

Research on the Impact of Immersive Film and Television Tourism Experience on Tourist Revisit Intentions: Based on Mediation of Tourist Satisfaction

Yuting Wang, Jieqing Tang and Yaoguang Li*

College of Tourism, Henan Normal University, Xinxiang 453007, Henan, China

**Corresponding author: Yaoguang Li, E-mail: liyaoguang@htu.edu.cn.*

Abstract

The rapid decline in popularity of film-induced tourism in many domestic cities after initial surges highlights the problem of insufficient experiential quality in related tourism products, severely hindering the sustainable development of urban film-induced tourism. Enhancing the experimental perception of film-induced tourism products is key to their high-quality development. Therefore, this study, from the perspective of tourism experience, empirically tests the mechanism of action between four dimensions constituting the film-induced tourism product experience infrastructure experience, scenic landscape experience, scenic service experience, and tourist participation experience along with satisfaction, on tourist revisit intention, based on 437 valid questionnaires. The results indicate: (1) Some dimensions of the film-induced tourism product experience have a significant positive impact on revisit intention; (2) Tourist experience with film-induced tourism products influences their satisfaction with the film-induced tourism destination; tourist satisfaction has a positive impact on revisit intention. (3) Tourist satisfaction plays a partial mediating effect between the four dimensions of film-induced tourism experience and revisit intention. (4) Using Importance Performance Analysis (IPA), the study explores the discrepancies between tourist expectations and satisfaction regarding experiential items and proposes relevant suggestions for product optimization accordingly. This research reveals the influencing mechanism of tourist revisit intention from the perspective of film-induced tourism product experience, both expanding the existing theoretical framework on film-induced tourism experience and providing guiding suggestions for enhancing tourist revisit intention.

Keywords

tourism experience, tourist satisfaction, revisit intention

1. Introduction

With the booming development of the global film and television industry and the proliferation of new media technologies, the film and television industry is receiving increasing attention. Film and television works are no longer merely a means for people to relax and be entertained; they also stimulate viewer interest in travel. China's "14th Five-Year Plan for Cultural and Tourism Development" explicitly proposes a film-tourism integration project, and 16 provincial-level administrative regions have already issued specialized supportive policies. Despite strong policy support and rapid development, film-induced tourism still faces many challenges, such as severe product homogenization, insufficient attractiveness and competitiveness of destinations, and inadequate service facilities. Therefore, analyzing the progress of film-induced tourism

products from the perspective of tourist experience is of great significance for promoting the sustainable and healthy development of the tourism industry. Hainan is an area rich in film and television resources. Concurrently, the government has included film-induced tourism in its plan to cultivate pillar industries for the regional economy. A series of policy plans, such as the “Hainan Free Trade Port Film and Television Industry Development Plan,” focus on the film and television sector. In light of this, this study takes Hainan Feng Xiaogang Movie Town as a case study. Based on the context of film-induced tourism products, it proposes the concept of film-induced tourism experience and constructs a structural equation model to explore how film-induced tourism experience influences tourist revisit intention, with the mediating role of tourist satisfaction. This aims to reveal the mechanism influencing tourist revisit intention derived from film-induced tourism products. It enriches the theoretical foundation of film-induced tourism product research by revealing the mechanism of tourist revisit intention from the perspective of tourism experience and provides practical guidance for the sustainable development of film-induced tourism products.

