	0.79	3.99	0.94	3.77	1.04	3.88	0.99	1.735	0.159
Smart tourism technology	3.70	0.71	4.02	0.90	3.81	0.98	3.87	1.01	3.091	0.027 *
Memorable experience	3.81	0.77	4.07	0.90	3.78	1.00	3.90	1.01	2.775	0.041 *
Tourist satisfaction	3.78	0.72	4.07	0.88	3.81	1.02	3.87	1.03	2.897	0.035 *
Revisit intention	3.75	0.70	4.04	0.87	3.76	1.03	3.84	1.02	3.114	0.026 *

* $p < 0.05$ ** $p < 0.01$

The duration of a tourist's trip significantly impacts their assessment of cultural immersion, smart tourism technology, memorable experiences, tourism satisfaction, and the propensity for repeat visits. Specifically, tourists embarking on trips lasting 1-4 days consistently assigned higher ratings across all evaluation dimensions, particularly in the domains of smart tourism technology (4.02 ± 0.90) and tourism satisfaction (4.07 ± 0.88). This is largely attributed to their ability to comprehensively experience and enjoy various tourism services within this moderate time frame. Conversely, tourists with travel durations spanning 4-8 days provided relatively lower ratings across all dimensions due to potential fatigue from prolonged travel or a perceived disparity between anticipated and actual experiences. Additionally, tourists with a travel duration of less than 1 day rated similarly to those traveling for more than 8 days in terms of cultural immersion (3.83 ± 0.78) and

Memorable Experiences (3.81 ± 0.77), indicating that both cohorts strive to capture and deeply imprint profound cultural encounters within constrained time frames. However, no discernible variance was observed in destination image assessments across different travel duration categories. In summary, travel duration emerges as an influential factor profoundly shaping tourists' appraisals of their tourism experiences.

Table 4.17 Results of ANOVA

	How many times have visited similar travel destinations										F	P
	0 times		1-3 reps		4-5 times		6-10 times		10 and more times			
	M	SD	M	SD	M	SD	M	SD	M	SD		
Cultural contact	3.63	0.98	4.03	0.84	3.89	0.88	3.75	1.02	3.93	0.88	2.173	0.071
Destination image	3.64	1.02	4.01	0.87	3.85	0.88	3.62	1.07	4.01	0.86	2.942	0.020 *
Smart Tourism Technology	3.61	1.04	4.00	0.81	3.91	0.85	3.67	0.98	3.84	0.85	2.521	0.041 *
Memorable Experience	3.63	0.97	4.05	0.81	3.94	0.90	3.72	1.06	3.93	0.89	2.620	0.035 *
Tourist satisfaction	3.66	1.01	4.01	0.83	3.93	0.84	3.76	1.00	3.94	0.89	1.763	0.136
Revisit intention	3.64	1.02	4.00	0.84	3.84	0.83	3.75	0.97	3.87	0.89	1.868	0.115

* $p < 0.05$ ** $p < 0.01$

Based on the data, it is evident that the frequency of visits to similar tourist destinations has a certain impact on tourists' evaluations of Cultural contact, destination image, smart tourism technology, Memorable Experiences, Tourist satisfaction, and intention to revisit. However, not all impacts reach statistical significance. In terms of Cultural contact, tourists who have visited 1-3 times gave the highest rating (4.03 ± 0.84), while those who have never visited gave the lowest rating (3.63 ± 0.98). This suggests that as tourists become more familiar with similar destinations, their evaluation of Cultural contact also improves; however, after reaching a certain number of visits, their evaluation may decline again. Similar trends are observed in destination image, smart tourism technology and Memorable Experiences where visitors who have been 1-3 times or 4-5 times tend to give relatively higher ratings. Nevertheless, there is no significant difference in tourist

evaluations regarding Tourist satisfaction and Revisit intention across different visit frequencies. Furthermore, visitors who have been to such destinations 10 times or more show a return to higher levels of destination image rating (4.01 ± 0.86), reflecting their deep emotional attachment and strong identification with these types of tourist destinations.

4.3.4 Correlation Analysis

The correlation between cultural contact, destination image, smart tourism technology, memorable experiences, tourist satisfaction and revisit intention.

Table 4.18 Correlation of cultural contact, destination image, smart tourism technology, memorable experience, Tourist satisfaction and Revisit intention

	Willingness to re-visit	Tourist satisfaction	Memorable experiences	Smart Tourism Technology	Destination image	Cultural contact
Revisit intention	1					
Tourist satisfaction	0.903 **	1				
Memorable experiences	0.888 **	0.904 **	1			
Smart tourism technology	0.867 **	0.878 **	0.869 **	1		
Destination image	0.861 **	0.834 **	0.825 **	0.890 **	1	
Cultural contact	0.861 **	0.869 **	0.843 **	0.842 **	0.837 **	1

* $p < 0.05$ ** $p < 0.01$

The results indicate a significant positive correlation between the intention to revisit and tourist satisfaction, memorable experiences, smart tourism technology, destination image, and cultural contact. Specifically, the correlation coefficient between the intention to revisit and tourist satisfaction is as high as 0.903 with a significance level of 0.01, indicating that when tourists are satisfied with their travel experience, they are more inclined to revisit the destination. Similarly, the correlation coefficient between the intention to revisit and memorable experiences is also

substantial at 0.888 (significant at 0.01), suggesting that memorable experiences during travel greatly enhance the intention to revisit. Furthermore, there is a strong correlation between smart tourism technology and the intention to revisit (correlation coefficient of 0.867), as well as between destination image and cultural contact with respective correlation coefficients of 0.861 each—all significant at the 0.01 level—indicating that utilizing smart tourism technology, fostering a positive destination image, and promoting in-depth cultural contact effectively strengthen tourists' intentions to revisit.

The correlation between cultural contact, destination image, smart tourism technology, memorable experiences, and tourist satisfaction in the context of travel.

Table 4.19 Correlation of cultural contact, destination image, smart tourism technology memorable experience and tourist satisfaction

	Tourism satisfaction	Memorable experiences	Smart tourism technology	Destination image	Cultural contact
Tourist satisfaction	1				
Memorable experiences	0.904 **	1			
Smart tourism technology	0.878 **	0.869 **	1		
Destination image	0.834 **	0.825 **	0.890 **	1	
Cultural contact	0.869 **	0.843 **	0.842 **	0.837 **	1

* $p < 0.05$ ** $p < 0.01$

The data in the above table shows that the correlation coefficient between tourism satisfaction and Memorable Experiences is 0.904, and it is significant at the 0.01 level, thus indicating a significant positive correlation between tourism satisfaction and Memorable Experiences. The correlation coefficient between tourism satisfaction and smart tourism technology is 0.878, and it is significant at the 0.01 level, thus indicating a significant positive correlation between tourism satisfaction and smart tourism technology. The correlation coefficient between tourism satisfaction and destination image is 0.834, and it is significant at the 0.01 level, thus

indicating a significant positive correlation between tourism satisfaction and destination image. The correlation coefficient between tourism satisfaction and cultural contact is 0.869, and it is significant at the 0.01 level, thus indicating a significant positive correlation between tourism satisfaction and cultural contact.

