

THE IMPACT OF THE AGRITOURISM SERVICE MANAGEMENT TOWARD THE SATISFACTION OF FOREIGN TOURISTS IN YUNNAN PROVINCE, CHINA

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ABSTRACT

Abstract—This research aims to identify the current agritourism service management in Yunnan Province, China, and examine its impact on foreign tourists' satisfaction. It surveyed twenty-five cities and selected five locations from five cities through sample selection by raffle, and 400 questionnaires were used to collect data from four tourists from five different places and cities in Yunnan Province, China. Data analysis included descriptive statistics such as frequency, percentage, mean, and standard deviation, as well as inferential statistics such as multiple regression analysis. This study examined tourist satisfaction in five famous tourist areas in China. The findings demonstrated that technology may enhance autonomy, security, and automated service possibilities. The study discovered that Service design thinking and customer service have a significant impact on foreign tourists' satisfaction in Yunnan Province, China, with empathy, tangibles, and responsiveness contributing to this relationship. Service design thinking and customer service have a substantial impact on the satisfaction of international tourists in Yunnan Province, China. According to the findings, space preservation and agritourism services such as road signs and meeting point services are important variables that contribute to international tourists' pleasure when visiting the region. To attract and satisfy international tourists, tourism enterprises should prioritize the preservation of natural places and provide agritourism services. Enterprises in Yunnan Province should prioritize customer service and create better experiences for international visitors to improve satisfaction and promote tourism revenue.

Keywords— Impact of the agritourism, Service management, Satisfaction of foreign tourist

INTRODUCTION

The tourist industry contributes significantly to economic and social development, with an estimated one billion and eighty-seven million tourists from other countries. The ASEAN Socio-Cultural Community (ASCC) signed an agreement to form the ASEAN Socio-Cultural Community (ASCC). To solve the problem of a lack of workers, policies, and efforts must be prioritized, such as labor mobility, upskilling, safety nets, and decent work. Human resources are essential for the tourism industry to be successful and add value and successful tourism enterprises are evidence of a dynamic act of balancing innovation and tradition (United Nations, World Tourism Organization, 2018). The global increase in tourism and the recent boom in agritourism activities in many countries of the world could lead to an understanding that tourism success could be the main approach for overcoming weaknesses of mountain regions (Organization for Economic Co-operation and Development (OECD), 2018), It is important to analyze the background conditions, relevance, and effects of such developments. Authentic agritourism schemes are based on valuing the distinctness of experiencing leisure time in close relation to nature and agricultural activities (Pan, Y. A, 2016, Lane, B.; Kastenholz, E, 2015).

The rural tourism industry in China has flourished in the past two decades, contributing to economic and social development, but also decreasing environmental sustainability. A report in 2017 revealed that many rural tourism enterprises illegally discharged pollutants and litter, leading to environmental pollution and ecological damage (Zhang, L.H.; Zhang, J.Y., 2018). To address this issue, the Chinese government has implemented policies and regulations to promote sustainable rural tourism practices. These include promoting eco-friendly accommodations, encouraging waste reduction and recycling, and enforcing penalties for environmental violations. It is important to explore the practices of a rural tourism enterprise in light of the challenge of environmental sustainability, especially in China. Rural tourism has the potential to contribute to sustainable

development in rural areas, but it requires careful planning and management (Zhang, L.H.; Zhang, J.Y., 2018). By examining the practices of rural tourism enterprises in China, we can identify best practices and develop strategies for promoting sustainable tourism.

Our study aims to clarify the evidence base surrounding the management of creative tourism with enterprise relationships. Finally, our study offers a number of directions for further investigation into the management of interpersonal enterprise creative tourist interactions. This approach can help in identifying the specific challenges and opportunities that arise during different stages of social enterprise development. It can also provide insights into the strategies that can be adopted to effectively manage business relationships with the creative agriculture tourism management success factors in Yunnan Province, China. The urban structure, street blocks, and ethnic customs in Yunnan need to be developed to create a unique brand of tourism and enhance its development of tourism.

