



Analysis of the Relationship between Tourist Motivation, Satisfaction and Loyalty for China Special Theme Tourism

Zhuangyu Li¹, Abdur Rehman^{2*}, Banghong Zhao³ and Jianqiang Peng⁴

¹Hebei University of Economics and Business, China.

²Department of Agriculture Economics, Gomal University, Dera Ismail Khan, KPK-Province, Pakistan.

³Dean, College of Economics and Trade, Agricultural University of Hebei, Hebei-Province, China.

⁴Hebei Academy of Social Sciences, Hebei-Province, China.

Author's contributions

This paper work was carried out in collaboration among all authors. Author ZL designed the study, wrote the protocol and prepared the first draft of the paper, which include designed the model and analysis of the study. Author AR did the model modification and rectification. The tutors formed an expert group to strengthen the academic support system of the research. Finally, all authors read and approved the manuscript.

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ABSTRACT

China special theme tourism (CSTT) is called Red Tourism in China. It is new theme tourism, formally proposed in 2004. In December 2005, the CPC Central Committee and State Council issued the "2004-2010 National Red Tourism Development Plan" where Red Tourism was officially planned and implemented. Red tourism, as a new kind of thematic tourism, refers to the tourism activities that regard the revolution memorials, monuments as well as the revolutionary spirit established after 1921 and the memorial marker during the period of revolutionary war by the Communist Party of China as the carrier; the revolutionary history, the deeds and the spirit it contains are the theme. Red tourism involves organizing the activities of tourists to include visits, to study the revolutionary spirit, to receive education on revolutionary traditions and to raise tourists' spirits, relax and enhance their experience.

*Corresponding author: Email: rahman294@yahoo.co.in

This paper use motivation factor and investigates CSTT satisfaction and their correlation with tourists' satisfaction and loyalty. Quantitative methodology is adopted for this research which includes the collection of data in the cases-Yan'an (N=493), linear regression is also used in order to test the hypothesis by following the hypothesis testing model. The regression equation and associated statistics are used to discover which factors have a profound impact upon satisfaction in CSTT. According to the results of this empirical study, it has been found that four parts main relationships existed in CSTT motivations which include satisfaction, therefore, a relationship model has been built. Therefore, it is apparent from this finding that destination marketers should customize their marketing plans by using a different communication mix with a unique promotional tool through employing a local celebrity, thus giving them an inherent competitive advantage. Finally, the study discusses the contributions of the research and makes recommendations for the CSTT and for further research.

Keywords: China special theme tourism; motivation; red tourism; satisfaction.

1. INTRODUCTION

As a special form of thematic tourism, CSTT has been widely popular in China's tourist market. To ensure the healthy development of red tourism and make it a compelling tourist product the public is willing to purchase, the dialectical relationship between red education and the conventional tourism must be properly handled. Therefore, this has become an important research topic for China's tourism industry. However, because of the cultural limitations of CSTT and the uneven development of various tourism indicators, CSTT has not achieved the desired depth of research in international academia. CSTT has an indispensable educational significance to China's residents which is similar to Germany's anti-fascist training tourism; therefore, CSTT can promote the development of modern Chinese history education. Intensive study of CSTT can enable us to effectively seize the market and obtain a deep understanding of consumer's behavior and expectations of CSTT tourists.

As it is a new form of tourism data on motivation and demand for CSTT, as well as satisfaction, is still deficient. Therefore, there is a large academic gap in CSTT study and market research, which includes surveys of CSTT's tourist motivation, characteristics of the travel population, travel intention, travel mode, the awareness level of CSTT, the satisfaction of CSTT, the loyalty to it, etc. In summary, this study takes the example of Yan'an to investigate and analyze CSTT tourism and its intrinsic relationship with travel motivation and satisfaction.

Finally, because of the author's interest in this new type of tourism, she wishes that the vague definition of CSTT tourism in the world can be

clearly expressed through the survey. Moreover, for such a new type of tourism, this study provides a good opportunity to grasp the prospects and future of CSTT tourism. The following are the main objectives of this research study.

1. To analyse the relationship between motivation, satisfaction and loyalty in CSTT
2. To provide recommendations for CSTT owners.

For this process, hypothesis will be proposed to achieve the objective 1

2. HYPOTHESIS AND CONCEPTUAL MODEL

In order to achieve objective 1, the measurement of the relationship among motivation, satisfaction and loyalty in CSTT, hypothesis will be proposed. Furthermore, in previous research there is an analysis gap, on the relationship among motivation, satisfaction and loyalty; therefore, during the author's review, she found there was no research on these relationships in CSTT. Principally, as CSTT is a new type of tourism, it is combined with Chinese history and culture and, therefore, is only relevant to China. And, the opportunity exists for the author fill the gap and to research the relationship among motivation, satisfaction and loyalty in CSTT. According to the conceptual model, three hypotheses exist as follows:

- H1: CSTT tourist motivation has a positive impact on satisfaction.
- H2: CSTT tourist satisfaction has a positive impact on loyalty.
- H3: CSTT tourist motivation has a positive impact on loyalty.

