

Analyzing Factors that Effecting Tourism Demand of Zhejiang Tourist Festival, Based on 2019 Xitang Hanfu Cultural Festival Using SEM Method

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Abstract

A typical case of festival tourism in Zhejiang Province, the Xitang Hanfu Cultural Festival, was selected. A questionnaire survey was conducted in the field, and the sample data were subjected to factor analysis and reliability testing with the help of statistical analysis software SPSS and AMOS, and structural equation modeling was applied to verify the hypotheses of this paper. The data analysis of the empirical study shows that: 1. festival tourism tourists' perception has a significant effect on festival tourism satisfaction, while supporting facilities, information and consultation, shopping environment, external environment, price factor, and festival experience have a significant effect on festival tourism satisfaction; 2. supporting facilities, external environment, price factor, and festival experience have a significant effect on festival tourism loyalty, while information and consultation, and shopping environment have no significant effect on tourism There is no significant effect on tourism loyalty; 3. There is a significant positive relationship between tourism satisfaction and loyalty. The study of the relationship between tourist-centered perceived value and tourist satisfaction and loyalty has guiding significance for the development and development of festival tourism in Zhejiang Province.

Keywords: Tourism Economy, Festival Tourism, Structural Equation Model.

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I. INTRODUCTION

Hanfu is one of the important carriers of traditional Chinese culture, and after many years of evolution, it has finally formed a more complete and ceremonial dress system with national characteristics. Hanfu has both artistic and cultural values. The Hanfu Cultural Festival in Xitang, which promotes the culture of the nation, has driven the development of tourism, and

its impact is of great research value.

Xitang Hanfu Cultural Festival, held every year from the end of October to the beginning of November in the ancient town of Xitang, Zhejiang Province, is a Hanfu cultural event initiated by Fang Wenshan, with the fundamental purpose of promoting and passing on traditional Chinese costume culture and etiquette culture. In February 2018, it won the "Top Ten Social Science Popularization Projects in Zhejiang Province" in 2017; in July 2018, it won the "Most Influential Festival of the Year" and other honors at the 2017 China Tourism Awards Ceremony. Since the event was held. The number of visitors participating in the event has grown from more than 1,000 in 2013 to 225,000 in 2019 (Zhao Yidou, 2020). To vigorously develop the Xitang Hanfu Cultural Festival, relevant government departments have invested a large amount of money to improve the construction of Xitang's infrastructure, which has promoted the development of local infrastructure. It has a very positive driving effect on the local employment rate and industries such as telecommunications, transportation, accommodation, and catering. To a certain extent, it has driven economic development.

To sum up, the development of the Xitang Hanfu Cultural Festival has an impact on festival tourism in Zhejiang that cannot be ignored. This paper selects the main project of Zhejiang festival tourism the Xitang Hanfu Cultural Festival as a case study and uses a combination of qualitative and quantitative analysis to analyze the benefits and problems brought by the Xitang Hanfu Cultural Festival, to reflect the growth of benefits and problems brought by the development of Zhejiang festival tourism, and to answer the question of how Zhejiang festival tourism development. Minimize the negative impact. To provide a theoretical basis for the rapid and stable development of festival tourism in Zhejiang and the formulation of specific policy measures by relevant government departments.

II. LITERATURE REVIEW

Festival tourism, simply put, is tourism caused by festivals. This paper follows Professor Dai Guangquan's view (Dai Guangquan, 2011) and defines festival tourism as a special form of tourism activity that markets or enhances a destination with a one-off or regular festival celebration as its core attraction.

Studies on various types of events and event tourism related to festivals, special events, sports, and rituals from a tourism perspective first appeared in the West in 1961, 1963, 1966, and 1972 in several non-tourism specialized journals and monographs. Current research on events has focused on five disciplinary areas such as communication media, popular culture, public relations and leisure tourism, and marketing (Dai Guangquan, Bao Jigang, 2003). Dogan Gursoy et al. analyzed the impact of festivals on local communities from the perspective of organizers and showed that festivals provide opportunities for local people to communicate and participate in local events, and It has contributed significantly in terms of improving community cohesion and providing social incentives. Scholars such as Wang Yuming and Shao Xiuying (2003) and Chen Zhenxiao and Wang Hong (2003) explored the impact of hosting the 2008 Olympic Games in Beijing on tourism development in the surrounding areas. Li Bo (2013) studied Datong City, Shanxi Province as an example and concluded that traditional folk festivals in Shanxi significantly affect the economic growth of Datong City. Rong Peijun et al. (2011) conducted a research study on the influence of festival tourism based

on tourists' satisfaction and found that the grand spectacle of the event and the hot festival atmosphere is more likely to drive the rapid economic development of the tourist place.

The public services of festivals can be summarized as the tangible and intangible, direct and indirect services provided by the relevant government or other social organizations to meet the needs of festival organizers, participants, and exhibitors during the festivals (Guo Sheng, 2008). Foreign countries or regions with more developed tourism industry generally attach importance to the construction of tourism public services, around the six major aspects of tourism activities "food, accommodation, transportation, tourism, entertainment, and shopping, forming a more complete tourism public service system, involving "before, during and after the tour" three stages. Christofle (2009) discusses the impact of the introduction of a strategy to provide assistive tourism facilities for disabled tourists in a French seaside city, discusses the nature of services for disabled tourists, and analyzes the differences in scale and service level between assistive facilities and ordinary facilities, Arie Reichel (2008) analyzed and studied the different aspects of tourists' evaluation of tourism services in terms of expectations and actual perceptions, and put forward reasonable countermeasures and suggestions for improving the service quality. Li Shuang (2008) proposed that the government is not the only provider of tourism public services and managers, but also includes and needs the participation of multiple parties, especially third parties including local social organizations should be actively involved in providing tourism public services as well as management. Huang Yanling et al. constructed a public service system for urban tourism based on the perception of supply and demand and used Guilin as a case study for analysis and evaluation. Li Shuang has also studied the Guangzhou Asian Games and quantitatively evaluated tourism public services during the Games.

