

Tourist satisfaction on scenic attractions in Anhui Province, China

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Abstract

One of the important manifestations of post-experience behavior is tourists' satisfaction. This study generally aimed to assess the satisfaction of tourists towards scenic attractions in Anhui province, China. Specifically, it aimed to present the demographic profile of the respondents; assessed the tourist satisfaction; tested the significant difference on tourist satisfaction when grouped according to the profile variables. Descriptive design was used with 385 respondents. Frequency distribution, percentage, weighted mean, independent sample t-test, and analysis of variance (ANOVA) were used as statistical tests. Based on the result, most respondents were between the ages of 18-26, women, and college students mostly, and they have come to the scenic spot for the second time. Respondents were satisfied with the services at the selected tourist attractions as they rated it as being very timely, complete, polite, consistent, accessible, accurate, and responsive. There are significant differences in customer satisfaction when grouped according to educational attainment in terms of timeliness and courtesy; there are also significant differences when grouped according to frequency of visits in terms of timeliness, completeness, consistency, accessibility, accuracy and responsiveness. Significant difference also exists when grouped according to purpose of travel in terms of timeliness, completeness, courtesy, accessibility and responsiveness. It is recommended that the scenic attractions may add convenience facilities such as (intelligent ticket purchasing equipment, intelligent ticket checking equipment, intelligent voice guide explanation, etc.) to ensure the timeliness of serving tourists.

Keywords: tourist satisfaction, loyalty, tourist attraction, Anhui Province, China

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1. Introduction

One of the important manifestations of post-experience behavior is tourists' satisfaction. Tourist satisfaction not only represents the market competitiveness of scenic spots but also can guide the tourism development of scenic spots in turn. The quality of scenic spots (products) often depends on the feelings of tourists. In other words, tourist satisfaction is the key for scenic spots to win market competitiveness (Bai, 2020). For scenic spots, "word of mouth" communication is more important than anything. The cheapest way to run an enterprise is to provide customers with high-quality services. Customers' recommendations will bring you more customers, produce relevant sales effects, and buy more other products and services in the scenic spot. Modern entrepreneurs should realize that customer satisfaction is business and let customers return to the starting point of business. The success of attractions rests mainly on the high level of satisfaction and notable experiences of tourists (Apritado & Borbon, 2020).

Loyal customers are the key factor for the survival and development of enterprises. Customer loyalty is regarded as the source of competitive advantage for enterprises. The same is true in the tourism industry. The sustainable and healthy development of scenic spots depends on continuous passenger flow, which mainly depends on tourists' revisiting and recommendation intention. Generally speaking, the success or failure of scenic spot management depends on the cultivation of tourists' loyalty and promotion. Perceived value is an important factor affecting loyalty (Liang & Gao, 2020). Guests are people who patronize or buy goods and enterprise services that meet the needs of guests. Guests buy a certain product or buy services that they think are worth it (De Guzman et al., 2020) Therefore, the pricing of scenic spots should be consistent with the product quality that can attract guests and lead to their loyalty to scenic spots. Comprehensively improve the quality and service of tourism products and provide tourists with a high-quality service experience (Liang & Gao, 2020).

When tourists are loyal to business activities, business activities must be successful. For scenic spots, tourists' loyalty is very important. To obtain tourists' loyalty, scenic spots should constantly improve the service quality and always put the service quality first in the operation of scenic spots. Tourists always search for limited costs, knowledge of products and services, and a certain income level to maximize the realization of value, scenic spots provide low-cost and high-quality products and services, which is one way to obtain guest loyalty, because scenic spots with high perceived value will promote tourism consumers to actively carry out word-of-mouth publicity and have the intention of revisiting. Another way to encourage guests to revisit or recommend is that scenic spots should provide Festival benefits or other incentive camps Marketing measures because tourists who get value-added experience are likely to revisit or spread word-of-mouth.

For scenic spots in Anhui Province, tourists' satisfaction is their primary task. Anhui Province is rich in natural tourism resources. Famous mountains and rivers are an important part of Anhui tourism resources. There are 12 national scenic spots, which are very popular with tourists. Researchers will evaluate several scenic spots in Anhui Province to determine tourists' satisfaction and loyalty: Huangshan, Tianzhu Mountain, Jiuhua Mountain, Tiantangzhai, Longchuan, Wanfo lake, Bali River, Sanhe ancient town, Xidi, and Hongcun. This is the list of the 10 most famous national scenic spots in Anhui Province according to the data of national scenic spots published by the State Council of China.

The researchers are from Anhui and have a certain understanding of the scenic spots in Anhui Province. After visiting the scenic spots many times, they found that there are many aspects that can be improved, such as tourist satisfaction and loyalty. Through this study, the researchers first improved the service quality of scenic spots in Anhui Province. At the same time, the research will be beneficial to scenic spot tourists and scenic spot managers, because it will improve their satisfaction and get a better experience in their travel, and the

improvement of scenic spot management process will make their business more competitive and profitable in the long term. Finally, this study helps to assess his expectations and experiences in travel, making him a more insightful and better educated guest and traveler.

