

# Study on Influencing Factors of Consumers' Satisfaction with Sichuan Tourism in Post-epidemic Era

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**Abstract:** The purpose of this study is to deeply explore the satisfaction of consumers outside Sichuan province to Sichuan tourism and its influencing factors in the post-epidemic era. Through questionnaire survey and data analysis, this study analyzes the influence of real image, perceived image, media image and other factors on consumer satisfaction outside the province, and puts forward corresponding promotion strategies.

**Keywords:** Post-epidemic era; Consumers outside the province; Sichuan tourism; Satisfaction; Influencing factor

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## 1. Introduction

In the post-epidemic era, global tourism is experiencing unprecedented changes and recovery. With the epidemic under control, consumers' demand for tourism is gradually released. As one of the important engines to promote economic development, tourism plays an increasingly prominent role. Sichuan, with its unique natural scenery, rich history and culture and profound folk customs, has always been a popular tourist destination for domestic and foreign tourists. Especially in the post-epidemic era, the development, opportunities and challenges of Sichuan tourism, as well as the satisfaction of consumers outside the province to Sichuan tourism, have become the focus of industry and academia.

## 2. Theoretical basis

### 2.1 Theoretical significance and value

In terms of theoretical significance and value, this study will focus on the satisfaction of consumers outside Sichuan province to evaluate the overall performance of Sichuan tourism. Secondly, this study will explore the main factors that affect consumers' satisfaction outside the province, including realistic image, perceived image and media image, in order to reveal the internal relationship between these factors and satisfaction. Finally, this study will put forward strategies and suggestions to improve the satisfaction of consumers outside Sichuan province to Sichuan tourism, and provide theoretical support and practical guidance for the sustainable development of Sichuan tourism.

### 2.2 Practical significance and value

In terms of practical significance and value, this study deeply analyzes the satisfaction of consumers outside Sichuan province to Sichuan tourism and its influencing factors in the post-epidemic era. By understanding the actual experience and feelings of consumers outside Sichuan province and their cognition of Sichuan tourism image, we can more accurately grasp the needs and expectations of consumers and provide targeted suggestions for the optimization and development of Sichuan tourism.

## 3. Theoretical basis

### 3.1 Support system

Digging deep into Sichuan cultural elements and combining with the development needs of modern tourism can create unique tourism cultural products. Secondly, we should dig deep into Sichuan's natural landscape and human landscape resources to create more attractive tourist destinations.

### 3.2 Infrastructure

Sichuan should improve the efficiency of traffic operation, shorten the travel time of tourists and increase the accessibility of tourist destinations. At the same time, optimize the tourist traffic routes, improve the service level of the special tourist line, and provide tourists with a more comfortable and safe traffic experience.

### 3.3 Perceived image enhancement

First of all, strengthen the landscape planning and design of tourist destinations, and highlight the characteristics and highlights of Sichuan. Secondly, pay attention to the excavation and dissemination of local culture. Through dynamic interpretation, exhibition of works of art, eating, shopping and leisure, the cultural elements of Sichuan are integrated into the tourism experience, so that tourists can deeply understand the history and culture of Sichuan during the tourism process.

## 4. Research and conceptual framework of research

### 4.1 Degree of satisfaction

Professor Fomell put forward the Swedish Customer Satisfaction Model (SCSB) in 1989, which includes five variables: customer expectation, customer complaint, perceived value, customer satisfaction and customer loyalty. American Customer Satisfaction Index Model (ACSI) was established by Fomell on the basis of SCSB model<sup>[2]</sup>, which formed a model including six structural variables: perceived value, perceived quality, customer expectation, customer complaint, customer satisfaction and customer loyalty. European customer satisfaction index model (ECSI) includes perceived value, perceived hardware quality, Perceived software quality, customer expectation, perceived quality, customer satisfaction and customer loyalty<sup>[3]</sup>.

### 4.2 Perceived value

Perceived value refers to the comparison between the relative benefits that consumers feel for products or services and their efforts. In the empirical study of Wang Min (2021), perceived value is influenced by "service value" and "economic value"<sup>[4]</sup>.

### 4.3 Quality of service

Feng Hongxia, Cao Zhenhua (2024)<sup>[5]</sup>In the tourism research of ethnic villages in northwest China, it is proposed that the service quality is a certain standard that consumers should achieve and the degree to meet the potential needs of consumers. It is the service standard provided by the enterprise for the target consumers, and it is also the degree of consistency of the service standard maintained by the enterprise.

## 5. Influencing factors of consumers' satisfaction with Sichuan tourism in the post-epidemic era.

### 5.1 Tourism image communication mode

In terms of online communication, social media, short video platforms, travel websites and other channels can be used to publish travel information, travel strategies, travel videos and other content to attract consumers' attention and interest. In terms of offline communication, tourism images can be implanted into consumers' daily lives through outdoor advertisements, travel guides and travel maps.

### 5.2 Brand image marketing strategy

Sichuan should establish a perfect brand image management system, and constantly improve the popularity and reputation of tourism brands through brand positioning, brand communication and brand maintenance. At the same time, combined with market demand and consumer preferences, we should formulate targeted marketing strategies, such as launching special tourism products, offering preferential promotions, and carrying out tourism experience activities, so as to attract more consumers to visit Sichuan.

## 6. Conclusion

Through the in-depth analysis of Sichuan tourism, we can draw the following conclusions: First, Sichuan tourism has unique natural and cultural resources and has the potential to become a well-known tourist destination at home and abroad. However, in order to fully release this potential, it is very important to improve the satisfaction of consumers outside the province. Secondly, there are many factors that affect consumers' satisfaction outside the province. These factors are intertwined and jointly affect consumers' travel experience and the overall evaluation of Sichuan tourism. Finally, in order to improve the satisfaction of consumers outside the province, Sichuan tourism needs to start from many aspects. Including strengthening the planning and promotion of tourism image, improving the quality and level of tourism services, enriching the types and connotations of tourism products, strengthening the security and management of tourism, and promoting the innovative development of tourism industry.

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