In tourism studies, the concept of perception is mainly used to study stakeholder perceptions around the impact effects brought by tourism, such as tourist perceptions, organizer perceptions, and resident perceptions. Zhao Yanlin et al. (2016) considered tourism service perception as the overall judgment or attitude perception of tourists' experience of tourism services during the tourism process. Tourism public service quality perception is the cognition and understanding of the tourist place after the tourist directly feels and experiences the tourism public service information environment of the host place, selects and filters the process, and translates the service environment stimuli. tse &Wilton (1988) proposed the perceived performance model, which is mainly used to measure the dimensions of the actual perception of tourists. Cheng Daopin et al. discussing the interaction between the tourism public service system and overall satisfaction of tourist places found that tourism hospitality service perception significantly influences tourism satisfaction. Wang Yinglin et al. discussed the factors influencing tourism satisfaction by studying tourists' perceptions of the quality of tourism public services in Hainan, using the government and the market as the supplying subjects, and analyzing the factors influencing tourism satisfaction based on nine different tourism public service factors, and making targeted suggestions for the development of tourism public services in Hainan.

Tourist satisfaction refers to a psychological state formed by the interaction between tourists and tourist places after purchasing a tourism product, i.e., tourists' comprehensive evaluation of whether the landscape, environment, infrastructure, entertainment, and hospitality services of tourist places meet tourists' tourism needs. Cardozo (1965) was the first to point out that

customer satisfaction increases the probability of repurchasing. Oliver (1981) drew on the expectation difference theory, the difference between the actual performance perceived by the consumer after consumption and the pre-consumption expectation is considered satisfactory, if the former is greater than the latter, satisfaction is high; if the latter is less than the former, satisfaction is low. Regarding the study of tourists' satisfaction, Lee (2004) used the 2002 World Culture Expo as a case study and mainly classified the tourists' motives for traveling to the Expo into six motives: "family reunion, festival attraction, cultural exploration, escape from everyday life, novelty, and social interaction" through cluster analysis, and explored the effects of different motives for traveling and The impact of different travel motives and visitor attributes on tourism satisfaction was explored.

"Tourist loyalty" first appeared in the field of leisure and entertainment and was derived from "brand loyalty" and "customer loyalty" (Yu, P., 2013). In the field of tourism research, the difference between tourism satisfaction and loyalty is that satisfaction measures the extent to which tourists' expectations are met in a transaction, while loyalty measures tourists' willingness to purchase or participate in activity again. Oliver (1999) argues that loyalty contains four dimensions, namely cognitive loyalty, affective loyalty and intentional loyalty, and behavioral loyalty. Loyalty itself is characterized by complexity (Oppermann M, 1999). Shao and Wei-Chin (2005) suggested that once travelers have sufficient disposable time and income, they will show a psychological preference for specific tourist places. Wang B (2009) concluded that the image of tourist destination, service quality, perceived value, satisfaction, and motivation to travel are the five major factors that influence tourist loyalty after the study of literature analysis method and frequency statistical analysis.

As mentioned earlier, scholars have proposed the influencing factors of tourism perception, satisfaction, and loyalty, respectively. Many research results show that tourist satisfaction positively influences tourist loyalty. Petric (2002) proposed that tourism experience, leisure experience, and satisfaction affect tourist loyalty and constructed a tourist loyalty driving model. Su Lujun (2012) found through his study that service quality, service fairness, and tourism place image all directly affect tourist satisfaction and indirectly influence loyalty through satisfaction. Wang Xiaofang (2009) empirically analyzed tourists' revisit intention of theme parks and concluded that there is a positive and significant influence of theme park ride quality on tourists' revisit intention and indirectly influences tourists' revisit intention through the intermediate variable of tourists' satisfaction. She Shengxiang et al. (2016) found that destination image has a significant influence on satisfaction and affects loyalty through satisfaction, and infrastructure services, natural and humanistic atmosphere and personalized attractiveness in destination image directly and positively affect tourists' loyalty. Lei Yanyan (2017) studied the relationship between the quality of tourism public services and satisfaction and tourists' behavioral intention in festivals in ethnic areas as perceived by tourists, and found that four services in tourism public service factors, namely tourism transportation, tourism infrastructure, tourism safety, and tourism environment, positively and significantly affect tourism satisfaction; tourism satisfaction positively and significantly affects post-tour behavioral intention; tourism transportation, infrastructure, safety positively and significantly affects post-tour behavioral intention. Shi Can (2018) took the characteristic town around Xiongan New Area as an empirical research case, mainly analyzed the influence relationship between tourism destination image of the characteristic town and tourist satisfaction and

loyalty and found that not all tourism destination image factors significantly and positively affect tourist satisfaction and loyalty, but tourist satisfaction has a positive influence on loyalty.

III. RESEARCH HYPOTHESIS AND THEORETICAL MODEL

From the expectation-actual performance model (Oliver Richard L, 1980), it is known that expectations affect satisfaction. And tourists have certain expectations of tourism services before they go on a trip. From the American Customer Satisfaction Index (ACSI) model (Yingying Liu, 2010), in addition to expectations, perceived quality affects satisfaction through perceived value, which can also directly affect satisfaction; satisfaction directly affects loyalty. In terms of relationship marketing theory, to maintain a long-lasting relationship between tourists and companies (scenic festivals and events), I understand it as loyalty as well (Martin Christopher, Adrian Payne, David Ballantyne). So, can the perceived quality of visitors directly influence loyalty? Do all visitor perceptions fully affect satisfaction or loyalty? In this paper, based on the characteristics of scenic festivals and the overall analysis of previous literature, we examine the perceived value of tourists in scenic festivals from six aspects: supporting facilities, information and consultation, shopping environment, external factors, price factors, and festival experience. According to the satisfaction theory model introduced in the previous paper and the customer satisfaction index model pointed out by American scholars, the following hypotheses are proposed in this paper.

