

The Management of Enhancing the Modern Tea Tourism Experience in Chinese Characteristic Towns: A Case Study in Gianxin town

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Abstract

The objectives of this research were to study (1) the factors of happiness, relaxation, entertainment, and cultural experiences, through a tea tourism to customer retention; (2) the factors of happiness, relaxation, entertainment, and cultural experiences, through value perception to customer retention, and (3) to develop the customer retention. The research instrument is a mixed method, collected data from a sample of 400 tourists visiting the town of Qianxin. Based on reviewing and commenting on the relevant theories in the existing literature and combining the contents of in-depth interviews, this study revises the model of tea tourism experience in a Chinese specialty town and proposes a model of the mechanism of the influence of tea tourism and value perception on customer retention rate. At the same time, a questionnaire survey was taken for data collection, and empirical tests were carried out using SPSS and AMOS tools.

The results of research found that: (1) the factors of happiness, relaxation, entertainment, and cultural experiences, through a tea tourism to customer retention by mediation effect on .215, .118, .146, and .108 respectively; (2) the factors of happiness, relaxation, entertainment, and cultural experiences, through value perception to customer retention by mediation effect on .128, .170, .111, and .116 respectively; and (3) The modern tea tourism experience scale was revised to improve the factors influencing the customer retention rate. The measurement scales of happiness, relaxation, entertainment, and cultural experience were finally determined to verify the influence of the above factors on customer retention rates, and the partial mediating role played in the relationship between tea tourism and customer retention rate was verified, and validated the partial mediating role played by value perception in the relationship with customer retention rate.

Keywords: Chinese characteristic towns; tea tourism experience; management approaches; service quality; innovation; repeat tourism

Introduction

Chinese specialty towns are an increasingly important part of China's tourism industry, and these towns have become the center of attention for tourists with their unique geographic and cultural resources. Among them, tea culture tourism, as an important form of specialty tourism, has become increasingly popular among tourists. Tea culture not only reflects the profundity of China, but also provides a unique tourism experience, while contributing to local economic development and cultural heritage. However, it is a complex challenge to enhance the management of modern tea tourism experiences in Chinese specialty towns. With growing tourist demand, town managers need to balance tourism sustainability, cultural heritage,

environmental protection, and tourist satisfaction. In this context, Pious Heart Town has become a case study of great interest. Located in Longnan County, Jiangxi Province, China, Pious Heart Town is famous for its long tea culture tradition and picturesque natural environment, which attracts a large number of tourists. (Peng & Nansheng, 2020: 41)

Although Pious Heart Town has achieved some success in the field of tea tourism, it also faces a series of management challenges, such as single tourism product, incomplete implementation, imperfect system, and cultural heritage. Therefore, this study aims to use Pious Heart Town as a case study to delve into the problems of modern tea tourism management and explore how to improve the tourist experience while protecting and passing on the local tea culture. Through the case study of Pious Heart Town, we can extract successful management practices and lessons learned to provide useful experiences for other similar towns in order to promote the sustainable development of modern tea tourism experiences in China's specialty towns. (Peng & Nansheng, 2020: 40)

Tea culture tourism, an important sub-sector in the tourism industry of China's specialty towns, has great potential and appeal. However, towns managing tea culture tourism face multiple challenges, including the surge in the number of tourists, cultural heritage, environmental protection, and the improvement of tourist experience satisfaction and tourist repetition rate. As a representative tea culture town, the management experience and challenges of Piety Town are typical. Therefore, the problem statement of this study is as follows:

(1) How to improve the visitor experience of tea tourism in Pious Heart Town? Tourist experience is the core of tea culture tourism, but Pious Heart Town may face problems such as tourist crowding, service quality, and tour route design. This study will explore how to improve the management of Pious Heart Town in order to improve the visitor experience.

(2) How to protect and pass on the tea culture heritage of Pious Heart Town? The heritage of tea culture is crucial to the sustainable development of the town, but while attracting a large number of tourists, the cultural heritage may face challenges. This study will examine cultural preservation strategies in Pious Heart Town and how to balance tradition and modern needs.

(3) How to address the environmental sustainability of tea tourism in Pious Heart Town? Tourism has an impact on the natural environment, and Pious Heart Town may face environmental protection issues, including waste disposal and water management. This study will explore the management methods of environmental sustainability.

(4) How can the management experience of Pious Heart Town be drawn upon to provide useful experience and guidance for other Chinese specialty towns? By studying the case of Pious Heart Town, this study will attempt to summarize successful management practices and provide actionable suggestions for other similar towns in order to promote the sustainable development of tea culture tourism in Chinese characteristic towns. (Hu, 2018: 54)

From problem above this study aims to explore the economic management methods for enhancing the tea culture experience in a feature town. The study focuses on tea tourism as a modern concept for healthy tourism, representing the next generation of tourism development. The research investigates specific tourism sectors, particularly eco-tourism and tea tourism, and examines a successful case, Qianxin Town in Ganzhou city, China, to understand how to promote tea tourism across China, other Asian countries, and globally.