1.1 Objectives of the study

This study generally aimed to assess the satisfaction and loyalty of tourists towards attractions in Anhui province, China. More specifically, this study aims to present the demographic profile of the tourists in terms of gender, age, marital status, education level, frequency of visit, and monthly income level; assessed the tourist satisfaction using the dimensions of service quality such as Timeliness, completeness, courtesy, consistency, accessibility, accuracy and responsiveness; tested the significant difference on tourist satisfaction and loyalty when grouped according to the profile variables; tested the significant relationship between tourist satisfaction and loyalty; and propose an action plan.

2. Methodology

Research Design - The data were presented using a descriptive approach in this study. A descriptive research method is one that is able to collect information without doing any work; it is also a quantitative research method. An attempt at descriptive research is simply to identify or describe the subject matter in question. In this type of study, a researcher observes a situation and draws conclusions from it. It is accomplished through observation of specific behavior over a period of time. It can range from surveys describing the status quo, research looking for correlations between variables, and development research looking for changes over time (Reid, 2018).

Participants of the Study - According to the data of national scenic spots released by the State Council of China, the respondents of this study are from the 10 most popular scenic spots in Anhui Province. Randomly select respondents from each scenic spot to ensure that there are respondents in each scenic spot, including Huangshan Mountain, Tianzhu Mountain, Jiu Hua Mountain, Tiantangzhai, Longchuan, Wanfo lake, Bali River, Sanhe ancient town, Xidi and Hongcun. Using the g^* power of 3.1.9, the effect size is 0.25, the power probability is 0.95, and the level is 0.05. For this study, it was calculated that a total of 385 respondents would be necessary.

Research Instrument - The researcher used a questionnaire adapted from a study by De Guzman, et al. (2020) titled Guest Satisfaction and Loyalty among Beach Resorts in Laiya, Batangas. In the first part of the questionnaire, we asked respondents to provide demographic information regarding their age, gender, citizenship, and frequency of visits. The second part includes factors that affect customer satisfaction in the dimension of service quality, such as timeliness, completeness, politeness, consistency, accessibility, accuracy and responsiveness. The last part includes factors that affect customer loyalty, such as convenience, expectations, customer service, interpersonal relationships, and rewards.

Data Collection Procedure - Researcher asked a permission for permission from the Scenic Area Office. This research is about the satisfaction and loyalty of tourists in scenic spots in Anhui Province, China. The researcher will go to the attraction and hand the letter to the attraction office in order to obtain permission and consent for the researcher to continue to distribute questionnaires to visitors. The researchers left some questionnaires in the scenic area office and then distributed them to tourists. After collecting all the data, the researcher will analyze the data to interpret the respondent's appropriate responses.

Data Analysis - To perform data analysis, the following statistical tools were used. Frequency and percentage distribution were used to describe the demographic profile of the respondents. Weighted means and ranking were used to determine the tourist satisfaction and loyalty. The result of Shapiro-Wilk Test revealed that p-values of the major variables are less than 0.05 which means that the data set is not normally distributed. Therefore, Mann-Whitney U test for two groups and Kruskal Wallis test for three groups were used as part of the

non-parametric tests to determine the significant differences. Likewise, Spearman rho was used to test the relationship between the two variables tested in the study. The following Likert Scale was used in assessing the variables: 3.50 – 4.00 = Very Good; 2.50 – 3.49 = Good; 1.50 – 2.49 = Fair; 1.00 – 1.49 = Poor. In addition, all data were treated using a statistical software known as PASW version 26 to further interpret the result of the study using an alpha level of 0.05.

Ethical Considerations - Researchers wrote to the 10 most prestigious scenic spots in Anhui Province to ask permission to distribute questionnaires to tourists. In addition, the researchers ensure that none of the guests participating in the study is forced to complete a given questionnaire. They also ensured that all information collected by the researchers would only be used for educational purposes by the scenic area's management.

3. Results and discussion

Table 1

Distribution of the respondents' demographic profile

	Sex	Frequency	Percentage (%)
	Male	184	47.80
	Female	201	52.20
	Age		
	18-26	116	30.10
	27-35	78	20.30
	36-44	85	22.10
	45 and above	106	27.50
	Educational Attainment		
	Elementary	37	9.60
	High School	94	24.40
	College or University	152	39.50
	Graduate school or higher	49	12.70
	Vocational Course	53	13.80
	Monthly Income		
	Below ¥ 3,000	94	24.40
	¥ 3,000 – 6000	149	38.70
	¥ 6,001 – 9,000	89	23.10
	¥ 9,001 and above	53	13.80
	Frequency of Visit		
	2 nd time	161	41.80
	3 rd time	108	28.10
	4 th time	57	14.80
	5 th time or more	59	15.30
	Purpose of Travel		
	Business	64	16.60
	Leisure	242	62.90
	Visiting Friends and relatives	79	20.50

In terms of gender, most of the respondents were women, with 201 respondents accounting for 52.20 percent and 184 men accounting for 47.80 percent. This means that more women participated in the study during the time the questionnaires were distributed. As can be seen from the table, there is very little difference between the frequency of female and male respondents. However, this means that women are more interested in travel than men. Currently, most tourists are women who like to go to different tourist attractions for cultural immersion, education, leisure, entertainment, and adventure. Women also have higher purchasing power than men because they now earn more from their careers. Most women value their independence and being able to travel alone. They are more interested in exploring unusual destinations than men. Most women also have their social media accounts to help them further their search for beautiful places to visit.

