

Research on Exhibition Service Quality Management Based on Tourist Satisfaction

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Abstract: With the rapid development of service industry in the world, especially the rapid rise of service industry in western countries, service quality has been paid more and more attention by service enterprises and experts and scholars. How to effectively improve the level of service quality has become an important topic of service industry. This paper studies the service quality of professional visitors, enriches the theoretical research of exhibition audience service quality, and provides improvement strategies for exhibitors to improve audience service quality. Secondly, this paper makes an in-depth study on the development status of China's convention and exhibition industry and the problems existing in the quality management of convention and exhibition services, and concludes that the main problems affecting the quality of China's convention and exhibition services lie in the lack of attention to visitors, the lack of evaluation and control of service quality, etc., which provides a necessary basis for putting forward strategies to improve the quality of China's convention and exhibition services. Through the analysis of this paper, it is expected to provide a reference method and reliable basis for improving the service quality of exhibition industry, which has certain practical value.

1. Introduction

Under the nourishment of the fertile land of reform and opening up, China's Convention and exhibition industry has mushroomed rapidly, with an amazing speed. It has expanded rapidly at an average annual rate of 20%, and has a considerable industrial scale [1]. Facing the diversification, popularization and complexity of consumers, service marketing also needs to vary from person to person, complex and diverse. Consumers will form greater demand elasticity according to their own environment and conditions [2]. The proportion of output value created by the service industry in GDP and the proportion of service trade in the total trade of various countries are becoming higher and higher, and the service sector has also created more and more employment opportunities for the society [3]. It can be said that the future international competitiveness depends largely on the competitiveness of the service industry, and the globalization and internationalization trend of the service industry makes countries face more fierce market competition [4]. The design of exhibition projects, the improvement of exhibition environment, the interaction between service personnel and tourists, the way and process of face-to-face service, etc. will greatly affect the value and service quality of tourists' experience, thus affecting the image and long-term benefits of exhibition tourism destination [5].

The exhibition industry is regarded as a modern service industry because it has the characteristics of high-tech, knowledge, and emerging modern service industries, and it plays an increasingly important role in my country's national economy [6]. After my country's accession to the World Trade Organization, China's economic and trade exchanges with other countries in the world have been further strengthened. China's convention and exhibition industry has developed rapidly. As a bridge and carrier of the national trade economy, conventions and exhibitions have played an irreplaceable role in promoting the development of the national economy. The development of new economic growth points [7]. The first problem faced by the development of the service industry is service quality [8]. Service quality is one of the main factors affecting the competitiveness of exhibition enterprises, and improving service quality is the best way to obtain

long-term competitive advantage [9]. However, as far as the current development is concerned, there are large gaps and shortcomings in the service quality of my country's exhibition industry, whether compared with developed countries or compared with the requirements of society. Low-quality services not only cause dissatisfaction from customers, but also hinder them. The healthy development of the industry, therefore, the task of improving service quality is urgent and arduous [10]. Tourists with high experience quality are the foundation for the exhibition to establish a market image and gain the reputation of tourists. It is the main source of the exhibition to ensure a stable flow of tourists and obtain long-term profits. Furthermore, service quality is the key to the sustainable development of the exhibition service industry.

2. Establishment of Research System of Exhibition Service Quality Management

2.1. Main body of exhibition service quality evaluation

There are many studies on customer satisfaction in various industries in foreign countries. The main areas are hotels, restaurants, national parks, theme parks, cruise companies, casinos, destinations, and so on. Between the government and enterprises, the government is the policy promoter of smart exhibition development. The government provides the basic conditions for the development of smart exhibitions for exhibition information and communication enterprises and traditional exhibition enterprises, and also provides various front-end public services for smart exhibitions. As the main maintainer of public interests, the government is also responsible for supervising the legal development of enterprises, maintaining the security of user privacy data, and maintaining the security of the Internet environment. Convention and exhibition information and communication companies and traditional exhibition companies promote the construction of smart government affairs and enrich the connotation of smart city construction through the construction of smart exhibitions. Customers' perception of service quality depends on the difference between their expectations of service and the actual level of service they feel. Because of the particularity of service, the evaluation of service quality by customers not only considers the result of service, but also involves the process of service. In an exhibition, for different subjects, the objects they want to serve are also different. For the organizers, they must have an overall grasp of the service of the entire exhibition, and it is very necessary to strictly control the service quality. The exhibitors have a clear goal. They are here for professional visitors and provide high-quality services to professional visitors. The service relationship between the parties is shown in the Figure 1.

