RESEARCH ON THE INFLUENCE OF BRAND EXPERIENCE OF TOURIST

ATTRACTIONS ON TOURIST BEHAVIOR INTENTION

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ABSTRACT

Title: Research on the influence of brand experience of tourist attractions on tourist behavior intention

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Being more and more intense with the competitions among tourist attractions, it is necessary to carry out branding of scenic spots in order to enhance the competitiveness of tourist destination and design the brand experience systematically to promote the establishment of brand relationship and guide the behavior of tourists.

This thesis comprehensively studies the brand experience, tourist behavioral intention and brand relationship of tourist attractions. First, to summarize the related literature of brand experience of tourist destination, brand relationship and tourist behavior intention. Second, according to the literature review, expert interview, research design, variable measurement, and the questionnaire pre-tested before using it. Finally, to analyze all responds of questionnaire based on the factor analysis of research model of the thesis. Using SPSS 19 analysis to obtain the research results, and based on the results to give suggestions.

The results are as follows: Sensory and emotional experiences have positive effects on intimacy, while sensory, emotional and action experiences have positive effects on attachment.On the influence of brand experience on tourist behavior, sensory experience has significant positive influence, emotional experience and action experience have indirect influence, intimacy and attachment have significant positive influence on tourist behavior intention.Some dimensions of brand experience influence tourists' behavior through brand relationship, therefore, brand relationship plays an important role on the

摘　要

题目:　　旅游景区品牌体验对游客行为意向影响研究
作者:　　姚瑶
学位:　　工商管理硕士
专业:　　工商管理
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(副教授　李喬銘)

2018　/　6　/　18

随着旅游景区之间的竞争愈演愈烈,为了增强旅游地的竞争力,有必要对景区实施品牌化.品牌体验有必要进行系统设计,以增进品牌关系的建立,进而引导游客的行为.

本论文全面研究旅游景区品牌体验,游客行为意向,品牌关系.首先,对旅游地品牌体验,品牌关系,游客行为意向的相关文献作梳理.其次,根据文献综述,专家访谈,进行研究设计与变量的测量,并在发放问卷前,进行问卷前测.最后,对回收的问卷进行数据整理.基于因子分析构建本论文的研究模型,使用 SPSS 19 分析,得出研究结果,而且依据该结果,提出相关建议.

研究结论如下:感官和情感体验对亲密有正向影响;感官,情感和行动体验对依恋有正向影响.关于品牌体验对游客行为的影响,其中,感官体验有显著的正向影响;情感体验,行动体验则对其有间接的影响;亲密和依恋对游客行为意向均有显著的正向影响;品牌体验的一部分维度通过品牌关系影响游客行为,因此,品牌关系在其中的影响关系中作用重大.

关键词:旅游景区;　品牌体验;　品牌关系;　游客行为

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Yao Yao

At Siam University on April 20, 2018

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INTRODUCTION

1.1Research background

1.1.1Brand of scenic spot becomes strategic choice

Since the late 1990s to the present, more and more fierce competition has emerged among the scenic spots on every piece of land in the world, and many operators have increased their efforts to shape the brand of scenic spots, and have achieved certain results.The creation of brand has accordingly become the key work of the marketing management of tourist attractions. The knowledge of this aspect has become one of the important tasks of the marketing management of tourist attractions (Chang, 2008).

Whether it is the scenic marketing literature or the scenic marketing practice, the scenic marketing is shifting towards the goal of branding. The branding of destination has become the research focus on both of the tourism marketing academia and practice (Hanna and Rowley, 2011). In the field of practice, all media have reported on the image of scenic spots, tourism has been presented in the form of microfilms, and tourist attractions have been registered as trademarks. This shows that tourist attractions are increasingly branded. The primary job for tourism resorts is how effective branding can be (Hanna and Rowley, 2013)

1.1.2 The era of experience economy has arrived

In 1983, Toffler (the third Wave) mentioned that "experience" as an economic form is appotraching. He proposed that the next era of service economy is the era of experience economy.Consumer experience service will be a success for businesses. At the end of the 20th century, American scholars Gilmore and Pine pointed out that the experience economy has come too late, and his arrival has changed our production and consumption patterns.The focus of enterprises is no longer just the price of products, or

its practicability, but more concerned to the specific circumstances of consumers, so that consumer consumption behavior can be changed.

1.1.3The focus is the brand experience

Brand experience is based on tourist experience and scenic brand.In order to maintain their own competitive advantage and achieve the purpose of creating customer value, the marketing managers of the scenic spot expect not only to provide good products and services to customers, but also to expect the brand experience to be brand new and unique to tourists.People pay more attention to brand experience.Nowadays, brand experience is the most important part of brand management.The research on the brand experience of tourist attractions includes: the constituent elements, the focus of management, and how to manage the brand experience of well-built tourist attractions to maintain the tourists' footsteps and loyalties.

Brand experience has been conceptualized as a multidimensional construct that explains customer loyalty. The authors present a study with the purpose of testing a recently published brand experience scale in a service brand context. In addition to validating the established dimensions of the measurement scale, the study tests an additional dimension, relational experience, which is proposed as particularly relevant for service brands. The study also reports results of a test of the relationship between each of the experience dimensions and other brand-related constructs. The results reveal significant influences of dimensions of brand experience on brand personality, brand satisfaction and brand loyalty.

1.1.4Brand experience research is in the ascendant

Pine(1998) proposed the concept of "experience" which has triggered the research and attention of majority of scholars. Other foreign scholars such as Toffler (1983) and Schmitt (1999), have done some research on the experience. As of now, foreign scholars mostly focus on theoretical research. Scholars such as Jones (1999), Muhammad and Ween (2002) have conducted empirical research on the experience of shopping malls.Boo etc (2009) selected tourists from Las Vegas and the Atlantic Ocean as sample objects and studied the brand experience of scenic spots.The relationship between brand value, brand awareness and brand loyalty; Eric Beckman et al is based on a sample of local and foreign visitors to As hville, North Carolina, Nashville, Tennessee, and Chattanooga, Tennessee

and studied the relationship among brand experience, tourist satisfaction and revisiting intention was studied. Stuart J. (2014) studied the relationship among brand experience and tourist recommendation and revisiting intention by taking Danish tourists from three tourist destinations as samples.However, there are few researchers has been done on the impact of brand experience on tourists behavior intention, from the elements of brand experience or brand relationship as intermediary variables.

1.2Research purpose and significance

1.2.1Research purpose

Based on the research background of this thesis, although the design and issuance of survey of the questionnaire in this paper, such as China, Thailand and other places, but the study is the tourism consumption experience of tourists from these areas to Bali island for the purpose of research.to study the influence of brand experience of Indonesian scenic spot on tourist behavior intention.This is because different regional culture and local identities are different, the brand shaping and experience design of tourist attractions are different, and then the "influence of tourist behavior intention" is also different.That is, in the context of scenic spots, taking the brand experience as the antecedent variable, brand relationship as the intermediate variable, tourist behavior intention as the outcome variable, build the impact relationship model of these three, to analyze between the brand experience,brand relationship and tourist behavior intention of the research target scenic spots.

1.2.2 Research significance

Since the end of the last century, the "brand of scenic spot" has gradually attracted the attention of researchers.Various types of scenic spots at home and abroad use a series of brand measures to achieve marketing objectives, but whether brand marketing activities can achieve the desired goals requires an effective method to evaluate.In view of this, the point of tourist scenic spot brand equity was first proposed by foreign academic community. At present, the research topic is still in the initial stage, mainly focusing on the conceptual model construction and evaluation stage. Boo (2009) believes that the scenic spot brand experience is a part of the brand equity. And the brand experience consists of brand image and brand quality. Evard and Aurier (1996) proposed that brand experience is the basis for establishing relationship between tourists and brands.

Therefore, it is necessary for managers to design the brand experience systematically in order to promote the establishment of brand relationship.

Bali island is vest territory and abundant resources and rich in tourist attractions, tourism as a green industry can increase local income and solve part of the employment, so the study of scenic branding and brand management has a lot of significance.

