Research Articles

Analysis of the Influencing Factors of Tourist Satisfaction of Tourist Attractions with Influencer Characteristics: A Case Study of Anaya in Qinhuangdao

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Abstract

Based on the analysis of SPSS 24.0 software, we found that the relationship between infrastructure and tourist satisfaction is positive correlation, service management and tourist satisfaction are positive correlation, tourism landscape and tourist satisfaction are positive correlation, and the factors affecting tourist satisfaction are high, respectively, the tourist landscape is higher than the infrastructure is higher than the service management, And the characteristics of network celebrities will interfere with the relationship between tourism landscape evaluation and tourist satisfaction.

Introduction

With the development of China's economy in recent years and the obvious improvement of the level of national consumption, in order to promote the growth of the spiritual and cultural consumption of the people, the National Tourism Administration has proposed to comprehensively promote tourism construction in the whole region. Solve the problem of the number of scenic spots and the growing spiritual needs of the people (Zeng and Cheng, 2009). When the spiritual level and economic level of the people are improved, more and more people choose to travel in their spare time, which requires more and more high quality of tourist attractions, but also for the development of tourism. With the improvement of tourism demand, service quality is not a bright spot of tourism, service quality is not the focus of travel, but more concerned about whether the scenery style of destination is more characteristic.

In the new economic system today, tourism also has higher requirements for the region and ecology. The upgrading of industrial model has become a new idea of tourism, more effectively with the common development of local characteristics, the development of characteristic cities and tourist attractions is a key development project (Zhang, 2012). At present, the per capita income increases, the demand of people increases, and the government also needs a better way of tourism. The government also supports the upgrading of the tourism industry model, combines the needs of local culture and creates new forms of tourism. Governments around the world pay more and more attention to local characteristics and development, and the Chinese government gradually pays attention to the increasing of tourist attractions with local characteristics (Song, 2016). Although we grasp the cultural aspects of vigorously upgrading, do our best to improve the level of local characteristics of culture, but due to inadequate conditions and other reasons we find that there should be different cultures in various places, the style of tourist attractions are the same (Tu and Lin, 2016). Planners who develop and upgrade scenic spots should not focus on whether they can pass the government review, because passengers are the real experience, and the feeling of the scenery is very intuitive.

Due to the small scale of Qinhuangdao tourism industry, it is difficult to form scale effect and cluster effect in Qinhuangdao tourism industry. At the same time, the tourism season is obvious, Qinhuangdao is a marine climate, this climate feature will bring obvious light season to Qinhuangdao tourism, most tourists to Qinhuangdao tourism for the purpose of summer, the local tourism and climate season has a close relationship. The level of economic development in Qinhuangdao is relatively general, the investment in tourism industry is low, and the propaganda for the development of ecological, environmental protection and leisure tourism is relatively small (Du, 2017).

The modern social economy science and technology is developed, all kinds of new media on the Internet appear enthusiastically, the speed of the new video transmission efficiency headed by shaking sound and fast hand is amazing, the visual transmission across the region, the speed of the new image transmission efficiency is amazing, beyond the regional visual communication, the experience of understanding the local

sense of region has been different. New media software exposed a large number of regional scenery, forming the so-called network popular tourist attractions. The view of Internet celebrities has also attracted a lot of attention because it provides a unique sense of place, habitat and communication methods have become a compelling topic. Therefore, in this context, the study of destination sense and network communication is worth thinking about.

Literature review and research hypothesis

2.1 Infrastructure and tourist satisfaction

For the research on the relationship between infrastructure and tourist satisfaction, there have been many achievements of scholars, such as Wang, Wang and Guo (2020) argued that the traffic situation, diet level, public toilets, safety facilities, attention facilities of tourist attractions directly affect the tourist experience and satisfaction. Liu (2020) shows that the public security environment is convenient, the tourist safety management mechanism is improved, the customer flow is controlled, and the construction of security system and monitoring system is strengthened to create a good tourist atmosphere. Comprehensive management should be carried out from details to standardization of the overall situation.