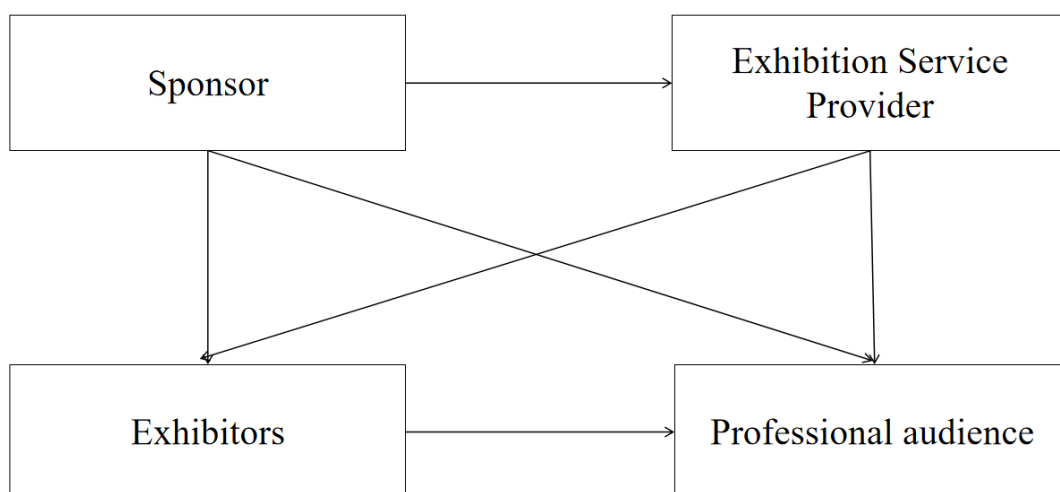


Figure 1 Mutual service relationship between the parties of the exhibition

Service control refers to the way of changing the service in real time according to the situation of the scene during the service process. On-site guidance to diversify the audience and provide real-time flow of people in each area, etc. Without understanding the true feelings of the audience and exhibitors on the quality of exhibition services, it is difficult to find their own improvements, which

will ultimately affect the on-site service level of the exhibition. The evaluation of exhibition service and the service on the exhibition site are complementary and mutually reinforcing. One must not lose sight of the other in the management of exhibition service quality.

2.2. Research on Service Quality Evaluation

As for the evaluation subject, the exhibition organizer must not be self-contained, but should choose government units, universities or management consulting companies with relatively high credibility in the society to organize the evaluation. As the evaluation subject independent of the suppliers and demanders of exhibition services, the third party has the most objective and authoritative evaluation. In the selection of evaluation subjects, we must examine the qualifications of these units to see if they have the ability of large-scale investigation and evaluation and the ability of analyzing and evaluating problems. Industry scholars began to pay attention to and study service quality in 1970s. In just 40 years' development, they have formed their own independent theoretical system and produced a large number of research results that reveal the connotation and essence of service quality. The customer experience management process is shown in the Figure 2.

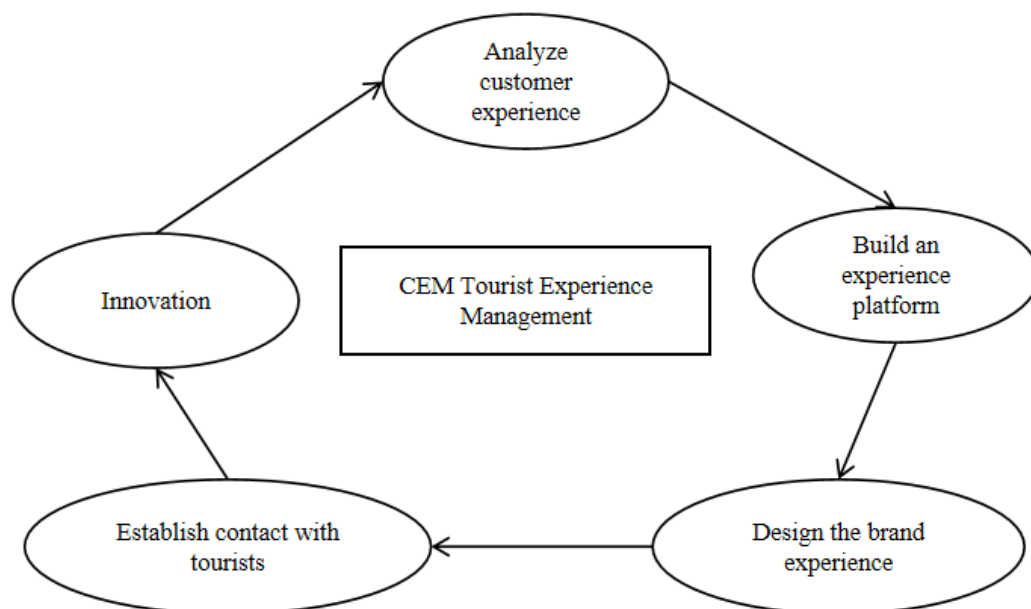


Figure 2 Customer Experience Management Process

In order to improve customer satisfaction, enterprises need to constantly seek unique and valuable service contents, from the customer's point of view, understand customer's needs, guide customers to consume, and create a pleasant and differentiated consumption experience for customers that is different from other enterprises, so as to obtain higher experience value. Service quality is determined by customers' perception of service. Because of the complex characteristics of service itself and the complexity of customers' perception, service quality is also a complex combination. The measurement of service quality is not only aimed at the single index of service, but also to evaluate and measure all factors related to service quality, that is, the measurement of service quality components. The evaluation of service quality should not only include the satisfaction of various services, but also investigate the importance of various services. Only in this way can we further understand the real perception of the respondents, so as to find out which services should be improved, which services can be maintained and which services can be cancelled.