2. Literature Review and Research Hypotheses

2.1 Film-Induced Tourism Experience

Film-induced tourism can be traced back to the 1990s. Evans (1997) defined film-induced tourism as tourism activities attracted by the depiction of destinations in film, television, or video. Riley and Van Doren (1992) indicated that film and television products have a significant impact on potential consumers and can alter their perceptions of specific locations. Guo Wen et al. proposed the definition of film-induced tourism as “the tourism phenomenon triggered by tourists visiting film theme parks, film studios, or film cities and participating in activities.” Zou (2010) defined tourism experience as “the process of tourist participation and comprehension of tourism”. In this study, film-induced tourism refers to the sum of all products (including services) related to film and television developed and sold by developers or operators to film-induced tourists. Surveys show that the main reason tourists visit film studios is to seek an immersive experience at actual filming locations. Therefore, film-induced tourism experience refers to tourist experience and perception of the facilities, landscapes, services, and level of participation offered at film-induced tourism bases. Domestic and international research on the motivations, preferences, and perceptions of film-induced tourists primarily focuses on filming locations and film studios (Kaltenborn & Bjerke, 2002; Le Dû-Blayo, 2018). Research on the relationship between film-induced tourism experience and tourist behavioral intentions is relatively scarce.

2.2 Tourist Satisfaction

Tourist satisfaction depends on the comparison between tourist expectations and their actual experience outcomes. Pizam et al. (1978) considered tourist satisfaction as a feeling formed when tourists compare their on-site experience at a destination with their prior expectations, laying the foundation for tourist satisfaction theory. Engel proposed that customer satisfaction stems from the comparison between the product's actual performance and pre-purchase expectations (Kardes et al., 2011). Kotler et al. (2017) defined customer satisfaction as reflecting their level of pleasure, resulting from the comparison between expectations and actual performance. Wang and Mei (2006) proposed tourist experience and perceived value as antecedent variables influencing tourist satisfaction. Tourist experience positively influences satisfaction enhancement, while tourist expectations negatively impact satisfaction. Therefore, in this study, tourist satisfaction refers to the sense of fulfillment derived from the match between tourist expectations and actual experiences.

2.3 Tourist Revisit Intention

Revisit intention is a crucial concept in tourist post-visit behavioral intentions. Gyte and Phelps (1989) found that tourists develop the idea of revisiting a place after their trip. Regarding the definition of tourist revisit intention, Baker and Crompton (2000) considered it as the subjective probability of a tourist returning to a specific tourism destination. Yang et al. (2008) concluded that revisit intention refers to the desire of tourists to revisit a destination or participate in a tourism activity again after their initial visit or participation has ended. The case of Fenghuang Ancient Town found that various dimensions of a destination's image indirectly affect revisit intention through the mediating effect of tourist satisfaction (Xu & Zhu, 2011). Synthesizing research from multiple scholars, this study defines tourist revisit intention in film-induced

tourism as the expressed willingness to revisit the film-induced tourism destination after participating in related activities.

2.4 Research Hypotheses

Film-induced tourism experience, tourism product satisfaction, and revisit intention are key concepts in the study of tourist psychology and behavior. Clarifying the influencing relationships among them is significant for improving and enhancing tourist film-induced tourism experience, increasing their satisfaction, further strengthening their revisit intention, and promoting the sustainable development of film-induced tourism. This study conducts a literature review and logical deduction of research hypotheses based on tourist travel experience and satisfaction, combined with the context of film-induced tourism products.

According to Chen and Chen (2010), the overall tourism experience is a core factor influencing tourist satisfaction. Scott (2004) argued that high-quality tourism experiences can enhance tourist satisfaction. Tourism experience is the process through which tourists interact with various film-induced tourism resources, activities, and personnel during their visit to filming locations, aiming to achieve personal pleasure and satisfaction. Building on the research of various scholars, this study measures film-induced tourism experience through four dimensions: infrastructure experience, scenic landscape experience, service experience, and tourist participation experience. Therefore, Hypothesis H1 is proposed:

Hypothesis H1: Film-induced tourism experience has a significant positive impact on tourist satisfaction.

Hypotheses H1a-H1d: The dimensions of film-induced tourism experience have a significant positive impact on tourist satisfaction.

Gitelson and Crompton (1984) concluded that the satisfaction derived from recreational experiences is a necessary condition for revisits to occur. Hung et al. (2016), using questionnaires and structural equation modeling, found that tourism experience has a positive impact on tourist revisit intention. Zhang and Li (2018) considered tourism experience as tourist personal feelings during travel, which is not only closely related to destination image but also a key variable influencing tourist satisfaction. Therefore, Hypothesis H2 is proposed:

Hypothesis H2: Film-induced tourism experience has a significant positive impact on tourist revisit intention.

