A Study on the Survey of Tourism Market Satisfaction and Marketing Strategies of Haiyan North and South Lake Tourist Attractions

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Abstract

This paper takes Haiyan North and South Lake Tourist Attractions wisdom tourism as the research object, analyzes its current construction status quo, and researches several aspects such as tourists' satisfaction and perceived importance. According to the survey data research found that tourists on the Haiyan North and South Lake tourist attractions wireless Internet access, self-service guided tours explaining services, intelligent guidance equipment (guide plate), intelligent marketing scenic WeChat, microblog marketing, information touch screen query facilities importance - satisfaction is low, which concluded that the Haiyan North and South Lake tourist attractions infrastructure, information technology construction, marketing strategies and so on, there are still a number of problems.

Keywords: Tourist Attractions, Marketing Strategy, Satisfaction Analysis

Introduction

At present, there have been many studies on "smart tourism". Smart tourism was first proposed by Phillips in 2000. In foreign countries, relevant research is mainly carried out from smart tourism services and tourist experience; Molz analysis points out that smart tourism is an intelligent development relationship created by the introduction of mobile information technology between tourists and cities (Molzjg, 2012). In China, scholar Xu Anfeng believes that smart tourism is a new tourism model that focuses on tourists with the help of advanced technologies such as cloud computing and the Internet of Things. In the 14th Five Year Plan for Culture and Tourism Development, the Ministry of Culture and Tourism clearly pointed out that "smart tourism refers to the tourism model developed and characterized by networking, digitalization and intelligence", and pointed out that it is necessary to continue to promote the "Internet + tourism" experience, increase the cultivation of cloud live broadcast and cloud tourism, and actively encourage the development of new interactive and intelligent models. In the context of smart tourism, exploring distinctive tourism marketing strategies is bound to promote the transformation and upgrading of tourism and its supporting industries from the theoretical level. At present, smart tourism is in a stage of rapid development in China. In order to better promote the development of tourism, we should combine the natural scenery

of scenic spots with modern information technology, seize the development opportunities of scenic spots, innovate tourism marketing strategies, and effectively promote the transformation and upgrading of China's tourism industry.

As a new concept based on the vigorous development of digital technology, smart tourism is to provide all-round intelligent services for tourists by using Internet of Things, cloud computing, artificial intelligence and other information technologies (Boss & Malladi, 2007). When tourists have tourism ideas, they only need to input tourism demand on the tourism service platform to obtain relevant scenic resources. With the continuous development of smart tourism, it is necessary to carry out tourism marketing design according to the specific contents of different projects, master the psychological needs of tourists, provide targeted tourism suggestions for customers, and achieve a series of management, marketing and service goals related to smart development in the tourism field. Compared with traditional tourism, smart tourism has more advantages, pays more attention to the quality of tourism services, respects the differentiated needs of tourists, and uses Internet technology to provide customers with real-time networks. The modern information technology is seamlessly integrated with the tourist resources of the scenic spot, accurately analyzes the new needs of consumers for recreation, and develops a tourist program that satisfies customers.

Objective

This paper focuses on intelligent tourism, reviewing relevant Chinese and foreign research literature, and summarizing, sorting and classifying the core ideas and solutions to the research problems of this paper. Correctly grasp the latest progress of the research issues and technical solutions, professional views and opinions, for the design of intelligent tourism development strategy to adapt to the actual situation of Haiyan North and South Lake Tourist Attractions to find a starting point and breakthroughs. This paper researches the tourists of Haiyan North and South Lake Tourist Attractions, analyzes its current construction status, and studies several aspects such as tourists' satisfaction and perceived importance, and interviews, understands and summarizes the ideas of some tourists about the existing problems of the scenic spots.