Li and Wang (2010) believe that too few toilets and fees will seriously affect tourist satisfaction. Wang (2020) thinks that the index of complete facilities is one of the main factors to improve satisfaction, and it is very important to perfect infrastructure. Relevant departments should increase investment in infrastructure construction, investment in infrastructure construction, improve rural health, strengthen network construction, and realize integrated planning and construction of mobile, catering, transportation and accommodation. At the same time, we should build tourist routes and cultural roads to realize the close relationship between cities, traffic nodes and rural scenic spots. To improve rural health, strengthen network construction, and realize the integrated planning and construction of travel, catering, transportation and accommodation, we should not only build traffic roads, but also tourism roads and cultural roads, and realize urban and traffic nodes. Seamless docking between rural scenic spots.

Bowen, David, Clarke and Jackie (2002) advocates that the better the infrastructure of a tourist destination, the higher the tourist satisfaction, and the tendency to visit the tourist attraction or recommend it to others. In addition, the conclusions of Chinese scholars are similar. For example, Wang et al. (2020) argue that the food level, public toilets, safety facilities, attention facilities and so on of tourist attractions can affect the tourist experience, which can indirectly reflect the satisfaction of tourists to tourist attractions; Li and Wang (2010) research on the management of tourist attractions facilities shows that too few toilets and so on can not meet the needs of tourists and affect the dissatisfaction of tourists. Liu, Ge and Chen (2017) found that tourism public service infrastructure has the greatest impact on tourist satisfaction by studying traditional tribal heritage sites. Zhang (2019) thinks that tourism infrastructure is an indispensable facility that tourists must rely on and

use during their stay, so it is necessary to carry out infrastructure construction scientifically and reasonably, parking space is insufficient, parking space is tight, and people and cars are closed.

To sum up, that is to say, the higher the evaluation of environmental hygiene and protection status of a tourist attraction, toilet hygiene in the scenic spot, public rest facilities signs and road signs in the scenic spot, the higher the overall satisfaction with the tourist attractions. Therefore, the following assumptions are proposed.

H1: Infrastructure evaluation has a positive impact on tourist satisfaction

2.2 Service management and tourist satisfaction

Chi and Qu (2008) studied the development trend of national park tourist management. He advocates that the improvement of tourist management in the 21 st century is mainly reflected in the service management principle introduced by the park. The center of tourist attraction management was converted from the former "tourist attraction manager" center to "tourist center ". To meet customer satisfaction through management thinking, we must meet consumer expectations and expectations. Even to meet the expectations above. On the other hand, tourists' requirements for tourist attractions also show different needs. In this way, it is the main factor to improve the satisfaction of tourists to meet the requirements and needs of tourists. At the same time, Ramseook, Seebaluck and Naidoo (2015) have the same view. He introduced the concept of customer satisfaction in the field of consumer behavior when studying national protected areas and parks. The service management is based on the management of tourists, which improves the satisfaction management of tourists, and forms the content of tourist service management and the difficulty of tourists. And plan to apply it to national parks in Canada and in practice.

For the research of Chinese scholars, the smile service proposed by Liu (2020) is the main one. He thinks that service management is the face to face of staff and tourists in scenic spots. Communication and service should be systematic training for employees in scenic spots, while learning various skills, smile service. Scenic area staff and tourists face-to-face communication and service, the scenic area to staff systematic training, master all kinds of skills, but also smile service.

In different industries, customer expectations have different effects on perceived quality, and expectations play different roles. For non-durable goods, customers can form more correct and objective expectations. Customers may be the first to contact a product, so the role of customer expectations is different, that is, expectations for satisfaction evaluation. Oliver (1980) believe that the formation of customer expectations is multi-faceted, pre-consumption customer performance prediction, advertising, business communication, word of mouth and previous similar experience can form customer expectations for this consumption, customers evaluate quality according to their expectations, customer expectations affect customer perceived quality is logical, and a large number of studies have shown the role of customer expected quality on customer perceived quality. This paper mainly adopts the Oliver expectation inconsistency model, which is the representative of the significant negative effect of expectation quality on perceived quality. Liu (2020) verifies that restaurant

tourist expectation has a direct impact on tourist perception quality in constructing tourism service satisfaction model, and concludes that tourist expectation has no direct impact on tourist satisfaction. Therefore, the following assumptions are proposed.

