

Motivations of the Online Scenic Tourist Complaint Behavior

Zhaowen Duan, Tingwei Zhang, Xiaoqiang Wang

Xi'an International Studies University, Xi'an, China

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Abstract: With the development of Internet technology, the online review in travel social networks, especially online negative word-of-mouth, has an important impact on tourists' travel behaviors as well as the impression on tourist destinations. This paper collected 3735 the "negative electronic word-of-mouth (NEWM)" of Chinese and foreign tourists on tourism attractions in Xi'an through two overseas travel evaluation website. The purpose of this study is tantamount to understand the factors influence the online complaint behavior of tourists. Firstly, this paper summarized the contents of the collided NEWM. Secondly, it studied the relationship between negative word-of-mouth and different tourism attractions and different nationalities tourist NEWM.

1. Introduction

Xi'an is a famous tourist city in western China. The main income of tourism attractions in Xi'an always comes from tickets. In March 2018, the Report on the Work of the Government clearly mentioned that it will reduce the ticket prices of state-owned tourism attractions. Subsequently, the ticket prices of 4A and 5A state-owned tourism attractions in various cities in China were successively lowered. In this new market environment, as the core of Xi'an tourism industry, the tourism attractions should get rid of the excessive dependence on the past ticket economy and seek a diversified business model of the tourism attraction. The managers of tourism attractions not only need to pay attention to the continuous growth of the number of tourists, but also tourists' experience, providing tourists with a variety of tourism products, a safe travel environment, and high-quality travel services, increasing the satisfaction of tourists and the rate of revisiting. With the wide application of the Internet, especially web 2.0 technology, the travel social network platform has become a new channel for tourists to complain because of its anonymity, interactivity, publicity, and no threshold (Huang Wei, 2016). The content complained by online tourists (negative network word-of-mouth) directly affect the tourism decision-making behavior of potential tourists, thus has a negative effect on the image of the tourist destination. This paper also compares the commonalities and differences from Chinese tourists and foreign tourists. It is beneficial to the managers of tourism destination to understand the motivation of tourists' complaints, and to formulate corresponding management measures and processes in advance to provide possibilities for scenic service recovery.

2. Review

Tourist complaints behavior studies can be traced back to the 1980s, which is part of consumer behavior research. Tourists complain refers to a series of behavioral or non-behavioral reactions taken by tourists due to dissatisfaction when purchasing or consuming tourist souvenirs (services) (Yu Fan, 2018). The characteristics of tourism products and tourists' experience depend on tourists' complaints and these complaints are inevitable. Keng et al. believed that the characteristics of tourists' personal social attributes will affect the generation of complaints (Ulrike Gretzel, 2010). People like young people, high education and high incomes prefer to complain. Chinese tourists are generally more inclined to choose silence or forget when they encounter service errors. This is inseparable from the cultural characteristics of Chinese people who are afraid of losing face or psychologically attributed this to a "fate" (Norman Au, 2014). Ekiz believed that tourists' limited time, participation, communication, unfamiliarity, and holiday mood are restricting tourists' complaints

(Erdogan Ekiz, 2012). Blodett et al. considered that the cost of complaints, the attitude towards complaints and the fact that they do not know how to complain will also limit the behavior of tourists complaining. Pizam and Ellis considered that the failure of tourism destination services, the solution of tourists seeking problems, and the release of tourists' bad feelings are the main motives for inducing tourists' complaints. Among them, solutions for tourists seeking problems mainly includes "seeking compensation", "requesting correct behaviour", "requesting explanation", "seeking suggestions", etc.; and the release of bad emotions mainly includes "requesting apology", "venting angry emotions", "reducing one's own worries", "revenging the heart drive", etc. (Norman Au, 2014). On the basis of previous studies, Singh et al. classified tourists' complaints based on the final results of tourists' complaints: withdrawal, direct complaints, third parties and negative review (Tianshu Zheng, 2009). The withdrawal is an escape behaviour of tourists, choosing silence but no longer purchasing the service or product; direct complaints is different from withdrawal, which is the tourists' direct complaints to the tourism enterprise personnel and to do their best to protect their own interests and change the status quo; the third parties complaints refers to complaints to third-party departments other than tourism companies, such as consumer protection departments protect their rights by complaining or taking legal actions; negative review includes traditional negative review and online negative review, the former mainly refers to tell relatives unpleasant experience and tell them not to buy the service or products, and the latter refers to tourists submit complaints on the travel social network platform, which not only can express their dissatisfaction and generate group emotions (Zheng Zhe, 2015), but also affect other potential tourists' tourism decision-making behaviour due to the altruistic motives.

Judging from the current research results, scholars use market management theory, consumer behaviour theory, social psychology theory, etc. to explain the phenomenon of tourism complaints. The research is mainly focused on the fields involving in restaurants, hotels, etc. Tourism attractions as the core of the tourism industry have not been involved.

