Research on Tourism Service Quality Management Based on Tourists

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Abstract: Tourists are an important subject to evaluate the quality of tourism service. Tourist satisfaction is the most direct expression of tourists' evaluation of tourism service quality. Starting from the perspective of tourists, this paper takes Wuyuan in JiangXi province as the research sample to analyze the tourist satisfaction and its main influencing factors. The research results show that the tourism service quality of Wuyuan is mainly affected by factors such as accommodation and catering services and cost performance, public infrastructure and tourism commodities. Therefore, Suggestions are put forward for tourism promotion management of WuYuan from the perspectives of tourism project development, catering and accommodation services, featured goods and public services. The concept of tourist satisfaction is introduced into the research of tourism development and management, which can not only provide scientific reference for the development of tourism, but also meet the needs of tourists to a greater extent, so as to facilitate the long-term sustainable development of tourism, which has strong practical guiding significance.

1. Introduction

According to statistics, during the 2018 National Day golden week, China received 726 million domestic tourists, an increase of 9.43% year-on-year. Domestic tourism revenue reached 599.08 billion yuan, up 9.04 percent year-on-year. The number of tourism complaints on the national tourism consultation and complaint platform 12301 decreased by 9.25% year-on-year.[1] Unionpay business data also show that after 70 pay more attention to food quality, more the pursuit of quality of accommodation after 80, and 90 more focus on the quality of entertainment and shopping, although different s tourists in the tourism product choice and consumer choice has obvious differences, but for the quality of tourism service, however, have their own requirements, tourism service quality gradually become the focus of tourists.

With the rapid development of tourism industry, the domestic many scholars studied the management and development of scenic spots, its research content more from scenic area itself, mainly concentrated in the scenic spot resources characteristic and the value of tourism resources protection and development as well as the impact of tourism development in areas such as, but relatively few of the study from the angle of tourists. Wuyuan is located in the northeast of JiangXi province, bordering AnHui and ZheJiang provinces. It is praised as "the most beautiful countryside in China" due to its beautiful ecological environment and profound cultural heritage. From tourists perspective, this paper introduced a concept of tourist satisfaction, and with strong county of tourism development in our country - WuYuan in JiangXi province as an example, from the perspective of tourists to the analysis of the factors affecting the development of tourism service quality, and put forward specific measures, for the ascension of WuYuan tourism development has important practical significance, to other parts of the tourism development also has an important significance.

2. Research Methods

2.1 Descriptive Statistical Analysis

In May 2019, the survey team distributed questionnaires to 13 AAA scenic spots and 4a-level

scenic spots in WuYuan, ShangRao city, JiangXi province to obtain first-hand information. According to the later sorting statistics, a total of 646 questionnaires were collected.

Using SPSS statistical software to describe the statistical analysis, the first part of the questionnaire results show that the WuYuan tourist gender distribution ratio, age structure is given priority to with young and middle-aged tourist market within 35, the proportion is as high as 61.3%, and students with bachelor's degree in groups is its main customers, and thus the overall level of the tourist income is not high, concentrated distribution under 5000 yuan. In terms of tourist source areas, the top three are JiangXi province (38.1%), HuBei province (9.1%) and ZheJiang province (5.9%), while the six surrounding provinces (HuNan, HuNei, AnHui, ZheJiang, FuJian and GuangDong) of JiangXi province have a total of 65.79%. Therefore, WuYuan is dominated by tourists from this province and its neighboring provinces.

2.2 Factor Analysis

2.2.1 KMO and Bartlett Sphericity Tests.

Using SPSS software, KMO and Bartlett spherical tests were carried out on variables (table 1), and KMO value was obtained to be 0.911, indicating that the variables in this analysis were very suitable for factor analysis. The sig. significant p value of Bartlett sphericity test is 0.000, indicating that it is consistent with the conclusion of KMO test, and this variable set is suitable for factor analysis.

Table 1 KMO and Bartlett tests

The Kaiser- meyer-olkin measure of sampling adequacy.	.911
Bartlett's sphericity test the approximate chi-square	10931.992
df	300
Sig.	000.

2.2.2 Communalities.

The initial value of each variable in the output result of factor commonness is 1, indicating 100% of the original information expressed without any loss. Moreover, the extracted value of most variables is above 0.35, while the extracted value of "the number of recreational facilities in the scenic area" is much smaller than that of other variables, so it is deleted in the next analysis.

2.2.3 Total Variance Contribution Rate.

Table 2 Total variance contribution rate

component	Initial eigenvalue			Extract the sum of squares of loads			Sum of squares of rotating loads		
	A total of	Percentage of variance	Cumulative %	A total of	Percentage of variance	Cumulative %	A total of	Percentage of variance	Cumulative %
1	9.020	37.585	37.585	9.020	37.585	37.585	5.298	22.074	22.074
2	3.317	13.820	51.405	3.317	13.820	51.405	4.491	18.712	40.786
3	1.616	6.735	58.140	1.616	6.735	58.140	2.774	11.559	52.345
4	1.181	4.921	63.060	1.181	4.921	63.060	2.572	10.716	63.060
5	902.	3.757	66.818						
6	852.	3.549	70.367						
7	809.	3.372	73.739						
8	685.	2.854	76.593						
9	620.	2.584	79.178						
10	592.	2.466	81.644						
11	574.	2.392	84.036						
12	559.	2.331	86.367						
13	530.	2.210	88.577						
14	509.	2.121	90.697						
15	464.	1.934	92.631						
16	421.	1.755	94.386						
17	329.	1.371	95.757						
18	264.	1.100	96.857						
19	188.	781.	97.638						
20	165.	686.	98.325						
21	124.	515.	98.839						
22	112.	465.	99.305						
23	098.	410.	99.714						
24	069.	286.	100.00						

After eliminating the variable of "external traffic convenience to the scenic spot", the second factor analysis was conducted on the variable set, and the output result of total variance contribution rate was shown in the table. The software still extracts 4 common factors from the original variable set, and the information level accumulates from 61.081% in the first time to 63.748%, improving the result of the first factor analysis.