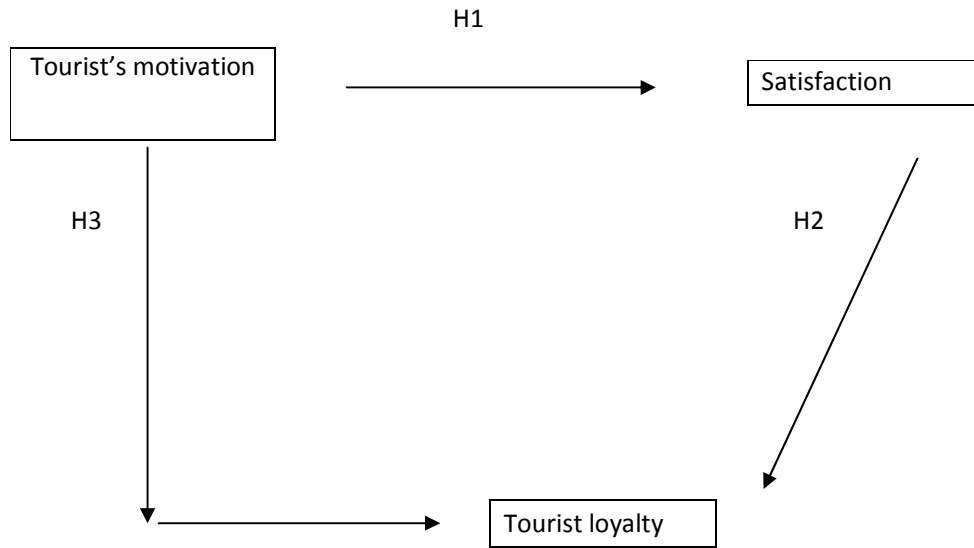


Fig. 1. Proposed conceptual model for the theoretical framework

2.1 Relationship among Tourist, Motivation, Satisfaction and Loyalty

According to the review of past literature, in order to support the author's research, this sector will introduce the relationships between tourist motivation, satisfaction and loyalty which have been discovered in previous studies. Most of the researchers use quantitative methods to find out the correlation between motivation, satisfaction and loyalty. [1] used Factor analysis LISREL-8 and structural equations model to show that perceived performance quality would have a stronger total effect on behavioral intentions than satisfaction. Evaluation efforts should include assessment of both performance quality and satisfaction, but since performance quality is under management's control and is likely to be more useful measure. [2] used structural equation model, Chi-square statistic, Analysis of variance and Spearman coefficient to determine the interrelationships among Tourism image, evaluation variables and after purchase behavior to find out that image is a direct antecedent of all, quality is positive impact on satisfaction and loyalty. [3] used regression in SEM technique AMOS 4.0 and the results indicate that affective factors are important determinants of the perceived value of cruise services. Overall satisfaction as a mediator accounted for the relationship between affective antecedents and perceived value. [4] used factor analysis and Chi-square T-test and the results of the analysis demonstrates the importance of 'image' in the expectations formulation process, the direct

relationship between expectations and consumer satisfaction, and the close association between satisfaction and consumer loyalty. [5] used factor analysis, Inter-variable approach and find out a chain of quality–value–satisfaction–loyalty and have proven to be highly sensitive to the complexity of the dimensions of the value of travel experience.

Dick and Basu [6] built an integrated conceptual framework which discussed customer loyalty. [7] used the case of tourists working in Israel to determine the intensity of tourist hosts' social relationship and its effects on satisfaction and change of attitudes. [2] found out that satisfaction only impacts on the dimension of the willingness to recommend a destination and has no impact on willingness to revisit. [8] analyzed the effects of motivation and satisfaction on destination loyalty from which there a conceptual model has been built. Tourist motivation is the internal motivation that promotes human's tourism activities, namely initiating those activities and pushing them forward in the expected direction by the functions of activation, direction, maintenance and adjustment. From the anthropological point of view, tourist motivation comes from the eagerness to elude from the reality [9], From the socio-psychological point of view, motivation can be divided into two dimensions, that is, pursuit and elusion [10]. The theory currently accepted and applied in the academic field is the push-pull theory introduced and promoted by [11-13]. The theory stated that outdoor trips are the joint aftermath of the push

and the pull. The push results from the internal psychological factor while the pull from the destination attributes. Tourist motivation is the internal reason that directly promotes tourist activities [14]. [8] discussed the reason-result relation between the push and pull motivation and tourist satisfaction and loyalty. [15] discussed the relationship between the activities of salesmen, tourists' shopping motivation and tourists' satisfaction by taking tourists in Taiwan as the research objects. [16] used analysis of variance approach and manifested those tourists satisfaction was deeply affected by tourist motivations and tourist types.