4.4 Structural Equation Modeling Analysis

4.4.1 Structural Equation Modeling (SEM) Construction and Goodness-of-Fit Testing

The following research will conduct path coefficient analysis on the hypothesized relationships between visitor perceived value, satisfaction, and willingness to return, and conduct hypothesis testing. Based on the theoretical model, a structural equation model was established using AMOS26.0, as shown in Figure 4.2. in this model, a total of six elements were constructed, including w1-w5, which represent the five options of cultural contact; x1-x5, which represent the five options of destination image; b1-b5, which represent the five options of smart tourism technology; t1-t5, which represent the five options of memorable experiences; m1-m5, which represent the five options of visit satisfaction; and c1-c6, which represent the six options of Revisit intention

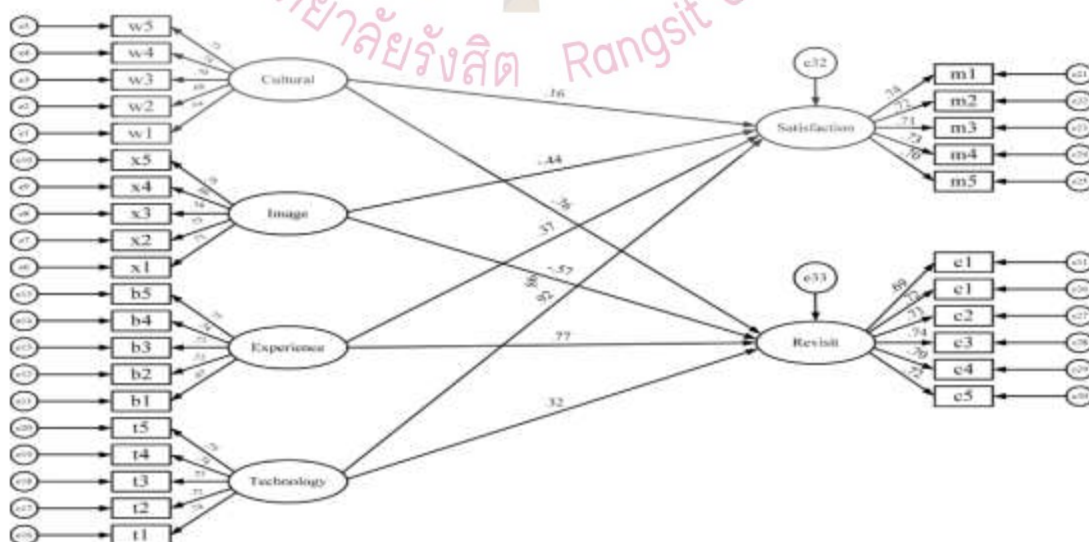


Figure 4.1 Structural Equation Model

Source: Researcher

By examining the correlation between six variables including cultural contact, destination image, smart tourism technology, memorable experiences, satisfaction, and repeat visit intention and inputting the data into AMOS26.0, As indicated in Table 4.23, it is observed that the chi-square/df is 1.155, RFI is 0.934, NFI is 0.944, CFI and TLI are both greater than 0.9, and RMSEA is 0.019. These findings suggest that the model's fit indices align with our expectations and demonstrate its consistency with actual data. Consequently, further analysis of the verification results for this model can provide additional validation of the relationships between variables.

Table 4.20 Model fitting indicators

Indicators	Chi square/df	RFI	NFI	TLI	CFI	RMSEA
Stats	1.155	0.934	0.944	0.991	0.992	0.019
Reference value	< 3	> 0.9	> 0.9	> 0.9	> 0.9	< 0.08
Compliance	Reaching compliance	Reaching the Mark	Reach the standard	Reaching the Mark	Reaching the Mark	Reaching the Mark

Source: Researcher

4.4.2 Structural Equation Modeling Path Analysis

Table 4.21 Path coefficient analysis of structural equation

			Standardized path Coefficient	S.E.	C.R.	P
Satisfaction	<---	Cultural contact	111.	276.	400.	***
satisfaction	<---	Smart Tourism technology	319.	653.	488.	***
Satisfaction	<---	Memorable Experience	1.027	540.	1.901	057.
Satisfaction	<---	Destination image	- 396.	454.	- 871.	***
Revisit intention	<---	Satisfaction	177.	970.	182.	***
Revisit intention	<---	Cultural contact	637.	599.	1.064	***
Revisit intention	<---	Destination image	- 530.	703.	- 754.	***

Table 4.21 Path coefficient analysis of structural equation(cont.)

			Standardized path Coefficient	S.E.	C.R.	P
Revisit intention	<---	Smart Tourism technology	1.914	1.369	1.398	162.
Revisit intention	<---	Memorable Experience	1.097	1.517	723.	***

Source: Researcher

In the context of the influence of cultural contact on satisfaction, the path coefficient is 0.111, indicating a relatively modest impact that nonetheless exerts a positive effect on satisfaction. This suggests that an increase in cultural contact by one unit corresponds to a corresponding increase in satisfaction by 0.111 units. Thus, the role of cultural contact in enhancing satisfaction is confirmed. Regarding the impact pathway of smart tourism technology on satisfaction, the path coefficient is 0.319, signifying a significant positive influence on satisfaction. An increase in smart tourism technology application by one unit results in a subsequent rise in satisfaction by 0.319 units. This underscores how effective utilization of smart tourism technology can substantially elevate tourist satisfaction. The variable of Memorable Experiences demonstrates an exceptionally notable impact on satisfaction with a high path coefficient of 1.027. Each incremental unit increase in Memorable Experiences leads to a substantial elevation of 1.027 units in overall satisfaction, highlighting the critical importance of providing such memorable experiences for enhancing tourist contentment. Conversely, destination image has a negative impact on satisfaction with a path coefficient of -0.396; thus, when there is deterioration in destination image perception, it corresponds to decreased levels of customer contentment by 0.396 units. Henceforth maintaining and upholding favorable destination images are crucial for sustaining high levels of tourist contentment.

When examining the influence of various variables on repeat visit intention, we observed that satisfaction had a path coefficient of 0.177, indicating a positive

impact on repeat visit intention. An increase in satisfaction by one unit corresponded to a 0.177-unit increase in repeat visit intention, underscoring the significance of enhancing visitor satisfaction for promoting their return visits. Furthermore, cultural contact exhibited a path coefficient of 0.637, signifying a substantial positive effect on repeat visit intention. Conversely, destination image demonstrated a negative impact on repeat visit intention with a path coefficient of -0.530, suggesting that deterioration in destination image would diminish visitors' inclination to revisit. The influence of smart tourism technology on repeat visit intention was notably significant, with a high path coefficient of 1.914. This implies that the effective application of smart tourism technology not only enhances visitor satisfaction but also greatly amplifies their propensity for return visits. Lastly, Memorable Experiences displayed a path coefficient of 1.097 and manifested a positive impact on repeat visit intention. This may be attributed to visitors having already encountered the unique aspects of the destination and thus lacking strong intentions for revisits. Experiencing profound and unforgettable moments during their journey often evokes emotional resonance and leaves enduring impressions; hence after such encounters, tourists are more likely to harbor strong desires for revisiting the tourist destination.