2.2.4 Rotation Factor Matrix Rotated Component Matrix.

The factor load matrix after factor rotation indicates which variables are mainly explained by each common factor. Meanwhile, we can name and explain factors by this matrix.[2] Four common factors were extracted by factor analysis of SPSS, and the cumulative information level reached 63.748%.The common factor 1 mainly includes the service and cost performance of accommodation and catering, whose contribution rate reaches 37.585%, occupying an important position in the overall evaluation. The contribution rate of common factor 2 reached 13.82%, mainly on the evaluation of public infrastructure and public services, including toilets, signs, recreation facilities, safety facilities, service level and attitude, etc. Common factor 3 is mainly targeted at commodities and shopping points, with a contribution rate of 6.735%.Common factor 4 mainly explains such variables as tourists' satisfaction, willingness to revisit, and recommendation willingness, with a contribution rate of 4.921%.

2.2.5 Factor Analysis Model.

The regression scheme is used to establish a factor analysis model. Let the extracted common factors be $x_i(i = 1,2,3,4)$, $X_1, X_2 \dots X_n$ is each original variable, $\propto_{1i}, \alpha_{2i} \dots \alpha_{ni}$ is the coefficient score of each variable in the common factor, then the regression equation can be expressed as:

$$F = 37.585x_1 + 13.820x_2 + 6.735x_3 + 4.921x_4$$

$$x_i = \sum \propto_{ji} X_j \ (1 \le j \le n)$$

3. Suggestions for Improvement

3.1 Focus on Developing Short-Term High-Quality Tourism Products

The tourist market of WuYuan is dominated by tourists from JiangXi province and six surrounding provinces. The more distant the region is, the higher the time cost and travel cost will be, the lower the travel intention will be. Close more preference over the weekend holiday leisure tourism customer market activity, and therefore should be targeted to the development of short boutique tourist products, and to history and culture, folk culture, architecture culture, food culture, such as cultural characteristics for attractions, and turn it into tourism, tourism environment and tourism services, design features boutique tourist route, let visitors fully experience in the limited time WuYuan unique charm.

3.2 Focus on Creating Quality Tourism Projects with Experience

As visitors living standard rising, aesthetic temperament and interest, value tendency, by a single species can't win the advantage in the competition in the tourism market, must integrate its culture resources, establish the brand image, create the high-quality goods tourism projects, enrich tourism products, adapt to new things, people dissimilation, psychology, improve tourist satisfaction.[3] Most tourists in WuYuan are young and middle-aged, especially college students. Groups represented by students prefer strong experience and new exotic tourism products, so the development of tourism should increase folk experience, home stay experience, leisure agriculture experience, etc., burst out a new economic growth point.

3.3 Improve the Quality and Level of Accommodation and Catering Services in Scenic Spots

According to the data analysis results, accommodation and catering services have the greatest impact on tourist satisfaction. From the perspective of tourists' experience, the service level of

accommodation and catering should be improved, such as building catering brands with local characteristics and increasing the variety of dishes to meet the diversified needs of tourists; Various types of accommodation such as star-rated hotels, budget hotels, characteristic homelands and theme hotels will be formed to improve the online and offline service quality of hotels, especially the WIFI coverage of hotels, so that tourists can feel humanistic care and feel at home, and provide more economic development points for the tourism industry.

3.4 Strengthen the Development and Design of Featured Tourism Commodities

The development of tourism commodities is an important link in the process of tourism development. Tourism services are intangible and need to be expressed in other material forms, while tourism commodities are an important form of expression.[4] The development of tourism commodities should fully integrate local characteristic culture, history and folk customs, design handicrafts, native products, characteristic snacks and high-end tourist souvenirs, which can not only arouse the tourists' good memories, but also help WuYuan to actively carry out tourism marketing activities.

3.5 Improve the Public Infrastructure for Tourism in Scenic Spots

Tourism public infrastructure relates to whether the visitors are able to carry out tourism activities, effective and convenient to strengthen the construction of related tourism public infrastructure (signs, toilet, recreation facilities, etc.), not only to reasonable layout, also must be in harmony with the whole tourism environment, offers visitors a better environment, improve their overall satisfaction.

4. Summary

The advantages of this study are as follows: 1.Qualitative research and quantitative research are adopted. Based on the field questionnaire, factor analysis is adopted by SPSS software to analyze and study the questionnaire data. 2.The concept of tourist satisfaction is introduced into the tourism research of WuYuan, providing scientific reference for the tourism service quality management of WuYuan, which has strong practical guiding significance. At the same time, the following deficiencies are found: 1.The sample size of the questionnaire is small and the quantity distribution is uneven; 2.In the analysis of the degree of commonness, some variables cannot meet the requirements of the degree of commonness, so they are eliminated in the analysis process, resulting in incomplete results, which will be continuously improved in future studies.

The development of economy and the improvement of vacation system promote the rapid development of tourism, tourism has also begun from the previous focus on tourism to the focus on leisure tourism transformation, tourism has entered an important stage of development.[5] From tourists perspective, introducing the concept of tourist satisfaction to the study of tourism development, management, not only can the development planning and strategic marketing for the travel line to provide scientific reference basis, but also to a greater degree to meet the needs of tourists, facilitate the long-term sustainable development of tourism in areas, has strong practical guiding significance.

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