



## The Impact of Cultural Tourism Industry Policy on Guizhou Travelers' Usage Satisfaction

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**Abstract:** *This study explores the impact of cultural tourism industry policy on travelers' usage satisfaction. As a cornerstone of the industry that advances the cultural sector, tourism plays a crucial role in promoting the realization of high-quality culture and tourism goals and significantly contributes to overall economic development. The potential insights on tourist satisfaction, essential for upgrading scenic spots, attracting tourists, improving service quality and user satisfaction, building an independent tourism brand, driving employment, and promoting regional economic development, are revealed in this study involving 380 respondents. The results show that tourists' usage satisfaction with cultural tourism industry policy is influenced by policy perception, policy implementation, and overall policy development.*

**Keywords:** *Cultural Tourism, Industry Policy, Usage Satisfaction*

### 1. INTRODUCTION

Cultural operation is specific to tourism, which can be understood in three forms. Namely, tourism's cultural ability, products, and cultural system (Wu, 2021). Tourism cultural power is based on personal quality, personal development, and practical activities, and its accumulation is carried out in specific forms such as culture, education, and cultivation. Tourism cultural products are unique cultural products. It is the unity of tourism's cultural ability and economic capital; the landscape is its form of existence (Liu, 2019). Tourism cultural products contain a particular value, which is revealed by tourists' tourism cultural ability in the use process. In understanding the new institutional economics, the tourism cultural system results from many social interaction games. It is a privileged system, mainly the media as the tool and mutual flap-up to establish the most private and profound institutions- tourism culture's cultural norms and beliefs (Shan, 2015). Because of the above concepts, the understanding of tourism culture capital and the strategic management of tangible or intangible assets related to tourism under the guidance of the government, tourism enterprises, and other related subjects are crucial to this study. This operation aims to organically integrate and blend culture into tourism products, thereby creating cultural tourism products through the carrier and ultimately forming a complete subject of tourism culture to realize the value of tourism culture and the growth of benefits through integrating Public Satisfaction Theory and Customer Satisfaction Theory.

### Problem Objectives

This study investigates the factors influencing Guizhou travelers' usage satisfaction under the Cultural Tourism Industry Policy. The study has two main objectives:

1. To explore how policy perception, policy implementation, and overall policy development affect tourist satisfaction with the Cultural Tourism Industry Policy.
2. To help policymakers better understand the mechanisms underlying tourists' behavior and formulate feasible strategies to contribute to the sustainable development of the Guizhou travel industry.

Therefore, this study will examine the impact of three independent variables, policy perception, policy implementation, and overall policy development, on the dependent variable of travelers' usage satisfaction.

## **2. THEORETICAL FOUNDATION**

### **Definition of The Public Satisfaction Theory**

Public satisfaction is the public's emotional response, and general satisfaction is based on the public's subjective experience. The public's subjective experience is closely related to their knowledge, social class, living habits, values, and so on, making it an emotional response. One aspect is that satisfaction results from comparing expectations with past perceptions rather than present ones. This means that different evaluators can assign different satisfaction scores to the same object due to their differing expectations for that object (Pang, 2017). As a psychological activity, public satisfaction does not have clear boundaries in representing the objective differences of evaluation objects. Instead, it goes through a continuous change process from quantitative to qualitative rather than simply "not existing." Therefore, public satisfaction has a certain level of ambiguity when representing differences. The theory of general satisfaction applies the concept of customer satisfaction to public management. It suggests that the government is only qualified in public administration when the public goods and services meet the public's needs (Liu, 2016).

### **Definition of Customer Satisfaction Theory**

Customer satisfaction is the foundation of outstanding customer service. It involves carefully evaluating a customer's perception of the value and usefulness of a specific product or service. This evaluation encompasses various aspects such as service delivery, product quality, and the overall experience of engaging with a company, brand, or individual. Its significance goes beyond the service industry and is essential for success. Understanding your customers and establishing a framework to ensure a rewarding experience for them is vital for boosting profits and building long-term customer loyalty. Customer satisfaction originated from a document published by Cardozo (1965), signifying a shift in business philosophy

towards prioritizing customer-centricity over focusing solely on the product, profit, and market (Liu et al., 2021). This shift indicates that companies increasingly recognize the importance of valuing their customers. Customer satisfaction primarily involves the subjective evaluation of a company's buyers after purchasing a product. As a result, companies enhance their products based on customer feedback and continuously improve their marketing strategies. The widespread application of customer satisfaction in marketing led Zhou (2016) to propose a related marketing theory called the 4C theory (2016).

