



**INTI**  
**International University**  
LAUREATE INTERNATIONAL UNIVERSITIES\*

**SERVICE QUALITY OF TOURISM INDUSTRY IN GUIZHOU, CHINA**

Name: GONG WEN

Student Number: I18014287

Course Code: MGT7998

Award: Dual

Lecturer: Dr. Lim Kim Yew

**FACULTY OF BUSINESS, COMMUNICATION AND LAWS (FOBCAL)**

**MBADI-MASTER OF BUSINESS ADMINISTRATION**

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## DECLARATION

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

Name: GONG WEN

Student ID: I18014287

Signature: GONG WEN

Date: 25 / 04 / 2019

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## ABSTRACT

Higher service quality of the tourism industry is an important factor to establish a good image and improve the competitive advantage of tourism destinations. In recent years, the tourism industry of China has developed rapidly. As a new popular tourism destination in Southwest China, Guizhou has unique tourism resources. Guizhou needs to improve the service quality of tourism, accelerate the development of modern service industry, in order to ensure the orderly development of tourism without destroying natural resources. The purpose of this study is to explore the main factors which will influence the service quality of the tourism industry in Guizhou, China based on customer satisfaction. Through the literature review of domestic and foreign research on tourism service quality and customer satisfaction, this paper studied the current customer satisfaction and the situation of the tourism industry in Guizhou Province. Based on the basis of the SERVQUAL model, this paper will use the quantitative method to analyze the service quality and customer satisfaction of tourism in Guizhou. The questionnaire has been used to collect the data.

**Key words:** service quality, customer satisfaction, tourism industry, Guizhou, accessibility, information, accommodation, tourism attractions

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## CHAPTER 1 INTRODUCTION

### 1.0 Overview

Guizhou, as a newly developed tourism province where has not only many scenic spots but also rich cultural tourism resources, is famous for its typical karst landscapes. However, the level of tourism development of Guizhou is still in a backward position of China, even compared with the surrounding provinces, there also has a large gap. Tourists are not satisfied with the service quality of tourism, which has a negative influence on the tourism industry. This research is going to study on the factors that accessibility, information, accommodation, and tourist attractions are influencing tourist satisfaction of tourism industry in Guizhou. The first section introduces the background of correlated variables which can help to determine the problem statement. The chapter also stated the research questions and objectives.

### 1.1 Background

Service quality as the main part to determine the developing level of service industry can be evaluated from five dimensions include reliability, responsiveness, assurance, empathy, and tangibles (Jain and Gupta, 2014). The subjective measurement of customer satisfaction depends on the consistency between expectation and perception (Shanka, 2012). In addition, the service quality can be measured from the capacity of the organization to provide the service which can meet customer satisfaction (Ahire, and Dreyfus, 2015). However, service quality measured by customer satisfaction can cause a positive or negative influence on the organization, which will influence the economic performance of the organization (Kachwala and al et., 2018). Therefore, improving customer satisfaction is the core strategy for the organization, and is also a crucial factor to achieve the goal of the organization (Shanka, 2012). Based on the research, improving customer satisfaction will increase profitability and maintain competitive advantages in the long-term period (Jean, 2014).

Tourism belongs to the service industry which means it depends on improving the service quality to increase the competitive advantages (Hudson, Hudson and Miller, 2014). Based on the previous study abroad, (Marjanan and Samuel, 2012) measured tourism service quality from three main part include the performance of tourism-engaged employees, tourism infrastructure construction and natural tourism resource through the SERVQUAL model. In China, Li and Liu (2013) analyze factors which influence tourism service quality from tourist satisfaction perspective based on four aspects involves tourist consumption ability, tourism reception ability, tourism traffic capacity and tourism resources ability. Therefore, the basic infrastructure constructions and tourism resources such as transportation, accommodation, and tourist attractions have a direct influence on tourist satisfaction, so that influences the evaluations of tourism service quality by tourists (Lee and Chen, 2013).

With the development of tourism industry in Guizhou, there are over 470 million person-time visited Guizhou in 2017 (Guizhou Tourism Administration, 2018). However, complaints about the tourism service quality have increased rapidly, which had received 310 complaints in 2017 (National Tourism Administration, 2018). Main complaints focused on tourist attractions, which account 62.56% (Guizhou Tourism Administration, 2018). Besides, compared with the surrounding province, the rate of complaints of the tourism industry in Guizhou is in the middle and higher level of Western. Therefore, face to the strict situation, Guizhou must improve the service quality to maintain the tourist (Chinese Government Network, 2018).

## **1.2 Problem statement**

The implementation of West Development Strategy, whereby the western provinces are to improve the tourism industry as the pillar industry, which will lead the development of other industries has become the focus (Chinese Government Network, 2018). With 600 million yuan had been invested in the 12 western provinces, the hardware and software facilities in the tourism industry had been enhanced (National Tourism Administration,

2018). Thus, tourism as an emerging industry in Guizhou has great prospects for its development. In recent years, the number of tourists has been rising steadily, which from 21.4 million in 2012 to 74.4 million in 2017, the rate of the increase of 40% over the same period last year (Guizhou Tourism Administration, 2018). However, although the statistics show the dramatically increased of tourists, the revisited rate of the tourists still incomparable with other western provinces (Chinese Government Network, 2018). Compared with the other 11 provinces, the revisit rate stayed in the 11 places, which means tourists unsatisfied with the tourism industry in Guizhou. Based on the investigation of tourists by Li and Liu (2013), it shows that tourists generally unsatisfied the transportation, accommodation, restaurant, and the tourist attraction, which means tourists are unsatisfied with the tourism service quality



Figure 1: Statistics about the number of tourists from 2012 to 2017

Resource: Guizhou Tourism Administration, 2018

Marjanan and Samuel (2012) stated that service quality is the crucial factors which will influence the development of the tourism industry. In addition, according to Damiannah, Mukethe, and John (2017), tourists' satisfaction had been influenced by six aspects service including transportation, accommodation, tourist attractions, entrainment, restaurant, and information.

The government annual report shows that the tourism service quality had limited the development of the tourism industry, the government of Guizhou province will increase the investment to increase tourist satisfaction by enhancing the service quality, especially the service quality of tourist attractions needs to improve immediately (Guizhou Tourism Administration, 2018). The Guizhou government annual report list factors which have negative influences on the tourism industry (Guizhou Data, 2018):

- **Transportation:** in addition to Guiyang, there is a lack of direct flights to other areas of Guizhou Province, tourists had to spend more time in transit (Guizhou Data, 2018). Moreover, weak infrastructure and the lack of specialized tourist transport increase the difficulty to arrive the tourist attractions, that will cause tourists to lose patience to travel in Guizhou and make tourists unsatisfied with the service quality of accessibility of transportation (Han, Ming, and Zhang, 2017).
- **Accommodation:** the total situation of accommodation in Guizhou is lack of four-star and five-star hotels, and the hotel facilities are poor in general, especially the sanitation had to improve (Ask Consulting Group, 2018). Besides, a lot of accommodations are far away from the tourist attractions, and the transportation is inconvenient, that will need tourists spend more time and cost to reach to the destination (Dang and Zhou, 2015). Accommodations near the tourist attractions have the problems of poor facilities and high prices (Chinese Government Network, 2018). Furthermore, the waitress lacks a sense of service and cannot understand the demand of tourists in time, which cause complaints (Ram and Hall, 2018).
- **Tourist attractions:** the main spots are lack of clear sign to guide the tourist, and there are also lack the translate between Chinese and foreign languages (Ask Consulting Group, 2018). Besides, warning signs are limited in some tourist attractions and the specialized person who can protect the safety of tourists are limited (Ask Consulting Group, 2018). The catering in tourist attractions has poor service quality and higher price, which becomes the major problem for tourists to complain (Li, 2017).

- Entertainment: Guizhou Province is short of entertainment projects. For the tourism industry, single entertainment projects, poor facilities, and incompatible entertainment projects make tourists lose to a certain extent (Guizhou Data, 2018).
- Information: Information is important for tourists to plan their travel. However, less information can be provided for tourists to reference in Guizhou (Ask Consulting Group, 2018). Based on the Government Guidance, majority tourists complained that they are confused with the route for travel and they still have misunderstanding with tourism industrial in Guizhou (Guizhou Data, 2018).

Therefore, the development level of the service industry is the key factor to determine tourism consumption, but the overall development of Guizhou tourism service quality is still lagging behind, and tourist satisfaction level is still low (Guizhou Tourism Administration, 2018). The poor tourism infrastructure, imperfect supporting facilities and lack of service awareness of service personnel have seriously restricted the development of the tourism industry in Guizhou Province (Pan, 2017). Therefore, it is urgent to find out the main factors which influence the tourist satisfaction and to analyze and improve the service quality of tourism industry in Guizhou, China (Ask Consulting Group, 2018).

### **1.3 Research objectives**

RO1: To determine the relationship between accessibility and tourist satisfaction in Guizhou, China.

RO2: To assess the relationship between information and tourist satisfaction in Guizhou, China.

RO3: To evaluate the relationship between accommodation and tourist satisfaction in Guizhou, China.

RO4: To measure the relationship between tourist attractions and tourist satisfaction in Guizhou, China.

#### **1.4 Research questions**

RQ1: Is there any relationship between accessibility and tourist satisfaction in Guizhou, China?

RQ2: What is the relationship between information and tourist satisfaction in Guizhou, China?

RQ3: Is there any relationship between accommodation and tourist satisfaction in Guizhou, China?

RQ4: What is the relationship between tourist attraction and tourist satisfaction in Guizhou, China?

#### **1.5 Significance of the Study**

Although Guizhou Province is rich in tourism resources, due to the low level of tourism development and relatively backward infrastructure, the tourists' feedback on the tourism industry is poor and the willingness to revisit is declining. According to the survey by Guizhou provincial government on tourists' intention in the tourism industry, the feedback of tourists is concentrated on accessibility, information, accommodation services and tourist attractions with high complaints.

This study research on analyzing the feedback of tourists about the service quality in the tourism industry in Guizhou in order to find out the main factors which have significant influences on tourist satisfaction.

First, according to the development of tourism in Guizhou in the last five years, this study integrates the main perspective in China to analyze the tourist satisfaction in Guizhou tourism industry. Based on Li (2017), the majority of researches in China analyzed service quality from travel agencies or tourism employees' service ability. In addition, although there are many scholars analyze tourism service quality from customer satisfaction perspective before, researches about Guizhou tourism industry are limited.

Secondly, this study provides supplementary materials for the government to reassess the service quality of Guizhou tourism industry based on the customer satisfaction. This research analyzes four factors which involve the main respect which is focused by tourists. Thus, Guizhou government can obtain the result of analyzing the feedback of tourists.

## **1.6 Research Scope**

Due to this paper analyses the tourist satisfaction with the tourism service quality in Guizhou, the research scope is tourists who have traveled to Guizhou within five years or are traveling in Guizhou in present. The scope of this study is to explore how to improve the quality of tourism services in Guizhou, and factors in this study tend to focus on four aspects: accessibility, information, accommodation and service in tourist attractions. Therefore, the research results cannot cover all the relevant factors influencing the development of tourism industry.

Firstly, this study collects the data from the Huangguoshu Scenic Spot, which receives 1.08 million visitors in 2018. Due to the sample size collected from a tourist attraction, the collected data cannot represent the intention of all tourists as a whole, which may influence the relationship between variables and dependent variables. Secondly, the study only focuses on specific areas, limited to factors influencing the development of tourism without further exploring other factors, such as entertainment or security. Thirdly, due to the limited implementation time, this study is limited to put forward suggestions on how to improve the tourism service quality in Guizhou.

## 1.7 Definition of key terms

The main purpose of this part is to explain the definition of the direct variable and indirect variables, which is in order to enhance the understanding of these variables. The following lists the concepts which need to be defined.

**Service quality:** Service quality refers to centralized evaluation by customers in specific dimensions: reliability, responsiveness, assurance, empathy and tangibles, which will better meet the perception of customers by increasing the service quality (Armstrong, Adam and Denize, 2014).

**SERVQUAL model:** SERVQUAL is a multi-dimensional research tool designed to understand the customer's expectation and perceptions by measuring the factors from five dimensions (reliability, responsiveness, assurance, empathy and tangibles), which are considered to represent the quality of service (Parasuraman, Zeithaml and Berry, 1988).

**Customer satisfaction:** Customer satisfaction comes from marketing terminology, which is used to measure how a company's products or services can meet or exceed customer expectations (Mohammad and Alhamadani, 2011).

**Accessibility:** It refers to a place being easy for people to reach, and it is about making it easy for everyone to enjoy tourism experiences (Eichhorn and Buhalis, 2014).

**Information:** It refers to the accurate and timely data, the organization or individuals can understand those data and make a decision (Huang, and Chan, 2010).

**Accommodation:** Accommodation refers to the temporary accommodation for tourists, which is one of the basic needs of any tourist activity (Kimbu, 2011). The types of accommodation include many forms, such as hotel, motel resorts and so on (Ram and Hall, 2018).



Tourist attraction: Tourist attraction refers to a place that tourists have interest to visit, typically because of the place inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement (Pike and Page, 2014)

## **1.8 Organization of Chapters**

This study researches measuring the service quality from customer satisfaction of tourism industry in Guizhou by four aspects: accessibility, information, accommodation and tourist attraction.