Hypotheses H2a-H2d: The dimensions of film-induced tourism experience have a significant positive impact on tourist revisit intention.

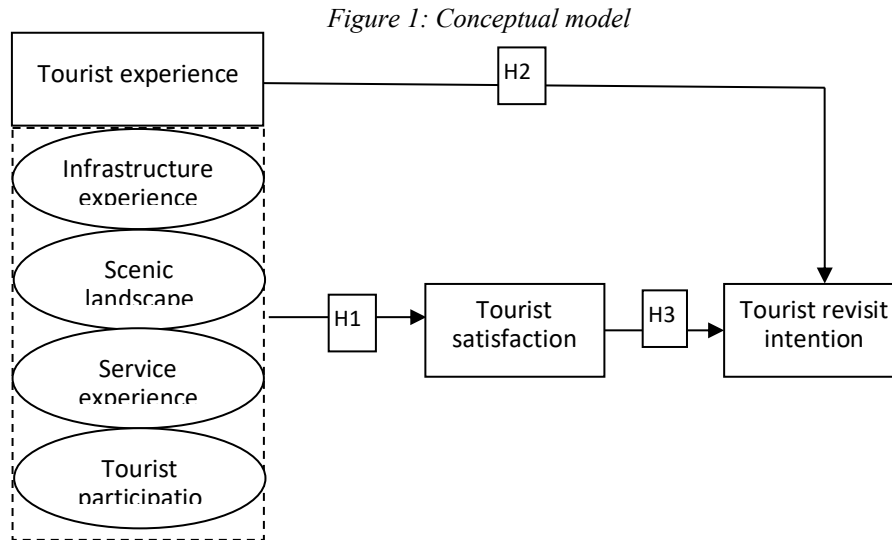
Wang et al. (2010) suggested that when tourists achieve high satisfaction from a previous travel experience, they seriously consider the possibility of revisiting. Lee et al. (2011) studying affective experiences, concluded that satisfaction has a significant positive impact on revisit intention. Related research often treats satisfaction as a mediating variable between tourism experience and revisit intention (Jia, 2023). Therefore, the following hypotheses are proposed:

Hypothesis H3: Tourist satisfaction has a significant positive impact on tourist revisit intention.

Hypothesis H4: Tourist satisfaction has a mediating effect in the relationship between tourism experience and tourist revisit intention.

Hypotheses H4a-H4d: Tourist satisfaction has a mediating effect in the relationship between the dimensions of tourism experience and tourist revisit intention.

Based on the above research hypotheses, a research model (Figure 1) is constructed, consisting of film-induced tourism experience, tourism product satisfaction, and revisit intention.



3. Data Collection

3.1 Questionnaire Design and Collection

The questionnaire was mainly divided into three parts. The first part consisted of a socio-demographic scale. It included 5 items: gender, age, education level, occupation, and monthly income, designed to understand the basic information of the respondents. The second part was a measurement scale for the tourism experience at Feng Xiaogang Movie Town, containing four dimensions: infrastructure experience, scenic landscape experience, service experience, and tourist participation experience. The third part measured tourist satisfaction with Feng Xiaogang Movie Town and tourist revisit intention. All scales used a five-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree,” assigned values from “1” to “5”. During questionnaire distribution, the researchers actively engaged with respondents, promptly answering their questions. From February to May 2024, tourists who had visited or were currently visiting Feng Xiaogang Movie Town were selected as the survey subjects. Using a combination of online and offline survey methods, a total of 500 questionnaires were distributed, with 437 valid questionnaires returned, yielding an effective response rate of 87.4%.

3.2 Data Analysis Methods

Data analysis was conducted as follows: First, SPSS 22.0 was used to perform exploratory factor analysis (EFA) and correlation analysis of variables to test the reliability and validity of the scales. Second, hierarchical regression analysis was employed to test the research hypotheses. Finally, using the tourist experience as a starting point, Importance-Performance Analysis (IPA) was conducted to propose optimization strategies for the film-induced tourism products at Feng Xiaogang Movie Town, aiming to promote the long-term development of film-induced tourism.