### **Definition of Terms**

1. The term "tourist satisfaction" pertains to tourists' overall assessment of their experiences in China. This concept is derived from the theory of customer satisfaction and involves comparing tourists' expectations with their experiences during their travels. The outcome of this comparison directly influences tourists' levels of satisfaction. If the experience exceeds expectations, satisfaction is higher, but if the experience falls short of expectations, satisfaction decreases (Sun, 2018). Evaluating tourist satisfaction should involve a comprehensive assessment of tourists' needs. Factors such as scenic beauty, infrastructure, services, and available tours shape tourists' satisfaction (Zhi, 2018).
2. Policy perception involves the actions taken by the government. By adjusting industrial policy based on scientific forecasts, it is possible to minimize idleness and resource waste effectively. This can improve living standards by facilitating the optimal allocation of resources. The perception of economic advancement through industrial policy is the foundation for encouraging the public to increase their consumption further (Wu, 2021).
3. Policy implementation plays a crucial role in shaping the business environment for small-scale enterprises. The government can significantly impact relevant industries' competitiveness and growth opportunities by introducing and adjusting these policies. For instance, industrial policies can influence corporate decision-making, investment activities, research and development innovation, production and operation, and financing activities (Xie, 2017). This, in turn, can either bolster or hinder enterprises' risk-taking ability, leading to various economic outcomes. Additionally, in the context of the cultural tourism industry, implementing industry-specific policies can lead to changes in resource allocation, alleviate resource constraints, and ultimately enhance people's satisfaction with their tourism experiences (Yadav et al., 2010).
4. Regional disparities influence overall policy development. In China, the East's cultural and tourism industries are more advanced than the West's, leading to unbalanced and inadequate regional development. High-quality industry development is reflected in the

consistent increase in industrial output value and improved production efficiency (Wang, 2019). Achieving high-quality industrial development requires a shift in development concepts and strategies. It is crucial to expedite the establishment of institutional mechanisms, as well as related indicator systems and policy frameworks, to promote high-quality industrial development. Cultural tourism resources lay the foundation for the sustainable development of cultural tourism (Shan, 2015).

### **Conceptual Framework**

Customer Perceived Service Quality is about how customers perceive the difference between what they expected from a service and what they received. If the service exceeds their expectations, customers view it as high quality; if it falls short, they see it as lower quality. Service quality encompasses customers' overall impact when they compare their actual service experience with what they anticipated. It also evaluates how cultural tourism industry policies affect tourist and public satisfaction. Policy perception refers to travelers' belief that public resources will help them achieve their goals or enhance their satisfaction with their travel experience (Kobylanski, 2012). Furthermore, policy perception involves the traveler's perception of the travel environment, influencing their decision-making when visiting places (Luo & Ma., 2020). Additionally, the study highlights the significance of overall policy development in demonstrating the ideal motivations for visiting (Hu, 2016). Considering these factors, the study aims to understand travelers' behavior and decision-making better when adopting cultural tourism industry policies for Guizhou travelers' satisfaction. This understanding can assist policymakers in creating more user-friendly, efficient, and effective policies for the local tourist industry (Daneshvar & Ramesh., 2010).

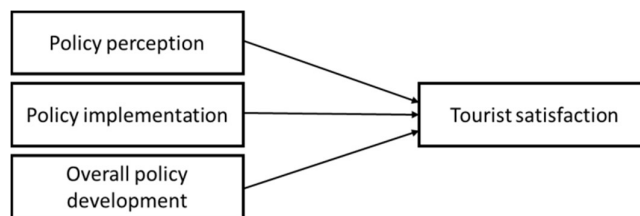


Fig 1. The Conceptual Framework

### **3. RESEARCH HYPOTHESIS**

#### **The Impact of Policy Perception on Tourist Satisfaction**

A study by Eraqi (2006) discovered that the quality of products and services dramatically influences tourists' happiness, and this connection is bidirectional. Quality can be classified into two main types: product features that contribute to customer satisfaction and

public policy, which includes the overall environment and facilities that enhance customer satisfaction (Gnanapala, 2015). The study revealed that tourists are willing to invest more in products with additional features that make them more loyal to a business. Service quality assessment is subjective and based on individual assessments of the quality and product features that meet tourists' expectations.

H1 Policy perception does not significantly impact tourist satisfaction in tourism industry policy.

### **The Impact of Policy Implementation on Tourist Satisfaction**

The government is crucial in fostering tourism growth and significantly contributes to the national economy. It should establish and enforce policies to leverage all available resources to advance the tourism sector (Keller, 2015). These policies should include providing incentives and financial support to individuals and organizations involved in tourism. Priority should be given to funding initiatives focused on conducting comprehensive surveys and assessments of tourism resources, as well as implementing measures to protect, restore, and enhance the value of these resources. Furthermore, the government should actively promote and assist in investment activities such as developing advanced infrastructure, high-quality tourism services, research and development of tourism products, and the training and developing skilled professionals for the tourism industry. Additionally, policies must be implemented to ensure convenient and favorable tourist conditions regarding travel, accommodation, entry and exit procedures, customs, and tax refunds. It is also essential to establish regulations that safeguard tourists' legitimate rights and interests (Airey, 2015).