The first chapter briefly introduced the background, purpose, and the status quo and limitations of Guizhou tourism service quality based on previous literature studies. In addition, this study introduces the relevant definitions.

The second chapter focuses on the global view and Chinese view of the service quality and customer satisfaction based on the previous research, and this study introduces variables and independent variables according to the conception framework detailed. In addition, the gap of further research is also elaborated in this chapter.

Chapter three introduce the research methods to be approached in the study. These tools provide guidance to complete the process of data collection and analyze. In addition, this chapter provides relevant reasons for the overall approach to ensure that the study achieves main objectives, and objectives while maintaining its effectiveness and reliability.

The fourth chapter of the study mainly analyses the collected data and carries on the corresponding analysis of the hypothesis test to determine whether the hypothesis is valid. In addition, this chapter specifically analyzed the relationship between dependent variables and independent variables, through the analysis of collected data to find the correlation and reliability, and then draw the final conclusion.

The fifth chapter summarizes the research of this study which contains the conclusions based on data analysis and gives suggestions for tourism development. In addition, the limitations of this study are briefly analyzed, and it also puts forward on some improved methods for future research on tourism development.

## CHAPTER 2 LITERATURE REVIEW

### 2.0 Overview

Chapter 2 focuses on the study of service quality and the influencing factors in the tourism industry. In this chapter is going to discuss the relevant variables selected in this study by collecting the data from the previous studies. The different view on the service quality also will be discussed. Based on the previous study, this chapter mainly discusses the service quality of four factors include accessibility, reliability, accommodation and tourism attraction influencing the service quality in tourism. In addition, the service quality of the tourism industry in Guizhou will be based on customer satisfaction to measure in this study. Moreover, the hypothesis is proposed in this chapter, and the relationship between the determined independent variables and the existing dependent variables is explained through the conceptual framework.

### 2.1 Service Quality and Customer Satisfaction

#### 2.1.1 Service Quality

The definition of service quality is that customers generate expectations of service from past experiences, word of mouth and marketing communications, which means customer compare the expected service with the service received (Caro and Garcia, 2013). Service quality is an achievement that reflects at every experience of service (Shanka and Mesay, 2012). In 1984, Gronroos put forward that there are two basic dimensions of service quality: technical quality and functional quality (Jean, 2012).

Technical quality means that what customers received as a result of the interaction with service organizations (Garcia and Caro, 2013). Functional quality refers to how customers received the service, which means the performance of service delivery (Mesay and Shanka, 2012). Based on the Fitzgerald and Chapman (2015), service quality relays on the service performance that satisfied customer requires and expectations. Thus,

service quality can be recognized as the conformance of the demand of customers to the service received (Chakrabarty, Whitten and Green, 2013). According to the research of Jain and Gupta (2013) that service quality refers to the perception of customers of particular dimension during the service process. Service quality can be exam from five dimensions include reliability, responsiveness, assurance, empathy, tangibles, which influenced customer's perception of situational factors and personal factors (Moid and Alam, 2016).In the tourism industry, measuring the service quality need to judge the significance of elements and competition among different tourism destinations (Kachwala, Bhadra, Bali and Dasgupta, 2018). In LeBlanc's study (2012), the quality of service promotes the development of competitiveness and improve customer loyalty. Therefore, tour operate plays a significant role to improve the service quality in tourism (Sintion and Luca, 2012).

### **2.1.2 Customer Satisfaction**

The concept of customer satisfaction was first proposed by American scholar Cardozo and applied in the field of marketing (Andaleeb and Conway, 2006). Cardozo (1965) believes that improving customer satisfaction will promote customers to repurchase and increases sales of other products. Later, Howard and Sheth (1969) claimed that customer satisfaction is the result of comparing the expected return of customers with the final cost paid. Customer satisfaction is used to evaluate the perception of customers, which whether the consumption is as good as the expectation (Fah and Kandasamy, 2011). Oliver (1981) stated that satisfaction is a comprehensive result, it depends on the extent of the difference between the expectation of customers and the experience after purchase or service. According to Westbrook (1983), customer satisfaction is a cognitive evaluation process in which consumers compare the performance of actual products or service with expectation. Kotler and Keller (2014) interprets customer satisfaction as a state of pleasure or disappointment acquired by an individual by comparing the expectation of the product with the perceived result after that.

According to the perspective of Parasuraman, Zeithaml and Berry (1988), satisfaction level is influenced by the gap between service perception and expectation. In tourism, satisfaction mainly refers to the gap between pre-trip expectations and post-trip experiences which will influence the revisit of tourists (Chen and Tsai, 2014). Customer satisfaction is usually used to measure customer evaluation of the local tourism industry and the possibility of customer revisit (Su and Fan, 2015). Tourists' positive experience of services, products and other resources provided by tourist destinations may motivate other potential tourists to have a willingness to visit and obtain a positive word-of-mouth effect (Chen and Tsai, 2014). Potential tourists often plan their travel itineraries since previous visits, so customer satisfaction with service quality is a reliable source of information for potential customers (Su and Fan, 2015).

## **2.2 Global View and Local View of Customer Satisfaction**

### **2.2.1 Global View**

For the first time, the concept of service quality was put forward by Gronroos and then this concept was brought to the service field (Valarie, Zeithaml and Leonard, 2016). The study which is based on the perspective of customers mainly analyzed the customer expectation and the satisfaction on the quality of tourism service, and also analyzed factors which influence the satisfaction of the service quality (Țițu, and Țițu, 2016). According to Haemoon (2013), SERVQUAL had applied to evaluate hotel service quality through compared the customer expectation and perception for service quality. Brent and Gavin (2012) researched the tourism service quality based on customer satisfaction perspective from five dimensions (reliability, tangibility, assurance, responsiveness, and empathy) based on the SERVQUAL model.

The theoretical system of tourism service quality evaluation is based on the traditional theory of service quality evaluation (Christian, 1990). Terry and Zhang (2014) used the SERVQUAL model to measure the difference between the expectation and

perceptions of customers in different travel agencies with higher complaint rate and lower complaint rate from reliability, tangibility, assurance, responsiveness, and empathy. In the tourist industry, the higher complaint is the worst result of ignoring customer satisfaction which can have a positive or negative influence on service quality (Joseh, et al., 2014). Due to public transport, accommodation and tourist attraction are the main factors which will cause the complaint and influence the measurement on the service quality in the tourism industry, the SERVQUAL model is the appropriate method to measure factors (Johnson and Mathews, 2016).

Furthermore, Mackay used five dimensions from the SERVQUAL model to exam the service quality of the Canadian municipal parks (Gupta and et al., 2016). According to the research did by George and Edward (2008), the service quality in tourist destinations had been evaluated, SERVQUAL model used to measure the customer perceptions of service from a lot of attributes: accommodation, information, transport, restaurant, safety, shopping, scenic spot and so on. As the research of the service quality in the tourism industry, the SERVQUAL model will analyze the factors which will influent the service quality and the five dimensions of SERVQUAL will have a direct relationship to main factors.

Moreover, Damiannah and John (2017) designed 7dimensions include 28 targets to evaluate the service quality of the Kenya national park, and these indicators play an important role in improving the effectiveness and applicability of service measurement. Seven dimensions include transportation, accommodation, restaurant, entertainment, shopping, tourist attractions and information divided by John and Damiannah (2017) covered the whole process of the traveling, which uses the SERVQUAL model to analysis. Therefore, it shows that during the period of traveling, service quality of public transportation, accommodation, information and tourist attractions determined the whole impression of the tourist industry (Lamb, Barbara, and Sally, 2016).

Customer satisfaction model research began in the 1960s (Alegre and Garau, 2014). Then, the marketing concept of “owning customers is owning markets” came into being and was popularized and applied (Gnanapala, 2012). In 1965, Cardozo explored the theory of expectation difference and the theory effect on product performance on the basis of a large number of experiments, which laid a foundation for the study of customer satisfaction. In the late 1980s, with the deepening research on customer satisfaction, more requirements have been put forward for the scientific evaluation of customer satisfaction (Alegre and Garau, 2014). In 1989, Fornell summarized the results of theoretical research and put forward a logic model of econometrics which consists of customer expectation, perception after purchase, purchase price and other factors (Whitaker, Krishnan, and Fornell, 2008). This model combines the mathematical calculation method of customer satisfaction with the customer’s psychological perception of purchasing, and the index in the model obtained by using the least quadratic partial differential method is customer satisfaction index (CSI) (Hasegawa, 2013). The research results stated by Fornell is the most mature and widely used customer satisfaction index theory so far (Eraqi, 2016).

In 1989, Sweden was the first country to establish, evaluate and publish the Customer Satisfaction Index, which can reflect the trend of economic development and plays an important role (Gnanapala, 2012). Since 1994, the United States has begun to measure customer satisfaction index nationwide, the application scale and research depth got great attention (Bourne, P. (2016). In the 1990s, in order to further develop the market, Japanese enterprises implemented customer satisfaction management strategy (Eraqi, 2016). Customer satisfaction management strategy requires the production and business activities of organizations need to base on customer satisfaction and identified the consumer demand from the customer perspective but not the organization perspective (Sparks and Pan, 2013). Moreover, analysis the behavior of customers, tracking the experience of customers, and then improving customer satisfaction through improving and adjusting production and operation, in order to achieve the purpose of attracting new customers and retain original customers (Sun and Kim, 2013).

According to Alegre & Garau (2012), the negative attributes of destinations, including backward infrastructure construction, imperfect urban planning, dirty streets and inefficient services, will cause tourists' dissatisfaction to a large extent. Truong and King (2014) surveyed tens of millions of Chinese tourists from Vietnam and found that factors affecting tourist satisfaction included diversity and beauty of scenery, diversity of activities, quality and diversity of restaurants, quality and standard of accommodation, friendliness and hospitality of local people, availability of shopping facilities, availability of night life and entertainment facilities, immigration and customs service level, destination political stability, social and educational value of tourism, various cultural activities and festivals. Poon and Low (2015) investigated tourists' perceptions and satisfaction with hotel facilities in Malaysia by Western and Asian Tourism Bureau. The results showed that Asian tourists were satisfied with the price level, food and beverage, host's hospitality, entertainment and entertainment facilities, accommodation facilities, location, transportation, safety and payment; Western tourists are satisfied with the hotel's safety and security, host's hospitality, catering, accommodation, entertainment and entertainment facilities, supplementary services, appearance, location, transportation and payment (Poon and Low, 2015).

### **2.2.2 Literature Review in China**

In China, SERVQUAL model used to evaluate the service quality level in the wide field in China, which shows the relationship between service quality and influenced factors and perceptions, and it also improves the management of service quality (Hou, 2016). Stand for the customer perspective and based on the exhibition on-site service quality evaluation system which was established by characteristics, Fang and Zhang (2014) used SERVQUAL model to evaluate the Guangzhou Fair on-site service quality and founded that the original SERVQUAL model only shows 4 dimensions in the conference site service quality evaluation.



In terms of evaluation of tourism service quality, domestic scholars have made some progress in empirical research (Shi, 2013). Wang Miao (2017) analyzed the problems in the management of hotel service quality and resulted that service quality includes environment, technology, emotion, relationship, and communication. Through the empirical researches, Li and Liu (2013) analyzed the relationship between evaluation of service quality in travel agencies and focused on the related of various factors in the tourism process on consumer behavior, service quality and satisfaction. Zeng and Wu (2012) analyzed the purchasing intention of tourists through sampling survey and probed into the problems existing in Hangzhou's tourism service quality system. Dang and Zhou (2015) use the SERVQUAL model and fishbone diagram to measure the level of service quality and satisfaction in the hotel industry. Bo and Zhang (2016) analyzed the quality of tourism service by three main indicators: the per capita cost of traveling, the one-day cost of traveling and the average length of stay.

However, this research did not discuss deeply the root factors which influence the service quality of the tourist industry (Yi, Zhang and Feng, 2017). Based on the application of SERVQUAL model to rural tourism, Jiang (2012) combined the characteristics of rural tourism and mentioned that improving the intention and satisfaction of customers through infrastructure and tourism public service system construction, product characteristics and rural maintenance, community participation and personnel training. Zeng and Wu (2012) explored the applicability of SERVQUAL model in tourist resorts and put forward suggestions for future evaluation studies. Bao, Hu and Hu (2012) reconstructed the specific indicators contained in the five dimensions of SERVQUAL according to the composition of service quality of travel agencies. Wang (2017) referred to the SERVQUAL model and used the 5-gap model to the qualitative analysis of the service quality of Guilin large-scale travel agencies, combined with the characteristics of travel agency service model evolution to obtain quantitative survey results. Shi (2013) reconstructed the service quality evaluation model of the tourism industry.

The research and practice of customer satisfaction in China began in the 1990s (Dong, 2016). In the tourism industry, Shen (2015) took the customers who participated in the package tour of travel agencies as the research object and made an empirical study on the service of travel agencies, various factors in the process of tourism and the satisfaction of tourists. Wang and Wu (2013) analyzed the deviation of tourism expectation and feeling from the perspective of tourism subject and tourism object. Wen and Wang (2013) summarized ten important measurements for foreign tourism enterprises to improve customer satisfaction and service excellence. Wan and Ma (2014) conducted an evaluation and Empirical Study on the tourist satisfaction of Nanjing. Mei, Zhu and Wang (2015) analyzed the evaluation of customer satisfaction in tourist attractions Based on grey relational analysis, Wen and Ou (2014) carried out an empirical study on customer satisfaction of tourism service quality. Based on the analysis of the business process of tourist attractions, Dong (2016) constructed an index system for evaluating tourists' satisfaction and established a mathematical model for evaluating tourists' satisfaction by using the method of fuzzy comprehensive evaluation. Jiang and Zheng (2012) put forward the concept of "eight elements of tourist destination" framework, and innovatively constructed the evaluation model of service quality of tourist destination. In addition, Wu, Yu and Yan (2013) take tourist attractions, hotels, travel agencies, tourism environment, tourist protection sites and shopping shops as objects to evaluate and classify customer satisfaction.