Research Objectives

1. To study the factors of happiness, relaxation, entertainment, and cultural experiences, through a tea tourism to customer retention
2. To study the factors of happiness, relaxation, entertainment, and cultural experiences, through value perception to customer retention
3. to develop the customer retention

Research Methodology

Simple and data collection

1. For quantitative method in order to make the respondents more representative, this survey was taken from tourists who visited the town of Qianxin for tourism. Whole cluster sampling was used to select samples for this study. It is a sampling method that combines the units in the whole into a number of units. The set of non-overlapping and non-duplicated units, called cluster, and then samples are taken from the cluster as sampling units. Based on the number of 500,000 tourists visiting the town of Qianxin each year, this study used the Taro-Yaman (1973: 1420) method of selection, according to the formula $n = N/(1 + N(e^2))$, with a margin of error of 5%, and the results showed that the sample size should be about 400 people. With a total population size of 500,000 and an allowable error of 0.05, the sample size (n) determined using the Yamane sampling formula is approximately 400, which is the sample size error that meets the required sampling requirements in this case. Based on the above calculations, at least the sample selected satisfies Yamane's sampling criteria.

2. For qualitative method in this study, 12 tourists were selected for in-depth interviews based on 12 months in a year to understand their real feelings after the tourism experience in order to obtain first-hand practical information as support. The 12 samples came from tourists visiting the town in different months, and 1 tourist was selected from each month. In addition, in order to increase the validity of the interview content, the selected samples were tourists who participated in the tour at least twice a year in the tour frequency to ensure that the respondents had a high degree of familiarity with the specifics of the tour place.

Instrument

In this research, according to the existing mature scale, and each variable, design the questionnaire, collect a certain amount of empirical data to test the reliability and validity of the scale, and determine the measurement scale of each variable.

At the same time, a small-scale pre-test was conducted, and then the order of the questions and expressions were adjusted according to the results of the test to ensure that the interviewees could correctly understand the contents of the questions and answer them conscientiously by

1. For quantitative methods

This study will use a questionnaire to collect relevant data, combined with the background of this study is the tourist attraction of Qianxin town, the research object is the tourists who visit the town, the content of the questionnaire is based on the variables of the scale for the questionnaire design, which can be divided into a total of five parts.

The first part of the questionnaire is the introduction, indicating the purpose of the survey, the use and the survey background description, to ensure that no personal privacy, to obtain the first step of the trust of the respondents, while giving a certain amount of background information, and to guide the respondents on how to fill out this questionnaire, in order to reduce their vigilance, and fill out the questionnaire seriously.

The second part of the questionnaire is the basic information, asking tourists about their gender, age, occupation, salary, whether they have traveled to the town and the frequency of travel, in order to understand the distribution of the sample.

The third part is the variables related to the perception of tourism experience. This part mainly asks tourists about their perceptions after participating in tourism, which is measured in four aspects: happiness, leisure, entertainment, and cultural experience.

The fourth part is the mediating variables of tea tourism, value perception. This part mainly examines the tourists' perception of tourism experience is measured by tea tourism and value perception. There are 5 items for tea tourism and value perception.

The fifth part is customer repetition rate, which asks tourists about their perception of tea tourism in Qianxin town.

All variables in this questionnaire are scored on a 5-point Likert scale, where 5 stands for "Strongly Agree", 4 stands for "Somewhat Agree", 3 stands for "Unsure", 2 stands for "don't really agree", and 1 "don't agree at all".

2. For Qualitative Method

Semi-structured interviews are widely used in academia for survey research. In general, Semi-structured interviews were mostly face-to-face exchanges between the researcher and the interviewee on the main content of the study. To explore the understanding, attitude, and motivation of research subjects towards issues related to education in practice.

A relevant aspect of this study is the survey of people's tourism within the city. By selecting one person per month, for a total of 12 people, the interviewer was selected as a person who had experience in traveling within the city that the researcher had specified. The interview was open-ended so that the interviewer could explain the message that was on their minds through their most recent travel experience.

Data Analysis

The data analysis software used in this study was SPSS and AMOS, with the help of which the reliability and validity of the scales, the basic descriptive statistics of the samples, and the regression model for hypothesis testing were statistically analyzed.