Literature Review

The Origins of Smart Tourism

Smart tourism comes from "Smarter Planet" and its practice in China "Smarter Cities". In 2008, International Business Machine (IBM) first put forward the concept of "smart earth", pointing out that the core of smart earth is to change the way governments, companies and people interact with each other in a more intelligent way by using a new generation of information technology, so as to improve the clarity, efficiency, flexibility and response speed of interaction. "Smart City" is a measure of "Smart Earth" from concept to practice and landing in the city. IBM believes that the "smart city" in the 21st century can make full use of information and communication technology to sense, analyze and integrate the key information of the urban operation core system, so as to make intelligent responses to various needs, including people's livelihood, environmental protection, public safety, urban services, industrial and commercial activities, and create a better urban life for mankind (Wu, 2011). The essence of this definition is to use advanced information technology to realize the smart management and operation of the city, thereby creating a better life for people in the city

and promoting the harmonious and sustainable growth of the city. Chinese experts have their own interpretation of "smart city". Wu Hequan, deputy director of the National Informatization Expert Advisory Committee and vice president of the Chinese Academy of Engineering, believes that a smart city is a network city, and the Internet of Things is an important symbol of a smart city (Ye, 2011); The image of Li Deren, academician of the Chinese Academy of Sciences and the Chinese Academy of Engineering and professor of Wuhan University, is that digital city + Internet of Things = smart city (Qiao, 2006; Ding 2011). Singapore proposed the plan of building a "smart country" in 2015, and Taipei City proposed the development strategy of building a smart Taipei. Shanghai, Shenzhen, Nanjing, Wuhan, Chengdu, Hangzhou, Ningbo, Foshan, Kunshan and other cities have successively launched the development strategy of "smart city". IBM's "Smart City" concept regards the city itself as an ecosystem, and the citizens, transportation, energy, commerce, communication and water resources in the city constitute a subsystem. These subsystems form a whole with universal connection, mutual promotion and mutual influence.

Guided by the State Council's Opinions on Accelerating the Development of Tourism, the tourism industry has begun to seek ways to reconstruct the tourism industry system and service management mode with information technology as a link, so as to realize the qualitative leap of tourism construction into a modern service industry. Inspired by the concept of smart city and its construction and development in China, "smart tourism" was born. From the city point of view, "Smart Tourism" can be regarded as an important subsystem of smart city information network and industry development, and some functions of "Smart Tourism" can be realized by borrowing or sharing the existing achievements of smart city. As "Smart Tourism" is a project that focuses on public management and services for the benefit of the people, incorporating "Smart Tourism" into the Smart City from an urban perspective can help to identify the building entity and pool resources. However, it is worth noting that due to the differences in the characteristics and needs of tourists and city dwellers, "smart tourism" and "tourism" under the smart city system are two different concepts; tourism does not only take place in cities, and the former has a broader connotation than the latter. The former has a broader connotation than the latter.

Conditions for the Development of Smart Tourism

The concept of smart tourism originates from the smart earth and smart city, but its development is driven by the following six aspects (Cheng & Zheng, 2009): (1) the global informatization wave has promoted the informatization process of the tourism industry; (2) The rapid development of the tourism industry needs the help of information technology. Especially since the tourism industry has been positioned by the State Council as "a strategic pillar industry of the national economy and a modern service industry that the people are more satisfied with", the integration of tourism and information industry has become a key link to guide tourism consumption and improve the quality of the tourism industry; (3) The maturity and development of Internet of Things/ubiquitous network, mobile communication/mobile Internet, cloud computing and artificial intelligence technology have provided technical support for the construction of smart tourism; (4) The informatization level of the whole society has gradually improved the application ability of tourists' information means, making intelligent changes have a broad user base; (5) The popularization of smart mobile terminals such as smart phones and tablet computers provides an application carrier for smart tourism; (6) Most importantly, with the increase of tourists and their in-depth demand for tourism experience, tourists' demand for information services is gradually

increasing, especially tourism flows between open and different spaces. The tourism process has great uncertainty and unpredictability. Real time, on-site, anytime and anywhere access to information is an important way to improve the quality of tourism experience, It also shows the strong market demand for smart tourism construction. Intellectualization is another breakthrough of society after industrialization, electrification and informatization. Smart tourism has become a profound change in the tourism industry (Huang & Li, 2011).