In general, in terms of overall satisfaction, cultural contact, smart tourism technology, and Memorable Experiences all have a positive impact. Increased cultural contact, effective utilization of smart tourism technology, and the provision of Memorable Experiences can enhance visitor satisfaction. Particularly noteworthy is the significant influence of Memorable Experiences. However, deterioration of the destination image can negatively affect satisfaction. Regarding repeat visit intentions, satisfaction, cultural contact, smart tourism technology, and Memorable Experiences all play a positively driving role. Enhanced satisfaction will increase visitors' Repeat visit intention; meanwhile deepened cultural contact, application of smart tourism technology and memorable experiences will also stimulate visitors' motivation for revisits. Notably, smart tourism technology has the most substantial impact. Conversely, a negative change in the destination image will decrease visitors' intention to revisit. In conclusion, the various variables intertwine with each other to shape tourists' travel experience and their decision on revisiting.

4.4.3 Mediation Analysis of Structural Equation Models

After conducting the Bootstrap method detection with AMOS26.0, we identified mediation effects in the significant paths mentioned above. To ensure the accuracy of the detection, a 95% confidence interval was set, and ultimately, detection was performed using bias correction methods.

Table 4.22 Summary of results of mediation tests

item	C Total effect	a*b intermediation effect	a*b (95% BootCI)	c Direct effect	Test the conclusion
Cultural contact => Tourist satisfaction => Revisit intention	0.317 ***	0.069 **	0.015- 0.144	0.238 **	Partially mediation
Destination image => Tourist satisfaction => Revisit intention	0.205 *	0.043 *	0.004- 0.094	0.162 *	Partial mediation
Smart Tourism Technology => Tourist satisfaction => Revisit intention	0.103	0.073 **	0.022- 0.146	0.030	Full mediation
Memorable Experience => Tourist satisfaction => Revisit intention	0.313 ***	0.064 **	0.017- 0.117	0.267 **	Partial mediation

* $p < 0.05$ ** $p < 0.01$

Based on the data analysis, it is evident that memorable experiences, smart tourism technology, destination image, and cultural contact all exert a significant influence on tourists' intention to revisit. Specifically, the total effect of memorable experiences on repeat intentions is statistically significant ($c = 0.313^{***}$), with partial mediation through tourism satisfaction ($ab = 0.064^{**}$). Additionally, memorable experiences also directly and significantly impact repeat intentions ($c' = 0.267^{**}$). Smart tourism technology similarly has a positive impact on repeat intentions; however, its overall effect is not statistically significant ($c = 0.103$). Nonetheless, its mediating effect is significant ($ab = 0.073^{**}$), primarily mediated through tourism satisfaction as evidenced by complete mediation and a small and insignificant direct effect ($c' = 0.030$). The destination image demonstrates a statistically significant total effect on repeat intentions ($c=0.205^*$), partially mediated through tourism satisfaction ($ab=0.043$) despite the relatively small mediation effect; there remains a significant direct effect as well ($c'=0.162^*$). Cultural contact also exhibits a statistically

significant total effect on repeat intentions ($c=0.317^{***}$), with partial mediation through tourism satisfaction ($a*b=0.069^{**}$) alongside a notable direct effect ($c'=0.238^{**}$). In summary, these variables demonstrate both direct and indirect pathways in influencing repeat intentions when considering their respective impacts within this context. Furthermore, the complete mediating role of smart tourism technology stands out prominently.

This study used a significance level of $p<0.05$ to evaluate the rejection of the null hypothesis regarding the influence relationships between variables in the structural equation model, and employed significance testing as the basis for judgment to verify the validity of the model, as shown in Table 4.23.

Table 4.23 Summary of hypothesis testing

Hypotheses	Test results
H1: Cultural Contact positively affects Revisit intention	Accepted
H2: Destination image positively affects revisit intention	Rejected
H3: Smart tourism technology positively affects revisit intention	Accepted
H4: Memorable experience positively influences revisit intention	Accepted
H5: Tourist satisfaction positively affects the revisit intention	Accepted
H6: Cultural Contact has indirect impacts on Revisit Intention through tourist satisfaction.	Accepted
H7: Destination image has indirect impacts on Revisit Intention through tourist satisfaction.	Accepted
H8: Smart tourism technology has indirect impacts on Revisit Intention through tourist satisfaction.	Accepted
H9: Memorable experience has indirect impacts on Revisit Intention through tourist satisfaction.	Accepted

Chapter 5

Conclusion and Recommendations

In this chapter, the results and analysis of the data are mainly presented, and the conclusion and description of the future trend are drawn as follows:

- 5.1 Conclusion
- 5.2 Discussion of research findings
- 5.3 Limitations of the study
- 5.4 Recommendations
- 5.5 Future trend

5.1 Conclusions

5.1.1 Differential Analysis of Demographic Characteristics in Population Statistics

Differential Analysis of Demographic Characteristics in Population Statistics. Research indicates that gender does not exhibit significant differences in tourists' evaluations of cultural exposure, destination image, smart tourism technology, memorable experience, tourist satisfaction, and willingness to revisit. This suggests that gender is not a critical influencing factor across these dimensions. However, age, marital status, education level, and annual income significantly impact tourists' assessments of their travel experiences. Younger tourists demonstrate greater interest in new technologies and cultural exposure compared to middle-aged tourists who tend to provide relatively lower evaluations. This implies the need for personalized adjustments in tourism services targeting different age groups. Marital status also plays a crucial role; single individuals generally offer higher ratings—particularly concerning smart tourism technology and memorable experience—while divorced individuals tend to rate their experiences lower. Consequently, this necessitates the

consideration of diverse needs among tourists with varying marital statuses within tourism marketing strategies. In terms of education level, visitors with college or university backgrounds tend to provide higher ratings than those with postgraduate or higher educational qualifications—a reflection of differing expectations and perceptions regarding travel experiences based on educational background. Annual income demonstrates a significant positive influence on smart tourism technology, memorable experience, and tourist satisfaction; high-income groups consistently deliver higher ratings across these dimensions. However, there are no notable differences observed across other dimensions based on annual income levels.