LITERATURE & THEORY

The concept of the sustainable agricultural

Agrotourism Evaluation Elements Agrotourism quality evaluation elements can be divided into two categories: (1) Tourism industry elements such as attraction, amenities, accessibility, activities, and lodging (2) Sustainability elements including site management, knowledge management, community participation, strength, hospitality, and safety. n.d. (Division of Attraction Development) (Chin, 2016). This can be used as a guideline for researching the key success factor in this study. It is important to note that the Division of Attraction Development may have specific criteria for what constitutes a key success factor, and researchers should be aware of these criteria when conducting their research. Additionally, understanding the context and industry in which the study is being conducted can also inform the identification of key success factors. According to a review of the literature, agriculture is an important aspect of life in Yunnan, which has a unique agricultural and cultural environment for ideal agrotourism. To investigate the industry's success factor, we can investigate the quality of agrotourism in aspects such as attractiveness, site management, and community participation, and then investigate the tourism encounter and experience in the dimension of tourism experience involvement mentioned above. Community involvement and support are also critical to the success of agrotourism, which should be studied to identify success factors. Additionally, understanding the impact of agrotourism on the local economy and environment can also provide valuable insights into its success factors. This can be achieved by analyzing data on job creation, income generation, and environmental sustainability practices.

The concept of the creative sector and tourism

The quality of a place plays an important role in attracting and keeping the creative class, which is influenced by various factors such as community facilities, the quality of the environment, cultural life in the municipality, the localization of relaxation and recreation facilities, consumer opportunities, and so on. McGranahan and Wojan (2007a) suggest that the main reasons attracting the creative class to rural areas are the wealth of the country, low population density, and good communication connections of a particular municipality. Other authors suggest that tourism is not merely a diversification tool but plays a more important role in creating suitable conditions for attracting the creative class. Creative tourism is a sustainable form of tourism that offers authentic experiences of local culture through informal and practical seminars and creative experiences. In Europe, there are many examples of developed creative tourism, such as gourmet tourism, which involves the evaluation of the cultural and gastronomic heritage of French rural areas. The European Union's tourism policy aims to improve the competitiveness of European tourism, support the development of continuous, responsible, first-rate tourism, and confirm the image of Europe as a complex of sustainable, first-rate destinations. The Ministry of Culture of the Slovak Republic (2011) suggests investment incentives and financial tools to help export, the presentation of the Republic abroad, and tourism. Creative tourism is an instrument that helps to increase the quality of a location and attract the creative class and creative sectors to rural municipalities. Rural revitalization is a major task of the Chinese government and has attracted great attention in the current era. Tourism development offers new opportunities for the revitalization of suitable rural villages, such as rural tourism, community-based tourism (CBT), and indigenous tourism. Indigenous tourism can help preserve ancient cultures and empower indigenous communities.

The concept of Service Management of Agritourism

Cultural tourism is concerned with preserving local arts and culture. To meet the needs of tourists, provide opportunities for tourists to participate in community-based tourism activities, and promote the production of local products on the market (Wurzburger, 2010, cited in Richards and Raymond, 2000). Creative tourism is an activity in which locals spend time outside of their full-time jobs learning and developing their skills while also preserving arts and culture and maintaining environmental balance. Sustainable community management can be referred to as creative tourism. Creative tourism not only benefits the locals by providing them with an opportunity to showcase their skills but also attracts tourists who are interested in experiencing the local culture and environment in a sustainable way. This type of tourism can contribute to the economic growth of the community while preserving its unique identity. Creative tourism is a tourism activity that does not interfere with the area's existing natural resources because it organizes activities that follow the cycle of nature and local people's lifestyles and screens quality tourists or visitors for specific groups.