Tourist motivation not only exerts influence over the choice of destinations but also over the tourist satisfaction of the destination and tourist loyalty with the destination [17,6,18]. [8] learned from previous tourist motivation researches and included the push and pull motivation as the two independent concepts in the establishment of a loyalty-driven model with destinations. The former research, based on survey data about tourists in a Mediterranean, North Cyprus resort, found that three push factors, namely relaxation, family gatherings, safety and entertainment have a direct and positive effect on destination loyalty; it also found that pull motivation plays a negative role in destination loyalty with satisfaction as the mediator variable. The latter empirical result demonstrated that the pull motivation in the attributes of the destination, Chiang Mai in Thailand, such as history, heritage and knowledge, were a positive driving force in attitudinal loyalty with destinations and the push motivation of pursuit of novelty and status had negative influence over behavioral loyalty with destinations.

Hui [19] found that the four obvious tourist motivations were novelty, knowledge, relaxation and shopping in the context of mainland residents having trips in Hong Kong. Amongst these four motivations, only shopping was the direct obvious driving force for their enthusiasm and the two motivators of novelty and relaxation could have indirect influence on revisiting willingness through the mediator of revisiting attitude variable. In addition, variety/novelty seeking, as a key part of tourist motivations have gained the special concern of some scholars. [20] took one aspect (the extent of tourists variety seeking) of market heterogeneity as the clustering variable and found there were obvious differences between the influence of paths of image, service quality, satisfaction degree and

loyalty with destinations in the four potential classifying markets, verifying the moderating effect of variety seeking variables. [21] found that novelty seeking had an obvious direct impact on mediate revisiting willingness, which was different from the previous understanding (novelty is the factor that stimulates the behaviors of conversion). It also testified that novelty seeking may enhance and restore the revisiting willingness after a period of time. Customer satisfaction is the most important factor in creating customer loyalty. The understanding of the connotations of customer loyalty displays the following three points of view.

- ① Behavioral loyalty: the loyalty could be understood mainly from the perspective of the high frequency of repeat purchase behavior [22].
- ② Attitudinal loyalty: customer loyalty is actually the attitudinal loyalty and attitude orientation replaces the degree of customers' positive tendency for products and services [23].
- ③ Integration of the behavioral and attitudinal loyalty: The true customer loyalty should be the repeat purchase behavior associated with higher attitude orientation [6].

Tourism researchers believe that while studying the relations between satisfaction and tourist loyalty, tourist loyalty should be understood as the unity of behavioral loyalty and attitudinal loyalty [8,24]. Therefore, whether tourists are satisfied with their experience in the destination or not, namely tourist satisfaction, is identified by a lot of researchers as one of the most important driving forces for the formation of tourist loyalty with destinations.

Tourist satisfaction is the outcome of the comparison between expectations and experience in the destination and, if visitors are satisfied with the comparison results between the experience and expectations, the tourists are satisfied with the destination; conversely, visitors will not be satisfied. Tourist satisfaction can be divided into the overall satisfaction with the destination and the satisfaction with every attribute of the destination [25]. Given the importance of customer satisfaction in incurring customers' willingness to repeat purchase (patronize) in service marketing research, tourism scholars normally included the satisfaction variable in the established destination loyalty-driven model and the driving force of tourist satisfaction in loyalty with destinations has received empirical support in the vast majority of travel literature.

In the retrieved literature, the evaluation of tourist satisfaction is generally a direct measurement of its overall satisfaction with the destination experience; few studies involving satisfaction with destination attributes or combining a variety of common satisfaction models (such as expected disconfirmation model, asset models, performance models, etc.) developed multi-item scales.

Chi and Qu [26] found that the destination attribute satisfaction not only plays an indirect role in loyalty with destinations through the overall satisfaction, but also has a direct positive effect on loyalty with destinations.

Fyall [27] studied the effect of satisfaction over loyalty is mainly manifested in the attitude, as satisfied customers may transfer or be influenced by seeking variety and some contextual factors; therefore, the link between tourist satisfaction and revisiting the destination is weaker compared with general services, but visitor satisfaction can make visitors actively recommend the destination.

Mechinda [28] conducted and investigated about the non-business-type tourists in Chiang Mai, Thailand, found that the effect of satisfaction in tourists' behavior loyalty is very limited; even for the attitudinal loyalty. [2] studied the two resorts of tourists in Spain showed that satisfaction only affected the willingness to recommend the destination, but did not affect the revisiting willingness. The investigation data from [28] stated that four tourists who complete the trip in Singapore showed that the effect of satisfaction on the possibility of recommending the destination was larger than that of revisiting the destination.

Jang and Feng [21] included the time variable into the analysis of willingness to revisit the destination and on the basis of the survey data found that in the recreational tourism market, satisfaction was only a significant short-term factor that influenced willingness to revisit, exerting no direct impact on the medium and long term revisiting willingness.