4. Empirical Results and Analysis

4.1 Descriptive Analysis

The basic characteristics of the surveyed tourist sample are presented in table 1. From the perspective of gender and age structure, the distribution of males and females is relatively even, and young and middle-aged people prefer the film and tourism products of Feng Xiaogang Film Commune. In terms of educational background, those with college degree or above account for a large proportion. In terms of occupation, students and corporate employees account for a relatively high proportion, at 27.69%, followed by freelancers at 19.86%. In terms of monthly income, most are concentrated within the ranges of less than 3,500yuan and 3,501-5,000yuan, accounting for 30.43% and 25.63% respectively. This indicates that the current consumption prices of the film commune are still within the acceptable range for the general public.

Table 1: Demographic characteristics of tourist samples

Variable	Attribute	Amount	Frequency(%)
Gender	Male	191	43.71
	Female	246	56.29
Age	Under 18 years old	51	11.67
	18 to 30 years old	152	34.78
	31 to 60 years old	205	46.91
	Over 60 years old	29	6.64
Education	Middle School	95	21.74
	High School	70	16.02
	Bachelor's Degree or College	89	20.37
	Undergraduate or above	183	41.88
Occupation	Student	121	27.69
	Personnel of enterprises and institutions	113	25.86
	Retired personnel	62	14.19
	Freelance and others	141	32.27
Monthly income	Below 3500yuan	216	49.42
	3501-5000yuan	112	25.63
	Above 5001yuan	99	24.95

4.2 Exploratory Factor Analysis (EFA)

This study employed SPSS 26 to perform Exploratory Factor Analysis (EFA) on the items measuring tourism experience. The KMO value for the questionnaire was 0.975, indicating excellent validity. The research data were suitable for further factor analysis. Using Principal Component Analysis (PCA), the 15 items were grouped into 4 common factors, with a total explained variance of 60.8%. The Cronbach's alpha coefficients for all four common factors exceeded 0.7, demonstrating good reliability for each factor. Based on the factor loading matrix, the four common factors were named as follows: F1 (Infrastructure Experience), F2 (Scenic Landscape Experience), F3 (Service Experience), and F4 (Tourist Participation Experience).

Analysis of the mean scores showed that all four common factors derived from the tourism experience analysis had mean scores above 3.8 (out of 5). This indicates that respondents had a notably positive perception of their tourism experience across the different dimensions – scenic landscape, infrastructure, tourist participation, and services – reflecting a relatively high level of recognition for the tourism experience offered.

Table 2: Exploratory Factor Analysis

Variable	Factor/Item	Factor loading	Mean	Eigenvalue	Explain variance percentage (%)	Cronbach's α
Tourist experience	F1: Infrastructure experience		3.91	3.49	23.21	0.84
	Accommodation facilities	0.72	3.85			
	Special shopping and dining experiences in the scenic area	0.73	3.80			
	The condition of rest service facilities in the scenic area	0.71	3.85			
	The route map and signboards are clear	0.71	3.92			
	F2: Scenic spot landscape experience		3.97	2.53	16.9	0.85
	The imitation buildings in the scenic area are exquisite	0.79	3.88			
	The scenic area boasts a beautiful environment	0.80	3.97			
	Visit the movie stunt exhibition hall	0.71	3.91			
	Watching the filming site of movies and TV series	0.73	3.93			
	F3: Service experience		3.90	2.51	16.72	0.76
	Staff attitude and professionalism	0.70	3.96			
	There are sufficient service personnel and the service is of high quality	0.72	3.89			
	F4: Tourist participation and experience		3.91	2.31	15.41	0.86
	Attend the "celebrity meet-and-greet"	0.72	3.87			
	Participate in film and television shooting	0.76	3.85			
	Performance program major	0.70	4.01			
	The performance is creative	0.78	3.91			
	The schedule for performance programs is reasonable	0.70	3.89			

4.3 Hierarchical Regression Analysis

To test research hypotheses H1 to H4, five hierarchical regression analyses were conducted (Table 3), using revisit intention and tourist satisfaction as the dependent variables respectively.