3. Methods

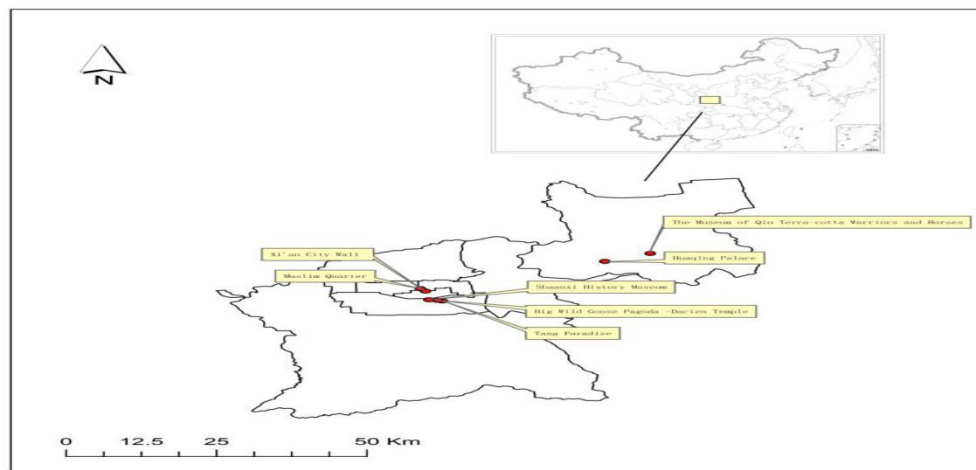


Fig 1. Spatial Distribution of the Case Study Area

The research case area of this paper contains 7 famous tourism attractions in Xi'an, including The Museum of Qin Shihuang Terra-cotta Warriors and Horses (Terracotta Warriors), Xi'an City Wall, Huaqing Palace, Big Wild Goose Pagoda - Da Ci'en Temple, Shaanxi History Museum, Muslim Quarter, Tang Paradise, etc. (see Fig.1). The research data comes from two well-known domestic and international travel websites such as TripAdvisor and Ctrip. It collects 3,735 pieces of negative comments which was published from January 2012 to June 2018. Firstly, this paper considers that the sample website uses the Network Text Collector software to crawl, eliminated the duplicate and content non-conformity of the negative review contents in the websites. Secondly, SPSS20.0 statistics is applied to analyze the reliability of all data, and finally an alpha value of 0.678 (the alpha coefficient is between 0.6 and 0.7) is obtained, which indicates that the measurement data of

each indicator has high reliability; thirdly, the tourists' online complaints (negative word-of-mouth) is divided into 14 types (see Table1). Fourthly, the authors analyze the motives of tourist complaints, the differences tourist attractions and different nationalities tourists NEWM.

Table 1. Tourists to the Shaanxi Tourism Scenic Area Online Complaint Content Classification

Complaint Type B	Subtype C	Complaint Content Keyword
Tourist resource (TR) B1		unornamented; disappointing; boring
Tourist Souvenir (TS) B2		Expensive; unfair pricing; bad quality
Quality of Service (SE)B3	1). Employee competence and experience C1 2). Employee attitude C2	Little content; uninformed; unprofessional; inanimate explanation; mediocre level; monolingual Bad attitude; annoying
Management and Planning (MP) B4	1). Management C3 2). Planning C4	Commercial; lack of management; single payment method; fraud advertising; no emergency measures provided; management confusion; arbitrary charges; low; long queue Walking distance is too long; there are problems in the setting of the attraction; unreasonable; many small attractions; over-development; less exhibition halls Unfair; expensive; unworthy Dirty; garbage Smog; serious pollution; poor air quality; bad smell Expensive; poor taste; hygienic No ATM machine; slippery sidewalk and ground; dark lights; chaotic parking lot management; high charges
Ticket (EF) B5 Clean (CL) B6 External Environment (EV) B7 Foods and Drinks (FD) B8 Scenic Facilities (FA) B9		
Scenic Traffic (TR) B10 Crowd (CR) B11 interpretation system (IS)B12 safety(SF)B13 other tourist behavior (OT)B14	1). Inside traffic C5 2). Outside traffic C6 1). identification C7 2). interpretation equipment and information volume C8	Poor quality; No bicycles locks; Inconvenient; Little taxi available Crowded; too much tourists small quantity; unclear; not obvious; wrong; no English logo poor; slow; not easy to use; no English; no rich content; insufficient quantity; less introduction; less information in English; no story thieves; danger; bullying; fake tour guide; "Liar gang"; hawker bully smoking; Noise ;the sculpture was touched; soak the foot; taking random photos; pushing; fight

