

Research on the Relationship between Service Quality of Scenic Spots, Tourism Experience and Behavior Intention: Based on Taierzhuang Ancient City

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Abstract: As an important carrier and symbol of cultural memory, the ancient city is not only an important place to construct and inherit historical culture, but also the most important cultural tourism destination today. The ancient city of Taierzhuang, known as the “No. 1 Village in the World,” is a famous 5A tourist attraction in China. It combines “canal culture” and “war culture” and has a strong international recognition. This study uses tourists in the historic city of Taierzhuang as the research object, and examines the link between the scenic spot’s service quality, tourists’ tourism experience, and tourists’ behavioral intention. The findings reveal that the scenic site service quality has a significant positive impact on tourist experience and behavioral intention, and that tourist experience has a significant positive impact on tourist behavioral intention. This study proposes various development ideas based on the research findings in order to increase the core competitiveness of the Taierzhuang ancient city scenic spot.

Keywords: Tourist attractions; Service quality; Tourism experience; Behavior intention

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1. Introduction

In recent years, although the service facilities of each A-level scenic spot are constantly improved, the service standard is gradually standardized, and the overall service quality is significantly improved. However, there are still some problems such as poor infrastructure, low quality of service personnel, imperfect service system and imperfect management system of scenic spots ^[1]. Many studies have shown that following a visitor’s service experience, service quality has a major influence on service value ^[2], however, in the face of strong rivalry amongst tourist sites, understanding the service quality of scenic spots just from the perspective of specialists and scholars is insufficient. Visitors’ expectations for the service quality of beautiful locations are gradually improving as the overall quality of tourists improves, and they pay more attention to the tourism experience during the tourism process. The tourism destination can not only improve the tourism experience of tourists and increase their satisfaction by providing better service quality, so as to stand out among many A-level scenic spots.

Known as “The Best village in the world” (given by Qianlong of the Qing Dynasty), “The most Beautiful Water Town in China” and “the unyielding land of Yang Wei of the Chinese Nation,” The ancient city of Taierzhuang is a famous 5A-level tourist attraction in China and enjoys high popularity in the whole

country and even the world. Therefore, this study attempts to from the Angle of tourists travel experience perspective, combining the theory of service quality and behavior intention of tourist’s in-depth study, in order to through empirical study, can analyze tourist service quality, travel experience, behavioral intention between the three, the influence of which provide some suggestions for scenic spot management.

2. Materials and methods

2.1. Research hypothesis

(1) Relationship between service quality of scenic spots and tourism experience. The emotional and mood swings of visitors would be affected directly or indirectly by the service quality perceived by tourists during the tourism process, which will also affect the subjective feelings of tourists on the overall service. Good tourism service quality can effectively improve the tourism experience of tourists^[3]. As a result, the following hypotheses are proposed:

H1: The service quality of scenic spots has a significant positive impact on tourists’ tourism experience.

(2) The link between service quality and behavioral intention. One of the most significant aspects influencing visitor behavior is service quality. Whether tourists enjoy satisfactory service in the process of tourism not only affects whether tourists can easily realize the original intention of going out for tourism, but also affects the behavioral intention of tourists^[4]. Therefore, the following assumptions are proposed:

H2: The tourist behavior intention is significantly influenced by the service quality of scenic spots.

(3) The relationship between tourism experience and behavioral intention. Many studies have found that visitors’ tourism experiences have a major influence on their behavioral intentions, such as revisiting and recommending others^[5]. The tourism experience of tourists is crucial to the development of tourism, which will greatly affect the behavioral intention of tourists. Therefore, the following assumptions are proposed:

H3: The tourism experience of visitors has a substantial positive impact on their behavioral intentions.

Figure 1 illustrates the research model for this study:

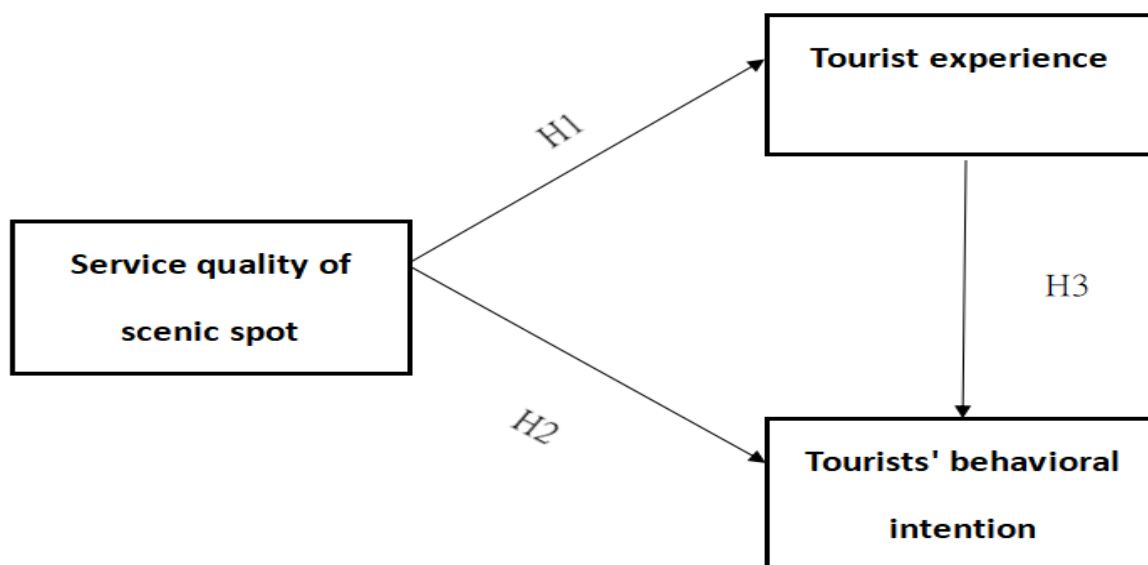


Figure 1. Research framework

2.2. Research design

2.2.1. Research samples and procedures

For tourists in Taierzhuang ancient city in this study, the formal questionnaire survey adopts the form of on-site distribution, and the questionnaire is issued and retrieved on the spot. A formal questionnaire survey has been conducted since December 2020. A total of 473 questionnaires have been sent out and 473 have been recovered. After deleting incomplete answers, consistent answers and screening no questions, a total of 426 questionnaires were collected, with a 90.06 percent successful recovery rate.

2.2.2. Measuring tools

The variables in this investigation were assessed using an existing mature scale. To test the aforementioned hypothesis, this study uses the Likert 7-point scoring method to assess the relevant variables and uses the data from the questionnaire survey to conduct an empirical test.

Service quality of scenic spot: The service quality of Taierzhuang ancient City scenic spot was measured according to Parasuraman, Zeithaml and Berry [6], Huang Yi and Xin Yuting [7], Bu Huimin [8], etc., which designed a total of 20 items from the aspects of reliability, assurance, responsiveness, empathy and tangibility.

Tourist experience: The measurement of tourists' tourism experience in Taierzhuang Ancient City. This part has a total of 18 items, mainly referring to the relevant literature of Schmitt [9], Shen Pengyi [10], Liu Jingyan and Jing Jinjing [11]. According to the views of scholars, tourism experience is divided into action, sense, emotion, thinking and related experience.

Tourist behavioral intention: The measurement of tourists' behavioral intention in Taierzhuang Ancient City. This section relates to Liu et al [12] and Niu Wenxia's [13] relevant literature, and the behavioral intention is classified into seven categories, including tourist intention, recommendation intention, and premium buy intention.

Control variables: The demographic characteristics of tourists in the ancient city of Taierzhuang, including gender, occupation, age, education, number of peers, daily residence, and average monthly income, a total of 7 items.

3. Empirical analysis

3.1. Descriptive analysis

The demographic features of the sample were analyzed using SPSS software in this study. Female visitors accounted for somewhat more than male tourists in the sample, with 48.6 percent of male tourists and 51.4 percent of female tourists. The age range of the samples was mostly "45-54 years old," accounting for 31.9 percent of the entire sample; the majority of the surveyed tourists have a higher education, with 78.4 percent having a bachelor's degree or above. Students made up 18.1 percent of those who responded. In addition, it can be seen from the consumption characteristics of the tourists tested that the monthly income of 3,001-5,000 yuan is the main consumer group, and most of them come from east China, and they are accompanied by companions. On the whole, the randomness of the sample is strong, which conforms to the demographic characteristics, and the reliability of the questionnaire is high.

3.2. Reliability and validity analysis

The consistency and stability of the scale are evaluated using reliability. As a result, the smaller the standard error assessed by the questionnaire, the greater the scale's reliability is. Reliability is often expressed by correlation coefficient, and Cronbach's α is the most commonly used method to measure the consistency of the scale. The Cronbach's value of the scenic spot service quality is 0.920, the Cronbach's value of the tourists' tourism experience is 0.905, and the Cronbach's value of the tourists' behavioral intention is 0.801.

According to the reliability test results, the Cronbach's value of the scenic spot service quality is 0.920, the Cronbach's value of the tourists' tourism experience is 0.905, and the Cronbach's value of the tourists' behavioral intention is 0.801. Each reliability index of the questionnaire is greater than 0.60, indicating that the internal consistency of the measurement index of each variable is high, and the questionnaire data is reliable.

