

Study on the Satisfaction Degree of Cross-Border Tourism to North Korea

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Keywords: Satisfaction degree of cross-border tourism, North Korea tourism, Relations of China-DPRK

Abstract: This study mainly takes the tourists traveling to North Korea via Dandong as an example to investigate and analyze nine aspects, including “hotel service”, “catering service”, “travel agency”, “scenic spot service”, “retail store service”, “public transportation”, “police attitudes toward tourists”, “customs service”, and “stay days in Dandong”. The results show that there is no significant difference between “gender” and “monthly salary” in “hotel service”, “catering service”, “travel agency service”, “scenic spot service”, “retail store service”, “public transport service”, “police service” and “customs service”. As for “education” factor, there was significant difference in “hotel service” and “police service”. As for “profession” factor, there was significant difference in “retail store service” and “police service”. The analysis results of this study will help the DPRK further tap the potential of tourism, and have a very important reference value and significance for the development of tourism in China's largest border city Dandong.

1. Introduction

From June 20 to 21, 2019, General Secretary of the CPC Central Committee and President Xi Jinping was invited to pay a state visit to North Korea. During the period, General Secretary Xi Jinping and Chairman Kim Jong-un made specific plans for the future development of China-DPRK relations. They agreed to expand the pragmatic cooperation, deepen friendly exchanges, and carry out agriculture, tourism, education, health, and sports on the occasion of the 70th anniversary of the establishment of diplomatic relations between China and the DPRK. , Media, youth, and local exchanges and cooperation, serve the development of the two countries, and enhance the well-being of the two peoples. From November 6th to 9th, at the invitation of the Workers' Party of Korea Ping An North Road Committee, a friendly delegation of the CPC's Liaoning Provincial Party Committee headed by Chen Qiufa, Secretary of the Liaoning Provincial Party Committee, visited the DPRK with the aim of implementing the important consensus of the top leaders of the two parties and two countries. Deepen exchanges and cooperation between Liaoning Province and North Korea.

Reference News Network reported on June 19, 2019. Foreign media said that the enthusiasm for Chinese tourists to travel to North Korea has risen, and the number of tourists has reached a record high. Simon Kokrel, general manager of Korea Travel Agency, which is responsible for receiving Western tourists, said: “China The number of tourists has increased substantially.” During the peak period, nearly 2,000 people arrive in Pyongyang every day. This study mainly takes tourists who travel to North Korea via Dandong as examples, regarding “hotel services, catering services, travel agencies, scenic area services, retail store services, public transportation conditions, police convenience services, customs services, and days spent in Dandong”, etc. Nine aspects were investigated and analyzed. Therefore, the analysis results of this study not only help North Korea to further tap the potential of tourism, but also have very important reference value and reference significance for the development of tourism in Dandong, China's largest border city.

2. Tourist Satisfaction

Tourist satisfaction refers to a psychological state produced by the comparison of tourists' expectations of tourist destinations with the tourists' experience after visiting the destinations (Oliver 1980). Chon (1991) and Kingchan (1997) also proposed a consistent theory of tourist image, tourist environment, and tourist satisfaction, emphasizing that the greater the consistency of tourist motivation and tourist experience, the higher the tourist satisfaction.

Liu Jianguo, Zhang Yan, Huang Xingling (1980) pointed out that foreign tourism satisfaction research mainly focuses on the content of satisfaction, behavior results, satisfaction evaluation and satisfaction model, while domestic scholars mainly focus on tourist satisfaction. The establishment and empirical aspects of the index evaluation model, and from the motivation of travel, tourism consumption, various construction services to the surveyed scenic spot, the main purpose of the tourists to the scenic spot, the way to understand the scenic spot, the length of stay in the scenic spot, the period of time to the scenic spot, A survey on the satisfaction of tourists in terms of spending, etc. and the behavior of tourists.