Overview of Haiyan North and South Lake Scenic Area

Considering that the theoretical analysis of tourism in the academic world is relatively perfect, this study will be based on the theories put forward by previous researchers and the actual situation of the North and South Lake Scenic Area in Haiyan. The following article will first explore the development status of Haiyan North and South Lake Scenic Area. Haiyan North and South Lake is located in North and South Lake, the ancient name of Yongan Lake, also known as Placebo Lake, Gao Shi Lake, is located in Jiaxing City, Zhejiang Province, on the north shore of Hangzhou Bay, Haiyan County within the territory, the geographical coordinates are 120 ° 87 'east longitude and 30 ° 39' north latitude, with a total area of about 45 square kilometers, and the core area of the two lakes is 1.2 square kilometers. The North South Lake, surrounded by mountains on three sides and facing the sea on one side, is a scenic spot integrating mountains, seas and lakes in China. The Nanbei Lake consists of four scenic spots, namely, the lake pond scenic spot, the mountain forest scenic spot, the seaside scenic spot and the surrounding ancient city scenic spot. The Lake Pond Scenic Spot consists of scenic spots around the South Lake and the North Lake, the Mountain Forest Scenic Spot consists of scenic spots distributed around the Yingkeding Mountain, the Seaside Scenic Spot consists of scenic spots close to the seaside, and the Ancient City Scenic Spot mainly consists of some scenic spots inside and outside the ancient city of Ganpu. Nanbei Lake is a lagoon at the mouth of the Qiantang River, which is divided into two halves by a long dike. The dike named Zhonghu Pond is 500 meters long. The North South Lake is composed of four major resource elements (four scenic spots), namely, lake pond, mountain forest, seashore and ancient city, with rich natural resources and cultural landscape. Nanbei Lake is one of the first provincial scenic spots in Zhejiang Province. With the vigorous development of China's tourism industry, major scenic spots generally suffer from excessive flow of people in peak season and insufficient tourist experience; The low flow of people in the off-season and the poor income of the scenic spot are two problems. In the face of the above problems, it has become an urgent task for scenic spots to open passenger flow regulation.

Research Methodology

Population and sample The population used in the research is civil servants permanent employees government employees. educational personnel of private schools Under the jurisdiction of the Office of the Permanent Secretary, Ministry of Education and the area of responsibility for the operations of the Regional Education Office No 14 there are a total of 42,692 people (Regional Education Office No 14, 2023).

The sample group in this research is government officials employees and private school personnel. Under the jurisdiction of the Office of the Permanent Secretary of the Ministry of Education and the area of responsibility for the operations of the Regional Education Office No 14 which used the sample size determination method of Hair et al. (2010) the sample size was 400 people using the stratified sampling method according to proportion divided Population using area as a stratification.

The research tool is a questionnaire divided into 6 sections as follows: Section 1: General information of the respondents. Section 2: Questions about the working environment. Section 3: Questions about participatory management. Section: 4 questions about work motivation part 5 questions about work performance part 6 suggestions.

Questionnaire test The researcher experimented with distributing a trial questionnaire (Try out) to personnel under the Office of the Permanent Secretary of the Ministry of Education and the area of responsibility for the operations of the Office of Education Region No 12 totaling 50 sets in order to find the reliability of the instrument before collecting data from the sample group being studied. By analyzing the confidence of each question checking the consistency of each question. Has reliability The overall picture has a confidence value of 0.97 for the working environment. Has a reliability value of 0.96 participatory management has a reliability value of 0.97 Work motivation has a reliability value of 0.96 Performance has a reliability value of 0.92.

Research Findings

A Study on The Current Status of The Importance of Satisfaction in Haiyan North and South Lake Tourist Attractions Based on Smart Tourism

Firstly, the analysis of the basic information of the participants of the 298 returned questionnaires shows that in terms of gender distribution, the proportion of men and women is similar, accounting for 51.0% and 49.0% respectively. In terms of age groups, the largest number of samples were from 31 to 40 years old, accounting for 28.3% of the total number of samples, followed by those from 26 to 30 years old, accounting for 25.8% of the total number of samples, and the smallest number of samples were from 60 years old or older and 51-60 years old, accounting for 3.5% and 1.5% of the total number of samples, respectively. Importance and satisfaction are two very important indicators when tourists buy tourism products, and the basic indicators of importance and satisfaction are analyzed first. According to the results of descriptive analysis in Table 1, the mean value of the satisfaction evaluation scale is 3.40, which means that most of the data in the satisfaction evaluation scale are concentrated around 3.40. And the standard deviation is 0.68, which means that the satisfaction level is in the middle.