Motivation for women to travel independently and travel experiences is related to a desire to learn, develop themselves, challenge themselves, find a sense of identity and autonomy, meet new people, experience new lives and moments of adventure. This inspired the experience of women traveling alone (Pereira & Silva, 2018). On

the other hand, younger women are likely to travel more because they are more economically, socially, and leisurely independent and therefore have greater freedom and choice (Tilley & Houston, 2016).

In terms of age, the 18-26 age group had the largest number of respondents with a frequency of 116, or 30.10 percent, followed by 45 and over, with a frequency of 106 or 27.50 percent. The study also showed that the 36-44 age group had a population frequency of 85 or 22.10 percent, and the 45 and older age group had the lowest frequency at 78 or 20.30 percent. This means that the majority of guests at the scenic area are young adults, who are very active and seeking adventures in nature. This scenic area is an important part of humanistic and environmental tourism. It provides visitors with pleasure and the opportunity to experience the beauty of the natural environment and the pristine biodiversity. The younger generation has a strong desire to explore the environment because they are young, healthy and capable of enjoying the wonders of the environment. In humanistic and environmental tourism, scenic areas provide visitors with experiences of the natural environment and pristine biodiversity, as well as the arts and culture. The younger generation is often drawn to explore the natural environment, as they are healthy and young.

Most millennials travel more frequently than any other demographic. Due to the fact that they were growing up with almost universal access to the internet and began their careers following the financial crisis, this has taken place. This type of traveler is interested in authenticity, fulfillment, and sustainability. They make up 27 percent of the global population, about 2 billion people (Sofronov, 2018). For millennials, building life experiences is paramount, and living a meaningful and happy life is all about creating memories through experiences (Visit Scotland, 2017). More and more attractions are taking advantage of the natural environment to ensure that young tourists can enjoy nature.

In terms of education level, the college or university group had the largest number of respondents with a frequency of 152 or 39.50 percent, followed by high school graduates with a frequency of 94 or 24.40 percent, followed by vocational courses with a frequency of 53 or 13.80 percent, followed by Next came respondents with a graduate degree or higher, with a frequency of 49 or 12.70 percent, and lastly, respondents with a junior degree, with a frequency of 37 or 9.6 percent. This means that people with a bachelor's degree have a higher interest in travel than others. The more they know about the places they want to go, the better choices they will make for an unforgettable vacation. When it comes to education level, tourists with higher education or a bachelor's degree are more reliant on their personal experience and previous knowledge than those with secondary education. The reason behind this is that due to their longer education, they are more confident and trust the information they already have. They prefer individual arrangements tailored to meet their specific wishes and needs, unlike secondary school students who prefer to be all-encompassing. They also want to learn about new landscapes and cultures (Djeri et al., 2017).

In terms of income, most respondents earn 3,000-6,000 RMB, accounting for 149 or 38.70 percent, followed by below 3,000 RMB, accounting for 94 or 24.40 percent. The least number of participants was 9001 RMB and above, accounting for 53 percent or 13.80 percent, and the last was 6001-9000 RMB, accounting for 89 or 23.10 percent. These figures just show that travel is open to anyone, no matter how much money a person earns. Tourists are free to choose where they want to go and how to manage their spending. However, it is undeniable that people with more income can experience high value-added tourism products during their travels, which can also be called luxury tourism.

Different people have different ways of traveling because there are different experiences to be had, whether it is cheap or luxury travel. Budget travel lets people visit various places on a budget with some restrictions, while luxury travel allows people to enjoy travel without thinking about costs. People can explore new places, reduce stress levels, achieve better health, and learn about other people's lifestyles and traditions (UK Essays, 2017). Although destination cost also influences destination choice, travelers experience positive value when the benefits gained from traveling are greater than the cost of investing in the trip. Research has shown that the price of a tourism product generates expectations of its quality and is related to product value (Ariya et al., 2017).

As for the frequency of visits, more respondents went to the scenic spot for the second time, accounting for 161 or 41.80 percent, the third time was 108 or 28.10 percent, the fifth time and above were 59 or 15.30 percent, and the fourth time was 57 or 14.80 percent. This means that the respondents made the choice to visit the scenic spot for the second time since they had already experienced the fun of a first visit to the scenic spot in Anhui Province. The place is well preserved and has a beautiful natural environment. The natural and cultural landscapes of Anhui Province are considered to be the best-preserved ancient villages and natural scenery. Among them, Mount Huangshan Scenic Area is a symbol of tourism in Anhui Province and a symbol of the warmth and friendliness of the Anhui people. Look at Yue". Different from other scenic spots, there is the sea of clouds, strange pines, and strange rocks available here, which are not man-made.

According to the Anhui Provincial Tourism Bureau, most tourists continue to return to the scenic spots in Anhui Province. It is well-reviewed for its natural as well as cultural landscape, which is one of the reasons most guests keep returning. In an interview, a tourist stated that the peculiar pine rocks in the scenic spot are very impressive, and the rolling sea of clouds makes the area even more beautiful and becomes a factor that most tourists consider when visiting the area.