Validity is the degree of agreement between the measurement findings and the test content, as well as the degree of validity of the outcomes assessed by the measurement tool. The validity of a measurement is often defined as the degree of agreement between the measurement result and the test content. To evaluate the validity of the data, the data samples mostly utilize KMO and Bartlett sample measurements. The KMO value of scenic service quality is 0.945, and the significance of Bartlett's statistical value is 0.000; the KMO value of tourist experience is 0.938, and the significance of Bartlett's statistical value is 0.000; the KMO of tourist behavior intention The value is 0.804, and the significance of Bartlett's statistical value is 0.000. This shows that the questionnaire data has good validity, accuracy and usability.

3.3. Correlation analysis

Table 1. Correlation analysis between service quality of scenic spots and tourist experience and tourist behavioral intention

	Service Quality of Scenic Spots	Tourist Experience	Tourists' Behavioral Intention
Service Quality of Scenic Spots	1		
Tourist Experience	.830**	1	
Tourists' Behavioral Intention	.699**	.700**	1

Note: **. The correlation was significant on level 0.01 (double tails).

The correlation coefficient between variables in the hypothesis model is positive, and the P value is less than 0.05, as can be seen in the above table (**Table 1.**), indicating that the service quality of scenic spots is significantly positively connected with the tourist experience. The tourist behavior intention and the service quality of beautiful locations have a substantial positive association. There is a substantial positive link between tourist behavior intention and their tourism experience.

3.4. Regression analysis

3.4.1. Regression analysis of service quality of scenic spots on tourist experience

The regression model of service quality of scenic spots on tourist experience is shown in the following **Table 2:**

Table 2. Data Analysis of the Regression Model of Scenic Service Quality and Tourist Experience

Model	R	R ²	After adjustment R ²	Standard Skewness Error	F	Significance
1	.830a	.689	.688	.36874	939.104	.000b

Note: a. Dependent variable: tourist experience; b. Predictive variable: (constant), scenic service quality.

The model passed the F-test (F=939.104, P 0.05) as shown in **Table 3.** below, showing that the regression equation had a high degree of fit and that the regression analysis of the model revealed important phenomena. The correlation coefficient R square value is 0.689, the t value is 30.645, and the significance

is 0.000 in this regression study, suggesting that there is a significant correlation between scenic spot service quality and tourist experience.

Conclusion: The hypothesis 1 suggested in this study, that the service quality of scenic spots has a significant positive impact on tourists' tourism experience, has been validated based on the above analysis.

Table 3. Regression model coefficients of service quality of scenic spot and tourist experience

Model	Non-normalized coefficient		Normalization coefficient		Significance
	B	Standard Error	Beta	T	
1 (Constant)	1.413	.143		9.901	.000
Service quality of scenic spot	.772	.025	.830	30.645	.000

Note: a. Dependent variable: tourist experience; B. Prediction variables: (constant), scenic spot service quality.

3.4.2. Regression analysis of service quality of scenic spot to tourists' behavioral intention

The regression model of service quality of scenic spots on tourists' behavioral intention is shown in the following **Table 4**:

Table 4. Data Analysis of the Regression Model of Scenic Service Quality on Tourists' Behavior Intentions

Model	R	After adjustment		Standard		Significance
		R ²	R ²	Skewness	Error	
1	.699a	.488	.487	.63139	404.669	.000b

Note: a. Dependent variable: tourist behaviour intention; b. Predictive variable: (constant), scenic spot service quality.

Table 5. Regression model coefficients of scenic service quality on tourists' behavior intention

Model	Non-normalized coefficient		Normalization coefficient		Significance
	B	Standard Error	Beta	T	
1 (Constant)	.552	.244		2.258	.024
Service quality of scenic spot	.867	.043	.699	20.116	.000

Note: a. Dependent variable: tourist behaviour intention; b. Predictive variable: (constant), scenic spot service quality.

The model passed the F-test (F=404.669, P 0.05) as shown in **Table 5** above, showing that the regression equation had a good degree of fit and that the regression analysis of the model revealed important phenomena. The correlation coefficient R square value is 0.488, the t value is 20.116, and the significance is 0.000 in this regression study, suggesting that there is a strong link between the service quality of scenic spots and tourist behavior intention. Conclusion: The hypothesis 2 suggested in this study, that the service quality of scenic locations has a substantial positive impact on visitors' behavioral intentions, has been validated based on the above analysis.

