

# **Tourist expectation and satisfaction with Li jiang old city**

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## **Abstract**

**Purpose** - The purpose of this research is to study the tourist expectation and satisfaction with Li Jiang old city, and the relationship between tourist satisfaction and loyalty. The objective is 1) To study the tourists' satisfaction of Li Jiang old city. 2) To study the Tourists' expectation of Li Jiang old city. 3) To explore the relationship between tourist behavior and tourist satisfaction. 4) To explore the relationship between tourist expectation and satisfaction. 5) To explore the relationship between tourist satisfaction and tourist loyalty.

**Design/methodology/approach** - This study uses the quantitative research method, through the form of questionnaire and distributing 400 questionnaires to the tourists who travel to Li Jiang old city, and distribute questionnaires at Li Jiang airport, bus station and train station. The data analysis uses the descriptive and inferential statistics. The inferential statistics includes f-test, correlation and regression. Descriptive statistics can analyze the demographic, such as age, gender, education level, monthly income, occupation and marital status.

**Finding** - The result of correlation analysis shows that 17 items out of 20 items were found to relate to tourist expectations and satisfaction with the old Town of Lijiang. All factors of tourist satisfaction were found to relate to all factors of tourist loyalty. In addition, the result of regression analysis found that the aspects of tourist infrastructure have strongest affect on tourist satisfactions, the aspects of price and value have strongest affect on tourist loyalty.

**Practical implications** - The government should protect ancient and unique buildings or build more unique buildings and promote the creation of more traditional handicrafts. In addition, the government should control the number of tourists to protect the environment, plant more trees, and build drainage facilities.

**Originality/value** - The research result can provide the Li jiang government to develop the tourism industry of the old Town of Li jiang and attract more tourists.

**Keywords** - Li Jiang old city, tourist experience, tourist satisfaction, tourist loyalty

**Paper type** - Research paper

## **1. Introduction and Problem Statement**

The tourism industry is the largest contributor to the development of the social economy, which can improve the quality of life of local residents. The cultural values of a country are unique features that serve as the competitive advantages over other countries (Hofstede, 2001). Culture has become the aim of tourism in the 20th century, which means tourism is a type of culture (Urry, 1990). Culture tourism interact is a basic motivation for tourism. Cultural tourism, which depends on destinations that are full of culture, is an important aspect of international tourism in the present day (WTO, 2004). It is the biggest and fastest-growing form of tourism in the tourism industry (Gezici & Kerimoglu, 2010; Ferhan, 2010) because it allows tourists around the globe to enjoy and learn about different cultures in different places. The World Tourism Organization (WTO) released a report in 2004 that says cultural tourism involves people traveling to cultural destinations and studying the performing arts, festivals and cultural activities, visiting heritage sites and enjoying local life. Cultural tourism is a form of leisure tourism to enjoy local culture and customs.

Culture tourism includes special experiences of tourists and interesting things related to local culture, such as art, customs, religious beliefs and activities, food and drama or dance. Meanwhile, natural history tourism involves learning about the ecological environment, such as animals and plants. Activities related to sports and agriculture can also be considered aspects of cultural tourism (Galdini, 2007; Richards, 1996).

Yunnan, a province in southwestern China, has rich resources and culture. The tourism industry of the province has been developing since 1978. In 1995, the government named tourism the main industry of Yunnan. This was an important strategic decision for the province and ensured that the tourism industry accesses the “second”. Yunnan has many types of tourism resources, including scenic spots, cultural relics, historical sites and ethnic culture. The Old Town of Lijiang is an ethnic culture resource (Zhou, 1999). The ethnic culture of Lijiang is Naxi culture, and people of this ethnicity only live in Lijiang. Tourists who want to enjoy Naxi culture can visit the town. The Old Town of Lijiang not only contributes to the tourism resources of Yunnan, but also the tourism economy of the province. On December 4, 1997, the success of the town was confirmed as it was named a World Cultural Heritage Site by UNESCO (United Nations Educational, Scientific and Cultural Organization), because Lijiang old city has excellent and representative cultural attributes (Li et al., 2008).

Data in table 1 from the Tourism Department of Lijiang shows that the income of the province from tourism has increased every year. In 2008, the total income is 69.54 ten million Chinese Yuan, which of foreign exchange is 14830.59 ten thousand dollars and domestic tourism income are 59.45 ten million Chinese Yuan. After five years, the