Relationship between tourists' festival perception and overall festival tourism satisfaction:

H1a: There is a significant positive effect of supporting facilities on the overall satisfaction of festival tourism

H1b: There is a significant positive influence of information and consultation factors on the overall satisfaction of festival tourism

H1c: There is a significant positive influence of the shopping environment on the overall satisfaction of festival tourism

H1d: There is a significant positive influence of external environment factors on the overall satisfaction of festival tourism

H1e: There is a significant positive effect of the price factor on the overall satisfaction of festival tourism

H1f: There is a significant positive influence of festival experience on the overall satisfaction of festival tourism

The relationship between tourists' festival perception and festival loyalty:

H2a: There is a significant positive impact of supporting facilities on festival full loyalty in

H2b: There is a significant positive effect of information and consultation factors on festival loyalty

H2c: There is a significant positive influence of the shopping environment on festival loyalty

H2d: There is a significant positive effect of external environment factors on festival loyalty

H2e: There is a significant positive effect of the price factor on festival loyalty

H2f: There is a significant positive effect of festival experience on festival loyalty

The relationship between overall satisfaction with festival tourism and festival loyalty:

H3: There is a significant positive influence of overall festival tourism satisfaction on festival loyalty

Combining the above research hypotheses, the following base model was constructed

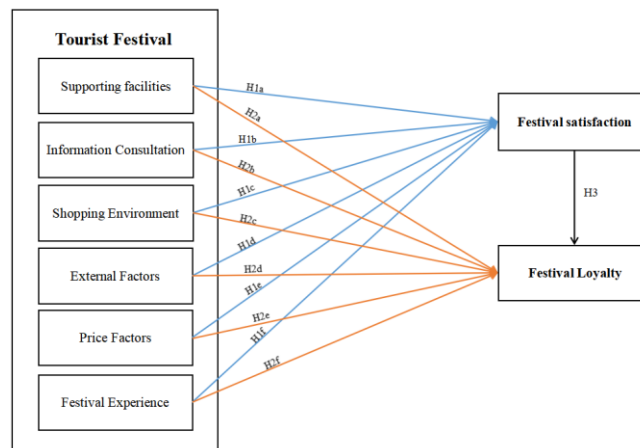


Figure 1: Base model

IV. OPERATIONAL DEFINITION OF VARIABLES

Referring to the studies of Wu Dongsheng (2016), Kang Xinying (2020), Chen Fangying (2010), Gu Yuanyuan (2017), Li Hui (2014), Oppermann and Kozak and Rimington (2000), Chen (2013), the measurement scales of the indicators in this paper are shown in Table 1 below.

A. Festival Satisfaction (FS)

FS1: Opinions on the Cultural Festival;

FS2: The cultural festival met my expectations;

FS3: I think the 8th Hanfu Cultural Festival was a success (Li Hui,2014)

B. Festival Loyalty (TL)

TL1: I have the desire to participate in this activity again;

TL2: I will participate in this activity again in the future (Oppermann and Kozak and rimmington,2000);

TL3: I will take the initiative to recommend my friends and relatives to participate in this activity (Chen,2013)

C. Supporting Facilities (SF)

SF1: Obvious fire safety passageways in tourist destinations (Wu Dongsheng,2016);

SF2: The tourist destination has smooth traffic conditions and convenient transportation (Kang Xinying,2020);

SF3: The public order in the tourist destination is good and the security work is effective and reliable;

SF4: The rights and interests of consumers are strongly protected;

SF5: Timely emergency rescue measures (Wu Dongsheng,2016).

D. Information Consultation (IC)

IC1: It is easy for me to get information about Xitang Hanfu Cultural Festival;

IC2: The government has carried out a lot of propaganda on the Xitang Hanfu Cultural Festival, which is very good and effective;

IC3: The media publicized the number of cultural festivals held (Chen Fangying,2010);

IC4: Social platform for cultural festival-related tourism consultation comprehensive;

IC5: Tourist signs and other obvious signs, scenic interpretation in place;

IC6: Free information and activity information are available at the Visitor Service Center (Wu Dongsheng,2016).

E. Shopping Environment (SE)

SE1: The souvenirs, local specialties, and other commodities of the tourist destination are abundant and distinctive, making shopping convenient (Kang Xinying,2020);

SE2: The merchandise collocation and display in the tourist destination are aesthetic and attractive;

SE3: Souvenirs in tourist destinations have cultural connotations and clear commemorative significance (Wu Dongsheng,2016)

F. External Factors (EF)

EF1: Convenient accommodation, good sanitary conditions, and a good environment in tourist destinations;

EF2: Food is convenient and healthy in the tourist area;

EF3: The infrastructure of Xitang ancient town (such as bus stations, trash cans, and public toilets) has been well constructed;

EF4: The residents of the tourist destination are warm and friendly (Wu Dongsheng,2016);

EF5: The resting place in the tourist destination is comfortable;

EF6: The attendants are neatly dressed and in good appearance (Gu Yuanyuan,2017)

G. Price Factors (PF)

PF1: Food and drink are reasonably priced;

PF2: The accommodation is reasonably priced;

PF3: The commodity prices are reasonable;

PF4: Reasonable transportation prices

PF5: The ticket price is reasonable (Wu Dongsheng,2016)

H. Festival Experience (FE)

FE1: The cultural festival has a strong festive atmosphere;

FE2: The cultural festival program is rich in content;

FE3: The festival activities are reasonable and distinctive;

FE4: There are many activities to watch and experience (Wu Dongsheng,2016).

In summary, the path model involves eight latent variables, FS1-FE4, and 32 variables in

total, namely, supporting facilities, information and consultation, shopping environment, external environment, price factor, festival experience, overall tourism satisfaction, and festival full loyalty.

To reduce the error of the formal research, a pre-survey was conducted on the designed questionnaire, and the pre-survey data were examined to determine whether the questionnaire design and items meet the needs of the study and whether it can be distributed on a large scale to complete the data empirical evidence. A total of 106 questionnaires were distributed through online research, 6 invalid questionnaires with less than 30 seconds of filling time were excluded, and 100 valid questionnaires were obtained, with a valid feedback rate of 94.3%.

