

# The Impact of Destination Image on Tourist Willingness to Revisit: A Case Study of Nanning Garden Expo

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The researcher aims to examine the impact of destination image of Nanning Garden Expo on tourist willingness to revisit. In this study, Nanning Garden Expo, a famous comprehensive park in Nanning, Guangxi, is selected as the research object. Based on previous literature and theories, the author analyzes and explores the relationship between the destination image of Nanning Garden Expo and tourist willingness to revisit. The research tool is questionnaire and the sample size of the survey data is calculated by Cochran formula, and the data collection volume is 385. The statistics used in the data analysis are descriptive statistics including frequency distribution, percentage, mean, standard deviation, and inferential statistic for testing hypothesis. The researcher applies multiple regression analysis models to examine which independent variables have strong or weak relationships with dependent variables. Hypothesis test indicates that destination image has a significant positive impact on tourist willingness to revisit. Based on the results of the empirical study, relevant suggestions are proposed for how to enhance tourist willingness to revisit for Nanning Garden Expo and promote the healthy and sustainable development of tourism.

*Keywords:* destination image, tourist willingness to revisit, Nanning Garden Expo

## Introduction

With the continuous development of tourism, tourism has played an increasingly important role in the economy, and there has been more fierce competition among tourist attractions. Therefore, many tourist destinations start from their own natural resources, human resources, and other resources, develop a variety of tourism products that can meet the different needs of people to attract tourists to travel here, in order to improve the status of tourist destinations in the hearts of tourists, and enhance their competitiveness among peers (Li, Wang, & You, 2022). The various images of tourist destinations can have a direct impact on the mood of tourists and whether they are willing to travel there again next time. Whether the image of each dimension of the tourist destination is good or not can directly determine whether tourists are willing to visit it again (Bao, 2008). Through the objective evaluation obtained from the perspective of customers, enterprises can better understand their brand's position in the industry. Through the evaluation of this product, customers will decide whether to buy the brand again, or whether to recommend the brand to relatives and friends. The above behavior caused by satisfaction will have a direct impact on the performance of the firm. The same is true of tourist attractions, only

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in all dimensions of the tourist destination image left a good impression on tourists, and tourists are more satisfied with the tourist destination, they will choose to visit again (Li, 2017).

The Nanning Garden Expo was completed and opened in 2018. It not only serves as a carrier to show the living environment and the image of the city during the expo, but also fully retains and utilizes this high-quality resource after the expo to provide people with an important popular science venue for learning about different regional cultures and garden knowledge. Therefore, the Nanning Garden Expo has become a unique public green space of the city and an important place for tourists to carry out daily recreational activities. In the era of fierce competition in tourist attractions, the development and structural transformation of modern tourism as well as the consumption demand of tourists have changed in all aspects. How to improve the number of tourists and the rate of tourists' revisiting in urban parks has become an important concern (Li, 2020).

Although there are a lot of researches on destination image, there are few researches on the destination image of Nanning Garden Expo, and the influence of destination image on tourist willingness to revisit. Therefore, this study takes the tourists of Nanning Garden Expo as the research object, through the method of questionnaire survey, it finally finds out the influence of destination image of Nanning Garden Expo on their willingness to revisit, which enriches the research results of this type of paper and improves the relevant literature, so as to better guide the practical activities of Nanning Garden Expo and provide references for its marketing practice.

### **Researchable Questions**

What is the impact of destination image on tourist willingness to revisit?

### **Research Objectives**

To investigate the influence of destination image on tourist willingness to revisit.

### **Research Scope**

#### **Scope of Population**

This research is only for domestic tourists visiting Nanning Garden Expo.

#### **Scope of Content**

On the basis of consumer behavior theory, this study examines the relationship between tourist satisfaction and willingness to revisit by examining the conceptual frameworks of tourist satisfaction and willingness to revisit, so as to understand whether the destination image will affect tourist's willingness to revisit a destination.