Concepts related to cooperation and network management in promoting community enterprises

Cooperation stems from two political ideologies: civic republicanism and traditional liberal democracy. The second concept is diametrically opposed to the first, emphasizing larger commitments over individual interests. It sees cooperation as a way to combine various benefits based on shared understanding, sensitivity, and compassion. Academics have studied collaboration in a variety of ways and dimensions. Collaboration is important in many industries and organizations because it can increase productivity and innovation. Furthermore, effective collaboration necessitates clear communication and the willingness to compromise. Agranoff and McGuire (2003), for example, presented the concept of public collaboration management after studying 267 local governments. According to Ansell and Gash's (2008) meta-analytical study of 137 cases of cooperative governance, collaborative public management (CPM) categorizes organizations based on the collaborative activities they engage in. They concluded that the following factors are critical to the success of cooperative governance: Disputes or cooperation were previously used as inducements to participate in power and resource imbalances. Disparities in power and resources, organizational structure, and leadership are examples of these. As a result of these imbalances, social and economic inequalities persist today. Addressing these issues necessitates a multifaceted approach that addresses the underlying causes of power and resource imbalances.

Concept of Satisfaction

Tourist Satisfaction Concept Tourist satisfaction research is based on consumer satisfaction research, which is a quantitative method for describing and measuring "consumer satisfaction." It aims to understand the factors that influence tourists' satisfaction with their travel experiences, including the quality of service, facilities, and attractions. Yang and Li (2018) investigated the satisfaction expectations of some scenic spots in Xi'an before and after visiting. Shi and Liu (2008) used an independent sample T-test and regression analysis to investigate tourist satisfaction in two locations. Lin and Li (2016) investigated how satisfied visitors were with 20 different tourist destinations, Zhang et al. (2007) discovered that constant visitor flow at theme parks and other scenic locations is a key factor in maintaining strong customer satisfaction, and Zhao and Yang (2015) used Donghan village in Hu Xian, a v Wang, and Wu (2008) focused on how satisfied Chinese visitors were with the quality of China's tourism goods and services, while Mei and Zhu (2006) summarized consumer satisfaction research progress. Overall satisfaction is calculated by combining overall satisfaction with the destination, satisfaction compared to expectations, and satisfaction compared to other destinations of the same type.

Concept of creative agricultural tourism in China

Contents and Characteristics of Yunnan's Historic Tourism Resources. The history and culture of Yunnan is a collection of the history and culture of all ethnic groups living in the region. **Development Strategies of Yunnan' Historic and Cultural Tourism Resources Government Orientation.** The government should play the role of guidance and coordination to further develop the tourism market, so that enterprises become market players. All levels of government collaboration are the key to build tourism corridor. The government should attach importance to the development of the theme, increase the cultivation of market players, and implement famous brand tourism product strategy. The provincial government has the government and tourism organization state and county irreplaceable influence, the government led corporate body, and the parties to the joint operation

of the market. The theme of tourism development in Yunnan province is to strengthen the development of the strongest and most valuable development context. To achieve this, the main resource holders of low cultural quality, economic capital is weak, and lack of business minded management skills are often excluded from the development of tourism. The slogan of national tourism emphasizes the people's basic role and support for tourism, and the use of modern high-tech means such as the establishment of information platforms, web sites, web systems, carry out tourism promotion applications, the Internet and other media, all-round, multi-channel, high density to carry out tourism promotion work in this area has made great achievements (Yiqiu Wang, a, Shijie Li, 2017). The Yunnan provincial government has launched related tourism activities around this issue, reducing the homogeneity with other competitive resources and forming a unique competitive power (Chen Wenxing, 2016; Wang Jiaying, Zhu Xiaohui, 2016, Deng Alan, Zhao Hongmei, 2012).

Management theory

Management that focuses on the characteristics of individuals and organizations, as well as the impact of individual and group behavior in organizations, is known as behavioral management. Building relationships with people in the organization and building a society together will increase productivity and reduce conflict problems for the organization, according to the concept of behavioral science. This behavioral science of management is divided into human concepts and human resources concepts. Mayo is a well-known theorist in the academic field of behavioral sciences who conducted a study with 40,000 employees in Hawthorne to study the importance of human factors in work and management society as important to operations (Schermerhorn, 2002).

The General Systems Theory

The General Systems Theory was discovered through the study of modern management concepts and theories. It is systematic and has elements that are interrelated according to the process, resulting in a defined result. In general, systems are divided into two types: Close systems are self-integrative systems that do not attempt to interact with other systems and isolate themselves from their social environment. It is unimportant and has no bearing on the environment. An open system is one that must interact with people, organizations, and other entities as well as the environment. Its surroundings constantly have an impact on or affect it. (Robbins et al., 2006).