H2: Service management evaluation has positive effect on tourist satisfaction

2.3 Tourism landscape and tourist satisfaction

Wang (2000) believes that tourist attractions are places or facilities that take facilities as the medium and refer to activities and services such as tourism, entertainment, physical and mental edification, and emotional edification. Tourist attractions attract tourists with their own tourism characteristics and values, and provide corresponding tourism facilities and services to meet the needs of tourists tourism, health fitness, leisure and entertainment, scientific examination and exploration, education and particularity. Tourism needs by professional institutions to manage the implementation of "benefit" regional combination. Tourist attractions are places or facilities that attract tourists with their own tourism characteristics and values, and then provide appropriate tourist facilities and services to meet the needs of tourists for sightseeing, recreation, recreation, scientific exploration, education and special tourism. Zeng and Cheng (2009) believe that the planning of tourist attractions is based on the natural resources owned by the scenic spots themselves, combined with social and economic conditions, and then related development, protection and management of scenic spots. Their analysis shows that the target market, innovative products and consciousness, diverse cultural significance and science and technology are the necessary conditions for the planning and development of scenic spots.

Image is a kind of overall cognition and impression of the subject matter, People often make different decisions because of different perceptions of images. The halo effect in psychology confirms the importance of images, Zeng and Cheng (2009) pointed out that the image of tourist attractions can have a positive or negative halo effect on consumers, Affect their tourism behavior. The positive halo effect will enhance visitors' awareness and evaluation of the tourist attraction, It helps to cultivate tourists' willingness to visit again; The negative halo effect will produce the reverse effect. In tourism, Tourism landscape will affect tourists' evaluation of tourism experience. Kala and Barthwal (2020) The tourism landscape as an independent variable, Tourism experience as a dependent variable, It is concluded that tourism landscape has a positive impact on tourism experience. Zhang (2012) studied the relationship between destination image, tourism experience and behavior intention of tourists in cultural festival activities, It is concluded that destination image has a positive impact on tourism experience. Jamaludin, Johari, Aziz, Kayat and Yusof (2013) The study noted that, A good environment, Will improve the quality of tourists' perception of tourist destinations, And tourist satisfaction, That is, tourism environment atmosphere and satisfaction has a significant positive impact; Wang (2000) advocated tourist attractions as certain tourist resources, tourist attractions, entertainment facilities, Facilities are a medium, Is to provide travel, entertainment, physical and mental, emotional cultivation and other activities and services of

the place or facilities. The view that tourism landscape has a positive impact on tourism experience is recognized. Therefore, make the following assumptions:

H3 ： Tourism Landscape Evaluation has Positive Influence on Tourist Satisfaction

2.4 Moderator of the network characteristics

In the past two years, through the short video platform such as shaking sound, fast hand and Weibo small red book network red person's recommendation, some originally did not have any fame place, many even can not be called the scenic spot, suddenly explodes overnight. This brings some inevitable problems, such as the supporting facilities of scenic spots can not serve such a huge passenger flow. The so-called network red scenic spot toilet is very few. The charge standard is inconsistent, the parking lot private random charge phenomenon is serious. The scenic spots have no indication signs and tourists are congested. Due to the surge in the number of people, the increase in health dead corners, a large number of garbage littering, no staff sorting and cleaning for a long time (Hua and Mao 2020), it can be seen that tourist attractions with network characteristics can attract tourists in a short period of time, but the supporting facilities may not meet the satisfaction of tourists, so the network characteristics may affect the adjustment effect between tourist satisfaction factors.

Zhang (2017) thinks to create the local feeling of scenic spot characteristic, promoted the tourist experience. At present, it has become a social phenomenon to attract social attention. The theoretical basis of tourist attractions based on network characteristics propaganda mainly lies in a local sense construction mode under the new media. Gao (2020) thinks that tourists have different forms of emotional connection and behavior attitude loyalty to the region because of their experience with the environment. This is a sense of geography. In the tourism scene, tourists will have different forms of emotional connection and loyalty to the place because of their experience with the environment, which is a sense of place. The scenic spot will strengthen the scene experience of tourists to the environment through the creation of local sense, and obtain higher level satisfaction of body and mind.

