

A Study on the Factors Influencing Tourism Intention and Behavior of Chinese Theme Park Tourists

Wang Yiguo¹ & Albattat Ahmad¹

¹ Management and Science University, Selangor, 40100, Malaysia

Correspondence: Wang Yiguo, Management and Science University, Selangor, 40100, Malaysia.

doi:10.56397/JWE.2023.12.06

Abstract

This study aims to deeply explore the tourism intention and behavioral influencing factors of Chinese theme park tourists, by investigating and statistically analyzing the basic information of tourists, tourism intention and behavioral influencing factors, and other data. The research results indicate that tourism demand, psychological factors, socio-cultural factors, and price factors are the main influencing factors for tourists to choose theme parks. On this basis, we have put forward a series of suggestions for the operation and management of theme parks, aiming to improve tourist satisfaction, strengthen the attractiveness and competitiveness of the park.

Keywords: theme park, tourism intention, behavior, influence factor

1. Factors Influencing Tourism Intention and Behavior of Chinese Theme Park Tourists

1.1 Tourism Demand Factors

The influencing factors for tourists to choose theme parks cover multiple aspects, among which travel frequency, travel budget, and travel purpose are important considerations. Firstly, the frequency of trips has a significant impact on tourists' choice of theme parks. For example, families who frequently travel may be more inclined to choose theme parks as their tourist destinations, as theme parks typically provide a variety of entertainment projects and services that can meet their multiple travel needs. Secondly, the travel budget is also a key factor. For example, some high-income groups may be more willing to choose theme parks as their leisure and entertainment destinations because they have more financial resources to enjoy the

exquisite services and experiences provided by theme parks. In addition, the purpose of travel also has a significant impact on tourists' choice of theme parks. For example, some tourists may want to find leisure and entertainment in theme parks, while others may use theme parks as places for family gatherings or social activities, which requires theme parks to provide corresponding entertainment projects and services to meet the needs of different types of tourists. Therefore, travel frequency, travel budget, and travel purpose all have varying degrees of impact on tourists' choice of theme parks. Theme parks need to develop corresponding attraction strategies based on these factors to meet the needs of different types of tourists, thereby enhancing their satisfaction and loyalty.

1.2 Psychological Factors

The psychological factors that tourists choose theme parks do have a significant impact on their choices, with factors such as interest, curiosity, and adventurous spirit playing a key role. For example, for tourists who enjoy thrilling events, events such as roller coasters and extreme sports will have a strong attraction for them. These tourists usually hope to find challenges and excitement in theme parks to satisfy their adventurous spirit. On the other hand, some tourists may prefer cultural experiences and be interested in cultural displays, artistic performances, and other content in theme parks. For example, a theme park themed on ancient civilization may attract tourists who are interested in history and culture. At the same time, the unique atmosphere and activities of theme parks can also arouse tourists' curiosity, and many tourists are eager to explore the unknown and experience new things. Therefore, the unique experiences and innovative projects provided by theme parks will greatly attract these tourists. Therefore, understanding and satisfying tourists' interests, curiosity, and adventurous spirit can help theme parks develop personalized services and experiences, and enhance tourists' satisfaction and loyalty. By developing attraction strategies tailored to the needs of different psychological factors, theme parks can better attract and retain different types of tourists.

1.3 Brand Building Factors

Firstly, brand awareness greatly affects tourists' choices. A well-known brand means a good market reputation and rich operational experience, which undoubtedly brings tourists a sense of trust and security, while also stimulating their interest and curiosity. The generation of trust and curiosity plays a crucial role in attracting tourists to choose the theme park. Secondly, brand image is also an important reference factor for tourists to choose theme parks. A good brand image can convey the unique charm and profound cultural heritage of theme parks, trigger positive emotions among tourists, and thereby enhance their tourism intentions. On the contrary, a negative brand image may lead to misunderstandings and doubts among tourists about the theme park, thereby affecting their choices. Once again, tourists often refer to the word-of-mouth of other tourists when choosing theme parks. This is because tourists' word-of-mouth is the most

direct and authentic evaluation of theme parks, which can increase their trust and thus enhance their tourism intention. Therefore, actively shaping and maintaining a good reputation is crucial for theme parks. Finally, brand services are an important component of tourists' experience in theme parks. Good brand services can not only enhance tourists' gaming experience, but also increase their satisfaction and loyalty. This not only includes basic facilities such as parking lots, restaurants, rest areas, etc., but also professional tour guide services, characteristic themed activities, etc. Overall, brand building has multiple influencing factors on tourists, including brand awareness, image, reputation, and service. These influencing factors largely determine tourists' choice and evaluation of theme parks.