Table 1: In-Depth Indicators of Importance and Satisfaction

Variables Name	Mean ± Standard Deviation	Standard Error	Mean 95% CI (LL)	Mean 95% Ci (Ul)	IQR	Kurtosis	Skewness	Mutant Lineage Number (Cv)
Importance	4.141±0.371	0.026	4.089	4.193	0.737	-1.385	0.274	8.957%
Satisfaction	3.4±0.827	0.068	3.400	3.516	1.526	-1.193	-0.141	24.314%

This paper adopts IPA model for further analysis, as shown in Table 2, IPA is known as multi-factor contribution model, which is a combination of evaluation of the importance factors and satisfaction level of the factors affecting tourists' tourism image perception, so as to provide a basis for determining which factors should be strengthened and which should be weakened. Analyzing the importance and satisfaction performance of tourists on 19 variables of perception observation, the survey results show that the total average score of tourists on the importance of 19 variables is 4.15, and the total average score of satisfaction

is 3.4, and now we take these two points as the intersection point to draw the perpendicularly intersecting I-axis and P-axis, and the IPA model is divided.

Table 2: Importance and Satisfaction Evaluation

Importance	Evaluation Amount	Satisfaction	Evaluation Amount
Importance of online booking of smart services	4.15	Satisfaction of online booking of smart services	3.42
Importance of online payment	4.07	Satisfaction of online payment	3.46
Importance of wireless access	4.16	Satisfaction of wireless access	3.35
Importance of passenger flow forecast	4.01	Satisfaction of passenger flow forecast	3.31
Importance of congestion index forecast	4.09	Satisfaction of congestion index forecast	3.48
Importance of weather forecast in scenic spots	4.10	Satisfaction of weather forecast in scenic spots	3.41
Importance of boutique route recommendation	4.09	Satisfaction of boutique route recommendation	3.42
Importance of Self-service tour guide	4.15	Satisfaction of Self-service tour guide	3.36
Importance of electronic map	4.11	Satisfaction of electronic map	3.36
Importance of online consultation service	4.27	Satisfaction of online consultation service	3.47
Importance of Intelligent broadcast of safety emergency	4.03	Satisfaction of Intelligent broadcast of safety emergency	3.49
Importance of virtual scenic spot tour	4.30	Satisfaction of virtual scenic spot tour	3.44
Importance of self-service ticket vending machine for smart facilities	4.07	Satisfaction of self-service ticket vending machine for smart facilities	3.31
Importance of intelligent ticket system	4.22	Satisfaction of intelligent ticket system	3.41
Importance of intelligent guide equipment	4.21	Satisfaction of intelligent guide equipment	3.35
Importance of information touch screen inquiry facilities	4.26	Satisfaction of information touch screen inquiry facilities	3.32
Importance of WeChat or Weibo smart marketing scenic spot	4.23	Satisfaction of WeChat or Weibo smart marketing scenic spot	3.37
Importance of scenic portal website	4.08	Satisfaction of scenic portal website	3.45
Importance of client software in scenic spots	4.11	Satisfaction of client software in scenic spots	3.38

As can be seen from Table 2: "I" area for the good performance of the district projects are: 1, smart services online booking; 10, online consultation and complaint services; 12, virtual scenic tours; 14, intelligent ticket system. "II" area for additional resources for the district project: 6, scenic weather forecast; 7, boutique line recommendation; 2, online payment; 5, congestion index forecast; 11, security emergency intelligent broadcast; 18, scenic portals. "III" area for the slow improvement of the district project: 4, passenger flow forecast; 9, electronic maps; 13, intelligent facilities self-service (take) ticket machines; 19, scenic client software. "IV" area for the key improvement area project: 3, wireless Internet

access; 8, self-service guided tours; 15, intelligent guidance equipment (guide plate); 17, intelligent marketing scenic WeChat, microblog marketing; 16, information touch screen query facilities.