### **Literature Review**

#### **Consumer Behavior Theory**

The development of tourist destination is to attract tourists and meet the travel needs of tourists, so tourists are the main body in the tourism process, and the various needs of different tourists should be fully considered in the development of tourism resources, so as to carry out the development of tourism resources. The activity behavior of tourists can be roughly divided into three levels, namely the basic level, the higher level, and the special level. Only when the motivation of tourists is fully considered, tourist destinations can develop suitable tourism products to attract tourists to visit again (Li, 2017).

### **Destination Image**

The concept of tourist destination image has been put forward by foreign scholars as early as the 1970s, and has been a hot topic in various disciplines such as tourism, geography, and society, but there is no consensus on the concept of tourist destination image in academic circles (Lv, 2015).

This study summarizes some foreign literature on the concept of tourist destination image. Hunt (1971) thinks the tourist destination image is the impression that people have about where they live. Tasci, Gartner, and Cavusgil (2007) proposes that destination image is a dynamic process, which is the experience of tourists to the specific situation of the destination and the feelings and feedback caused by it. Chen and Lai (2016) believes improving the image of a destination can promote the marketing of the destination by showing potential visitors the unique tourism advantages of the place.

Most domestic scholars believe that the image of tourist destination is from the perspective of object, and the contents of the image are composed of geography, context, social psychology, and folk customs. A good and unique image of tourist destination can significantly improve the interest and willingness of tourists to travel here (Deng, 2004). Liao (2005) believed that the image of a tourist destination includes tourists' macro impression and specific perception of all tourism elements of the destination. In the same year, Bian (2005) pointed out in the article that tourist destination image would affect the tourism development of the destination from the overall and macro aspects.

From the concept of different scholars, it can be seen that the definition of tourism destination image mainly refers the sum of cognition and impression of the subject (tourist) on the object (tourist destination).

### **Willingness to Revisit**

As for the study on the willingness to visit again, as early as 1989, some scholars found in their research that several tourists who returned to Britain from Spain expressed that they would like to visit Spain again (Gyte, 1989). Subsequently, Erickson (1989) found that many tourists indicated that they would choose a new destination for their next trip, but some tourists would also choose to go back to the previous place. Through research, Paul (2002) found that social activities and travel experience are important factors for tourists to re-visit. However, Gitelson and Crompton (2007) believed that one of the conditions that can make tourists have the willingness to visit again is that the travel experience of the destination can make tourists satisfied. Choy (2008) believed that tourists' participation in the tourism process and their familiarity with the scenic spot could affect their willingness to visit again. Activities such as leisure and visiting relatives and friends can improve tourists' satisfaction and thus increase their willingness to visit again (Wilson, 2013). Gitelson and Crompton (2007) were the first foreign researchers to study the factors affecting the willingness to re-visit. Through interviews with tourists and data analysis, they found that the main factors affecting the willingness to re-visit include risk aversion, emotional attachment, social needs, etc. Most scholars have recognized the correlation between satisfaction and willingness to revisit in the research on factors affecting willingness to revisit. Nieder, Parmelee, Stolfi, and Hudes (2005) believed that satisfaction has a significant impact on tourists' willingness to visit again. Some scholars also believed that the influence on tourists' willingness to re-visit was more based on other factors. For example, Davidson (2011) believed that the perceived attractiveness of a tourist destination has a greater impact on the willingness to re-visit than the overall satisfaction.

Wang and Zhen (2010) mentioned in his article that tourists' willingness to revisit refers to the fact that tourists have visited a certain tourist destination once or many times and hope to visit it again. Therefore, he thought that tourists' willingness to re-visit was not behavioral loyalty, but a kind of intention loyalty, which was also the attitude and emotional tendency of tourists towards the tourist destination. Lv's (2015) research on Nanxun Ancient Town and other empirical studies on Xi'an Qujiang Tang Cultural Theme Scenic Spots proved that there was a positive correlation between destination image and willingness to revisit. Some domestic scholars believe that revisiting intention is the willingness of tourists to go to a tourist spot again; Other scholars believe that revisiting intention should include revisiting and recommendation. In summary, this article defines revisiting intentions as the idea and likelihood that tourists want to visit a destination again and recommend to others after the experience of visiting it.

