

A Comparative Study on Factors Influencing the Satisfaction Levels of Chinese and Korean Tourists Visiting Shanghai's Bund

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Abstract

This study conducts a comparative analysis of factors influencing the satisfaction levels of Korean and Chinese tourists visiting Shanghai's Bund, aiming to identify differences in the importance of these factors for tourists from both countries. The study primarily surveyed university students from South Korea and China. Results indicate that among the factors influencing visitor satisfaction, personnel service has a more significant impact on South Korean tourists, while information service exerts a greater influence on Chinese tourists. Given the differing responses of South Korean and Chinese tourists to satisfaction-influencing factors, this finding offers diverse insights for industry practitioners, aiding them in developing more targeted services and products.

Keywords

Shanghai Bund, Satisfaction, Tourism Infrastructure, Information Services, Differentiation Strategy

1. Introduction

Today, actively building living space infrastructure that integrates leisure and tourism activities, centered on cultural experiences and emotional consumption, while providing high-quality tourism-related services, has become a key driver for tourism development.

Shanghai Bund, a landmark attraction in Shanghai, carries profound historical and cultural significance. Located along the Huangpu River in the city center's Huangpu District, it stretches from East Yan'an Road in the south to Waibaidu Bridge in the north. Its eastern edge borders the Huangpu River, while the west side was once the hub of Shanghai's financial and foreign trade institutions. Stretching approximately 1.5 kilometers, the Bund features 52 distinct classical revival buildings, earning it the title of the Bund International Architecture Exhibition. It stands as a significant historical site and iconic architectural landscape in Shanghai. Beyond its captivating river views, the Bund offers visitors a tangible sense of Shanghai's transformative journey through a century of profound changes and prosperity [1]. Statistics indicate that approximately 424,000 South Korean tourists visited Shanghai in the first half of 2025, representing a 130.7% year-on-year increase [2].

Shanghai's Bund, a world - renowned waterfront area, boasts a unique blend of geographical, cultural, and historical features that make it an irresistible magnet for tourists from around the globe. Nestled along the western bank of the Huangpu River, it offers a stunning panorama that juxtaposes the colonial - era architecture on its side with the modern skyscrapers of Pudong across the river. This striking visual contrast, coupled with its convenient transportation links and proximity to other major attractions in Shanghai, creates a highly favorable geographical setting for tourism development.

In terms of visitor demographics, the Bund attracts a diverse range of tourists. Domestically, it draws large numbers of Chinese visitors from different regions, including both first - time tourists seeking to experience the iconic landmark and repeat visitors who appreciate its timeless charm. Internationally, it has long been a popular destination for tourists from various countries, with a growing trend in recent years. Among these international visitors, considering the close geographical proximity, cultural affinity, and well - established economic and cultural exchanges between China and South Korea, it is highly foreseeable that Koreans will emerge as a major group of inbound tourists to China, with the Bund being a top - priority destination on their itineraries.

The potential economic benefits that Korean tourists can bring to China, and specifically to the Bund area, are immeasurable. Their spending on accommodation, dining, shopping, entertainment, and other tourism - related activities will inject a significant amount of capital into the local economy, stimulating the growth of related industries such as hospitality, retail, and transportation. This, in turn, will create more job opportunities, boost tax revenues, and contribute to the overall economic prosperity of the region.

In light of this practical need and the anticipated influx of Korean tourists, this paper embarks on an in - depth and comprehensive research endeavor. It first conducts a meticulous comparative analysis of various factors influencing the

tourism satisfaction of Korean and Chinese visitors to the Bund. These factors encompass a wide spectrum, including but not limited to the quality and availability of tourism infrastructure such as restrooms, seating areas, and signage; the level of service provided by tourism staff, including their language proficiency, attitude, and problem - solving abilities; the richness and diversity of cultural and entertainment offerings in the area, such as exhibitions, performances, and street activities; the cleanliness and environmental quality of the Bund and its surrounding areas; and the convenience and affordability of transportation options for getting to and around the Bund.

The primary aim of this comparative analysis is to reveal the differences in satisfaction perceptions between Korean and Chinese tourists. Due to cultural backgrounds, travel habits, and expectations, these two groups of visitors may have distinct views on what constitutes a satisfying tourism experience. For example, Korean tourists, influenced by their own cultural values and tourism industry standards, may place a higher emphasis on certain aspects such as the availability of Korean - language services or the presence of familiar Korean cuisine in the area. On the other hand, Chinese tourists may have different priorities based on their domestic tourism experiences and cultural norms.

