



TOURIST REVISIT INTENTION OF THEME PARK:  
A CASE STUDY ON FANTA THEME PARK \*  
การกลับมาเที่ยวซ้ำของนักท่องเที่ยวในสวนสนุก:กรณีในสวนสนุกแฟนต้า



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### Abstract

The objectives of this research article are: 1. Determine the relevant factors that affect the perceived value of willingness. 2. Based on the research results, practical countermeasures are taken to develop theme park tourism and improve inspection intentions. take a test The sample consisted of 312 tourists who had visited Fanta theme park in China. This study used Fanta theme park as an example, using paper questionnaires and electronic questionnaire surveys for tourists to answer, this study used convenience sampling and sampling, data processing and analysis by SPSS 22.0 to examine the factors influencing tourists' willingness.

The research results found that Willingness greatly influences return visitors. Important factors that affect tourists' willingness to investigate include tourists' perceptions of theme parks in terms of quality, location, marketing strategies, etc. in the experience. Culturally, we will improve the level of facilities and services of tourism, improve the perceived value of tourists, strengthen the experimental project of Fanta theme park, improve the quality of tourists, and cultivate visitors' local attachments, to increase tourists' willingness to return for a repeat visit.

**Keywords:** Tourist Revisit; Theme Park; Perceived Value

## บทคัดย่อ

บทความวิจัยนี้มีวัตถุประสงค์ 1. กำหนดปัจจัยที่เกี่ยวข้องที่ส่งผลต่อมูลค่าการรับรู้ในด้านความเต็มใจ 2. จากผลการวิจัยได้นำมามาตรการตอบโต้ในทางปฏิบัติมาใช้ในการพัฒนาการท่องเที่ยวสวนสนุกและปรับปรุงเจตนาธรรมณ์ในการตรวจสอบ กลุ่มตัวอย่างเป็นนักท่องเที่ยว 312 คนที่เคยเที่ยวที่สวนสนุก Fanta จินการศึกษาครั้งนี้ใช้สวนสนุก Fanta เป็นตัวอย่างโดยใช้แบบสอบถามกระดาษและแบบสำรวจแบบสอบถามอิเล็กทรอนิกส์ให้นักท่องเที่ยวตอบการศึกษาครั้งนี้ใช้การสุ่มตัวอย่างที่สะดวกและการสุ่มตัวอย่างประมวลผลและวิเคราะห์ข้อมูลโดย SPSS 22.0 เพื่อตรวจสอบปัจจัยที่มีอิทธิพลต่อความเต็มใจของนักท่องเที่ยว

ผลการวิจัยพบว่า ความเต็มใจมีอิทธิพลต่อนักท่องเที่ยวกลับมาเที่ยวใหม่เป็นอย่างมาก ปัจจัยสำคัญที่มีผลต่อความเต็มใจของนักท่องเที่ยวในการตรวจสอบได้แก่: การรับรู้ของนักท่องเที่ยวที่มีต่อสวนสนุกในด้านคุณภาพที่ตั้งกลยุทธ์การตลาดเป็นต้นในประสบการณ์ทางวัฒนธรรมเราจะปรับปรุงระดับสิ่งอำนวยความสะดวกและบริการของการท่องเที่ยวปรับปรุงมูลค่าการรับรู้ของนักท่องเที่ยวเสริมสร้างโครงการการตลาดของสวนสนุก Fanta ปรับปรุงคุณภาพของนักท่องเที่ยวและปลูกฝังสิ่งที่แนบมาในท้องถิ่นของผู้เข้าชมเพื่อเพิ่มความเต็มใจที่นักท่องเที่ยวกลับมาเที่ยวใหม่

**คำสำคัญ:** ความมุ่งมั่นกลับมาเที่ยวใหม่; สวนสนุก; มูลค่าการรับรู้

## Introduction

After 1980, theme parks began to be introduced to China, investors and developers competed to build theme parks with different types and themes, and the first theme park in China was Shenzhen's "Splendid China". Subsequently, theme parks spread throughout China in different forms. Theme parks are new tourism resources that attract a large number of tourists by combining unique modern technology, customs and culture, leisure and entertainment with creativity. However, according to statistics, many theme parks have lost money. The reason is that the planning is unreasonable, the market promotion is not effective, the management experience is weak, the product aging, etc. lead to a decrease in the number of tourists, and the re-visit rate is not high. Enhancing the core competitiveness of the theme park, prompting tourists to visit the park again, and ensuring the stable flow of people in the theme park is the sustainable development of the theme park. It is necessary to study the willingness of visitors to the theme park to revisit. (Azizul, 2020)