Research Conceptual Framework

This dissertation is about the research on economic management methods of enhancing experience in tea culture in feature town. First, the tea tourism is a modern term that can be considered as part of healthy tourism that is the next generation of tourism development. Specific tourism sectors will be investigated in the eco-tourism and tea tourism. In the end, a representative case of success, tea tourism in Qianxin Town, Ganzhou city of China will be discussed as an example how to improve the spread of tea tourism in China, other Asian countries and even the world. (Meng, 2019: 93; Xue, 2018: 122)

This dissertation aims to explore the economic management methods for enhancing the tea culture experience in a feature town. The study focuses on tea tourism as a modern concept for healthy tourism, representing the next generation of tourism development. The research investigates specific tourism sectors, particularly eco-tourism and tea tourism, and examines a successful case, Qianxin Town in Ganzhou city, China, to understand how to promote tea tourism across China, other Asian countries, and globally.

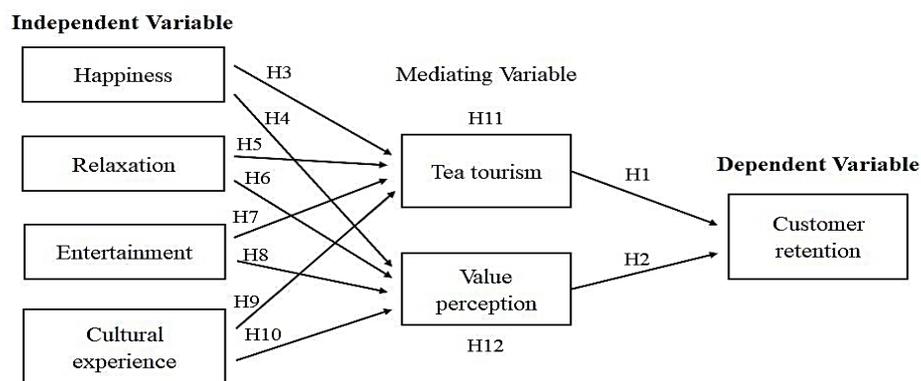


Figure 1 Research Conceptual Framework

The research framework described is a theoretical framework that discusses the relationship between various independent variables (happiness, relaxation, entertainment and cultural experience), mediating variable (tea tourism and value perception), and the outcome variable (customer retention).

Research Result

For Quantitative Method

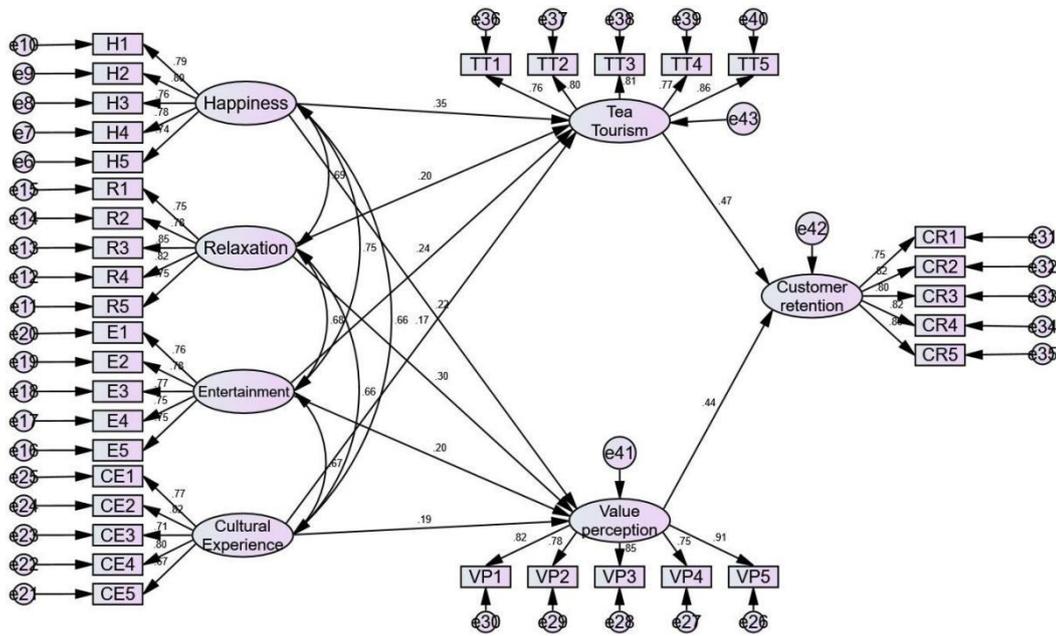
1. The demographic sample for this thesis was 400, with more females than males in terms of gender. The frequency of females was 266 (58.72%). The analysis of the age groups shows that: 72 persons (15.89%) are under 18 years old. The analysis of occupation shows that the frequency of commuters/white-collar workers is 194, accounting for 42.83%. The results of monthly income show that the frequency of 5001-7000 yuan is 138, accounting for 30.46%.