H2 Policy implementation does not significantly impact tourist satisfaction in tourism industry policy.

### **The Impact of Overall Policy Development on Tourist Satisfaction**

Measuring the quality of public transport services involves evaluating two key dimensions. The first dimension is the objective aspect, which focuses on performance indicators such as frequency and speed. The second dimension is subjective and revolves around consumer judgments of service quality (Jamaludin et al., 2013). Tourism development heavily depends on policy support, but the transportation of tourists to, from, and within destinations significantly contributes to emissions in the tourism industry. The increasing global focus on sustainability has led to a growing interest in minimizing the adverse environmental impacts of tourism (Murphy et al., 2000). It is essential to prioritize sustainable transport and infrastructure development in tourist areas, particularly nature-based attractions, where there is a need to balance improving accessibility while preserving the environment.

Good access to and within destinations is vital for attracting and accommodating tourists.

H3 Overall policy development does not significantly impact tourist satisfaction in tourism industry policy.

#### 4. RESEARCH METHODS

##### Population and Sample

For this research study, 406 Guizhou residents were collected in June 2024 through the WeChat Survey Platform. The study aimed to analyze travelers' interest in cultural tourism industry policy, which could help improve their motivation to travel to those cultural destinations. This study's minimum research sample size is based on the following formula for the standard deviation of 0.5, widely accepted for analysis (Kadam & Bhalerao., 2010).

- The margin of error (confidence interval) – 95%
- Standard deviation 0.5
- 95% - Z Score = 1.96
- Sample size formula =  $(Z\text{-score})^2 * Std\ Dev*(1-StdDev) / (\text{margin of error})^2$
- $(1.96)^2 \times 0.5(0.5) / (0.05)^2$
- $(3.8416 \times 0.25) / 0.0025$
- $0.9604 / 0.0025 = 384$
- 385 respondents would be needed for this study based on a confidence level of 95%

##### Research Model

##### Correlation Analysis

Correlation analysis is commonly used to examine the relationship between two variables. The Pearson correlation coefficient measures the strength of this relationship. The correlation coefficient (r) value indicates the strength of the relationship, while the P-value indicates the significance level of the correlation.

Correlation coefficient r	Degree of relevance
$ r  = 1$	Correlated
$0.70 \leq  r  < 0.99$	Highly correlated
$0.40 \leq  r  < 0.69$	Moderately correlated
$0.10 \leq  r  < 0.39$	Low correlation
$ r  < 0.10$	Weak or unrelated

Table 1. Correlation Coefficient Classification Table

##### Correlation Analysis of Policy Perception and Tourist Satisfaction

The correlation coefficient r between policy perception and tourist satisfaction is

0.873, and  $P=0.001$  is less than 0.01. The results show the correlations between both variables.

	Policy perception
tourist satisfaction Sig. (1-tailed)	1
Policy perception	.873**
Sig. (2-tailed)	(.001)

Table 2. Correlation analysis results between policy perception and tourist satisfaction

### Correlation Analysis of Policy Implementation and Tourist Satisfaction

The correlation coefficient  $r$  between policy implementation and tourist satisfaction is 0.867, and  $P=0.021$  is less than 0.05. The results show the correlations between both variables.

	Policy implementation
tourist satisfaction Sig. (1-tailed)	1
Policy implementation	.867*
Sig. (2-tailed)	(.021)

Table 3. Correlation analysis results between policy implementation and tourist satisfaction

### Correlation Analysis of Overall Policy Development and Tourist Satisfaction

The correlation coefficient  $r$  between overall policy development and tourist satisfaction is 0.864, and  $P=0.002$  is less than 0.01. The results show the correlations between both variables.

	Overall policy development
tourist satisfaction Sig. (1-tailed)	1
policy development Sig. (2-tailed)	.864** (.002)

Table 4. Correlation analysis results between overall policy development and tourist satisfaction

### Regression Analysis

Regression analysis is a statistical method used to analyze the relationship between multiple independent variables within a hypothesis and a set of dependent variables. It helps assess the strength of relationships between variables and models future relationships between them. In this study, SPSS 26.0 included tests for correlation coefficients, determination of multiple linear regression, and testing of the study's hypotheses.