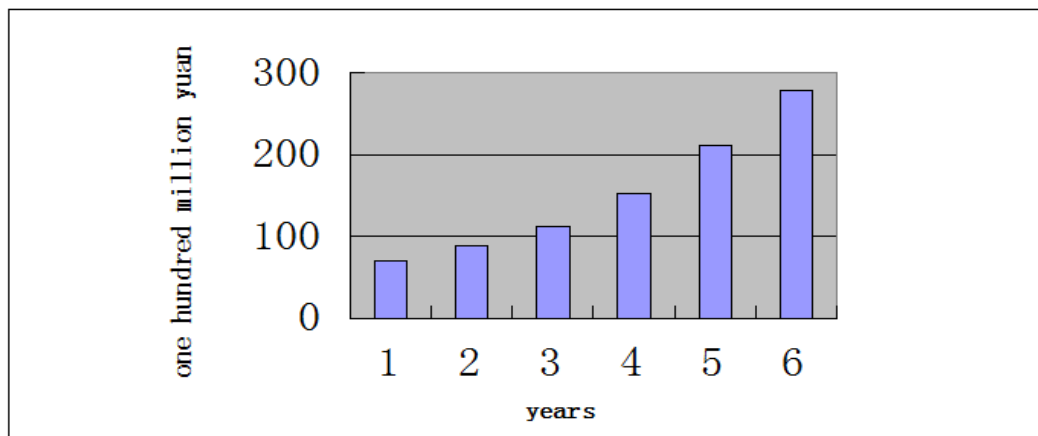
income of tourism is increasing to 278.66 ten million Chinese Yuan, the foreign exchange is 35768.62 ten thousand dollars and domestic tourism income are 256.51 ten million Chinese Yuan. It is total increased to 209.12 ten million Chinese Yuan in five years, and it is a huge income contributed by Lijiang.

**Table 1.** The Year of 2008-2013 total tourism income in Lijiang city

Years	Total income (ten million yuan)	Growth (%)	Foreign exchange (the thousand yuan)	Growth (%)	Domestic tourism income (ten million yuan)	Growth (%)
2008	69.54		14830.59		59.45	
2009	88.66	27.49	17084.13	15.2	76.99	29.5
2010	112.46	26.84	20222.47	18.37	98.71	28.2
2011	152.22	35.36	25367.98	25.44	135.73	37.51
2012	211.21	36.69	28886.14	13.13	192.96	39.44
2013	278.66	32.17	35768.62	23.83	256.51	32.94

(Data Source: Lijiang tourism department website <http://www.ljta.gov.cn/>)

The number of Chinese and foreign tourists visiting Lijiang has also increased during year of 2008-2013( Figure 1). Therefore, ensuring the satisfaction of tourists who visit the town is crucial to the continued increase in tourists. In turn, this will contribute to the economic growth of the town and influence the tourism industry of the province.



**Figure 1.** The Year of 2008-2013 total tourism income in Lijiang city  
(Data Source: Lijiang tourism department website <http://www.ljta.gov.cn/>)

Since then, the large number of Chinese and foreign tourists visiting the town have made huge contributions to its economy. However, this has also led to a number of problems, such as: First, loss of traditional culture. Modernization, the inheritance of traditional Chinese culture and restrictions on the flow of migrants have had an immense influence on the local culture, traditional handicrafts and customs and unique buildings of the town. A large number of tourists and businessmen, as well as construction projects, have also led to significant changes. Second, damage to the environment. The rapid

development of tourism to Lijiang has brought good economic benefits, but also damaged the environment of this ancient town. Problems include a large amount of trash generated by visitors and water pollution. Third, excessive commercialization. The popularity of Lijiang has attracted a large amount of investment in stores concentrated in the downtown area. There has been too much focus on the commercialization of this ancient town. Visitors can feel the strong commercial atmosphere and more modern goods are sold instead of traditional arts and crafts. Fourth, Incomplete infrastructure. During the peak of the tourism season, the labor force of the town is not big enough to accommodate tourist and bus routes are not very reasonable. Also, there are an insufficient number of trash bins in the town, which leads to tourists littering. Fifth, simplified entertainment. The main form of entertainment in the town involves viewing nature. During the evening, tourists often flock to the local bar street. Entertainment is too simple and cannot meet the needs of tourists. Sixth, incomplete prices. Due to ignorance, tourists are often forced to pay high prices. Based on these problems, it is important to study the relationship of tourist expectation, satisfaction and loyalty.

## **2. Literature Review and hypotheses**

### **2.1 The Relationship between Tourist Behavior and Satisfaction**

Tourist behavior is an important aspect of planning and marketing activities for tourists (Choibamroong, 2006). Kolter (1999) shows that customer behavior is influenced by: 1) cultural standards such as social class; 2) social standards such as family and status; 3) personal standards such as age, lifestyle and occupation; and 4) psychological standards such as motivation, perceptions, beliefs and attitudes. Poon (1994) researched European tourists found in particular 60% of German tourists, and think that appreciating nature is the main appeal and biggest significance of going on vacation. Wang et al. (2010) researched the intention of tourists to revisit a cultural heritage site in Lukang, Taiwan. They found that behavior of tourists includes the opportunity to enjoy culture, visit unique heritage sites and spend leisure time. Parlett, Fletcher and Cooper (1995) studied “the impact of tourism on the old town of Edinburgh” and found that some tourists visit the town because of its attractions.

### **2.2 The Relationship between Tourist Expectation and Satisfaction**

Expectation is defined as the possibility that a given action will be followed by a specific result (Matteson, 1993). It can also be defined in terms of the needs or desires of consumers, and the expectations of consumers should be considered before a provider decides to offer a service (Millan & Esteban, 2003). Tourists assess their feelings about a destination by comparing their expectations before and after their experience then make up their minds about whether or not they will visit the destination again (Oliver & Swan, 1989; Yuan & Jang, 2008). Aliman (2014) researched the expectations, perceived quality and value and preconceived notions of destinations, as well as the satisfaction of tourists, in Langkawi. It was found that the expectations of tourists have a positive correlation with their satisfaction. Del Bosque and Martin (2008) explored the

cognitive and psychological effects of the expectations and actual experiences of tourists and found that the expectations and loyalty of tourists influence tourist satisfaction. Hence, understanding the expectations of tourists is crucial to ensuring their satisfaction (Stevens, 1992).