The credibility of information source refers to the degree to which information is trusted by the audience, which is a positive characteristic of information and an important factor affecting the effectiveness of communication. This characteristic affects the audience's attitude towards receiving information. Ayeh (2015) believe that consumers analyze information according to the source and content of information, and the credibility of information content will change the attitude or understanding of the audience. Network celebrities through the network to promote scenic spots as an external stimulus will affect the mood of tourists, and further affect the behavior intention of tourists. In addition, the theory of meaning transfer holds that the attitude of consumers to the characteristics is transferred to the product or service, and the reliability, professionalism and attraction of network characteristics will cause the happiness and emotion of tourists. If the characteristics

have high reliability, professionalism and attraction, it will make tourists have a good impression on Ana network characteristics scenic spot. The following assumptions are therefore made:

H4a: The network characteristics will affect the relationship between infrastructure evaluation and tourist satisfaction.

H4b: The network characteristics will affect the relationship between service management evaluation and tourist satisfaction.

H4c: The network characteristics will affect the relationship between tourism landscape evaluation and tourist satisfaction.

According to the theory of expectation performance difference, customer satisfaction index model, meaning transfer theory, combined with the impact factors of tourist satisfaction, network celebrities and other concepts and related research literature review, this paper puts forward the conceptual model of this paper. First of all, this paper selects three representative influencing factors of tourist satisfaction of Anaya popular scenic spots as the research variables, namely infrastructure, service management and tourism landscape. The model was constructed as follows:
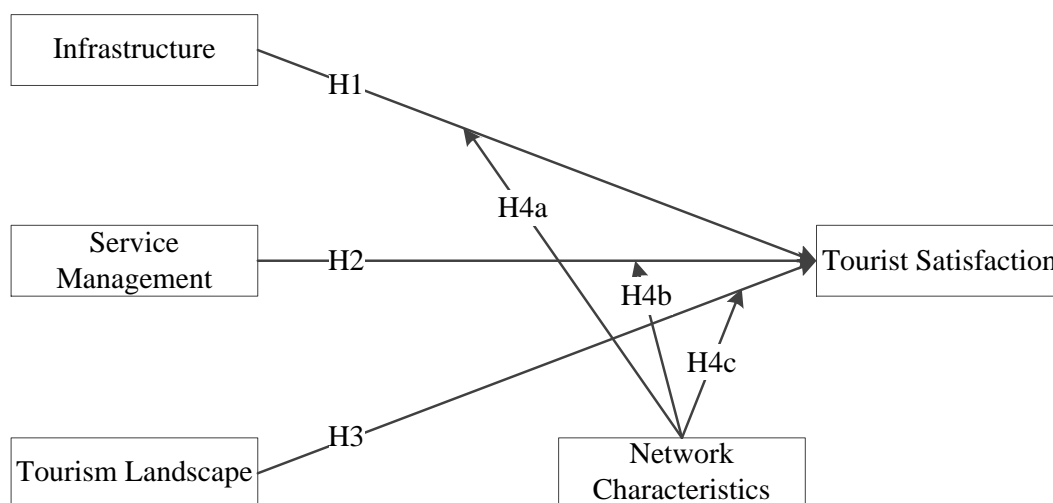

Figure 1 Conceptual model

Objectives

This paper constructs the influencing factor model of tourist satisfaction, combines theory with empirical evidence, analyzes the important factors that affect the tourist satisfaction of Ana network characteristics scenic spot, and provides a reference and basis for how to improve the tourist satisfaction of scenic spot. Specifically, the main purpose of this paper is as follows.

1. Based on the evaluation criteria of tourist satisfaction, the main factors affecting tourist satisfaction of Ana's popular tourist attractions are established

2. An empirical study on the influencing factors of tourist satisfaction of Ana popular tourist attractions. Through empirical analysis, the influence degree of each variable on the tourist satisfaction of variables, the correlation relationship and the overall satisfaction degree of tourists to Ana popular scenic spot

3. The research results are summarized and integrated, and the purposeful countermeasures are put forward for the reference of the managers of Ana Red Scenic spot.