In the process of questionnaire pre-testing, SPSS20.0 was used to test the initial reliability of the questionnaire, Cronbach's alpha coefficient was used to test the internal consistency of the questionnaire and combined with "Correction Item Total Correlation (CITC)" and "Item Deleted Cronbach's alpha coefficient" for questionnaire correction. The factors SF1, IC3, and FE5 were finally excluded according to the test results

V. Data acquisition and result analysis

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A. Date analysis

The data of this study came from a questionnaire survey of a random sample of tourists participating in the 2019 Xitang Hanfu Cultural Festival. 450 questionnaires were collected, of which 403 were valid, with a total effective rate of 89.6%; the questionnaire data were analyzed using SPSS22.0 statistical software. The questionnaire was divided into two parts, the first part was the basic information of the respondents, and the second part was the visitors' perception scale. A total of 32 observed variables were involved in the structural model, which was designed using a five-point Likert scale.

B. Descriptive statistical analysis

The descriptive analysis shows that the sample size of each dimension is 403, and the mean values of FS, TL, SF, IC, SE, EF, PF, and FE are 3.552, 3.495, 3.283, 3.343, 3.447, 3.209, 3.344, and 3.491, respectively, and the overall mean value is greater than 3, which is high. Usually, the absolute value of skewness is <3 and the absolute value of kurtosis is <10 , we say that the data obeys the approximately normal distribution, and the absolute values of skewness

and kurtosis of this data meet the requirements. The results of the above analysis are shown in Table I.

Table 1: Descriptive Analysis

Items	N of samples	Mean	Std. Deviation	Median	Kurtosis	Skewness
FS	403	3.552	0.886	3.670	0.130	-0.747
TL	403	3.495	1.054	3.670	-0.681	-0.610
SF	403	3.283	1.172	3.500	-1.159	-0.171
IC	403	3.343	0.983	3.600	-0.855	-0.501
SE	403	3.447	1.040	3.670	-0.616	-0.569
EF	403	3.209	0.980	3.600	-0.955	-0.467
PF	403	3.344	0.934	3.600	-0.545	-0.738
FE	403	3.491	0.987	3.750	-0.502	-0.670

C. Reliability analysis of the scale

Firstly, the data collected from the questionnaire were processed and analyzed, and it was found that the overall Cronbach's alpha coefficient value of the scale was greater than 0.7, and the corresponding Cronbach's alpha coefficient values of the eight dimensions were greater than 0.7, indicating that the internal consistency of the questionnaire was good, so the reliability of the results of this survey was excellent.

To identify the correlation between each question item and the overall score, the correlation coefficient between the question score and the overall score is lower than 0.3. After the reliability test analysis, the correlation between the question items and the overall score in this questionnaire is higher than 0.3, which is shown in Table 2.

Table 2: Reliability Statistics (Cronbach Alpha)

Items	Corrected Item-Total Correlation (CITC)	Cronbach Alpha if Item Deleted	Cronbach α
FS1	0.656	0.802	0.832
FS2	0.669	0.791	
FS3	0.753	0.707	
TL1	0.744	0.752	0.844
TL2	0.684	0.810	
TL3	0.711	0.783	
SF2	0.799	0.903	0.921
SF3	0.800	0.903	
SF4	0.842	0.890	
SF5	0.834	0.892	0.879
IC1	0.775	0.838	
IC2	0.705	0.855	

Table 2: Reliability Statistics (Cronbach Alpha)

Items	Corrected Item-Total Correlation (CITC)	Cronbach Alpha if Item Deleted	Cronbach α
IC4	0.675	0.862	
IC5	0.687	0.859	
IC6	0.721	0.851	
SE1	0.676	0.793	
SE2	0.680	0.790	0.836
SE3	0.741	0.729	
EF1	0.676	0.861	
EF2	0.702	0.855	
EF3	0.769	0.840	0.879
EF4	0.710	0.853	
EF6	0.707	0.854	
PF1	0.672	0.842	
PF2	0.766	0.817	
PF3	0.660	0.844	0.866
PF4	0.682	0.839	
PF5	0.663	0.844	
FE1	0.689	0.821	
FE2	0.693	0.819	0.856
FE3	0.756	0.792	
FE4	0.663	0.831	

D. Validity analysis

The validity study is used to analyze whether the research items are reasonable and meaningful. The factor loading coefficients were used to measure the correspondence between the factors (dimensions) and the question items. In addition, the variance explained values of the eight factors are 11.166%,10.930%,10.656%,10.480%,8.906%,7.152%,6.734%,6.381%, respectively, and the cumulative variance explained after rotation is 72.404%>60%. It means that the amount of information on the study items can be extracted effectively.

By rotating the component matrix for each question in the scale, conclusions were drawn, and the results are shown in the table. According to the meaning of the questions in the scale and the rotated component matrix, a load value greater than 0.5 indicates that it can be analyzed as an important question, and the results show that the load value of each item in each dimension is greater than 0.5, while the results obtained by rotating the component matrix are consistent with the scale and dimensions divided by the research design, therefore, the validity of the questionnaire is high and the questionnaire is valid.

In this thesis, the Harman one-way test was first used to test the homogeneity of the data. This was done as follows: all question items of the scale were factor analyzed together to test the unrotated factor loading matrix, and the magnitude of homogeneity bias could be determined based on the first principal component of the matrix parsed out. After the above process, the

first principal component of this study is 34.68%, which is less than 40%, so the homology bias is not serious in this study. For details, see Table 3.