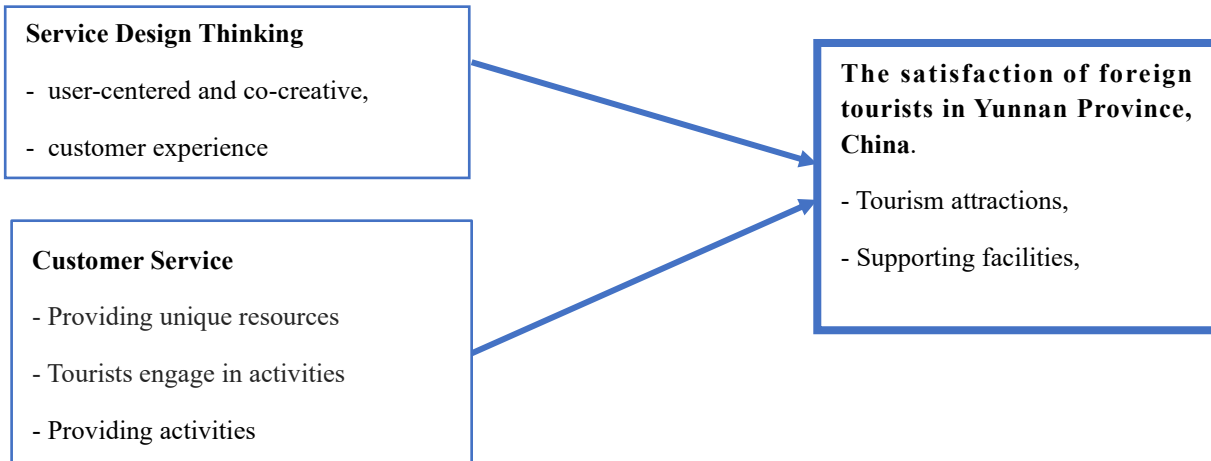
Tourism Management theories

The Maslow hierarchy of hotel expectations theory is based on Abraham Maslow's 1943 research paper. It seeks to satisfy guests' needs in accordance with the pyramid, which includes physiological needs, safety needs, social needs, self-esteem needs, and self-actualization needs. In tourism and hospitality, a learning philosophy denotes the acquisition and transfer of knowledge, skills, and attitudes to facilitate innovation. The theory of reasoned action (TORA) is a business or marketing strategic tool used to assess the variance in the intention to consume tourism or hospitality services on the next business trip. Strategic direction in tourism and hospitality is defined as the extent to which innovation orientation takes up a turnaround strategy towards achieving service innovation in an organizational setting.

Satisfaction Theory

Customer satisfaction is the feeling a person has about a disconfirmation theory product. After experiencing a pleasurable event, one may be dissatisfied because it fell short of expectations. It is important for businesses to understand their customers' expectations and strive to exceed them in order to ensure high levels of customer satisfaction. Additionally, gathering feedback from customers can help identify areas for improvement and enhance overall satisfaction. Many hypotheses were proposed to shed light on the relationship between bad events and dissatisfaction. Customer satisfaction is defined by Thomassen (2003) and Kotler & Keller (2008).

Figure 1 Conceptual Framework



RELATED WORKS OF DISCUSSION

"An Analysis of Tourist Satisfaction" was researched by Robab Naghizadeh and Maryam Bayati Khatibi (2022). for the survey's validity and reliability. During the summer of 2016, 384 questionnaires were distributed through a sampling approach to visitors in the township of Ardabil. The KANO model of tourist satisfaction revealed that tourists from One Dimensional had the highest satisfaction coefficient (0.731). Furthermore, with a satisfaction coefficient of 0.337, The findings also revealed that travelers were dissatisfied with Ardabil's tourism offerings to varying degrees. The findings also revealed a link between socio-demographic factors and tourist loyalty. Furthermore, the results showed that the quality of tourism services in Ardabil County has a positive and significant impact on visitor satisfaction. This study also demonstrates a shift in investor, attendant, and marker techniques for increasing visitor satisfaction in Ardabil County.