Research design

The first part is the influencing factors of tourist satisfaction, Divided into infrastructure, service management, tourism landscape three variables, This paper based on Li and Wang (2010) measurement indicators. The three dimensions total 21 questions. Cronbach's **α** coefficient for infrastructure evaluation is 0.826, Cronbach's **α** coefficient of service management evaluation is 0.783, Cronbach's **α** coefficient of tourism landscape evaluation is 0.706, Infrastructure evaluation site KMO 0.982, KMO of service management evaluations is 0.907, Tourism landscape evaluation site KMO is 0.903.

The second part is satisfaction, referring to Wang, Liu and Zhang (2010) the integration of tourist satisfaction items, as well as the revision of some topics, a total of 3 questions. Cronbach's **α** coefficient of tourist satisfaction was 0.712. Tourist satisfaction KMO is 0.690.

The third part is the network characteristics, referring to the scale of network characteristic studied by Ao (2016). After modification, there are three measurement items. Cronbach's **α** coefficient of network characteristics is 0.840. Network characteristics is KMO 0.898.

Result

The questionnaire was conducted from 27 February to 28 February 2021, Ctrip online UGC platform into the Anaya attractions exchange platform, To interact with visitors who have come, Distribute online questionnaires to these visitors, Through the distribution of questionnaires, interviews, collection and collation, Because it's an online questionnaire, We can't count how many visitors actually scan the QR code, Through the statistics of the online questionnaire, A total of 349 were recovered, Deducting 21 consecutive, inconsistent and invalid questionnaires, 335 valid questionnaires, The effective rate was 95.99.

Of the respondents in this study, 65.7% of the sample were women; The age groups were mainly 41-50 and 31-40, 42.7% and 31.9% of the sample; The proportion of married people was 86.87%. Education, It's mostly about undergraduate, accounting for 74.3% of the sample number. Monthly income is mainly concentrated in 5001-10000 yuan, The proportion is 53.13%. Travel costs more than 1,000 yuan, The proportion is 54.93%.

Pearson correlation analysis is to test the correlation between two variables. There was a significant positive correlation between infrastructure and tourist satisfaction ($r =0.416$, $p <0.05$), service management and tourist satisfaction ($r =0.577$, $p <0.05$), and tourism landscape and tourist satisfaction ($r =0.403$, $p <0.05$). There

was a significant positive correlation between network characteristics and tourist satisfaction .208, p <0.05); each variable has a significant correlation, preliminary validation of the research hypothesis, can be followed by regression analysis to explore its causality. As shown in Table 1.

Table 1 Comparison of the correlation coefficient

	Infrastructure	Service management	Tourism landscape	Network characteristics	Tourist satisfaction
Infrastructure	1				
Service management	.566**	1			
Tourism landscape	.443**	.475**	1		
Network characteristics	.277**	.225**	.165*	1	
Tourist satisfaction	.416**	.577**	.403**	.208**	1

Note: * $p < 0.05$; ** $p < 0.01$

Empirical analysis and discussion

Model 1 includes independent variable infrastructure evaluation, service management evaluation, tourism landscape evaluation, R^2 increased to 16.9%($p < 0.001$), in the regression coefficient, infrastructure evaluation ($β$=0.338, $p < 0.001$) has a significant positive impact on tourist satisfaction, the higher the tourist's assessment of the tourist attractions' infrastructure, the higher the satisfaction of tourists. Consistent with the H1, of this study hence H1 support. Evaluation of service management ($β$=0.167, $p < 0.001$) has a significant positive impact on tourist satisfaction, it can be explained that the higher the service management evaluation of tourist attractions, the higher the satisfaction of tourists. Consistent with the H2, of this study hence H2 support. Tourism landscape assessment ($β$=0.393, $p < 0.001$) has a significant positive impact on tourist satisfaction, it can be explained that the higher the tourist landscape evaluation of tourist attractions, the higher the satisfaction of tourists. Consistent with the H3, of this study hence H3 support.