Tourism is a typical service industry, and the tourism process has a long contact and strong interaction. At the same time, given that the previous research on the tourism destination country is very limited, the tourism satisfaction index of this study is determined as "hotel service, Nine aspects of catering services, travel agencies, scenic area services, retail store services, public transportation conditions, police convenience services, customs services, and length of stay in Dandong.

3. Empirical Analysis

Given that Dandong is the largest border tourist city in China, the tourists traveling to North Korea via Dandong come from all over the country, and the travel trains traveling to North Korea via Dandong are more punctual and the mobility of tourists, etc., first on September 10-20, 2019 A pre-survey was conducted on 40 tourists using paper questionnaires and interviews, and the content of the survey was finalized based on the tourists' feedback information, namely "hotel services, catering services, travel agencies, scenic spot services, retail store services, public transportation, police convenience services Nine aspects of attitude, customs services, and length of stay in Dandong.

Then, from September 25, 2019 to January 20, 2020, a voluntary sample sampling method will be used to provide paper questionnaires to tourists who are willing to fill out the questionnaire on site, and online questionnaire QR codes for tourists who transfer and hurry At the convenience of tourists, fill out the electronic questionnaire survey method, conducted paper questionnaire survey and online questionnaire survey, a total of 371 questionnaires were recovered. Among them, 293 paper questionnaires, 78 online questionnaires, 66 points of distortion questionnaires were deleted, 305 valid questionnaires were actually recovered, and the effective questionnaire recovery rate was 82.21%.

3.1 Frequency Analysis

The frequency analysis results show that there are 158 males and 147 females, each accounting for 51.80% and 48.20% of the total sample. From the perspective of age distribution, 8 people under 20 years old, 28 people between 21-30 years old, 65 people between 31-40 years old, 84 people between 41-50 years old, and those between 51-60 years old 84 people, 36 people over the age of 61, each accounted for 2.62%, 9.18%, 21.31%, 27.54%, 27.54%, 18.04% of the overall sample.

From the perspective of the occupational distribution of tourists, there are 23 civil servants/institutions, 33 state-owned enterprises, 40 private enterprises, 49 foreign-invested enterprises, 16 Sino-foreign joint ventures, 35 self-employed persons, 35 farmers, and 32 farmers. , 35 unemployed, 15 college students, 13 retirees, 14 others, each accounting for 7.54%, 10.82%, 13.11%, 16.06%, 5.25%, 11.48%, 10.49%, 11.48%, 4.92% , 4.26%, 4.68%.

From the perspective of monthly income distribution, 44 people under 3000 yuan, 66 people between 3001-5000 yuan, 98 people between 5001-7000 yuan, 39 people between 7001-9000 yuan, between 9001-11000 There are 31 people between Yuan and 27 people who are above RMB 11,001, each accounting for 14.43%, 21.64%, 32.13%, 12.79%, 10.16%, 8.85% of the total sample.

From a regional perspective, there are 130 people from Liaoning Province, 104 people from other provinces, and 71 people from abroad, each accounting for 42.62%, 34.10%, and 23.28% of the overall sample.

In terms of the length of travel, 40 people travel on one day, accounting for 13.11% of the total sample; 69 people travel on 2 days, accounting for 22.62% of the total sample; 79 people travel on 3 days, accounting for 25.90% of the total sample; and 63 people travel on 4 days , Accounting for 20.66% of the total sample; 54 people over 5 days tour, each accounting for 17.71% of the total sample.

During the stay in Dandong, 94 people stayed for 1 day, accounting for 30.82% of the total sample; 111 people stayed for 2 days, accounting for 36.39% of the total sample; 52 people stayed for 3 days, accounting for 17.05% of the total sample; 48 days for 48 days People, accounting for 15.74% of the total sample; 0 people staying for more than 5 days.

