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## **Factors that influence tourists' satisfaction in China; evidence from selected tourist destinations in Nanjing city**

**Islam Shajedul<sup>1</sup>, Ba Abdoul<sup>2</sup>**

<sup>12</sup>School of Business, Nanjing University of Information Science and Technology, China

[Shajedul@qq.com](mailto:Shajedul@qq.com) , [abuba4789@gmail.com](mailto:abuba4789@gmail.com)

**Abstract.** Tourism is a growing industry around the world. The tourism industry plays a significant role in the economy of developing and developed countries. This study aims to understand the factors that influence tourists' satisfaction with selected tourism destinations in Nanjing city. This study collected data from 100 random visitors' by designing a survey questionnaire. For data collection, a simple random sampling method was applied. For analyzing data, frequency analysis and descriptive statistics were employed. Results of the study show that product, Price, and place are the vital factors that significantly affect tourists' satisfaction. Therefore, Empirical evidence suggests that all the related parties such as tourists, the tourism industry, and local government authorities can use this study to know the factors that influence tourists' satisfaction. In addition, this study can also help businesses understand tourists' satisfaction factors and advance along with tourism destinations' products offered to prospective tourists.

**Keywords.** Tourists' satisfaction, regression analysis, Nanjing, China.

### **1. Introduction**

According to the tourism organization (UNWTO), tourism includes the activities of persons who travel to a destination and stay outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure (Nafi & Ahmed, 2017). There are many service sectors globally, and the tourist business is one of them. It not only helps the country generate money but also directly affects the social, cultural, educational, and economic sectors of national societies and their international relations. China gives off the impression of being a peaceful country as a result tourism has grown rapidly in China over the last two decades (Javed et al. 2021). China also has a vast population and abundant tourism resources, making its tourism business ripe for growth (Qiang et al. 2020). As of 2019, the total income generated by China's travel and tourism business was over 5.7 trillion yuan, reflecting a steady increase over the previous decade. By 2028, the sector was predicted to contribute directly 3.3 percent to China's gross domestic product (GDP). (Yihan Ma 2020). Tourists increased from 1.18 million in 1978 to 106.6 million in 2011, resulting in a significant increase

in foreign exchange earnings. China's tourism revenue increased from \$263 million in 1978 to \$48.5 billion in 2011 and \$56.9 billion in 2014. (Keyim, 2017; Yan, 2017). Inbound tourist arrivals to China and outbound tourist arrivals to China increased dramatically between 1980 and 2020.

As a result, tourism receipts increased by 11 and 14 percent every year, respectively. Empirical investigation suggests that the Chinese tourist sector's current state and future performance are increasing, as evidenced by an increase in the number of research articles on Chinese tourism-related phenomena (Cheng et al. 2019). According to the Xinhuanet and Ifeng Chinese government has taken many steps to promote tourism in different cities such as Hainan (Zhang & Ju 2021) and Hangzhou (Bao et al. 2021). Nanjing City, the capital city of Jiangsu Province, has integrated microblogs, microfilms, and online mobile App games for city branding. The widespread popularity of social media has resulted in more and more Chinese cities employing social media (e.g., official city microblogs, city tourism websites, city BBS websites) to promote tourism in Nanjing to attract tourists. Due to their unique culture, customs, and geography in Nanjing, ancient towns in the south of the Yangtze River have attracted domestic and foreign tourists as a characteristic historical and cultural legacy unique to China (Mao et al. 2021). There are various tourist attractions in Nanjing. It is an ancient city with many historic places, war cemeteries, museums, temples, parks, lakes, and rivers, which are most attractive to tourists. Nanjing Massacre Museum, Xuanwuhu Lake, Fuzi Miao, Zhong Shan-Lin, sun yat-sen mausoleum, and Nanjing wall are very famous. Nanjing is one of China's most well-known cities, accounting for over 10% of the Jiangsu province tourism attractions (Jiang et al. 2015). However, many researchers have argued that many factors such as Price, place, facilities, promotion, population, etc., influence tourist behavior and willingness to visit different attractions (Chi & Han 2018), and the mismanagement can jeopardize the overall interest of tourists (Li et al. 2016). Therefore, the study aims to look at the elements that influence tourists' satisfaction with tourism destinations in China Nanjing city Jiangsu province. There are a few specific goals listed below: to determine the tourist destinations in Nanjing; to determine the factors that influence satisfaction, and investigate the factors that influence satisfaction in selected tourist sites in Nanjing city China.