### **2.3 Factors Influencing Tourist Satisfaction**

Fan (2013) believed that tourism is essentially an aesthetic process which aimed at obtaining psychological pleasure and self-entertainment, and core objective of tourism is the pleasure. From the perspective of tourism service, tourists can enjoy tourism through the graceful view, tasty food, excellent accommodation and other aspects (Azam and Mirza, 2012). In the tourism industry, the service of transportation, accommodation, and destination have a deep influence on tourist satisfaction in the tourism industry (Fan, 2013).

### 2.3.1 Accessibility

Accessibility has a great influence on the development of tourism because the convenience of transportation is related to tourist satisfaction (Ando, Asao, and Bo, 2013). There is an agreement that tourism expands more when the transport accessibility is better because that links tourists with various tourist attractions (Blake, 2012). Tourists evaluate the accessibility in tourism industry based on several indexes: diversity of vehicles, the distance of the destination, quality of transport equipment and rationality of route arrangement (Lamb, Barbara, and Sally, 2016).

In many parts of the world, the quality of service in tourism is not as good as that in other industries (Millonig and Schechtner, 2012). Since transport is the first step in travel, lower accessibility has been considered as the first reason that causes customers to lose of willingness to travel (Blake, 2012). In order to enhance the accessibility which requires to be the maintenance of the existing roads, construction of more roads or rail track or air transportation (Zapata-Aguirre, et Al., 2014).

The application of new technology improves the appearance of new transportation vehicles and improve accessibility, which has a positive influence on tourism (Meng, 2014). According to the data provided by the World Tourism Organization, the data shows that tourism dynamics have changed and increased rapidly between 2005 and 2015 (Lamb and et, al., 2016). The main factor for the rapid development of tourism is the fasten development of the transportation sector and the application of technological innovation, which promote the accessibility in tourism and enabling tourists to reach many destinations around the world (Lohmann, Gui, and Douglas, 2012). The accessibility requires that the mode of transportation and frequency of use plays an important role in enriching tourist experience (Meng, 2014). During the tourism, long-distance transportation (air and railway) links the departure place with the destination, and the city traffic links the scenic spots with restaurant, accommodation and entertainment place, thus forming a complete tourism activity. With the expand the

tourism distance, tourists spend more money to pursuit for speed, comfort, and convenience of transportation (Wang, 2012). As for the change of transportation in tourism consumption, there are four specific characteristics: (1) transportation occupies most of the time in tourism activities; (2) Transportation is the major expenditure in tourism activities; (3) The accessibility has become an important part of tourism (Dwyer, Larry, Peter, Ray, and Thiep, 2013).

Accessibility includes convenience and comfort which are important indicators for evaluating tourist satisfaction in the tourism industry (Bazin, Christophe, and Marie, 2011). The convenience of transportation is directly influencing the final choice of tourist, which means the tourist attractions with convenient transportation are more advantageous than those with traffic congestion (Zhong, Hu, Tan and Zhang, 2017). Meanwhile, the convenience of transportation directly determines the traveling distance and tourist flow of scenic spots (Ando, Asao, and Bo Meng, 2013). According to the sampling survey, about 60% of the tourists think that accessibility is the most important factor influence the service quality of tourism (Han, Ming and Zhang, 2017). Therefore, the level of customer satisfaction of tourism industry influenced by accessibility in extent degree. (Gunn, Clare and Turgut, 2015).

Besides the requirement of convenience, tourists also have higher requirements for the comfort of transportation (Christophe, Marie and Bazin, 2011). The expectation of tourists is to eliminate pressure and obtain pleasure so that accessible transportation has an important influence on tourists (Wang, 2012). Comfortable traffic environment is mainly reflected in whether direct access is possible, whether the choice of vehicles is diverse, whether the traffic facilities are safe and tidy (Meng, 2014). Therefore, in order to improve the accessibility, building the comfort transportation environment is also important which is conducive to improving the tourist satisfaction in the tourism industry (Millonig, and Schechtner, 2012).

Due to the accessibility determine tourist aspiration, improve the accessibility becomes quite important to improve the customer satisfaction of the tourism industry (Wang, 2012). The convenience, comfort, and safety are the main factor which influences the customers to judge the service quality of the tourism industry (Lohmann, et al, 2012).

### **2.3.2 Information**

According to Parasuraman, Ziethaml and Berry (1988), reliability is a dimension of SERVQUAL model which refers to that companies or organizations have the ability to perform the promised service dependably and accurately. Related to the tourism industry, accurate and reliable information and service is vital for tourist. The reliable information from how to reach a destination, down to where to dine and stay can make a difference to the tourist experience (Molina, Grmez and Martin-Consuegra, 2012). Most of the expectations of tourists for the service quality in tourist destinations come from information collected before their travel (Bai and Zhang, 2012). For example, in any destination, the airport is the first contact point for tourists. If passengers do not get any reliable information from the destination airport, tourists will feel confused and will have a negative first impression of the destination (Hu and Jiang, 2014).

Reliability of information is the foundation of tourism development (Eichhorn & Buhalis, 2014). Tourists need to collect and analyze many kinds of information includes tourist attractions, food, accommodation, transportation, shopping, entertainment and so on in order to make travel planning (Hu and Jiang, 2014). It can be seen that reliable information has a significant influence on the travelers' choice of destination (Bai and Zhang, 2012). In addition, tourism not only involves the characteristics of time, location, climate, real-time, sudden change, but also has the complexity of change (Hu and Jiang, 2014). Therefore, whether to provide reliable and accurate information plays an important role to influence the tourist satisfaction.

Based on Molina's destination selection model (2012), information resources are an inevitable factor influence the service quality determine. Reliable service especially the reliable information will influence the cognitive image of tourists, while the information received in the process of tourism activities will affect tourist satisfaction (Bai and Zhang, 2012). Miriam & Andrew (2013) used cognitive heuristics to evaluate the reliability and pointed out that in the network environment, the higher the reliability of information sources, the easier it is for people to accept information. Furthermore, reliable information will change tourists' perceptions and attitudes, thus improving the expectations of destination tourism service quality (Eichhorn and Buhalis, 2014). Reliable information which include the promised service is provided to customers is also important for tourists' decision-making. Neil Lunt believes that tourists will prefer to choose the destination with reliable information (Baker and Crompton, 2012).

Ma, Liang and Li (2014) point out that tourists need to use previous experience which was provided by tourists who had been to the destination before to do the decision making which includes in terms of hospitality, tourist attractions, safety, overall price, cultural differences, social civilization, catering quality, total travel time, tourism services, transportation, accommodation conditions, destination weather, entry and exit procedures, economic development level and distance from the same origin. Reliable tourism information acquisition is the beginning of tourism activities in the whole tourism activity chain, which has a great influence on tourists' decision-making and tourists' consumption behavior (Tarawneh, 2012). To strengthen the propaganda of tourism information and provide effective and reliable information can make tourists have better expectations of tourism destination before travel, which is also a part of the quality of tourism service (Ma, Liang and Li, 2014). Therefore, the dissemination of destination information as the promise of the service should be in line with the real situation. If false or exaggerated information is disseminated, tourists will have a negative evaluation of the tourism service quality after arriving at the destination.

### 2.3.3 Accommodation

Tourists' evaluation of hotel service quality is an important part of reflecting the level of tourist satisfaction (Burns, Graefe, and Absher, 2013). Customers evaluate service quality of hotel mainly from visible services and invisible services (Ryan and Cliff, 2012). Visible service includes Passenger facilities and equipment, refers to those facilities and equipment directly for the use of customers, such as room equipment, recreational facilities (Fornell, 2012). The criteria for measuring the quality of such equipment and facilities are scientific setting, reasonable structure, complete set, simple operation, safety and comfortable (Ahire, and Dreyfus, 2015). Invisible service is one of the most important elements to scale the quality of accommodation service, which refers to that based on the usage of the hotel facilities and products, the hotel provides suitable activities for satisfying customer demand (Babikas, Bienstock and Van, 2014).

In the tourism industry, accommodation can be divided into different kinds: bungalow, cottage, resort, hostel, guest house, motel, hotel and so on (Gotlieb, Grewal and Brown, 2012). Rich forms of accommodation provide customers with more choices so that customers will have more expectations for destinations (Tian and Crompton, 2013). Based on the empirical analysis, there may have a rapid increase of tourists in a tourism destination, which will lead the shortage of tourist accommodation facilities and the decline of tourist accommodation capacity (Atilgan, Akinci and Aksoy, 2013). If tourism managers ignore the tourists' satisfaction and perception with the accommodation and raising the price or lowering the quality service blindly, then customers will have a negative evaluation of the service quality of tourism (Petzer, Steyn and Mostert, 2012).

Tourists can assess accommodation in terms of staff-customer interaction, hotel environment, and accommodation-related values (Pawitra and Tan, 2016). One way to understand the service quality is on the basis of interaction during the traveling time (Gotlieb, Grewal and Brown, 2012). This concept stems from the study of quality of

functionality stated by Grnroos (1984) and the concept of interaction quality stated by Brady and Cronin (2001). Service staff, including the front staff, room manager, ringing service, concierge and restaurant staff can interact with the guests whoever stay in the hotel or not (Burns, Graefe and Absher, 2013). Hotel staff has a direct influence on the tourist satisfaction of service quality (Fornell, 2012).

Facilities can include rooms, lobby, restaurants, swimming pools and fitness centers (Hudson, Hudson and Miller, 2014). According to Brady and Cronin (2012), the physical environment refers to the environment, facility and social which directly affects the customers' evaluation of service quality.

Providing high-quality services in the hotel industry can lead customers to have a positive influence on the perception of value (Ahire and Dreyfus, 2015). The process of the purchase judgment originates from the trade-off between benefits and sacrifices (Al-Sabbahy, Ekinici and Riley, 2012). Guests are more likely to stay after the end of the trip to determine whether the value of the accommodation is worth the cost or not (Burns, Graefe and Absher, 2013). In addition, the geographical location is another significant factor for tourists to evaluate the service quality of accommodation (Tian-Cole and Crompton, 2013). Tourists' prefer the accommodation close to tourist attractions or the center of the city which has convenient transport (Petzer, et al., 2012).

Accommodation as the direct factor related to customer satisfaction in the tourism industry, it influent the impression of the whole service quality in the specific place by customers (Ahire and Dreyfus, 2015). Therefore, as the main factor to measure the service quality in tourism, the service quality of accommodation become the most important factor in the study (Hudson, Hudson and Miller, 2014).



### 2.3.4 Tourist Attractions

According to Medlik (1993), tourist attraction has been considered as a designed location to provide entertainment, diversion and education for the public. The definition of tourist attraction has been changed to that: a place has specific cultural and natural characteristics with a unique name (Damiannah and John, 2017). Thus, tourist attractions should have the characteristics: (1) relying on tourist attractions, including natural and artificial attractions; (2) involving various related infrastructure; (3) having a clear geographical scope; (4) operating and managing tourism activities (Terry and Zhang, 2014).

The characteristics of tourist attractions are mainly reflected in three aspects: integrity, regionalism and innovation (O'Neill, 2012). The specific natural, social, cultural and historical environment will breed different tourist attraction (Park and et al., 2015). The local culture style and characteristics will make tourist attraction show various distinguish and regional characteristics (Damiannah and et al., 2017)

The service quality of tourist attractions refers to the degree of material and psychological satisfaction that the service provided to tourists by facilities, equipment and products (Millán and Esteban, 2012). The service quality is suitable for satisfying customers in terms of use value, which means tourists can enjoy the use value of service during traveling and obtain the material and psychological gratification (Tian and Crompton, 2013). The service quality of tourist attraction is inseparable from the service quality of tourism industry, tourist will evaluate the service quality of tourism industry based on the quality of tourist attraction (Petzer, et al., 2012).

According to Wang (2012), in order to reflect the experience of tourism products, the service quality of tourist attraction can be divided into functional quality and technical quality. Technical quality is an important component of product quality in tourist attractions and the basis of core interests of tourists, especially resource-based tourist areas (Kachwala, et al., 2018). When the technical quality is certain, or the technical

quality is reduced by irresistible factors, the functional quality plays a decisive role in tourists' satisfaction (Fan, 2013). Therefore, improvement of functional quality can better make up for the shortcomings caused by the technical nature and decline, so that tourists can obtain more satisfaction (Guo, 2012).