3.2 Reliability Test

The reliability analysis results show that the overall α coefficient is 0.896, and the α coefficients in the five dimensions are basically above 0.664. At the same time, the f-test was performed on the correlation of the data. The f-value was 11.427, the significance was $p < 0.001$, and there was a good correlation between the questions.

Table 1 Test Results of Reliability Coefficient

Overall α coefficient 0.896			
Factor (Dimension)	Measurable items	α coefficient	The coefficient after removing the current indicator
hotel service	hotel service3	0.899	0.883
	hotel service5		0.876
	hotel service7		0.884
	hotel service12		0.879
	hotel service13		0.878
	hotel service14		0.887
Catering Services	Catering Services1	0.755	0.739
	Catering Services2		0.716
	Catering Services3		0.734
	Catering Services4		0.718
	Catering Services6		0.713
	Catering Services12		0.725
	Catering Services13		0.731
Travel agency services	Travel agency services2	0.847	-
	Travel agency services7		-
Scenic area services	Scenic area services1	0.786	-
	Scenic area services5		-
Retail Store Service	Retail Store Service1	0.664	0.640
	Retail Store Service2		0.640
	Retail Store Service4		0.628
	Retail Store Service5		0.637
	Retail Store Service6		0.611
	Retail Store Service7		0.637
	Retail Store Service8		0.627
	Retail Store Service11		0.643
Public Transport	Public Transport2	0.676	0.641
	Public Transport4		0.624
	Public Transport5		0.618
	Public Transport6		0.667
	Public Transport8		0.644
	Public Transport9		0.628
	Public Transport11		0.663
Police Service	Police Service1	0.751	0.723
	Police Service2		0.697
	Police Service3		0.725
	Police Service4		0.723
	Police Service5		0.712
	Police Service6		0.711
Customs services	Customs services1	0.699	-
	Customs services3		-

3.3 Factor Analysis

This research refers to the previous research in the field of marketing on factor load coefficients and factor variance extraction values (Bagozzi et al., 1988; Challagalla & Shervani, 1996; Hair et al., 1998; Singh et al., 1991), using a factor load factor greater than 0.3, factor The evaluation standard of variance extraction value greater than 0.5 extracts 8 factor characteristic values. The specific analysis results are shown in Table 2 below.

Table 2 Factor Analysis Results

Factor (Dimension)	Measurable items	Communality Common factor variance	Factor loading Factor load factor
hotel service	hotel service3	0.706	0.791
	hotel service5	0.709	0.806
	hotel service7	0.661	0.804
	hotel service12	0.676	0.799
	hotel service13	0.682	0.783
	hotel service14	0.848	0.739
Catering Services	Catering Services1	0.696	0.789
	Catering Services2	0.672	0.772
	Catering Services3	0.768	0.848
	Catering Services4	0.689	0.810
	Catering Services6	0.727	0.828
	Catering Services12	0.666	0.805
	Catering Services13	0.792	0.868
Travel agency services	Travel agency services2	0.683	0.819
	Travel agency services7	0.708	0.835
Scenic area services	Scenic area services1	0.668	0.802
	Scenic area services5	0.815	0.782
Retail Store Service	Retail Store Service1	0.674	0.795
	Retail Store Service2	0.703	0.811
	Retail Store Service4	0.709	0.785
	Retail Store Service5	0.657	0.808
	Retail Store Service6	0.743	0.838
	Retail Store Service7	0.707	0.782
	Retail Store Service8	0.687	0.807
	Retail Store Service11	0.711	0.799
Public Transport	Public Transport2	0.724	0.795
	Public Transport4	0.695	0.816
	Public Transport5	0.815	0.867
	Public Transport6	0.838	0.769
	Public Transport8	0.838	0.786
	Public Transport9	0.783	0.859
	Public Transport11	0.827	0.761
Police Service	Police Service1	0.746	0.836
	Police Service2	0.849	0.878
	Police Service3	0.745	0.850
	Police Service4	0.831	0.782
	Police Service5	0.809	0.798
	Police Service6	0.820	0.856
Customs services	Customs services1	0.710	0.806
	Customs services3	0.731	0.806

3.4 T Test

Regarding the gender of tourists on whether they are satisfied with “hotel services”, “catering services”, “travel agency services”, “scenic area services”, “retail store services”, “public transportation services”, “police services” and “customs services” There are differences, the analysis results show that “gender” in “hotel services”, “catering services”, “travel agency services”, “scenic services”, “retail store services”, “public transportation services”, “police services” and “customs” There is no significant difference in the satisfaction of “service”.