This study has been designed as follows; Section one is already described in the introduction. Section two describes the reviews of literature related to the factors that influence tourists' satisfaction. Section three explains the development of a conceptual model and hypothesis. Section four describes the methodology of this study. Section five explains the discussion and the results of this study.

## **2. Literature Review**

In the tourist industry, tourist satisfaction refers to a tourist's emotional state of mind after an experience. It is determined by a product's perceived ability to distribute value in relation to purchasers' expectations. The buyer is satisfied if the performance meets or exceeds expectations. According to (Azhar et al., 2019; Bogale & Wondirad, 2019; Cagnina et al., 2019), the marketing mix positively and substantially negatively impacted tourist satisfaction in the particular region, whereas service quality had a positive and significant impact on tourist satisfaction. According to (Rahman et al., 2019; Bagri & Kala, 2015), a variety of tourist activities, hospitality, and safety are important factors in determining tourist satisfaction, whereas basic facilities such as lodging, transportation, tourism infrastructure, and hygiene and sanitation at the destination are also important. Despite that (Park et al. 2019) argued that many

tourists have expressed lower satisfaction with the quality of the place and image. There is much existing literature about tourist satisfaction for example (Chia et al. 2021) discussed the factor of tourist destinations they showed the political, cultural, and infrastructural images of destinations are positively related to the tourist satisfaction (Teviana et al. 2021) have shown that service quality has a distinctive impact on tourist satisfaction in North Sumatra region in Indonesia. The study by (Hossain & Khan 2018) shows 9 factors significantly influence tourist satisfaction in Cumilla, Bangladesh. However, compared with existing research, this study finds that there is very little literature on the topic of factors that influence tourist satisfaction, particularly in the City of Nanjing, China. This study will fulfill the gap.

### **3. Development of a conceptual model and hypothesis**

#### **3.1 Product factor**

##### **H1: The product factor and tourist satisfaction are positively correlated.**

A product can be thought of as a collection of physical and psychological benefits it gives to its users. The sum of tourist attractions, vehicles, lodging, and entertainment can be defined as tourism products (Magatef 2015). Product significantly affects tourist satisfaction (Hossain & Khan, 2018).

#### **3.2 Price factor**

##### **H2: Price factor and tourists' satisfaction are positively related to each other.**

A study from (Khuonga et al., 2020) shows that the price factor strongly influences tourist satisfaction. The research has also shown that tourists buy products based on Price rather than the product's properties. Thus it is expected to have a strong and positive relationship between price factor and tourists satisfaction.

#### **3.3 Place factor**

##### **H3: Place factor and tourists' satisfaction has a positive correlation.**

Place plays an important role in the tourism industry. It added some values in mixture with other factors to influence to decide to choose the particular place and bring more satisfaction (Cong & Dam, 2017).

### **4. Methodology**

#### **4.1 Research design**

The current study is qualitative. Qualitative research entails collecting data from a larger number of respondents and the numerical calculation of the results. This study has employed the descriptive analysis method. In order to collect data, well-structured questionnaires were prepared on the influential aspects of Product, Price, and Place, as shown in the model design in Figure 1.