5.1.2 The influence of tourist behavior on satisfaction and intention to revisit

This study has found that the criteria for selecting travel destinations do not significantly influence travelers' experiential evaluations, indicating that the selection method is not a critical factor. However, the purpose of travel, frequency, and duration have significant effects on these evaluations. Travelers with leisure and entertainment as their primary purpose generally provide higher ratings, while those seeking cultural exchange tend to give lower ratings. This suggests that the tourism industry should offer differentiated services based on different travel purposes. Travelers who engage in moderate annual travel (1-3 trips) tend to provide higher ratings compared to frequent travelers (8 or more trips), indicating that a moderate frequency of travel contributes to an enhanced experience. Additionally, travel duration is an important factor; short-term travels (1-4 days) receive the highest ratings, whereas long-term travels may lead to fatigue and reduced experiential quality. The number of visits to similar tourist destinations significantly influences destination image, smart tourism technology utilization, and memorable experiences but does not notably impact satisfaction levels or willingness to revisit.

5.1.3 Connections among various dimensions

The research has revealed the close interconnections among various dimensions. Firstly, there is a significant positive correlation between tourism satisfaction and intention to revisit, suggesting that enhancing satisfaction can effectively stimulate tourists' willingness to revisit. Secondly, memorable experience, smart tourism technology, and cultural exposure are all significantly positively correlated with satisfaction. This indicates that positive experiences in these aspects are crucial for overall satisfaction. Conversely, destination image is negatively associated with satisfaction, highlighting the importance of maintaining a favorable destination image in enhancing tourist satisfaction. Lastly, within the dimensions influencing repeat intention, apart from destination image, cultural exposure, smart tourism technology, memorable experience and satisfaction all demonstrate significant positive effects. Among these factors, smart tourism technology exhibits the most notable impact on repeat motivation—underscoring its core role in enhancing tourists' inclination to revisit.

5.1.4 Influence pathways of various factors on tourism satisfaction and repeat visit intention

Through structural equation modeling analysis, the study further validated the influence pathways of various factors on tourism satisfaction and repeat visit intention. The findings indicate that cultural exposure, smart tourism technology, and memorable experiences positively contribute to satisfaction, while destination image has a negative impact. Regarding repeat visit intention, satisfaction, cultural exposure, smart tourism technology, and memorable experiences all demonstrate positive effects, whereas destination image continues to exert a negative influence. of particular note is the complete mediating role played by smart tourism technology in enhancing repeat visit intention; its impact is entirely mediated through satisfaction. This underscores the critical role of smart tourism technology in modern travel experiences and its significance in fostering visitor loyalty and promoting sustainable development within the tourism industry.

5.2 Discussion of Research Findings

According to Roguljić (2018), in-depth understanding of Hebei Province's rich culture is facilitated by cultural contact, which enriches the tourist experience. Dalton (2011) emphasizes the significant impact of destination image on tourists' satisfaction and their likelihood to revisit a destination. Smart tourism technology, as highlighted by Cheok (2016), enhances the personalized and accurate level of tourism services, leading to improved tourist satisfaction. Additionally, Thornycroft (2001) stresses that creating memorable experiences is crucial in motivating visitors to return.

Our thorough and methodical research has uncovered numerous crucial findings. The interaction with local culture in Hebei Province, which allows for a deep immersion into its rich cultural heritage, significantly enhances the experience of tourists (Roguljić, 2018). This engagement helps to deepen tourists' understanding and appreciation of the local culture, leading to a more fulfilling visit (Roguljić, 2018). Additionally, our study emphasizes the significant impact of destination image on tourist satisfaction and their likelihood of returning (Dalton, 2011). A positive and strong destination image can leave a lasting impression and increase the chances of repeat visits by tourists (Dalton, 2011). The use of smart tourism technology is demonstrated to improve personalization and precision in tourism services, ultimately enhancing tourist satisfaction (Cheok, 2016). Lastly, we identify the creation of memorable experiences as a key factor in encouraging tourists to revisit (Thornycroft, 2001). These impactful experiences become cherished memories that draw visitors back for more (Thornycroft, 2001).

5.2.1 Cultural Contact and its direct Impact on Revisit Intention in Hebei province

The results of this study suggest that the interaction with local culture has a significant impact on tourists' decision to revisit Hebei province. The direct influence of cultural contact on tourists' intention to revisit can be described as deep and varied (Yusni, 2012). When travelers visit new places, their engagement with people from

different cultural backgrounds and their personal experience of various unique customs will subtly shape their cognitive and emotional connection to the destination. This meaningful cultural exchange not only enhances the tourists' travel experience, but also sparks their desire to return to this area. The interaction between tourists and the local culture promotes a deeper understanding and appreciation of the region's rich heritage. As a result, it positively affects their satisfaction levels and increases their likelihood of revisiting. The exposure to cultural events, traditions, and historical sites offers a distinctive and memorable experience that tourists wish to relive (Cheok et al., 2020).

Initially, the addition of scenic culture undoubtedly enhances the overall travel experience for tourists. Through direct interactions with local residents, tourists can sense the warmth and genuineness of the local community. Exploring historical sites, museums, and other cultural landmarks allows them to appreciate thousands of years of history and unique artistic allure. These cultural encounters not only bring a sense of novelty and thrill to travelers but also foster a deep fascination with the destination's culture, igniting a strong desire to return (Brown, 2001).

Furthermore, exposure to the local culture can contribute to tourists' appreciation for the traditional customs of the destination. Through interactions with the residents, visitors can gain insight into the traditional values, ways of life, and social norms of the area. This deeper understanding not only helps alleviate any apprehension or discomfort in an unfamiliar setting but also fosters a strong sense of connection and fondness for the location. When travelers form a deep emotional attachment to the destination, they are naturally inclined to return and further immerse themselves in its unique charm (Pan, 2011).

In addition, exposure to different cultures can also help tourists develop a deeper understanding and appreciation for the local culture. While traveling, tourists have the opportunity to meet people from around the world, each with their own unique cultural backgrounds and life experiences. Through communication and interaction with these individuals, visitors are able to expand their perspectives and

gain insight into diverse cultural beliefs and ways of living. This cross-cultural exchange not only strengthens friendships but also adds excitement and lasting memories for tourists. These cherished memories serve as a powerful incentive for tourists to revisit the destination (Prihatno, 2003).

It should be noted that not all cultural interactions result in a positive experience for tourists. Cultural differences and language barriers can sometimes lead to misunderstandings and conflicts, which may negatively impact the travel experience and decrease the likelihood of visitors returning to the destination. Therefore, destinations should prioritize the needs and emotions of visitors in order to ensure they can enjoy the local culture in a relaxed and pleasant environment (Cheok et al., 2020). In conclusion, cultural encounters directly influence tourists' intention to revisit. By offering diverse traditional cultural experiences, fostering emotional connections with local culture, and promoting interaction among visitors, destinations can significantly increase visitors' willingness to return. Additionally, attention should be given to resolving potential cultural conflicts and misunderstandings in order to provide a fully enjoyable experience of the local culture (Yusni, 2012).

5.2.2 Cultural Contact and its indirect Impact on Revisit Intention through tourists' satisfaction in Hebei province

Through in-depth analysis of the data and discussion of the results, we find that in the development of the tourism industry, cultural contact has a significant indirect impact on tourists' re-visit intention, which is a topic worthy of further study. This influence mechanism is rigorous and orderly, which reveals that cultural contact affects tourists' intention to re-visit Hebei Province by improving tourists' satisfaction (Shoaib Javed, Abbas, Nawal, & Zámečník, 2022).