### **2.3 The Relationship between Tourist Satisfaction and Loyalty**

Loyalty can be defined as the commitment of a consumer to continue to purchase a particular product or service (Oliver,1999). An important element of success in the tourism industry is the intent of tourists to revisit destinations (Lin&Morais, 2009). Shoemaker and Lewis (1999) state that loyal consumers are more likely to provide free advertising among their network of friends, relatives and other potential consumers. Countless researchers have explored the importance of the revisit intention of tourists because it produces more long-term economic benefits and positive effects than the initial visit (Baker & Crompton, 2000). The indicators of tourist loyalty in many studies are revisit intention and recommend intention (Niininen et al., 2004; Chen&Gursoy, 2001). Philips et al. (2013) studied the relationship between the perceptions, perceived value and satisfaction of tourists with destinations and their revisit intention. The results of this study showed that the perceptions of tourists of a destination have a direct influence on their perceived value and revisit intent. Additionally, the perceptions of tourists have an indirect influence on their satisfaction and intent to recommend a destination to others. Repeat visitors are also attracted by positive perceptions. Sara, Joan and Maria (2010) studied factors that influence repeat visits by tour groups to sun and sand destinations. They found that the biggest factor that influences repeat visits to a destination is overall satisfaction and the most important factor was the perceptions of tourists. Juan et al. (2012) analyzed the travel experiences of tourists, their intent to return to a destination and whether or not they would recommend the destination to others. They state that the overall satisfaction of tourists influences their intent to return to a destination and recommend it to others. Furthermore, prices have a positive impact and perceptions of danger have a negative impact on tourist loyalty. Chi and Qu (2008) researched Eureka Springs in Arkansas to understand tourist loyalty to the destination and the relationship between the perceptions of the destination, the attributes of tourists and their overall satisfaction found that the satisfaction of tourists and a positive influence the loyalty of tourists to a destination. Lee, Jeon and Kim (2011) studied Chinese tourists in South Korea to analyze the cause and effect relationship between the motivation behind tourism, expectations of tourists, quality of tourism, tourist satisfaction, complaints of tourists and tourist loyalty. They found that satisfaction influences tourist loyalty and the more tourists complain the less loyal they are. Based on this, tourist loyalty can be divided into revisit intention and recommend intention. Positive experiences of tourists will produce revisit intention and positive word-of-mouth communication will influence friends and relatives (Chi&Qu,2008).

## Hypothesis:

H1.0: There is no relationship between tourist behavior and tourist satisfaction.

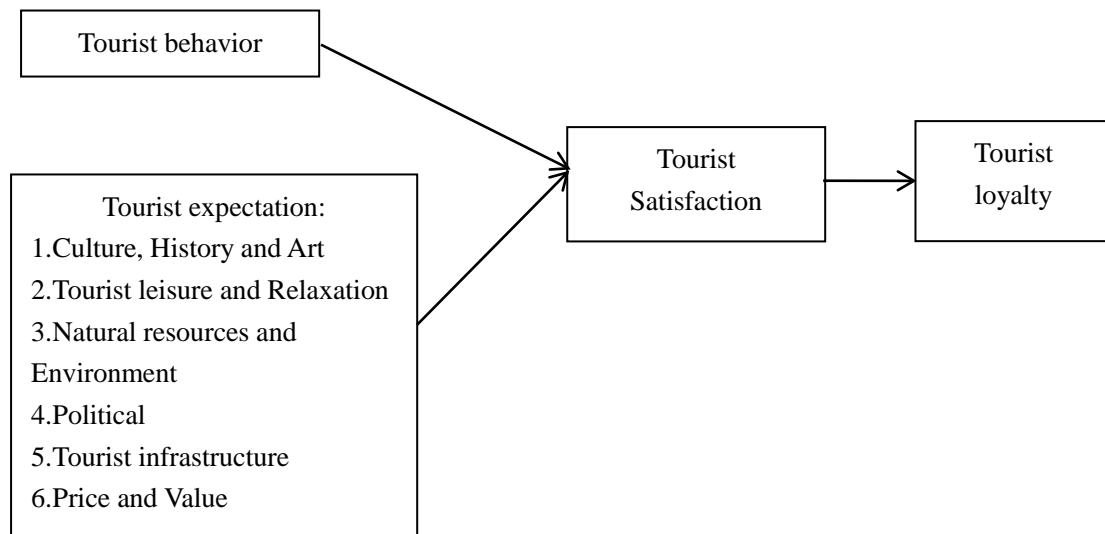
H1.1: There is a relationship between tourist behavior and tourist satisfaction.

H2.0: There is no relationship between tourist expectation and tourist satisfaction.

H2.1: There is a relationship between tourist expectation and tourist satisfaction.

H3.0: There is a relationship between tourist satisfaction and tourist loyalty.

H3.1: There is a relationship between tourist satisfaction and tourist loyalty.