In theory, this thesis tries to define the definition of scenic spot brand experience, and explores the main content of scenic spot brand experience, and analyzes the relationship among brand experience, brand relationship and tourist behavior intention.

In practice, Bali island has a long history and culture, unique natural scenery and a large number of tourists influx, so the development of tourism is of great importance to the local economy.This article provides suggestions for the development of the brand of tourist attractions in the future from the angle of marketing design and management.

1.3 Research framework

Table1.1The analysis framework map

Establish research purpose and significance.

Review relevant literature

Construction research framework

The experiment design

The questionnaire survey

Data recovery and data analysis.

Conclusion and prospect
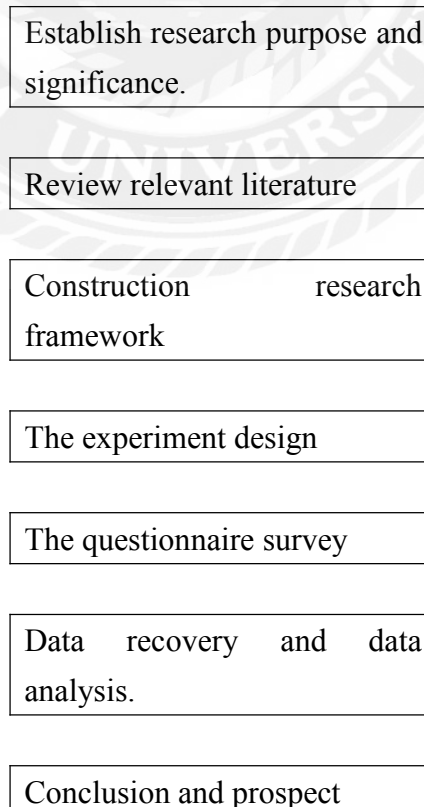
1.4 Research contents

On the whole, based on the perspective of tourists, this thesis begins with the brand experience of tourist attractions and studies the relationship between them and behavior intention of tourist and brand relations.

This study is divided into five chapters.

The first chapter is the introduction.The research background; purpose and significance of this paper are briefly introduced.

The second chapter is literature review and theoretical basis.The related theories such as brand experience, tourist behavior intention, and brand relationship and so on are summarized.

The third chapter is proposes hypothesis and variable definition.It includes building initial model, defining variables, designing questionnaires, the front of the questionnaire and the analysis results.

The fourth chapter is data collection and empirical analysis.SPSS19.0 is used to analyze the data obtained from valid questionnaire, and the reliability and validity of the scale are analyzed. The research model and hypothesis test are constructed based on factor analysis, and the relevant results are obtained.

The fifth chapter is the conclusion of the study and related recommendations, the empirical results of the discussion and analysis, put forward relevant recommendations, it points out the research limitations and innovation.

The preceding part of this paper has a brief analysis on the context factors which influence the tourist behavior pattern, and then we will build a model based on these context factors. In the following part of this paper, we will give relational definitions about the tourist behavior patterns firstly and construct a model of the tourist behavior pattern based on context latterly.

1.5 The research board is limited to possible innovation points.

1.5.1 Research limitations.

The research on the brand experience of tourism scenic spots has great theoretical and practical value, which is limited by many aspects. There are many deficiencies in the paper. The author concludes as follows:

(1) tourism scenic spot brand experience scale, which is selected by foreign research maturity scale, and combined with the characteristics of the tourism site, also conducted consultation and interviews with relevant experts. However, due to the differences in national language and culture and national conditions, the accuracy of the scale cannot be completely guaranteed. This paper is to explore the research methods in order to have certain significance and value.

(2) the sample size of this paper is also limited, and the research object is mainly China, which has certain limitations. The sample size is limited, and the research model is only based on brand experience, brand relationship and tourist behavior as research variables, but in fact, the demographic attributes of tourists may also be an important influencing factor. External factors such as tourism involvement and tourist experience may also have a moderating effect on the study variables.

(3) there are many factors that can affect tourists behavior, this paper is to study the effect of brand experience for its, and the tourism study of brand relationship is given priority to with qualitative research, this article will study from the perspective of quantitative, need to be studied further explore its accuracy.

(4) when choosing index system is the lack of "situation all factors" in the "national culture", "the local government to the scenic spots to the economy of the" degree "of cognition, and" system "on" brand relationship "impact factor, makes analytical tool research conclusions have limitations. The future research can be further carried out in the subjective discourse, as a supplement to the research index and analysis.

1.5.2 Possible innovation points.

(1) innovation in the research field: previous researches on brand experience mainly focus on the sports industry, electronic products, retail industry, entertainment industry and other service industries, focusing on tourism, mainly tourism products and restaurants, while the overall tourism scenic spots are very few. The author assumes that there are

differences in various industries, and introduces the brand experience scale into the special research of tourists in the tourism scenic spot, and the exploration of the statement of the revised scale and the empirical analysis.

(2) in the past, on the impact of brand experience on brand relationship, the scholars from the perspective of theory study and application of the empirical study is less, this paper USES empirical studied their relations.

(3) the past research is on brand experience more, brand relationship and behavioral intention, and discusses the relations between the two, and to integrate brand experience, the perspective of brand relationship on behavioral intention is rarely. This paper will study the relationship between the three aspects in terms of system integration, and try to construct the research model of these three, and explore the empirical research.
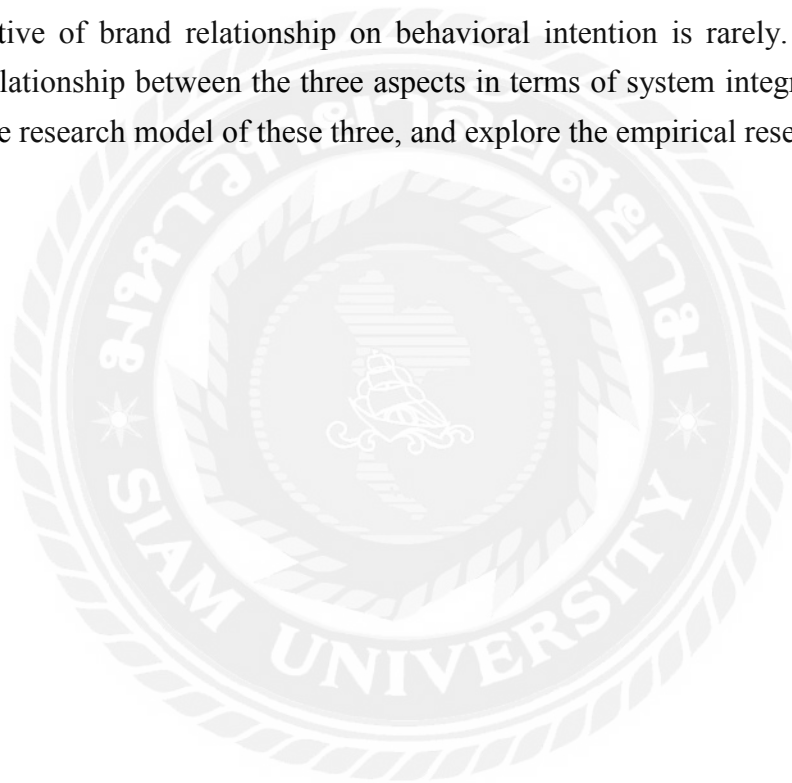
CHAPTER 2

LITERATURE REVIEW

2.1 Tourist attractions brand

2.1.1 Brand and branding

Truth lives, in fact, for the most part on a credit system. Our thoughts and beliefs "pass," so long as nothing challenges them, just as bank notes pass so long as nobody refuses them. But this all points to direct face-to-face verification somewhere, without which the fabric of truth collapses like a financial system with no cash-basis whatever.

Brand differentiates products and services and enabling competitors to achieve core competitiveness. Keller (1993). Kotler (1999) believes that brand is a term, symbol, or sign, and the purpose of brand creation is to show that your product or service is different from competitors. He believes that brand building has two purposes: brand can be used as an important tool to produce product difference, and brand represents value commitment.One of the features of strong brands is their ability to highlight products and services that distinguish them from other competitors, reduce search costs and reduce perceived risk. Gai, Yuyan (2009) pointed out that the brand can not be presented in the physical form, but they need to be brought out in kind to reflect the unique psychological perception of consumers. Aaker (2012) emphasizing the representativeness of the brand: a group of markers with physical carrier; Make it easier for people to distinguish products and services from others.