3. DATA COLLECTION, SAMPLING AND METHODOLOGY

3.1 Data Collection

Following the hypothesis and conceptual model, the questionnaire can be used to collect data and to test the hypothesis. In order to measure the

relationship among tourists' motivation, satisfaction and loyalty in CSTT. This questionnaire included a total of 97 questions on motivation, satisfaction and loyalty using a five-point Likert scale from 1-5, with higher scores indicating higher motives, satisfaction and loyalty [29].

This survey was carried out on the basis of issuing "face to face" random questionnaires directly to tourists. Although the author assisted visitors to fill out the questionnaire there was no impact on visitors' answers, which ensured the objective validity of the information. At the same time, the author took advantage of the interview and conducted in-depth exchanges and communication with visitors, collected visitors' comments and recommendations as fully as possible, in order to complete the conclusion and recommendations combined with quantitative analysis.

3.2 Methodology for Data Analysis

For the purpose of this study, quantitative analysis techniques were employed which ranged from simple descriptive statistics to more complex multivariate analysis such as linear regression analysis. This research used SPSS 11.5 to achieve objectives. SPSS is a survey data analysis procedure [30] which is used by market researchers, health researchers, survey companies, government, education researchers, marketing organizations and others [31].

In this research, the data was analyzed by linear regression. The aim of regression analysis is to construct mathematical models which describe the relationship that may exist between variables [32]. Most of applications have been included in linear regression; the main applications will be according to the linear regression formula in the following:

$$Y_i = \beta_0 + \beta_1 X_i + \varepsilon_i \quad i = 1, \dots, n$$

The variable Y_i and a number of variables X_1, \dots, X_n , have been given. Where Y_i is the tourism or tourist, B_i are the coefficients of the motivation, satisfaction and loyalty. The linear regression will find out the relation between variables, furthermore to measure the significant of the relation. In the various models considered above, the explanatory variables may or may not be random. With random X-variables, the regression was carried out conditionally on their observed values, provided that they are measured exactly [33]. As a result, the research

chooses the linear regression to be the two main approaches to analysis the data in order to prove the hypothesis and achieve the objective.

3.3 Sampling and Sample Size

The author distributed 550 questionnaires at 14 CSTT sites in Yan'an; a total of 493 usable questionnaires were collected, yielding a 89.64% response rate, achieving a validity rate of 89%. Missing values, outliers and distribution of all measured variables were examined to purify the data and reduce systematic errors. A serious lack of value was not found, resulting from the good observation process management.

4. RESULTS AND DISCUSSION

4.1 Descriptive Analysis

This section summarizes and comments on the descriptive part of respondents, demographic characteristics and their travelling behavior's to the destination.

4.2 Demographic Profiles of Samples

According to the survey data the demographic profile of the samples are as follows. The respondents of the apartments were almost evenly distributed with 14.4% city residents, 30.6% province residents and 55% are other provinces residents. The gender of respondents was distributed with 50.9% male and 48.7% female. Most respondents were aged between 18-30 years old (42%) and were highly educated with most respondents focused on undergraduate (40.4%), college and Masters or above accounted for 20.9% and 16.2% respectively.

In the occupation category, 26.4% respondents are working in education or researchers, 20.3% for organizations, institutions' workers, employees and students have nearly the same percentages, which are 15.4% and 17.4% respectively. Since the CSTT is related to policy

and the revolution of China history, most of the respondents are party members (43.6%).

4.3 Analyzes the Relationship among Motivation, Satisfaction and Loyalty in CSTT

As a previous step to the Linear Regression was necessarily executed in order to verify the proposed factor structure and to explore whether any significant modifications are needed [34]. As previous researchers found that relationships existed among motivation, satisfaction and loyalty, this research refers previous researchers and tries to find a positive correlation or negative correlation in CSTT through establishing the results of the factor analyses of motivation, in order to test hypothesis 1 to hypothesis 3 and deeply analyzing the correlations among motivation, satisfaction and loyalty factors 1, 2, 3, 4 and 5.

4.4 Distinguishing Variables

Prior to conducting regression, we have to distinguish the means on different variables. The regression of research has used 6 loyalty variables in 493 observations. Therefore, the author has summarized the variables in the Table 4.1, in order to clearly identify the meaning of variables and Standard Deviation.

4.5 The Regression Equation and Associated Statistics

The author has summarized all the results of unstandardized coefficients B and Sig for 14 regressions in the following 7 tables. Based on the theory of the sign (+, -) for coefficient B, + means positive impact and - means negative impact. The coefficient B is shown as (+), which means that all factors have a positive impact on variables. Furthermore, Sig is the p-value of t, which tests the regression coefficient for

Table 4.1. Variables summary observation: N=493

Variables	Items	Standard deviation
Loyalty 1	Do you want to revisit?	.818
Loyalty 2	Would you recommend CSTT to your family or friends?	.793
Loyalty 3	Does CSTT give you a deep heart shock?	.903
Loyalty 4	Have your visit stimulated a more positive attitude towards CSTT?	1.02
Loyalty 5	Does CSTT allow you to realize a different view of justice and outlook on life?	1.06
Overall loyalty	Overall loyalty	.785

Source: - Researcher 2012

significance (Paul and Colin 2010). According to the following rule:

- (1). If sig. <0.01, then the factor has a very significant impact on the dependent variable.
- ** (2). If 0.05>sig. >= 0.01, then the factor has a significant impact on the dependent variable.
- * (3). If sig. >= 0.05, then the factor has a non-significant impact on the dependent variable.