First, to eliminate potential interference from demographic characteristics on the regression results, five items – gender, age, education level, occupation, and monthly income – were standardized and included as control variables. Subsequently, the four tourist experience factors were added as independent variables.

Models M1 to M3 were constructed with revisit intention as the dependent variable: Model M1 introduced the five demographic control variables. Model M2 added the four tourist experience factors as independent variables to Model M1. Model M3 added tourist satisfaction as an independent variable to Model M2. Finally, models M4 and M5 were constructed with tourist satisfaction as the dependent variable: Model M4 used the five demographic control variables as independent variables. Model M5 added the four tourist experience factors as independent variables to Model M4. The analysis results are as follows:

(1) Results with Revisit Intention as the Dependent Variable: For Model M1, the R^2 value was 0.008, indicating that the control variables explained 0.8% of the variance in revisit intention. Model M1 did not pass the F-test ($p > 0.05$), suggesting that the control variables had no significant effect on revisit intention. The change in the F-value for Model M2 was statistically significant ($p < 0.05$). The R^2 value increased from 0.008 to 0.461, indicating that the tourist experiences factors explained an additional 45.3% of the variance in revisit intention.

Specifically, Infrastructure Experience (M2, $\beta=0.335$, $p<0.01$), Service Experience (M2, $\beta=0.187$, $p<0.05$), and Tourist Participation Experience (M2, $\beta=0.308$, $p<0.01$) had significant positive effects on revisit intention. Hypotheses H2a, H2c, and H2d are accepted. Scenic Landscape Experience (M2, $\beta=0.1$, $p>0.05$) did not show a significant effect, meaning it did not significantly influence revisit intention. Hypothesis H2b is rejected. The change in the F-value for Model M3 was significant ($p<0.05$), indicating that adding tourist satisfaction enhanced the model's explanatory power. The R^2 value rose from 0.461 to 0.656, showing that tourist satisfaction explained an additional 19.5% of the variance in revisit intention. Specifically, Tourist Satisfaction (M3, $\beta=0.705$, $p<0.01$) had a significant positive effect on revisit intention. Hypothesis H3 is accepted.

(2) Results with Tourist Satisfaction as the Dependent Variable: For Model M4, the R^2 value was 0.013, and it did not pass the F-test ($p>0.05$). This indicates that demographic characteristics did not have a significant relationship with tourist satisfaction. The change in the F-value for Model M5 was significant ($p<0.05$), showing that adding the tourist experience factors enhanced the model's explanatory power. The R^2 value increased from 0.013 to 0.474, indicating that the tourist experience factors explained 46.1% of the variance in tourist satisfaction. Specifically, Tourist Participation Experience (M5, $\beta=0.348$, $p<0.01$) and Scenic Landscape Experience (M5, $\beta=0.212$, $p<0.05$) both had significant positive effects on tourist satisfaction. Hypotheses H1d and H1b are accepted. Infrastructure Experience (M5, $\beta=0.155$, $p>0.05$) and Service Experience (M5, $\beta=0.102$, $p>0.05$) did not show significant positive effects on tourist satisfaction. Hypotheses H1a and H1c are accepted.

