



Research on Service Quality Engineering Management of Tourist Destination —Taking the Yangtze Three Gorges for Example

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Abstract

Service quality management is a major engineering project in the study of tourist destination. Research on service quality engineering management of Tourist Destination is of very forward-looking and importance of realism and innovation. The Yangtze Three Gorges tourism collecting natural beauty, ancient sites and modern engineering miracle has been attracting visitors from all over the world. After the Three Gorges Project has become a must scenic spot for all cruise ships, the Three Gorges tourism is hotter. But more and more service quality issues are exposed. How to improve and guarantee service quality has become the key to promote Three Gorges tourism sustainable development. This paper used questionnaire empirical approach for travelers' opinions and gave a detailed analysis to how to promote the service quality of the Three Gorges tourism destination. © 2011 Published by Elsevier B.V. Selection and/or peer-review under responsibility of the Organising Committee of The International Conference of Risk and Engineering Management.

Keywords: tourism destination; service quality; travelers' opinions

1. Study background

Tourism Service Quality (TSQ) refers to the perception of tourism services provided by tourist enterprise or tourism management department. It directly affects tourists' satisfaction and purchase preference, also is the key factor to distinguish between tourism service products and increasing the competitiveness. In 2009 the notice of "Tourism service quality improvement programs" was issued by the national tourism administration, which proposed a comprehensive upgrading of TSQ has been a strategic issue for tourism industry transformation and long-term development. The quality of tourism destination as an important part of TSQ systems has been entrusted the upgrading heavy responsibility in the first place. Because tourism destination as the space carrier of all tourism activities, the promotion of quality can solve local social and environmental issues to some extent, form harmonious tourism environment, and satisfy tourists, thus produce great attraction for tourists, and then produce good economic benefits. The promotion of tourism destination quality can coordinate interests between tourists, traveling enterprise and social long-term development, and eventually promote overall TSQ levels.

The Yangtze Three Gorges (YTG) including Qutang, Wu and Xiling Gorge, is from Baidicheng of Fengjie in Chongqing on the west to Nanjinguan of Yichang on the east. It has unique natural scenery and rich humanistic connotation. As the first of 40 outstanding national scenic areas and one of 16 traveling hotlines that national emphasis to support to international market, it has been the hot travel destination at home and abroad. The YTG

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Foreign relevant researches with TSQ and customer satisfaction are more. Major areas have hotels, restaurants, national park, Theme Park, the Cruise Company, casinos, destination and so on (Marit C, Cunderser, et al, 1996)(Ekinci and Riley,1998). Australia scholars Madox R. N early began studying customer satisfaction of tourism destination. But difficulty was bigger, related researches were less (Bai Changhong, 2000). Domestic scholars' study about TSQ and satisfaction assessment was not much. The relevant research was always theoretical explanation and less empirical research, especially referring to the tourism destinations was least (Fu Quansheng, 2005).On specific research contents, whether foreign as well as domestic scholars have focused on the evaluation of the TSQ, and ignored further improving research on the basis of evaluation, so many research results have little actual guiding significance.

Based on this, the paper's purpose was to analyze the TSQ problems of YTG tourism destination, and perfect ways by double evaluation including visitors' perception and upgrading factors of the TSQ on the YTG tourism destination. Finally the paper provided the suggestions for tourism sustainable optimization development.

2. Research methods

2.1. Questionnaire design and samples' instructions

The investigation questionnaire has three parts, the first part was the evaluation of seven elements objective perception of TSQ of YTG, the second part was the scale of importance elements of YTG tourism promotion, and the 3rd part was the survey of demographic sociology features from interviewed tourists. The first two parts used Likert-type scale on a five-point scale. In the period from July 18 to 28, 2010, from Yichang to Chongqing by taking the sightseeing cruises, investigators took the visitors along the scenic spots and the cruise visitors as samples.400 questionnaires were given out and 320 effective recalled with a usability rate of 80%. This paper used SPSS13.0 as tool of the questionnaire data's analysis. In the sample of interviewed tourists, the sex structure was 45.3% of women, and men accounted for 54.7%.

In age structure, most were the middle-aged tourists from 26 to 45 (accounted for 61.3%), followed by young visitors from 16 to 25 (accounted for 15.6%), and elderly visitors over the age of 60(only 2.5%, because of the investigation season of hot summer with strong rains) were least. For education Structure, the survey respondents with college degree or above accounted for 76.2% of the total, to a certain extent, improved the credibility of this survey. For income structure, monthly income of 1000 ~ 2999 YUAN accounted for 53.4% was the highest, which was the China's largest family's actual income level. For visit number, the proportion of tourists that were the first visit was up to 82.8%.

2.2. Reliability analyses

In order to reflect the reliability of survey and ensure the scientific of data, the paper made a reliability analysis of Cronbach's Alpha, seven projects of objective perception evaluation questionnaire and 8 projects of metrics of lifting elements importance have been made respectively . The resulting value respectively was 0.890 and 0.888. Both were larger than 0.8.The result showed the paper with high confidence data which can be used for quantitative study.

3. The empirical study of tourists' evaluation on TSQ of tourist destination

3.1. Overall perception analysis of YTG tourism destination services

Generally speaking, in Likert-type scale on a five-point scale, the mean score between 1 and 2.4 expresses unsatisfied, between 2.5 and 3.4 general, between 3.5 and 5 satisfied (Tosun C,2002). Based on a statistical analysis of the seven projects from objective perception evaluation questionnaire (as shown in table 1), evaluation of seven

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