Using the factor of education as an independent variable and loyalty 1 as a dependent variable to perform regression, sig=0.000 (p< 0.001), which illustrates that education has a very significant impact on loyalty 1.

The following 7 tables shows the regression equation and associated statistics, the use of the motivation factors 1 to 4 and satisfaction factors 1 to 5 to be independent variables, regression with each loyalty factor, overall loyalty and overall satisfaction are dependent variables.

Independent variables are motivation 1, 2, 3, 4; loyalty 1 is a dependent variable. Motivation 1, 2 and 3 impacts significantly on loyalty 1 (sig=.000 for motivation 1 to 3), whilst motivation 4 has no impact on loyalty 1 (sig=.839). As the

variables summary table shows loyalty 1 is the willingness to revisit. In addition, Table 4.3 shows compelled, tourism attraction and environment will not be an impact on willingness to revisit. This echoed the results of research by [6].

Independent variables are motivation 1, 2, 3, 4; loyalty 2 is a dependent variable. As the table shows all motivation factors significantly impact on loyalty 2 (sig = .000 for motivation 1 to 3, sig = .009 for motivation 4). It can be seen from the variable summary table that loyalty 2 is "would you recommend CSTT to your family or friend?" which means that motivation will influence the tourist recommendation.

Independent variables are motivation factors; loyalty 3 is a dependent variable. The results have displayed that all motivation impacts on loyalty 3 (sig =.000 for all). Loyalty 3 (Does CSTT give you a deep heart shock?). The research found that knowledge is the first factor which attracts tourists to visit; culture is the second one, combined with practice. Therefore, the most important reason for tourists visiting CSTT is to feel the atmosphere of CSTT's culture and themes. As mentioned in the literature review, the managers of CSTT focus on building a theme culture and patriotic fervor in order to bring tourists into the tourist atmosphere [35].

Table 4.2. Regression motivation factors to loyalty 1

Model	Unstandardized coefficients		Standardized coefficients	Sig.
	B	Std. error	Beta	
Motivation				
Constant	3.430	.033		.000**
Education	.188	.037	.206	.000**
Culture experience	.313	.040	.324	.000**
Story	.156	.037	.172	.000**
Compelled	.008	.041	.008	.839 ^{NS}

Dependent variable:-Loyalty 1

Table 4.3. Regression motivation factors/satisfaction factors to loyalty 2

Model	Unstandardized coefficients		Standardized coefficients	Sig.
	B	Std. error	Beta	
Motivation				
Constant	3.590	.032		.000**
Education	.240	.036	.271	.000**
Culture experience	.230	.038	.245	.000**
Story	.150	.036	.169	.000**
Compelled	.104	.040	.107	.009**

Dependent Variable:-Loyalty 2

Table 4.4. Regression motivation factors to loyalty 3

Model	Unstandardized coefficients		Standardized coefficients	Sig.
	B	Std. error	Beta	
Motivation				
Constant	3.387	0.034		.000**
Education	0.341	0.038	0.339	.000**
Culture experience	0.162	0.041	0.152	.000**
Story	0.199	0.038	0.198	.000**
Compelled	0.315	0.042	0.285	.000**

*Dependent Variable: Loyalty 3***Table 4.5. Regression motivation factors to loyalty 4**

Model	Unstandardized coefficients		Standardized coefficients	Sig.
	B	Std. error	Beta	
Motivation				
Constant	3.365	0.034		.000**
Education	0.552	0.039	0.485	.000**
Culture experience	0.168	0.042	0.14	.000**
Story	0.234	0.039	0.206	.000**
Compelled	0.357	0.043	0.286	.000**

*Dependent Variable:- Loyalty 4***Table 4.6. Regression motivation factors to loyalty 5**

Model	Unstandardized coefficients		Standardized coefficients	Sig.
	B	Std. error	Beta	
Motivation				
Constant	3.241	0.036		.000**
Education	0.602	0.041	0.509	.000**
Culture experience	0.200	0.044	0.159	.000**
Story	0.146	0.041	0.124	.000**

*Dependent Variable:-Loyalty 5***Table 4.7. Regression motivation factors to overall loyalty**

Model	Unstandardized coefficients		Standardized coefficients	Sig.
	B	Std. error	Beta	
Motivation				
Constant	3.629	.028		.000**
Education	.348	.032	.398	.000**
Culture experience	.217	.034	.234	.000**
Story	.178	.032	.204	.000**
Compelled	.205	.035	.214	.000**

*Dependent Variable: - Overall Loyalty***Table 4.8. Regression motivation factors/satisfaction factors to overall satisfaction**

Model	Unstandardized coefficients		Standardized coefficients	Sig.
	B	Std. error	Beta	
Motivation				
Constant	3.527	.029		.000**
Education	.201	.033	.223	.000**
Culture experience	.132	.035	.138	.000**
Story	.419	.033	.464	.000**
Compelled	.193	.036	.195	.000**

a. Dependent Variable: -Overall satisfaction

Motivations 1 to 4 are independent variables; loyalty 4 is a dependent variable. The table shows motivations 1 to 4 all significantly impact on loyalty 4 (sig = .000 for all).