Analyzing the above perspective, we can see that the essence of brand is to provide specific value and service to consumers.Branding is a strategic approach, and it is a process in which the brand theme effectively manages its brand equity.

The concept of customer-based brand equity and its measurement have emerged in tourism and hospitality settings Gao & zhang,(2007). Destinations are far more multidimensional than consumer goods and other types of services (Konecnik, 2007). Hence, this study is concerned with exploring the dimensions of the customer-based brand equity of a destination. Four proposed.

dimensions -- brand awareness, brand image, brand equity and brand loyalty –
will identify, measure, and test. The propositions are presented for the conceptual model
in Figure 1, with the dimensions for this construct explained.

However, there is still a lack of information concerning tourists' perceptions of
weather and subsequent in situ behavior and trip planning. Seasonal changes in weather,
increases in climate variability and extreme weather events either already affect tourism
demand and supply systems or are projected to alter such systems in the future along with
climate change processes.

4These changes demand a greater understanding of the relationships that exist
between tourism and weather expectations and experiences, as well as the variables that
contribute to perceptions concerning comfort and holiday satisfaction. Moreover, there is
a need to examine how different climatic conditions in different settings influence
perception and satisfaction levels. Small tropical islands and destinations with warmer
climates constitute interesting study settings. Small islands have received comparatively
little attention in this research area, though tourism provides a vital source of income.

AONETIME ACCORDION PLAYER,stilt walker,and fire eater,Guy Laliberte is
now CEO of cirque du Soleil,one of Canada's largest cultural exports. Cirque's
produc-tions to date have been seen by some 150 million people in over three hundred
cityes around the world.in less than twenty years since its creation,cirque du soleil
achieved a level of revenues that took ringling bros ,and barnum&bailey-the once global
champion of the circus industry more than one hundred years to attain.

2.1.2Tourist attractions

Tourist attractions are also called tourist destinations.At present; some achievements
have been made in the research of tourist attractions at home and abroad. However, the
foreign countries started earlier and achieved more. In recent years, many domestic
scholars have also invested more attention to the study of tourist attractions.Scholars
believe that tourist attractions are a place to attract tourists to spend, to provide tourist
facilities, and to focus on their services. Tourist attractions are not a single but a
comprehensive concept.

Table2.1Definition of tourist attractions.

The researchers	Definition of tourist attractions.
Yu-Yan Gai(2009)	The tourist resources on a certain geographical space, as well as related facilities, attract tourists to stop the destination.
Gao jing (2007)	Where people travel to travel, to experience something different, to stop for it, is the attraction that can be perceived.
Pike(2009)	Tourist attraction is a clear geographical area, which is understood by tourists as an independent and complete entity, with a unified tourism marketing planning policy and legal framework.
Ma qiufang (2011)	With a distinctive tourism image and sound management mechanism, it can attract potential tourists and make travel decisions.

2.1.3 Brand and branding of tourist scenic spot

The American Marketing Association defines the definition of tourist attraction brand: when the tourist attractions self-stylist marketing, starting from the development strategy, transfers their own ideas, and finally gets the recognition of consumers. The definition of scenic spot brand is that it can be identified by unique logo, which can strengthen the tourists' recollection of the pleasant experience of scenic spot.Gao et al. (2007) believe that the tourism scenic spot brand has two meanings: from the external point of view, it is a symbol or sign; from its internal point of view, it represents a brand reputation.Pike (2010) discuss how to establish and run the tourist scenic spot brand.It can be seen that the current scholars' researches on the brand of tourist attractions are mostly focused on how to design and implement them.

Pike (2009) has searched many research literatures about the brand of tourist attractions from 1998 to 2007. Only a few papers focus on the definition of concept, especially Schmitt (1999), which is the most comprehensive and perfect. He believes that by designing its own unique logo and distinguishing it from other scenic spots, he believes that the branding of tourist attractions with unique design that are different from other scenic spots, makes brand commitments and strengthens the memory of tourists. The purpose of all this work is to create a tourist image that encourages consumers to visit their own tourist attractions rather than competitors.

Synthesizing the viewpoints of the scholars, this paper defines the branding of tourist attractions as a series of marketing work carried out by shaping the differentiated image of tourist attractions.

2.2 Brand experience of tourist attractions

2.2.1 Experience and tourism experience

(1)In 1998, American scholars Pine and James thought that experience was based on service, motivated consumers enthusiasm and created valuable activities to make consumers recall. It is pointed out that experience is the subjective inner psychological feeling produced by consumers in the process of contact with enterprises. They all agree that experience is the subjective psychological feeling produced in the process of consumer-enterprise interaction. Gai(2009)while expressing his approval of the four traditional experiences of escape, entertainment, aesthetics and education, the author puts forward the fifth experience of "empathy" as a true existence. Many scholars study the emergence of experience from different situations, and divide the experience into product, service, shopping, consumption and brand experience. According to the consumer's contact with the product, there are direct and indirect experiences: the consumer produces the consumer experience in the process of consumption: the brand experience is a series of reactions by the consumer caused by the relevant brand attraction, and whether a brand can provide an attractive experience is what consumers are most interested in and the concept of brand experience can better reflect the essence of the brand. Domestic scholar Ma, (2011) pointed out that experience is the place where consumers are exposed, and more pleasure and surprise as participants are in the experience, the more memorable the degree is, and the more valuable consumers recognize.

To sum up, scholars have defined the concept of experience from different situations and different viewpoints, from the initial perspective of business to customers, emphasizing the interaction between customers and enterprise products, services, brands and psychological feelings. Combined with the characteristics of tourist attractions, this paper defines the concept of experience as the subjective inner feeling of tourists in the process of interaction with the scenic spots.

(2) Tourism experience definition

The motivation of tourism is that tourists need to travel because of the lack of psychological or physical, and then they are stimulated by some external stimuli. The purpose of tourism is to obtain various kinds of psychological pleasure in the process of tourism. Therefore, tourism is essentially a transient and comprehensive experience. Tourism itself is an experiential activity. In essence, the focus of tourism research is on the study of experience.

In the 1990's, domestic scholars carried out initial research on tourism experience.Stuart (2014) pointed out that the essence of tourism experience is the game of thought and soul between tourist places and tourists. Chang (2008)believes that In the process of tourism, the content of experience is very rich, people can not only get a pleasant experience, but also get different experiences on a higher level. Jones (1999) pointed out that tourism experience is a measure of the satisfaction of tourists' tourism expectations. Keller (1993) pointed out that tourists can get various experiences in the process of tourism. The tourism experience model of Muhammad (2002) holds that it is a model composed of anticipatory experience, process experience and recollection experience. Muhammad (2002) thinks that it is a process in which tourists participate in tourism activities and experience: stress experience psychology and experience behavior, and is the whole process of tourism experience psychology and experience behavior. An, defines the tourist experience as the sum of all aspects of knowledge, pleasure, satisfaction and so on. Pan Schmitt (1999) proposed that tourism experience is an aesthetic process for individual tourists. And only Pine (1998) proposed different views, he believes that "pleasure is the essence of tourism experience", Gao (2007) point out "Freedom is the essence of tourism experience".Eric (2013) believes that tourism experience is a psychological change produced by the interaction between tourists and tourist destinations in the process of tourism.

(3) Tourism experience type

In the field of tourism experience research, scholars Pine (1999) have the greatest influence. Based on the two dimensions of tourist participation and environmental correlation, they constructed the "4e" model of tourism experience.