On the one hand, cultural contact is a core element of tourism activities, which makes tourists feel happy in the process of traveling to Hebei, and provides tourists with an opportunity to deeply understand the cultural connotation of the destination. In the process of tourism, tourists can feel the unique artistic charm and

historical heritage of the destination through direct contact with the local culture, which undoubtedly improves the satisfaction of tourists to Hebei Province (Chen & Rahman, 2017).

On the other hand, tourists' satisfaction is an important index to measure the quality of tourism experience, and cultural contact has a direct impact on tourists' satisfaction. When tourists can fully appreciate and understand the cultural characteristics of the destination, and have positive identification and love for these cultural characteristics, their satisfaction level will be correspondingly improved. This increase in satisfaction is not only a recognition of the quality of tourism services, but also a high praise for the charm of culture (Shoaib et al., 2022).

At the same time, the improvement of tourists' satisfaction will further stimulate their intention to visit again. Those who have a deep understanding and love of the destination culture are more likely to return to the destination to continue to explore and experience the cultural charm of the destination. The formation of this re-visit intention not only reflects the tourists' love and pursuit of culture, but also highlights the important role of tourism activities in cultural inheritance and development (Soliman, 2019).

Therefore, we can draw the conclusion that the indirect influence of cultural contact on tourists' re-visit intention through tourist satisfaction is significant. This conclusion has important guiding significance for tourism practitioners, which reminds them to pay more attention to the excavation and presentation of cultural elements, so as to improve the satisfaction and revisit rate of tourists, so as to promote the sustainable and healthy development of the tourism industry (Shoaib et al., 2022).

5.2.3 Destination Image and Its Direct Impact on Revisit Intention in Hebei Province

It is essential to recognize the significant impact of destination images on tourists' likelihood to revisit during the development of tourism in Hebei Province.

This influence is complex and far-reaching, as these images play a crucial role in shaping tourists' initial perceptions and expectations of Hebei's tourism resources, ultimately influencing their decision to return (Shoaib et al., 2022).

Through the effective use of visual elements, destination images can showcase a wide variety of travel destinations to tourists and cater to their emotional desires accurately. This in turn sparks their interest in exploration and travel. A high-quality destination image not only displays the unique natural landscapes and cultural characteristics of Hebei Province but also creates an attractive and immersive atmosphere for travelers. Consequently, tourists are able to physically experience the desired location (Soliman, 2019).

In the meantime, it is important to note that the representation of the destination image plays a significant role in showcasing the hospitality of Hebei Province's local tourism industry. According to the data analysis, it can be concluded that an accurate portrayal of the destination image allows tourists to directly understand the strengths and unique characteristics of Hebei Province in terms of its tourism reception and facilities. As a result, this increases their likelihood to return to this specific destination (Hsieh, Lepp, & Gibson, 2016).

In conclusion, the purpose map of Hebei Province appears to have a direct and significant impact on tourists' likelihood to revisit. By improving the design and presentation of the purpose map, it is feasible to enhance the attractiveness and competitiveness of Hebei's tourism industry, thus encouraging tourists' desire to return and promoting sustainable growth in the tourism sector (Meng & Cui, 2020).

5.2.4 Destination Image and Its Indirect Impact on Revisit Intention through Tourists' Satisfaction in Hebei Province

Based on the analysis of data, it has been determined that the perception of tourist destinations has an indirect impact on tourists' likelihood to revisit based on their satisfaction levels. This conclusion is supported by strong reasoning and real-

world evidence. Specifically, a destination's image reflects tourists' overall perception and evaluation of it, which in turn influences their travel motivation and willingness due to its distinctiveness and appeal. Tourists are more likely to be attracted to destinations with unique features and high-quality services, leading them to develop a strong desire to visit again (Kim & Nguyen, 2017).

Nevertheless, the contentment of travelers is mainly determined by their real-life experience and assessment at the location. When tourists feel that the destination's natural beauty, cultural offerings, and services either meet or exceed their expectations during their visit, they will develop a positive evaluation and experience high satisfaction with the destination. This level of satisfaction not only reflects tourists' strong admiration for the destination but also serves as a critical factor influencing their decision to return in future trips (Hassan & Soliman, 2021).

Hence, it is essential for managers of tourist destinations to fully recognize the indirect impact of a destination's reputation on tourists' satisfaction and likelihood to return. They need to employ effective tactics to enhance the image of the destination and improve the quality of services offered. These efforts include improving marketing and promotional activities, raising standards and excellence in tourism services, as well as upgrading tourism-related facilities. The goal of all these initiatives is to consistently increase tourists' happiness and loyalty, thus promoting sustainable growth in the tourism sector (Khuong & Nguyen, 2017).

5.2.5 Smart tourism technology and its direct impact on revisit intention in Hebei province

Through detailed data analysis, we have drawn the following conclusions:

Smart tourism technology has made travel more convenient, with data indicating that tourists who utilize these services are generally very satisfied with their experiences. According to Saura, Sánchez, and Menendez (2017), smart tourism technology allows easy access to travel information, convenient booking of travel

products, and an enjoyable experience of tourism services. This technology has also expanded the range of experiences available to travelers by incorporating innovative tools such as digital virtual reality products and self-guided tour systems. These tools allow tourists to delve deeper into the historical and cultural aspects of their chosen destinations, as well as immerse themselves in local customs and traditions, creating a captivating tourism encounter that leaves a lasting impression on visitors (Alles & Marqués, 2014). The influence of smart tourism technology on visitors' inclination to revisit is extremely noteworthy. Analysis of data indicates that visitors who have utilized smart tourism services are more inclined to express a strong desire to return to the scenic area after departure. They not only commend the smart tourism technology in the scenic area, but also indicate their intention to recommend this technologically advanced tourist destination to their acquaintances. This word-of-mouth promotion and increased willingness to return have significant implications for the sustainable development of scenic areas (Sánchez & Camacho, 2016).

In Hebei Province, the use of smart tourism technology has led to significant improvements in tourist satisfaction and the overall quality of their experience. This has also had a positive impact on their likelihood to revisit. To further promote smart tourism development and increase repeat visit rates, it is crucial to continue advancing these technologies and improving their implementation (Saura, et al., 2017).