Doing research by objectives:

1. the factors of happiness, relaxation, entertainment, and cultural experiences, through a tea tourism to customer retention

2. the factors of happiness, relaxation, entertainment, and cultural experiences, through value perception to customer retention

Structural Equation Modeling, using AMOS 26.0, a structural equation model was constructed with Happiness, Relaxation, Entertainment, and Cultural Experience as an independent variables are Tea Tourism and Value Perception as an mediating variables, and Customer Retention as the dependent variable for model testing.



Picture 2 Structural equation modeling (unstandardized coefficients)

Table 1 Degree of model fit

model fitness	Adaptation Standards		model fit value	fit
	acceptable level	favorable		
X2/df	3-5	1-3	1.808	favorable
GFI	>0.85	>0.9	0.894	acceptable level
AGFI	>0.80	>0.9	0.877	acceptable level
RMSEA	<0.08	<0.05	0.042	favorable
NFI	>0.85	>0.9	0.915	favorable
TLI	>0.85	>0.9	0.956	favorable
CFI	>0.85	>0.9	0.960	favorable
RFI	>0.85	>0.9	0.907	favorable

From the above table, it can be seen that X2/df is 1.808, which meets the criterion of less than 3, GFI is 0.894, which meets the criterion of greater than 0.85, AGFI, is 0.877, which meets the criterion of greater than 0.8, RMSEA is 0.042, which meets the criterion of less than 0.05, and the model fit values of NFI, TLI, CFI, and RFI are 0.915 respectively, 0.956, 0.960, and 0.907, with good model fit.

Table 2 Results of path significance test

Impact Pathways		Estimate	Standard S.E.	C.R.	P	
		Estimate				
Tea Tourism	<--- Happiness	0.376	0.345	.071	5.286	<0.001
Tea Tourism	<--- Relaxation	0.206	0.196	.058	3.520	<0.001
Tea Tourism	<--- Entertainment	0.255	0.244	.067	3.795	<0.001
Tea Tourism	<--- Cultural Experience	0.188	0.17	.060	3.122	0.002
Value Perception	<--- Happiness	0.338	0.216	.104	3.237	0.001
Value Perception	<--- Relaxation	0.448	0.297	.090	4.996	<0.001
Value Perception	<--- Entertainment	0.293	0.196	.101	2.906	0.004
Value Perception	<--- Cultural Experience	0.307	0.194	.092	3.351	<0.001
Customer Retention	<--- Tea tourism	0.572	0.466	.066	8.629	<0.001
Customer Retention	<--- Value perception	0.379	0.443	.043	8.719	<0.001

Based on the structural equation modeling, this study further investigates the indirect effect of Talent Management, Mentorship Support on Florist Design Capability improvement, Baron and Kenny (1986: 1179) suggested that the mediating variable explains the independent variable's influence on the mediator's variable effect, how and why the process occurs. There are three main methods to test for mediating effects: i) causal method (hierarchical test), ii) coefficient difference and coefficient product method (Sobel test), and iii) self-help method (Bootstrap), as causal and coefficient difference and coefficient product methods require that the coefficients of paths a and b must obey an approximate normal distribution.

Bootstrap is a test for repeated sampling, by sampling at least 1,000 times from the sample with put-backs and forming a confidence interval with a 95% confidence level from the 2.5th percentile and the 97.5th percentile; if the confidence interval does not contain a zero, the mediating effect exists, and vice versa, it means that the mediating effect does not exist.

Table 3 Summary of intermediary results

Intermediary Path	Estimate	SE	P	Bias-Corrected 95% LLCI	ULCI
Happiness --> Tea tourism					
--> Customer Retention	0.215	0.056	0.000	0.118	0.339
Relaxation --> Tea tourism					
--> Customer Retention	0.118	0.044	0.003	0.042	0.216
Entertainment --> Tea tourism					
--> Customer Retention	0.146	0.054	0.003	0.051	0.261
Cultural Experience --> Tea tourism					
--> Customer Retention	0.108	0.046	0.010	0.024	0.208
Happiness --> Value Perception					
--> Customer Retention	0.128	0.055	0.006	0.035	0.279

Relaxation --> Value Perception --> Customer Retention	0.170	0.044	0.000	0.098	0.279
Entertainment --> Value Perception --> Customer Retention	0.111	0.043	0.006	0.031	0.201
Cultural Experience --> Value Perception --> Customer Retention	0.116	0.045	0.003	0.038	0.216

For Qualitative Method

Analysis of Interview Results (Semi-structured) by the third of objective; to develop the customer retention.