Independent variables are motivation 1 to 4; loyalty 5 is a dependent variable. The results are same as regression 4 which shows that all motivation factors significantly impact on loyalty 5 (sig =.000 for all).

Independent variables are motivation 1 to 4; overall loyalty is a dependent variable. The table shows all motivation factors significantly impact on overall loyalty (sig =.000 for all).

Independent variables are motivation 1 to 4; overall satisfaction is a dependent variable. All motivation factors significantly impact on overall satisfaction (sig =.000).

As the 7 tables (4.2-4.8) shows that we can demonstrate that four motivation factors all significantly impact on loyalty and satisfaction; however, motivation 4 (compelled) is the exception as it does not impact on loyalty 1 (revisit) Sig=.849.

4.6 Hypothesis

In order to achieve objective 1 (To measure the relationship among motivation, satisfaction and loyalty in CSTT) and to test the hypothesis following factor analyses, the correlation

coefficients were carried out to consider jointly all the hypothesis put forward and to determine the direction and significance of the causal relationships between variables. The proposed correlation model mentioned in Table 4.1 was tested based on the hypothesis.

Fig. 2 presents a summary of the correlation coefficients analysis of the relationship among motivation, satisfaction and loyalty based on the value of Sig. Sig=.000 means there is strong relation between the independent variable x and dependent variable y. When the Sig value more big, the significant will be very impact; otherwise it will be no impact [36]. The straight lines from dependent variables to independent variables denote the effects that are hypothesized and tested.

Hypothesis 1: CSTT tourist motivation is a positive impact on Overall satisfaction. The Sig =.000** is acceptable in supporting this hypothesis.

Hypothesis 2: CSTT tourist motivation is a positive impact on Overall loyalty. The Sig =.000** is acceptable in supporting this hypothesis.

Secondly, in addition to exploring the correlation among motivation, satisfaction and loyalty, the regression equation and associated statistics will be used to analyze which factors have more impact on overall satisfaction and overall loyalty.

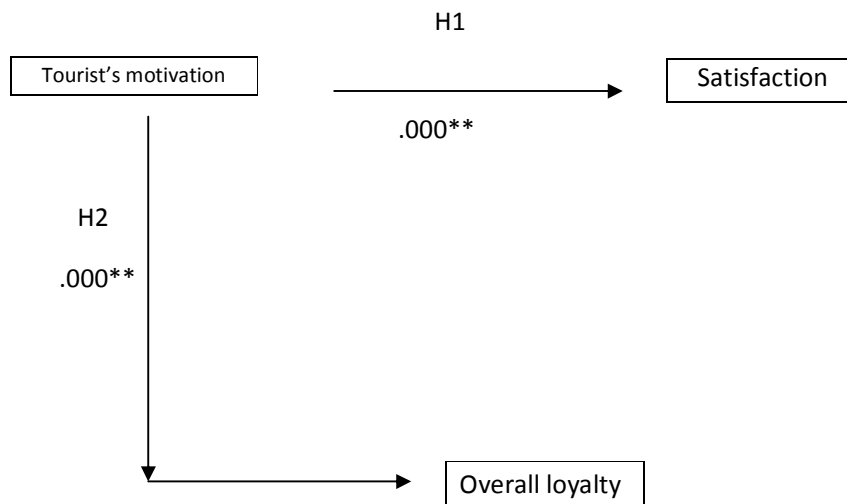
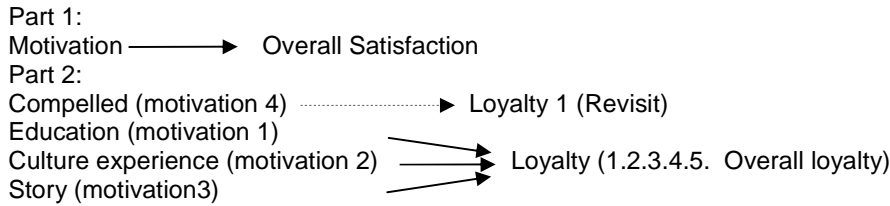


Fig. 2. The correlation coefficients

From the preceding regression analysis, we can summarize all 2 parts of the main relationships as follows: (the Straight lines denote significant impact, whilst the dashed lines denote no impact.):



These parts show the relationships of the whole research. The author not only discovers the relationships among motivation, satisfaction and loyalty in CSTT, but also analyses which factors have positive or negative influence. For motivation with satisfaction and loyalty, travelers' motivation has a very positive impact on satisfaction. The factor of compelled is a negative impact on willingness to revisit; meanwhile, the other motivation factors have very positive impacts on loyalty. Within the relationship between satisfaction and loyalty, tourist attraction and environment has a negative impact on overall loyalty and loyalty 4; satisfaction has a negative impact on loyalty 2 (recommendation) and the other satisfaction factors all have positive impacts on loyalty. In accordance with these four main relationships, the author will give some recommendations in the next chapter.