In terms of travel purposes, more respondents are traveling for leisure, accounting for 242 or 62.90 percent, followed by visiting relatives and friends, accounting for 79 or 20.50 percent, and lastly, business travelers, accounting for 64 or 16.60 percent. This means that most tourists in the scenic area travel for leisure, and they think that the main purpose of travel is the relaxation of mind and body after intense work. This part of people pursues a life of relaxation, returning to nature, entertainment and pleasure, so they pay more attention to choosing some activities of their interest to achieve a relaxed, happy and comfortable state during the travel process. In many European and American countries, "enjoy the pleasure brought by the temporary change of environment" has become the mantra of some tourists (Shen, 2009).

Table 2

Tourist satisfaction in terms of timeliness

I am motivated to...	WM	VI	Rank
1. Staff serves the tourists fast and efficiently.	3.79	VG	5
2. Service staff gives reasonable waiting time for each transaction.	3.85	VG	2
3. Staff informs the tourists of time allocation when services will be provided.	3.84	VG	3
4. Staff responds to the tourist's demands in a timely manner.	3.83	VG	4
5. The hotel in the scenic spot provides food within the specified time.	3.91	VG	1
Composite Mean	3.84	Very Good	

Legend: 3.50 – 4.00 = Very Good (VG); 2.50 – 3.49 = Good (G); 1.50 – 2.49 = Fair (F); 1.00 – 1.49 = Poor (P)

Table 2 presents the tourists satisfaction in terms of timeliness. The composite mean of 3.84 indicates that the respondents observed it as very good. Among the items cited, hotel in the scenic spot provides food within the specified time got the highest mean score of 3.91. Service staff gives reasonable waiting time for each transaction(3.85), and Staff informs the tourists of time allocation when services will be provided (3.84). This means that respondents are satisfied with the catering service provided by hotels in the scenic area, and these hotels provide reasonable mealtimes, as all tourists desire a rest after eating. Scenic hotels are well prepared in terms of catering supply, and meals are provided promptly. Even though there are a large number of tourists visiting the scenic area and a large number of diners eating in the scenic area, the hotel has been able to manage the situation to satisfy the guests. Punctuality is the key to completing tasks and projects on time. Without professional punctuality, guests look for alternatives that meet their needs (Tucker, 2018).

Meanwhile, items such as staff responds to the tourist's demands in a timely manner (3.83) and staff serves the tourists fast and efficiently Staff serves the tourists fast and efficiently (3.79) rated the least. This means that the staff of tourist attractions in Anhui Province can provide quicker responses to tourists' needs and efficient services for tourists. The attraction's staff is available to serve guests efficiently and quickly during business hours. No matter how hectic the day-to-day work of the staff at the scenic spot may be, it remains important to meet the needs and requirements of all guests. When a guest makes a request, the staff needs to be ready to help

them deal with it. Serving guests promptly is a manifestation of professionalism; this implies that the staff at the scenic spot is reliable and trustworthy. Meeting the needs of your guests promptly and efficiently will ensure their satisfaction. It also shows that employees are reliable employees that management can rely on (Tucker, 2018).

Table 3

Tourist Satisfaction in terms of Completeness

I am motivated to...	WM	VI	Rank
1. Scenic spot provide correct and complete information about their services.	4.06	VG	4
2. Hotels and attractions provides complete amenities to the guest such as toiletries, coffee and tea set-up, and other basic needs of a tourist.	4.05	VG	5
3. Reserved rooms are prepared with complete amenities.	4.16	VG	1
4. Provide services of a standard to the Scenic spot.	4.10	VG	3
5. Scenic spot provide correct and complete information about their services.	4.14	VG	2
Composite Mean	4.10	Very Good	

Legend: 3.50 – 4.00 = Very Good (VG); 2.50 – 3.49 = Good (G); 1.50 – 2.49 = Fair (F); 1.00 – 1.49 = Poor (P)

Tourist satisfaction with completeness is shown in Table 3. The composite average was 4.10, indicating that respondents rated it very good. Of these, rooms booked with full amenities scored the highest at 4.16. Scenic spot provides correct and complete information about their services (4.14), and Provide services of a standard to the Scenic spot (4.10). Customers prefer to stay in tourist attractions that provide them with complete accommodation facilities, and well-equipped hotels can provide a better travel experience. This is one factor that travelers consider when seeking the perfect vacation destination. Most customers are traveling, so they pay more attention to the direct experience, such as the environmental conditions of the guest room and the comfort of check-in. Offering hotels with complete amenities will enhance customer appeal and enhance the guest experience, which in turn will increase hotel bookings (Li, 2021).

At the same time, scenic spots provide correct and complete service information (4.06) and hotels and attractions provide guests with complete facilities, such as toiletries, coffee and tea sets, and other basic needs of tourists (4.05) with the lowest score. Provide complete facilities such as toiletries, coffee and tea sets, as well as basic necessities to make visitors feel at home. They can rest assured that even when they are not in their own homes, the scenic area will provide them with everything they need. Amenities are extremely important in the hospitality industry since they enable guests to have additional comfort, service, and enjoyment. This reinforces the desire of guests to stay at the beach resort. They are satisfied with the facility as it is convenient and comfortable (Bari, 2015).