Table 3: Validity Analysis

Items	Factor Loadings□								Communalities□
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	
FS1							0.706		0.692
FS2							0.769		0.753
FS3							0.781		0.808
TL1								0.816	0.826
TL2								0.658	0.715
TL3								0.721	0.764
SF2				0.811					0.782
SF3				0.836					0.795
SF4				0.877					0.839
SF5				0.856					0.831
IC1		0.845							0.775
IC2		0.732							0.668
IC4		0.712							0.632
IC5		0.740							0.678
IC6		0.760							0.696
SE1						0.751			0.726
SE2						0.768			0.737
SE3						0.863			0.823
EF1	0.722								0.632
EF2	0.720								0.665
EF3	0.839								0.760
EF4	0.768								0.680
EF6	0.766								0.672
PF1			0.738						0.659
PF2			0.868						0.785
PF3			0.723						0.639
PF4			0.757						0.655
PF5			0.689						0.622
FE1					0.754				0.709
FE2					0.748				0.693
FE3					0.841				0.786
FE4					0.709				0.672
Eigenvalues (Initial)□	11.097	2.669	2.049	1.861	1.695	1.462	1.318	1.018	-
% Of Variance (Initial)□	34.6%	8.34%	6.40%	5.82%	5.30%	4.57%	4.12%	3.18%	-

Table 3: Validity Analysis

Items	Factor Loadings								Communalities
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	
% Of Cum. Variance (Initial)	34.6%	43.0%	49.4%	55.2%	60.5%	65.1%	69.2%	72.4%	-
Eigenvalues (Rotated)	3.573	3.498	3.41	3.354	2.85	2.289	2.155	2.042	-
% Of Variance (Rotated)	11.17%	10.93%	10.66%	10.48%	8.91%	7.15%	6.73%	6.38%	-
% Of Cum. Variance (Rotated)	11.1%	22.1%	32.7%	43.2%	52.1%	59.2%	66.0%	72.40%	-
KMO	0.925								-
Bartlett's Test of Sphericity (Chi-Square)	7562.122								-
df	496								-
p-value	0								-

□

E. Validation factor analysis

As can be seen from table 4.1, this validated factor analysis (CFA) analysis was performed for a total of 8 factors, as well as 32 analysis items. The valid sample size of this analysis is 403, which exceeds the number of analysis items by 10 times, and the sample size is moderate.

Table 4.1: CFA

Factor	Quantity
FS	3
TL	3
SF	4
IC	5
SE	3
EF	5
PF	5
FE	4
Total	32
Sample size	403

For the measurement relationship: the absolute value of the standardized load system at each

measurement relationship is greater than 0.6 and shows significance, which means that there is a good measurement relationship. It can be seen in Table 4.2.

Table 4.2: Factor load factor table

Factor	Explicit variable	Coef.	Std. Error	z	p	Std. Estimate
FS	FS1	1.000	-	-	-	0.756
FS	FS2	1.052	0.071	14.808	0.000	0.764
FS	FS3	1.119	0.069	16.204	0.000	0.860
TL	TL1	1.000	-	-	-	0.803
TL	TL2	0.865	0.053	16.457	0.000	0.795
TL	TL3	0.943	0.056	16.828	0.000	0.813
SF	SF2	1.000	-	-	-	0.844
SF	SF3	0.996	0.048	20.875	0.000	0.841
SF	SF4	1.163	0.051	22.796	0.000	0.888
SF	SF5	1.017	0.045	22.589	0.000	0.883
IC	IC1	1.000	-	-	-	0.824
IC	IC2	0.819	0.048	16.949	0.000	0.770
IC	IC4	0.771	0.048	15.979	0.000	0.736
IC	IC5	0.786	0.048	16.231	0.000	0.745
IC	IC6	0.839	0.049	17.289	0.000	0.782
SE	SE1	1.000	-	-	-	0.781
SE	SE2	0.980	0.065	15.167	0.000	0.785
SE	SE3	1.137	0.073	15.627	0.000	0.820
EF	EF1	1.000	-	-	-	0.735
EF	EF2	1.143	0.077	14.912	0.000	0.771
EF	EF3	1.393	0.088	15.817	0.000	0.818
EF	EF4	1.094	0.074	14.834	0.000	0.767
EF	EF6	1.086	0.073	14.781	0.000	0.764
PF	PF1	1.000	-	-	-	0.736
PF	PF2	1.314	0.084	15.561	0.000	0.816
PF	PF3	0.994	0.071	13.911	0.000	0.727
PF	PF4	1.015	0.071	14.243	0.000	0.744
PF	PF5	1.074	0.076	14.162	0.000	0.740
FE	FE1	1.000	-	-	-	0.766
FE	FE2	0.999	0.066	15.220	0.000	0.771
FE	FE3	1.206	0.075	16.168	0.000	0.820
FE	FE4	0.962	0.066	14.644	0.000	0.743

The validated factor analysis (CFA) analysis was conducted for a total of 8 factors and 32 analysis items. From the above table, all the AVE values corresponding to the total 8 factors are greater than 0.5, and all the CR values are higher than 0.7, which means that the data of this analysis have good convergent (convergent) validity. For details, see Table 4.3.

Table 4.3: Model AVE and CR index results

Factor	AVE	CR
FS	0.632	0.837
TL	0.646	0.845
SF	0.747	0.922
IC	0.596	0.881
SE	0.632	0.838
EF	0.595	0.880
PF	0.568	0.868
FE	0.601	0.858

For the discriminant validity analysis, the square root of AVE for FS is 0.795, which is greater than the maximum value of the absolute value of the inter-factor correlation coefficient of 0.557, implying that it has good discriminant validity. For TL, the square root of AVE was 0.803, which was greater than the maximum value of the absolute value of the inter-factor correlation coefficient of 0.557, implying that it had good discriminant validity. For SF, the square root of AVE was 0.864, which was greater than the maximum value of the absolute value of the inter-factor correlation coefficient of 0.449, implying that it had good discriminant validity. For IC, the square root of AVE is 0.772, which is greater than the maximum value of the absolute value of the inter-factor correlation coefficient of 0.461, implying that it has good discriminant validity. For SE, the square root of AVE is 0.795, which is greater than the maximum value of the absolute value of the inter-factor correlation coefficient of 0.419, implying that it has good discriminant validity. For EF, the square root of AVE is 0.772, which is greater than the maximum value of the absolute value of the inter-factor correlation coefficient of 0.485, implying that it has good discriminant validity. For PF, the square root of AVE is 0.753, which is greater than the maximum value of the absolute value of the inter-factor correlation coefficient of 0.462, implying that it has good discriminant validity. For FE, the square root of AVE is 0.775, which is greater than the maximum value of the absolute value of the inter-factor correlation coefficient of 0.477, implying that it has good discriminant validity. For details, see Table 4.4.

