

The Influence of Children's Spatial Perception and Tourism Experiences on Educational Tourist Satisfaction: A Case Study in Guangzhou

Darong Zhang^{*}, Yao Liu

School of Architecture and Urban Planning, Guangdong University of Technology, Guangzhou, China

Email address:

2112210020@mail2.gdut.edu.cn (Darong Zhang), 398408951@qq.com (Yao Liu)

^{*}Corresponding author

Abstract

With the increasing focus on children's education and character development within families, cultural facilities in major Chinese cities have become popular as second classrooms for children's learning, entertainment, and educational tourism. These facilities also play a vital role in the construction of child-friendly cities. Taking representative public cultural venues in Guangzhou as an example, this study constructs the Amos structural equation model from the children's perspective to investigate the influential relationship between spatial perceptions of cultural facilities from the children's perspective, the tourism experience and educational tourist satisfaction. The results showed that the perception of the educational environment and management positively influences the tourism experience, with the perceived fun of the educational space having the greatest impact on the tourism experience. The perceived fun of the educational space positively influences educational tourist satisfaction, whereas the perception of the educational environment and management do not positively impact educational tourist satisfaction. Additionally, the tourism experience positively influences educational tourist satisfaction. The study concludes that children are even more sensitive to the safety of the physical environment than adults. The convenience of service facilities and the cleanliness of the environment affect children's tourism experience. Compared with a safe and comfortable educational tourist environment, the emotional experience it brings can increase children's educational tourist satisfaction. Exploratory social space, interactive game facilities, interesting learning scenes and pleasant, free emotional experience are the types of educational tourist that children generally seek. The results of the study can provide guidance on the adaptation of cultural venues to the needs of children's educational tourist and the construction of child-friendly spaces.

Keywords

Educational Tourist, Tourist Satisfaction, Tourism Experiences, Children's Perceptions, Cultural Space