### **Previous Research**

Assaker (2011) studied the effects of novelty seeking, tourist destination image, and overall satisfaction on the willingness to revisit. In this study, the willingness to revisit was divided into four periods, namely, one year, three years, five years, and ten years. The results suggest that novelty seeking and low satisfaction moderate travellers' willingness to revisit in the near future. On the contrary, a positive image of the destination strengthens the intention to revisit in the near and long term.

Wu and Ma (2011) studied the relationship between tourists' perception, tourism destination image, and satisfaction, and found that tourists' satisfaction came from the comparison of tourists' feelings about tourism destinations before and after travel. Through the comparison, whether they were satisfied with the image of tourism destinations was obtained, and it was also proved that a good image of tourism destinations would have a positive impact on tourists' satisfaction.

Li (2017) studied the impact of destination familiarity on tourist destination image. The article pointed out that destination image is an impression of tourists based on their own knowledge background, emotion, and overall perception of the destination, which will affect tourists' behavioural decision-making at different stages of tourism, so as to form the value perception of the tourist destination. Tourists' perception of a good tourist destination image will affect whether tourists will choose to travel there again.

Through the classification, collation, and analysis of relevant literature, this study found that the researches on tourist destination image and tourist willingness to revisit have been continuously improved. Most scholars study the influencing factors of tourist destination image, willingness to revisit from different perspectives, and constantly create various relationship models for verification. However, there are more theoretical studies on the relationship between them, and less empirical analysis. Therefore, starting from the image of tourist destination, this paper studies the variables affecting tourists' willingness to revisit and establishes the influence mechanism model of this study based on the existing mature models and the difference of destination resources to explore the influence of destination image of Nanning Garden Expo on tourist willingness to revisit.

### **Research Framework**

According to the existing research models, this study takes the image of tourist destinations as the key point of the research, and finally forms the research model of this study and applies it to the empirical research of the destination image of Nanning Garden Expo.

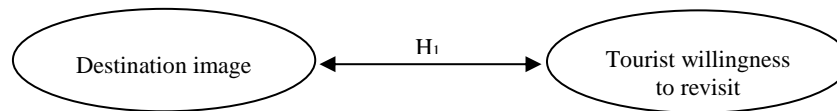


Figure 1. Research framework.

## Hypotheses

Based on the correlation analysis of the variables presented in the previous section, a regression analysis was conducted to explore the causal relationship between the variables. There is one hypothesis to be tested in this study, which is to examine the influence of destination image on tourist willingness to revisit. In this hypothesis, destination image is the independent variable, and tourist willingness to revisit is the dependent variable. This study proposes the hypothesis as follows:

H<sub>1</sub>: Destination image has a positive impact on tourist willingness to revisit.

## Research Methodology

### Population and Samples

In this case, the target population was domestic tourists who had visited Nanning Garden Expo, that was unknown population. And the sampling method for calculating the sample size was Cochran's 1997 sample size method. For the unknown population, the value of  $z$  was 1.96 according to  $z$ -score of 95% confidence level putting in the formula which got the result of 385 sampling size.

### Data Collection Instruments

In this paper, the data collected through the questionnaire were quantitative data, and the data were imported into statistical software for analysis. The frequency and percentage analysis was done for the demographic information variables in the first part of the questionnaire, followed by the mean and standard deviation analysis for the variables of destination image and tourist satisfaction in the second part. The Cronbach's Alpha reliability test was used to determine the reliability of the data. The validity test was carried out using factor analysis. Finally, it was decided to test the hypothesis through an inferential statistic.

### Data Analysis and Interpretation

The purpose of this study was to examine the impact of the destination image of Nanning Garden Expo on tourist willingness to revisit. This study was a quantitative survey of tourists who had visited Nanning Garden Expo ( $n = 385$ ). Descriptive statistics, correlation coefficients, and regression were used for analysis. First, descriptive statistical analysis was carried out on the obtained questionnaire data to understand the frequency of the sample data. Second, mean and standard deviation analyses were done for variables of destination image and tourist satisfaction. In addition, this paper analyzed whether there was a linear relationship between the independent variable (destination image) and the dependent variable (tourist willingness to revisit) by analyzing correlation coefficients. Finally, this paper used linear regression and proposed one hypothesis about whether destination image had a positive impact on tourist willingness to revisit.