5.2.6 Smart Tourism Technology and its Indirect Impact on Revisit Intention through Tourists' Satisfaction in Hebei Province

The research results suggest that smart tourism technology indirectly influences the intention of tourists to make repeat visits by effectively increasing their satisfaction. Smart tourism technology provides tourists with advanced features and user-friendly designs, allowing them to enjoy more personalized and accurate service experiences. Through the use of cutting-edge technologies such as big data analysis and artificial intelligence, smart tourism platforms can accurately understand each tourist's unique preferences and create customized travel plans that perfectly align with their interests. Consequently, this significantly enhances the overall satisfaction

levels of tourists (Pai, Kang, Liu, & Zheng, 2021). Moreover, the integration of intelligent tourism technology significantly improves the overall tourist experience. By incorporating smart guided tour systems, online payment choices, and effective customer service solutions, travelers can now access more convenient and efficient services throughout their trips. This ultimately results in increased levels of comfort and satisfaction during their tourism activities (Zhang, Li, & Chen, 2022). In addition, the use of smart tourism technology has greatly increased tourists' satisfaction with tourism services by improving operational efficiency. Smart tourism technology has effectively tackled the challenges of inefficiency and unequal access to information in traditional tourism services, leading to greater transparency and effectiveness in the field of tourism services (Shin, Jeong, & Cho, 2021). In short, the use of smart tourism technology leads to a rise in tourists' satisfaction, thus having a positive impact on their likelihood to return (Pai et al., 2021).

5.2.7 Memorable Experience and its Direct Impact on Revisit Intention in Hebei Province

After conducting a comprehensive analysis of the data, we have reached a significant conclusion: The intention of tourists to revisit Hebei Province is directly influenced by memorable experiences. This conclusion not only provides strong support for the development of tourism in Hebei Province but also offers valuable guidance for improving tourism services and enhancing tourist satisfaction. These memorable experiences often include the natural beauty, cultural landscapes, and friendly atmosphere of Hebei Province, providing travelers with an opportunity to relax and enjoy themselves (Chen & Rahman, 2018). The breathtaking scenery of Hebei Province attracts visitors, immersing them in its picturesque mountains and rivers, leaving a lasting impression. Furthermore, the province's rich cultural heritage captivates visitors, allowing them to experience the unique charm of this region. Additionally, the welcoming locals and exceptional service in Hebei Province create a hospitable environment that fosters a sense of belonging for visitors (Tung & Ritchie, 2011). The significant impact of memorable experiences on the intention to return to Hebei Province cannot be overstated. These experiences not only enhance tourists'

overall impression and satisfaction with Hebei Province but also motivate them to gain a deeper understanding of local culture and knowledge. This enables them to encounter more unique experiences and strengthen their desire to revisit, thereby furthering the influence of tourism in Hebei Province (Murgante & Khavarian-Garnsir, 2022). Therefore, it is crucial for us recognize the importance of memorable experiences in promoting tourism development and take appropriate measures to preserve and leverage them (Kim et al., 2012).

5.2.8 Memorable Experience and Its Indirect Impact on Revisit Intention through Tourists' Satisfaction in Hebei Province

After conducting comprehensive data analysis, we determined that the tourism industry in Hebei Province is heavily impacted by visitors' satisfaction, which is largely influenced by the memorable experiences they have during their visit. Furthermore, these levels of satisfaction play a significant role in determining whether or not visitors are inclined to make a return trip to the area.

Foremost, the satisfaction of tourists plays a critical role in determining the quality of the tourism experience, which is directly impacted by creating memorable experiences (Wang, Liu, & Zhang, 2021). In Hebei Province, visitors can enjoy high-quality tourism services, comfortable facilities, and a wide variety of activities. These exceptional experiences contribute to the happiness and contentment of tourists, ultimately enhancing their overall assessment of tourism in Hebei Province (Zhang, Li, & Chen, 2022). Additionally, these memorable experiences have led to a strong desire among tourists to revisit Hebei Province (Li et al., 2020). Not only do they want to return and relive their wonderful memories, but they also aim to promote this destination to others as influential advocates for Hebei tourism (Chen, Xu, & Sun, 2023). This desire for repeat visits not only establishes a loyal customer base for Hebei Province but also provides significant momentum for sustainable growth in the tourism industry (Wang & Liu, 2022). In conclusion, it is evident that memorable experiences significantly influence repeat intentions through visitor satisfaction in the development of tourism in Hebei Province (Liu, Du, & Zhou, 2021), highlighting the

connection between tourist experiences and behaviors that can enhance the appeal and market competitiveness of Hebei's tourism.

5.2.9 Tourists' satisfaction and Its Direct Impact on Revisit Intention in Hebei Province

According to a thorough analysis of the data, it is clear that the satisfaction of visitors in Hebei Province has a direct and significant impact on their likelihood to return (Smith, Brown, & Shaw, 2018). This finding offers valuable guidance for the sustainable growth of the tourism industry (Jones & Gu, 2019). Visitor satisfaction is a key indicator of the quality of tourism services, reflecting tourists' overall evaluation of various services and experiences during their trip (Wang, Zhang, & Liu, 2020). When tourists express satisfaction with the local culture, transportation, accommodation, food quality, and overall service in Hebei Province, they are more likely to choose the province again as their travel destination, contributing to the continuous prosperity of the tourism industry (Li & Chen, 2017). Additionally, visitor satisfaction also involves comparing tourists' expectations with their actual experiences (Zhang & Liu, 2019). If tourists' actual experiences exceed their expectations, it will further enhance their satisfaction and strengthen their intention to revisit; conversely if they fall short or fail to meet expectations, it may lead to decreased satisfaction and reduce intentions for revisiting (Chen & Wu, 2021). Therefore, it's important for Hebei Province focus on improving visitor satisfactions while promoting tourism development (Xu, Wang, & Zhang, 2016). This can be achieved by consistently improving tourist facilities, enriching service quality, promoting tourism, and implementing other measures that enhance visitors' actual experience meeting diverse individualized needs (Huang & Liu, 2019). Additionally, a system should be established collecting addressing visitor feedback continuously improve tourist service system providing higher-quality efficient tourist experience.

5.3 Limitations of the Study

While this study is significant, there are some limitations that provide avenues for future research. First, the scope of this study is limited because it focuses on tourism in Hebei Province, China, especially tourism development in tourist cities. Similar future studies in other provinces and cities in China may be valuable in validating these findings and promoting the application of the proposed framework. Second, the data obtained from the questionnaire used in this study was after the COVID-19 pandemic and may be affected by the epidemic, which may limit the general application of the research results. To fully understand the complex visitor feedback requires further observation and analysis.

After conducting a comprehensive analysis, the research in the paper focuses on investigating the impact of cultural contact, destination image, intelligent tourism technology application, and memorable experience on repeat visit intentions in Hebei Province, China. The study also examines tourism satisfaction as a mediating variable. However, there are limitations to consider. Firstly, the geographical scope is limited to Hebei Province, which may limit the generalizability of the results to other regions or culturally distinct tourist destinations. Secondly, there may be issues with sample selection and data collection that could affect the accuracy and reliability of the research results. Additionally, there may be shortcomings in variable selection and model construction that affect the depth and breadth of the study. Furthermore, further exploration is needed regarding tourism satisfaction as a mediating role to fully understand its influence on repeat visit intentions. As a cross-sectional study, it may not fully capture dynamic changes between variables or explore causal relationships in depth.