3.4.3. Regression analysis of tourist experience on tourist behavior intention

The regression model of tourist experience on tourist behavior intention is shown in the following **Table 6**:

Table 6. Data analysis of regression model of tourist experience on tourist behavior intention

Model	R	After adjustment		Standard	F	Significance
		R ²	R ²	Skewness Error		
1	.700a	.489	.488	.63071	406.444	.000b

Note: a. Dependent variable: tourist behaviour intention; b. Predictive variable: (constant), tourist experience.

Table 7. Regression model coefficients of tourist experience on tourist behavior intention

Model		Non-normalized coefficient		Normalization coefficient		Significance
		B	Standard Error	Beta	T	
1	(Constant)	.057	.268		.211	.833
	Tourist experience	.934	.046	.700	20.160	.000

Note: a. Dependent variable: tourist behaviour intention; b. Predictive variable: (constant), tourist experience.

The model passed the F-test (F=406.444, P 0.05) as shown in **Table 7.** above, showing that the regression equation had a good degree of fit and that the regression analysis of the model revealed important phenomena. This regression study' correlation coefficient R square value is 0.489, the t value is 20.160, and the significance is 0.000, suggesting that there is a substantial relationship between visitors' tourism experiences and tourists' behavioral intentions. Finally, hypothesis 3 suggested in this study: tourists' tourism experience has a substantial positive impact on tourists' behavioral intention has been validated based on the above analysis.

4. Research conclusions and suggestions

4.1. Research conclusion

The link between service quality, tourism experience, and tourist behavior intention in the historic city of Taizhuang is investigated in this study. The findings demonstrate that service quality has a substantial positive impact on visitors' tourism experiences and intentions. Tourists' behavioral intentions are significantly influenced by their tourism experience.

4.2. Research suggestion

Based on the findings of the previous study, the following recommendations are made:

4.2.1. Improve the service quality of scenic spots

The visitor experience and satisfaction are directly affected by the service quality of tourist sites. Scenic locations should focus not only on improving the quality of their physical services, but also on the quality of their intangible services. The researchers think that the management of the Taierzhuang Ancient City Scenic Area may improve the scenic area's service quality by focusing on the five aspects of reliability, assurance, responsiveness, empathy, and tangibility.

From the perspective of reliability, the scenic area should improve the setting of the guide signs of the

scenic area under the premise of ensuring that the service facilities can operate normally. Pay attention to the inexpensive cost of the scenic area's tickets, catering, and tourist items at the same time; from a security standpoint, the scenic region is safe. Staff should be dispatched to actively guide or maintain order in tourist hotspots or areas prone to overcrowding. At the same time, big data should be utilized to track people's movements. To guarantee an orderly tour of the beautiful places, the screen display information or mobile phone information encourages tourists to travel to the less crowded picturesque spots first; from the perspective of responsiveness, scenic spot service personnel and staff should promptly, proactively and effectively help tourists solve problems, and be happy Provide services; in terms of empathy, the tourist resources of the scenic spot should be fully utilized to provide personalized services for tourists, so that tourists can fully enjoy the process of playing in the scenic spot; in terms of tangibility, the scenic spot should maintain and update relevant tourist facilities in a timely manner, and Provide a comprehensive guide map or electronic guide service. The scenic spot in Taierzhuang Ancient City should work hard to enhance service quality, provide tourists with standardized, comprehensive, and dependable humanized tourism services, and establish the groundwork for the scenic spot's long-term growth.

4.2.2. Enhancing the tourist experience

During the travel process, tourists generally hope to obtain a high-quality and unique travel experience ^[14], so scenic spots should pay more attention to enhancing tourists' travel experience. This research starts with the senses, thinking, emotion, connection and action experience to enhance the tourist experience.

While offering comprehensive equipment, services, and transportation in a picturesque location, from the standpoint of sensory experience, it is also necessary to pay attention to the layout of the scenic spot, give full play to the characteristics of the scenic spot, and give visitors a refreshing feeling; from the thinking experience, the scenic spot should be located in each area The design of scenic spots adds more activities or features to increase the interest of tourists; from the emotional experience, the scenic spot should plan a "slow travel" route, so that visitors can relax physically and mentally and immerse themselves in this tourism activity. In this way, you can experience the unique atmosphere of the "fusion of old and new" in the ancient city of Taierzhuang; from the perspective of the related experience, the "activation" of history and red culture can learn from the light and shadow technology of the "Macao Light and Shadow Festival" to activate historical sites and allow tourists to learn about the culture of the ancient city of Taierzhuang. Heritage and red history and culture generate interest; from the perspective of action experience, scenic spots should increase interactive links with tourists and carry out distinctive activities to enhance tourists' travel experience.

Disclosure statement

The author declares no conflict of interest.

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