Table 3: Hierarchical regression analysis

Dependent variable	Revisit intention			Tourist satisfaction	
	M1	M2	M3	M4	M5
Constant	3.739**	0.12	-0.195	3.637**	0.448**
Gender	-0.056	-0.044	-0.013	-0.052	-0.043
Age	-0.026	0.007	0.014	-0.044	-0.01
Educational background	0.044	-0.061	-0.037	0.056	-0.034
Career	0.046	0.064	0.062*	-0.023	0.003
Monthly income	-0.038	-0.018	-0.006	-0.029	-0.017
Infrastructure experience		0.335**	0.225*		0.155
Scenic landscape experience		0.100	-0.050		0.212*
Service experience		0.187*	0.115		0.102
Tourist participation and experience		0.308**	0.062		0.348**
Tourist satisfaction			0.705**		
R^2	0.008	0.461	0.656	0.013	0.474
Adjust R^2	0.004	0.449	0.648	0.002	0.463
F	0.663	40.526***	81.214***	1.160	42.716***
ΔR^2	0.008	0.453	0.195	0.013	0.461
ΔF	0.663	89.672***	241.755***	1.160	93.418***

Note: *** $p<0.001$, ** $p<0.01$, * $p<0.05$.

4.4 Mediating Effect Test

To explore whether tourist satisfaction exhibits a mediating effect between tourist travel experience and their revisit intention, a mediating effect test was conducted on tourist satisfaction (Table 4).

Regarding the dimensions of film-induced tourism experience: (1) The indirect effect value between infrastructure experience and revisit intention was 0.105, and the direct effect value was 0.236. The 95% percentile bootstrap confidence interval included zero. This indicates that tourist satisfaction does not play a mediating role in the effect of infrastructure experience on revisit intention. Hypothesis H4a is rejected. (2) Scenic Landscape Experience: The indirect effect value between scenic landscape experience and revisit intention was 0.142, and the direct effect value was -0.084. The 95% percentile bootstrap confidence interval did not include zero. This indicates that tourist satisfaction does play a significant mediating role in the effect of scenic landscape experience on revisit intention. Hypothesis H4b is accepted. (3) Service Experience: The indirect effect value between service experience and revisit intention was 0.081, and the direct effect value was 0.126. The 95% percentile bootstrap confidence interval included zero. This indicates that tourist satisfaction does not play a mediating role in the effect of service experience on revisit intention. Hypothesis H4c is rejected. (4) Tourist Participation Experience: The indirect effect value between tourist participation experience and revisit intention was 0.249, and the direct effect value was 0.051. The 95% percentile bootstrap confidence interval did not include zero. This indicates that tourist satisfaction does play a significant mediating role in the effect of tourist participation experience on revisit intention. Hypothesis H4d is accepted.

Table 4: Mediation effect test results

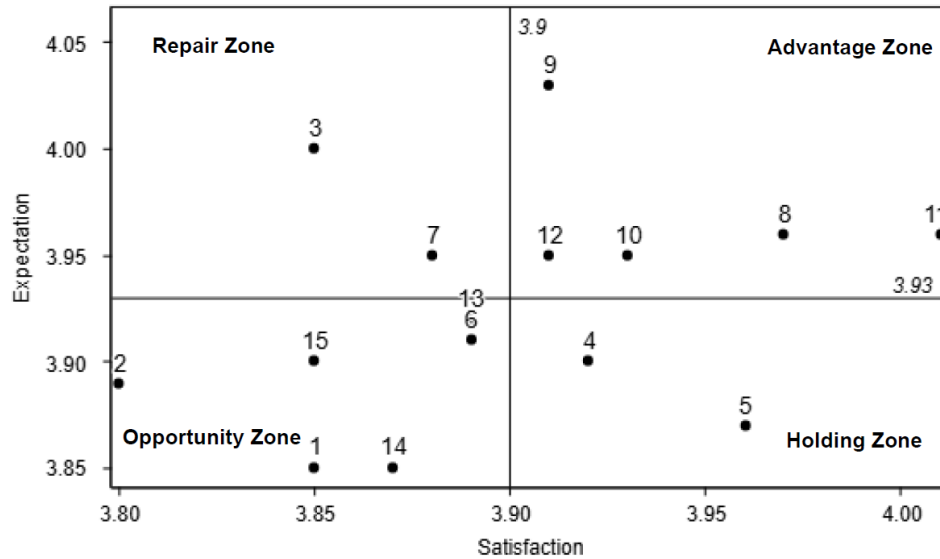
Variable	Effect	Point estimate	95% CI		Z-value	p-value	Conclusion
			Lower limit	Upper limit			
H4a: IE→TS→TRI	IE	0.105	-0.017	0.179	2.07	0.038	No mediation
	DE	0.236	0.065	0.408	2.696	0.007	
	TE	0.342	0.127	0.556	3.122	0.002	
H4b: SLE→TS→TRI	IE	0.142	0.018	0.209	2.893	0.004	Complete mediation
	DE	-0.084	-0.241	0.074	-1.042	0.298	
	TE	0.058	-0.137	0.254	0.587	0.558	
H4c: SE→TS→TRI	IE	0.081	-0.016	0.152	1.869	0.062	No mediation
	DE	0.126	0.001	0.25	1.981	0.048	
	TE	0.207	0.051	0.362	2.605	0.010	
H4d: TPE→TS→TRI	IE	0.249	0.093	0.282	5.295	0.000	Complete mediation
	DE	0.051	-0.124	0.227	0.574	0.567	
	TE	0.300	0.084	0.517	2.716	0.007	