Wang (2017) put forward that service quality of tourist attractions includes two aspects: one is the quality of tangible products, the other is the quality of intangible products. The quality of tangible products is mainly manifested in the facilities, equipment and physical goods in tourist attractions, and the quality of intangible products is manifested in the service provided by staff in tourist attractions (Burns, Graefe and Absher, 2013). As far as the relationship between these two aspects, the quality of tangible products is the basis of the quality of intangible products and the quality of intangible products is created through labors on the basis of tangible products, which shows the essential expression of the service quality in tourism industry (Gotlieb, et al., 2012). Bo and Zhang (2016) stated that tourists evaluate the service quality of tourist attractions in several factors below:

Service facilities and equipment reflect the service ability of tourism enterprises and the manifestation of tangible service of enterprises (Wang, 2017). The perfection, comfort and beauty of facilities have a direct influence on the quality of service, which means facilities are the basis of service quality in tourist attractions (Dang and Zhou, 2015).

Environment mainly manifests in the environmental hygiene, the spatial structure, the environmental layout as well as the place facility decoration and so on (Bo and Zhang, 2016). In addition, service quality of environment is also related to the service quality of restaurant and shopping (Wang, 2017).

Activities: the service quality of activities includes service level, service attitude, service skills, service methods, staff behavior, service standards, service efficiency, courtesy and so on (Bo and Zhang, 2016). This content is an important form and content of service quality in tourist attractions (Wang, 2017).

Therefore, the service quality of tourist attraction is a significant influential factor in the service quality of tourism (Bo and Zhang, 2016). Customers evaluate the service quality of tourist attraction according to their real experience and relate the evaluation to the service quality of the whole local tourism industry (Dang and Zhou, 2015).

## **2.4 Gaps in the Literature**

Through the thorough review of the preceding literature and theories, there are many studies to research the relationship between service quality and customer satisfaction or customer perceptions (Valarie, Zeithml, and Leonard, 2016). However, researches about factors influence the service quality in different industry is limited, most researches used the same factors to analyze the service quality in the different field (Joseh, Brady and et al., 2014).

Moreover, there are inconsistencies in the definition and evaluation of service quality, which contribute to the different results regarding the relationship between quality, satisfaction, and performance (Jean, 2014). Ladhari (2013) found that there was less discussion about the distinction between the constructs of quality and level of tourist satisfaction, and less assessment of the relative influence on subsequent behavior (Joseh, et al., 2014). In the context of tourism, tourist satisfaction is of great significance to promoting the development of tourism. However, a lot of research has focused on customer perception or revisit intention rather than tourism satisfaction. (Brent and Gavin, 2012).

In addition, compared the research result in China and abroad, it is clear to find that there is a great gap in the customer satisfaction evaluation research in domestic and abroad (Fang and Zhang, 2014). In China, the amount of studies focuses on empirical research, especially concerned about the service quality in the specific industry (Li and Liu, 2013). In China, few theories focus on the western travel destinations where is emerging in recent years, especially the studies on the tourist satisfaction of western tourism industry are limited (Bo and Zhang, 2016).

Moreover, government research, business research and some scholar research use qualitative method to study the factors influencing the service quality of tourism industry, fewer scholars research use quantitative methods to research the service quality in tourism industry (Yi, Zhang and Feng, 2017).

## **2.5 Review of the Service Quality Model**

Parasuraman, Zeithaml and Berry (1988) put forward the Service Quality Model and began to study the evaluation of perceived service quality, especially research the factors that constitute the service quality. SERVQUAL theory is developing on Total Quality Management (TQM) theory, is one of the evaluation systems in the service industry and the “5 Gap Model” is the core of the theory (Figure 1) (Jain and Gupta, 2014). The level of service quality depends on the distinguish between the customer perception and the customer expectation (Carman, 2012). Thus, the customer expectation is the priority to improve the service quality and the key is to exceed the expectation of customers (LeBlanc, 2012).

Firstly, the model explains the formation of service quality (Valarie, et al. 2016). The first half of the model involves customer-related phenomena and the second half concerns service providers such as enterprises (Shanka, 2012). Customers’ expectations of service are influenced by their actual experience, personal needs and word-of-mouth communication (LeBlanc, 2012). The SERVQUAL model provides a basic framework

for analyzing and designing the service quality (Jain and Gupta, 2014). The quality gap is caused by inconsistent quality management (Fitzgerald and Chapman, 2015). There are five kinds of differences among the factors and the main gap is the expected service and perceived service gap, which is the core of the gap model (Gupta and Jain, 2014).

Gap 1: Service quality perception gap refers to the gap between consumer expectations and managers' perception (Shanka, 2012). The main reason for the gap 1 is that managers do not have a profound understanding of the characteristics of (Brent and Gavin, 2012).

Gap 2: Service quality standard gap refers to the gap between the service standards formulated by service providers and the customer service expectations perceived by management (Jain and Gupta, 2014). The reasons may be because the lack of commitment to the service quality, lack of goals or unclear mission standards (LeBlanc, 2012).

Gap 3: Service delivery gap refers to the distinguish between the standards of organization service quality and the actual service quality implemented (Shanka, 2012). The reason of the gap is the role conflict and ambiguity, improper configuration of man-machine and work, inadequate supervision and control system or lack of teamwork (Jain and Gupta, 2014).

Gap 4: Communication gap refers to the gap between actual services and service commitments in external communication, which means service delivery does not match external commitments (Brent and Gavin, 2012). The reason may be lack of communication or over commitment (Jean, 2014).

Gap 5: The gap between customer perception of the experience service (Shanka, 2012).

Parasuraman, Zeithaml and Berry (1988) put forward the "feeling-expectation" evaluation framework based on the 5 Gap model. Finally, SERVQUAL model has been established with 5 evaluation dimensions include: tangibility, reliability, responsiveness, assurance and empathy (Valarie, et al., 2016).

The level of service quality is closely related to customer perception (Jean, 2014). According to Gronroos (1982), the service quality level depends on customer perception, which means that the comparison between customer expectations of service quality and their actual experience. Therefore, based on the 5 dimensions, service quality can be measured by service quality model (Jean, 2014).

The five dimensions of SERVQUAL model basically cover all aspect of service quality in all industries (Chakrabarty, Whitten and Green, 2013). Based on previous literature, it is found that transportation, accommodation and tourist attractions are the main contents in the tourism process, and also the main part of evaluation in tourism service quality by customers (Zhang and Xu, 2012). Guided by the five dimensions of SERVQUAL model, the elements of service quality are reassembled according to three segments of transportation, accommodation and tourist attractions, so as to construct the evaluation method of tourism service quality (Jain and Gupta, 2014).

## 2.6 Conception Framework

Based on the previous study, a conceptual framework is formulated as below:

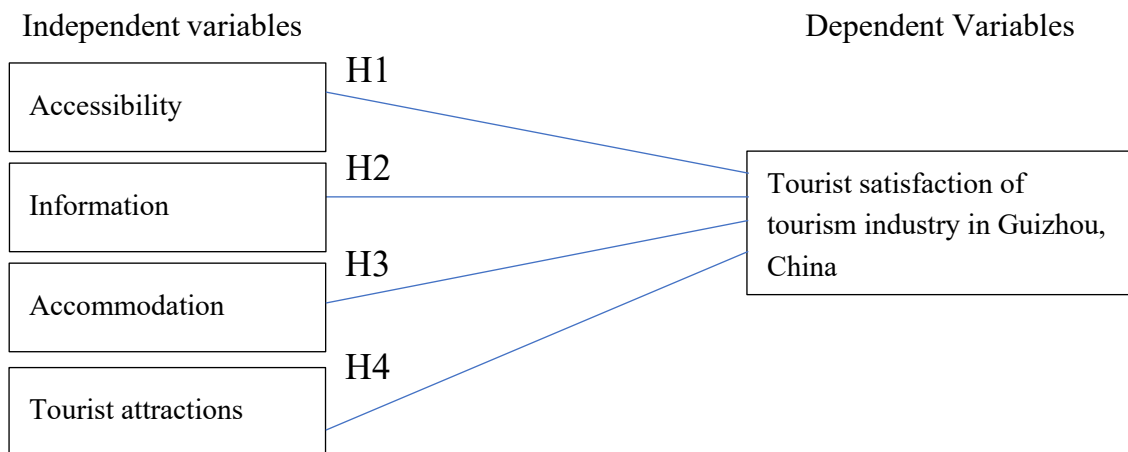


Figure 2: Conceptual Framework

## **2.7 Hypothesis**

Review to the past study and the above Conceptual Framework, hypothesis is developed below:

Hypothesis 1: Accessibility has a significant relationship with tourist satisfaction of tourism industry in Guizhou, China.

Hypothesis 2: Information has a significant relationship with tourist satisfaction of tourism industry in Guizhou, China.

Hypothesis 3: Accommodation has a significant relationship with tourist satisfaction of tourism industry in Guizhou, China.

Hypothesis 4: Tourist attractions has a significant relationship with tourist satisfaction of tourism industry in Guizhou, China.

## **2.8 Summary**

Therefore, this chapter analysis the service quality model and the factors influencing the tourism service quality based on the studies researched by domestic and abroad scholars. In addition, SERVQUAL model is the core theory for tourism service quality evaluation. Based on this theory, factors influencing the service quality of tourism can be evaluate appropriate.

## CHAPTER 3 RESEARCH METHODOLOGY

### 3.0 Overview

This chapter is going to introduce the research methodology. There are three tables which include research design table, questionnaire design table and measurement table. The content in the boxes describe the sample population, data acquisition methods, data analysis method, measurement of variables etc. The purpose of this chapter is achieved by questionnaire survey and correlation analysis.

### 3.1 Research Design

The research design refers to a series of methods and procedures used to collect and analyze variables specified in research questions (Vaus, 2015). The design of the study defines research types includes descriptive, correlation, experimental, review, and research design also involve in sub-type, research problem, hypotheses, independent and dependent variables, experimental design, and so on (McDonnell, 2015). The research design is a framework for finding answers to research questions and recommend the solution to solve problems. According to Vaus (2015), research design is critical for researchers to make the research more efficient and gather relevant maximum data in minimum invest.

The focus of descriptive design in this study is to research the relationship between accessibility, reliability, accommodation availability and related services of tourist attractions and the overall service quality of tourism industry in Guizhou Province. This study will collect relevant data by questionnaire survey which means deductive will be used to explain the relationship between independent variables and dependent variables quantitatively.



According to Sedgwick (2014), the process of collecting questionnaires and the degree of interference with the natural environment directly affect the causality and relevance of the research. However, the extent of researcher interfere in this study will be minimal, because of this study research the event as they normally occur. In addition, this study only distributes the questionnaire to the respondents and not interfering with the work, because they can answer the questions without influence.

The study setting of this study is non-contrived because questionnaires cannot manipulate the environment in which conducting the research (Sedgwick, 2014). It means that the data can be collected in a natural setting.

### **3.2 Unit of Analysis**

According to Case and Hunter (2012), unit of analysis considered to be one of the most critical entities analysis in the study, which used to argue the relationship between independent variables and depend on variables. Further elaboration can be made on who and what problems the researchers studied to conclude the study (Rupp, 2013). Individuals are recognized to be the most complex and typical units, but the result of the research to individuals will help to make more valuable and universal discoveries (Saunders, 2013). The individual units concerned in the study can represent the views of the most amount of population, which improves the applicability of the study (Case and Hunter, 2012). Moreover, unit of analysis is the key element in the study, and the overall results of the study depend on the output of its counterfeit unit. In this study, because the study focuses on the tourism, tourists are classified to individual. Therefore, the unit of analysis is individual.

### **3.3 Sampling Design**

Sampling design is an important step for scientific, accurate collection and analysis of data related to research topics to ensure that there is a correlation between the tested data and research assumptions (Cooper and Schindler, 2013). Reasonable sampling design is critical for ensures the data obtained can fully represent the target population (Bryman, 2015). In addition, the sampling design includes two elements: probability or non-probability sampling and sample size design. This study will collect data through the convenience plan.

#### **3.3.1 Sampling Plan**

Based on the sampling design of research methodology, this study takes the tourists who are touring Guizhou Province and those who have traveled to Guizhou Province in the past two years as the research objects, in order to accurately measure the service quality of tourism in Guizhou Province. Therefore, according to the Guizhou Tourism Administration (2018), the number of target tourists to Huangguoshu scenic spot is around 1.08 million. Due to the large number of the target customers, this study will approach the convenience sampling which is belonging to non-probability sampling. Because compared to other sampling techniques, convenience sampling is inexpensive and easily to available (Cooper and Schindler, 2014).

### **3.2 Sampling Size**

Sample size determination is an important part of any empirical research, which is used to select the observation value or repetition number of statistical samples (Dattalo, 2013). The purpose of the sample size calculation is to infer the characteristics of a group in some way based on the results of all sample value analysis (Leeming and Buchanan, 2014). In practice, the sample size used in the study is determined by the target data which need to collect, and in order to induce from random samples and avoid sampling errors or deviations, random samples need to be sufficient size (Hair, 2018).

Due to the limitation of research time, this study cannot investigate all tourists to Guizhou, the number of target customers is around 1.08 million per year in Huang Guoshu. Thus, according to Krejcie and Morgan (1970), the questionnaire needs to be collected at least 384 if the population is more than 1 million and the margin of error is 5%. Therefore, this study will investigate a minimum of 384 respondents for data analysis in this study.

<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384
<i>Note: N is Population Size; S is Sample Size</i>					<i>Source: Krejcie &amp; Morgan, 1970</i>				

Figure 3: Sample Size (Krejcie and Morgan,1970)

### 3.3 Questionnaire Design

Questionnaire is a widely used survey method, which is to design various types of questionnaires according to the purpose of the survey and adopt the sampling method to determine the survey samples, and to obtain the survey results through statistical analysis (Campbell, 2016). Questionnaire design strictly follows the principles of probability and statistics, so the survey method is scientific and easy to operate (Adiguzel, 2015).