## Research Results

### Study Results of Descriptive Statistics

First, the results showed that the majority of tourists coming to Nanning Garden Expo were female, that is 235 out of the 385 respondents were female (61.04%) and 150 were men (38.96%). 240 respondents were in the

age group between 30-49 years old, accounting for 62.34% of the total respondents, as the overall style of the Nanning Garden Expo was also more attractive to this age group for leisure and recreational activities. There were 203 respondents with a bachelor's degree, amounting for 52.73%. In terms of occupation, a largest number of respondents were freelancers (89), accounting for 23.12% of the total and the vast majority of the respondents have visited Nanning Garden Expo only one time over the past three years.

Secondly, the average mean of destination image was 3.212 and the average mean of tourist willingness to revisit was 3.248. As can be seen from the data, average mean values of two dimensions were lower than 3.40, so we can infer that the vast majority of visitors had an average overall experience of the Nanning Garden Expo. The details will be in Tables 1 and 2.

Table 1

*Descriptive Statistics of Destination Image*

Variable	Mean	S.D.	Interpretation
1. The air quality in Nanning Garden Expo is very good.	3.818	1.174	Agree
2. The plant landscape is very beautiful in Nanning Garden Expo.	2.823	1.152	Neutral
3. Nanning Garden Expo has a good landscape architecture.	3.291	0.728	Neutral
4. The theme of each exhibition park is distinctive.	3.275	0.751	Neutral
5. There are excellent public infrastructures in Nanning Garden Expo.	3.174	0.752	Neutral
6. It is very convenient to get to Nanning Garden Expo.	3.366	1.258	Neutral
7. The inside traffic of Nanning Garden Expo is very smooth.	3.426	1.250	Agree
8. Public security management in Nanning Garden Expo is good.	2.691	1.155	Neutral
9. Tourist consultation and reception services in Nanning Garden Expo are very good.	3.104	0.774	Neutral
10. Cultural festival activities are rich and colorful in Nanning Garden Expo.	3.151	0.759	Neutral
Average of the image destination	3.212	0.829	Neutral

As shown in Table 1, except for the average values of air quality and smoothness of transportation in Nanning Garden Expo, the average values of the other items are neutral, indicating that the overall experience of visitors to Nanning Garden Expo is average. The average values of plant landscape, landscape architecture, and the theme of each exhibition park are 2.823, 3.291, and 3.275 respectively, which indicates that the Nanning Garden Expo should make more efforts in the construction of the landscape environment.

Item 5 is about the public infrastructure in the Park, and the mean value of this item is 3.174, indicating that as a large park, there is still room for improvement in the demand for public facilities in the Nanning Garden Expo.

Items 6 and 7 are about the public traffic in Nanning Garden Expo, and the means of this two items are 3.366 and 3.426 respectively. Most tourists live far away from the park in the urban area, and they have to drive far away and take a long time, while those who take public transportation need to turn around and take a longer time, so the external traffic has not reached the satisfactory level.

Items 8, 9, and 10 are about the service management of Nanning Garden Expo, and the average values of the three items are 2.691, 3.104, and 3.151 respectively, of which the mean value of item 8 is the lowest, which indicates that the Nanning Garden Expo cannot give visitors enough security, and as for the cultural festival activities of Nanning Garden Expo in item 10, because the activities are only held in specific periods, some visitors said that their feelings about them are also shallow, so there is much room for improvement.

According to the Table 2, there are no anomalies in the current data, so the analysis can be described directly against the average. The average value of these three items is 3.248, and according to the total mean of each variable, tourists are interested in going to Nanning Garden Expo next time, but they have no intention of visiting the Nanning Garden Expo more often in the future and the willingness to recommend it to relatives and friends is average.