Table 4.4: Discriminant validity

	FS	TL	SF	IC	SE	EF	PF	FE
FS	0.793							
TL	0.557	0.804						
SF	0.420	0.449	0.865					
IC	0.461	0.444	0.340	0.776				
SE	0.415	0.419	0.342	0.400	0.797			
EF	0.435	0.485	0.422	0.388	0.405	0.776		
PF	0.432	0.462	0.236	0.430	0.315	0.359	0.758	
FE	0.444	0.477	0.354	0.449	0.401	0.348	0.413	0.778

According to above table 4.5, the model fitness indexes of CMIN/DF, NFI, IFI, TLI, CFI, GFI, RMSEA, and CFI in this study's model all meet the criteria, so the model fitness is good. Correlation analysis.

Table 4.5: Model fit index

CMIN	df	CMIN/DF	NFI	IFI	TLI	CFI	GFI	RMSEA
635.091	436	1.457	0.919	0.973	0.969	0.973	0.917	0.034
Suggested value		<3	>0.8	>0.9	>0.8	>0.9	>0.8	<0.08

F. Correlation analysis

From the above table 5, the correlation analysis was used to investigate the correlation between SF, IC, SE, EF, PF, FE, and FS, respectively, and the Pearson correlation coefficient was used to indicate the strength of the correlation. The specific analysis shows that.

The correlation coefficients between SF and FS were 0.420 and greater than 0, which means that there is a positive correlation between SF and FS. The correlation coefficients between SE and FS are 0.415 and greater than 0, implying a positive correlation between SE and FS. The correlation coefficients between PF and FS are 0.432 and greater than 0, implying a positive relationship between PF and FS. The correlation coefficients between SF and TL are 0.449 and greater than 0, implying that there is a positive relationship between SF and TL. The correlation coefficients between SE and TL were 0.419 and greater than 0, implying a positive correlation between SE and TL. All the items between PF and TL show significance with correlation coefficients of 0.462 and greater than 0, implying a positive relationship between PF and TL. All the items between FE and TL show significance with correlation coefficients of 0.477 and greater than 0, implying a positive relationship between FE and TL. The correlation coefficients between FS and TL were 0.557 and showed a 0.01 level of significance, thus indicating a significant positive correlation between FS and TL.

Table 5: Pearson Correlation

Mean	Std. Deviation	FS	TL	SF	IC	SE	EF	PF	FE
FS 3.552	0.886	1							
TL 3.495	1.054	0.557**	1						
SF 3.283	1.172	0.420**	0.449**	1					
IC 3.343	0.983	0.461**	0.444**	0.340**	1				
SE 3.447	1.040	0.415**	0.419**	0.342**	0.400**	1			
EF 3.209	0.980	0.435**	0.485**	0.422**	0.388**	0.405**	1		
PF 3.344	0.934	0.432**	0.462**	0.236**	0.430**	0.315**	0.359**	1	
FE 3.491	0.987	0.444**	0.477**	0.354**	0.449**	0.401**	0.348**	0.413**	1

* p<0.05 ** p<0.01

VI. SEM MODEL EMPIRICAL RESULTS AND ANALYSIS

A. SEM model

According to the proposed basic theoretical model (Figure 2), the 403 valid sample data obtained from the field research were imported into AMOS software for analysis using the path analysis method, and then the names of each latent variable and observed variable of the scale were corresponded one by one in the path model to construct the structural equation model of the study, which involved a total of eight latent variables of supporting facilities, information and consultation, shopping environment, external environment, price. The model involves eight latent variables, SF2-TL3, 34 error variables, such as e1-e34, and so on, and the model path analysis and test are implemented according to the above rules.

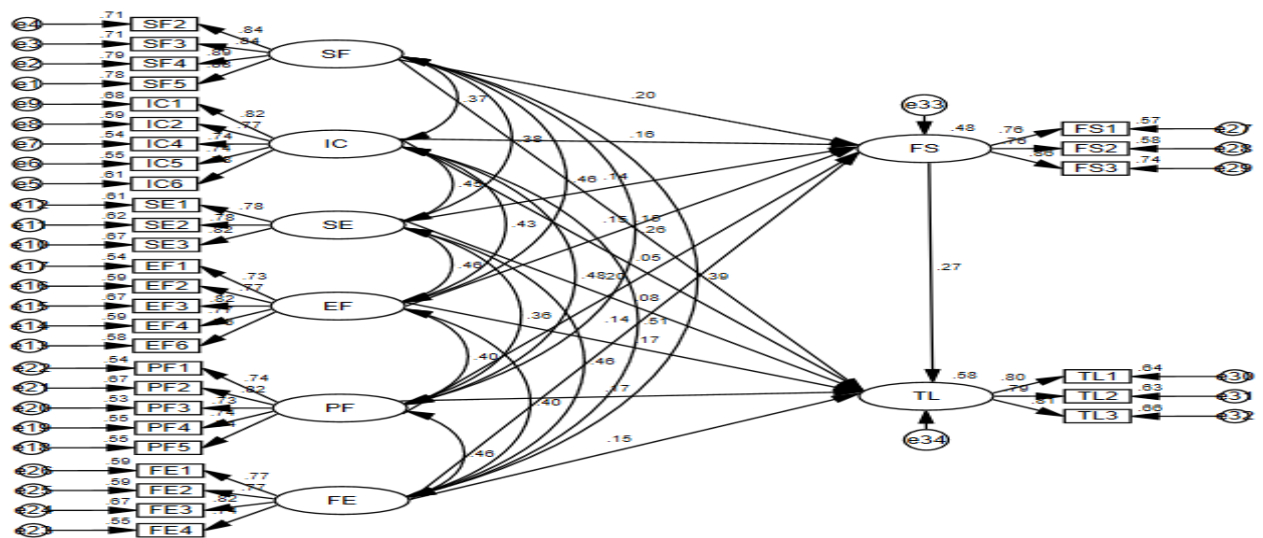


Figure2: Graph of model relationship test results

According to the above table 6, the model fitness indexes of CMIN/DF, NFI, IFI, TLI, CFI, GFI, RMSEA, and CFI in the model of this study all meet the criteria, so the model fitness is good

Table 6: Model fit index

CMIN	df	CMIN/DF	NFI	IFI	TLI	CFI	GFI	RMSEA
633.515	436	1.453	0.919	0.973	0.969	0.973	0.917	0.034
Suggested value		<3	>0.8	>0.9	>0.8	>0.9	>0.8	<0.08

B. Path factor analysis

Based on the above table 7, the relationship between tourists' perceptions of festival tourism satisfaction and loyalty is explored. Based on the data of 403 valid questionnaires collected from the 8th Xitang Hanfu Cultural Festival in 2019, an empirical analysis was conducted to draw the following conclusion.