Based on the transcripts of the interviews with 12 individuals for the 8 questions above, the following summary is made:

Happiness and customer return: most interviewees believe that happiness in tea tourism has a positive impact on customer return. They noted that travelers are more likely to repeat their participation in tea tourism in pleasant and happy situations. Sense of relaxation and customer retention: most respondents also agreed that sense of relaxation has a significant impact on customer retention in tea tourism. A sense of relaxation is usually associated with the serene and relaxing environment of tea tours, which makes travelers more likely to want to return. Sense of Entertainment and Customer Repeat: Respondents generally agreed that a sense of entertainment has a positive impact on customer repeat. Entertainment in tea tourism, such as tea ceremonies and traditional cultural activities, provided the attraction that motivated travelers to re-engage. Sense of cultural experience and customer retention rate: cultural experience was perceived to have a significant impact on customer retention rate. Travelers sought to learn about tea culture and traditions and participate in cultural activities, which deepened their emotional connection to tea tourism and motivated them to re-engage. Relationship between tea tourism and customer retention rate: respondents generally agreed that providing an enjoyable tea tourism experience, including a sense of well-being, relaxation, entertainment, and cultural experience, increases customer satisfaction and loyalty, which leads to higher customer retention rates. Relationship between sense of value and customer retention rate: sense of value is often seen as a key factor influencing customer retention rate. Customers are more likely to be willing to re-engage if they feel they have received a value-for-money experience in tea tourism. Mediating variables for customer retention: respondents identified tea tourism and perceived value as mediating variables influencing the relationship between feelings of well-being, relaxation, entertainment, and cultural experience and customer retention. Tea tourism and value perception were seen as key elements in converting these feelings into repeat participation. Variables affecting customer retention: respondents mentioned other factors affecting customer retention such as word-of-mouth communication, service quality, price, brand loyalty and destination reputation. These factors also have an impact on customers' decision making and thus their willingness to repeat their participation in tea tourism.

Table 4 hypotheses studied in this research:

No.	Hypothesis	Results
H1	Tea tourism is positively related to customer retention rate.	accepted
H2	Value perception has a positive relationship with customer retention rate.	accepted
H3	Happiness has a positive effect on Tea Tourism.	accepted
H4	Happiness has a positive effect on value perception.	accepted
H5	Relaxation has a positive effect on tea tourism.	accepted
H6	Relaxation has a positive effect on value perception.	accepted
H7	Entertainment has a positive effect on tea tourism.	accepted
H8	Entertainment has a positive effect on value perception.	accepted
H9	Cultural experience has a positive effect on tea tourism.	accepted
H10	Cultural experience has a positive effect on value perception Tea tourism has a significant positive effect in mediating	accepted
H11	between happiness relaxation entertainment cultural experience and customer retention rate Value perception has a significant positive effect in mediating	accepted
H12	between happiness relaxation entertainment cultural experience and customer retention rate	accepted

Discussions

1. The definition of customers' willingness to make repeat purchases varies among researchers, but the connotation is basically similar. Jones and Sasser (1995: 88). believe that customer repeat purchase intention refers to the customer in the purchase and use of products and services, based on the experience of the feelings generated by the willingness to re-purchase, is the implementation of repeat purchase behavior of customers in a more reliable psychological prediction indicator. According to Mingliang (2002: 182), customers' intention to repeat purchase refers to the desire or tendency to realize a continuous trading relationship between customers and existing suppliers. How to satisfy consumers and strengthen their repeat. How to satisfy consumers and strengthen their repetitive purchase intention to retain customers and ultimately gain customer loyalty and finally realize a sustainable and positive trading relationship has been the focus of much attention in the research. In the existing research, the factors affecting repeat purchase intention are mainly discussed in terms of value, satisfaction, brand, seller's reputation, and service quality. (Huang et al., 2014: 145)

Examining the impact of the positive correlation between tea tourism and customer repetition, this hypothesis is relevant to service quality and satisfaction studies as these factors are usually closely related to customer retention, unlike previous studies. Previous studies have emphasized the association between satisfaction and loyalty and the effect of satisfaction on word-of-mouth communication. However, differences may lie in the specific characteristics and elements of tea tourism, such as the uniqueness of tea culture and tea production. (Yang et al., 2020: 239)

2. According to Guo Guoqing (2010: 1600) consumption experiences generate experiential values, such as hedonic and aesthetic values. All consumption is value, including physical, emotional, intellectual, and spiritual dimensions, which is conferred by the subject. Sun Naijuan's study found that service experience is positively related to repurchase decision,

but is influenced by a variety of factors, such as customer loyalty programs, enjoyable experiences, and stimulating experiences that can affect shopping experience behaviors. Gwinner and Swanson (2003: 284) argued that confidence benefits can increase customers' willingness to make repeat purchases by generating higher levels of customer satisfaction. Similarly, in tea tourism, there is a close relationship between value perception and customer retention. Tea tourism operations usually involve the provision of unique cultural, natural, and tea-making experiences, and customers' perceived value of these experiences will have a direct impact on their willingness to participate in the same or similar tea tourism activities again. The perceived value of a tea tourism business depends on the customer's evaluation of the experience provided. If customers perceive that they received excellent service, an interesting cultural experience, and a high-quality tea tasting experience on a tea tour, they are more likely to retain that positive experience and want to return.