In model 2, the characteristics of adjusting variables are put into regression. Model 3 is to put the interaction items of independent variables and regulatory variables into the regression formula of each table, and finally test the H4a、 H4b、 H4c. in this model

The adjustment test results are added to the regression formula by model 2 of table 2, R^2 increased by 24.3% ($p < 0.001$), an increase of 3.5%t ($p < 0.001$). Model 3 is the regulatory regression model. In this model, the two-factor interaction items of infrastructure evaluation, service management evaluation, tourism landscape evaluation and network characteristics are put into the model. The R^2 increased to 39.1% ($p < 0.001$), an increase

of 14.8% explains the variation, which shows, network characteristics ✕ Infrastructure (β=0.269, p < 0.05) has a significant interaction effect, conformity with study H4a, hence H4a support; Network characteristics ✕ service management (β=0.070, p> 0.05) no significant interaction effect, does not meet the H4b, of the study consequently H4b no support was received; Network characteristics ✕ tourism landscape (β=0.137, p<0.05) has significant interaction effect, conformity with study H4c, hence H4c support. VIF in each model in Table 2 is less than 10, it shows that there is no multiple collinearity problem in the model. As shown in Table 2.

Table 2 Test of the regression analysis and moderator effect

	Dependent Variable: Tourist Satisfaction		
	M1	M2	M3
Infrastructure	.338**	.197**	.206**
Service Management	.167**	.185**	-.171*
Tourism Landscape	.393**	.126	.031
Network Characteristics		.426**	.199*
Network Characteristics ✕ Infrastructure			.269**
Network Characteristics ✕ Service Management			.070
Network Characteristics ✕ Tourism Landscape			.137*
VIF	≤2.004	≤2.013	≤2.123
R^2	.208	.243	.391
Adj R^2	.169	.207	.348
F	4.776***	6.824***	6.795***

Note: *p<0.05; **p<0.01; ***p<0.001

Conclusion and outlook

7.1 Research conclusion

In this paper, through multivariate linear regression analysis, Identification of infrastructure evaluations (β=0.338), p< 0.001) has a significant positive impact on tourist satisfaction, the higher the tourist's assessment of the tourist attractions' infrastructure, the higher the satisfaction of tourists. Similar to the conclusions of scholars Bowen et al.(2002), Wang et al. (2020), Li and Wang (2010), Liu et al. (2017), Zhang (2019), the better the infrastructure of tourist destinations, the higher the satisfaction of tourists. The dining level of the scenic area, public toilets, security facilities, attention to facilities and other aspects directly affect the tourist experience and satisfaction. Tourism infrastructure is an indispensable facility that tourists must rely on and use during their stay. Therefore, the need for scientific and rational infrastructure construction. Due to the lack of space, parking space, the road between people and cars, personal stalls occupy the road. Give tourists a bad impact on the first impression of tourist attractions. The higher the visitor's assessment of environmental hygiene

and toilet hygiene, public rest facilities, signs and road signs in a scenic spot, the higher the overall satisfaction with the scenic area.

Through multivariate linear regression analysis, it is found that service management evaluation (β=0.167, p<0.001) has a significant positive impact on tourist satisfaction. It can be concluded that the higher the service management evaluation of tourist attractions, the higher the satisfaction of tourists. Similar to the conclusions of scholars Liu (2020), Li and Wang (2010), Ramseook et al. (2015) and other scholars, we should pay attention to the tourist environment in terms of hygiene, keep a clean environment at all times, and provide a good tourist environment for tourists. Moreover, the staff should be systematically educated, while learning various functions, but also smile service. It can be seen that service is a very important factor for tourists. The advantages and disadvantages of tour guide service are the main factors affecting the overall satisfaction of tourists. The service management is based on the tourists who provide the service, improves the satisfaction of tourists by managing the staff, and forms the content of tourist service management and the improvement of tourist connotation.