Table 4

Tourist Satisfaction in terms of Courtesy

I am motivated to...	WM	VI	Rank
1. Staff happily accept reservations and greet tourists.	4.15	VG	4.5
2. Staff helps their tourists with willingness. Such as changes in travel requirements.	4.20	VG	1
3. Staff shows respect to tourists by handling their requests and concerns	4.16	VG	2.5
4. Staff respects tourist’s personal time and space.	4.15	VG	4.5
5. Staff welcomes inquiries from the tourists.	4.16	VG	2.5
Composite Mean	4.16	Very Good	

Legend: 3.50 – 4.00 = Very Good (VG); 2.50 – 3.49 = Good (G); 1.50 – 2.49 = Fair (F); 1.00 – 1.49 = Poor (P)

Tourist satisfaction with courtesy is shown in Table 4. The composite average was 4.16, indicating that respondents rated it very well. Among them, tStaff offers assistance to their tourists with willingness. Such as changes in travel requirements, scored the highest at 4.20. Afterward, Staff shows respect to tourists by handling their requests and concerns (4.16), and Staff welcomes inquiries from the tourists (4.16). The staff are courteous and always in front of tourists to help tourists solve their travel problems. This shows that they are always willing to help guests and welcome them, providing more reasons for tourists to return. The scenic staff treats them well, which makes them feel comfortable. When the researcher conducted the investigation, he witnessed the joy of the scenic staff helping guests in the Huangshan Scenic Area, which also proved why the customers

would return there.

Communication is a function of politeness which leads to positive relationships. This helps keep guests comfortable. It is important to greet the person before starting a conversation in order to avoid negative reactions. Guests appreciate sincere greetings because they do not want to be treated as mere guests; they are there to experience everything the resort has to offer. As a result, guests will be able to enjoy the experience and may wish to return to the beach resort in the future (RetailWise USA, 2017). At the same time, the staff happily accepting bookings and welcoming visitors (4.15) and staff respecting visitors' personal time and space (4.15) scored the lowest.

Respondents believed that it was a good sign that the staff at the scenic spot respected the privacy of the guests because the scenic spots provided facilities for the convenience of the guests, such as nursing rooms, toilets, and changing rooms. The facilities allow them to take care of their personal needs. In addition, there are scenic spots with a complete monitoring system to monitor the behavior of guests, which can be controlled immediately when the privacy of other guests is involved. Migdal and Palmer (2016) all service providers should place customer privacy as one of their top priorities. Guests may be more satisfied and motivated to repurchase services if their privacy is protected. Furthermore, it should be integrated with the customer experience, so management must ensure that all procedures and actions are carried out effectively.

Table 5

Tourist Satisfaction in terms of Consistency

I am motivated to...	WM	VI	Rank
1. All staff offer exemplified service. Such as a standard smile, uniform dress, etc.	4.02	VG	5
2. Scenic spot staff observes resort's uniform standards.	4.10	VG	2.5
3. Time allocation in service is consistent.	4.10	VG	2.5
4. The staff treats all tourists equally.	4.17	VG	1
5. Reception personnel of scenic spot delivers on the same passion throughout the day.	4.05	VG	4
Composite Mean	4.09	Very Good	

Legend: 3.50 – 4.00 = Very Good (VG); 2.50 – 3.49 = Good (G); 1.50 – 2.49 = Fair (F); 1.00 – 1.49 = Poor (P)

Tourist satisfaction with consistency is shown in Table 5. The composite average was 4.09, indicating that respondents rated it very well. Among them, the staff treated all tourists equally with the highest score of 4.17 points. Subsequently, Scenic spot staff observes resort's uniform standards(4.10,) and Time allocation in service is consistent (4.10). This means that the staff of scenic spots in Anhui Province can treat all tourists equally. Modern society requires people to have personality independence and equality. Equality of rights and obligations among citizens and equal treatment in front of law and discipline. The staff of the scenic spot treat tourists equally, which is a sign of respect for others, and tourists pay more attention to this respect.

Zhang and Tian (2016).The primary principle of social equity is equality. Treat everyone and everything equally, and do not set multiple standards. Everyone is born equal. There is no distinction between high and low. "Don't do to others what you don't want" is to treat everyone equally. At the same time, the scenic reception staff is delivering the same enthusiasm (4.05) throughout the day and all staff provides typical service. Items such as standard smiles, uniform clothing, etc. (4.02) scored the lowest. The staff of the scenic spot has standard uniforms and uniforms because tourists need to use this to distinguish what position they are in. What's more, visitors will be able to determine whether they are employees of the attraction or other guests. When tourists determine who is an employee, they can easily approach the employee in case they need something from them. What's more, handing out uniforms to employees is a way to promote the attraction; this increases brand awareness and makes it more memorable for guests. Businesses, both small and large, especially those just starting out, are using this strategy to differentiate themselves from their competitors.

Karch and Peter (2017) support this claim by examining how employee uniforms affect customer and employee own satisfaction. The study found that uniforms have a significant impact on employee functionality and customer satisfaction. Uniforms can enhance employee confidence and pride as they feel like they belong to

the organization. It will differentiate their job roles and functions so that the client or client understands that they must turn to these people for help and that they are the most suitable people for a particular task.