Conclusion

Based on The Summary and Analysis of The Problems Interviews of Haiyan North and South Lake Tourist Attractions under Intelligent Tourism

1. Intelligent management is not perfect enough

Haiyan North and South Lake Scenic Area is not yet able to fully rely on tourists' needs, interests, browsing characteristics and other content to create customized travel programs for them to provide high-quality accommodation recommendations. From the specific analysis, the scenic spot passenger flow forecasting facilities are not perfect, the electronic map display is not clear and precise enough, and the scenic spot client software needs to be further developed and upgraded. Through the study found that the tourists of Haiyan North and South Lake Scenic Area, some intelligent project problems are more prominent, such as scenic area wireless Internet signal is not fully covered, and the quality of network speed is not good; and tourists want to increase the self-service guided tour service; intelligent guidance equipment (guide plate) is not clear enough, and so on. Baiyun Lake Scenic Area with many resources does not fully grasp the business opportunities behind the data, weakening the research and exploration of data, cannot effectively use a variety of data information to create a high level of intelligent tourism new model, the entire scenic area of the intelligent management of the effect is not good. In the use of big data feedback analysis is missing, for the target consumer groups do not have a deep grasp of information, cannot be in the future fierce competition in the market to complete the research and development of new products and precision marketing work.

2. Lack of innovation in tourism products

At this stage, the information system of Haiyan North and South Lake Scenic Area is not perfect enough, and the tourism services and products are relatively single, and the recreation methods are also relatively scarce. Based on intelligent tourism under the tourism marketing strategy should focus on the real needs of tourists in the scenic area, based on the Internet to promote the transfer of information on tourists' needs, to better meet the personalized needs of tourists. The core of smart tourism and marketing is "play" and "shopping" to create a new type of tourism that satisfies tourists. But at this stage, Haiyan North and South Lake tourism enterprises related products lack of innovation: First, the lack of brand awareness. Tourism enterprises neglect to create a personalized brand image, service quality is not satisfactory, it is difficult to meet the needs of tourists, resulting in a lack of customer satisfaction, and even complaints and other phenomena. Secondly, tourism enterprises are stuck in their ways and do not innovate marketing methods to meet the personalized needs of different groups of consumers, which leads to a waste of resources. Thirdly, the design of social media section and content is not novel and comprehensive enough. In recent years, Haiyan North and South Lake Scenic Area imitates the development mode of other scenic areas, resulting in a lack of innovation in scenic area content marketing, tourists' travel experience is more homogenized, resulting in a significant decline in tourist satisfaction. The size of the number of tourists' tourism information acquisition will affect their cognition

of tourism planning, so we should pay attention to the tourists' sense of tourism experience, timely adjustment of tourism marketing strategy to enhance the tourists' satisfaction and loyalty to the scenic area.

3. Poor interaction between the tourism industry and tourists

Haiyan North and South Lake Scenic Area tourism industry and the interaction between tourists is not strong, not well adapted to the needs of the current development of the tourism market. Haiyan North and South Lake scenic area in the development of tourism projects, product development, product sales and other work, did not match with the tourism marketing strategy, resulting in the inability to provide tourists with high-quality pre- and post-service, reducing the scenic area and tourists and other interactive viscosity. Intelligent tourism service platform is relatively imperfect, through the analysis of data found that the scenic wisdom marketing WeChat, microblog marketing needs to be improved, the scenic area through the social network to understand the real needs of tourists is relatively poor and long-term neglect of direct communication with tourists, resulting in the wisdom of the tourism interactivity is not high. Scenic areas less according to the feedback of tourists after the tour of the current tourism marketing model in a timely manner to improve the shortcomings in the development of tourism marketing strategy without full reference to the feedback of tourists, thus reducing the impact of the brand of tourism enterprises.