Table 7: Path inspection result

Path	Relationship			Standardized Coefficients	Non-standardized Coefficients	Std. Error	T	P	Hypothesis Test Result
	Path	Between	Variable						
Path1	FS	<---	SF	0.137	0.196	0.038	3.607	***	Support
Path2	FS	<---	IC	0.131	0.157	0.052	2.549	0.011	Support
Path3	FS	<---	SE	0.102	0.139	0.045	2.285	0.022	Support
Path4	FS	<---	EF	0.130	0.148	0.053	2.466	0.014	Support
Path5	FS	<---	PF	0.175	0.198	0.052	3.373	***	Support
Path6	FS	<---	FE	0.123	0.135	0.057	2.164	0.030	Support
Path7	TL	<---	SF	0.137	0.145	0.049	2.788	0.005	Support
Path8	TL	<---	IC	0.053	0.047	0.065	0.806	0.420	Not supported
Path9	TL	<---	SE	0.076	0.076	0.057	1.330	0.184	Not supported
Path10	TL	<---	EF	0.202	0.171	0.067	2.996	0.003	Support
Path11	TL	<---	PF	0.205	0.172	0.067	3.046	0.002	Support
Path12	TL	<---	FE	0.187	0.153	0.073	2.574	0.010	Support
Path13	TL	<---	FS	0.369	0.274	0.090	4.101	***	Support

The supporting facilities, information and consultation, shopping environment, external environment, price factor, and festival experience perceived by tourists of scenic festivals are significantly and positively correlated with tourists' tourism satisfaction. Ancillary facilities, external environment, price factors, festival experience, and tourists' loyalty also showed a significant positive correlation. Tourism satisfaction is significantly and positively correlated with tourist loyalty, i.e., the higher the overall satisfaction perceived by tourists with the tourist host place, the higher their intention to revisit and willingness to recommend others. However, tourist perceptions do not fully mediate the influence of tourist loyalty through tourist satisfaction. The role of which information and consultation, shopping environment, and tourist loyalty is not significant, indicating that the experience feeling and participation concentration of tourists in scenic festivals and events is higher , see Table 8.

Table 8: Research Conclusions

Assumptions	Main Content	Conclusion
H1a	There is a significant positive effect of supporting facilities on the overall satisfaction of festival tourism	Established
H1b	There is a significant positive influence of information and consultation factors on the overall satisfaction of festival tourism	Established
H1c	There is a significant positive influence of the shopping environment on the overall satisfaction of festival tourism	Established
H1d	There is a significant positive influence of external environment factors on the overall satisfaction of festival tourism	Established

Table 8: Research Conclusions

Assumptions	Main Content	Conclusion
H1e	There is a significant positive effect of the price factor on the overall satisfaction of festival tourism	Established
H1f	There is a significant positive effect of festival experience on the overall satisfaction of festival tourism.	Established
H2a	There is a significant positive effect of supporting facilities on festival full loyalty	Established
H2b	There is a significant positive influence of information and consultation factors on festival loyalty	Not Established
H2c	There is a significant positive effect of the shopping environment on festival loyalty	Not Established
H2d	There is a significant positive effect of external environment factors on festival loyalty	Established
H2e	There is a significant positive effect of the price factor on festival loyalty	Established
H2f	There is a significant positive effect of festival experience on festival loyalty	Established
H3	There is a significant positive effect of overall festival tourism satisfaction on festival loyalty.	Established

VII. CONCLUSION

A. Lack of information consulting services

Before the development of festival tourism, preliminary publicity work must be in place. Due to the limitation of various factors, we can find that the publicity work of the Xitang Hanfu Festival is not enough, such as the government publicity time is short, the publicity method is single, etc. Xitang Ancient Town is the main tourist attraction, however, even the signage at the entrance, exit, and ticket purchase is not obvious. In addition to the signage is not obvious, tourist attractions should also be equipped with certain service personnel or volunteers, to answer the questions of tourists promptly, etc.

B. Unstable price

However, due to the Xitang Hanfu Cultural Festival, the prices of accommodation, transportation, food, and other aspects have increased to a certain extent compared to previous days, especially in Jiashan County. The price increase is normal, but the price should be reasonable. Some cab drivers are blinded by the momentary interests of tourists to income high prices. Accommodation prices, certain hotels ignore the relevant regulations and systems, large price increases, and price increases during the holiday season are even more than four times higher than before.

C. Low external environment goodness

When the environment of clothing, food, housing, and transportation is not good enough for tourists, this will also have an impact on the evaluation of the Xitang Hanfu Festival by tourists

returning home or the possibility of tourists participating in Xitang Hanfu Festival for the second time. Among the many restaurants in the tourist attractions, the food and sanitary conditions are still rather backward, and dirty, messy, and poor phenomena exist. The public bicycle rental service and the bicycle management and repair work are not yet in place.

D. Supporting facilities need to be improves

The limited highway is difficult to meet the surge of the number of cars, and the main roads in Jiashan are prone to form blockage during the peak period. Especially during the Xitang Hanfu Cultural Festival. The fire exit is not marked, which will make tourists feel uneasy once there is an accident.

E. The design of the festival activities is not perfect

Compared with the arrangement of the previous Xitang Hanfu Cultural Festival, many programs are the continuation of the previous years, and the content of the programs is the same and rarely innovative. The design of the festival tourism activities does not consider the actual participation of tourists. It is difficult for tourists to participate in it, which has an impact on the physical sense of participation in the festival.