Questionnaires can accurately reflect customers' intentions, experiences, behaviors and other expectation of researches (Campbell, 2016). Furthermore, questionnaires use to get better understand to the direct response of the respondents to the survey questions (Adiguzel and Wedel, 2015). In this study, the questionnaire will three main parts and six elements which in order to research the relationship between four factors and service quality of tourism industry.

Table 1: Questionnaire design

Section	Variable	Items	Source	Adopted / Adapted
A	Demographic profile	5	Kachwala, Bhadra and Bali, (2018)	Adopted
B (Dependent Variable)	Customer satisfaction	5	Nguyen, Nguyen and Phan, (2015)	Adapted
C (Independent Variables)	Accessibility	5	Marković and Janković, (2013)	Adapted
	Information	5	Marković and Janković, (2013)	Adapted
	Accommodation	5	Nguyen, Nguyen and Phan, (2015)	Adapted
	Tourist attractions	5	Marković and Janković, (2013)	Adapted

### 3.4 Measurements

#### 3.4.1 Analysis Tools

Analytical tools refer to the technologies used to analyze collected data for further development and use them in future decision-making (Cooper and Schindler, 2013). However, due to this study is quantitative analysis and approach questionnaires to collect data, the relevant analysis software named SPSS will be used in this study. SPSS as the most common analysis tools had be used in quantitative study which utilized to analyze the reliability of the questionnaire and the relationship between the identified variables through the pilot test.

### **3.4.2 Pilot Test**

Before the data analysis, this research needs to complete the pilot test that use to examine the feasibility of an approach that is intended to ultimately (Maryam, 2016). Pilot test. It is used in a larger scale study. The pilot test is an indispensable test for formulating questionnaires, which can check and identify irrelevant items or errors in the questionnaires so that researchers can find errors and correct them in time to ensure the quality of the questionnaires. (Pallant, 2013). Pilots test requires that it must collect more than 10%-20% of sample size (Wilson, 2012). Thus, in this study, there are 41 questionnaires were applied to run the pilot test.

Reliability is to test the internal consistence and reliability of data obtain, which is to ensure the data that collected must consistence (Cooper and Shindler, 2013). In reliability test, Cronbach alpha must more than 0.7 for every single item, then the result will be accepted (Bell and Bryman, 2015). If Cronbach alpha less than 0.7, it means items are not consistence, which should be removed (Zikmund et. Al., 2012). Based on Bryman and Bell (2015), it requires to keep the construct or items, if insufficient items for a construct, even the reliability test of Cronbach is not reliable.

### **3.4.3 Descriptive Information**

The demographic information to be obtained the related information such as race, sex, age, occupation, income level, and other characteristics related to the study (Conyette, 2015). In the design of the questionnaire, the research needs to break down the general survey subjects into meaningful groups, which will help researchers better understand the target population (Solomia, 2014). Thus, in this study, the target population is the tourist who has traveled to Guizhou, and this study consists 5 simple items on demographic information from the respondents, such as gende, the frequency of travel and during of stay. Moreover, the collected nformation of the participants has gathered anonymously in the research and would not be disclosed publicly in order to maintain the ethics.

### 3.4.4 Multiple Regression Test and Beta Coefficient Test

Multiple regression is a method of inferring the population from samples according to certain hypothesis conditions in mathematical statistics (Bell and Bryman, 2015). Multiple regression test is to determine whether relationship exists between the variables and whether the framework is able to explain the phenomenon (Cooper and Schindler, 2013). In order to analyze and prove whether the hypothesis proposed was accepted or rejected, this hypothesis was tested through regression analysis in the study (Zaslavsky, 2012). Based on the rules, If the result is more than 0.5 which means the model is fit for the study (Cooper and Schindler, 2013). However, if the result is less than 0.5, it considered that the framework is not suitable to explain the phenomenon (Bell and Bryman, 2015). Moreover, if the result is nearest to 1, the stronger the model fit (Cooper and Schindler, 2013).

In addition, Beta Coefficient test is the degree of change in the outcome variable for every one-unit of change in the predictor variable (Kliestik and Spuchlakova, 2016). The beta coefficients can be negative or positive. If the beta coefficient is positive, the interpretation is that for every one-unit increase in the predictor variable, the outcome variable will increase by the beta coefficient value (Mccune, 2016). If the beta coefficient is negative, the interpretation is that for every one-unit increase in the predictor variable, the outcome variable will decrease by the beta coefficient value (Cooper and Schindler, 2013).

### 3.5 Summary

This chapter explain the research method and the measurements in this study. According to the analysis in this chapter, this study approach quantitative research method and will collected 384 respondents through questionnaires. In addition, several methods were investigated to measure the reliability and validity prior to the inspection assumption during data analysis.

## CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

### 4.0 Overview

This chapter presents the key results of the analysis of the data collected from April 1st, 2019, to April 7th, 2019. In this study, 404 questionnaires were collected online, of which 404 were valid. This chapter uses descriptive analysis to analyze the attributes of the respondents. Then, the data of each item in the questionnaire are further analyzed in factor analysis and reliability test to ensure the appropriateness of the study. Multiple regression test and validity test are used to test the hypothesis of variables and observe the relationship between dependent variables and independent variables. These data are analyzed by SPSS 24.

### 4.1 Pilot Test

Based on Zikmund, Babin and Carr (2013), the pilot test uses to examine the feasibility of an approach that is intended to ultimately, which is used in a larger scale study. The rule of pilot test is that there must collect more than 10% to 20% simple size to run the test. In this study, the simple size is 404 and the pilot test need to collect among 41 questionnaires to run, which in order to ensure the feasibility.

#### 4.1.1 Reliability Test

In order to ensure the reliability and stability of the questionnaire, the reliability test is necessary (Cooper and Schindler, 2013). In this test, Cronbach's Alpha is used to measure the reliability, the bigger of the  $\alpha$ , the reliability of the questionnaire is higher, which means the questionnaire have well reliability and stability (Zikmund, Babin and Carr, 2013). Cronbach's Alpha equal to 0.6 as a demarcation line for the acceptability of questionnaire reliability (Bryman and Bell, 2015).

When Cronbach's Alpha is more than 0.7, it means the questionnaire with good

reliability, and if Cronbach's Alpha is higher than 0.8 or even greater than 0.9, it can be considered to have excellent reliability (Cooper and Schindler, 2013).

Table 2: Reliability Test

<b>Scale</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
Customer Satisfaction	0.881	5
Accessibility	0.866	5
Information	0.867	5
Accommodation	0.834	5
Tourist attractions	0.857	5
Factors of Service Attributes	0.888	20

From table 2, the Cronbach's Alpha of customer satisfaction is 0.881 and the Cronbach's Alpha of factors of service attributes is 0.888. The Cronbach's Alpha of accessibility, information, accommodation and tourist attractions which include in the factors of service attributes is 0.866, 0.867, 0.834 and 0.857 respectively. Because the Cronbach's Alpha of all component is more than 0.8, it shows the reliability of the questionnaire is excellent.

#### **4.2 Descriptive Analysis and Demographic of Respondents**

In this study, gender, age, income, the frequency of travel, during the stay and other basic data were analyzed for frequency statistics.



#### 4.2.1 Demographic of Respondents

Table 3: Demographic Profile

		Number	Percentage
Gender	Male	210	52.0%
	Female	194	48.0%
Age	20-30 years old	244	60.4%
	31-40 years old	118	29.2%
	Above 40 years old	42	10.4%
Income	Below 4000 RMB	24	5.9%
	RMB 4000- RMB 7000	264	65.3%
	RMB7001-RMB 10000	102	25.2%
	Above RMB 10000	14	3.5%
Frequency of travel	Once a year.	246	60.9%
	Twice a year.	120	29.7%
	More than three times a year.	38	9.4%
During of stay	1-3 days.	52	12.9%
	4-7 days.	256	63.4%
	8-15 days.	82	20.3%
	over 15 days. 15	14	3.5%

As shown in table 3, we can see that there are 210 Males from the respondents, the percentage is 52%, the proportion of Female is 48%, which means the percentage of female and male is basically same. Table 3 shows that the majority of tourists are between 20 to 30 years old, which account for 60.4%; there are 29.2% of the age between 31 to 40 years old tourists and 10.4% of tourists are above 40 years old. In terms of monthly income, 65.3% tourists' monthly income are between RMB 4000 to RMB 7000. The number of tourists with monthly income of RMB 7,000 to RMB 10,000 is 102, accounting for 25.2% of total tourists. Tourists with the monthly income below RMB 4000 is 5.9% and above RMB 10000 is 3.5%. Based on the data, about 60.9% tourists travel once a year, and 19.7% tourists travel twice a year, only 9.4% respondents travel more than three times a year. Besides, in terms of during of stay, the majority of tourists stay in destination around 4 to 7 days, which accounting for 63.4%; 20.3% of tourists prefer to stay for 8 to 15 days, 12.9% choose to stay for 1 to 3 days, and only 3.5% tourists choose to stay for more than 15 days.

#### 4.2.2 Descriptive Analysis

Table 4 Descriptive Statistics

Scale	Items	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
Customer Satisfaction	CS1	404	1.00	5.00	3.277	1.188	-0.461	-0.679
	CS2	404	1.00	5.00	3.555	1.191	-0.502	-0.594
	CS3	404	1.00	5.00	3.500	1.221	-0.403	-0.926
	CS4	404	1.00	5.00	3.480	1.180	-0.435	-0.776
	CS5	404	1.00	5.00	3.535	1.265	-0.389	-0.958
Accessibility	Acce1	404	1.00	5.00	3.564	1.260	-0.543	-0.733
	Acce2	404	1.00	5.00	3.683	1.109	-0.447	-0.510
	Acce3	404	1.00	5.00	3.678	1.145	-0.643	-0.483
	Acce4	404	1.00	5.00	3.609	1.171	-0.376	-0.984
	Acce5	404	1.00	5.00	3.792	1.194	-0.718	-0.481
Information	Inf1	404	1.00	5.00	3.589	1.222	-0.618	-0.608
	Inf2	404	1.00	5.00	3.594	1.300	-0.575	-0.775
	Inf3	404	1.00	5.00	3.347	1.148	-0.371	-0.382
	Inf4	404	1.00	5.00	3.520	1.032	-0.408	-0.152
	Inf5	404	1.00	5.00	3.540	1.050	-0.467	-0.132
Accommodation	Acco1	404	1.00	5.00	3.594	1.023	-0.382	-0.566
	Acco2	404	1.00	5.00	3.624	1.135	-0.719	-0.035
	Acco3	404	1.00	5.00	3.589	1.250	-0.671	-0.621
	Acco4	404	1.00	5.00	3.718	1.093	-0.589	-0.139
	Acco5	404	1.00	5.00	3.455	1.132	-0.611	-0.094
Tourist attractions	TA1	404	1.00	5.00	3.500	1.119	-0.395	-0.284
	TA2	404	1.00	5.00	3.624	1.143	-0.647	-0.050
	TA3	404	1.00	5.00	3.475	1.233	-0.422	-0.644
	TA4	404	1.00	5.00	3.802	1.220	-0.884	-0.038
	TA5	404	1.00	5.00	3.599	1.209	-0.733	-0.153

According to table 9 above, the descriptive statistic is used to analysis two parts of scales which include customer satisfaction and factors of service attributes. Mean value, standard deviation, skewness and kurtosis are contain in table 9, which in order to measure the basic level of the questions in the scale and the distribution of data presentation. In mathematical statistics, skewness and kurtosis of statistics are often used to judge whether data obey normal distribution (Cooper and Schindler, 2013). Klein (2014) believes that when skewness is less than 3 and kurtosis is less than 10, it means

that data does not deviate from normal distribution. The skewness of each item in table 9 is less than 3 and kurtosis is less than 10, which means that each item can obey normal distribution.

### 4.3 Hypothesis Test

According to the results of correlation test, the variables in this study are correlated. However, because the confounding effect between factors is not considered in correlation analysis and the causal relationship of correlation is unknown, so that this study uses multiple regression analysis to verify some hypotheses.

#### 4.3.1 Multiple Regression Test

Table 5 : Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.652 <sup>a</sup>	0.425	0.419	0.75854	2.109
a. Predictors: (Constant), Tourist attractions, Information, Accommodation, Accessibility					
b. Dependent Variable: Customer Satisfaction					

Based on Cohen, Manion and Morrison (2018), for small values (R-squared less than 25%), the percent of standard deviation explained is roughly one-half of the percent of variance explained. The result shows that R Square is 0.425, which means this is 42.5% of variance in the dependent variable (customer satisfaction) which can be explained by the independent variables (accessibility, information, accommodation and tourist attractions). This is an overall measure of the strength of association.

### 4.3.2 Beta Coefficients Test

Table 6: Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.046	0.211		-0.220	0.826		
	Accessibility	0.292	0.045	0.279	6.488	0.000	0.780	1.282
	Information	0.143	0.045	0.134	3.174	0.002	0.803	1.245
	Accommodation	0.379	0.048	0.333	7.882	0.000	0.807	1.239
	Tourist attractions	0.160	0.045	0.152	3.555	0.000	0.784	1.275
a. Dependent Variable: Customer Satisfaction								

According to Cohen (2018), when the beta is more than 0.1, t-value is more than 1.96 and the sig. is less than 0.05, then it can be explained as the independent variables have the significant relationship with dependent variable.