Discussion

Affected by the new crown epidemic, the scenic spot in 2020-2021 period of income level plummeted, visible epidemic for the development of the tourism industry has a huge impact. Therefore, in the face of this epidemic situation, to speed up the construction of the perfect wisdom scenic spot, scenic spot in the support of technology companies to help complete the real-name authentication and time-sharing reservation system. The former focuses on the digital system through the scenic area, complete the real-name authentication of visitors to the park, do a good job of all consumer information verification and data retrieval; the latter with the help of time-sharing reservation technology to reduce the probability of congestion as far as possible. In addition, the scenic spot can also timely analyze millions of tourists' data, view the distribution of the source of a period of time, and then increase the marketing efforts of some key consumer areas; study the age of consumers to determine the economic capacity and travel habits of different consumers. With the help of time-sharing reservation system, the scenic spot can carry out reception evaluation according to hourly unit, and once the scenic spot reaches the maximum reception capacity, it will immediately prohibit other tourists from entering the park. This kind of time-sharing reservation can reach a kind of hunger marketing mode to stimulate consumption, which can not only improve the consumers' playing experience and safety, but also enhance the consumers' attention and expectation to the scenic spot, increase the ticket sales, and improve the income and popularity of the scenic spot.

Tourism products play a vital role in the competitiveness of tourism enterprises and improving service quality. The core elements of tourism products are play and entertainment. Tourism enterprises need to go deep into the market for research, understand the real needs of different tourists, explore tourism hot spots and tourist interest points through information survey, and explore tourists' consumption psychology, so as to optimize and adjust. For example, Zhangjiajie Scenic Area has actively developed diversified products in terms of tourism development, and successfully occupied a large number of domestic tourism

markets. Tourism products are the main factor to attract tourists to the scenic spot, covering all aspects of tourism. Through the analysis of Haiyan Nanbei Lake Scenic Area, we found that the scenic area has its own characteristics. We should develop products at different levels of tourists: strengthen brand awareness, combine local characteristics, improve service quality, so as to meet the diversified needs of tourists. For example, the main purpose of family consumers is to carry out parent-child communication and interaction, enhance the feelings between parents and children during play, broaden the children's vision, and shape their character. Haiyan Nanbei Lake Scenic Area can optimize and upgrade tourism projects and provide more cooperative projects suitable for parents and children to play together (Li, Gong, & Shao, 2012). Haiyan Nanbei Lake Scenic Area can design meaningful tourist souvenirs according to tourists' preferences. Sell cultural products with local characteristics in Haiyan Nanbei Lake Scenic Area to expand the influence of local tourism products.

With the development of information technology, the tourism marketing strategy should also be actively innovated, and use the network platform to timely publicize the information of tourist attractions, so as to create a tourism marketing brand with its own characteristics and promote the development of the tourism industry. The scenic spot can use the app to push corresponding short videos and articles to tourists and potential tourists to enhance the popularity of the scenic spot and attract tourists. For example, Laojun Mountain Scenic Spot in Luanchuan County, Luoyang City, Henan Province has put a lot of energy on short video advertising, increased the promotion of short video advertising, and attracted people by using dithering, microblogging, etc. Live broadcast has become the most common type of communication mode, and the real-time interaction of live broadcast is also the biggest feature of its development. By talking about the purpose, the audience can interact and exchange ideas and emotions, and rise to collective consciousness or collective emotion resonance. The popular video platform is used to carry out relevant activities and show the most authentic situation of the Haiyan North South Lake scenic spot to the audience. Tourism enterprises make full use of the true characteristics of the video to attract tourists' attention and increase their understanding of relevant tourism products in the scenic spot. Through the integration of advertising, microblogging, dithering and other new media marketing means, the same voice can be spread through multiple channels. Closely connect users' stickiness during social media marketing to attract more potential customers (Yang & Yin, 2008). Create a good brand image for Haiyan Nanbei Lake Scenic Area, promote the development of tourism and related industries, and obtain better economic benefits.

