

Empirical Analysis of Rural Tourists' Satisfaction Based on SPSS

—Taking Moon Village in Chengdu as an example

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Abstract: Rural Tourism is an important area for realizing the rural revitalization strategy. It is written into the No. 1 Document of the Central Committee. Rural tourism is an important path and an important carrier for rural revitalization. However, whether rural tourism can gain market recognition and sustainable development depends on whether the tourists' needs are satisfactory. This paper selects transportation facilities, sanitary conditions and safety facilities as factors to evaluate the satisfaction of tourists. Questionnaire survey and data analysis methods are used to investigate the satisfaction of tourists in Moon Village. According to its main problems in landscape, transportation and health, it puts forward suggestions for actively creating a unique Moon landscape, perfecting tourism facilities and improving the tourism experience.

1. Introduction

In recent years, rural tourism has risen rapidly in China and is at the peak of rapid growth. It has become an important part of the tourism industry. In 2017, the number of rural tourists in China reached 2.5 billion, and the scale of tourism consumption exceeded 1.4 trillion yuan. However, the development of rural tourism also faces a series of problems. How to make rural tourism achieve sustainable development depends on market recognition. Therefore, cultivating market satisfaction and loyalty has become an important issue in rural tourism development. In this paper, CNKI retrieved a total of 15,280 journals with the theme of rural tourism from 1989 to 2018. In more than 1,000 articles on research satisfaction, rural tourism tourists accounted for 90. Which indicates that the satisfaction of tourists in rural tourism has become an important area for studying rural tourism. Moon Village is the second batch of national rural tourism maker demonstration bases in 2016, the satisfaction of tourists directly reflects the effectiveness of this maker model.

2. Moon Village Rural Tourism Maker Development Model

"Maker" originated from the translation of the word "maker" in English. The original meaning was "manufacturer". This concept was introduced to China in 2012. At present, there is no accurate definition of "Maker". (China Makers White Paper 2013) divides makers into two aspects: broad and narrow: general refers to turning their creative ideas into reality and willing to People who share; narrowly defined "Maker" refers to people who use open-source hardware and software to realize their ideas.

Moon Village is located in Ganxi Town, Pujiang County, Chengdu City, Sichuan Province. Which introduced people in calligraphy, art, pottery, batik, etc., through various mechanisms, by renting the idle houses of the original villagers, the group of makers will become the new villagers of Moon Village. The entry of all kinds of maker groups has revitalized the rural resources of Moon Village, which has promoted the popularity of Village and injected multi-element, multi-level and multi-type maker culture into Village, enriching the rural tourism resources And rural tourism products of Moon Village. In 2016, Moon Village Rural Tourism Creation Base was approved as the second batch of "China Rural Tourism Maker Demonstration Base"

3. Research objects and methods

3.1 Research object.

In order to make the results of the survey more realistic, the selected respondents are tourists to the Moon Village. The respondents are rich in age and gender balance, and they can provide more comprehensive representations of tourists to Moon Village.

3.2 Research methods.

Questionnaire survey method: The questionnaire was randomly distributed to 150 tourists who traveled to mingyue village for on-site responses and collected for statistics and analysis.

Questionnaire validity evaluation: The data showed the KMO of the questionnaire reached 0.876 (as shown in Table 1), and the questionnaire had good validity.

Table 1 KMO and Bartlett test tablesKMO and Bartlett test

KMO sampling suitability		0.876
	approximate chi-square	813.358
Bartlett sphericity test	Degrees of freedom	231
	Significant	0.000

Questionnaire reliability evaluation: The results showed that the cloned Bach Alpha of the questionnaire was 0.867, and the questionnaire had good reliability. The specific data is shown in Table 2.

Table 2 Reliability statistics table

Reliability statistics	
Clone Bach Alpha	Number of items
0.867	15

The literature data method: reading the relevant books in the library, check the relevant materials on the website of CNKI、 Moon Village official website, etc., as the basis of the research.

Mathematical statistics method: Firstly, the collected data is entered into the Excel (2016) form, After preliminary preparation, import spss24.0 for statistical analysis.