Hypothesis 1: Accessibility has a significant relationship with tourism satisfaction of tourism industry in Guizhou, China.

From table 6, beta is 0.279, t value is 6.488 and Sig. is 0.000, which can be explained as for increase each additional unit of accessibility, tourism satisfaction increased by 0.279 units, which means that customer evaluation of tourism satisfaction increased slightly. Therefore, hypothesis 1 can be accepted.

Hypothesis 2: Information has a significant relationship with tourism satisfaction of tourism industry in Guizhou, China.

Table 6 shows that beta is 0.134, t value is 3.174 and Sig. is 0.002. The data demonstrates that each additional unit of information, tourism satisfaction increased by 0.134 units, which means that customer evaluation of service quality increased slightly.

Therefore, there is a significant relationship with tourism satisfaction of tourism in Guizhou, China.

Hypothesis 3: Accommodation has a significant relationship with tourism satisfaction of tourism industry in Guizhou, China.

According to table 6, beta is 0.333, t value is 7.882 and Sig. is 0.000. The data reflect that each additional unit of accommodation increased, tourism satisfaction increased by 0.333 units. Therefore, there is a significant relationship between accommodation and tourism satisfaction of tourism in Guizhou, China.

Hypothesis 4: Tourist attractions has a significant relationship with tourism satisfaction of tourism industry in Guizhou, China.

Table 6 shows that, the beta is 0.152, t value is 3.555 and Sig. is 0.000. The data shows that each additional unit of tourist attractions increased, tourism satisfaction increased by 0.152 units. Therefore, there is a significant relationship between tourist attractions and tourism satisfaction of tourism in Guizhou, China.

#### **4.4 Summary**

In this chapter, factor analysis, reliability test and hypothesis test are carried out to verify the hypothesis. By testing the validity and reliability of the items, the reliability, stability and relevance of the items in the questionnaire were determined. The results show that four indicators, including accessibility, information, accommodation and tourist attractions have positive influence on customer satisfaction of Tourism in Guizhou, China.

## CHAPTER 5 CONCLUSION AND RECOMMENDATION

### 5.0 Overview

This chapter summarizes and discusses the results obtained from the data in the previous chapter. Subsequently, according to the conclusions obtained, some suggestions which can be helpful to the academic and the tourism industry in Guizhou Province is given. The limitations of the study and suggestions for future studies on improving tourists' satisfaction are discussed follow.

### 5.1 Research Findings

#### 5.1.1 Findings from Demographic Factor

Participants in the survey were mainly between 20 and 30 years old, 65.3% of responders' income is between RMB 4000 to RMB 7000. Besides, mainly tourists prefer to stay in Guizhou between 4 and 7 days.

#### 5.1.2 Answering the Research Questions

The purpose of this study is to find four factors include accessibility, information, accommodation and tourist attractions which can influence the tourist satisfaction of tourism industry in Guizhou, China.

- i. Is there any relationship between accessibility and tourist satisfaction in Guizhou, China?

According to the results of Chapter 4, there is a significant positive relationship between accessibility and tourist satisfaction, which means that accessibility can influence on tourist satisfaction. Based on the result, the mean value of satisfaction of accessibility is around 3.6 (the scale is from 1 to 5), which can be explained as tourists recognize that the accessibility in Guizhou cannot achieve the expectation, especially the

tourists think that the optional choice of the vehicle only reaches the general level. Besides, the feeling of safety is the basic demand of customers which will influence the tourist satisfaction to a large extent (Meng, 2014). However, from the result, the value of the safety is slightly higher than the standard (mean value is 3.68), which means tourists think the safety and security do not reach to the expectation. The tourism infrastructure construction in Guizhou is still relatively weak. Compared with mature tourism cities such as Yunnan, infrastructure construction in Guizhou cannot meet the demand of tourists (Han, Ming and Zhang, 2017). The survey results in this paper fully show that the infrastructure of transport and the convenience are only reaching to the stander level (The mean value of infrastructure of transport and convenience are nearly 3.7 respectively).

- ii. What is the relationship between information and tourist satisfaction in Guizhou, China?

Based on the result in chapter 4, there is a significant relationship between information and tourist satisfaction in Guizhou, China. Destination tourism information not only plays an important role in tourists' travel planning but also has a profound influence on tourist satisfaction (Bai and Zhang, 2012). Reliable information can bring tourist a sense of security, and also can improve the evaluation of the service quality of the destination (Hu and Jiang, 2014). According to the data, reliable information can influence the tourist satisfaction and tourism information in Guizhou cannot provide comprehensive information for tourists. Based on the Tourism Report of Guizhou Province (2018), tourists complained about the confusion caused by unreliable information. The survey shows that tourists' evaluation of the integrity and reliability of information around the airport is lower than that of hotels, scenic spots, and other places. Moreover, the tourism information in Guizhou can provide some help to tourists to a certain degree.

- iii. Is there any relationship between accommodation and tourist satisfaction in Guizhou, China?

From the analysis in chapter four, the result shows that there is a positive influence between accommodation and tourist satisfaction. Good service of accommodation can increase the level of tourist satisfaction. Due to the hypothesis test shows, the value of the item of the courteous hotel staff is higher than other items in the questionnaire (mean value is 3.718), so that the service of hotel staffs can be accepted. Compare with the item of courteous hotel staff, the value of typical service quality for hotel category and ease of finding a way around the hotel is between 3.5 to 3.6. Thus, in order to improve the tourist satisfaction, the service of accommodation still need to develop and the facilities in accommodation also need to meet the expectation of tourists. Li (2017) states that accommodation as the direct factor related to the judgment of service quality in the tourism industry, it influent the tourist satisfaction of the whole tourism industry. Besides, if tourism managers ignore the tourists' satisfaction and perception with the accommodation and raising the price or lowing the quality service blindly, then customers will have a negative evaluation of the service quality of tourism (Fan, 2013).

- iv. What is the relationship between tourist attractions and tourist satisfaction in Guizhou, China?

Due to the data, tourist attractions have a positive influence on tourist satisfaction. Although Guizhou province has enriched nature resources and variety of attractions, the result from the hypothesis test shows that the tourist attractions can achieve their expectation to a certain extent. However, the mean value of tourist attractions is around 3.4 to 3.8 which means the satisfaction level still low. Especially, Guizhou's profound cultural heritage has not been fully demonstrated to tourists, so the mean value of this part is only 3.4 points. Bo and Zhang (2016) put forwards that the nature of the destination, the diversity of the culture and the service quality of tourist attractions are the significant influential factors which can influence the tourist satisfaction of tourism industry in China.



Moreover, the tourist satisfaction with tourist attraction is inseparable from the service quality of tourism industry, tourist will evaluate the service quality of tourism industry based on the quality of tourist attraction (Wang, 2017).

Therefore, the data shows that there is significant positive relationship between accessibility, information, accommodation and tourist attraction. The satisfaction level of four parts is still low, which means the tourism service quality in Guizhou cannot meet the expectation of tourists.

## **5.2 Contributions**

### **5.2.1 Theoretical Contributions**

In an academic aspect, this research applies the theory of customer satisfaction to tourism and investigates the tourist satisfaction from four aspects: accessibility, information, accommodation and tourist attractions, which is different with the previous researches. Thus, this research provides theoretical contribution to academic. Because the survey uses different factors and methods to analyze the customer satisfaction from the previous research, it can provide some help and data support for future empirical research on tourism development in Guizhou Province. Besides, this paper combines tourism satisfaction with practical problems to provide data for helping the government to improve the service quality of the tourism industry.

### **5.2.2 Recommendations for Industry**

- i. Strengthen infrastructure construction and improve accessibility

Li (2014) pointed out that perfect accessibility is the basis of tourism development. The accessibility of tourism in Guizhou Province is still in the stage of development and cannot fully meet the demands of tourists (Ma, Liang and Li 2014). Therefore, strengthening infrastructure construction has become the primary task of developing

tourism. In addition, reasonable planning of transportation routes, linking the tourist attractions in different regions, reducing the travel costs of tourists, thereby improving the satisfaction of tourists.

ii. Improve the reliability of tourism information and facilitate tourists

The development of tourism in Guizhou Province is relatively weak compared with the surrounding tourism provinces (Guizhou Tourism Administration, 2018). Tourists have a misunderstanding with Guizhou, which restricts the development of tourism (Guizhou Data, 2018). Therefore, the propaganda of tourism-related knowledge of Guizhou Province should be strengthened so that tourists can understand Guizhou in an all-around way and have willing to travel to Guizhou. Moreover, reliable tourism information can help tourists form better planning and reduce the confusion of tourists, thereby improving the satisfaction of tourists for the quality of tourism services in Guizhou Province.

iii. Establish standardized service system to meet the objectives of tourism development

According to the tourism service industry in Guizhou (Guizhou Tourism Administration, 2018), the standard system of service facilities, signs, environment, management, service quality, and evaluation should be established to meet objectives of service industry development. Implement service standards, improve the overall level of tourism service in the region; comprehensively organize and implement service standards, standard service behavior, implement major service process standards for enhancing the service quality of staffs in tourism. Service standardization can improve the environment, facilities, behavior, process, and qualifications of service personnel of tourism services, satisfy tourists' demands for services, and thus guarantee or improve service quality.

- iv. Create high-quality tourist attractions and realize sustainable development of Guizhou tourism

The tourist attractions in Guizhou Province need scientific planning and layout, the elaborate design of tour routes, optimization of time and space allocation, in order to gradually establish a tourism pattern with obvious regional characteristics and complementary human culture and natural landscape. Give full play to the advantages of Guizhou's tourism resources, vigorously develop ethnic minority cultural scenic spots, so as to provide different tourist experiences for tourists and improve their satisfaction.

### **5.3 Limitation of the Study**

Although this study has completed the empirical analysis of the factors influencing on tourists' satisfaction in Guizhou Province through quantitative analysis, due to the limitations of knowledge and ability level, investigation resources and conditions, there are still some limitations in this paper, which need to be further improved in the future.

- i. Time limited: Firstly, due to time constraints, the sample size and location of data collected in this study are limited. The questionnaire can only be distributed and studied to 404 tourists who traveled to Huangguoshu scenic spot in Guizhou Province. The sample size of the data is not enough to represent the satisfaction of the whole tourists to the tourism industry of Guizhou Province. Therefore, the accuracy and reliability of the study are reduced.
- ii. Deficiencies in questionnaire design and collection. The questionnaire of this study is conducted online. The effectiveness of the results depends entirely on the degree of concentration or attention of the respondents. Moreover, the design of the questionnaire may not be thorough enough to understand the factors influencing tourists' satisfaction in a deeper context.

iii. Fewer factors had analyzed. in the study, only discusses four factors which influencing the tourists' satisfaction. There are many factors influence tourists' satisfaction, and different dimensions of each factor also have an impact on tourist satisfaction. Therefore, this study is not enough to represent the satisfaction of service quality of Guizhou tourism industry as a whole.

#### **5.4 Future Study Recommendation**

This study investigates tourist satisfaction from four aspects: accessibility, information, accommodation and tourist attractions. The content of the survey cannot fully reflect tourist satisfaction with Guizhou tourism. Therefore, future surveys need to investigate the factors influencing on tourist satisfaction from multi-dimensional and multi-level, in order to make the survey results more objective and rigorous, so as to provide theoretical support for the development of tourism in Guizhou Province.

In addition, the design of the questionnaire needs to be improved in future research. The gap between tourists' expectations and perception after experience should be measured, so as to understand tourists' satisfaction more accurately. Furthermore, the sample size must to enlarge in the future in order to improve the reliability and validity of the research.

#### **5.5 Conclusion**

In summary, through the research findings and discussions on the impact of tourist satisfaction to Guizhou tourism, this study aims at a more in-depth interpretation of the service quality of Guizhou tourism. Based on the analysis of the data, this research discusses the hypothesis and puts forward relevant suggestions, hoping for provide data support for the future development of tourism in Guizhou Province.

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## Appendix

### Appendix 1: MBA Project Log

#### PROJECT PAPER LOG

This is an important document, which is to be handed in with your dissertation. This log will be taken into consideration when awarding the final mark for the dissertation.

<b>Student Name:</b>	<b>Gong Wen</b>
<b>Supervisor's Name:</b>	<b>Lim Kim Yew</b>
<b>Dissertation Topic: SERVICE QUALITY OF TOURISM INDUSTRY IN GUIZHOU, CHINA</b>	

## SECTION A. MONITORING STUDENT DISSERTATION PROCESS

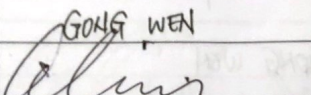
The plan below is to be agreed between the student & supervisor and will be monitored against progress made at each session.

Activity	Milestone/Deliverable Date			
	January	February	March	April
Determine the title of the study	21			
Determine the research framework		1		
Elaborate the relationship between IV and DV		11		
Determine the sampling process		18		
Determine the research methodology		25		
Determine the data analysis techniques and tools			4	
Determine the chapter 3			12	
Determine the chapter 4				2
Determine the chapter 5				9
Confirm the PPT slides				12

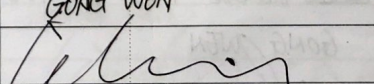
## SECTION B. RECORD OF MEETINGS

The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.