In this paper, through multivariate linear regression analysis, discovery of tourism landscape assessment (β=0.393, p < 0.001) has a significant positive impact on tourist satisfaction, it can be explained that the higher the tourist landscape evaluation of tourist attractions, the higher the satisfaction of tourists. Similar to the conclusions of scholars Zeng (2009), Kala and Barthwal (2020), Jamaludin et al. (2013) and Wang (2000), the planning of scenic spots is based on the natural resources owned by the scenic spots themselves, combining social and economic conditions, then the scenic area related development, protection and management, the scenic spot indicates the target market, innovative products and awareness, a variety of cultural connotations and science and technology can better plan and develop the landscape of tourist attractions. A good environment, will improve the quality of tourists' perception of tourist destinations, and improve tourist satisfaction, that is, tourism environment atmosphere and satisfaction has a significant positive impact; A tourist attraction is a medium with certain tourist resources or scenic spots, entertainment facilities, is to provide travel, entertainment, physical and mental, emotional cultivation and other activities and services of the place or facilities. Therefore, the advantages and disadvantages of tourism landscape is the main factor that directly affects tourists to visit here.

Through multivariate linear regression analysis, it is found that the network characteristics $\times$ infrastructure (β=0.269, p<0.05) has a significant interactive effect, indicating that the network characteristics will affect the relationship between infrastructure evaluation and tourist satisfaction. Through multivariate linear regression analysis, it is found that the network characteristics $\times$ tourism landscape (β=0.137, p<0.05) have significant interactive effect, indicating that the network characteristics will affect the relationship between tourism landscape evaluation and tourist satisfaction. Similar to the research conclusions of scholars Zhang (2017), Gao (2020) and other scholars. Through Weibo, short film and other network new media, by the attention

of Internet users, is a very popular tourist attractions. Now the more convenient way of network broadcasting, such as self-media, Weibo, trembling and so on, has become the network halo effect of social concern, which has become a social phenomenon. On the other hand, the theoretical basis of tourist attractions based on network propaganda mainly lies in the construction of regional sense under the new media. In the case of tourism, due to the experience of tourists and the environment, they are satisfied with the different forms of emotional connection and behavior attitude in the area, while the tourist attractions, through the sense of region, let tourists strengthen the experience of the environment and obtain the high satisfaction of body and mind. Tourist attractions with special regional sense can improve the tourist experience. On the other hand, the reliability of the network characteristics effect will change the attitude and understanding of tourists. In addition, the process of individual attitude change has experienced four closely related stages. From external stimuli to information recipients, the psychological changes of the audience finally changed their attitudes. As an external stimulus, the network characteristics will affect the mood of tourists and further affect the behavior intention of tourists. In addition, the attitude of consumers to the network characteristics is transferred to the product or service, and the reliability, professionalism and attraction of the network characteristics will cause the happiness and emotion of tourists. If the network characteristics have high reliability, professionalism and attraction, it will make tourists have a good impression on Ana network characteristics scenic spot. When the network characteristics is high, the positive correlation between infrastructure, tourist landscape and tourist satisfaction is relatively strong, that is, the higher the infrastructure and tourist landscape, the higher the tourist satisfaction. When the network characteristics is low, it will reduce the positive correlation between infrastructure, tourist landscape and tourist satisfaction, and even make the infrastructure, tourist landscape and tourist satisfaction negative correlation.

Research limitations and future outlook

      1) The limitation of the sample object: this study only takes the tourists of Anaya in Qinhuangdao as the research object, and is limited to the survey time period after the spring festival, the survey results of different interviewees samples and different time periods may be different, so the empirical results of this study may not reflect the complete satisfaction of Qinhuangdao Anaya tourists.

      2) Demographic variables or behavioral variables are divided into groups: Because this study does not propose demographic variables in the hypothesis of the difference in the verification of this model or not, relevant scholars in the future can consider including demographic variables to do variance verification.

      3) Research framework: This paper uses infrastructure evaluation, service management evaluation, tourism landscape evaluation as the influencing factors to study tourist satisfaction, and uses network characteristics as regulating variables, there may be other influencing factors, intermediary variables, regulatory variables not taken into account in the model, future relevant scholars can consider including other explanatory variables for verification.

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