Table 6

Tourist Satisfaction in terms of Accessibility

I am motivated to...	WM	VI	Rank
1. The road to the scenic spot is good, and you can choose to take a variety of transportation to reach the scenic spot.	4.11	VG	5
2. The attraction site’s structure enables tourists to move around without difficulty.	4.13	VG	4
3. The scenic spot can provide 24-hour service for tourists. Such as food supply, accommodation, etc.	4.18	VG	2
4. The booking process can be easily obtained through the website and APP.	4.22	VG	1
5. The site also provides convenient facilities for disabled tourists (necessary arrangements made for the disable).	4.14	VG	3
Composite Mean	4.16	Very Good	

Legend: 3.50 – 4.00 = Very Good (VG); 2.50 – 3.49 = Good (G); 1.50 – 2.49 = Fair (F); 1.00 – 1.49 = Poor (P)

Table 6 shows tourists' satisfaction with the accessibility of scenic spots. The composite average was 4.16, indicating that respondents rated it very well. Of these, the booking process which can be easily obtained through the website and app, scored the highest at 4.22. Subsequently, the scenic spot can provide 24-hour service for tourists. Such as food supply, accommodation, etc(4.18).The site also provides convenient facilities for disabled tourists (necessary arrangements made for the disable) was 4.14. This means that the scenic spot has a good investment in the Internet platform. The development of the APP simplifies the ticket booking process for tourists and increases the convenience. At the same time, the tourists can see the relevant information of the scenic spot on the APP. In the Internet age, tourists prefer to save their time through the improvement of technology. Through the use of APP, the experience of tourists can be improved.

Tourists can obtain scenic spot information through the mobile APP, and then select the corresponding scenic spot type according to their own needs, and book directly through the APP. In the era of mobile Internet, people have become accustomed to using smart phones, so more application software should be developed to allow users to access the Internet anytime, anywhere, and personalized services that meet the public should also be designed (Cui , 2021). At the same time, the structure of the attraction allows visitors to move around effortlessly (4.13) and the road to the attraction is good, you can choose to take a variety of transportation to get to the attraction (4.11) and other items with the lowest score.

Transportation to and from the scenic spot is available for 12 hours, but there are specific pick-up times. For the scenic spots in Anhui Province, the earliest itinerary starts at 6:00 in the morning and the last itinerary concludes at 5:00 in the evening. Furthermore, there are no other transportation options and private cars are not permitted in the scenic area. Transportation to and from the scenic spot should be easy to find, and it should be easy for guests to track. Also, it’s important for guests to have the option to go to the attraction at any time of the day, especially if they’re commuting there. Even those who do not plan to travel to scenic spots in the short term consider transportation options as options for future use (Litman, 2018).

Table 7

Tourist Satisfaction in terms of Accuracy

I am motivated to...	WM	VI	Rank
1. The attraction information shared on the website is updated.	4.06	VG	3.5
2. The overall experience is consistent with advertisements.	4.10	VG	2
3. The actual price is consistent with advertised price .	4.15	VG	1
4. Staff performs services right from the start (free from error.)	4.04	VG	5
5. The educational materials inside and out the site are precise.	4.06	VG	3.5
Composite Mean	4.08	Very Good	

Legend: 3.50 – 4.00 = Very Good (VG); 2.50 – 3.49 = Good (G); 1.50 – 2.49 = Fair (F); 1.00 – 1.49 = Poor (P)

Tourist satisfaction with accuracy is shown in Table 7. The composite average was 4.08, indicating that respondents rated it very well. Among them, the actual price consistent with advertised price has the highest

score of 4.15 points. Subsequently, the overall experience is consistent with the advertisement (4.10). The attraction information shared on the website is updated (4.06). The educational materials inside and out the site are precise (4.06). This means that tourists are satisfied with the consistency of the advertising of the scenic spot with the actual experience, especially the consistency in price will make tourists feel the authenticity of the advertising of the scenic spot. It can increase the trust of tourists in scenic spots. Because, if there is an error between the actual experience and the publicity of the tourists, the tourists will feel cheated and will be very angry.

It is imperative that Scenic maintains their social media profiles, particularly their website. Visitors prefer to browse the internet because it is much easier to get to than going from place to place. There is a saying that says "first impressions last", and this holds true for the presentation of scenic spots online. If a tourist finds a scenic site's website when they arrive at the scenic spot, all the information seems to be wrong, the guest will be annoyed and may consider going elsewhere (Jackson, 2018). At the same time, items such as attractions information shared on the website will be updated (4.06) and staff performing the service from the start (error-free) (4.04) scored the lowest. This means that the employees of the scenic spot will make certain mistakes when providing services. The service error of the employee is related to the control of the service error by the enterprise. The better the service error management is, the higher the service satisfaction will be. Otherwise, customer satisfaction will be reduced due to service errors.

Wen and Liu (2019) believe that the higher the degree of control of service companies over service failures, the lower the probability of service failures encountered by consumers when they obtain services from service companies. The greater the likelihood that a consumer's needs will be met, the more satisfied the consumer experience will be. Therefore, customer satisfaction is also higher. Conversely, the less control a service company has over service failures, the more likely consumers are when the service company fails. The less likely the consumer's needs will be met. Therefore, customer satisfaction is lower.