Table 2

*Descriptive Statistics of Tourist Willingness to Revisit*

Variable	Mean	S.D.	Interpretation
11. I am interested in going to Nanning Garden Expo next time.	3.449	1.215	Agree
12. I will visit the Nanning Garden Expo more often.	3.153	1.348	Neutral
13. I would like to recommend friends and family to visit Nanning Garden Expo.	3.143	0.783	Neutral
Average of willingness to revisit	3.248	1.044	Neutral

**Study Results of Inferential Statistics**

The value of regression coefficient of destination image is 0.784 ( $t = 36.499$ ,  $p = 0.000 < 0.01$ ), which means that destination image will have a significant positive impact on tourist satisfaction. The details will be in Tables 3 and 4.

Table 3

*Pearson Related to the Destination Image and Tourist Willingness to Revisit—Standard Format*

		Destination image	Tourist willingness to revisit
Destination image	Correlation coefficient	1	
	<i>p</i> -value	0.000	
Tourist willingness to revisit	Correlation coefficient	0.861**	1
	<i>p</i> -value	0.000	0.000

\*  $p < 0.05$ ; \*\*  $p < 0.01$ .

Based on the above correlation analysis, the correlation coefficients among destination image and tourist willingness to revisit are obtained. The above table shows that the correlation between destination image and tourist willingness to revisit was investigated by using the correlation analysis.

The correlation coefficient between destination image and willingness to revisit is 0.861 and is significant at the 0.01 level, thus indicating a positive relationship between destination image and willingness to revisit.

Table 4

*Linear Regression Analysis of Destination Image and Tourist Willingness to Revisit ( $n = 385$ )*

	B	S.D	Beta	<i>t</i>	<i>p</i>	VIF
Constants	-0.235	0.109	-	-2.159	0.031*	-
Destination image	1.084	0.033	0.861	33.075	0.000**	1.000
$R^2$	0.741					
Adjustment $R^2$	0.740					
<i>F</i>	$F(1, 383) = 1093.930$ , $p = 0.000$					
D-W values	2.191					

Note. Dependent variable: tourist willingness to revisit; D-W: 2.191; \*  $p < 0.05$ ; \*\*  $p < 0.01$ .

As can be seen from Table 4, the linear regression analysis was conducted with destination image as the independent variable and tourist willingness to revisit as the dependent variable, and as can be seen from Table 4 above, the model formula is: willingness to revisit =  $-0.235 + 1.084 \times \text{destination image}$ , and the model  $R$ -squared value is 0.741, which means that the destination image explains the reason for 74.1% of the change in willingness to revisit. The  $F$ -test of the model found that the model passed the  $F$ -test ( $F = 1093.930$ ,  $p = 0.000 < 0.05$ ), which means that the destination image must have an impact relationship on the tourist willingness to revisit, and the final specific analysis can be seen: the value of regression coefficient of destination image is 1.084 ( $t = 33.075$ ,  $p = 0.000 < 0.01$ ), which means that destination image will have a significant positive influence on the tourist willingness to revisit. To summarize the analysis, it can be seen that all items of the destination image will have a significant positive influence on the tourist willingness to revisit.

## Conclusion and Suggestions

### Conclusion

The research objective of this study aims to examine the impact of the destination image of Nanning Garden Expo on tourist willingness to revisit. The respondents are tourists who have travelled to Nanning Garden Expo. The research tool is questionnaire. The online questionnaires are collected by using the questionnaire star in the form of single-choice questions and Likert scale questionnaires. The statistics used in the data analysis are descriptive statistics including frequency distribution, percentage, mean, standard deviation, and inferential statistic for testing hypothesis. The researcher will apply multiple regression analysis models to examine which independent variables have strong or weak relationships with dependent variables.