Nanning is located in the center of the China-ASEAN Free Trade Area, adjacent to Southeast Asia, the climate is similar to that of ASEAN countries, and is the central hub of cultural interface between China and ASEAN countries. The scenery and folk culture of ASEAN countries attract Chinese tourists deeply and are one of the most popular tourist destinations for Chinese tourists in recent years. At present, China's theme parks are in a period of rapid development, of which Fanta Theme Park, known as "China Disney", has performed particularly well in recent years. Nanning Fanta Theme Park opened in 2018, Fanta Theme Park is a distinctive, full of Southeast Asian exotic culture Expo Park, is the first comprehensive display of the natural history and culture of the 10 ASEAN countries theme park. Under the guidance of the government, Fanta theme park combines traditional geographical resources with Southeast Asian history and culture, high-tech, so that the theme park's cultural theme presents a diversified development trend, not only promotes the development of Nanning City's economy and cultural dissemination, but also allows tourists to increase their knowledge, understand more Southeast Asian traditional culture, so that culture and life combined. Fanta theme park in Nanning City will certainly have an impact on the tourism development of Nanning City, Therefore, the choice of Fanta Theme Park is a suitable case. (Bakir & Baxter, 2011)

Literature Review and Related Study 1. Theoretical development of the perceived value of tourists The concept of tourist perceived value originated from the customer perceived value theory, Zeithaml (1988) believes that customer value is determined by customers, it is the overall evaluation of the products and services provided by enterprises based on the perception of their efforts and acquisitions. Morrison (1998) discussed the concept of tourist perceived value, proposing that tourist perceived value is the evaluation of tourism after tourists make personal feelings about costs and benefits. Duman & Mattila (2005) proposed that perceived value is a comparison of the results of a comparison of the time and money spent on a tour with the experience they have experienced. The definition of experience value can be understood as the overall perception and evaluation obtained by customers when experiencing the products or services provided by the enterprise, and its scope includes all perceptions in the experience process, such as service quality, price emotional cognition, etc.



There are many factors that affect the perceived value of tourists, and the relevant researchers have different criteria. proposed a "three-dimensional value theory", Hsiu-Yuan et al. for Taiwanese customers using mobile hotel reservation services. Kwun (2004) verified the three-dimensional scale of perceived value of hotel services based on brand value, price, and risk perception. proposed the "four dimensions of value theory", including emotional, social, quality and price value, Petrick et al. (2002) verified and analyzed the five-dimensional perceived value of leisure services, namely quality value, emotional response, currency price, behavioral price and reputation. 2. Research on the application of perceived value to theme parks The perceived value of the theme park is the perception and evaluation of the value of the tourism product or service that the tourist can experience after weighing the perceived benefits experienced by the theme park and the cost paid when obtaining the tourism product or service, the perception and evaluation referred to here is the result of the interaction between the tourist and the landscape, facilities and the tourism products or services that the theme park can provide, that is, the tourist experience value is the interactive experience of the park landscape of the theme park and the tourism products or services it can provide. The experience value of tourists is the key factor for the success of theme parks in the improvement of comprehensive competitiveness, which determines the uniqueness and irreversibility of tourists' perception. 3. Definition of the concept of Revisit Intention

The inquiry into the Revisit Intention of tourists stems from the study of customer loyalty. Therefore, we can start from the study of the customer's willingness to buy after the purchase. Revisit Intention in this study refers to the subjective willingness of tourists to visit or participate again after they have visited or participated in a tourist destination or tourism project (tourism products) once or more. Kozak & Rimmington (2000) pointed out that tourist satisfaction with tourist destinations, resulting in revisiting behavior, is very important for the management of the tourism industry and the determination of tourist demand. Wang (2009) pointed out that the influence of the five dimensions of amusement quality on tourists' Revisit Intention is once the same: theme atmosphere, personnel performance, amusement projects and activities, program performances, and service facilities. At present, scholars use the perceived value



of tourists to discuss the willingness to revisit, tourists in the tour between the cost and gain the value of the trade-off, once the "tourist value for money, not false trip" feeling, it will promote its willingness to re-visit.

Based on the above theories, this study analyzes the perceived value of tourists from the four dimensions: tourism resources and service value, cultural value, social value and cost value. And then to explore the factors that can most affect the willingness of tourists to revisit.