Table2.2"4E"model of tourism experience
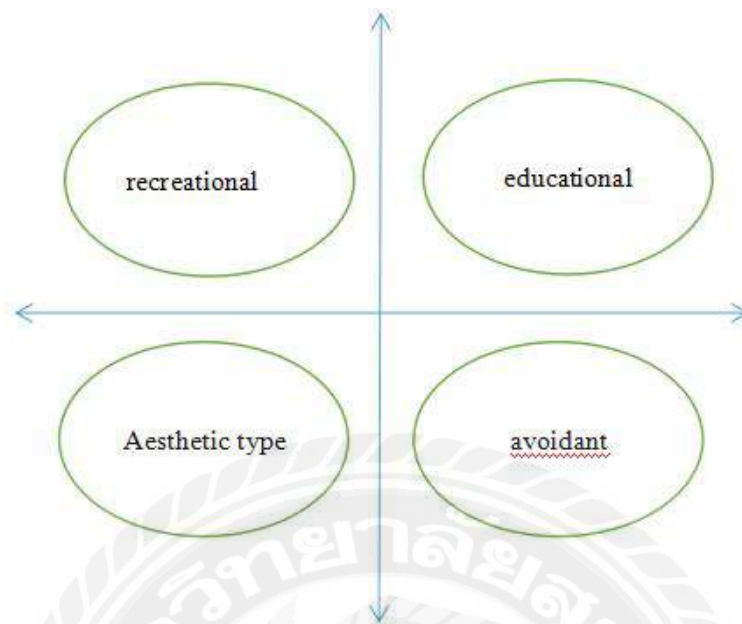
Domestic scholars have also put forward a variety of views. Bu, Pike (2009) on the basis of the classification of previous studies, this type of empathy has been added. It refers to the tourists put themselves above the space and time of others in order to temporarily transfer their emotions to other places and temporarily escape from the habits. Gai (2009) divides it into two parts, one is the overall experience quality that tourists get when they take part in tourism experience activities, and the other part is the auxiliary experience such as transportation and other auxiliary experiences experienced by tourists in the whole process of tourism. Pike (2010) deeply analyzed the tourism experience and divided it into four kinds of experiences. No matter what kind of experience, he believes that tourists can get positive emotions. Pine points out that the tourism experience contains four core parts.

2.2.2 Brand experience concept

In the new century, people's consumption level has gradually increased, the simple economic form has been unable to meet their needs, and they are increasingly eager for various novel experiences. Pine (1998) pointed out that consumer's consumption always changes from the lower physiological demand to the higher spiritual demand. The social and economic form gradually develops into a new era of experience. The inherent and essential function of the commodity itself can no longer meet the needs of the consumer.

Instead, it gradually develops towards the direction of experience and pays more attention to the spiritual needs and spiritual value of commodities. In the case of little difference in function quality, the main motivation for consumers to purchase is experience. Under this kind of consumption tendency, everybody's focus gradually shifts to the experience which the consumer pursues. Toffler (1983) first put forward experience economy as a new economic form. Scholars have paid more attention to the experience. Since Pine and Gilmore published the book "Experience Economy", people began to pay attention to experience. The book "Experience Economy" mentioned that the era of experiential economy had come, which opens up the prelude to the study of experience in the marketing field is written, in this marketing activities, experience is about taking products as the basis, consumers as the key objects, and creating nostalgic, yearning and memorable activities. Schmitt (1999) in the "Experiential Marketing" pointed out that, intuitively, the brand is the carrier of product function and quality of the basic; in-depth nature is so that people can get a soul within the carrier meet. The creation of the brand experience is that marketers use the ecperience on the brand, designing creative and interactive marketing; experience marketing and brand experience can actually be equivalent to the exchange. The focus of brand experience is that consumers' subjective perception of the brand formation of the experience. Smith and Wheeler agree with the brand and experience the integration, in order to attract consumer attention. Schmitt (1999) put forward the concept of "customer experience management", it is pointed out that the company management process of the consumer experience in the enterprise product system.

At present, the definition of brand experience is still to be explored. Ross puts forward that face-to-face communication, positive contact is brand experience. Whether materially or emotionally, in order to attract consumers to produce demand as the biggest goal, brand experience is a kind of accumulation, which is the brand through contact with consumers, and let consumers use the accumulated. Pine et al (1998) select advertising industry for empirical research, put forward that brand experience is that consumers have a sense of individualization of the brand and make a response, including the entire process from initial acquaintance to repurchase between consumers and brands. Muhammad et al (2002) believes that brand experience represents corporate image and brand value. Selecting a network to study the brand experience, it is believed that consumer perception of a particular website is brand experience. Summing up the previous theories and researchs, it is pointed out that brand experience is consumer action. Emotional, thinking and sensory experiences that are stimulated by factors such as brand

names, they argue that the brand experience itself has both pros and cons, some of them may be relatively long-term, and there are also relatively short-lived possibilities.

From the perspective of scholars, scholars determine the concept of brand experience based on research content. Some scholars put forward that brand experience is a kind of experience of the product or service that the brand embodies, and the consumer also has a lot of experience in the process of contact with the brand and has accumulated the knowledge of the relevant brand. Some scholars point out that the brand experience is a kind of experience of the product or service embodied by the brand. The content of brand experience should also include consumer's psychological experience of brand value and communication activities between consumer and enterprise brand. By summarizing the opinions of scholars, we can conclude that the connotation of brand experience has a narrow sense and a broad sense. The narrow sense refers to the company through a series of marketing work, consumer psychology and feelings have an impact. The broad sense includes the whole link of consumer and brand contact: consumers and enterprises provide products or planned marketing activities to contact, or use, and produce certain psychological feelings. However, the connotation of brand experience and its impact on consumer behavior and brand relationship are still inconsistent. Combined with the research background and object of this article, the brand experience is defined as: under the scenic spot brand situation, the consumers interact with the brand affecting the consumer's psychology and the behavior.

2.2.3 Brand experience dimensional division

The academic circle has not only carried on the massive research to the brand experience concept, but also studied its various dimension, has provided the good research direction for the follow-up research.

Table 2.2 Brand experience dimensions summary table

The researchers	Connotation of the dimension
Pine（1999）	Entertainment, education, avoidance and aesthetics.
Schmitt（1999）	Sensory experience, emotional experience, thinking experience, action experience and related experience.
Jones（1999）	Feelings, emotions, intelligence, physical and social.
Eric（2013）	Sensory experience, emotional experience, achievement experience, spiritual experience, spiritual experience.
Keller（1993）	Entertainment experience, emotional experience and cultural experience.
Kotler（1999）	Respect, trust, convenience, control.
Aaker（2012）	Interaction between employees and customers, product value.

Combined with the above table, scholars generally agree with the result of dimension division proposed by Schmitt (1999). He divides the brand experience into five types. The first three experiences are unique to individuals, while the last two are generated by interactions between people. The sensory experience is the subjective feeling caused by the consumer based on the five senses, the emotional experience is that the related characteristics of the brand stimulate the consumer's psychological state and cause the related emotion or emotion fluctuation. Thinking experience is a kind of experience in which the brand inspires the intelligence to give the consumer to solve the problem or to create inspiration; the action experience is the brand to let the consumer know the new method, the new lifestyles, which In turn causes consumers to react to their life behaviors: the relevance experience is that the brand makes consumers to start think about connecting the individual with the ideal self, others and culture. The research of each of the above scholars has their own emphases, but most of them have similarities and differences with the five - dimensional experience model which has been widely recognized and applied. Based on the research of Schmitt (1999) above scholars, Keller (1993) has incorporated the relevance experience into thinking experience. It is suggested that the brand experience is the subjective internal reaction and behavior reaction of the brand through certain characteristics.

In general, scholars' research on brand experience is different, and therefore their dimensions are also inconsistent. There is no an advantage or disadvantage in different dimension division, but the key depends on the specific motivation and purpose of the research. At present, the most widely used is the division method of Schmitt and Brakus. This article uses Brakus's brand experience dimension division to measure the brand experience of tourist attractions.

There are many researches concentrating on the tourist behavior pattern. Qing analyzed the characteristics of tourism services and the structural properties, constituent elements, and operation mechanism of tourism service supply chain in the context of modern information technology, and he put forward a new tourism service supply chain conceptual model based on tourist personalized demand . Farmaki took the Troodos (Cyprus) as a case to research on the tourist motivation ; Martin and Witt proposed tourism demand forecasting model to represent tourists' cost of living;   Moore studied on the tourists'   decision making ; Hanna et al. has worked on the Japanese tourists' shopping preference with the decision tree analysis method .