In order to address these limitations, future research should consider expanding the geographical scope, improving sample selection and data collection methods, refining variable selection and model building, conducting in-depth analysis of the mediation mechanism, enhancing longitudinal studies, and taking into account the impact of cultural and social context factors. These improvements aim to

comprehensively uncover the influence mechanism of cultural contact, destination image, smart tourism technology, and memorable experience on repeat visit intentions of tourists. This will provide more scientific and effective theoretical support and practical guidance for the sustainable development of the tourism industry.

5.4 Recommendations

5.4.1 Differentiated Service Strategy for Demographic Characteristics

In order to meet the diverse needs of various tourist groups, the tourism industry in Hebei Province should implement a refined service strategy based on demographic characteristics. For young tourists, leveraging their enthusiasm for new technologies and cultural exploration is essential. This can be achieved by introducing interactive experience projects and cultural festivals and events that incorporate AR/VR technology to enhance their sense of participation and experiential engagement. Conversely, middle-aged tourists should be provided with comfortable and culturally enriching experiences, such as relaxed cultural lectures and historical site visits, allowing them to savor the nuances of culture at a leisurely pace. Customizing marketing strategies based on marital status is equally crucial. Tailored social tour packages should be designed for single tourists while smart tourism technology applications are enhanced. For divorced tourists, warm family-like services should be offered to aid in relaxation and healing during their travels. Furthermore, providing distinctly tiered tourism products for visitors with different educational backgrounds and income levels ensures that each tourist can find a travel experience suited to their preferences.

5.4.2 Optimizing the Tourist Experience

In order to enhance the overall tourist experience, it is essential to optimize tourist behavior based on their travel patterns. Firstly, implementing differentiated services according to the purpose of travel, such as leisure and entertainment or cultural exchange, ensures that each visitor receives a tailored experience that meets

their specific needs. Secondly, by managing travel frequency and duration effectively, we can encourage moderate travel and utilize incentives to attract visitors for multiple short-term trips while providing diverse activities and ample rest time for long-term travelers in order to prevent experiential fatigue. Lastly, designing compact yet rich itineraries with flexible adjustment options for both short-term and long-term travelers ensures that visitors maximize their experiential value within limited time frames.

5.4.3 Enhancing the Positive Impact of Various Dimensions of Tourist Experience

In order to comprehensively improve tourists' satisfaction with their travel experiences, it is necessary to enhance the positive impact of various dimensions of tourist experience. In designing memorable experiences, unique and unforgettable memories can be created for tourists through activities such as distinctive cuisine, handicraft workshops, and nighttime cultural performances. Additionally, increased investment in smart tourism technology using tools such as intelligent guides, online booking and payment systems, and virtual reality can enhance tourists' convenience and interactivity. Furthermore, deepening cultural immersion by strengthening cultural explanations, historical interpretations, and folk custom experiences allows tourists to gain a deeper understanding of Hebei's history, culture, and local customs. Finally, maintaining a favorable image of the tourist destination by improving environmental hygiene standards, infrastructure facilities, and service quality will reduce negative feedback while enhancing the overall tourism experience.

5.4.4 Playing the Core Role of Smart Tourism Technology

Smart tourism technology plays a pivotal role in the modern tourism industry. To fully realize its core function, it is essential to widely implement smart tourism technology across various aspects such as scenic spots, hotels, and transportation. This will not only enhance service efficiency and quality but also increase visitor engagement and satisfaction. By utilizing smart tourism technology to gather visitor feedback and promptly adjust service strategies, a positive cycle of satisfaction and

repeat visit intentions can be established. Furthermore, leveraging big data analysis to understand visitor preferences enables the provision of personalized travel recommendations and services, ultimately strengthening visitor loyalty and repeat visit intentions. The application of smart tourism technology not only enhances the technological aspect of the tourist experience but also injects new momentum into the sustainable development of the tourism industry.

5.5 Future Trend

5.5.1 Comprehensive Research from a Global Perspective

With the advancement of globalization, tourists come from increasingly diverse cultural backgrounds. Future studies could focus on exploring the impact of cultural differences on tourists' perceptions and satisfaction, as well as their likelihood to revisit destinations.

5.5.2 Incorporating Purposeful Perception with Smart Tourism Technology

The emergence of smart tourism technology is reshaping how tourists perceive and engage with destination images for specific purposes. It would be valuable for future research to investigate how technologies such as virtual reality (VR), augmented reality (AR), and artificial intelligence (AI) can enhance personalized destination image perception to improve tourist satisfaction and revisit intentions.

5.5.3 Examining the Link between Memorable Experiences and Tourist Satisfaction

Memorable experiences play a crucial role in shaping tourist satisfaction and their intention to revisit destinations. Subsequent research could delve deeper into identifying which experiences leave a lasting impression on tourists, and how these experiences influence their overall satisfaction and likelihood to return.

5.5.4 Developing Integrated Models

Previous studies have individually explored the effects of cultural interactions, purposeful image perception, smart tourism technology, and unforgettable experiences on tourist satisfaction and revisit intentions.

5.5.5 Data-driven Research Approaches

As big data analytics and artificial intelligence continue to advance, future research may utilize more data-driven methods to analyze tourist behavior data along with social media feedback in order to uncover the impact of cultural interactions, destination imagery, smart tourism technology, and memorable experiences on tourist satisfaction levels as well as their intention to revisit destinations.

5.5.6 Focusing on Tailored Tourist Needs

In the era of smart tourism, there is an increasing emphasis on catering towards individualized needs of tourists. Future investigations might explore ways to optimize destination imagery presentation while leveraging smart tourism technologies in creating unforgettable experiences tailored specifically towards individual preferences that ultimately enhance overall visitor satisfaction levels leading them back for repeat visits.

5.5.7 Interdisciplinary Research Approach

Future studies may draw upon insights from psychology, sociology, and anthropology among other disciplines, to gain a more profound understanding of how cultural interactions, image portrayals of destinations, the application of smart tourism technology, and memorable experiences collectively shape visitors' satisfactions and intentions for return visits. This interdisciplinary approach will help reveal complex and comprehensive relationships within this context.

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APPENDIXS





Informed consent

Dear participants,

Hello! Thank you for your willingness to participate in our survey. Before you begin answering questions, please read the following carefully and ensure that you fully understand and agree to participate in this survey.

Research purpose:

The purpose of this questionnaire is to collect relevant information on the impact of tourists' satisfaction and willingness to revisit Hebei Province, so that we can better understand the relevant situation of this topic and provide references for relevant research and decision-making.

How to participate:

You will be asked to answer a series of questions related to the topic. Surveys are usually conducted anonymously and your personal information will be treated confidentially and will not be disclosed to any third party.

Risks and Benefits:

Questionnaires usually do not involve any risk, but may consume some of your time and energy. By participating in the survey, you will have the opportunity to express the satisfaction of tourists in Hebei Province and their willingness to visit again, which will provide valuable information for relevant research and decision-making.

Confidentiality and Privacy:

We will strictly protect your personal information to ensure its security and confidentiality. Your answers will be used for research purposes only and will not be used for commercial purposes. In the results of the research, we will present the data as a summary and will not disclose any information that can personally identify you.