2. Theoretical Background

2.1 Constituent Elements of Tourist Attractions

The sustainable development of tourism constitutes a complex and multifaceted system. It is influenced by numerous factors within four major frameworks: tourists, tourist attractions, tourism policies of national and local governments, and the tourism environment shaped by these policies [3].

Lee (1988) categorized destination elements at the macro level into five major factors: natural, social, historical, recreational/shopping facilities, and supporting facilities, further subdivided into 17 sub-factors [4], Wu Li et al. (2021) focused on the cultural dimension, primarily classifying destination attributes into two categories: cultural facilities and attractions [5]. Park and Oh (1999) categorized elements from consumer demand and tourism service supply perspectives into three factors: consumer-related, facility-related, and information-related [6]. Kwon (2001) emphasized the importance of culture and image, classifying destination elements into image, basic tourism facilities, and traditional culture [7]. Lee (2005) comprehensively considered the natural and cultural characteristics of tourist destinations, dividing destination selection attributes into four factors: natural landscapes, sociocultural aspects, tourism and leisure activities, and infrastructure [8]. Chung and Chin (2008) focused on the direct experiences of tourism, describing tourism facilities, food and beverages, tourism services, and accessibility as the main components of tourist destinations [9]. Choi (2008) provided a more granular classification, detailing 15 types including attractiveness, accessibility, accommodation convenience, service and pricing, food and beverage environment and appropriateness, shopping popularity, price and quality, service information, timeliness, stability, and affordability, such as transportation service and reliability [10].

2.2 Satisfaction

In the context of tourism, is a nuanced concept that delves into the intricate interplay between travelers' anticipations and their real-world encounters. Satisfaction is essentially the contrast or the gap that emerges when travelers compare their expectations, which they hold prior to making any purchase decisions related to travel, with their actual on-site experiences during the trip. This comparison is pivotal because it forms the bedrock upon which travelers' feelings of contentment or dissatisfaction are built. Specifically, when the outcomes and experiences that travelers derive from their actual trips surpass or exceed the expectations they had set beforehand, they are generally considered to be satisfied with their travel experience. Conversely, if the reality falls short of their expectations, dissatisfaction may ensue, potentially leading to negative reviews and a diminished likelihood of repeat visits [11].

In the broader landscape of the tourism industry, tourist satisfaction occupies a central and pivotal position within the evaluation system. It is not merely a subjective feeling but serves as a tangible and quantifiable key indicator for measuring tourists' overall perceptions and evaluations of the tourism services they receive. This metric is invaluable because it provides insights into the quality, efficiency, and effectiveness of tourism offerings, from accommodation and transportation to attractions and customer service. Moreover, tourist satisfaction is a crucial determinant that significantly influences the long-term development and sustainability of the tourism industry. Satisfied tourists are more likely to become loyal customers, recommending the destination to others and contributing to positive word-of-mouth marketing, which is instrumental in attracting new visitors and fostering industry growth.

From the operational perspective of tourism enterprises, understanding and measuring tourist satisfaction is of paramount importance. A scientific and reasonable tourist satisfaction evaluation mechanism enables these enterprises to gain a deep and nuanced understanding of tourists' preferences, needs, and pain points. By systematically collecting and analyzing feedback from tourists, tourism businesses can identify areas where they excel and areas that require improvement. This, in turn, allows them to implement targeted and data-driven improvement measures, such as enhancing service quality, upgrading facilities, or introducing new and innovative tourism products. Ultimately, by prioritizing tourist satisfaction and continuously striving to exceed expectations, tourism enterprises can not only enhance their competitive edge but also contribute to the overall prosperity and resilience of the tourism industry.

3. Research Methodology

3.1 Research Model and Hypothesis Setting

3.1.1 Research Model

Building upon existing prior research, this study designed the research model shown in Figure 1 to analyze the impact of differences between Korean and Chinese tourists on satisfaction with tourism infrastructure and tourism services.

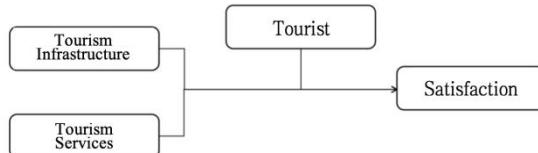


Figure 1. Research Model

3.1.2 Research Hypotheses

1) The relationship between tourism infrastructure and visitor satisfaction

H1. Tourism infrastructure will influence the satisfaction of Korean tourists visiting the Bund in Shanghai.

H2. Tourism infrastructure will influence the satisfaction of Chinese tourists at the Shanghai Bund.