At present, tourism enterprises need to tourists' demand-oriented scenic area marketing concept, shaping tourism brand image, to help Haiyan North and South Lake Scenic Area accurate positioning, develop diversified marketing programs, enhance their brand influence, enhance the visibility of the scenic area and the overall image of the establishment. Pay attention to the latest hot information on the network, develop relevant marketing strategies in line with the characteristics of the scenic area, and realize scenic fusion and media integration. Ensure that social media marketing is always ahead of the competition, to help Haiyan North and South Lake Scenic Area continue to benefit. From the perspective of tourists, corporate tourism marketing strategy cannot just stop at tourists in Haiyan North and South Lake Scenic Area in the process of tourism, but also should do a good job of late tracking surveys, collect and analyze visitor feedback, effectively consider from the perspective of tourists, timely discovery of tourism marketing strategy in the problem, greatly enhance the level of scenic area intelligence, and further promote the upgrade of the tourism industry's brand.

Discussion of research results

The researcher presents a discussion about the research study. work environment and participatory management that influence performance Through the work motivation of personnel under the Office of the Permanent Secretary Ministry of Education and the areas of responsibility for the operations of the Regional Education Office No 14 as follows:

The results of the work environment analysis indicate that the work environment (WE) has no direct impact on performance (EFFIC) but also has an indirect impact on efficiency. Working through Motivation at Work (MTW) is an intermediate variable. The problem may not be an impact on performance. Units can manage and create the physical environment of each unit as well as the problem conditions or needs of different personnel in each area. The analysis results also found that the work environment (WE) has a direct impact on employee work motivation (MTW) indicating that the work environment has a positive impact on employee work motivation and an increase in employee work motivation is a result of the increase in work environment. Promote institutional support for projects or activities that create a good and appropriate working environment. Arrange budget personnel in information, equipment appliances and facilities. that's enough. This will generate a motivation for individuals to work actively with determination and willingness to complete their tasks. According to Julerttrakul (2021) this study investigated the factors that influence the performance motivation of Generation Y employees in Bangkok. Research has found that the relationship between supervisors and colleagues as well as work environment factors affect the performance motivation of Generation Y employees in Bangkok. Prajit and Taweepaiboonwong (2020) studied the impact of work environment and employee pursuit on employee performance. Chonburi Buakao (2018) studied the physical environment and safety management that affect employee motivation at Nongbulamp Hospital. Kingi and Kalai (2018) studied the results of teacher engagement in physics resource and material incentive education in Kenya. (Kenya)

The results of work environment analysis indicate that work environment (WE) indirectly affects performance (EFFIC) through work motivation. (MTW) is an intermediate variable that indicates that when employees are in a good and appropriate work environment it increases work motivation and affects their performance. According to Tairian and Sakulkitkarn (2023) work environment and motivation are associated with performance and happiness among private hospital employees. In Bangkok Lis et al. (2022) studied the effects of career development and work environment on motivating employees to work as intervention variables at the Agricultural and Livestock Office in Aceh. (Indonesia) Sisang et al. (2022) studied the relationship between personal characteristics environment and work motivation and employee performance. The motivation of Dewi and Sukarno (2021) from the Thai Electricity Authority is to mediate the relationship between corporate culture and work environment. The Impact of BJB Surabaya Branch (Cambodia) Erawati, Sitiari and indiani (2019) on Employee Performance The Impact of Pressure and Work Environment Mediated by Motivation on Employee Performance a restaurant Case Study.