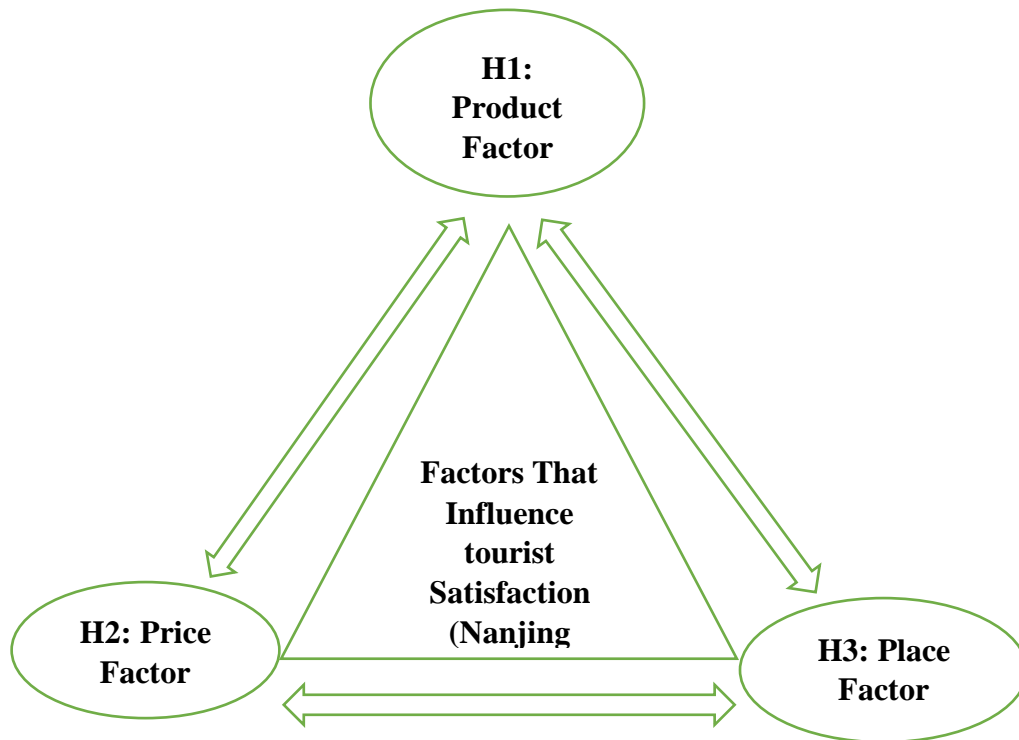


Figure 1. Model design

#### 4.2 Questionnaire

The method used for data collection is close-ended. The first section selected tourist places in Nanjing, considering Nanjing Masacar Museum, Xuanwuhu Lake, Fuzi Miao, and Sun Yat-Sen mausoleum. In the second section, questionnaires were prepared considering the factors that influence tourist satisfaction, all the variables were estimated using five-point Likert scales (from 1= strongly agree to 5 = strongly disagree). First question was related to the H1, the second question was related to H2 and the third questionnaire was related to the H3.

#### 4.3 Data Collection

The data for the study was collected through personal interviews with three 100 tourists who had previously visited selected tourist spots in Nanjing.

#### 4.4 Data Analysis

Stata 16.0 software was employed for the data analysis. Data were analyzed using frequency & percentage analysis, and descriptive statistics analysis (mean & standard deviation).

### 5. Results and Discussions

#### 5.1 Survey Results

Table 1 shows the frequency and the percentage of the respondents in different tourist places in Nanjing. 20% of respondents from Nanjing Masacar Museum, 25% of the respondent from Xuanwuhu Lake, 35 % of the tourists from Fuzi Miao, and 20% of the visitors from Sun Yat-Sen mausoleum.

Table 1. Tourism destination in Nanjing

Variables	items	respondents	percentage
Selected tourist place in Nanjing	Nanjing Masacar Museum	20	20%
	Xuanwuhu Lake	25	25%
	Fuzi Miao	35	35%
	Sun Yat-Sen mausoleum	20	20%

Table 2. Descriptive data analysis

Factor	Items	Mean score	Stand. Dev.
Product Factor	Tourist destination respects the natural environment	4.32	0.9532
	Tourist destination has a distinctive image	4.25	0.9324
	Good nature and climate conditions	3.9	1.8562
	Personal safety and security	3.65	1.8465
Price Factor	Prices of food and drink are reasonable	4.6	0.9321
	Prices of souvenir are affordable	3.95	0.9122
	Prices of tours are appropriate	3.4	1.8352
	Entry prices is reasonable	3.8	1.8976
	Price of half ride of tools in destination is suitable	4.1	0.9844
Place Factor	The destination can be easily reached	4.8	0.652
	Travel agencies is sufficient to access	4.2	0.8081
	Support services are available	4.5	1.215