## Research Objectives

1. To Determine the relevant factors in the perceived value of tourists that affect the tourist's willingness to revisit.
2. To put forward practical countermeasures for the development of theme park tourism and improve the revisit intention.

## Methodology

### 1. Questionnaire design

To learn more about Fanta theme Park visitors' visit intention, this study conducted a survey on the influencing factors of tourists' willingness to revisit. The questionnaire is divided into 4 parts: The first part is a survey of basic demographic characteristics, mainly including: gender, age, occupation, income, education level, place of residence, etc. The questionnaire adopts Likert-type scale with 5 degrees. Each variable is quantified with a score of 1-5, with 1 for total disagreement, 2 for comparative disagree, 3 for general, 4 for comparative consent and 5 for "full consent". The second part is to evaluate the quality perception of the theme park, based on the four dimensions: resources and service value, cultural value, social value and cost value. Including the perception evaluation of the quality of the infrastructure environment, the quality of the amusement project, the quality of the staff service, and the quality of the culture, ect. The third part is to investigate the factors that produce the willingness to revisit, including: experiencing the remaining items, accompanying relatives and friends, revisiting places with special significance, experiencing new activities, preferential activities, work needs, etc. The fourth part is a survey of the re-visit experience, including four dimensions of



the place of residence of the revisited visitors, companion, number of visits, and satisfaction of revisit experience.

### 2. Population and Sampling Procedures

The population of this study will focus on tourists who have ever been to visit the Fanta Theme Park in Nanning, China. Convenient sampling and random sampling will be used in this study.

### 3. Research Instrument

This study used sample demographic characteristics and basic statistics, statistics on gender, age, occupation, income, number of visitors, etc. processed and analyzed the data by SPSS22.0 software. Using SPSS22.0 software to measure the average and standard deviation of quality of the tourist experience. The higher the degree of recognition, the smaller the standard deviation indicates that the respondent consistent the view.

### 4. Data Gathering Statistics used to analyzed the data

The form of the survey is mainly paper-based questionnaires, in the evening using QR code scanning to obtain the electronic form of questionnaires. The survey is conducted mainly at the Fanta Theme Park entry, visitor services and through the Internet. This study is conducted mainly on weekdays, weekends and holidays for a period of 1 and a half months. A total of 312 questionnaires issued.

## Results

Statistical analysis of demographic variables Different demographic characteristics affect tourists' consumption demand, consumption tendencies, and affect tourists' choice and evaluation of theme parks. Therefore, this study first surveyed the demographic characteristics of tourists and came up with the following data:

**Table 1** Demographic characteristics of visitors to Fanta Theme Park

Variable	Options	Frequency	Proportion
Gender	Male	112	36%
	Female	200	64%



**Table 1** Demographic characteristics of visitors to Fanta Theme Park (Next)

Variable	Options	Frequency	Proportion
Age	Under 20 years of age	113	36%
	21-30 years old	96	31%
	31-40 years old	56	18%
	42-50 years old	12	4%
	Over 50 years old	35	11%
Education	High school and below	122	39%
	College and universities	150	48%
	Graduate or above	41	13%
Occupation	Student	181	58%
	Institution	53	17%
	Enterprise	28	9%
	Individual industrial and commercial households	19	6%
	other	31	10%
Monthly income	1500 yuan and below	131	42%
	1501-3000 yuan	53	17%
	3001-4500 yuan	87	28%
	More than 4500 yuan	41	13%
Place of residence	Downtown of Nanning	184	59%
	Suburbs of Nanning	75	24%
	Other cities in Guangxi Province	31	10%
	Other provinces of China	22	7%

The gender ratio of visitors to Fanta Theme Park is 64% female tourists, and in terms of age, visitors under the age of 30 account for 67%. 50%, it can be seen that the tourists of theme parks are biased towards younger; in terms of cultural level, 39% of those with high school education and below, while college degree or above accounts for 48%, in terms of occupation, students account for 58%, and enterprises and institutions account for 26%, so this type of theme park is popular with many students and enterprises and institutions. The monthly income below 1500 yuan accounted for 42%, which is mainly amusement-type theme park tourists are mostly students, students belong to consumers, tourists are mainly concentrated in Nanning City and surrounding areas accounted for 83%, Guangxi province outside the proportion of tourists accounted for only 7%, the main radiation range of scenic spots is in Nanning City and surrounding areas.