The value of regression coefficient of destination image is 1.084 ( $t = 33.075$ ,  $p = 0.000 < 0.01$ ), which means that destination image will have a significant positive influence on tourist willingness to revisit. To conclude the results of study, it can be seen that destination image will have a significant positive impact on tourist willingness to revisit. This result is consistent with Wang and Zhen (2010), who mentioned in his article that tourists' willingness to revisit refers to the fact that tourists have visited a certain tourist destination once or many times and hope to visit it again. Therefore, he thought that tourist willingness to re-visit was not behavioral loyalty, but a kind of intention loyalty, which was also the attitude and emotional tendency of tourists towards the tourist destination. Lv's (2015) research on Nanxun Ancient Town and other empirical studies on Xi'an Qujiang Tang Cultural Theme Scenic Spots proved that there was a positive correlation between destination image and willingness to revisit.

### Recommendations

**Strengthen the construction of landscape environment of Nanning Garden Expo.** This study shows that the average values of plant landscape, landscape architecture, and the theme of each exhibition park are 2.823, 3.291, and 3.271 respectively, which indicates that the image of landscape environment of Nanning Garden Expo is not recognized by the public, and the garden managers should increase the investment in this area, especially strengthen the construction of plant landscapes to enhance visitor satisfaction.

**Further improve the public infrastructure of Nanning Garden Expo.** Park managers can pay more attention to two elements of recreational and interactive facilities and food and beverage facilities in the park and improve them from the perspective of visitors' needs. First of all, for the entertainment and interactive facilities, some studies have shown that the emotional interaction between parents and children and the cultivation of



children's knowledge have a greater impact on their recreational satisfaction (Yang & Wu, 2015), while the existing recreational environment is difficult to provide rich interactive conditions for parents and children, and needs to be optimized and upgraded. The park can consider adding some temporary recreational facilities or organizing relevant fun activities to meet the needs of visitors, especially for parents and children traveling tourists, as far as possible to meet the child's curiosity and the need to play, and large children's facilities next to the appropriate addition of interactive accompanied by the place to enhance the spatial closeness between the child and the parent; Secondly, the park managers should also expand the coverage of food and beverage shopping, during the peak period of tourists' travel, mobile stalls can be set up to meet the catering needs of tourists in various landscape areas, and during the off-season, the number of vending machines can be considered to increase, so as to facilitate tourists' purchase of snacks, drinking water, etc., and at the same time, the labor cost can also be reduced.

**Enhance the transportation convenience outside the Nanning Garden Expo.** First of all, the park can cooperate with the relevant government departments to improve the bus lines that can reach the Nanning Garden Expo, effectively covering the main administrative districts, reducing the frequency of special lines on weekdays, and increasing the frequency of buses according to the passenger flow appropriately on weekends, holidays, and during the holding of thematic activities to attract young people to participate in the Nanning Garden Expo, so as to flexibly satisfy and facilitate the travel needs of the people. Secondly, in the context of the rapid development of the sharing concept, shared bicycles, shared trams, and shared cars are more convenient transportation facilities, and parking spots for shared cars or electric cars can be added near the park to facilitate college students to drive shared transportation to the park.

**Further perfect service management of Nanning Garden Expo.** Items 8, 9, and 10 of destination image are about the service management of Nanning Garden Expo, and the average values of the two items are 2.691 and 3.104 respectively, of which the mean value of item 8 is the lowest, which indicates that the Nanning Garden Expo cannot give visitors enough security, the author suggests that the park managers should strengthen the supervision and maintenance of the park facilities, once there is damage to the facilities, make timely repairs to ensure the safety of tourists, and strengthen the maintenance and management of plants in July and other hot weather, and deploy more staff at the entrances and exits to strengthen the guidance of parking and entry to the park during the festivals and activities when there is a large flow of tourists. Referring to the other aspects of service management, the park can provide appropriate preference care, flexible project management, expand the mode of popularization of science and theme cultural activities according to the difference in the time dimension, and make innovations and improvements, adjust flexibly according to the different needs of tourists in each period, and create a more distinctive and comfortable open space. Park managers should make full use of the existing advantages and features of Nanning Garden Expo to call on like-minded people to participate in these activities, increasing visitors' sense of community and sense of belonging to the park, thereby effectively enhancing satisfaction.

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