## 5.2 Discussion

Table 2 shows the factors that determine the satisfaction of tourists. It shows that the factor mean score is 4 or higher and that the standard deviation is less than 1.0. The majority of visitors are in agreement with the natural environment (Mean score is 4.32 & Standard deviation is 0.9573), distinctive image (mean score is 4.25 and the standard deviation is 0.9324), nature and climate condition (mean score is 3.9 and the standard deviation is 1.8562), safety and security (mean score is 3.65 and the standard deviation is 1.8465) thus the result suggests that product factor has a substantial impact on tourist satisfaction. The majority of the visitors approve of the price factor (mean score 4.6, 3.95, 3.4, 3.8, 4.1 and standard deviation 0.9321, 0.9122, 1.8352, 1.8976, 0.9844) for Prices of food and drink, Prices of souvenir, Prices of tours are, Entry prices, Price of half ride of tools in destination respectively. Therefore price factors also significantly influence tourist satisfaction. In the same way place factor also suggest that it has a distinctive influence on tourist satisfaction with a (mean score of 4.8, 4.2, 4.5, and standard deviation of 0.652, 0.8081, 1.215) for easy access to the destination, sufficient agency access, and availability of supportive service respectively.

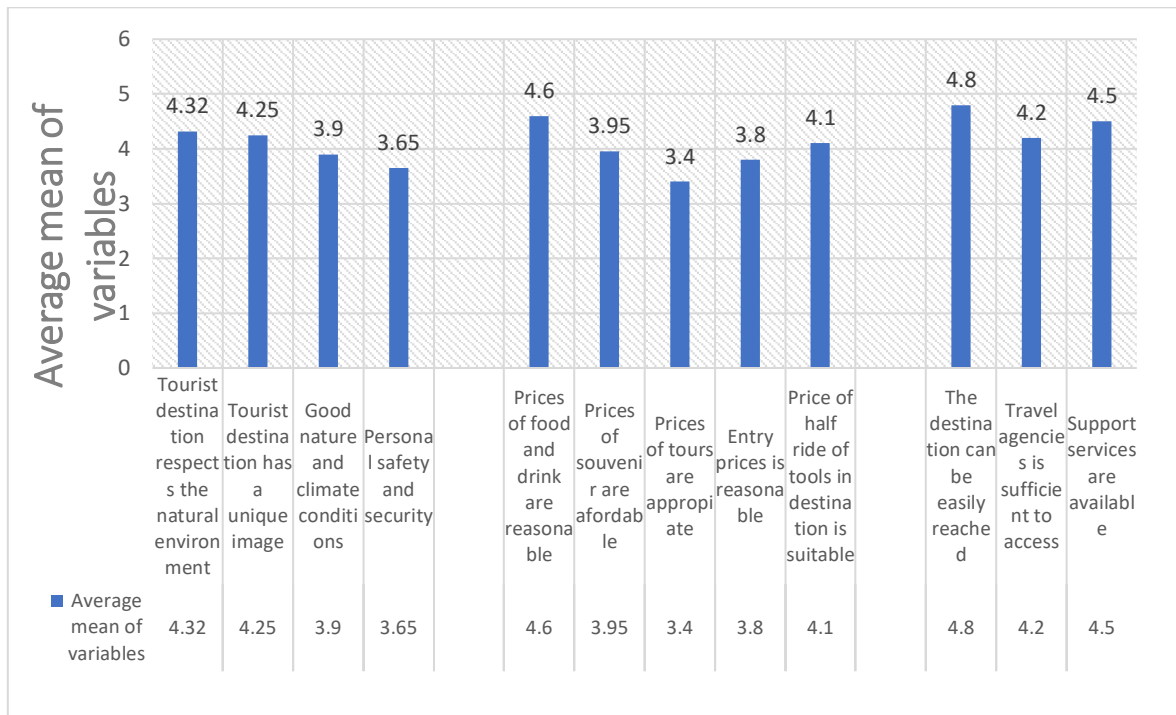


Figure 2. Average mean of the different variable

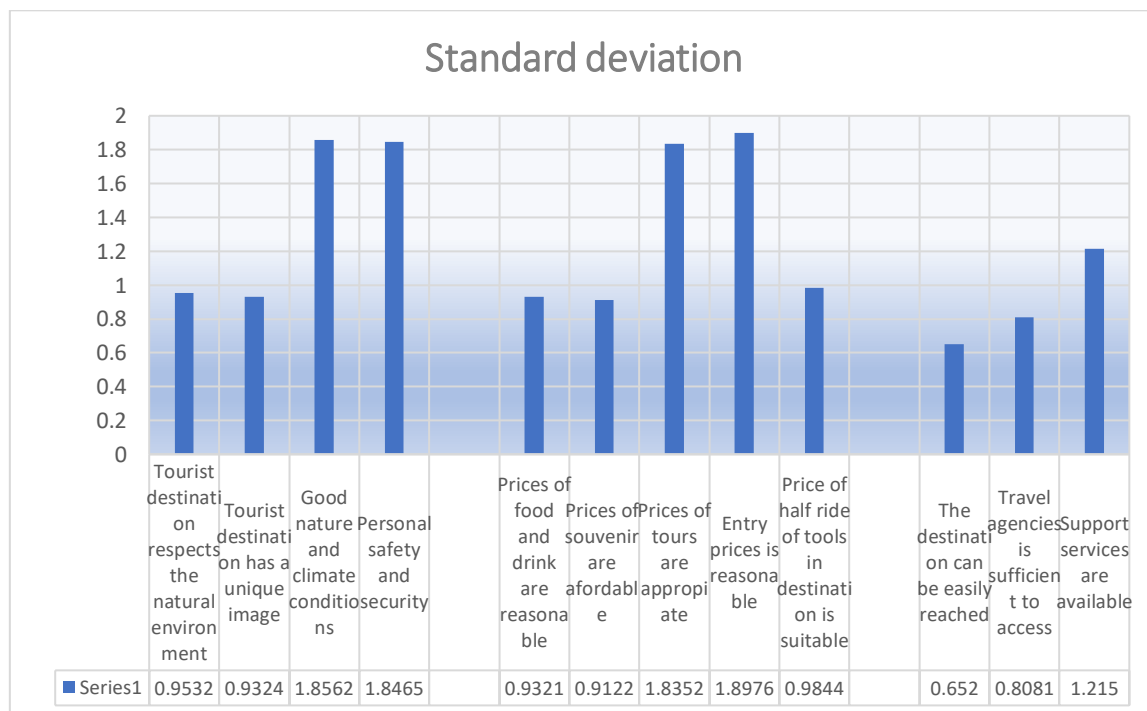


Figure 3. Standard deviation

## 6. Conclusion and recommendation

This article aims to investigate the elements that influence tourists' satisfaction with selected tourism attractions in Nanjing. The study examines three Factors that determine tourist