**Figure 2 :** Conceptual framework

### 3. Population and Sample

The purpose of this study is to study the tourist satisfaction with cultural tourism, and select Lijiang old city as a cultural destination. The population of this study is the tourists who came to visit in Lijiang city, according the information data from the Tourist of Administration of Lijiang city website. The average tourist arrivals Lijiang city in past 7 years is 1,312.96 ten thousand people in an average year. The sample size of this study is based on the formula recommended by Yamane (1973) as below:

$$n = \frac{N}{1 + Ne^2} \quad (1)$$

Where,  $n$  is size of sample,  $N$  is population of sample,  $e^2$  is probability of error.

So, with  $e=5\%$ , The sample size of the study is:

$$n = 13,129,600 / (1 + 13,129,600(0.05)^2)$$

$$n = 399.987$$

$$n \approx 400$$

The sample size of this study is about 400 tourists who visited Lijiang city

#### **4. Research instrument**

The questionnaire is based on the conceptual framework and designed in Chinese and English language. This questionnaire has 5 parts. Part 1 is tourist expectation, this part is designed to explore the tourist expectation about destination attribution before tourists' trip which includes 20 items and gather them into 6 groups, which are 1) Culture, history, and art; 2) Tourist leisure and relaxation; 3) Natural resources and environment; 4) Political; 5) Tourist infrastructure; 6) Price and value. This part measured the tourist expectation level by a five-point scale (1= Strongly disagree, 2=Disagree, 3= Neutral, 4=Agree, 5= Strongly agree). Part 2 is Tourist satisfaction, and this part is to study the tourist satisfaction with destination attribution in Lijiang old city after their trip of Lijiang old city. The questions in this part same with part 1. This part is measured by a five point scale (1 = Very dissatisfied, 2=Dissatisfied, 3=Neutral, 4=Satisfied, 5= Very satisfied). Part 3 is tourist loyalty, this part have 5 questions about tourist revisit intention and positive word of mouth to get the tourist loyalty with Lijiang old city. This part is measured by a five point scale (1= Strongly disagree, 2=Disagree, 3= Neutral, 4= Agree, 5= Strongly agree). Part 4 is tourist behavior, this part is tourist behavior, including the purpose of visit, tourism type, modes of transport, how long you plan to travel, visit frequency, length of stay, spend money, information source, shopping place, main activity. Part 5 is Demographic, this part about demographic includes age, education level, monthly income, occupation, and marital status.

#### **5. Data Collection**

Data collection of this study is collected by questionnaire. The questionnaire will distribute 400 questionnaires to respondents by random sampling, and distribute in three places where is Lijiang railway station, Lijiang bus station and Lijiang airport, because the plane, the railway and the road are the three modes of transport to Lijiang, it is easy to get the valuable and reliable data of the tourists who travel to Lijiang old city.

#### **6. Data Analysis**

The data analysis uses the descriptive and inferential statistics. The descriptive statistics includes mean, standard deviation, minimum and maximum. Descriptive

statistics is to analyze the demographic, such as age, gender, education level, monthly income, occupation and marital status. In addition, descriptive statistics is also to analyze the tourist behavior, such as objective of travel, tourism type, modes of transportation, information source, shopping place. The inferential statistics includes f-test, correlation and regression. This study uses f-test to analyze the tourist behavior with tourist satisfaction and uses correction and regression to analyze the relationship between the tourist expectation and tourist satisfaction, the relationship between tourist satisfaction and tourist loyalty.

## 7. Result

### 7.1 Descriptive analysis

In the descriptive statistics, the result shows the demographic of the sample group of this study consisted of Chinese women between the ages 21-30 who hold a bachelor's degree and are married, employed and earn a monthly income of 4,000- 6,000RMB (Chinese yuan). The main objective of this study was to relax with friends/relatives, group, railway, plan to travel during 4-6 days, the length of stay in Li Jiang old city is less than 1 week, spend money during 3,001-5,000 RMB, information origin from the internet, the main activity is appreciated of an ancient building.

### 7.2 The result of the effect of behavior on satisfaction

**Table 2. Analysis of the effect of behavior on satisfaction by one-way ANOVA**

Tourist behavior		SS	MS	R	F
Main objective	Between Group	13.645	3.41		
	Within Group	170.92	0.43	0.000	7.89
	Total	185.57			
Tourism type	Between Group	1.54	1.54		
	Within Group	183.03	0.46	0.068	3.34
	Total	184.57			
Transportation	Between Group	1.25	0.62		
	Within Group	183.32	0.46	0.260	1.35
	Total	184.57			
The length of plan	Between Group	7.5	2.5		
	Within Group	177.1	0.45	0.001	5.59
	Total	184.6			
Travel times	Between Group	4.39	2.20		
	Within Group	180.18	0.454	0.008	4.84



	Total	184.57			
	Between Group	8.40	4.20		
Length of stay	Within Group	176.17	0.44	0.000	9.47
	Total	184.57			
	Between Group	3.11	0.78		
Spend money	Within Group	181.46	0.46	0.151	1.69
	Total	184.57			
	Between Group	11.34	2.84		
The information origin	Within Group	173.23	0.44	0.000	6.47
	Total	184.57			
	Between Group	0.09	0.09		
The shopping place	Within Group	184.48	0.46	0.655	0.20
	Total	184.57			
	Between Group	8.06	2.01		
The main activity	Within Group	176.51	0.45	0.001	4.51
	Total	184.57			

In the one - way ANOVA test, it shows that type of tourism, modes of transportation, expenses and shopping locations did not influence tourist satisfaction. In contrast, main objective, travel time, travel frequency, length of stay, origin of information and main activities did influence tourist satisfaction.