3. According to Epicurus, "the ultimate goal of life is the pursuit of happiness and the attainment of happiness, and people's choices in life are based on happiness." Chen et al., (2012: 22) believes that happiness consists of two dimensions: life satisfaction based on cognitive evaluation and positive emotions negative emotions based on emotional experience, while the research direction is the human existence law and life challenges. After a long period of theoretical development, the structure of happiness has become more diversified and hierarchical. Xiaoxiao and Ying (2015: 205) believes that happiness is the ultimate goal of every individual in society, and the exploration of happiness should be included in the scope of tourism research. Through tourism, people can get in touch with and experience a new way of life. The six elements of tourism, namely, "eating, living, traveling, touring, shopping, and entertainment", bring satisfaction to tourists from the material level and the spiritual level, which in turn enables them to gain a sense of happiness.

The positive correlation between well-being and tea tourism is to some extent similar to research in tourism psychology and experiential economics, both of which study the effects of tourism on an individual's mood and well-being. However, differences may lie in the specific contextual and cultural elements of tea tourism and the uniqueness of the field.

In addition, in terms of psychological satisfaction, well-being is closely related to an individual's emotional state and satisfaction. The sense of pleasure, fulfillment and positive emotions in the tea tourism experience will motivate tourists to participate more actively in and enjoy tourism activities.

4. The hypothesis of studying the relationship between happiness and value perception, unlike previous studies, is somewhat similar to studies related to experiential economics and emotional value. These studies emphasize the importance of emotional experiences on individual value perceptions and are not limited to the field of tourism. However, unlike previous studies, tea tourism has its own unique culture, history, and characteristics, which may lead to different emotional and value perceptions than other tourism experiences. In addition, in terms of the link between emotion and value perception, pleasure is usually closely related to emotional experience, and emotion plays a key role in determining an individual's value perception of things. In tea tourism, when travelers feel happy and satisfied, they are more likely to perceive the experience as valuable because they associate it with positive emotions. In terms of psychological satisfaction and perceived value, tea tourism usually includes interactions with the natural environment, culture, history, and tea tasting, all of which create a deep sense of psychological fulfillment for the tourist. This psychological satisfaction usually enhances the perceived value of the experience for the traveler as they find

it enriching and meaningful. In terms of the impact of positive evaluations, when tourists feel pleasure and associate it with tea tourism, they are more likely to give positive evaluations and spread word-of-mouth. This can increase others' interest in tea tourism and thus increase its perceived value. (Zhang, 2014: 205)

5. Marx linked relaxation to the free and comprehensive development of human beings, pointing out that relaxation is an important part of realizing the free and comprehensive development of human beings. This actually reflects Marx's positive attitude towards the value of relaxation. Cao and Qian (2015: 114) believes that a sense of relaxation refers to a relatively stable psychological experience and mental state of freedom, comfort, optimism, and sensitivity that is formed by a person's active life activities through constantly demonstrating the essential power of human beings and constructing and obtaining harmonious external relationships. Luo (2006: 15) believes that taking the characteristics of the experience economy era as the main line, taking the leisure tourism products under this background as the research object, and taking the leisure consumption demand in the experience economy era as the entry point, he introduces the concept of experience economy and demand development and its related theories. Li and Zhang (2010: 59) that from the influence of leisure tourism concept, tea culture tourism resources in the specific development, want to achieve the best development effect, not only need to focus on the integration of leisure tourism concept, but also need to combine the development requirements of the times, the overall innovation and improvement.

6. Kotler et al., (2018: 218) argues that value perception is a concept widely used in a number of fields, including psychology, economics, social science, and philosophy, to describe how individuals perceive, evaluate, and assign importance and meaning to things, behaviors, or choices. Value perception typically involves subjective assessments, personal beliefs, preferences, and moral, cultural, and social factors. Value perception is an individual's or group's subjective assessment and perception of the importance, significance, goodness or badness of things, behaviors, decisions or choices. Thurmauer proposes that tourist value perception factors are the factors that influence tourists to travel actively through the orientation of others and their own initiative to understand the destination's products, prices, transportation, and services. Wu et al., (2022: 582) argues that sensory attraction only positively affects the perceived value of tourists, providing management tips in six areas: stimulating curiosity, mobilizing sensory attraction, enhancing cultural experience, providing relaxation space, promoting emotional connection, and focusing on perceived value. Li et al., (2020: 205) believes that the research paradigm of consumer demand depth mining, combined with the background of experience economy and value factors, summarizes and refines the changing trend of leisure consumption demand under the experience economy, and proposes a marketing innovation model for leisure tourism destinations according to the changes in consumer demand.