1.4 Price Factors

Among the influencing factors for tourists to choose theme parks, ticket prices and amusement project prices are crucial factors. Firstly, ticket prices directly affect whether tourists choose to visit the theme park. The high ticket prices may deter some tourists, especially for family tourists or tourists with limited budgets, where ticket prices are one of the decisive factors. Therefore, a reasonable ticket price can attract more tourists to come and play, and it is also conducive to improving tourist satisfaction. Secondly, the price of amusement projects also has an impact on tourists' choices. Some special amusement projects within theme parks may require additional fees, which can also affect tourists' choices. Reasonably priced amusement projects will make tourists feel value for money, while excessively high prices may inhibit tourists' willingness to participate. Therefore, when setting ticket and amusement project prices for theme parks, it is necessary to comprehensively consider cost, market demand, and competitor pricing to ensure that the prices are attractive and reasonable, thereby improving tourist satisfaction and retention rate (Chen Yingjie, Dou Ran & Bai Xue, 2020).

2. Optimization Strategies for Factors Influencing Tourism Intention and Behavior of Chinese Theme Park Tourists

This article draws the following conclusions through research on the influencing factors of tourists' tourism intention and behavior. Research has found that tourism demand, psychological factors, socio-cultural factors, and

price factors have important impacts on tourists' choice of theme parks. Based on this, we suggest that theme parks should be carefully planned and managed in response to these factors, including customized services to meet different tourism needs, focusing on the psychological needs of tourists, enhancing their attractiveness, combining local social and cultural elements for brand design, and providing reasonable pricing and flexible preferential policies.

2.1 Customized Services to Meet Different Tourism Needs

As a tourism destination that integrates entertainment, culture, and experience, theme parks should design diverse amusement projects and activities based on the tourism needs of tourists to meet the needs of different tourist groups. Firstly, for tourist groups who love excitement and adventure, theme parks can design various thrilling and exciting amusement projects, such as high-speed roller coasters, vertical falls, etc., to meet their psychological needs of pursuing excitement. For example, the magical world of Harry Potter in Universal Studios has attracted a large number of Harry Potter fans. They can experience the magical world in the film here, including the magic school, flying broomsticks, etc., which satisfies their yearning for fantasy adventure. Secondly, for family tourists, theme parks can design parent-child amusement projects and interactive activities to create a happy and warm atmosphere. For example, cartoon character performances and parent-child fairy tale rides in Disneyland can attract children and parents to participate together, enhance parent-child relationships, and provide a pleasant family amusement experience. In addition, for tourists who enjoy cultural experiences and relaxation, theme parks can design various cultural exhibitions and performance activities, such as traditional handicraft displays, folk performances, etc., to provide them with a rich and colorful cultural experience (Hu Runhong, Xing Luyu & Xu Yumei, 2019). For example, Disney Ocean Park in Japan offers performances and attractions themed on the ocean, providing visitors with a unique cultural experience. In short, theme parks should combine the needs of different tourist groups to design diverse amusement projects and activities, in order to attract more tourists and provide them with personalized and colorful tourism experiences. This design can enhance tourist satisfaction,

enhance the attractiveness and competitiveness of theme parks, and promote the sustainable and healthy development of the tourism industry (Xu Yongmei, Zhang Heqing & Wang Leilei, 2019).

2.2 Pay Attention to the Psychological Needs of Tourists and Enhance Their Attractiveness

To enhance the attractiveness of theme parks and stimulate tourists' interest and curiosity, it is first necessary to pay attention to the psychological needs of tourists, and design amusement projects and activities that can evoke emotional resonance and excitement. For example, by creating immersive virtual reality experiences, interactive performances, or role-playing activities, tourists can immerse themselves in them, forget about the pressure of daily life, and experience pleasure and excitement. Secondly, theme parks should also focus on cultivating tourists' curiosity and thirst for knowledge. For example, educational exhibitions and experience areas can be set up to introduce technology, history, culture, and other knowledge to tourists, and stimulate their interest in learning through interesting displays and interactive methods. The Epcot theme park in Disneyland has two major areas: "Future World" and "World Exhibition", showcasing technology and cultural characteristics of different countries, allowing visitors to gain knowledge and inspiration through entertainment. In addition, paying attention to the psychological needs of tourists also includes providing a comfortable and convenient service environment to create a pleasant experience atmosphere for tourists. For example, providing clean and tidy hygiene facilities, thoughtful services, convenient transportation and dining facilities can all make tourists feel cared for and respected, thereby enhancing their liking for the theme park and encouraging them to come again. In short, by designing amusement projects that can evoke emotional resonance and excitement, exhibitions and experiential activities that cultivate curiosity and curiosity, and providing a comfortable and convenient service environment, theme parks can pay attention to the psychological needs of tourists and enhance their attractiveness. Such measures will not only attract more tourists, but also improve their satisfaction and loyalty, laying a solid foundation for the long-term development of theme parks.