These studies only analyzed the tourist from the view point of the psychology and behavioral science of the tourist and have not considered the context set which will influence the tourist behavior patterns. So, in this paper, we take the context into consideration and propose an analyzed method to the tourist based on context to find out the relationship between services in the travel and the context and analyse the important contexts which will influence the tourist behavior. To mine out rules with high interest degree with the association rule algorithm and do some recommendations to the tourist with better personalized travelling experience and services, we propose a method based on network diagram, and it can reflect the relationship of the contexts which influence the tourist behaviour clearly.

2.3 Brand relationship

2.3.1 Relationship between tourists and scenic spots

Since the end of the last century, the competition for the tourism market has become increasingly fierce, and marketing has been forced into the branding era. Eric (2013) mentioned that in order to make the brand of scenic spots successful, it is necessary to

establish emotional ties with tourists, and also need to manage the relationship between tourists and scenic brand. Tourism marketers have come to recognize the important role of building relationships, such as Pig pointted out that New Zealand has established strong, interactive brands in theory a variety of means, such as Ma (2011) pointted out which is a major trend of brand management to research on brand management with relational method. The domestic scholars Lu,conducted a comprehensive analysis of the foreign brand theory research, divided its development stages, and pointed out that the brand relationship stage lies at the top of the pyramid of brand theory. Gao (207) pointed out that the establishment of brand relationship is based on a certain background, this is because scenic tourism products are experiential consumer goods; the basic concept of brand marketing in scenic spots is consumer-oriented. Kotler (1999);under the background of scenic spot branding, it is an inevitable trend to study the relationship between tourists and scenic spots from the perspective of brand relationship (Gao 2014).

2.3.2 Brand relationship

Jones (1999) points out that there is a new marketing model in the field of marketing-relationship marketing, which has been focused on from beginning to end. At first, relationship marketing is the relationship between consumers and industrial suppliers and service providers. Since the end of the last century, based on theory of the relationship marketing, the brand has been influenced by this theory, and through the development and innovation, a new field of brand theory research has been formed, that is, brand relationship. Blackstone was the founder of the "brand relationship", which he likened to the interpersonal relationship. He considered that the relationship between the two is a two-way interaction; Muhammad (2002) also thinks that the relationship theory is closer to the brand level. In 2001, he further pointed out that the relationship between consumer and brand is in a broad sense. This thesis is not study about brand relationship, but the relationship between tourist and brand. At present, the research on brand relationship mostly focuses on tangible products such as daily consumer goods, sporting goods and other tangible products, banks, securities companies, airlines and other service industries. It involves very little in the tourism industry, and is mainly aimed at brands such as tourism services. suggest that the relationship between tourists and scenic spots can form emotional relationships like other consumer brands. Gao(2007) analyzes the influence factors of brand relationship, relationship quality dimension and the influence on tourist behavior in the context of Chinese culture by taking root in multiple cases.

However, the brand relationship between tourists and scenic spots has rarely attracted the attention of researchers.

This study applies and extends the concept of customer-based brand equity to brand measurement of religious events in an integrated model. This study has the following objectives: a) to develop a valid and reliable model of consumer-based destination brands, b) to empirically assess the dimensions of the destination brand construct, c) to test the relationship among dimensions of the destination brand construct, and d) to validate the model construct.

2.3.3 Brand relationship dimensional measurement

Stuart pointed out that brand relationship evaluation is an important part of brand relationship management. He proposed that the value method and the indicator method could be used to evaluate

Because the purpose of this study is to explore the structure of the brand relationship in scenic spots, the index method is used to evaluate the brand relationship. The brand relationship index method is the decomposition and measurement of brand relationship, and the resulting opinion varies with the decomposition point of view .

Kotler (1999) theory of three factors in love, Ma (2011) proposed that desire, commitment and intimacy constitute the relationship between consumer and consumer object. Eric (2013) found that successful brand relationship includes consumer trust in brand and satisfaction. He put forward his concept and used it to measure the state of brand relationship. Crosby (1990) a domestic scholar, believes that the quality of brand relationship can be divided into narrow sense and broad sense. He puts forward the quality dimension of brand relationship based on local characteristics combined with Chinese native culture. Storbacka(1994)all think that brand relationship quality has three main dimensions. through empirical research to explored the sense of employee's organizational support in tourism service companies, and the relationship between Brand Citizenship behavior and Consumer Brand Trust. Crosby(1990) study the intermediary role of brand relationship quality between airline brand experience and customer citizenship behavior. Schmitt (1999) research relationship among scenic spot image, personality, relationship and loyalty, and divide the relationship of scenic spot into three dimensions: trust, satisfaction and attachment, Jang (2007) based on the multi-case theory,

the quality dimension of tourist and scenic brand relationship is divided into tourist satisfaction and scenic spot attachment.

Table 2.3 Summary table of dimensions of brand relationship

Researcher	Main Dimension
Gai, (2009)	Trust, satisfaction, customer orientation
Gao(2007)	Trust, satisfaction
Hanna,(2011)	Trust, commitment
Jones,(1999)	Satisfaction, commitment, communication, contact
Konecnik,(2007)	Turst,commitment,Joint resolution of problems,willingness to invest in relationships and expectations of continuity in relationships
Kotler,(1999)	Satisfaction, trust, commitment
Muhammad,(2002)	Trust, commitment, Customer perceived total quality
Pike, (2009)	Trust, satisfaction, commitment, customer orientation and brand image
Schmitt ,(1999)	Love and passion, self connection, interdependence, personal commitment, intimacy, partner quality
Stuart, (2014)	Commitment, intimacy, satisfaction, self-connection
Toffler, (1983)	Commitment / relevance , attribution / attention , familiarity / understanding , trust / respect , association / re - recognition
Jang,(2007)	Social value exchange, trust, interdependence, true and due feelings, commitment, self-concept connection
Dwyer, (1987)	Satisfaction, trust, commitment, intimacy , love , independence
Baker,(2000)	Satisfaction, trust, attachment
Storbacka ,(1994)	Tourist satisfaction, destination attachment

In summary, the scholar's opinions are very similar and different dimensions of brand attitude and behavior prediction ability is not the same. This thesis is based on the background of scenic spot; the research of brand relationship is still in the initial stage. This article uses Crosby (1990) to divide the brand relationship of scenic spot: satisfaction, trust, attachment.

We can consider a tourist as a mobile customer because the tourist moved anytime and anywhere. Presently, there are only a few researchers who work on the mobile customer behavior pattern. Storbacka (1994) thought that the service and location are the influence factors of customer behavior in mobile service environment; they proposed a method named SMAP-Mine to mine customer behaviors Toffler (1983). took the time context into consideration and constructed a temporal sequence mobile access patterns mining model based on context awareness . Konecnik (2007) studied in the terms of the problem of mining matching mobile access patterns based on joining the following four kinds of characteristics: user, location, time, and service . So in this paper, we think that the context influence factors of mobile customer behavior pattern includes mobile user, location, time, and service type.

CHAPTER 3
RESEARCH METHOD

3.1 Research method

3.1.1 Literature research

The starting point of this study is to consult relevant literature. Network database is used to sort out the theory and success of previous research, which lays a certain theoretical foundation for the research of directionality. Through literature research, the basic theory of related variables is sorted out and analyzed.

3.1.2 Questionnaire

Questionnaire is a method of investigation and research to explain social phenomena through quantitative method. After collecting and sorting out the former research results, based on the research perspective of this article, the survey questionnaire was designed. The distribution work was carried out on paper and on the Internet simultaneously, taking the recent visitors to Bali as the sample selection object, and select valid samples through strict screening of various criteria

3.1.3 Statistical analysis

According to the original data received, SPSS19.0 software was used for correlation analysis., and the relation between the specific variables was obtained.

3.2 Definition of variables

3.2.1 Brand experience.

In this paper, the author holds that the brand experience is an interactive process, and consumers interact with the brand to produce their own personal characteristics. Based on literature review, this paper considers that the elements of brand experience in tourist attractions are divided into four aspects: emotion, thinking, sense and action experience.