Table 8

Tourist Satisfaction in terms of Responsiveness

I am motivated to...	WM	VI	Rank
1. Staff's willingness on doing tourist request is done promptly.	3.87	VG	5
2. Staff is attentive when it comes to tourist needs and wants.	4.00	VG	1
3. Staff offers variety of options if there is a problem in the transaction.	3.96	VG	2
4. Staff has the ability to anticipate tourist's need.	3.92	VG	4
5. Staff responds abruptly with tourist's requests and concerns.	3.94	VG	3
Composite Mean	3.94	VG	

Legend: 3.50 – 4.00 = Very Good (VG); 2.50 – 3.49 = Good (G); 1.50 – 2.49 = Fair (F); 1.00 – 1.49 = Poor (P)

Tourist satisfaction with responsiveness is shown in Table 8. The composite average was 3.94, indicating that respondents rated it very well. Among them, Staff is attentive when it comes to tourist needs and wants with the highest score of 4.00. Staff offers variety of options if there is a problem in the transaction (3.96). Staff responds abruptly with tourist's requests and concerns (3.94). The staff of the scenic spot and the hotel will promptly and voluntarily meet the requirements of the guests. They are always willing to assist guests in need, particularly when tourists arrive at scenic hotels with unnecessary items. Staff is also happy to assist visitors into their rooms.

Visitors appreciate the staff who are always willing and ready to assist with luggage and other inquiries. Guests are given a sense of being well taken care of by attractions by answering questions, approving requests, or handling complaints and inquiries. As a scenic spot, responsiveness is the ability to customize services to meet the needs of its guests (Lu, Berchoux, Marek, and Chen, 2015). At the same time, staff's ability to predict visitor needs (3.92) and staff willingness to meet visitor requirements promptly (3.87) scored the lowest. The scenic staff is capable of providing guests with what they need without having to actively ask. Once tourists have arrived at the hotel, staff will meet them at the front desk so they can check in. While guests may let staff know what they need, it is up to them to go beyond the experience for the guest. When you give your guest more than

what he has asked for, the guest will be more satisfied and loyal (Williams, 2018).

Table 9 displays the comparison of responses on tourist satisfaction when grouped according to profile. Based on the result, there was a significant difference on timeliness ($p = 0.008$) and courtesy ($p = 0.027$) when grouped according to educational attainment since the obtained p-value was less than the alpha level of 0.05. This means that the responses differ statistically and based on the post hoc test conducted, it was found out that those who obtained college degree are more satisfied. This shows that education level has a great influence on people's scenic spot satisfaction. As a person progresses through higher education, the more knowledge they have, the more they can expect when shopping for items or on vacation. Respondents with a college degree have a lucrative job because their income comes not only from their skills but also from the knowledge they have acquired. Since most of them can afford to travel, they have a high desire for the satisfaction they can get in the place, either for personal gain or for their surroundings.

A person's level of education has a great deal to do with their propensity to travel, as education broadens horizons and enhances curiosity. Further, the more educated an individual is, the more he or she is aware of information, media, advertising, promotions and technology. Education is very important as it improves the ability to use technology and will boost tourism demand through access to the Internet. These influences travel decisions through the use of social media and user-generated content sites such as Trip Advisor (Cooper et al., 2020). Based on this result, the researchers theoretically analyzed the influence of education level on tourist satisfaction, place identity, and place dependence in terms of tourist destination choice. This theory is known as tourist satisfaction and educational attainment of place value. This illustrates that the level of education a visitor receives affects their perception of satisfaction and how they value or relate to the places they visit. The more educated travelers are, the higher their expectations for vacation satisfaction, which also affects how they connect with the place they've visited, creating a sense of attachment or dependency, and understanding the place's identity. Apart from politeness, significant differences were also found when grouping based on frequency of visitation, with the p value of the results being below the alpha level. From the pairwise comparison, it was revealed that those who visit the place 2nd time are more satisfied.

Table 9

Difference responses on tourist satisfaction when grouped according to demographic profile

Sex	χ^2_c / U	p-value	Interpretation
Timeliness	17535.5	0.377	Not Significant
Completeness	18006	0.652	Not Significant
Courtesy	17536.5	0.374	Not Significant
Consistency	17868	0.562	Not Significant
Accessibility	17143.5	0.211	Not Significant
Accuracy	17319	0.277	Not Significant
Responsiveness	18408	0.938	Not Significant
Age			
Timeliness	3.066	0.382	Not Significant
Completeness	1.232	0.745	Not Significant
Courtesy	1.036	0.792	Not Significant
Consistency	2.417	0.49	Not Significant
Accessibility	3.852	0.278	Not Significant
Accuracy	4.297	0.231	Not Significant
Responsiveness	4.172	0.244	Not Significant
Educational Attainment			
Timeliness	13.784	0.008	Significant
Completeness	8.473	0.076	Not Significant
Courtesy	10.943	0.027	Significant
Consistency	8.06	0.089	Not Significant
Accessibility	6.294	0.178	Not Significant
Accuracy	4.259	0.372	Not Significant
Responsiveness	5.227	0.265	Not Significant