5. CONCLUSION

In this study, quantitative research has been used to test the hypothesis and build a relationship model among tourist motivation, satisfaction and loyalty in CSTT. As the research results demonstrate, travelers' motivation has a very positive impact on satisfaction in CSTT. The factor of compelled has a negative impact on willingness to revisit whilst the other motivation factors have a very positive impact on loyalty. The relationships between satisfaction and loyalty and tourist attraction and environment have a negative impact on overall loyalty and loyalty 4; however, satisfaction has a negative impact on loyalty 2 (recommend) whilst the other satisfaction factors all have a positive impact on loyalty.

The research used factor analysis and linear regression to test the hypothesis and found that the hypothesis significantly achieved the objectives set. The conceptual model not only determined the relationships among motivation, satisfaction and loyalty in CSTT, but also

analyzed which factor had a positive or negative influence. The research results reveal that different motivation and satisfaction factors will influence different levels of loyalty and overall satisfaction. Since CSTT is a new type of tourism in China, it should be possible to avoid any shortcomings and improve things which significantly impact on satisfaction and loyalty.

Through the review of current theories on tourism motivation, satisfaction and loyalty, it was found that motivations, satisfaction and loyalty have a positive relevance to each other. CSTT is a new and important theme of tourism which has appeared in China and therefore it is very important to be able to understand travelers' motivation to visit CSTT as well their levels of satisfaction which might impact on loyalty towards CSTT. Prior to this study, no research has been published in international journals on the correlation of motivation, satisfaction and loyalty in this type of tourism. For this research, the aim was to identify the main reasons for motivation and satisfaction that have a positive impact on loyalty as well as interaction.

6. RECOMMENDATIONS

The relationship model has revealed some issues with CSTT and the author will focus on these issues and research results in order to make some recommendations which will act as a reference for managers to improve their services.

6.1 Attention to the Development of Experiential and Cultural Tourism Products

Tourists are visiting Yan'an for experiences and recollections of the revolution. Doubtless, revolutionary resources are the foundation of Yan'an's tourism to aid the characteristics of revolutionary tourism; revolutionary tourism products should be developed to enhance the tourists' satisfaction. For example, a focus on the Revolutionary War to provide tourists with the

atmosphere of it in an innovative way through interesting activities such as dressing the tourists in Red Army clothes whilst providing a sound and light display; dressing them in Red Army clothes and serving them Red Army food, to experience the simple and authentic life of the Red Army; teaching them simple spinning to experience a spinning game and enjoy the cheerful atmosphere of those days, whilst explaining the story of the spinning game held among Premier Zhou and others. A combination of the folk customs tourism and revolutionary tourism can also be formed, such as featuring the Northern Shaanxi folk customs; Ansai waist drums; Yangko dance and Xintianyou, etc into the revolutionary tourism, to enable the tourists learn Yangko dance or waist drums through folk performance teams. Realistic revolutionary stories could also be performed for the tourists in sketch or musical forms. Overall, tourists would not only feel the Yan'an revolutionary spirit but also experience rich and interesting tourism activities. Therefore, tours would be enriched and promote tourists' satisfaction with Yan'an revolutionary tourism products through personal experience.

The foundations for the sustainable development of Yan'an revolutionary tourism are the existing revolutionary tourism resources; however, many tourists expressed the view that the appearance of the original revolutionary sites are not as good as before. Therefore, to promote tourists' satisfaction with the Yan'an area, the administration must strengthen their efforts to preserve the revolutionary cultural relics and sites so that they display their historical depth and vicissitudes to the tourists; for example, they should remove the buildings that do not match the original revolutionary sites in order to accurately restore the historical scene.

6.2 Improve the Infrastructure of the CSTT

Tourists cannot be separated from the infrastructure provided during a visit to Yan'an revolutionary tourism area. Therefore, the infrastructure must be improved to enhance the quality of the welcome and the first impression tourists have of Yan'an revolutionary tourism area; thus promoting tourists' satisfaction. Specific measures should be implemented to enhance tourists' satisfaction with infrastructure, such as providing an increased number of public rest facilities in locations that can be quickly

accessed so that tourists can rest and relax when they become tired.