3.2.2 Brand relationship.

Brand relationship refers to the interaction between the brand and the consumer group. After reading the literature, the author USES the research results and research methods of most scholars to measure the brand relationship from three aspects. Details are as follows:Satisfied with the Jang (2007) believes that consumers' overall evaluation of a product or service is based on a long period of purchase and consumption. Crosby(1990) believes that after consumers' personalized service experience for brands, a good evaluation of the brand from the perspective of perception and emotion is "customer satisfaction". This paper defines the overall evaluation and judgment on the brand of the scenic spot after the comprehensive experience of the tourist attraction.

Degree of trust, trust, respectively, including the heart and to trust behavior (Crosby, 1990), the degree of trust with your heart, believe that others will narain, honest and trustworthy, and meet the requirements; Trust in behavior is the belief that others will perform his duties conscientiously and honestly.

Storbacka (1994), brand trust is under uncertain conditions, consumers are still choose to believe and support, believe it can create positive effect, and willing to take risks and a cost. Baker. (2000) definition of brand trust: consumers are dependent on their interaction with them, and believe that they are trustworthy.

I agree with Mayer and so on. Specifically, the destination trust is that tourists believe that the tourist source has the intention to act in accordance with its own way and the principle, and the tourists are willing to bear the certain price.

Attachment place attachment refers to people stay in one or certain place, inner shadow and unrest will be dispelled, instead is comfortable and safe, and more willing to stay in this particular place, and established unique emotional ties and a specific place. At present, scholars generally agree that there are multiple dimensions of local attachment. The opinion of scholars like Williams is that local attachment consists of two parts, namely local identity and local dependence. The specific representative is a person's dependence on a place in emotion or function, among which, local identity is to identify oneself belong to a place in emotion, it is an integral part of a place.

3.2.3 Tourist behavior.

To rarely has the study of behavioral intention after tourists travel, the most representative is a scholar Pike (2009) : tourists behavioral intention refers to the tourism scenic area, is there a play interest again, would like to recommend to people around you or the possibility of positive publicity. This definition is mainly aimed at the behavioral tendency of tourists after the tour, which is consistent with the research requirements of this paper. This paper continues to use the definition of this research. It is measured by revisiting intention and recommendation intention.

3.3 Hypothesis

the branding literature commenced during the 1940s, the first publications related to destination branding did not emerge until half a century later. A review of 74 destination branding publications by 102 authors from the first 10 years of destination branding literature (1998–2007) found at least nine potential research gaps warranting attention by researchers.A key implication of the results was the finding that there was no change in brand positions for any of the five destinations over the four year period. This leads to the proposition that destination position change within a competitive set will only occur slowly over a long period of time. The tabulation of 74 destination branding case studies, research papers, conceptual papers and web content analyses provides students and researchers with a useful resource on the current state of the field.

Brand experience and brand relationship.

As we can see from the literature review, brand experience is a kind of inner feeling, which is owned by consumers and is deeply remembered in consumers' minds. The stronger the brand, the more profound it feels, the more it can establish a strong relationship between consumers and brands (Jang, 2007) believes that the experience is to establish the corresponding brand relationship with relevant personnel or groups through the brand. Stuart (2014) point out that experience affects the trust relationship between consumers and brands. Other scholars through the empirical analysis also confirmed that the influence of brand experience on brand relationship (Eric,2013), most of scholars agree brand experience has a positive effect on brand relationship, and the influence of different dimensions of brand relationship of brand experience. Therefore, the research hypothesis is as follows:

H1: brand experience has a positive impact on brand relationship.

H11: brand experience has a positive impact on intimacy.

H11a: sensory experience has a positive effect on intimacy.

H11b: emotional experience has a positive effect on intimacy.

H11c: the action experience has a positive impact on intimacy.

H11d: thinking experience has a positive impact on intimacy.

H12: brand experience has a positive impact on attachment.

H12a: sensory experience has a positive effect on attachment.

H12b: emotional experience has a positive effect on attachment.

H12c: the action experience has a positive effect on attachment.

H12d: thinking experience has a positive effect on attachment.

Brand experience is one of the driving factors for the behavioral intention of tourists. Some researchers have found that the brand experience has a certain positive effect on behavioral intentions (Kotler, 1999), so this study proposes the following hypothesis:

H2: brand experience has positive influence on tourists' behavioral intention.

H2a: sensory experience has a positive effect on the behavioral intention of tourists.

H2b: emotional experience has positive influence on tourists' behavioral intention.

H2c: the action experience has a positive influence on the behavior intention of tourists.

H2d: the thinking experience has a positive influence on the behavior intention of tourists.

Brand relationship with tourists behavioral intention analysis of brand relationship quality dimensions, the brand to promote and support comes from the trust of the consumers to the brand, and heavy, or producing recommendation intention or premium pay intentions (Jones, 1999); Some scholars through the empirical analysis confirmed that the effect of brand relationship on behavioral intention (Ma,2011), in conclusion, a large number of scholars study the relationship between the brand's influence on behavior intention, most of them think that brand relationship has a positive influence on customer behavior. However, from the perspective of tourism destination, this study attempts to study the influence of brand relationship on tourists' behavioral intention in the context of tourism destination. Therefore, this study proposes the following hypothesis:

H3: brand relationship has positive influence on tourists' behavioral intention.

H3a: intimacy has a positive influence on the behavior intention of tourists.

H3b: attachment has a positive influence on the behavior intention of tourists.

According to the previous definitions, this paper assumes as one tourist behavior, where is an element of the tourist user set , is an element of the device of the user use set , is an element of the time set , is an element of the location set , is the time in which the tourist sojourns at location , denotes an element of service messages set , and denotes the time in which the tourist requests for tourism services.

3.4 Questionnaire design

The questionnaire is divided into four parts.

The first part is divided into the population attribute characteristics of tourists.

The second part is divided into brand experience measurement scale; tourists make an evaluation based on their own travel experience and self-perception.

The third part is divided into brand relationship measurement scale; tourists make an evaluation based on their own travel experience of the relationship between themselves and tourist brand.

The fourth part is divided into tourist behavior intention measurement scale; tourists make an evaluation based on their own travel experience of future tourist intention.

CHAPTER 4

RESEARCH AND ANALYSIS

4.1 Sample analysis

The questionnaire of this thesis using the questionnaire professional investigation website, through the email send to the friend circle, step by step, separate and enlarge, rich sample; From March 6 to March 26, 2018, the author investigated and distributed of the questionnaire. The detailed form and content of the questionnaire in the appendix

A total of 280 questionnaires were sent out and 204 valid questionnaires were collected. The total effective rate was 72.86%.

Table 4.1 The sex distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	49.0	49.0	49.0
	Women	104	51.0	51.0	100.0
	Total	204	100.0	100.0	

From the data in Table 4.1, we can see that in the sample of this survey, men account for 49%, women account for 51%, and the ratio between men and women is basically balanced.

Table 4.2 The age distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 years old and below	12	5.9	5.9	5.9
	18-25 years old	48	23.5	23.5	29.4
	26-35years old	100	49.0	49.0	78.4
	36-50years old	35	17.2	17.2	95.6
	50or older	9	4.4	4.4	100
	Total	204	100	100	

From the data in Table 4.2, it can be seen that the age distribution in the valid sample is 5.9% below the age of 18 , 23.5% between the ages 18-25, 49% of the largest proportion in the age 26-35, 17.2% in the 36-50, at least and only 4.4% over 50.

Table 4.3 Month consumption level distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1000yuan and less	10	4.9	4.9	4.9
	1000-2999Yuan	28	13.7	13.7	18.6
	3000-4999Yuan	91	44.7	44.7	63.3
	5000-9999Yuan	59	28.9	28.9	92.2
	10000and above	16	7.8	7.8	100.0
	Total	204	100.0	100.0	

From the data in Table 4.3, it can be seen that the monthly income is 3000-4999 yuan, which has a certain consumption capacity, and the low-income group is mainly a student in school, and the sample collected in this study all accord with the consumption characteristics of tourists in these indexes. So the representativeness of the sample is acceptable.