### Analysis of amusement quality perception

The quality of amusement is the key to the development of amusement-type theme parks, because the tourists' perception of scenic spots is mainly from the evaluation of the products and service quality of theme parks.

**Table 2** Analysis of the quality of the tourist experience

Factor	average	standard deviation	sort
Market location conditions	3.25	0.80	6
Rides	4.61	0.76	1
Quality of service	4.13	0.77	3
Cultural experience	3.92	0.82	4
Facility	4.31	0.71	2
Ticket prices	3.77	0.80	5

From the table2, it can be seen that the service quality of amusement performance projects, rides, facilities and quality of service of theme parks is ranked first, second and third respectively, indicating that when tourists evaluate quality perception, rides, facilities and quality of service are more important.

### Analysis of the motivation for revisiting theme parks.

**Table 3** Analysis of the motivation for revisiting the Fanta theme park.

Revisiting motivation	Frequency	Proportion	sort
Experience the rest of the activities	24	7.7%	6
Has a special significance in the same place	15	4.8%	9
Work required	18	5.8%	8
Spend time with friends and family	63	20.2%	2
Retest	20	6.4%	7
Promotions	31	9.9%	5
Special festivals or events	34	10.9%	4
Experience new activities	64	20.5%	1
Easy access to transportation	43	13.8%	3

From Table 3, it can be found that among the tourists' motivation to revisit, the proportion of experiencing new activities and Special culture ranks first, which confirms that tourists attach the most importance to amusement facilities, amusements and performances in their perception of the quality of amusement; It can be seen from the above table that the proportion of accompanying relatives and friends and convenient transportation ranks second and third, which also confirms that the tourists of Fanta Theme Park are mainly local tourists in Nanning City and its surroundings; The proportion of special festival cultural experience and revisit discounts ranks fourth and fifth, which can be seen that Fanta Theme





Park's unique Southeast Asian cultural atmosphere and price concessions have a greater attractive effect on tourists' revisits.

### Statistical analysis of the revisit behavior of theme park visitors

**Table 4** Description analysis of the place of residence of the revisited visitors

Variable	Options	Frequency	Proportion
Place of residence	Downtown of Nanning	49	47%
	Suburbs of Nanning	39	38%
	Other cities in Guangxi Province	12	12%
	Other provinces of China	4	4%

**Table 5** Description analysis of the Revisited companions

Variable	Options	Frequency	Proportion
Revisited companions	Couple	16	15%
	Friend	12	12%
	Family	68	65%
	Schoolmate	4	4%
	Colleague	0	0%
	Client	4	4%

**Table 6** Description analysis of the time of revisit

Variable	Options	Frequency	Proportion
Time of revisit	1 time	85	82%
	2 times	15	14%
	3 times	2	2%
	3 times or more	2	2%

**Table 7** Description analysis of the experience of revisiting

Variable	Options	Frequency	Proportion
Experience of revisiting	Very dissatisfied	6	6%
	Dissatisfied	14	13%
	Normal	56	54%
	Satisfied	22	21%
	Very satisfied	6	6%

From the Table 4-7, it can be found that the Fanta Theme Park has more tourists from Nanning city and suburbs, the companions of the revisit are mainly families and couples, this part of the population is mostly driven by car or public transportation for themselves. Fanta Theme Park's favorable location, convenient transportation and ample parking spaces are all factors that attract visitors. 82% of the tourists re-visited once, while the number of repeat visitors who revisit 3 or more times is relatively small. In terms of revisiting the experience, tourists have a good overall evaluation of the theme park, but there are also a few tourists who



are not satisfied. Therefore, Fanta Theme Park should deeply understand the main factors affecting tourists' willingness to revisit and propose targeted solutions to attract more visitors.

## Discussion

The results from the study concluded that most of the respondents are below 30 years old, with few incomes, less than 3000 rmb, and most of them are student. The main force of tourists is young people who like to try new things and have a sense of adventure. This is related to Peiqun (2018) research which found different tourists, due to different demographic characteristics and various subjective and objective factors, will have different factors in the influence of heavy travel willingness and revisit behavior.

According to the survey results, it was found that Tourist' perceived value has positive effect on tourists revisit intention. The relevant factors in the perceived value of tourists that affect the tourist's willingness to revisit include: tourists' perception of theme park quality (Tourism resources and service value), theme park location and transportation (Tourism resources and service value), marketing strategy (Cost value), cultural experience (Cultural value) and to establish a close parent-child relationship or friendship relationship (Social value). This is related to Yoon & Uysal (2005) research, which found a significant relationship between motivation, satisfaction and destination loyalty.