2) Relationship between Tourism Services and Visitor Satisfaction

H3. Tourism services will influence the satisfaction of Korean tourists visiting the Bund in Shanghai.

H4. Tourism services will influence the satisfaction of Chinese tourists at the Shanghai Bund.

3.2 Survey Design

3.2.1 Data Collection

This survey was meticulously designed to gather in-depth insights into the travel experiences and preferences of two distinct yet relevant tourist groups: Korean university students and Chinese international students. The focal point of the study was on Korean university students enrolled in a four-year university in Korea, as well as Chinese international students who had recently visited the iconic Shanghai Bund between June 15 and June 21, 2025. The selection of these specific participant groups was underpinned by several well-considered rationales.

Firstly, the decision to target university students stemmed from the recognition of their prominent and growing role in the tourism landscape. Currently, university students represent one of the most active and enthusiastic segments of travelers, driven by a combination of factors such as relative freedom from work and family commitments, a strong desire for exploration and new experiences, and the influence of social media in shaping their travel aspirations. Moreover, given their formative years and the likelihood of developing long-lasting travel habits, university students are poised to remain a primary and influential tourism consumer group for the foreseeable future. Therefore, understanding their travel behaviors, preferences, and satisfaction levels is of paramount importance for tourism stakeholders aiming to tailor their offerings and marketing strategies effectively.

In terms of the survey implementation, particular attention was paid to the distribution and collection of questionnaires to ensure a robust and representative sample. For the Korean university students, a total of 100 questionnaires were carefully distributed across various faculties and year levels to capture a diverse range of perspectives. Out of these, 90 valid responses were successfully collected, reflecting a high response rate and indicating the students' willingness to engage with the survey. Similarly, for the Chinese international students, another set of 100 questionnaires was distributed, taking into account factors such as their availability, language proficiency, and familiarity with the survey topic. Despite potential challenges such as language barriers and time constraints, 74 valid responses were obtained from this group, providing a substantial dataset for analysis.

These collected valid questionnaires, comprising a total of 164 responses, will serve as the primary and invaluable basis for subsequent empirical analysis. The data gleaned from these questionnaires will undergo rigorous statistical processing and interpretation, enabling researchers to draw meaningful conclusions about the similarities and differences in travel experiences, expectations, and satisfaction levels between Korean university students and Chinese international students. Ultimately, the findings of this survey are expected to contribute significantly to the existing body of knowledge in tourism studies, offering practical implications for tourism practitioners, educators, and policymakers in their efforts to enhance the quality and appeal of tourism products and services for young travelers.

3.2.2 Questionnaire Structure

The questionnaire structure is shown in Table 1, comprising 16 general questions, 10 questions related to tourism infrastructure, 6 questions related to tourism services, and 1 satisfaction question.

Table 1. Survey Questionnaire Content

Question Category	Measurement	Number of Questions
General Questions	Nominal Scale	16
Tourism Infrastructure		10
Tourism Services	Five-point Likert scale	6
Satisfaction		1
Total		33

3.2.3 Analytical Methods

This study collected relevant data through questionnaire surveys and processed the data using the statistical analysis software SPSS 18.0 for Windows. Specifically, Cronbach's α coefficient was first employed for frequency analysis to clarify the overall characteristics of the sample while testing the reliability of variables derived from each survey item. To evaluate the applicability of the measurement tools and identify novel variables suitable for measurement, factor analysis was conducted. Correlation analysis was employed to explore the relationship between the attribute factors of Shanghai's Bund and visitor satisfaction. Furthermore, multiple regression analysis was utilized to confirm whether the attribute factors of Shanghai's Bund influence visitor satisfaction.

4. Verifying Research Hypotheses

4.1 Reliability Verification

Table 2 presents the reliability coefficients corresponding to the variables of tourism infrastructure and tourism services.

Table 2. Reliability Analysis

Category	Cronbach's alpha
Tourism Infrastructure	0.828
Tourism Services	0.719

4.2 Feasibility Analysis

Analysis results indicate that the commonality indices for factors including residential convenience, parking convenience, guide facilities, and solicitation activities are all below 0.5. Based on this, these factors are determined to be obstacles to the study and are therefore excluded from subsequent analysis.

Varimax Rotation was employed during factor analysis. Consistent with Table 3, tourism infrastructure was subdivided into two sub-factors: tourism activity infrastructure and basic infrastructure. Tourism services were similarly divided into two sub-factors: human services and information services. Based on this analysis, four factors were derived and applied to this study. The factor loadings ranged from 0.616 to 0.829, exhibiting highly significant numerical characteristics. This fully demonstrates the concentration and feasibility of the extracted factors.