F. General shopping environment

There is a big difference in the price of accessories in Xitang ancient town, such as traditional hair ornaments, ranging from 10 yuan to thousands of dollars. Some merchants raise prices indiscriminately, the business sector should be punished to a certain extent for this kind of indiscriminate price raising and other deceptive consumer behavior and give warnings to normalize the shopping environment in Xitang.

The types of festival tourism souvenirs are single, and the repetition rate is high. Many of the things sold are from the small mall in Yiwu, Zhejiang. Tourist souvenirs unique to Xitang should be developed, and tourists feel the exquisiteness and specialness of the special goods and compete to buy them.

VIII. POLICY IMPLICATIONS

The first, is scientific planning, the development of a long-term strategic plan for the development of Zhejiang festival tourism.

The development of Zhejiang festival tourism is the first thing to have a long-term development strategy plan. Zhejiang is rich in festival tourism resources, in addition to several existing festivals tourism in government departments to promote the development of good, however, an urgent need to develop the festival tourism resources there are many, the government should be scientific planning, the development of long-term strategic plans related to the development. The development of festival tourism can reshape the new face of the place, and even Zhejiang, and has a positive effect on the economic development of the city where the tourism is held. With the rapid development of tourism, a single sightseeing tour can no longer meet the needs of consumers, Zhejiang tourism should be combined with its history and culture, the natural scenery resources of the Jiangnan water town, vigorously develop festival tourism, a combination of tradition and innovation, the content of tourism richer, a strong sense of the times, and finally achieve the development of festival tourism to promote the sustainable

development of the tertiary industry in Zhejiang Province, improve the comprehensive economic Zhejiang Province The development of festival tourism in Zhejiang Province will promote the sustainable development of the tertiary industry, improve the overall economic strength of Zhejiang Province, and improve the economic income of people.

The development direction of festival tourism in Zhejiang Province should not be confined only to the economic sphere, but also to make the festival tourism in Zhejiang Province a brand and expand the brand's publicity. In addition, the life cycle of the existing festival tourism is limited, how to extend it, how the development of post-festival tourism should be carried out, etc., these are the relevant government departments should consider and should take corresponding measures to achieve the sustainable development of Zhejiang Province festival tourism road is the most urgent.

Second, tighten the theme of the festival and accelerate the development of festival tourism cultural products.

With the continuous development of Zhejiang province's economy and society, the concept of festival tourism activities has been improved, and the thematic content of festival tourism has been diversified. For example, Xitang Hanfu Cultural Festival, which has been held since 2013, has become the most famous festival tourism of Hanfu culture in China, which is festival tourism with comprehensive cultural, entertainment, commercial and gastronomic content. After so many years of development, Zhejiang's many festivals have accumulated some experience in running festivals and are constantly moving towards enrichment and maturity. However, comparing the themes of some festivals in Zhejiang Province, we can find that the theme concept of festivals is old and innovative. Zhejiang Province has a rich and colorful national culture, such as Wu Yue culture, embroidery, Confucius Temple, and other well-known culture. Among them is one of the only two remaining Confucius family temples in China. The development of festival tourism in Zhejiang Province, while tapping into the unique historical and cultural connotations of Zhejiang Province, allows its ethnic culture to be integrated with the development of existing festival tourism. We will take the history and culture of Zhejiang Province as the entry point, keep learning and exploring innovative points to change the way of running the festival and the concept of running the festival and explore new ways to develop the festival tourism in Zhejiang Province and make the festival tourism in Zhejiang Province the most important part of the development of tourism.

Third, find new ways of media communication and strengthen the promotion of festival tourism.

Festival tourism has a strong time-sensitive, inherent properties of tourism products, resulting in a high degree of difficulty in the marketing and promotion of festival tourism activities and other work. In the specific operation process, a variety of marketing and communication methods coexist to better form the brand effect of Zhejiang festival tourism. Such as through newspapers and magazines, television media, outdoor advertising, the network, press conferences, etc. in different ways of publicity. At present, foreign countries use the network for festival tourism marketing mode gradually mature, we can learn from the successful experience in foreign network construction. According to different users' design information query columns, through the segmentation of the tourist market, tourists of different ages, different regions, and different cultural levels can query various festival tourism service information according to their needs. In addition, placing advertisements on large and

well-known websites is also a good way to promote the festival.

Finally, continue to increase investment in the construction of tourism-related facilities in Zhejiang to provide a guarantee for the development of festival tourism.

Development of festival tourism, first, its basic tourism aspects of infrastructure must be gradually improved. To accelerate the development of festival tourism in Zhejiang Province, the relevant government departments should focus on the construction of scenic roads, tourist hotspot parking services, visitor service centers, and other infrastructure, especially to improve the tourist signage in scenic areas, the construction and maintenance of public toilets in scenic areas and cities, scenic parking lots and so on. Relevant departments should coordinate with the major scenic spots, according to local conditions, according to the content of different festivals and tourism, in the host city to coordinate the promotion of tourism infrastructure construction.

Promote the construction of the "Zhejiang Tourism" cell phone APP, improve the module function, increase the tourism dispersal consulting service system in the airport, station, tourist point dispersal point, and other areas, and open the guide overview of each scenic spot in Zhejiang Province, provide the most comprehensive scenic spot, route, traffic, weather, security, medical emergency information, and services, realize the tourism travel Air tickets, train tickets query booking purchase so that tourists enjoy efficient and convenient tourism services. Continue to promote the scenic spot to achieve the identification of electronic tickets, strengthen the network facilities, can set up WIFI kiosks in the crowded distribution points, easy for tourists to subscribe to timely online intelligent tour guide explanation, timely contact with friends, will be updated with travel pictures WeChat circle of friends.

Real-time monitoring of scenic tourism events in the flow of tourists, festival activities before the development of scenic anti-treading crowding emergency plan; when accidents and disasters, natural disasters, and other events that endanger the safety of tourists, timely release of tourism safety warning information, start the emergency plan. The accommodation and catering industry health and safety to implement dynamic supervision, open channels for tourists to complain, to ensure that tourists dining hygiene, accommodation environment safety.

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