### 7.3 The result of correlation and regression analysis

**Table 3.** The Analysis of the relationship of tourist expectation and tourist Satisfaction by Using Pearson Coefficient Correlation

	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	S13	S14	S15	S16	S17	S18	S19	S20
<b>E1</b>	.339**	.314**	.293**	.236**	.186**	.133**	.251**	.213**	.207**	.304**	.200**	.193**	.198**	.180**	.170**	.138**	.124**	.150**	.132**	.138**
<b>E2</b>		.315**	.210**	.150**	.097	.077	.194**	.120**	.151**	.212**	.148**	.155**	.167**	.191**	.115*	.074	.054	.107*	.066	.082
<b>E3</b>			.338**	.202**	.183**	.090	.233**	.169**	.228**	.351**	.206**	.215**	.215**	.179**	.104**	.063	.066	.107*	.057	.039
<b>E4</b>				.292**	.257**	.155**	.174**	.208**	.257**	.286**	.180**	.224**	.265**	.244**	.190**	.175**	.144**	.137**	.112*	.151**
<b>E5</b>					.336**	.208**	.148**	.167**	.203**	.215**	.144**	.204**	.217**	.224**	.160**	.171**	.074	.157**	.140**	.108**
<b>E6</b>						.343**	.193**	.177**	.166**	.119**	.209**	.078	.146**	.206**	.204**	.239**	.285**	.186**	.235**	.186**
<b>E7</b>							.230**	.195**	.177**	.241**	.119*	.115**	.196**	.154**	.075	.025	-.008	.002	.014	.019
<b>E8</b>								.231**	.195**	.285**	.119*	.220**	.275**	.144**	.103*	.058	.058	.072	.060	.053
<b>E9</b>									.231**	.281**	.163**	.178**	.227**	.102**	.114*	.132**	.104*	.067	.062	.072
<b>E10</b>										.384**	.225**	.198**	.206**	.168**	.066	.079	.041	.047	.025	.086
<b>E11</b>											.142**	.189**	.159**	.209**	.104*	.093	.040	.122*	.068	.105*
<b>E12</b>												.210**	.226**	.233**	.112**	.089	.030	.045	.000	.075
<b>E13</b>													.251**	.160**	.132**	.170**	.080	.095	.054	.086
<b>E14</b>														.180**	.163**	.136**	.201**	.201**	.218**	.105*
<b>E15</b>															.217**	.201**	.202**	.202**	.286**	.181**
<b>E16</b>																.368**	.320**	.302**	.373**	.250**
<b>E17</b>																	-.033	.046	.017	.038
<b>E18</b>																		.036	.069	.118*
<b>E19</b>																			.081	.063
<b>E20</b>																				.121*

\*\*correlation is significant at 0.01level ( 2-tailed)

\*correlation is significant at 0.05level ( 2-tailed)

In the correlation test, the results show: 1) There is a relationship between the expectation with rich culture and the satisfaction with rich culture at 0.01 significant level. 2) There is a relationship between the expectation with unique building and the satisfaction with unique building at 0.01 significant level. 3) There is a relationship between the expectation with distinctive history and the satisfaction with distinctive history at 0.01 significant level. 4) There is a relationship between the expectation with traditional customs and the satisfaction with traditional customs at 0.01 significant level. 5) There is a relationship between the expectation with traditional handicraft and the satisfaction with traditional handicraft at 0.01 significant level. 6) There is a relationship between the expectation with enjoying the bar street and the satisfaction with enjoying the bar street at 0.01 significant level. 7) There is a relationship between the expectations with Lijiang old city and a great place for soothing the mind and the satisfaction with Lijiang old city is a great place for soothing the mind at 0.01 significant level. 8) There is a relationship between the expectation with Lijiang old city is a great place for refreshing the body and the satisfaction with Lijiang old city is a great place for refreshing the body at 0.01 significant level. 9) There is a relationship between the expectation with nice climate and the satisfaction with nice climate at 0.01 significant level. 10) There is a relationship between the expectation with beautiful scenery and the satisfaction with beautiful scenery at 0.01 significant level. 11) There is a relationship between the expectation with quite place and the satisfaction with quite place at 0.01 significant level. 12) There is a relationship between the expectation with safety place and the satisfaction with safety place at 0.01 significant level. 13) There is a relationship between the expectation with friendly resident and the satisfaction with friendly resident at 0.01 significant level. 14) There is a relationship between the expectation with wide choice of accommodations and the satisfaction with wide choice of accommodations at 0.01 significant level. 15) There is a relationship between the expectation with wide selection of restaurants and the satisfaction with wide selection of restaurants at 0.01 significant level. 16) There is a relationship between the expectation with wide variety of shop facility and the satisfaction with wide variety of shop facility at 0.01 significant level. 17) There is no relationship between the expectation with reasonable price for food and the satisfaction with reasonable price for food. 18) There is no relationship between the expectation with reasonable price for accommodation and the satisfaction reasonable price for accommodation. 19) There is no relationship between the expectation with good bargain shopping and the satisfaction with good bargain shopping. 20) There is a relationship between the expectation with good value for money and the satisfaction with good value for money at 0.05 significant level