2.3 Combining Local Social and Cultural Elements

for Brand Design

Strengthening the brand building of theme parks is one of the important measures to improve their recognition and reputation among tourists. Brand building not only includes shaping the external image, but also focuses on improving internal management and service quality. Firstly, theme parks can create a unique brand image through their unique theme positioning and cultural connotations. For example, Disneyland has created a happy and warm brand image with cartoon characters and fairy tales as its themes, attracting a large number of family tourists. Universal Studios has created a brand image full of excitement and adventure with film IP as the theme, attracting a large number of young audiences. This unique brand image can help theme parks establish a clear awareness among tourists and become their preferred destination for sightseeing. Secondly, brand building also needs to focus on improving service quality and experience. Theme parks can enhance training, enhance employees' service awareness and professional level, and establish a high-quality tourist service system (Zhao Hairong, Lu Lin, Cha Xiaoli & Xu Yan, 2019). For example, Disneyland has won praise from countless tourists for its enthusiastic and thoughtful service, forming a good reputation and reputation. At the same time, theme parks can also provide tourists with a richer and more enjoyable gaming experience by continuously improving facilities and equipment, enhancing the innovation and interactivity of amusement projects, thereby enhancing the brand image and reputation in the minds of tourists. In addition, theme parks can also strengthen brand building through various marketing activities and promotional activities. For example, hosting various themed activities, launching co branded peripheral products, and collaborating with well-known IPs can all expand brand influence, deepen tourists' understanding and appreciation of theme park brands, and thereby improve reputation. In short, strengthening the brand building of theme parks is an important measure to improve their recognition and reputation. Through unique theme positioning, improved service quality, and rich marketing activities, theme parks can establish a good brand image, attract more tourists, and enhance their position in the minds of tourists. Brand building not only contributes to the long-term

development of theme parks, but also brings them sustained market competitive advantages (Kuang Hongyun & Jiang Ruochen, 2019).

2.4 Reasonable Pricing and Flexible Preferential Policies

Developing a reasonable ticket price strategy is one of the important measures for theme parks to attract more tourists and balance economic and social benefits. A reasonable ticket price strategy can not only increase the income of theme parks, but also promote the development of regional tourism and improve the quality of life of local residents. Firstly, theme parks can develop differentiated ticket pricing strategies based on different tourist groups. For example, for family tourists, family tickets or parent-child tickets can be launched to reduce the price of individual tickets to a certain extent, attracting more families to come and play. For student groups, discounted ticket prices can be introduced to encourage school organizations or parents to lead student groups to visit and expand the audience of the theme park. For elderly tourists, exclusive ticket prices or special discounts can be introduced to attract more elderly people to come to the theme park for leisure and entertainment. Through differentiated ticket pricing strategies, theme parks can better attract different types of tourists and achieve maximum economic benefits. Secondly, theme parks can also flexibly adjust ticket prices based on factors such as seasonality and holidays. In off-season or weekdays, special offers or discounts can be launched to attract more tourists to come and consume, balancing income and costs; During peak seasons or holidays, ticket prices can be moderately increased to fully leverage the supply and demand relationship, ensuring the tourist flow and economic benefits of the theme park. For example, Disneyland launched special discounts for local residents during the off-season, attracting a large number of residents from surrounding cities to visit and improving the local tourism consumption level. In addition, in order to balance social benefits, theme parks can also provide feedback to society through public welfare activities and cooperation with local communities, enhancing their social image and reputation. For example, regular volunteer activities can be organized to participate in public welfare projects such as environmental protection and poverty alleviation. At the same time, relevant policy support and promotion can

be enjoyed to enhance social responsibility and win public recognition and support. In short, formulating a reasonable ticket price strategy requires considering a balance between economic and social benefits. Through differentiated ticket prices, seasonal adjustments, and public welfare activities, theme parks can attract more tourists and achieve a win-win situation of economic and social benefits. Reasonable ticket pricing strategies not only contribute to the sustainable development of theme parks, but also promote the development of local tourism industry and drive local economic prosperity.

3. Epilogue

By studying the factors that influence tourists' tourism intention and behavior, we have gained a deeper understanding of the impact of tourism demand, psychological factors, socio-cultural factors, and price factors on tourists' choice of theme parks. On this basis, we have proposed a series of suggestions for the operation and management of theme parks to promote the sustainable development of the park and improve tourist satisfaction. Future research can improve the accuracy and reliability of research by expanding the sample range and increasing survey methods, providing more beneficial references and support for the development of the theme park industry. With continuous in-depth research and improvement, we believe that theme parks will better meet the needs of tourists and bring more economic and social benefits to all sectors of society.

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