### Regression analysis of various variables on tourist satisfaction

The model summary is  $R=0.914$ ,  $R^2=0.836$ , and the adjusted  $R^2$  is 0.833. This indicates that the model can explain 83.3% of the relationship between policy perception, policy implementation, and overall policy development. Additionally, the Durbin-Watson test result is  $2.036 \approx 2$ , meaning that the residuals are independent and the model has no serial

correlation problems.

Table 5. Summary of the regression analysis model of constructs and tourist satisfaction

Model R	R <sup>2</sup>	Adjust R Square	Standard estimate error	Durbin-Watson
1 .914a	.836	.833	.36661	2.036

The analysis shows significant differences between the independent and dependent variables. The regression sum of squares is 272.544, and the residual sum is 53.627, with a significance of 0.000, which is lower than the significance level of 0.01. This indicates a substantial effect in the study between policy perception, policy implementation, and overall policy development.

Table 6.

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	272.544		645.424	337.966**	0.000 <sup>c</sup>
	Residual	53.627		399.134		
	Total	326.171	405			

\*\*p ≤ .01

- a. Dependent variable: Tourist satisfaction
- b. Predictor variables: Policy perception, policy implementation, and overall policy development

Table 7. Multiple Linear Regression Analysis Test

Model	Unstandardized coefficient		Standardization factort		Sig
	B	Standard error	Beta		
1 (Constant)	.282	1.080			3.518 .000
Policy perception	.108*	.049	.113		3.226 .027
Policy implementation	.238**	.051	.245		4.622 .000
Overall policy development	.209**	.049	.222		4.297 .000

\*p ≤ .05

- a. Dependent variable: Tourist satisfaction
- b. Predictor variables: Policy perception, policy implementation, and overall policy development

The regression equation of the multiple linear regression analysis  $Y = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + e$

$$Y = 0.282 + 0.108x_1 + 0.238x_2 + 0.209x_3$$

*Description:*

Y = Tourist satisfaction

α = Constant

X1 = Policy perception

X2 = Policy implementation



X3 = Overall policy development e = Error

$\beta_1$  = First Regression Coefficient Number  $\beta_2$  = Second Regression Coefficient Number  $\beta_3$  = Third Regression Coefficient Number

The coefficient table shows Policy perception, implementation, and overall development after adding constants to the inequality. It can be concluded that there is a significant influence between these levels.

### **Interpretation of Research Results**

Tourists play a crucial role in perceiving cultural tourism industry policy, which can improve any area's economic and cultural development. This decision is influenced by independent variables such as policy perception, policy implementation, and overall policy development, which affect dependent tourist satisfaction.

### **The Effect of Policy Perception on Tourist Satisfaction**

The first hypothesis's test results indicate that policy perception significantly impacts tourist satisfaction with the cultural tourism industry policy. This is based on the standard regression coefficient of the policy perception, which is 0.108,  $t=3.226$ , and a significance level of  $0.027 < 0.05$ . These results clearly show that policy perception significantly impacts tourist satisfaction.

H1 Policy perception significantly impacts tourist satisfaction in tourism industry policy.

### **The Effect of Policy Implementation on Tourist Satisfaction**

The test results for the second hypothesis indicate that policy implementation significantly impacts tourist satisfaction with the cultural tourism industry policy. This is based on the standard regression coefficient of the policy implementation, 0.238, and a t-value of 4.622. The significance level of  $0.000 < 0.01$  shows that the policy implementation significantly affects tourist satisfaction.

H2 Policy implementation significantly impacts tourist satisfaction in tourism industry policy.

### **The Effect of Overall Policy Development and Tourist Satisfaction**

The result of testing the third hypothesis indicates that overall policy development significantly impacts tourist satisfaction with the cultural tourism industry policy based on the standard regression coefficient of overall policy development, which is 0.209,  $t=4.297$ , and the significance level is  $0.000 < 0.01$ . It shows that the overall policy development significantly impacts tourist satisfaction.

H3 Overall policy development significantly impacts tourist satisfaction in tourism industry policy.

## **5. CONCLUSIONS**

### **Managerial Implications:**

In China, the integration of local tourism into tourist development is becoming more apparent. The rapid growth of China's tourism industry has led to tourism becoming a key industry in many provinces and cities, but it also brings various risks. Capitalizing on national culture through acceptable tourism policies is believed to protect the national culture and promote economic development in ethnic areas. Perceptions of policies, implementation, and overall policy development significantly impact tourist satisfaction. It is observed that positive attitudes towards policies lead to increased satisfaction among tourists. Promoting a positive image of cultural operations will enhance cultural tourism and boost tourist satisfaction. Precise planning and protection of cultural tourism resources are essential to promote sustainable cultural tourism. Increasing awareness of the safety and importance of cultural resources is crucial for their preservation. Publicity and security measures must be enhanced to ensure the safety of cultural resources.

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