Voluntary participation:

Your participation is completely voluntary and you have the right to discontinue or withdraw from the survey at any time without any penalty or adverse effect. Your choice will not affect any future cooperation opportunities with us.

If you have any questions about this survey or need further information, please feel free to contact us. If you agree to participate in this survey, please sign below to indicate that you have read and understood the above content, and agree to participate in this survey.

Thank you for your cooperation and support!

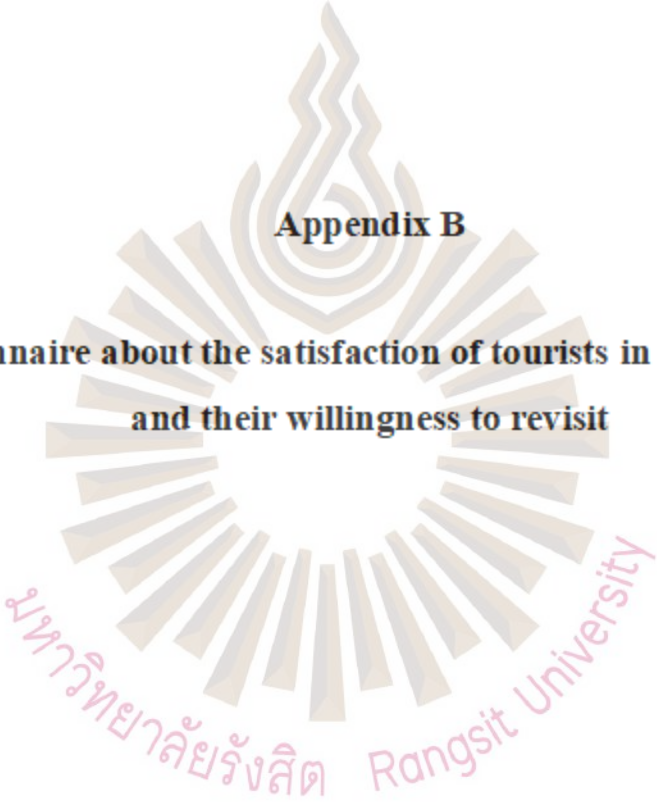
Signed by the research team: _____

Date: _____

Signed by participant: _____

Date: _____



The logo of Rangsit University is a large, faint watermark in the background. It features a central emblem with a flame-like or sunburst design, surrounded by a circular arrangement of rectangular blocks. Below the emblem, the university's name is written in Thai script 'มหาวิทยาลัยรังสิต' and English 'Rangsit University' in a pinkish-red color.

Appendix B

**A questionnaire about the satisfaction of tourists in Hebei Province
and their willingness to revisit**

Rangsit University**Topic:****A questionnaire about the satisfaction of tourists in Hebei Province and their willingness to revisit**

Hello.

We are DBA students of Rangsit University. This questionnaire is about the impact of your views on the revisit intention through the intermediary of cultural contact, destination image, smart tourism technology and momerable experience. This questionnaire mainly focuses on Hebei province. The report is divided into eight parts, the first part is about your basic information, the next parts is about cultural contact, destination images, smart tourism technology, momerable experiences, tourist satisfaction and revise intention.

We would like to thank you for your cooperation.

Part 1 : Screen question

Have you ever traveled to Hebei?

- ☐ Yes
- ☐ No

Part 2 : Background information

1. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Others or Alternative Gender

2. What is your age group?

- ☐ 20 – 30
- ☐ 31 – 40
- ☐ 41 – 50
- ☐ 51 and up

3. What is your marital status?

- ☐ Single
- ☐ Married / in relationship
- ☐ Divorced/Separated/Widow (er)
- ☐ Others

4. Which of the following best described your highest education?

- ☐ Secondary
- ☐ Diploma / Vocational
- ☐ Bachelor's degree
- ☐ Master's degree or Higher Degree
- ☐ Others

5. Which of the following best described your annual income?

- ☐ ¥ 45 million
- ☐ ¥ 38 million
- ☐ ¥ 23 million

Part 3: Tourist behavior

1. On what basis would you choose a travel location?

- ☐ Get interested through books or travel magazines
- ☐ Recommended by a friend or colleague
- ☐ Video website introduction
- ☐ Have been to the tourist place have a good impression
- ☐ Others

2. What is the purpose of your trip?

- ☐ Business
- ☐ leisure and entertainment
- ☐ Cultural contact
- ☐ Others

3. How many times you travel in a year?

- ☐ None
- ☐ 1-3 times
- ☐ 4-8 times
- ☐ 8 times and over

4. How long will you travel?

- ☐ Less than 1 day
- ☐ 1-4 days
- ☐ 4-8 days
- ☐ More than 8 days

5. How many times have you been to similar tourism destinations?

- ☐ None
- ☐ 1-3 times
- ☐ 4-5 times
- ☐ 6-10 times
- ☐ 10 times and over

Part4: Cultural contact

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am interested in the scenic culture of Hebei Province					
2	The scenic culture of Hebei Province is very attractive to me					
3	I like the traditional culture of Hebei Province					
4	I understand the traditional culture of Hebei					
5	The traditional culture of Hebei Province has increased my desire to travel					

Part 5: Destination image

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I think Hebei Province provides me with a destination					
2	Hebei Province has a good destination image					
3	I think most people have a positive destination image about Hebei Province					
4	The locals in Hebei Province are friendly to tourists					
5	I think Hebei Province is a popular tourist destination					

Part 6: Smart tourism technology

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	When traveling in Hebei Province, I can use Smart Tourism Technology anytime and anywhere.					
2	When traveling in Hebei Province, I can easily use Smart Tourism Technology					
3	When traveling in Hebei Province, I can easily find Smart Tourism Technology.					
4	When traveling in Hebei Province, Smart Tourism Technology provides me with useful information about the travel destination and the trip					
5	When traveling in Hebei Province, Smart Tourism Technology improve my satisfaction of tourism					

Part 7: Memorable experience

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I really enjoyed this tourism experience in Hebei Province					
2	I revitalized through this tourism experience in Hebei Province					
3	I learned something about myself from this tourism experience in Hebei Province					
4	I had a chance to closely experience the local culture of Hebei Province					
5	"I experienced something new (e.g., food and Smart tourism) during this tourism experience in Hebei Province					

Part 8: Tourist satisfaction

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I have really enjoyed the visit in Hebei Province					
2	I am satisfied with my decision to visit Hebei province					
3	I prefer this destination of Hebei Province to others.					
4	I have positive feelings regarding Hebei Province					
5	This was a pleasant visit in Hebei Province					

Part 9: Revisit intention

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I will revisit Hebei Province					
2	I want to visit Hebei Province within the next two years					
3	I would positively recommend Hebei Province to other people.					
4	I have positive feelings regarding Hebei Province					
5	Revisiting Hebei Province would be worthwhile					
6	You often visit Hebei Province					

Other opinion

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Biography

Name	Han Shaoai
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