Table 3. Factor Analysis

Factor	Variable	Part			
		1	2	3	4
Tourism Infrastructure	Rest Facilities	.792	-.009	.067	-.108
	Parking facilities	.782	-.095	.129	.103
	Amenities	.767	.156	.030	.088
	Accommodation Facilities	.711	.178	.237	.163
	Entertainment Facilities	.764	.410	.008	-.057
Tourism Activity Infrastructure	Attraction	-.070	.800	.230	.200
	Food	.401	.733	-.016	.039
	Service Quality	.125	.216	.775	.108
Travel Services	Personnel Services	.061	-.296	.720	.273
	Price	.170	.255	.616	-.121
Information Services	Guidance Services	-.055	.005	.225	.829
	Other Services	.175	.172	-.060	.821

4.3 Hypothesis Verification

To measure Korean tourists' satisfaction, Hypothesis 1 was verified through Hypotheses 1-1 and 1-2, while Hypothesis 3 was verified through Hypotheses 3-1 and 3-2. The regression analysis of Korean tourist satisfaction is shown in Table 4.

H1. Tourism infrastructure will influence the satisfaction of Korean tourists visiting Shanghai's Bund.

H1-1. Basic infrastructure will influence the satisfaction of Korean tourists visiting the Bund in Shanghai.

H1-2. Tourism activity infrastructure will influence the satisfaction of Korean tourists visiting Shanghai's Bund.

H3. Tourism services will influence the satisfaction of Korean tourists visiting the Bund in Shanghai.

H3-1. Personnel services will affect the satisfaction of Korean tourists visiting the Bund in Shanghai.

H3-2. Information services will affect the satisfaction of Korean tourists visiting Shanghai's Bund.

Table 4. Regression Analysis of Korean Tourist Satisfaction

Variable	Independent Variable	B	β	t
Satisfaction	(Constant)	3.041		30.741
	Basic Infrastructure	.257	.257	2.575**
	Tourism Activity Infrastructure	.419	.409	4.158***
	Personnel Services	.159	.168	1.716*
	Information Services	.056	.070	.721
R=.465, R ² =0.216, F=5.868, P=.000				

***p<0.01, **p<0.05, *p<0.1

The test results for Hypothesis 1-1 show a p-value less than 0.05. Based on this statistical finding, it can be concluded that basic infrastructure has a statistically significant positive (+) effect on Korean tourists' satisfaction. The test results for Hypothesis 1-2 show a p-value less than 0.01, indicating that tourism activity infrastructure has a statistically significant positive (+) effect on Korean tourists' satisfaction.

The test result for Hypothesis 3-1 shows a p-value less than 0.1, indicating that artificial services have a positive (+) effect on tourist satisfaction.

When measuring Chinese tourist satisfaction, Hypothesis 2 is verified through the dimensions of Hypothesis 2-1 and Hypothesis 2-2; Hypothesis 4 is verified through the aspects of Hypothesis 4-1 and Hypothesis 4-2. The regression analysis of Chinese tourist satisfaction is shown in Table 5.

H2. Tourism infrastructure will influence the satisfaction of Chinese tourists visiting the Bund in Shanghai.

H2-1. Basic infrastructure will influence the satisfaction of Chinese tourists at the Bund in Shanghai.

H2-2. Tourism activity infrastructure will influence the satisfaction of Chinese tourists visiting the Bund in Shanghai.

H3. Tourism services will influence the satisfaction of Chinese tourists visiting the Bund in Shanghai.

H4-1. Personnel services will affect the satisfaction of Chinese tourists visiting the Bund in Shanghai.

H5-2. Information services will influence the satisfaction of Chinese tourists visiting Shanghai's Bund.

The test results for Hypothesis 2-1 indicate a p-value less than 0.01. Statistically, this fully demonstrates that basic infrastructure has a significant positive impact on Chinese tourists' satisfaction. The test results for Hypothesis 2-2 also show a p-value less than 0.01, meaning that tourism activity infrastructure has a highly significant positive impact on Chinese tourists' satisfaction.

The test data for Hypothesis 4-2 shows a p-value less than 0.05, indicating that information services have a positive (+) impact on tourist satisfaction.