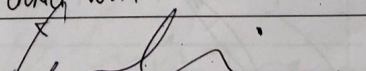
**Meeting 1**

Date of Meeting	24/01/2019
Progress Made	Submit the summary of chapter 1, chapter 2 and chapter 3
Agreed Action	1. Enhance the conceptual framework 2. Write chapter 1, 1.5 to 1.8
Student Signature	GONG WEN
Supervisor's Signature	

**Meeting 2**

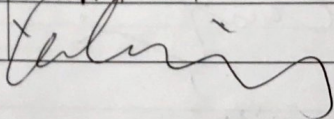
Date of Meeting	15/02/2019
Progress Made	Complete chapter 1 and chapter 2
Agreed Action	Adjust one factor = change factor "public transportation" to "Accessibility", and add the factor "reliability"
Student Signature	GONG WEN
Supervisor's Signature	

**Meeting 3**

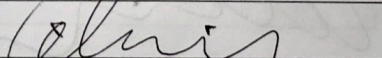
Date of Meeting	21/02/2019
Progress Made	Finish the adjustment of chapter 1 and chapter 2
Agreed Action	Change the RQ, RO and enhance Hypotheses
Student Signature	GONG WEN
Supervisor's Signature	



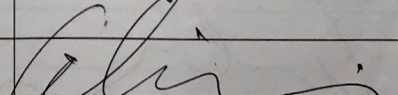
**Meeting 4**

Date of Meeting	28/02/2019
Progress Made	Complete chapter 1 and chapter 2
Agreed Action	Finish chapter 3
Student Signature	GONG WEN
Supervisor's Signature	

**Meeting 5**

Date of Meeting	8/03/2019
Progress Made	check chapter 3
Agreed Action	Modified the research Methodology. <del>delete</del> delete Factor analysis part
Student Signature	GONG WEN
Supervisor's Signature	

**Meeting 6**

Date of Meeting	18/03/2019
Progress Made	check PD PPT
Agreed Action	1. modified Abstract: must include objective. 2. Add "gaps" in statement of the problem 3. modified significance of research.
Student Signature	
Supervisor's Signature	



**Meeting 7**

Date of Meeting	21/03/2018
Progress Made	Feedback of the proposal defend.
Agreed Action	1. modified the scope of the study 2. modified chapter 3
Student Signature	GONG WEN
Supervisor's Signature	

**Meeting 8**

Date of Meeting	27/03/2018
Progress Made	prepare for questionnaire
Agreed Action	1. Clarified the DV of this study is Customer satisfaction 2. Items in questionnaire must be adapt or adopt.
Student Signature	GONG WEN
Supervisor's Signature	

**Meeting 9**

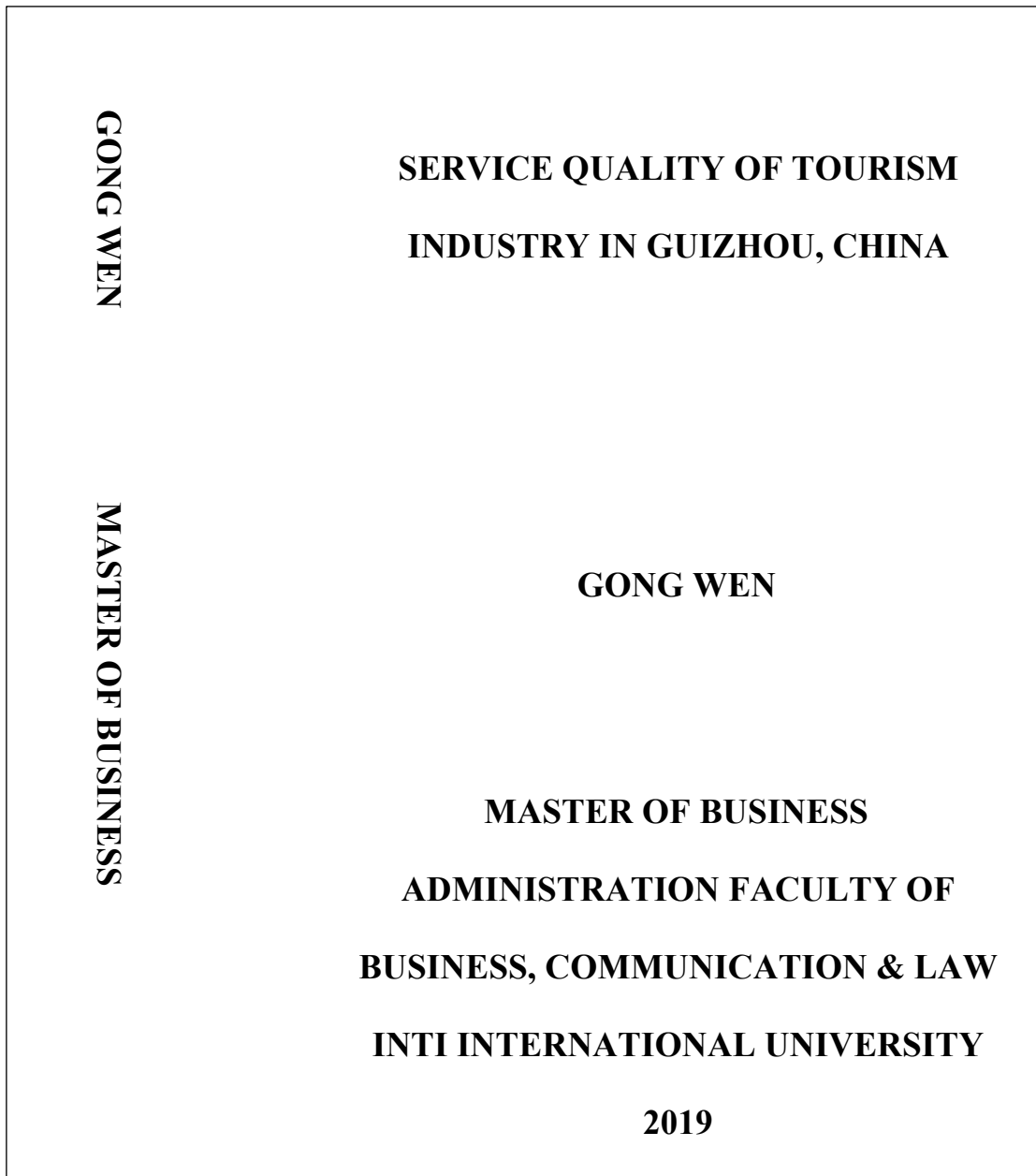
Date of Meeting	04/04/2018
Progress Made	check chapter 4
Agreed Action	1. No need to do the factor analysis because the items in questionnaire are adapt and adopt. 2. prepare for chapter 5.
Student Signature	GONG WEN
Supervisor's Signature	

**Meeting 10**

Date of Meeting	11/04/2019
Progress Made	check chapter 5 and give recommendation for final project presentation.
Agreed Action	1. Modified the findings and discussions. 2. Add some previous review to support the findings.
Student Signature	GONG WEN
Supervisor's Signature	

**Appendix 2 Example of Spine and Cover of the Thesis**

**Example of Spine and Cover of the Thesis**



### Appendix 3 Declaration

#### DECLARATION

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

Name: GONG WEN

Student ID: I18014287

Signature: GONG WEN

Date: 25 / 04 / 2019

**Appendix 4 Title Page**

**TITLE PAGE**

**INTI INTERNATIONAL UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION**

**SERVICE QUALITY OF TOURISM INDUSTRY IN GUIZHOU, CHINA**

**Author: GONG WEN**

**Student No: I18014287**

**Supervisor: DR. Lim Kim Yew**

**Submission Date: 25/04/2019**

**Final Word Count: 13920**

## Appendix 5: Initial Research Proposal Paper

### INTI International University

#### Master of Business Administration MGT7999

#### Initial Research Paper Proposal

<b>STUDENT NAME &amp; ID NO</b>	GONG WEN
<b>BROAD AREA</b>	Marketing
<b>Concise Title</b>	SERVICE QUALITY OF TOURISM INDUSTRY IN GUIZHOU, CHINA
<b>Problem Definition</b>	Complains of Guizhou tourism service quality have increased rapidly, which had received 310 complaints in 2017 (National Tourism Administration, 2018). Main complaints focused on tourist attractions, transport, information and accommodation (Guizhou Tourism Administration, 2018).
<b>Research Questions/ Objectives</b>	RO1: To determine the relationship between accessibility and customer satisfaction of tourism industry in Guizhou, China. RO2: To assess the relationship between information and customer satisfaction of tourism industry in Guizhou, China. RO3: To evaluate the relationship between accommodation and customer satisfaction of tourism industry in Guizhou, China. RO4: To measure the relationship between tourist attraction and customer satisfaction of tourism industry in Guizhou, China. RQ1: Is there any relationship between accessibility and customer satisfaction of tourism industry in Guizhou, China? RQ2: What is the relationship between information and customer satisfaction of tourism industry in Guizhou, China? RQ3: Is there any relationship between accommodation and customer satisfaction of tourism industry in Guizhou, China? RQ4: What is the relationship between tourist attractions and customer satisfaction of tourism industry in Guizhou, China?

<b>Scope of Study</b>	The scope of this study is to explore how to improve the quality of tourism services in Guizhou, and factors in this study tend to focus on four aspects: accessibility, information, accommodation and service in tourist attractions. This study collects the data from the Huangguoshu Scenic Spot, which receives 1.08 million visitors in 2018
<b>Significance of the Research</b>	<p>Theoretical: although there are many scholars analyze tourist satisfaction before (Bao and Hu, 2012; Bo and Zhang, 2016; Dang and Zhou, 2015), researches about tourist satisfaction in Guizhou tourism industry are limited (Hou, 2016). The information in this research can be used in subsequent research work.</p> <p>Practical: the purpose of this study is to analyze the tourist satisfaction of tourism industry in Guizhou and find out the main factors affecting the tourist satisfaction. Thus, this study will provide supplementary information for the government to reassess the customer satisfaction of the tourism industry in Guizhou.</p>
<b>Literature Review</b>	<p>Damiannah and John (2017) designed 7 dimensions include 28 targets to evaluate the service quality of the Kenya national park, and these indicators play an important role in improving the effectiveness and applicability of service measurement.</p> <p>Kotler and Keller (2014) interprets customer satisfaction as a state of pleasure or disappointment acquired by an individual by comparing the expectation of the product with the perceived result after that.</p>
<b>Research Methodology</b>	<p><b>Unit of analysis:</b> Individual, because investigate tourists</p> <p><b>Population &amp; Sample:</b> A non-probability, convenience sampling of 384 tourists should be drawn from a population of 1.08 million tourists per year who were traveling in Huangguoshu.</p> <p><b>Data collection method:</b> This study use quantitative research methods and collect data by online questionnaire.</p> <p><b>Analysis of the Results /Statistical Analysis:</b> This study adopts descriptive and inferential statistical analysis. SPSS used to analyze the data</p> <p><b>Descriptive Analysis:</b> This study consist 5 simple items on demographic information from the respondents, such as Gender, Age, Income level, frequency of travel and during of state.</p> <p><b>Inferential Analysis:</b> Reliability Test, Multiple Regression. Beta Coefficient is used in testing research hypotheses</p>

## Appendix 6 Turnitin Report

Match Overview			×
<b>8%</b>			
<			>
1	Submitted to Berjaya U... Student Paper	1%	>
2	Submitted to Anglia Ru... Student Paper	1%	>
3	files.aiscience.org Internet Source	<1%	>
4	Jiazhen Huo, Zhisheng ... Publication	<1%	>
5	www.researchgate.net Internet Source	<1%	>
6	Submitted to Mont Bla... Student Paper	<1%	>
7	www.ukessays.com Internet Source	<1%	>
8	Submitted to Middlese... Student Paper	<1%	>

## Appendix 7 Questionnaire

### Questionnaire About Tourism Service Quality in Guizhou, China

Dear respondents,

I am a final year student of Master of Business Administration (MBA), INTI International University. I am conducting a study on the service quality and tourism satisfaction in China's Guizhou tourism industry. I am honored to invite you to participate in and complete this survey. The answers and information in the questionnaire you filled out are confidential and are used only for the purposes of this study. This questionnaire will consist of questions and will take you maximum 5 minutes to complete. Please read the instructions carefully before answering the questions. Your participation will greatly contribute to the success of the survey. I am very grateful for your help in participating in this survey. This survey information is for academic use only.

Thank you for your cooperation. Thank you!

#### Section A: Personal information

**Please fill your personal demographic characteristics by ticking (√) in a box that you think suitable.**

1. Gender       Male                       Female

2. Age range

20-30 years old

31-40 years old

41-50 years old

Above 50 years old



3. Average Monthly income

- Below 4000 RMB
- RMB 4000- RMB 7000
- RMB7001-RMB 10000
- Above RMB 10000

4. How often do you travel?

- Once a year.
- Twice a year.
- More than three times a year.

4. During of Stay

- 1-3 days.
- 4-7 days.
- 8-15 days.
- over 15 days.

## Section B: Customer Satisfaction

Please rate your opinion what factors will affect you travelling satisfaction in terms of service quality by ticking (√) in a box that you think suitable.