The perception of the quality of theme park (Tourism resources and service value) has an impact on tourist revisit intention.

Visitors' perception of the park, in addition to obtaining information through advertising, introduction of relatives and friends, etc., is more through the experience while playing. These will be the most important factors influencing tourists' willingness to revisit. Tourists' perception of the quality of scenic spots is mainly divided into three aspects: rides, facilities and quality of service.

As can be seen from Table 2, It can be seen that the activities and performances of Fanta Theme Park with Southeast Asian cultural characteristics are an important factor in attracting tourists to revisit. The quality of theme park activities and performances mainly includes: the uniqueness of the activity projects, the fun, and the watchability of the performances. Tourists evaluate the



infrastructure and environment of the scenic spot with an average of 4.31, in second place. Among them, the basic environmental facilities include the convenience of scenic parking lots, toilets, scenic shops, etc., the clarity of road signs, the cleanliness of the park environment, the convenience of project queuing, and so on. The service of the staff is also an important factor affecting the willingness of tourists to revisit. The service quality referred to in this study includes: the grooming and appearance of the staff, the service attitude of the staff, the standardization and professionalism of the staff operation, and the service efficiency of the service staff. From table 3, it can be seen that the new experience project occupies the first place, which shows that it is very important for the theme park to constantly update the products and services.

The location conditions and transportation (Tourism resources and service value) of the theme park have an impact on the tourist revisit intention.

In addition, we can also see that the location advantage of Fanta Theme Park is also a factor that attracts tourists to revisit. Under the influence of the epidemic of Covid-19, people are unable to travel abroad, nor can they travel long distances by plane, train and other transport. Therefore, the development of urban tourism has become a new trend. Nanning is the capital city of Guangxi, adjacent to Southeast Asia, convenient transportation. In terms of transportation, The Fanta Theme Park can refer to the low season visitor flow, add urban areas, railway stations and other arrivals to the park, to meet the needs of tourists, expand parking lots to meet the parking needs of self-driving tourists.

The marketing strategy (cost value) are also important factors affecting the tourist revisit intention.

Ticket revenue is an important source of maintenance for theme parks. The adult ticket of Fanta Theme Park is 299 Rmb/person, and the child price ticket is 199 Rmb/person. In the survey, we can see that the main tourists of the theme park are students, accounting for 58%, while the proportion of tourists with a monthly income of less than 1500 Rmb accounts for 42%. Experiencing new projects, parent-child travel, family travel and holiday promotions are important factors affecting the willingness to revisit. Through surveys and interviews, it is learned that tourists generally believe that ticket prices are too high, there are fewer promotions, and only promotions for special groups on special holidays are



insufficient. Ticket pricing strategies can affect visitors' willingness to play again. Therefore, the theme park can be reasonably priced according to the season (low season and high season), holidays and weekdays and according to the characteristics of the tourist population, set up family packages, couple packages, student packages, etc.; According to the characteristics of local tourists, you can also set annual, seasonal and monthly passes to attract more local and surrounding tourists to revisit. According to the characteristics of young consumers, the theme park will develop restaurants, food, souvenirs and peripheral products suitable for their characteristics, reduce ticket prices, and attract tourists to diversify their consumption.

The cultural experience (Cultural value) has significant positive effect on revisit intention.

As can be seen from Table 3, cultural experiences and special festivals are important motivations for tourists to revisit. It shows that Cultural value plays a significant role in the willingness to revisit. The Fanta Theme Park focuses on Southeast Asian cultural characteristics, the park has 11 Southeast Asian countries with characteristic architectural venues and tropical environment, and the unique Southeast Asian cultural atmosphere and festivals attract many tourists, such as the Songkran Festival in Thailand and the Song and dance performances in Indonesia. This has also become an important factor in attracting tourists to revisit. From Table 2, we can also see that the proportion of tourists' satisfaction with the cultural experience of Fanta Theme Park is the 4<sup>th</sup>, indicating that there is still a lot of space for improvement. With the younger and more knowledgeable tourists, the demand for the quality of tourism products has also been relatively improved. Fanta Theme Park should pay attention to the folk value of ASEAN national characteristics within the park, develop cultural and creative products to meet the needs of tourists. From the research also found that the current the Fanta Theme Park lack of interactive cultural products, through the creation of interactive experience activities to mobilize all aspects of the perceived organs of tourists, can enhance the understanding of ASEAN culture, enhance the other side of the special theme park of good feelings and satisfaction.