satisfaction (product, Price, and place). The paper reveals that the natural environment, unique image, easier access, and sufficient travel agencies are key aspects that significantly impact tourist satisfaction. The study discovered that tourist destination respects the natural environment, tourist destination has a distinctive image, good nature and climate conditions, and personal safety and security are the acute aspects that have a substantial impact on tourists' pleasure based on the results of regression analysis. On the other hand, Price and place had less effect on tourist satisfaction. The study raises awareness among upcoming travelers, researchers, academics, local government officials, tourism firms, legislators, and other stakeholders in Nanjing. The tourism industry may profit from understanding the mixed component of tourists' satisfaction. However, the paper might aid in the advancement of tourist satisfaction as well as the merchandise offered by tourism destinations to potential tourists. Because of the sample size and region, the results may not be a true reflection of general tourist satisfaction. This study suggests that other factors such as hospitality and safety are important factors determining tourist satisfaction.

In contrast, basic facilities such as lodging, transportation, tourism infrastructure, and hygiene and sanitation at the destination are also important. Especially during COVID-19, quarantine and vaccination can also influence tourist satisfaction. The study is limited to a few tourist places in Nanjing, and the findings may not apply to other locations. Further research is needed to improve the sampling's generalizability by increasing the sample size and area. Three factors were included as independent variables in the study. As a result, there may be some other factors that impact tourism.

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