Table 5. Regression Analysis of Chinese Tourist Satisfaction

Variable	Independent Variable	B	β	t
Satisfaction	(Constant)	3.414		31.826
	Basic Infrastructure	.252	.283	3.079***
	Tourism Activity Infrastructure	.315	.435	4.684***
	Personnel Services	.097	.119	1.336
	Information Services	.246	.239	2.631**
R=.676, R ² =0.456, F=14.488, P=.000				

***p<0.01, **p<0.05, *p<0.1

5. Conclusion

This study focuses on a comparative analysis of the factors influencing satisfaction levels among Korean and Chinese tourists visiting Shanghai's Bund. To this end, variables were categorized into two dimensions—tourism infrastructure and tourism services—to explore their associations with tourist satisfaction.

The comprehensive findings of this in-depth study have brought to light notable disparities in the factors that exert an influence on the satisfaction levels of tourists with their experience at Shanghai's Bund when comparing Korean and Chinese tourists. These differences offer valuable insights into the distinct preferences and expectations of these two significant tourist groups, which are crucial for the continuous improvement and optimization of tourism services at this iconic destination. Through a meticulous and rigorous analysis, it has been clearly indicated that the factors affecting Korean tourists' satisfaction with the Shanghai Bund experience are multi-faceted and can be broadly categorized into two main dimensions: tourism infrastructure and tourism services.

In terms of tourism infrastructure, Korean tourists place great emphasis on both tourism activity infrastructure and basic infrastructure. Tourism activity infrastructure refers to the physical facilities and amenities that directly support various tourism-related activities. For instance, well-equipped exhibition halls that showcase the rich history and culture of Shanghai and China can greatly enhance Korean tourists' understanding and appreciation of the destination, thereby contributing to their overall satisfaction. Additionally, modern and well-maintained performance venues that host traditional and contemporary shows provide an immersive cultural experience, which is highly valued by Korean tourists. Basic infrastructure, on the other hand, encompasses the essential elements that ensure the smooth and comfortable movement and rest of tourists. Clean and spacious restrooms with sufficient facilities, convenient transportation options such as well-connected bus stops or subway stations near the Bund, and comfortable seating areas where tourists can relax and enjoy the scenic views are all factors that significantly impact Korean tourists' satisfaction.

When it comes to tourism services, personnel services emerge as the primary factor influencing Korean tourists' satisfaction. Korean tourists expect high-quality interaction with tourism staff. Friendly and approachable staff who can greet them with a warm smile and offer assistance promptly create a positive first impression. Moreover, professionalism is also highly regarded. Staff members who are knowledgeable about the Bund's attractions, history, and culture can provide valuable information and recommendations, enhancing the tourists' experience. Language proficiency is another crucial aspect. The ability of staff to communicate in Korean or use translation tools effectively can break down language barriers and make Korean tourists feel more at ease, thus increasing their satisfaction levels.

For Chinese tourists, the factors influencing satisfaction with the Shanghai Bund experience also include tourism infrastructure and tourism services, but with a different emphasis. Similar to Korean tourists, Chinese tourists consider both tourism activity infrastructure and basic infrastructure important. They appreciate the availability of diverse tourism activities, such as water-based tours along the Huangpu River, which offer a unique perspective of the Bund's skyline. Well-designed and safe walking paths along the Bund allow tourists to stroll and enjoy the scenery at their own pace. In terms of basic infrastructure, Chinese tourists expect clean and well-organized public facilities, including restrooms and waste disposal systems, to maintain a hygienic and comfortable environment. When it comes to tourism services, information services take center stage for Chinese tourists. Accurate and up-to-date information is essential for them to plan their visit effectively and make the most of their time at the Bund. This includes detailed information about the opening hours of attractions, ticket prices, and any special events or exhibitions taking place. Chinese tourists also rely heavily on information provided by tour guides. Well-trained and knowledgeable tour guides who can share interesting stories and historical facts about the Bund can greatly enrich their travel experience. Additionally, the availability of information through multiple channels, such as official websites, mobile applications, and information boards at the Bund, is highly valued by Chinese tourists, as it allows them to access information conveniently and at any time.

Based on these findings, the following implications for Shanghai's Bund tourism are proposed: At the tourism infrastructure level, it is necessary to expand diverse tourism resources and improve public convenience facilities and information services. Second, actively revitalize weekend and special-date celebrations and events to enhance tourism appeal. Third, provide diversified mobile network services for Korean and Chinese tourists to improve information access channels. Fourth, avoid developing isolated plans for the Shanghai Bund alone; instead, explore integrated tourism policies linking it with surrounding attractions.

This study also has certain limitations. First, regarding sample composition, the survey subjects from both countries were primarily university students in their twenties, limiting the representativeness of the sample. Second, in terms of questionnaire design, there is still room for further enrichment of the survey items that can be developed.

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