7. Wang et al., (2006: 743) believes that entertainment refers to activities and tasks that attract the attention and interest of the audience, or bring pleasure and joy to the audience, with a focus on bringing interest to the audience and attracting their attention. Nguyen et al., (2020: 649) considers recreation to be a relaxing activity in the context of human free time, the purpose of which is to make a person a "complete human being". In Marx's view, the "entertainment" is a free, creative activity that people engage in outside of labor time, which can promote the overall development of man. Qunzhong and Yingying (2019: 77) believes that "recreation is one of the important ways to satisfy people's spiritual needs, an indispensable

part of their cultural life, and "an important manifestation of the meaning of human existence and the significance of life". Wang et al., (2021: 43863) believes that the satisfaction of tourism and entertainment directly affects the overall tourism satisfaction of tourists.

8. The hypothesis that research entertainment is positively related to value perceptions, unlike previous research, relates in part to the entertainment factor in tourism experience and consumer behavior research. Previous research has typically pointed to the nature of entertainment as having a positive impact on tourism satisfaction and perceived value. However, differences may lie in how entertainment factors are utilized in the field of tea tourism and the influence of specific cultural elements and environments on the entertainment experience. Furthermore, in terms of the attractiveness of the nature of the entertainment, entertainment factors usually increase the attractiveness of the tour or experience. Tourists are usually more likely to find fun and enjoyment in activities of an entertainment nature and are therefore more likely to find these activities rewarding. These activities may include recreational elements of tea tourism such as tea ceremonies, traditional cultural activities, or interactive experiences. In terms of psychological satisfaction, recreational activities usually trigger positive emotions such as pleasure, excitement and satisfaction. These emotional experiences are closely related to the perception of value. In tea tourism, participation in recreational activities may increase the emotional satisfaction of travelers, which in turn increases the perceived value of the overall experience. In terms of the association between recreation and participation, recreational activities usually require active participation and interaction of tourists. This participation may increase tourists' engagement with the experience, which in turn makes it easier to perceive the value of the experience.

9. The hypothesis that the study of cultural experience tea tourism is positively correlated is to some extent related to the study of cultural tourism and cultural experience compared to previous studies. Previous studies have usually emphasized the importance of cultural experience for tourism satisfaction and value perception.

However, the differences may lie in the specific cultural elements and history of tea tourism and the unique interest of tourists in tea culture. In addition, in terms of cultural appeal, tea tourism usually involves tea culture, traditional tea-making methods, and the history of tea culture. These cultural elements appeal to many people. Tourists may be interested in learning about and experiencing these cultures, including participating in traditional tea performances, tea culture activities and cultural exchanges. This cultural attraction can increase the appeal of tea tourism.

In terms of the uniqueness of cultural experiences, cultural experiences are usually unique and difficult to replace. In tea tourism, travelers may feel special satisfaction from having a unique cultural experience in this area. This uniqueness may increase their perceived value of tea tourism. In terms of education and enlightenment, cultural experiences may provide educational and inspirational opportunities. Tourists may gain knowledge and insights by learning about the history, cultural traditions, and production processes of tea. This education and enlightenment may increase their perceived value of tea tourism.

10. Zhou et al., (2012: 880) believes that tourists' value perception is based on the expectations of tourists in the process of playing in the tourist destination, the destination infrastructure, tourism services, tourism products and other overall and its cost of comprehensive comparison and evaluation, and ultimately formed a more subjective cognition. Long et al., (2019: 72) jointly concluded that tourists' perceived quality and cultural perceived value positively affect tourists' satisfaction, and cultural experience has no significant effect on

tourists' satisfaction; tourists' cultural experience significantly affects tourists' loyalty, and tourists' perceived quality and cultural perceived value have no significant effect on tourists' loyalty; tourists' perceived quality significantly affects tourists' cultural perceived value and cultural experience, and tourists' cultural perceived value significantly affects tourists' cultural experience.

11. Saayman and Dieske (2015: 79). findings showed that tourists' motivation to participate affects their tourism experience value co-creation behavior through externalities, which ultimately achieves direct and indirect positive effects on tourists' loyalty. Mathis et al., (2016: 66) findings showed that tourists' tourism experience value co-creation is positively correlated with their service provider's loyalty are positively correlated. An additional Saayman and Dieske of Nankai University believes that only if tourists actively participate in the co-creation of high-quality tourism value, tourism products can truly meet the actual needs of tourists, and at the same time, while tourists are realizing their individual growth and self-actualization, tourism enterprises can seize the opportunity to utilize the resources of tourists, design a mechanism to stimulate the participation of tourists according to the market and the needs of tourists, optimize the products, services, and management, and enhance the tourists' tourism The final goal is to realize the sustainable development of tourism business model. Bao (2014: 33) constructed a conceptual model of rural high-end tourism development under the theory of co-creation of tourism experience value and proved the positive correlation between tourism experience value and tourist satisfaction.