The Social value has significant positive effect on revisit intention.

As can be seen from Table 3, accompanying family and friends is a very important motivation for revisiting, accounting for 20.2%. In addition, work required is also one of the motivations for the tourists to revisit. It can be seen that the social value has a significant impact on tourists' willingness to revisit.

## Body of knowledge

In the study of the causal relationship between customer perceived value and customer satisfaction, most scholars support the causal chain of value satisfaction (they believe that satisfaction can be a good predictor of the customer's eventual behavioral choice tendency, and customer value perception is the precursor to customer satisfaction Woodruff & Gardial (1996) argue that customer perceived value describes the nature of the relationship between the organization, the customer, and the service, while customer satisfaction is the overall response of the customer to the value perception of the product or service provided. Perception reacts to emotions triggered in the process, so perceived value is an important precursor to customer satisfaction. Combined with the characteristics of theme parks, this paper constructs a relationship model of value perception, satisfaction and willingness to revisit theme park visitors, such as the conceptual framework follows Figure 1

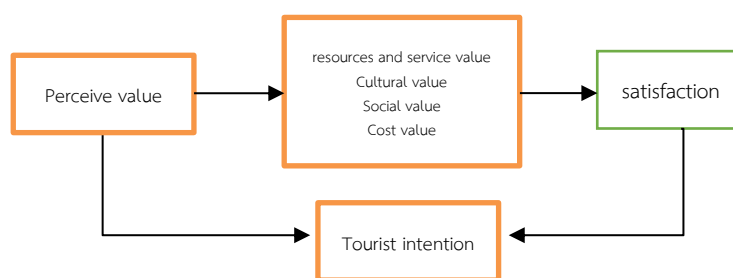


Figure 1 Conceptual Framework

Since the data of this study is mainly obtained from the questionnaire survey conducted by tourists after playing in the theme park, the perceived value of tourists mentioned in the research hypothesis process refers to the overall cognition of the resource and service value, cost value, cultural value, and social



value formed by the tourist's real experience during the play process and their own expectations and inner expectations.

## Recommendations

This study selects Nanning Fanta theme park as a case study, unique ASEAN folk culture has a certain influence and status, so the study concluded that the tourists' willingness to re-visit the impact model is applicable to other folk culture tourists' destinations or other theme parks with folk culture characteristics, which need to be further verified. In the future, other theme parks with folk culture characteristics can be considered for comparative study. This study found that theme park visitors to re-visit the intention of the upper-middle level, but the standard difference is larger, tourists are differences. Visitors can further divide into pure theme park experiences and expect the types of ASEAN folk experiences, by classifying visitors, to understand the reasons for the difference in their willingness to revisit.

This study has some limitation. First, this study only selected Nanning Fanta theme park as a case study, so the impact model of tourists' willingness to revisit is applicable to other cultural theme park tourist destinations, which has yet to be further verified. Although the current study aims to establish a preliminary theory to examine the effects of social value, Tourism resources and Service Value, Cultural Value and Cost Value have significant positive effect on Tourist Revisit Intention, further research is needed to validate its findings. Further research can be done on the internal relationships of the independent variables (e.g., between social value and Service Value, Cultural Value and Cost Value). It is worth noting that although theme park has strong commonalities, they also have unique characteristics. The current research does not compare between different theme park, and these characteristics may not be generalizable to other theme park to be included in the research. Second, this study only focused on the Guangxi local tourisms, so caution should be exercised when generalizing the results to other regions. A prudent approach is to study the characteristics of tourism resources, tourists' characteristics in other regions. The samples in this paper are mainly collected by forwarding and filling out questionnaires on social platforms. Due to the randomness of sample collection and the respondents'



uncontrollable emotions, the research samples' representativeness may be weakened. This paper provides valuable findings for improving the intention of local tourists in Guangxi to theme park. In the future, It would be interesting to observe whether the present findings could benefit by conducting different samples and other cultural theme parks.

The research results provide feasible suggestions for manager of various theme park. According to the research results, Tourist' perceived value (Tourism resources and service value, cultural value, social value, and cost value) has positive effect on revisit intention. The influence of each variable on the tourist revisit intention is positive and obvious. The theme park needs to improve the level of tourism facilities and services, improve the perceived value of tourists. Pay attention to the value of ASEAN folk culture and improve the quality of tourist. Enrich the Fanta theme park experience project, adopt a variety of promotional strategies.

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