Note: IE: Infrastructure experience; TS: Tourist satisfaction; TRI: Tourist revisit intention; SLE: Scenic landscape experience; SE: Service experience; TPE: Tourist participation experience

4.5 IPA Analysis

As the core component of the film-induced tourism industry, film-induced tourism products constitute an integrated concept formed by the combination of various elements such as film-induced tourism resources, tourism facilities, tourism services, and tourist participation activities. Traditional film-induced tourism products focus on functional development and suffer from insufficient experiential quality. This study analyzed the gap between tourist expectations and their experiential satisfaction regarding various tourism experience items (Figure 2). This analysis identified the tourism experience items that are strengths at Feng Xiaogang Movie Town and those requiring improvement. Based on these findings, optimization strategies and suggestions for Feng Xiaogang Movie Town are proposed.

Figure 2: IPA Analysis



Note: 1. Lodging facilities; 2. Scenic spot specialty shopping and dining; 3. Availability of rest service facilities within the scenic spot; 4. Clarity of route maps and signage; 5. Staff attitude and professionalism; 6. Adequate staffing and satisfactory service delivery; 7. Exquisite replica buildings within the scenic spot; 8. Beautiful scenic environment; 9. Visiting the movie special effects exhibition hall; 10. Watching live film/TV shooting scenes; 11. Professionalism of performance programs; 12. Creativity of performance programs; 13. Reasonable scheduling of performance programs; 14. Participating in “meet-and-greet events with celebrities”; 15. Participating in film/TV shooting.

5. Discussion

The theoretical contributions of this study are primarily reflected in its research perspective and content. Anchored in the “individual tourist” perspective, this research embeds “tourist satisfaction” into the impact chain of “film-induced tourism experience → revisit intention”. It demonstrates the influence relationships among these three elements, contributing to clarifying the mechanism influencing tourist revisit intention in film-induced tourism. This can provide theoretical insights, to some extent, for the subsequent sustainable development of film-induced tourism and the integration of film culture and the tourism industry. Within the experience of film-induced tourism products, Infrastructure Experience, Service Experience, and Tourist Participation Experience have a significant positive impact on revisit intention. The research of Hung et al. also suggests that tourism experience positively influences tourist revisit intention (Hung et al., 2016), indicating that tourism experience has a clear positive effect on revisit intention. Tourist experience with film-induced tourism products influences their satisfaction with the film-induced tourism destination; tourist satisfaction has a significant positive impact on revisit intention. This aligns with the conclusions of Jia (2023), whose research found that tourism experience positively influences both satisfaction and revisit intention. Simultaneously, Li et al. (2022) concluded that tourism experience, as the tourist's subjective feeling during travel, is an important variable influencing tourist satisfaction, reaching a similar finding. Wang et al. (2010) suggested that when tourists achieve high satisfaction from their tourism experience, they seriously consider revisiting the place. Ma (2017) posited that tourism experience serves as a benchmark for measuring the quality of a tourist's experience and is an antecedent variable influencing tourist satisfaction. Hu (2009) found that factors influencing customer formation of revisit intention include the level of satisfaction gained from the initial visit and the mindset generated during the recreational activity.