Table 3 t-Test Analysis Results

		F	Distinctiveness	T	df	Significance (two-tailed)	Result
hotel service	Use equal variance	1.843	0.176	0.829	303	0.407	Not has a difference
	Not Use equal variance			0.827	295.752	0.409	
Catering Services	Use equal variance	1.959	0.163	-0.249	302	0.804	Not has a difference
	Not Use equal variance			-0.248	293.401	0.805	
Travel agency services	Use equal variance	2.187	0.140	0.913	303	0.362	Not has a difference
	Not Use equal variance			0.910	296.745	0.363	
Scenic area services	Use equal variance	0.018	0.895	0.427	303	0.670	Not has a difference
	Not Use equal variance			0.427	300.735	0.670	
Retail services	Use equal variance	1.912	0.168	0.000	303	1.000	Not has a difference
	Not Use equal variance			0.000	302.888	1.000	
Public Transport	Use equal variance	0.252	0.616	-0.165	303	0.869	Not has a difference
	Not Use equal variance			-0.165	297.387	0.869	
Police Service	Use equal variance	1.201	0.274	0.974	303	0.331	Not has a difference
	Not Use equal variance			0.973	299.798	0.331	
Customs services	Use equal variance	1.396	0.238	0.667	303	0.505	Not has a difference
	Not Use equal variance			0.669	302.438	0.504	

4. Conclusion

With the development of China's economy and the continuous improvement of people's living standards, more and more people travel to North Korea. The investigation and analysis of the tourists who traveled to North Korea via Dandong made the following conclusions.

First, according to the distribution of tourists from Dandong to the DPRK, 42.62% of the total sample from Liaoning Province, 34.10% of the total sample from other provinces, and 23.28% of the total sample from abroad; See, people staying for 1 day accounted for 30.82% of the total sample, people staying for 2 days accounted for 36.39% of the total sample, people staying for 3 days accounted for 17.05% of the total sample, people staying for 4 days accounted for 15.74% of the total sample .

Second, “sex” and “monthly salary” in “hotel services”, “catering services”, “travel agency services”, “scenic services”, “retail store services”, “public transportation services”, “police services” and “customs” There is no significant difference in the satisfaction of “service”.

Third, there is a significant difference in “study qualifications” between “hotel services” and “police services”.

Fourth, “occupation” has significant differences in satisfaction with “retail services” and “police services”.

Based on the results of this analysis, if the North Korean tourism industry can differentiate hotel services and police services for tourists with different educational backgrounds and occupations, it will have a positive impact on increasing the satisfaction of tourists traveling to North Korea and further expanding the North Korean tourism market. At the same time, in view of the fact that 67.21% of Dandong’s tourists staying in Dandong for 1-2 days accounted for 67.21% of the total sample, Dandong’s tourism enterprises should develop a group that allows tourists to experience a

contrast with Korean culture Sexual tourist routes and events will help the diversified development of Dandong's tourism industry.

Acknowledgment

Liaoning Provincial Department of Education's local service project in 2019 "Five Major Regional Development Strategies" Perspective of the Research Results of Liaoning-East Asian Enterprise Cooperation Path Research (Project Number: LNSJYT201907);

2017 Central Finance Special Project "Border Ethnic Development Research" Phased research results; horizontal research topic "Northeast Regional Cultural Industry Development Research" (contract number: 2018210605000117).

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