	Strongly disagree	Disagree	Undecided	Agree	Strongly Agree
1.I have enjoyed my visit(s).					
2. Providing unique tourists' experiences.					
3. My visit(s) have exceeded my expectations.					
4. Cleanliness and hygiene at the place of stay.					
5. Price worthiness of food at the place of stay.					

### Section C: Factors of Service Attributes

Below are four factors that affect the quality of service. Please tick the appropriate box according to your feelings.

Please evaluate the following four points based on your experience and your opinion on the current situation of tourism in Guizhou, China.

<b><u>Factor1:</u></b> <b><u>Accessibility</u></b>	Strongly disagree 强烈不同意	Disagree 不同意	Undecided 不确定	Agree 同意	Strongly Agree 强烈同意
1. Accessibility to tourist attractions (multiple choice of vehicle).					
2. Feeling safety and secure.					
3. Good conditions of infrastructure of transportation.					
4. Convenience transportation to tourist.					
5. Convenient opening hours.					

<b><u>Factor2:</u></b> <b><u>Information</u></b>	Strongly disagree	Disagree	Undecided	Agree	Strongly Agree
1. Availability of tourist information center at tourist attractions.					
2. Availability of tourist information center at place of stay.					
3. Availability of tourist information center at airports/towns.					
4. Ease of communicating in a common language that both tourists and the local community are comfortable with.					
5. Interests in solving guests' problems.					

<b><u>Factor3:</u></b> <b><u>Accommodation</u></b>	Strongly disagree	Disagree	Undecided	Agree	Strongly Agree
1. Ease of finding a way around the hotel					
2. Typical service quality for hotel category					
3. Clean and tidy hotel					
4. Courteous hotel staff					
5. Available and clear information in a hotel					

<b><u>Factor4:</u></b> <b><u>Tourist attractions</u></b>	Strongly disagree	Disagree	Undecided	Agree	Strongly Agree
1. Natural beauty					
2. Variety of attractions (e.g. museums, historic and heritage sites, caves, et.)					
3. Richness of cultural heritage					
4. Scope for excitement/adventure (e.g. trekking, mountaineering, caving, visit to forest, etc)					
5. Quiet and peaceful atmosphere					

## 关于贵州省旅游业服务质量问卷调查

亲爱的游客,

我是马来西亚英迪国际大学工商管理硕士(MBA)的一名学生。我正在对中国贵州旅游业服务质量及客户满意的影响进行研究。我很荣幸邀请您参与并完成这项调查。您填写的问卷的答案和信息是保密的, 仅用于本研究目的。这份问卷由问题组成, 只需要大约 5 分钟就可以完成。在回答问题之前, 请您仔细阅读说明。您的参与将大大有助于调查的成功。我非常感谢您在参与本次调查中提供的帮助。本调查资料仅供学术用途。

感谢您的合作。 谢谢你!

### 第一部分:个人信息

请在方框里勾选您认为符合您个人信息的选项。

1. 性别  男  女

2.年龄区间

二十岁到三十岁

三十一岁到四十岁

四十一岁到五十岁

超过五十岁

3.月平均收入

- 四千人民币以下
- 四千人民币到七千
- 七千零一到一万人民币
- 超过一万人民币

4.你旅游的频率

- 一年一次
- 一年两次
- 一年三次以上

5. 停留时间

- 1-3天
- 4-7天
- 8-15天
- 15天以上

## 第二部分：顾客满意度

请根据您在旅行途中服务质量对您个人体验的影响进行评估，在您认为最合适的方格打勾。

顾客满意度	强烈不同意	不同意	不确定	同意	强烈同意
1. 我享受我的出行					
2. 目的地提供很好的游客体验					
3. 我的游玩超出了我的预期。					
4. 所到之处干净卫生					
5. 所到之处的物价正常					

## 第三部分：影响服务的因素

下面将会列举四点影响服务质量的因素。请按照您的感受在相应的方格内打勾。

请根据您的体验和基于中国贵州的旅游现状的对以下四点进行评估。

<u>因素一：可达性</u>	强烈不同意	不同意	不确定	同意	强烈同意
1. 旅游景点易到达					
2. 安全感					
3. 景点基础设施完善					
4. 景点交通便利					
5. 方便的营业时间					



<u>因素二：信息</u>	强烈不同意	不同意	不确定	同意	强烈同意
1. 景点配备游客信息中心					
2. 酒店配备游客信息中心					
3. 机场/市区配备游客信息中心					
4. 与顾客的语言沟通能力					
5. 乐于帮助旅客解决问题					

<u>因素三：住宿</u>	强烈不同意	不同意	不确定	同意	强烈同意
1. 酒店周边交通便利					
2. 酒店行业的普遍服务质量较好					
3. 干净和整洁的酒店					
4. 彬彬有礼的员工					
5. 酒店信息清晰易获取					

<u>因素四：景区</u>	强烈不同意	不同意	不确定	同意	强烈同意
1. 自然风光引人入胜					
2. 具有多种类的景点（博物馆，历史文化遗等）					
3. 丰厚的文化底蕴					
4. 多种多样的游玩项目					
5. 安静祥和的氛围					

## Appendix 8 Ethic Form



### SOCIAL SCIENCES, ARTS AND HUMANITIES ECDA ETHICS APPROVAL NOTIFICATION

**TO** Gong Wen  
**CC Dr.** Lim Kim Yew  
**FROM** Dr Tim Parke, Social Sciences, Arts and Humanities ECDA Chair **DATE**  
29/03/2019

---

Protocol number: **cBUS/PGT/CP/04040**

Title of study: Service Quality of Tourism Industry In Guizhou, China

Your application for ethics approval has been accepted and approved with the following conditions by the ECDA for your School and includes work undertaken for this study by the named additional workers below:

#### **Approval Conditions:**

The supervisor must see and approve the interview schedule prior to data collection commencing.

This approval is valid:

From: 29/03/2019

To: 15/04/2019

**Additional workers: no additional workers named**

#### **Please note:**

**Your application has been conditionally approved. You must ensure that you comply with the conditions noted above as you undertake your research. You are required to complete and submit an EC7 Protocol Monitoring Form once this study is complete, available via the Ethics Approval StudyNet Site via the 'Application Forms' page**

**<http://www.studynet1.herts.ac.uk/ptl/common/ethics.nsf/Teaching+Documents?OpenView&count=9999&restricttcategory=Application+Forms>**

**If your research involves invasive procedures you are required to complete and submit an EC7 Protocol Monitoring Form, and your completed consent paperwork to this ECDA once your study is complete.**

**Failure to comply with the conditions will be considered a breach of protocol and may result in disciplinary action which could include academic penalties. Additional documentation requested as a condition of this approval protocol may be submitted via your supervisor to the Ethics Clerks as it becomes available. All documentation relating**

**to this study, including the information/documents noted in the conditions above, must be available for your supervisor at the time of submitting your work so that they are able to confirm that you have complied with this protocol.**

**Any necessary permissions for the use of premises/location and accessing participants for your study must be obtained in writing prior to any data collection commencing. Failure to obtain adequate permissions may be considered a breach of this protocol.**

**Approval applies specifically to the research study/methodology and timings as detailed in your Form EC1A. Should you amend any aspect of your research, or wish to apply for an extension to your study, you will need your supervisor's approval (if you are a student) and must complete and submit form EC2. In cases where the amendments to the original study are deemed to be substantial, a new Form EC1A may need to be completed prior to the study being undertaken.**

**Should adverse circumstances arise during this study such as physical reaction/harm, mental/emotional harm, intrusion of privacy or breach of confidentiality this must be reported to the approving Committee immediately. Failure to report adverse circumstance/s would be considered misconduct.**

**Ensure you quote the UH protocol number and the name of the approving Committee on all paperwork, including recruitment advertisements/online requests, for this study.**

**Students must include this Approval Notification with their submission.**

## Appendix 9 SPSS Output

### Case Processing Summary

		N	Marginal Percentage
Gender	Male	210	52.0%
	Female	194	48.0%
Age	20-30 years old	244	60.4%
	31-40 years old	118	29.2%
	41-50 years old	42	10.4%
Income	Below 4000 RMB	24	5.9%
	RMB 4000- RMB 7000	264	65.3%
	RMB7001-RMB 10000	102	25.2%
	Above RMB 10000	14	3.5%
Travel	Once a year.	120	29.7%
	Once a year.	246	60.9%
	More than three times a year.	38	9.4%
Time	1-3 days.	52	12.9%
	4-7 days.	256	63.4%
	8-15 days.	82	20.3%
	over 15 days. 15	14	3.5%
Valid		404	100.0%
Missing		0	
Total		404	
Subpopulation		50 <sup>a</sup>	

a. The dependent variable has only one value observed in 24 (48.0%) subpopulations.

## Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
CS1	404	1.00	5.00	3.2772	1.18819	-0.461	0.121	-0.679	0.242
CS2	404	1.00	5.00	3.5545	1.19116	-0.502	0.121	-0.594	0.242
CS3	404	1.00	5.00	3.5000	1.22119	-0.403	0.121	-0.926	0.242
CS4	404	1.00	5.00	3.4802	1.17969	-0.435	0.121	-0.776	0.242
CS5	404	1.00	5.00	3.5347	1.26463	-0.389	0.121	-0.958	0.242
Acce1	404	1.00	5.00	3.5644	1.25953	-0.543	0.121	-0.733	0.242
Acce2	404	1.00	5.00	3.6832	1.10878	-0.447	0.121	-0.510	0.242
Acce3	404	1.00	5.00	3.6782	1.14481	-0.643	0.121	-0.483	0.242
Acce4	404	1.00	5.00	3.6089	1.17057	-0.376	0.121	-0.984	0.242
Acce5	404	1.00	5.00	3.7921	1.19400	-0.718	0.121	-0.481	0.242
Inf1	404	1.00	5.00	3.5891	1.22200	-0.618	0.121	-0.608	0.242
Inf2	404	1.00	5.00	3.5941	1.30034	-0.575	0.121	-0.775	0.242
Inf3	404	1.00	5.00	3.3465	1.14840	-0.371	0.121	-0.382	0.242
Inf4	404	1.00	5.00	3.5198	1.03156	-0.408	0.121	-0.152	0.242
Inf5	404	1.00	5.00	3.5396	1.05007	-0.467	0.121	-0.132	0.242
Acco1	404	1.00	5.00	3.5941	1.02261	-0.382	0.121	-0.566	0.242
Acco2	404	1.00	5.00	3.6238	1.13463	-0.719	0.121	-0.035	0.242
Acco3	404	1.00	5.00	3.5891	1.25010	-0.671	0.121	-0.621	0.242
Acco4	404	1.00	5.00	3.7178	1.09344	-0.589	0.121	-0.139	0.242
Acco5	404	1.00	5.00	3.4554	1.13176	-0.611	0.121	-0.094	0.242
TA1	404	1.00	5.00	3.5000	1.11942	-0.395	0.121	-0.284	0.242
TA2	404	1.00	5.00	3.6238	1.14334	-0.647	0.121	-0.050	0.242
TA3	404	1.00	5.00	3.4752	1.23308	-0.422	0.121	-0.644	0.242
TA4	404	1.00	5.00	3.8020	1.22034	-0.884	0.121	-0.038	0.242
TA5	404	1.00	5.00	3.5990	1.20898	-0.733	0.121	-0.153	0.242
Valid N (listwise)	404								

### Case Processing Summary

		N	%
Cases	Valid	404	100.0
	Excluded <sup>a</sup>	0	0.0
	Total	404	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
0.881	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Acce1	68.3317	155.344	0.506	0.883
Acce2	68.2129	155.503	0.582	0.881
Acce3	68.2178	158.017	0.469	0.884
Acce4	68.2871	155.947	0.530	0.882
Acce5	68.1040	155.637	0.529	0.882
Inf1	68.3069	156.010	0.502	0.883
Inf2	68.3020	153.606	0.544	0.882
Inf3	68.5495	156.109	0.536	0.882
Inf4	68.3762	160.786	0.419	0.885
Inf5	68.3564	157.863	0.525	0.882
Acco1	68.3020	160.524	0.434	0.885
Acco2	68.2723	160.144	0.397	0.886
Acco3	68.3069	154.377	0.543	0.882
Acco4	68.1782	159.085	0.455	0.884
Acco5	68.4406	157.453	0.496	0.883
TA1	68.3960	156.265	0.547	0.882
TA2	68.2723	157.171	0.500	0.883
TA3	68.4208	155.401	0.517	0.883
TA4	68.0941	155.515	0.520	0.882
TA5	68.2970	157.053	0.472	0.884

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.916
Bartlett's Test of Sphericity	Approx. Chi-Square	4997.691
	df	300
	Sig.	0.000

### Descriptive Statistics

	Mean	Std. Deviation	N
Customer Satisfaction	3.4693	0.99525	404
Accessibility	3.6653	0.94938	404
Information	3.5178	0.93351	404
Accommodation	3.5960	0.87512	404
Tourist attractions	3.6000	0.94609	404

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.652 <sup>a</sup>	0.425	0.419	0.75854

a. Predictors: (Constant), Tourist attractions, Information, Accommodation, Accessibility

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.046	0.211		-0.220	0.826
	Accessibility	0.292	0.045	0.279	6.488	0.000
	Information	0.143	0.045	0.134	3.174	0.002
	Accommodation	0.379	0.048	0.333	7.882	0.000
	Tourist attractions	0.160	0.045	0.152	3.555	0.000

a. Dependent Variable: Customer Satisfaction