**Table 4.** The Analysis of the relationship of tourist satisfaction and tourist loyalty by Using Pearson Coefficient Correlation

	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	S13	S14	S15	S16	S17	S18	S19	S20	L1	L2	L3	L4	L5
<b>S1</b>	1	**	**	0.**	0.**	0.**	0.**	0.**	0.**	0.**	0.**	0.43**	0.46**	0.46**	0.44**	0.43**	0.4**	0.4**	0.38**	0.**	0.**	0.34**	0.34**	0.4**	0.43**
<b>S2</b>		1	**	0.**	0.**	0.**	0.**	0.**	0.**	0.**	0.**	0.38**	0.42**	0.47**	0.43**	0.4**	0.36**	0.35**	0.34**	0.44**	0.46**	0.39**	0.32**	0.41**	0.37**
<b>S3</b>			1	0.**	0.**	0.**	0.**	0.**	0.**	0.**	0.**	0.4**	0.47**	0.43**	0.45**	0.38**	0.35**	0.36**	0.37**	0.45**	0.45**	0.36**	0.42**	0.45**	0.41**
<b>S4</b>				1	0.**	0.**	0.**	0.**	0.**	0.**	0.**	0.42**	0.49**	0.52**	0.48**	0.44**	0.41**	0.39**	0.44**	0.51**	0.46**	0.33**	0.34**	0.4**	0.39**
<b>S5</b>					1	0.**	0.**	0.**	0.**	0.**	0.**	0.39**	0.49**	0.56**	0.55**	0.56**	0.44**	0.43**	0.47**	0.49**	0.45**	0.37**	0.41**	0.41**	0.4**
<b>S6</b>						1	0.**	0.**	0.**	0.**	0.**	0.39**	0.39**	0.46**	0.48**	0.52**	0.46**	0.4**	0.46**	0.46**	0.4**	0.28**	0.39**	0.45**	0.4**
<b>S7</b>							1	0.**	0.**	0.**	0.**	0.6**	0.61**	0.52**	0.5**	0.42**	0.41**	0.44**	0.39**	0.53**	0.56**	0.41**	0.32**	0.38**	0.43**
<b>S8</b>								1	0.**	0.**	0.**	0.59**	0.55**	0.47**	0.5**	0.46**	0.41**	0.44**	0.42**	0.56**	0.55**	0.38**	0.34**	0.36**	0.45**
<b>S9</b>									1	0.**	0.**	0.43**	0.34**	0.39**	0.39**	0.36**	0.34**	0.35**	0.35**	0.39**	0.39**	0.34**	0.27**	0.28**	0.35**
<b>S10</b>										1	0.**	0.57**	0.52**	0.45**	0.45**	0.35**	0.35**	0.38**	0.31**	0.43**	0.53**	0.45**	0.23**	0.31**	0.41**
<b>S11</b>											1	0.56**	0.5**	0.47**	0.51**	0.47**	0.39**	0.46**	0.43**	0.53**	0.51**	0.4**	0.32**	0.32**	0.47**
<b>S12</b>												1	0.66**	0.49**	0.49**	0.46**	0.44**	0.49**	0.44**	0.55**	0.59**	0.42**	0.29**	0.31**	0.45**
<b>S13</b>													1	0.58**	0.5**	0.45**	0.43**	0.47**	0.45**	0.54**	0.58**	0.48**	0.31**	0.29**	0.45**
<b>S14</b>														1	0.68**	0.59**	0.47**	0.54**	0.46**	0.59**	0.48**	0.4**	0.37**	0.38**	0.41**
<b>S15</b>															1	0.72**	0.56**	0.51**	0.56**	0.63**	0.49**	0.34**	0.46**	0.43**	0.5**
<b>S16</b>																1	0.64**	0.55**	0.62**	0.62**	0.43**	0.27**	0.45**	0.45**	0.48**
<b>S17</b>																	1	0.71**	0.72**	0.64**	0.41**	0.16**	0.49**	0.49**	0.53**
<b>S18</b>																		1	0.75**	0.68**	0.4**	0.24**	0.5**	0.48**	0.53**
<b>S19</b>																			1	0.71**	0.42**	0.21**	0.52**	0.45**	0.46**
<b>S20</b>																				1	0.57**	0.31**	0.46**	0.49**	0.55**
<b>L1</b>																					1	0.57**	0.31**	0.37**	0.47**
<b>L2</b>																						1	0.22**	0.27**	0.32**
<b>L3</b>																							1	0.74**	0.67**
<b>L4</b>																								1	0.68**
<b>L5</b>																									1

\*\*correlation is significant at the 0.01 level (2- tailed).

In the correlation test, the result shows: 1) There is a relationship between the tourist loyalty in suggesting friends/relatives and the tourist satisfaction in all aspects at 0.01 significant level. 2) There is a relationship between the tourist loyalty in sharing positive experience and the tourist satisfaction in all aspects at 0.01 significant level. 3) There is a relationship between the tourist loyalty in revisit during one year and the tourist satisfaction in all aspects at 0.01 significant level. 4) There is a relationship between the tourist loyalty in revisit during two year and the tourist satisfaction in all aspects at 0.01 significant level. 5) There is a relationship between the tourist loyalty in first choice in the future and the tourist satisfaction in all aspects at 0.01 significant level.