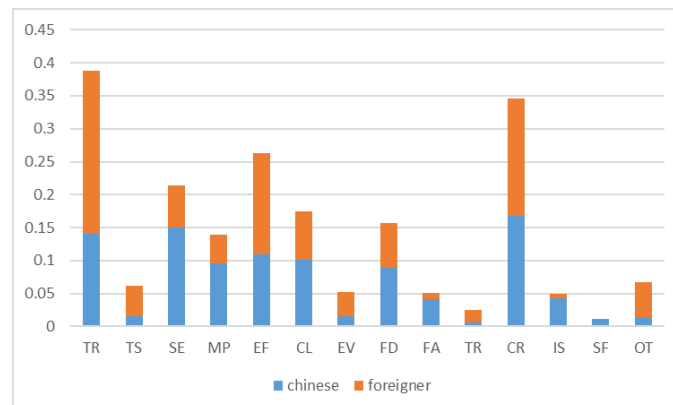


Fig 2. The NEWM about the tourism attractions in Xi'an

4. Results

4.1 The influencing factors of tourists 'complaining behaviour in different tourist attractions

(1) Crowded. The comfort of the scenic space directly affects the emotional perception and quality of the tourist's destination. The tourism attractions with the highest proportion of tourists complaining about "crowding" are Shaanxi History Museum (25.12%), Muslim Quarter (23.51%) and Terracotta Warriors (20.19%). Main keywords of the complaints content text is "Overpopulation" and most complaints happen during public holidays, which is consistent with the previous researches of scholars such as Li and Pearce. The phenomenon of crowded tourists in Shaanxi tourism attractions cannot be simply attributed to the large population of China, which is closely related to China's current Golden Week and public holidays (Pearce L. P, 2005).

(2) Tourism resources. Tourist resource is the core product in tourism products and the key pulling factor for tourist destinations to attract tourists. The tourism attractions with the highest proportion of tourists' complaints about "tourism resources" are Tang Paradise (43.96%), Xi'an City Wall (39.89%), Huaqing Palace (28.39%) and Terracotta Warriors (16.91%). The main complaints were "boring", "unmeaningful", "not interested", etc.

(3) Service. The tourism attractions with the highest proportion of tourists complaining about "service" are Terracotta Warriors (19.79%), Big Wild Goose Pagoda-Da Ci'en Temple (15.29%), Shaanxi History Museum (14.88%) and Xi'an City Wall (14.75%). The complaints are mostly concentrated on the poor service attitude of the tourism attractions, and main keywords are "poor attitude", "too annoying", etc.

(4) Tickets. The tourism attractions with the highest proportion of tourists complaining about "view tickets" are Huaqing Palace (26.27%), Big Wild Goose Pagoda-Da Ci'en Temple (24.84%), Tang Paradise (23.84%), Xi'an City Wall (22.95%) and Terracotta Warriors (14.1%). Main complaint keywords are "low cost performance" and "unworthy".

(5) The highest proportion of complaints from tourists focus on "management and planning": Shaanxi History Museum (23.49%) and Terracotta Warriors (11.22%). Among them, the main keywords for the content management and marketing complaints are: long queue; the long walking distance; lack of management; management confusion; poor management level; fraud advertising; no emergency measures.

4.2 The influencing factors of complaint behaviour of different nationalities tourists

(1) Compared with domestic tourists, foreign tourists have more complaints about "tourism resource" and "ticket" in the tourism attraction, as shown in Figure 3. Among them, 1). In terms of tourism resources, foreign tourists complained more than 10.2% of domestic tourists (24.2% foreign vs. 14% Chinese). Main keywords: "boring", "not interesting", "horrible", "disappointing", "nothing", "not interested", "boring", etc., which is related to foreign tourists' poor understanding of Chinese humanities and historical knowledge, and the poor tourist scenic interpretation system. 2). In terms of tourism attraction tickets, the proportion of complaints from foreign tourists is 4.2% higher than that of domestic tourists (15.2% foreign vs. 11% Chinese). Main keywords: "Not worth it", "Overpriced", "expensive", etc., which is related to the high cost performance of foreign tourism attractions.

(2) Compared with foreign tourists, Chinese tourists are more sensitive to and have more complaints about "service quality" and "management and planning" in the tourism attractions (see Fig. 2). 1). Service quality. In response to the problems in the service of tourism attractions, the number of complaints from domestic tourists was higher than 8.6% of the number of foreign tourists' complaints (15.2% Chinese vs. 6.6% foreign). Most complaints focus on the poor service attitude of the tourism attractions, and the main keywords are "poor attitude" and "too annoying". 2). Management and planning. Domestic tourists complained more about the management, marketing status, and scenic space planning of tourism attractions, which is 7.6% higher than that of foreign tourists (11.9% Chinese vs. 4.3% foreign).

5. Conclusion

The result of the study indicates that:(1) The tourism products provided are mainly human landscapes which cannot meet the needs of tourists, thus generating certain gaps between the tourists' expectations and real experiences of tourism attractions. (Xu Li & Youcheng Wang, 2011; Li Junxi, Ji Xing, Li Zhenting, 2018). (2). Chinese and foreign tourists in tourism attractions have noticeable differences in complaints due to cultural and economic reasons. Foreign tourists are more sensitive to “tourism resource” and “tickets” in the tourism attractions. Chinese tourists are more concerned about “the service quality” and “management & planning“.

The research results in this paper are beneficial to tourism destination management departments to understand the reasons and complaints of tourists' complaints, and help to sustainable development of tourist destinations.

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