Maksim Godovykh, Asli D.A. Tasci (2020) studied Customer experience in tourism: This study critically examines empirical and conceptual literature on experience, offers a holistic definition of experience, proposes an experience model with four main components (emotional, cognitive, sensorial, and conative), and proposes using a combination of several measures to capture the totality of the tourism experience at pre-visit, onsite, and post-visit stages.

Milandrie Marais, Engelina du Plessis, Melville Saayman (2017) studied "A review on critical success factors in tourism" found that Critical success factors have allegedly been studied as part of the information systems (IS) field since the 1960s and have been applied to the tourism industry since the 1990s. Critical success factors are those aspects that must be managed effectively in order to achieve success.

METHODS

The researcher used a variety of research methods to complete this chapter's work. Quantitative methods were used to collect data from respondents. A pretest approach was used to establish independent variable reliability. Data collection techniques and statistics provide a comprehensive overview of the study's findings and help to support or refute the research hypothesis. The first approach is quantitative, in which surveys are used to collect empirical data for a causal connection analysis, and the qualitative approach for investigating complex phenomena and comprehending human behavior in depth. To gain a more comprehensive understanding of the research topic

Population and samples: This study helps us understand the impact of the agriculture tourism management in Yunnan Province, China, significantly impacts foreign tourists' satisfaction, with service design and creative service ideas being the most critical factors. In this study, questionnaires are used to collect data, and the type of research being done is quantitative. For the study, the researcher chose a sample of tourists who had been to Yunnan Province, China. This study surveyed 25 cities in Yunnan Province, China, and selected five locations

from five cities through sample selection by raffle. The results of the analysis showed that Kunming, Stone Forest, Dongchuan Red Land, Dali, Lijiang, Tiger Leaping Gorge, Jade Dragon Snow Mountain National Park, Shangri-La, and Meili Snow Mountain were the most popular tourist destinations is used in The W.G. Cochran formula to calculate the sample size of a population survey. It takes into account the margin of error, confidence level, and standard deviation to estimate the required sample size. The study's target audience consists of visitors, and the author used the following formula to calculate the sample size: $n_0 = [(1.96)^2 * (0.5) * (0.5)] / (0.05)^2 = 385$. and 400 questionnaires were distributed to travelers to ensure accuracy. The purpose sampling technique and the non-probability sampling approach were used to collect data for this study. Four tourists from five different places and cities were interviewed. The questionnaire was created with a "questionnaire" and distributed to the Wechat circle of friends and the tourism Wechat group. The results will be analyzed to improve the quality of tourism services and tailor them to the needs of different groups of tourists.

The researcher used three measures to design a questionnaire: looking at the rules for making questionnaires, looking at documents to figure out the topic and scope of the questions, and putting together a rough questionnaire. After designing the questionnaire, the researcher conducted a pilot study to test its effectiveness and made necessary adjustments before administering it to the actual participants. The final version of the questionnaire was approved after multiple rounds of review and editing by experts in the field. Finally, the questionnaire was updated based on what experts said, and participants in the study were asked to test it. The feedback from the participants was collected and analyzed to ensure the validity and reliability of the questionnaire. The final version of the questionnaire was then used in the study to collect data on the research variables." In this study, an online survey was used, and questions were subjected to a series of pre-tests to determine their validity, correctness, and reliability. Cronbach's alpha was used to assess each variable's stability before and after testing. descriptive statistics were used to summarize the data. The Cronbach alpha test was used to investigate the consistency of survey responses by examining the reliability of each dimension in the survey. and multiple regression analysis to quantify the study results. Descriptive statistics are classified into three types: frequency distribution, central tendency, and variability and the next stage involves sorting and analyzing the data. Multiple regression analysis is a statistical method for analyzing the joint effect of two independent variables on a single dependent variable with an interval scale (G. Zikmund, J. Babin, C. Carr, and Griffin, 2010). In addition, this research is a useful statistical tool for evaluating the interplay between a wide range of independent and dependent factors. To accomplish this, multiple regressions are used.