12. Zhang and Yang (2013: 6-7) argues that the sum of the value benefits perceived by tourists is the value of the tourism experience, independent of the costs and inputs that tourists pay for it. The customer perception theory proposed by Zeithaml in 1988, i.e., customer perceived value refers to the customer's overall evaluation of the utility of a product or service after weighing the perceived benefits and perceived costs of obtaining the product or service, and argues that the perceived value of a tourist's tourism experience is the result of the tourists' trade-off between the perceived benefits of the tourism experience and the perceived costs of the experience. From the perspective of benefits, Zhang and Yang (2013: 6-7) argues that the perceived value of tourism experience is characterized by comprehensiveness, cognition, dynamism and hierarchy. Zhao and Wang (2019: 50) believes that experience can enhance consumers' goodwill towards the enterprise, stimulate their purchase willingness and commitment, and then influence their subsequent behavior and improve their loyalty to the product and the enterprise, i.e., experiential value co-creation can improve consumers' ultimate satisfaction and loyalty.

Recommendations

Recommendations in this research

First, establish a cultural protection agency, carry out tea culture education programs, and regularly organize tea culture festivals and tea art performances to attract tourists while passing on and promoting the excellent traditional Chinese tea culture.

Second, strengthen environmental protection and ecological education, put forward environmental protection initiatives, and cooperate with local communities and enterprises to jointly develop and promote environmental protection initiatives and action plans to raise their environmental awareness.

Once again, strengthen the publicity and marketing of tea tourism in the town in order to increase its visibility. Strengthen operation and management, set up a feedback system for tourists, and encourage them to provide suggestions and evaluations so as to improve services and facilities. Strengthen the training of the talent team to ensure that they can provide high-quality services.

Finally, personalization according to customer needs, continuous innovation of tea tourism routes, tea tourism activities, tea tourism products and membership programs to meet the needs of different customers, so as to make tourists linger and guide them to visit the town again or recommend them to others.

In addition, the need to improve the construction of intelligent tourism facilities, intelligent business management achievements of tea tourism industry. Intelligent and information technology has covered a number of industries, and so has the tourism industry, where advanced information technology can be fully utilized in tourism products, tourism marketing, and the operation and management of the tourism industry. The application of 5G, AI, AR, VR and other high-tech, digital technology in tea tourism can achieve a new scene experience, tourists can realize a wonderful experience from the visual, auditory, tactile, olfactory and other aspects. In the future, tea tourism can make full use of these information technologies to carry out intelligent upgrading and comprehensively improve the quality of modern tea tourism in terms of intelligent management of tea tourism and personalized customized services, so as to improve the satisfaction and repetition rate of tourists.

The above suggestions and improvement measures can help to solve the challenges faced by tea tourism in Qianxin Township, further enhance the experience management of modern tea tourism in Qianxin Township, improve the perception of tourists' experience and tourists' repetition rate, and strengthen the value perception of tea tourism, so as to promote the sustainable development of the experience management of modern tea tourism in Qianxin Township.

Suggestions

A major limitation of our study is its geographic scope. Our explorations were rooted in the charming town of Qianxin, and while this microcosm yielded valuable insights, it is only a fragment of the vast and diverse tapestry that makes up the world of tea tourism. Future research could endeavor to broaden the perspective to encompass a multitude of places spanning continents and cultures. Researchers could adopt a comparative approach to examine the nuances of the tea tourism experience in different destinations in order to uncover patterns, idiosyncrasies, and universals that paint a more comprehensive picture of consumer behavior and preferences.

In addition, the influence of socio-cultural factors on consumer values remains an area that deserves to be explored in depth. The kaleidoscope of human society is filled with countless nuances of cultural differences that shape perceptions, aspirations, and behaviors. Delving into how these socio-cultural threads intertwine with the modern field of tea tourism can unearth a treasure trove of insights. It is in this exploration that we can reveal how cultural norms, values, and traditions intertwine with the pursuit of wellness to redefine what constitutes a meaningful health and wellness experience.

In the field of marketing, a fascinating path beckons us to explore the effectiveness of specific strategies to promote modern tea tourism. While our study delved into the integration of consumer values, future research could delve deeper into marketing interventions that resonate with a focus on tourists' perceptions of the experience. How personalized marketing campaigns, digital platforms, or influencer collaborations impact consumer engagement and decision-making. Answering these questions could shed light on the mechanisms underlying successful marketing in modern tea tourism.

In conclusion, as we reflect on the road traveled and look to the horizon of the future, it is clear that our research, like any exploration, has inherent limitations. However, it is in the interplay of these limitations and the tantalizing prospect of future research that the true spirit of inquiry thrives. The road ahead is full of promise as we reveal new levels of understanding, cultivate innovative strategies, and chart a course that not only enriches academic discourse, but also promotes the growth of an industry that impacts the lives and well-being of countless travelers.

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