Participatory management: The analysis results indicate that participatory management (PM) has a direct impact on performance. It indicates that management must encourage personnel to create works based on knowledge abilities and professional knowledge grant work freedom and provide supervision and coordination freedom. The management will provide assistance or advice on how to proceed at any time. According to the research of Rakpram and Phuwittayathorn (2022) the involvement management that affects officer performance was studied. Thitawan and Boonmeepit (2020: 447-558) studied the participatory management that affects the academic performance of schools under the Office of the Education Service Area

of Surat Thani Prefectural Air Force No. 7. Sivilai and Techawattanasirimrong (2021) studied the involvement of school administrators in the management of the performance motivation of teachers in the office of primary education service areas in Oita Prefecture, District 3. Johari and Yahya (2016) studied the job description, engagement, and performance of government officials (Malaysia). It was also found that participatory management (PM) has a direct impact on personnel's work motivation (MTW), indicating the implementation of participatory management. Helps motivate employees. When employees have motivation, it can better impact their performance. Promote and support projects or activities, involve employees, brainstorm existing ideas and potentials, think together, plan to obtain various opinions and comprehensive decisions, jointly monitor, evaluate and solve problems, which will help to solve problems and make decisions more carefully and effectively. According to Sivilai and Techawattatasirimrong's (2021) study, the involvement of school administrators in the management of the work motivation of teachers in the Office of Education Services in the Otsunaga Elementary School was investigated. Somjai (2018) from Zone 1 studied the relationship between participatory management and teacher motivation in Qinglai City.

Participatory management: The analysis results indicate that participatory management (PM) has an indirect impact on performance. By using motivation as an intermediate variable it indicates the implementation support relationship of participating in management. A good organization such as organizing relationships and activities creates positive organizational values that are conducive to organizational cooperation. This will help motivate work. Therefore institutions must develop policies and organize effective personnel management systems to respond to strategies. Motivation to enhance flexibility and focus on achievement. According to the research of Sivilai and Techawattanasirimrong (2021) the participation of school administrators in management affects the performance motivation of school teachers in the Office of Education Service Area of Oita Prefecture Primary School. Upwattananan and Sirisukantha (2020) studied the effects of motivation organizational participation and engagement on personnel performance in the first district. Taghipour and Dejban (2022) conducted a study at the Office of Education Services in Nanbang Province. Work motivation influenced the relationship between work participation and awareness supervisor support and performance. (Iran)

The analysis of work motivation shows that work motivation (MT) directly affects performance (EFFIC) from the most important issue. It refers to the ability of personnel to complete assigned tasks until responsible work is completed resulting in personal pride and a better social status. Colleagues help each other very well which is a more influential issue in terms of work motivation than other issues. According to Silaon (2023) research the motivation behind the performance of government officials was studied. Generation Y Buapong and Chianwattanasuk (2021) from the province of Ayutthaya studied the organizational support awareness and achievement motivation that affect the performance of researchers at the Thai Institute of Science and Technology. Thongnoi (2019) studied motivation relationships with subordinates and colleagues and working conditions that affect employee performance at the Batuntani hydraulic cylinder factory. Jufrizen and Hutasuhut (2022) studied the role of corporate citizenship behavior in mediating the effects of job motivation and job satisfaction on employee performance. Efendi et al. (2020) from Indonesia studied the impact of work motivation mediation on work discipline and employee performance compensation. Indonesian Yogyakarta wax printing small and medium-sized enterprises

Suggestion

Intelligent tourism management for Haiyan North and South Lake scenic area of high quality to enhance the development of important significance, continue to increase the research and development of intelligent tourism information technology and the use of the Internet to give full play to the role of the scenic area to improve the level of intelligent management. Haiyan North and South Lake scenic area to establish a precise marketing model, create a good tourism brand image, give full consideration to the needs of tourists, to provide tourists with personalized quality services. Compared with the early tourism marketing, Internet marketing has more advantages, can get a huge flow of tourism information, reduce the cost of corporate tourism promotion, for tourism enterprises to bring greater economic benefits. In order to better promote the transformation and upgrading of China's tourism industry and create a professional tourism brand, it is particularly important to increase efforts to innovate tourism marketing strategy. Innovative tourism marketing strategy, analyze the impact of Internet marketing factors, explore the macro strategy of tourism marketing, and promote the tourism industry to a stable and far-reaching. Tourism enterprises should comprehensively analyze the present and future market development, develop marketing programs suitable for enterprise development, strengthen the link between Internet marketing and traditional marketing, using both online and offline marketing means, to enhance the market influence of tourism enterprises, and promote the economic development of enterprises.

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