4. Research results and analysis

4.1 The main purpose of tourist

Table 3 Statistics table of main purposes of participating tourists (n=150)

	Scenic sightseeing	Sports fitness	Visit family and friends	A business meeting
Number of people	92	23	9	26
percentage /%	61.3	15.4	6	17.3

According to the data in Table 3, there are 150 tourists participating in this survey. Among them, there are 92 people who travel to Moon Village with the main purpose of scenic sightseeing, accounting for 61.3%. The main purpose is sports and fitness, accounting for 15.4% .the purpose of visiting relatives and friends, accounting for 6%. The main purpose of business meetings is to visit Moon Village. accounting for 17.3%.

4.2 Factors affecting tourist satisfaction.

According to the data in Table 4, in terms of transportation facilities, 96 out of 150 tourists expressed satisfaction, accounting for 64%. The road is narrow and there is no obvious road marking sign. It cannot Unable to meet basic vehicle traffic requirements during peak traffic periods, the lack

of guide signs also makes it impossible for foreign tourists to accurately identify the destination, it is not easy to reach smoothly.

Table 4 Statistics table of survey participants' satisfaction with all aspects of Moon Village (n=150)

	Transportation Facilities	sanitary condition	Safety Facilities	Entertainment	Tourist accommodation	culture creativity products
Satisfied number	96	103	130	107	78	122
percentage /%	64	68.7	86.7	71.3	52	81.3
Dissatisfied	54	47	20	43	72	28
percentage /%	36	31.3	13.3	28.7	48	18.7

In terms of sanitary conditions, 103 tourists expressed satisfaction, accounting for 68.7%. At present, there are few tourist toilets in Moon Village, tourism and living production are together. How to effectively solve the consistent health environment of tourism and production and life requires governance.

In terms of safety facilities, 130 people expressed satisfaction, accounting for 86.7%. At present, Moon Village has adopted a stable and reliable video surveillance system to achieve safe, scientific and effective management of various scenic spots.

There are 107 tourists who are satisfied with the entertainment activities, accounting for 71.3%. Moon Village regularly conducts activities such as tea picking, digging bamboo shoots, and fruit picking. It has a high degree of participation and strong entertainment.

There are 78 tourists who are satisfied with the tourist accommodation, accounting for 52%. It is true that Moon Village has transformed from a traditional rural area, lacking a hotel that combines comfort, enjoyment and individuality, as well as a restaurant with elegant environment, exquisite taste and creative chic.

There are 122 tourists who are satisfied with Wenchuang products, accounting for 81.3%. At present, Moon Village has created a number of cultural and creative products with unique characteristics of Moon, such as Moon Kiln experience pottery, batik cloth, handmade tea and so on.

5. Development countermeasures

5.1 Improve tourism infrastructure.

In the survey of tourists' satisfaction in Moon Village, some tourists feel dissatisfied in transportation. Reached 36%. Therefore, Moon Village should strengthen the improvement of transportation. It should speed up the construction of traffic, regularly maintain the roads around Moon Village, scientifically place road signs, standardize the roads in the village, and divert people and vehicles. To ensure the safety of the tour and the quality of play; on holidays, taking measures to divert traffic to alleviate traffic congestion; scientifically calculate the passenger flow to ensure adequate parking spaces. In addition, Moon Village should improve the environmental sanitation of the whole village, increase the number of tourist garbage cans and timely dispose of the garbage, and do the sanitary work of the garbage disposal station. Add a road sign that reminds you to protect health, creating an environment where everyone is environmentally friendly and ecologically green.

5.2 Actively creating a unique Moon Village landscape.

According to the survey results, in the main purpose of visitors to Moon Village, scenic tourism accounted for 61.3%, followed by business talks and sports and fitness. Therefore, Moon Village should strengthen the construction of the village landscape and viewing facilities in response to the needs of tourists. It is good at landscaping, not only to create new and innovative new architectural landscapes, but also to transform the original village courtyard buildings, Add elements of ecology, literature, culture, and leisure on the basis of preserving the quaint appearance of the countryside.

5.3 Focus on improving the satisfaction of tourism experience.

There are few interactive projects in Moon Village. The projects that tourists can participate in are limited. According to the tea garden, the "tea picking" project is added, and the "dumping bamboo shoots" activity is carried out in the bamboo garden, while the fruit forest is carrying out the "farm picking" project. At the same time, according to the traditional folk customs and unique customs of Moon Village, we actively established cultural festivals, vigorously launched sports events, and used mass media and festivals to attract tourists. It not only gathered popularity, but also increased the atmosphere of the village.

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