RESULTS

Pretest Reliability of agritourism service management. Pretest Reliability of agritourism service management. The Cronbach reliability coefficient method and the CITC method were used to purify the scale's measurement terms. The CITC index of 18 measurement items of agritourism service management is all greater than .3, and the overall reliability coefficient of the scale in the part of service design thinking is .976, and customer service is .973, indicating that the scale meets the requirements of this study, these results suggest that the measurement items used in this study are reliable and consistent, which increases the validity of the research findings. Researchers can confidently use this scale to measure agritourism service management in future studies. As a result, after passing the reliability test, the scale does not delete any items. These results suggest that the agritourism service management scale is a valid and reliable tool for measuring service design thinking and customer service in the context of agritourism. Further research could use this scale to assess the effectiveness of different management strategies in improving the quality of agritourism services. The total construct reliability for all 30 items in the measurement model is greater than 0.9. It's fantastic. It is recognized as acceptable. The Cronbach reliability coefficient method and the CITC method were used to purify the scale's measurement terms. With the resulting output shown in the CITC index of 10 measurement items of tourism satisfaction, all are greater than .3, and the overall reliability coefficient of the scale in the part of tourism attractions is .981 and tourism supporting is .955, both of which are significantly higher than .7, indicating that the scale meets the requirements of this study. As a result, after passing the reliability test, the scale does not delete any items. This suggests that the measurement items used in the study are reliable and valid for measuring tourism satisfaction in both attractions and supporting aspects. Therefore, the scale can be used with confidence in future research on tourism satisfaction. To address research questions, the quantitative approach's findings, data analysis, and data interpretation are presented and

explained. The presentation of the findings and data interpretation help to answer the research questions and provide insights into the reliability of the scale. The quantitative approach provides a systematic and objective way to analyze data, ensuring that the results are reliable and valid. And summarize Descriptive Statistics of agritourism service management (n=400) found that their mean values from the dimension division of service design thinking this agritourism's activities are good value for money (3.93), provide activities for tourists through agritourism community learning (3.82), provide opportunities for tourists to participate in agritourism (3.81), and attractions have access to pharmacies to treat tool-related cuts. (3.80). These findings imply that agritourism should emphasize value for money and opportunities for tourists to participate in activities. Having access to medical facilities may also be an important factor in attracting visitors. The value of service innovation is acceptable, according to the Likert scale score division. The agritourism community maintains a good relationship with hotels in order to manage tourism activities and the agritourism community. (3.87) In the agritourism community, technology can improve autonomy, security, and automated service options. In the agritourism community, technology can increase autonomy, security, and automated service options (3.85). Agritourism businesses, for example, can use technology to automate booking and payment processes, eliminating the need for human intervention. Furthermore, technology can assist farmers in tracking crop growth and yield, allowing them to make data-driven decisions that improve their operations. Farmers can reduce their workload and increase productivity while also providing a better experience for tourists by implementing technology in agritourism. To summarize Descriptive Statistics of Tourism Satisfaction. The mean values for the dimension division of tourist satisfaction are: supporting facilities in a part of the village with signs indicating tourist attractions and being easily accessible to tourists (3.87). The village is easily accessible to tourists and has signs indicating tourist attractions. (3.85), an agritourism village provides a variety of activities and experiences. (3.83). This tourist destination respects the natural environment in terms of tourist attractions. (3.82) has a high level. Visitors can enjoy various outdoor activities such as hiking, camping, and wildlife watching while preserving the beauty of the natural surroundings. This high rating reflects the efforts of the local authorities and residents to maintain sustainable tourism practices.