Tourist satisfaction plays a partial mediating effect between film-induced tourism experience and revisit intention. This conclusion is consistent with the finding in Shi and Qi's (2024) research that tourist satisfaction positively influences revisit intention. Li and Wu (2023) also validated the mediating effect of satisfaction between tourist perceived experience and revisit intention from the perspective of sports tourism. Good tourism services can enhance tourist travel experience, cultivate a favorable impression of the film-induced tourism destination, and elevate tourist satisfaction level with the destination. Accompanied by increased satisfaction,

tourist willingness to promote the destination and the effect of word-of-mouth recommendations will increase, thereby fostering the intention to revisit the destination.

Furthermore, the research conclusions provide practical implications for the development of film-induced tourism destinations. Using IPA analysis to explore the discrepancies between tourist expectations and experiential satisfaction for various tourism experience items, and based on the tourist experience perspective, product optimization strategies are proposed across four aspects: improving and innovating scenic landscapes, enhancing infrastructure, boosting tourist interaction and participation, and elevating service quality: (1) Improve and Innovate Scenic Landscapes: Scenic landscape experience positively impacts both revisit intention and satisfaction. Therefore, continuous improvement and innovation of scenic landscapes are necessary. (2) Enhance Architectural Structures and Core Offerings, Improve Lodging and Products: Focus on upgrading the physical structures and foundational elements of the destination, including improvements to lodging facilities and core tourism products. (3) Optimize Performance Scheduling and Enhance Tourist Interaction & Participation: Revise the timing of performances for better convenience and significantly increase opportunities for tourist interaction and engagement by adding more interactive elements. (4) Elevate Service Quality: Proactively forecast tourist traffic volumes. Strengthen staff service awareness and professional skills training. Simultaneously, equip the destination with intelligent electronic devices as supplementary tools for guided tours, providing tourists with higher quality service.

This study also has limitations that require further in-depth exploration in subsequent research. The data collection for this paper was cross-sectional, lacking continuous follow-up with the research subjects. Future research should conduct longitudinal tracking of the study participants. This paper selected a specific case study site for empirical analysis, but it represents only one snapshot of film-induced tourism products. Future research should employ longitudinal research methods and further broaden and enrich the research perspectives to enable sustained attention and deeper investigation into the development of related film-induced tourism products. Future studies could include a wider range of film-induced tourism destinations within their scope to verify the generalizability and stability of the research hypothesis results found in this paper. This will allow for a more comprehensive understanding of how to enhance the attractiveness of film-induced tourism products and provide more targeted improvement suggestions for tourism development.

6. Conclusion

This study selected Haikou Feng Xiaogang Movie Town as the case study site to explore the influence relationships among tourist film-induced tourism experience, tourist satisfaction, and tourist revisit intention. The conclusions are as follows:

(1) The experience of film-induced tourism products consists of four dimensions: infrastructure experience, scenic landscape experience, service experience, and tourist participation experience. Among these, infrastructure experience, service experience, and tourist participation experience have a significant positive impact on revisit intention.

(2) Tourist experience with film-induced tourism products influences their satisfaction with the film-induced tourism destination; tourist satisfaction has a significant positive impact on revisit intention.

(3) Tourist satisfaction plays a partial mediating effect between the four dimensions of film-induced tourism experience and revisit intention. Tourist satisfaction does not play a mediating role in the influence of infrastructure experience or service experience on revisit intention. Tourist satisfaction plays a full mediating role in the influence of scenic landscape experience and tourist participation experience on revisit intention.

(4) Importance-Performance Analysis (IPA) was used to examine the discrepancies between tourist expectations and their satisfaction regarding tourism experience items. Based on this analysis, relevant suggestions for product optimization were proposed.

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Conflicts of Interest

The authors declare no conflict of interest.

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