Table 4.4 Empirical distribution for tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2times	140	68.6	68.6	68.6
	3-4times	47	23.1	23.1	91.7
	4More than once	17	8.3	8.3	100.0
	Total	204	100.0	100.0	

The table reflects the experience of tourists traveling to the Bali area, measured by the number of trips to Bali in recent years. It can be seen that with the rising income level,

people begin to pursue a higher quality of life and the demand for tourism is also increasing.

4.2 Scale reliability analysis

In the analysis of reliability, the Cronbach's alpha coefficient is generally used to measure the reliability and the higher the reliability is, and the greater the Cronbach's alpha value is. When Cronbach's alpha is 0.7, the reliability can be considered high. This article uses the method of internal consistency reliability analysis to analyze the questionnaire data.

Firstly, this theisi uses Cronbach's alpha coefficient to test the reliability of the questionnaire. The overall reliability of the questionnaire is high as 0.888.

Table4.5 Scale all Cronbach's alpha coefficient

Cronbach's a	amount
.888	23

The results of reliability analysis of each variable are shown in the following table. The measured variables have higher reliability, and the Cronbach's alpha coefficient of each subject is above 0. 8.

Table4.6 Dimensions Cronbach's a value

variable	Item number	Cronbach's Alpha
Sensory experience	3	0.892
Emotional experience	3	0.882
Action experience	3	0.812
Thinking experience	3	0.824
satisfaction	3	0.883
trust	2	0.862
attachment	3	0.872
Behavioral intention	3	0.909

The reliability analysis results of each variable are as shown in the table. The Cronbach's alpha coefficient of each subject is greater than 0.8, which indicates that the variables have higher reliability.

4.3 Factor analysis

Factor analysis is to solve the problem that there may be correlation between multiple factors, so we can use factor analysis to extract the main contents from the variables and replace the original variables with the extracted common factors.

The KMO test and Bartlett sphere test can be used to determine the suitability of factor analysis. The KMO values range from 0 to 1. The closer the value is to 1, the more suitable for use.

4.3.1 Factor analysis of brand experience

Factor analysis of brand experience shows that the KMO value of 0.725.X2 is measured with a significance of 0.000, and the correlation between variables is very high, which can be used for factor analysis.

Table 4.7 Brand experience KMO and Bartlett sphere test

Samples are sufficient to measure the Kaiser-Meyer-Olkin metric		.725
Bartlett's Spherical Test	Approximate chi square	1272.194
	df	66
	Sig.	.000

Principal component analysis (PCA) and orthogonal rotation method were used for factor analysis. The standard of factor extraction was characteristic by a value greater than 1. After extraction, four factors with cumulative interpretation rate of 78.397% were obtained. The specific results are shown in the following table.

Table 4.8 Brand experience factor analysis rotation matrix

	ingredients			
	1	2	3	4

	1	2	3	4
GGTY2	.908	.118	-.174	
GGTY1	.903		-.150	.106
GGTY3	.873	.110		
QGTY3		.903		
QGTY1	.176	.901		
QGTY2		.872		
SKTY3	-.110		.885	.103
SKTY2	-.120		.851	
SKTY1	-.124		.814	.114
XDTY1				.862
XDTY2		.103		.849
XDTY3	.170			.825

Extraction method: principal component.

Rotation method: the orthogonal rotation method with Kaiser standardization.

Therefore, after the factor analysis, the brand experience was divided into four dimensions, including 1-3, 4- 6,7 -9,10-12.

Table 4.8 of the rotating factor loading matrix, as each index factor load more than 0.5, and value is greater than 0.5 only distribution on a factor, so there is no need to delete the item in the questionnaire. The results are sorted out, and table 4.9 is obtained.
Table 4.9 Brand experience factor load value and the reliability of the results

factor	The factor named	Explanatory variables	Load value	Explain variance ratio	Cronbach's coefficient
GGTY1	Sensory experience	X gives me a good visual impression.	.903	120.972	.892
		X makes me interested in foreign cultures.	.908		
		The overall environment of X is attractive.	.873		
QGTY1	Emotional experience	X can stimulate my quick emotional reaction.	.901	20.389	.882
		I have a strong feeling for X.	.872		
		X makes me feel relaxed or relaxed.	.903		
SKTY1	Action experience	X allows me to experience novel services and activities.	.814	18.720	.824
		Traveling in X makes me know the way I want to live.	.885		
		The experience of X makes me want to do something.	.851		
XDTY1	Thinking experience	The travel experience in X inspired me to think about foreign culture.	.862	18.317	.812
		The overall environment of X aroused my curiosity.	.849		
		My creative thinking was inspired by the travel experience of X.	.852		
Accumulated interpretation variance	78.397%				

4.3.2 Factor relationship of behavioral intention

Using KMO and Bartlett spherical test on brand relationship data to get KMO value of 0.749, the significance of X 2 is 0.000, and the correlation between variables is high, which is suitable for factor analysis.

Table 4.10 Brand experience KMO and Bartlett sphere test

Samples are sufficient to measure the Kaiser-Meyer-Olkin metric		.749
Bartlett's Spherical Test	Approximate chi square	410.198
	df	3
	Sig.	.000

The results of behavioral intention factor analysis are shown in Table 4.11. The three measures of behavioral intention are extracted into a single factor, so they can not be rotated. The factor feature value is 2.540 (> 1), which explains 84.671% of the total variance.

Table4.11 Behavioral intention component matrix a

	ingredients
	1
XWYX3	.936
XWYX1	.915
XWYX2	.910

Extraction method: main ingredient.

One ingredient has been extracted.'

After factor analysis, the behavior intention can be summed up into a dimension. Table 4.14 is the factor load matrix after rotation. The load of each index factor is greater than 0.5, and the value greater than 0.5 is only distributed on one factor. There are no items that need to be removed. Collate the results of the analysis and get table 4.12.

Table4.12 Shall be the intention factor load value and the reliability of the results

factor	The factor named	Explanatory variables	Load value	Explain variance ratio	Cronbach 's coefficient
XW	Behaviora	I will promote others to visit X.	.915	84.671	0.872

| YX11 intention | On the premise of the objective conditions, I hope to travel frequently to X. | .910 |
| | I am willing to recommend X when others are looking for travel advice. | .936 |

Table 4.12 shows that a factor explained variation by factor analysis is 84.671%, which covers most of the original information. And the correlation between measurement items is significantly A greater than 0.8. The internal consistency of measurement results is high, and the test results are acceptable.

4.4 Research model

Based on the statistical analysis of the survey data, the following research models are constructed in this study.

From the result of the above variable factor analysis, it can be seen that the brand experience of the scenic spot is consists of the dimensions of sense, emotion, action, thinking experience and so on; Brand relationship consists of intimacy and attachment; Tourist behavior intention is a factor. On this basis, the model of this paper is as follows:

Table4.13 Research model
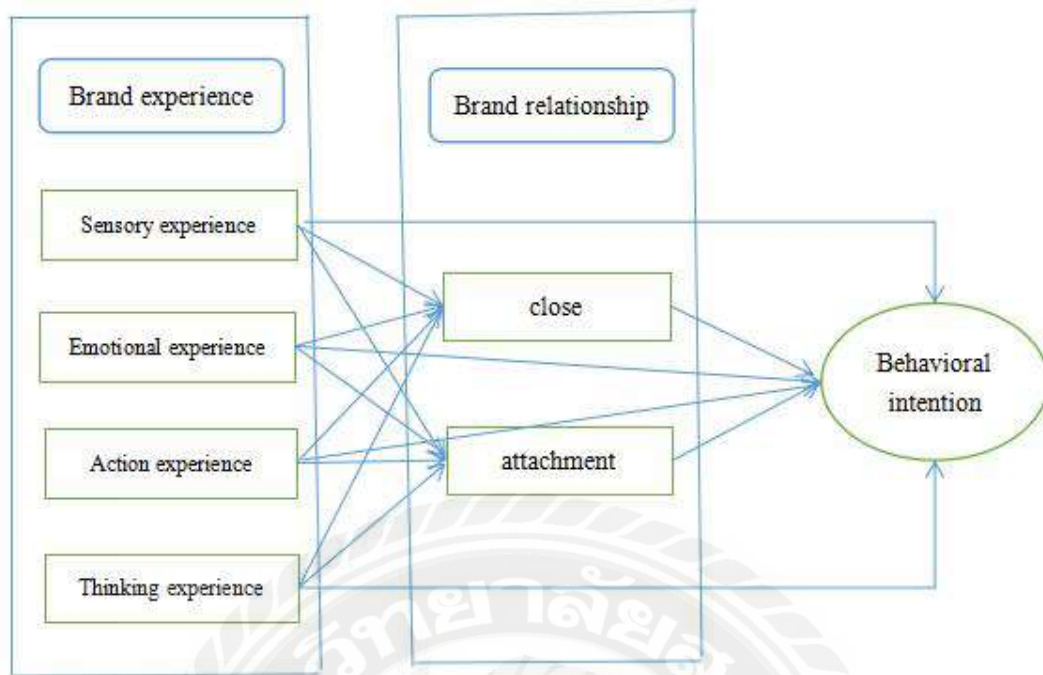
CHAPTER 5
CONCLUSION AND DISCUSSION

5.1 Conclusion and analysis

5.1.1 Brand relationship dimensions and attributes

On the basis of the reference research, this article points out that the brand relationship is divided into dimensions including tourist satisfaction, scenic area trust and scenic spot attachment. In addition, this article holds that the brand relationship of tourist spot has eight measurement indexes, in order to ensure the scientific nature of the research, and the reliability is analyzed. From the results of principal component analysis, it is concluded that the eight measurement indexes form two factors, among which the satisfaction of tourists and trust of scenic spots gather into one dimension. According to the conclusion of Blackstone (1995), the new factor of tourist satisfaction and scenic trust is named "intimacy". Therefore, the scenic brand relationship includes two dimensions of intimacy and attachment. This thesis believes that tourist satisfaction and scenic trust into one dimension caused by the special environment of tourism. On the basis of empirical research abroad, scholars put forward that brand relationship includes three dimensions: satisfaction, trust and attachment. Due to language and cultural differences, tourists' understanding of tourist satisfaction and scenic trust may be different.

5.1.2 Brand experience and brand relationship in tourist scenic spot

The results of factor analysis show that the four common factors under brand experience are sensory experience, action experience, emotional experience and thinking experience. Its accumulative explanation rate is 78.397%, the effects of brand experience and brand relationship on sensory experience.The influence of emotional experience on intimacy is positive and significant, while the effect of action experience and thinking experience on intimacy is not significant. Based on the above results, the author thinks that this is related to tourists' expectation of tourist destination, and they have high requirements for the hardware of tourist destinations. Intimacy represents the degree of connection between the tourist and the brand, reflecting the depth and breadth of the connection. Tourists have a high expectation of the overall environmental facilities and service of the tourist destination, and sensory experience and emotional experience have obvious effects on intimacy. This shows the overall environmental atmosphere of the

tourist destination and the importance of the hardware conditions. Emotional experience, sensory experience and action experience have significant positive effects on the attachment of scenic spots. This paper holds that compared with intimacy, tourists not only value the overall environment and hardware conditions of tourist attractions. They also attach great importance to the novelty of services and activities experienced in tourist destinations, and the curiosity and association caused by tourists to tourist destinations are not significant. It means that when consumers are thinking about their relationship with tourist destinations, they are more concerned is whether their paid services can get the corresponding service.

In the tourism destination brand experience of tourists brand relationship, thinking experience influence on intimacy and attachment of the scenic spots is not significant; this paper believes that the tourism brand experience based on brand relationship is the result of tuouists traveling in or after the tour correlation state. When a tourist thinks about the relationship between himself and the tourist, he thinks more about the performance of the brand of the tourist destination during or after the tour, will not give too much consideration to the curiosity and creative thinking caused by the tourist destination.

5.1.2 Brand experience and toutist behavior intention in the scenic spot

According to the research on (FMCG) fast moving consumer goods industry, 3C products, catering industry, sports industry, aviation service industry, etc, to verify the impact of brand experience on behavior intention, mainly including: brand experience affects behavior intention, However, there is no research on the specific influence mechanism of each dimension under brand experience; some dimensions under brand experience have direct influence on behavior intention, while others have indirect effect.

In the influence of brand experience and behavior intention of tourist attractions, the conclusion of this paper can be summarized as follows: emotional experience and action experience influence behavior intention indirectly through brand relationship, but it has no direct and significant effect. This conclusion tells the tourist destination brand management operators to improve the overall service quality and hardware facilities of the tourist destination, at the same time, these are not enough, but also through the improvement of the tourists' inner identity, trust and joy so that they can achieve the recommendation and revisiting intention of tourists. Sensory experience has not only

indirect effect on behavior intention of tourists, but also has a direct effect, therefor, we can see the importance of the tourists' sensory experience, which can indirectly influence the tourists' behavior by influencing the choice of the long-term relationship between the tourists themselves and the tourist destination, and it is also the direct reference basis of tourists' revisiting and recommendation willingness.

5.2 Relevant management recommendations

Based on the research conclusions of this paper, the following suggestions are proposed, hoping to have a certain guiding role in the management of brand experience in tourist attractions and the improvement of tourist revisiting rate and word of mouth publicity.

5.2.1 Humanization of tourism service and strengthening of emotional experience

The emotional burst of tourist needs not only the basic hardware facilities and environment, but also the humanized service of the tourist service personnel. For example, tour guides should put themselves in consideration for tourists, try their best to meet the needs of each tourist, and create a harmonious atmosphere between them and tourists, and between tourists and tourists. At the very least, the relevant personnel should provide accurate information for tourists, integrity management, and strive to reduce the complaints and complaints of tourists. At the same time, they should pay attention to the differentiated needs of tourists, to truly understand and resolve the requirements of tourists; finally, it is necessary to establish a good partnership with tourists during their travel period, and to treat each and every tourist attentively so that they can feel the care and warmth from the tourist destination, thereby strengthening the emotional experience of tourists.

5.2.2 Enhance attraction of tourist destination and stimulate sensory experience

First of all, tourism enterprises should improve tourism management and service quality. The service quality of the tourism industry is the key to the success or failure of a country's tourism industry in the international market competition. This requires Thailand first to train and develop the service consciousness and comprehensive quality of the tourism industry personnel. The service quality of tourism industry is evaluated regularly to improve Thailand tourism service quality and enhance international competitiveness. Second, tourism products should be innovative. Enterprises should do a good job in the

comprehensive planning and development of tourism resources, integrate tourism resources, and create high-quality tourism routes, so that tourists can carry out their tourism activities quickly and conveniently. The tourism industry in Thailand should strengthen the development of tourism products, achieve diversification and characteristic, which can promote the development of other industries through the development of tourism, and give full play to the linkage effect of tourism industry.

5.2.3 Multi-pronged approach to create friendly brand relationships

Tourist-Scenic spot brand relationship, the relationship between instant tourist and scenic brand. It has been confirmed that brand relationship has direct influence on behavior intention. The results of this artivle show that brand relationship not only directly influences tourist behavior intention, but also acts as an intermediary variable in the relationship between brand experience and tourist behavior intention. Therefore, the effect of good brand relationship in the loyalty of tourists is worthy of attention.

The empirical results show that emotional experience, sensory experience and action experience have positive effects on brand relationship. Therefore, to set up a brand, we need to start from these aspects: optimizing the overall environment of the tourist destination, bringing good visual feelings to the tourists, enhancing the tourist attraction, creating leisure tourism experience for the tourists, Stimulating the emotional response of tourists' pleasure: innovating tourism product projects, allowing tourists to experience as many novel activities and services as possible; improving the quality of infrastructure and staff services of tourist destinations, so that tourists feel at home. From different point of views, we can make tourists have good trust and satisfaction to the tourist destination, and even have emotional attachment to the tourist destination, and then form a good brand relationship between tourists and scenic spots.

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