6.3 Enhancing the Quality of the Tourist Reception

The tourist reception quality can be enhanced by improving accessibility to Yan'an revolutionary tourism area, through the construction of entrances and exits to the highways linking each tourism area, which offer both convenience and comfort to the transport networks, setting up reasonable parking in the tourism area as well as solving the problem of parking in Yan'an city. Moreover, the accommodation and dining facilities should be in line with the image of Yan'an revolutionary tourism area and be simple and practical. To involve the tourists with the local accommodation culture, rooms could be designed as caves, while the food offered could feature local snacks such as Yangyuzhazha and Yangzhatang or, even, Red Army food of red rice and pumpkin soup could be provided for dining. The environment for accommodation and dining must be kept clean and tidy. The Northern Shaanxi featured folk customs such as paper-cutting in northern Shaanxi can be added to the development of tourism products.

6.4 Improving the Visitors' Loyalty to CSTT

The empirical analysis in this article shows that tourists' satisfaction has a significant positive impact on the loyalty of tourists to Yan'an revolutionary tourism area. Therefore, it is top priority to promote tourists' satisfaction with Yan'an revolutionary tourism area during their visiting in order to develop their loyalty. Further loyalty on action and willingness will be formed only if the tourists are fully satisfied with all aspects of the Yan'an revolutionary tourism area, that is to say that tourists with high satisfaction with Yan'an revolutionary tourism area would be encouraged to offer positive publicity through their willingness to recommend the area. However, the publicity of a tourist on a tourism area includes both positive and negative aspects. Dissatisfaction with a tourism area produces the emotion of complaining; therefore, if the administration of the tourism area fails to address the dissatisfaction quickly, a negative emotion will soon be publicized. Thus, only satisfying the tourists in all aspects of dining, accommodation, transportation, travel, shopping and entertainment is not enough to enhance tourists'

loyalty to the Yan'an revolutionary tourism area; therefore; the administration should prevent negative publicity by establishing a convenient complaint channel within the revolutionary tourism area. The tourists should then be encouraged to voice their complaints immediately allowing the complaint handling department to respond quickly and solve complaints in a timely, fair and reasonable manner. This will then effectively control any negative impacts and remove the tourists' dissatisfaction with Yan'an revolutionary tourism area thereby ensuring that tourists become loyal to the Yan'an revolutionary tourism area.

7. LIMITATIONS AND FUTURE RESEARCH

Two limitations were encountered during this research. First, this research is focused on a unique form of tourism in China tourism and the dissertation requires reference to related international journals, papers and books. Therefore, it was difficult to find references to worldwide secondary data. Secondly, the size of the sample was limited by the time available. Since the dissertation has to be completed in 6 months, the data collections had to be undertaken in just one month. However, in this research, each questionnaire had 97 questions and took 10 minutes to be completed by each tourist; this did not take account of the time required for communication with the tourist. Therefore, the author was only able to collect 25 questionnaires daily. Consequently, she had to choose only one case study for the analysis; thus the sample just illustrated CSTT in Yan'an and does not represent all.

As this is the first study to examine the influence of tourist motivation, satisfaction and loyalty in CSTT, it was hard to find any evidence to contradict or offer additional insight into the results. Therefore, this study raises a number of questions that warrant further research.

First, this study used quantitative research to discover the motivation and satisfaction factors. However, these factors should be used in practice to test and the author recommends the use of qualitative research in the future to ensure effective discussion.

Secondly, the researcher had difficulty in finding an effective theoretical linkage among CSTT motivation, satisfaction and loyalty. Accordingly, further attention to or interest in an appropriate theoretical framework for better understanding

why CSTT travelers will have these four factors of motivation and five factors of satisfaction is strongly recommended.

Thirdly, as CSTT is a new and important tourism in China, only a few researches have analyzed this tourism phenomenon. In addition, since this research is based on only one CSTT area for analysis, the sample only can illustrate the CSTT in Yan'an; it cannot represent all. The author hopes more researchers will pay attention to CSTT and use different samples for analysis, in order to achieve a common result for the whole CSTT.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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APPENDIX 1

The values of the multiple correlation coefficients

Model	R	R square	Adjusted R2	Error
Satisfaction -Loyalty 1	.477 ^a	0.228	0.220	0.722
Satisfaction -Loyalty 2	.515 ^a	0.265	0.257	0.683
Satisfaction -Loyalty 3	.613 ^a	0.376	0.369	0.717
Satisfaction -Loyalty 4	.597 ^a	0.356	0.349	0.823
Satisfaction -Loyalty 5	.582 ^a	0.338	0.331	0.868
Motivation-Loyalty 1	.452 ^a	0.204	0.197	0.732
Motivation-Loyalty 2	.461 ^a	0.213	0.206	0.706
Motivation-Loyalty 3	.557 ^a	0.31	0.305	0.753
Motivation-Loyalty 4	.665 ^a	0.443	0.438	0.765
Motivation-Loyalty 5	.652 ^a	0.425	0.420	0.808
Motivation-Overall loyalty	.605 ^a	0.366	0.361	0.627
Motivation-Overall satisfaction	.612 ^a	0.375	0.370	0.643
Satisfaction-Overall loyalty	.680 ^a	0.463	0.457	0.578

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