**Table 5.** The analysis of the relationship between tourist expectation and satisfaction by regression.

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	R <sup>2</sup>	F	Sig.
	B	Std. Error	Beta						
(Constant)	.207	.112			1.852	.065	0.864	417.394	0.000
X1	.055	.029	.049		1.932	.054			
X2	.065	.023	.061		2.826	.005			
X3	.398	.022	.436		18.218	.000			
X4	-.045	.025	-.046		-1.782	.076			
X5	.461	.018	.576		24.969	.000			
X6	.003	.022	.003		.123	.902			

Based on the table 4.4.1, the liner equation is:  $Y = 0.207 + 0.055X_1 + 0.065X_2 + 0.398X_3 - 0.045X_4 + 0.461X_5 + 0.003X_6$ . The sig=0.000<0.05, it means there is a significant effect between  $X_1$  (culture, history and art),  $X_2$  (tourist leisure and relaxation ),  $X_3$  (natural resources and environment ),  $X_4$  (political),  $X_5$  (tourist infrastructure),  $X_6$  ( price and value ) and Y ( tourist satisfaction). From the equation, the highest  $\beta$  is tourist infrastructure ( $\beta=0.461$ ), it means tourist infrastructure have strongest affect on tourist satisfaction. The lowest  $\beta$  is price and value ( $\beta=0.003$ ), it means price and value have weakest affect on tourist satisfaction. Thus, among all the six independent variables, the tourist infrastructure is an important factor of tourist satisfaction and others independent variables are natural resources and environment ( $\beta=0.398$ ), tourist leisure and relaxation ( $\beta=0.065$ ), culture, history and art ( $\beta= 0.055$ ), political ( $\beta=0.045$ ), price and value ( $\beta=0.003$ ).

**Table 6.** The analysis of the relationship between tourist satisfaction and loyalty by regression.

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	R <sup>2</sup>	F	Sig.
	B	Std. Error	Beta						
(Constant)	.258	.163			1.578	.115	0.566	85.351	0.000
X1	.205	.051	.194		3.986	.000			
Xt2	.148	.052	.150		2.818	.005			
X3	.100	.055	.091		1.806	.072			
X4	.081	.048	.084		1.674	.095			
X5	.096	.053	.099		1.804	.072			
X6	.265	.047	.287		5.626	.000			

Based on the table 4.4.1, the liner equation is:  $Y = 0.207 + 0.055X_1 + 0.065X_2 + 0.398X_3 - 0.045X_4 + 0.003X_5$ . The sig=0.000<0.05, it means there is a significant effect between  $X_1$  (culture, history and art),  $X_2$ (tourist leisure and relaxation ),  $X_3$  (natural resources and environment ),  $X_4$  (political),  $X_5$  (tourist infrastructure),  $X_6$  ( price and value ) and Y ( tourist loyalty). From the equation, the highest  $\beta$  is price and value ( $\beta=0.265$ ), it means price and value has strongest affect with tourist loyalty. The lowest  $\beta$  is political ( $\beta=0.081$ ), it means political has weakest affect with tourist satisfaction. Thus, among all the six independent variables, the price and value is an important factor of tourist satisfaction and others independent variables are culture, history and art ( $\beta=0.205$ ), tourist leisure and relaxation ( $\beta=0.148$ ), natural resources and environment ( $\beta=0.100$ ), tourist infrastructure ( $\beta=0.096$ ), political ( $\beta=0.081$ ).

## 8. Conclusion

This study found type of tourism, modes of transportation, expenses and shopping locations did not influence tourist satisfaction. In contrast, main objective, travel time, travel frequency, length of stay, origin of information and main activities did influence tourist satisfaction. In the part of the relationship between tourist expectation and satisfaction found the 20 factors examined using correlation analysis, 17 factors, including rich culture, unique buildings, distinct history, traditional handicrafts, bar street, rejuvenating the body, soothing the mind, nice climate, beautiful scenery, noise level, safety, friendliness of locals, variety of accommodation, variety of shops, and good value for the money, were found to be related in terms of tourist expectations and satisfaction with the Old Town of Lijiang. Additionally, it was found that reasonably priced food, reasonably priced accommodation and good bargains were not related in terms of tourist expectations and satisfaction. The part of the Relationship between Tourist Satisfaction and Loyalty found all factors of tourist satisfaction related to all factors of tourist loyalty.