3. Suggestions and research prospects for improving the quality of exhibition service

3.1. Suggestions on improving exhibition service quality

We should constantly monitor and control the service quality level of the exhibition. On the one hand, we can understand the relevant information felt by exhibitors and visitors in real time through

the outside, so as to identify whether the services provided meet their needs. Some opinion collection boxes can be placed in the staff office area to let everyone speak freely. The opinions that are creatively helpful to the actual work should be adopted in time and implemented quickly. It is possible to solicit ideas for improving service quality in real time among employees to strengthen internal control over service quality. . Secondly, we must analyze and sort out the opinions collected in a timely manner, and use reasonable analysis methods to find out which services are in urgent need of improvement, which services can be maintained, and which services cannot be changed temporarily. Finally, we must deal with problems as soon as possible based on the results of the analysis. The services that can be improved must strive to be better, and some services that cannot be improved temporarily due to objective reasons should be communicated with exhibitors and visitors as much as possible to let them know that some services are not good. Objective reasons in place, strive to obtain their understanding. The quality of exhibition service needs a perfect evaluation system. Only on the basis of objective and fair evaluation can we find out the shortcomings and ways to improve the service. In order to convince all parties of the evaluation results, the selection of evaluation subjects, evaluation objects, evaluation indicators and evaluation methods should be scientific, objective and fair.

Exhibition service quality needs a perfect evaluation system. Only on the basis of objective and fair evaluation can we find out the deficiencies and ways to improve services. In order to convince all parties of the evaluation results, the selection of evaluation subject, evaluation object, evaluation index and evaluation method should be scientific, objective and fair. Through regression analysis, the ranking of the importance of the dimensions that affect the overall exhibition service quality is obtained. The organizer can refer to the order of empathy, assurance, reliability, remediation, tangibility, and responsiveness to guide service quality improvement strategies. Based on the evaluation and analysis of the exhibition service quality in Chapter 5, this article puts forward suggestions for improvement and promotion of the exhibition service quality in combination with the situation learned during the research process.

3.2. Establish a diversified trading platform

Empathy is the dimension that has the greatest impact on the overall service quality evaluation. From the perspective of exhibitors' expectations and perceived gaps in empathy indicators, the effect of the trading platform services provided by the organizer does not meet the requirements of exhibitors. Through direct communication with exhibitors in actual investigations, it was learned that some exhibitors stated that the number of professional visitors did not meet expectations, the promotion of the fair organized by the organizer was not in place, the effect was not significant, and it is uncertain whether they will participate in continuous participation. Service quality is subjectively perceived by exhibitors, and service expectations are also a subjective expectation and standard of service quality formed in their minds based on past service acceptance experience, organizer's advertising and publicity, and word-of-mouth transmission from surrounding relatives and friends. If the expectations are too high, it will not only invisibly increase the cost and difficulty of the organizers to provide services, but once the service quality does not meet the standards expected by exhibitors, even if it is already at a high level in the industry, it will leave exhibitors with negative feelings. And make them lose confidence in the service level of the company, and the corporate image and reputation will also be affected.

With the increasing degree of informatization, both the Internet and multimedia technologies have brought different experiences and help to exhibitors. During the exhibition period, we will provide network display and links to exhibitors' home pages, add internet trade platform through the physical display of booths, and conduct all-round communication with professional visitors to facilitate the needs of different types of customers. For example, the China Import and Export Fair provides "trade matching" service on the official website and computer terminals in the exhibition hall, and promotes the timely communication of supply and demand information between exhibitors and buyers through the third-party e-commerce platform, so as to achieve transactions on the spot and create better trade cooperation opportunities.

4. Conclusions

The research on exhibition service quality is a relatively novel but significant research topic. It is of great value to guide the management of service quality in China's exhibition industry. It can also be seen from the survey results that compared with foreign exhibitions, there is still a big gap in the emotional experience and aesthetic experience provided to professional visitors, which is also closely related to the lack of talents in design and construction. Strengthening the design and management of important factors affecting the experience perception of professional visitors to improve the experience value of professional visitors is an important means for exhibitions and exhibitors to improve their competitiveness. By introducing individuals and environmental protection organizations to socialize the main body of litigation and building a diversified environmental administrative public interest litigation framework in my country, this is not only a solution to make up for the disadvantages of a single "nationalization", it is also a way to promote environmental democracy in the future and make up for the lack of protection of environmental public interests. Objective requirements. However, it should be recognized that with the expansion of the qualifications of litigation subjects, many new problems will also arise. For example, if citizens and environmental protection organizations have their interests after winning the case, should they be properly compensated, how to compensate, and who will be in charge of the compensation work? These are all issues that need to be discussed in the future.

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