CONCLUSION AND FUTURE WORK

The results showed that the average value of the IOC in the questionnaire was. The coefficient alpha test was used to determine the reliability of agritourism service management. The results showed that the CITC index of 18 measurement items of agritourism service management was all greater than.3, the overall reliability coefficient of the scale in the part of service design thinking was.976, and customer service was.973. These results suggest that the measurement items used in this study are reliable and consistent, increasing the validity of the research findings. Researchers can confidently use this scale to measure agritourism service management in future studies. The agritourism service management scale is a valid and reliable tool for measuring service design thinking and customer service in the context of agritourism. It does not delete any items, suggesting that it is a valid and reliable tool for measuring service design thinking and customer service. The village has signs indicating tourist attractions and is easily accessible to tourists, providing a variety of activities and experiences. The total construct reliability for all 30 items in the measurement model is greater than 0.9, and the Cronbach reliability coefficient and CITC method were used to purify the scale's measurement terms. The overall reliability coefficient of the scale is.981 and tourism support is.955, which are significantly higher than.7. The quantitative approach provides a systematic and objective way to analyze data, ensuring the results are reliable and valid.

Summarize opinion-level results on job characteristics and service quality influence customer satisfaction in China. Research Objective: 1. To identify the current agriculture tourism management in Yunnan Province, China. The research question was to identify the characteristics of agriculture and tourism management in Yunnan Province, China. The mean value and standard deviation were used to identify the index level of each variable. The Likert five-level scale was used to observe dimensions. The mean values showed that agritourism's activities were good value form These findings suggest that agritourism should emphasize value for money and opportunities for tourists to participate in activities. The value of service innovation in agritourism is acceptable, according to the Likert scale score division. Technology can improve autonomy, security, and automated service options. Agritourism businesses can use technology to automate booking and payment processes and assist farmers in tracking crop growth and yield. The value of service innovation is composed of five levels: supporting

facilities in a part of the village with signs indicating tourist attractions; providing a variety of activities and experiences; respecting the natural environment; and having a high level. 2. To examine the influence of service innovation value toward the tourist satisfaction of rural community in Shanxi. Service design thinking and customer service have a significant impact on foreign tourists' satisfaction in Yunnan Province, China. The study found that service design thinking significantly predicts the overall satisfaction of foreign tourists in Yunnan Province, and the stepwise regression analysis identified specific factors such as empathy, tangibles, and responsiveness that contribute to this relationship. Therefore, it is crucial for tourism businesses in Yunnan Province to incorporate service design thinking principles and focus on improving customer service to enhance the satisfaction of foreign tourists. By doing so, they can increase the likelihood of repeat visits and positive word-of-mouth recommendations. The study highlights the importance of focusing on these functional areas to improve the overall tourism experience. The hypothesis test used stepwise multiple regression techniques to explain H.2 in Yunnan Province, China. The results showed that functional 3 was not statistically significant, but the remaining functional variables were found to be significant predictors of the outcome variable. The study suggests that space preservation and agritourism services such as road signs and meeting point services are crucial factors that contribute to the satisfaction of foreign tourists visiting the province. The findings of this study can be useful for policymakers and tourism managers to improve the quality of services and facilities in the province. Further research can explore the impact of other variables on tourist satisfaction and behavior.

Future Work

1. According to the study, Enterprises in Yunnan Province should prioritize customer service and create better experiences for international visitors to improve overall satisfaction and promote tourism revenue. Service design concepts can help organizations create experiences that satisfy customer requirements and expectations, leading to enhanced customer satisfaction and loyalty.

2. Studies have also discovered that by adopting service design concepts, enterprises can identify the pain points of international visitors and develop solutions to address them. This can ultimately lead to increased positive reviews and word-of-mouth recommendations, which are crucial for attracting more tourists and boosting revenue.

3. A future study, the study could also explore the potential challenges and barriers that may hinder the growth of creative tourism and suggest possible solutions to overcome them. Additionally, it could examine the impact of creative tourism on the local economy and community development.

4. A future study should concentrate on visitors from China, who are more satisfied with the environment and cultural experiences than visitors from other countries, implying that enterprises in Yunnan Province should prioritize customer service and create better experiences for international visitors.

5. A future study should focus on visitors from China, who are more satisfied with the environment and cultural experiences than visitors from other countries. Additionally, it may be beneficial to investigate any cultural differences that could affect customer service and experience preferences. This could involve conducting surveys or interviews with Chinese visitors to gather their feedback and suggestions for improving their experience. Understanding these cultural differences could also help businesses tailor their services and offerings to better meet the needs and expectations of Chinese visitors.

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