## 9. Discussion

This study analyzes the relationships between tourist expectation and satisfaction, tourist behavior and satisfaction and tourist satisfaction and loyalty. It was found that tourist mainly visits the Old Town of Lijiang to enjoy leisure time with their friends and family and learn about the history of the town. This is similar to the study by Wang (2010), who found that tourist visited Lukang, Taiwan to relax, visit old places and learn about its history and culture. Moreover, this study found that tourists visited cultural heritage sites for two main purposes: education and recreation (Jewell & Crofts, 2001). Avraham and Ketter (2006) state that climate and modes of transportation are “pull” factors that influence the choice of destination of tourists. In the present study, it was found that climate was related to tourist satisfaction, modes of transportation were not related to tourist satisfaction and length of stay was related to tourist satisfaction. Chen and Tsai (2007) state that tourist behavior involves choice of destination, a post-trip evaluation and intentions of future behavior; the post-trip evaluation is based on the experiences and overall satisfaction of tourists and intentions of future behavior are related to the willingness of tourists to visit the same destination or recommend it to others. Tourist behavior influences tourist satisfaction and loyalty (William & Buswell, 2003). It is stated in Chapter 4 that type of tourism, modes of transportation, expenses and shopping locations did not influence tourist satisfaction. In contrast, main objective, travel time, travel frequency, length of stay, origin of information and main activities did influence tourist satisfaction. According to Stevens (1992), it is important to know the experiences of tourists in order to understand tourist satisfaction. Fulfilling the expectations of tourists is crucial to satisfying them. Aliman (2014) and Fornell (1994) both claim that tourist expectation has a positive correlation with tourist satisfaction. The results provided in Chapter 4 show that tourist expectation and satisfaction are related in almost every aspect except reasonably priced food, reasonably priced accommodation and good bargains. According to Yoon and Uysal (2005), in terms of tourism, the positive relationship between tourist satisfaction and loyalty is usually discussed. Positive experiences of tourists will produce revisit intention and positive word-of-mouth communication will influence friends and relatives (Chi & Qu, 2008). Therefore, satisfaction has a strong correlation with tourist loyalty (Assaker et al., 2011). Chen and Gusory (2001) state that loyalty can be measured based on the willingness to recommend destination to others and the likelihood of revisiting a destination. The results in Chapter 4 also show a relationship between all factors in terms of tourist loyalty, with regard to word-of-mouth communication with friends and family, and tourist satisfaction and a relationship between all factors in terms of tourist loyalty, with regard to sharing positive experiences with others, and tourist satisfaction. Feng and Jang (2007) state that the time it takes to form revisit intention, as aspect of tourist loyalty, influences tourist satisfaction and tourist satisfaction influences the revisit intention of tourists over the short terms. This study also found a relationship between all aspects of tourist loyalty, with regard to a repeat visit within one year, and

tourist satisfaction and a relationship between all aspects of tourist loyalty, with regard to a repeat visit within two years, and tourist satisfaction.

## **10. Recommendations**

The Old Town of Lijiang is a famous tourist destination. The tourism industry is the main source of income for this town so tourism is of crucial importance. Therefore, the following six recommendations are provided so that the government can bolster the tourism industry of the Old Town of Lijiang and attract more tourists: First, in terms of culture, history and art, one of the most common expectations of the town is that it will have unique buildings and one of the least common aspects of satisfaction is its traditional handicrafts. Therefore, it is suggested that the government improve these two areas. It could protect ancient and unique buildings or build more unique buildings and promote the creation of more traditional handicrafts. Tourists will feel bored if their choices are limited to the same handicrafts of the past. Second, in terms of the leisure and relaxation of tourists, one of the most common expectations of the town is that it will be a great place for soothing the mind and one of the least common aspects of satisfaction is its bar street. Therefore, it is suggested that the government promote spiritual activities for tourists, such as a spa or yoga in the forest, to help them relax. Additionally, controlling business hours along the bar street would allow tourists to enjoy nature and a quiet environment in the town. Third, in terms of natural and environmental resources, one of the most common expectations of the town is that it will have beautiful scenery and one of the least common aspects of satisfaction is the noise level. Therefore, it is suggested that the government control the number of tourists to protect the environment, plant more trees, build drainage facilities and set up a system to test the environment in order to maintain the climate of the town and its beautiful scenery. Fourth, in terms of politics, one of the most common expectations of the town is that it will be safe. The safety of a destination is an important factor of attracting tourists. Therefore, it is suggested that the government increase the number of guards and improve the quality of local residents. Fifth, in terms of tourism infrastructure, one of the most common expectations of the town is that it will have a variety of accommodation and one of the least common aspects of satisfaction is the variety of shops. Therefore, it is suggested that the government should develop different types of accommodation of different quality, reduce the number of shops or build shopping districts and control the noise level so that tourists can relax. Sixth, in terms of prices and value, one of the most common expectations of the town is that it will provide good value for the money and one of the least common aspects of satisfaction is good bargain. Therefore, it is suggested that the government set reasonable prices for shopping, accommodation and restaurants in the town in order to attract more tourists and promote consumption

## **11. Limitations and future research**

The limitations of this study can be summarized as follows. First, the sample group consisted of more Chinese tourists than foreign tourists. Moreover, only a



month was spent distributing questionnaires in the Old Town of Lijiang. As a result, the findings do not reflect the expectations and satisfaction of all tourists who visit the town. Second, this study only focuses on the relationships between tourist behavior and satisfaction, tourist expectation and satisfaction and tourist satisfaction and loyalty with regard to the Old Town of Lijiang.

Future studies could include more foreign tourists. Comparing Chinese and foreign tourists would teach us more about the expectations and satisfaction of all tourists with regard to the Old Town of Lijiang.

Furthermore, future studies could include additional variables, such as destination image, to measure tourist satisfaction.

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