

The Tourist Satisfaction Based On The Service Quality Of Tourism In Guizhou , China

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Abstract

The purpose of this study is to explore the main factors affecting the service quality of the tourism industry in Guizhou. The research is quantitative based via questionnaire and responded by 404 tourists in Guizhou. Through Multiple Regression Analysis, accessibility, information, accommodation, and tourist attraction are found significant among Guizhou tourist with satisfaction. The main implication of the study is there is a need to explore the opportunity to ensure tourist satisfaction based on accessibility, information, accommodation, and tourist attraction. In addition, the main implication of this study is that provide 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. Meanwhile, this study combines tourism satisfaction with practical problems to provide data for helping the government to improve the service quality of the tourism industry.

Keywords

Tourist Satisfaction, Accessibility, Information, Accommodation, Tourist Attractions.

Introduction

The annual report also stated that the development level of the tourism service quality 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).

There is crucial need to find out the main factors which influence the tourist satisfaction and to analyze and improve the service quality of the tourism industry in Guizhou, China. As such,

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four research objectives (RO) are established for this research: 1) RO1: To determine the relationship between accessibility and tourist satisfaction in Guizhou, China. 2) RO2: To assess the relationship between information and tourist satisfaction in Guizhou, China. 3) RO3: To evaluate the relationship between accommodation and tourist satisfaction in Guizhou, China. 4) RO4: To measure the relationship between tourist attractions and tourist satisfaction in Guizhou, China.

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).

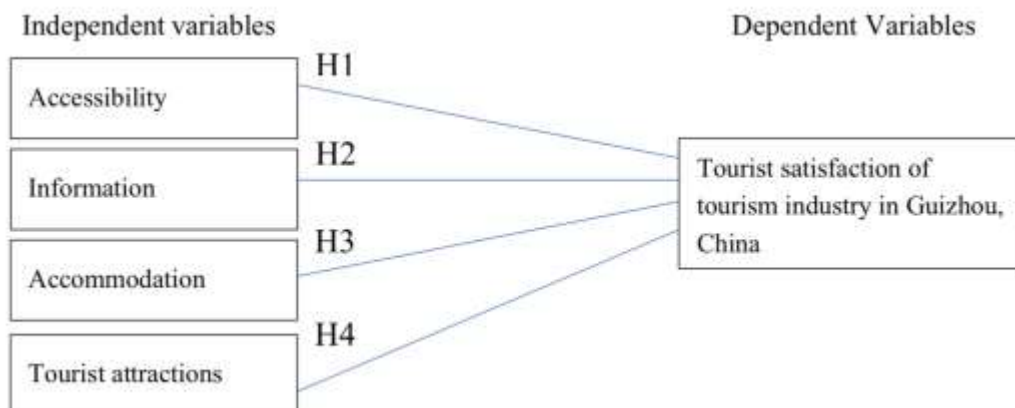
Accessibility has a great influence on the development of tourism because the convenience of transportation is related to tourist satisfaction. Tourists evaluate the accessibility in tourism industry based on several indexes: diversity of vehicles, the distance of the destination, quality of transport equipment and rationality of route arrangement (Lamb et al., 2016).

Reliability of information is the foundation of tourism development. 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. (Eichhorn & Buhalis, 2014).

Providing high-quality services in the hotel industry can lead customers to have a positive influence on the perception of value. 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).

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. Environment mainly manifests in environmental hygiene, the spatial structure, the environmental layout as well as the place facility decoration. Figure 1 shows the research framework for this study.

Figure 1: Conceptual Framework



Methodology

This study used quantitative research approach via questionnaire. The questionnaire is used to assess tourist satisfaction in Guizhou with accessibility, information, accommodation and tourist attraction. The respondents were asked to complete the questions based on the five-point scale from (1) strongly disagree to (5) strongly agree.

The population for this study is the tourists who are touring Guizhou Province and those who have traveled to Huangguoshu scenic spot (which is located in Guizhou) in the past two years. The number of target tourists is around 1.08 million per year. 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. Besides, due to the limitation of time and venue, this study will collect data through the convenience plan.

In this study, 404 questionnaires were collected online from April 1st, 2019, to April 7th, 2019, of which 404 were valid. This study 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.



Results and Discussion

Normality test in term of Skewness and Kurtosis are conducted on all dependent and independent variable. Skewness and Kurtosis for all variable are within the range of -1.0 to +1.0 suggested that data collected for all variables are normally distributed (Hair, 2007).

A reliability coefficient (Cronbac, 1955 of minimum 0.70 is used as the acceptance level for statistical reliability (Hair, 2011). Cronbach Alpha for all variables are analysed and the result shown Cronbach Alpha for all variable are above 0.70. Four hypotheses (H) are formulated as below;

H1: Accessibility has a significant relationship with tourist satisfaction of tourism industry in Guizhou, China.

H2: Information has a significant relationship with tourist satisfaction of tourism industry in Guizhou, China.

H3: Accommodation has a significant relationship with tourist satisfaction of tourism industry in Guizhou, China.

H4: Tourist attractions has a significant relationship with tourist satisfaction of tourism industry in Guizhou, China.

According to Cohen (2018), when the beta value 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 significant relationships with dependent variable. Refer to table 1, 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 is supported.

Table 1 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. Therefore, hypothesis 2 is supported.

According to table 1, 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. As such, hypothesis 3 is supported.

Table 1 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. Thus, hypothesis 4 is supported.

Table 1: Hypotheses Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t-value	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

In summary, the research finding shows that there is a positive significant relationship between tourist satisfaction and four aspects include accessibility, information, accommodation, and tourist attraction. The satisfaction level of four aspect is still low, which means the tourism service quality in Guizhou cannot meet the expectation of tourists.

In addition, the main implication of this study is that provide 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. Meanwhile, this study combines tourism satisfaction with practical problems to provide data for helping the government to improve the service quality of the tourism industry.

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