Monthly Income			
Timeliness	1.782	0.619	Not Significant
Completeness	1.26	0.739	Not Significant
Courtesy	4.441	0.218	Not Significant
Consistency	2.162	0.539	Not Significant
Accessibility	0.722	0.868	Not Significant
Accuracy	0.436	0.933	Not Significant
Responsiveness	0.316	0.957	Not Significant
Frequency of Visit			
Timeliness	9.429	0.024	Significant
Completeness	9.235	0.026	Significant
Courtesy	5.843	0.119	Not Significant
Consistency	12.375	0.006	Significant
Accessibility	14.428	0.002	Significant
Accuracy	8.521	0.036	Significant
Responsiveness	8.75	0.033	Significant
Purpose of Travel			
Timeliness	16.753	0.000	Highly Significant
Completeness	7.577	0.023	Significant
Courtesy	6.374	0.041	Significant
Consistency	3.794	0.150	Not Significant
Accessibility	6.055	0.048	Significant
Accuracy	1.844	0.398	Not Significant
Responsiveness	9.692	0.008	Significant

Legend: Significant at p-value < 0.05

Repeat visits can affect traveler satisfaction. There's something or a reason for them to go back. Several factors may contribute to this, including how guests are treated during their stay, offering excellent customer service from the beginning. Providing excellent customer service connects employees with customers. It is also possible for their satisfaction to be influenced by good facilities, a supportive environment, activities, and the overall management of the institution. The reason for their repeat visit is that during the first visit, they were pleased with the many features or many attributes, at least until the traveler decided to return again. Repeat customers are critical for businesses. Staff or greeters must be trained to provide quality customer service, be warm and friendly, and show a positive attitude. The guest should be treated as a very important individual. The guest should feel welcomed and appreciated. Having a good experience also leads to positive word-of-mouth recommendations (Cooper et al., 2020). Li (2019) found that the perception of revisitors is basically better than that of first-time visitors. First-time visitors and repeaters have different perceptions of destination image and destination personality, and travel experience is related to emotional image and tourist satisfaction, tourists There is a significant moderating effect on the relationship between satisfaction and tourist loyalty.

Lastly, when grouped according to purpose of travel, there are significant differences (except on consistency and accuracy). Significant differences lie to those who visit because of leisure. Tourists who visit for leisure can fully enjoy the services provided by the scenic spot because they go to the scenic spot not only for sightseeing but to rest and relax. Whether the scenic spot can provide comfortable, relaxing, and high-quality services will affect the satisfaction of tourists. Liu et al. (2018) believed that with the continuous growth of residents' income, more and more people began to travel and leisure. The comprehensive evaluation of tourism products will improve as the theme uniqueness of the scenic spot and the enhancement of the sensory experience. Thereby increasing the satisfaction of tourists to the tourist destination.

Table 10

Proposed action plan to improve tourist satisfaction and loyalty in scenic spots in Anhui Province

Key Result Area	Strategies/Activities	Expected Outcomes
Guest satisfaction		
Timeliness	The scenic spot provides	Since some tourists can go through
The staff provide services for tourists quickly and efficiently	self-service ticket purchase, ticket collection, and ticket scanning	the ticket formalities themselves, they are unlikely to be annoyed by the long queue

<p>Completeness Provide guests with perfect facilities, such as toiletries, coffee and tea sets, as well as other basic needs of customers</p>	<p>Provide beverage facilities to separate the rest room and mother and baby room</p>	<p>Tourists have complete facilities to meet the needs of different people from different regions and groups</p>
<p>Courtesy Improve the courtesy of employees and respect the privacy of guests</p>	<p>Regularly provide courtesy and etiquette training for employees of the scenic spot (such as: salutation, service terms, etc.)</p> <p>Scenic rooms are maintained for privacy. Make sure there are no holes or damage to the room and bathroom (shower) in hidden places such as pipes, sockets, etc.</p>	<p>After training, the staff is very polite, able to use service terms and polite greetings, while respecting and protecting the privacy of guests</p>
<p>Consistency Improve the unified standards of employees in the scenic spot and provide typical services</p>	<p>Check whether the uniform is suitable Provide uniforms for the staff of the scenic spot, and color code them according to their posts</p>	<p>The unified standards of scenic spots have been well implemented</p>
<p>Accessibility Strengthen the availability of transportation modes in and out of the scenic spot and its surrounding areas</p>	<p>Increase the frequency of various types of vehicles in the scenic spot to provide multi-dimensional transportation services for tourists</p>	<p>Tourists in the scenic spot can enjoy transportation services such as the hotel's shuttle bus to the scenic spot, the shuttle bus between the scenic spots, and the scenic spot sightseeing bus</p>
<p>Accuracy The staff of the scenic spot provide error free service from beginning to end</p>	<p>Service standardization training for all employees</p>	<p>Staff provide customers with orderly service steps to meet their needs, while staff can demonstrate standard appearance, language, attitude and behaviour</p>
<p>Responsiveness Timely meet the needs of tourists</p>	<p>Service quality training for employees</p> <p>Service quality rating</p>	<p>The staff of the scenic spot can predict the needs of guests by recommending or providing suggestions to guests</p>

4. Conclusions and Recommendations

In the tourist attractions of Anhui Province, most tourists are between the ages of 18-26, women, and college degree students are mostly, and they have come to the scenic spot for the second time. Respondents were satisfied with the services at the selected tourist attractions as they rated it as being very timely, complete, polite, consistent, accessible, accurate, and responsive. When tourists are grouped according to their education level, visit frequency and travel purpose, their evaluation of satisfaction is different. Perception and expectation play an important role in tourists' satisfaction and loyalty. Therefore, no matter their education level, visit frequency or tourism purpose, as long as their expectations are worth meeting, guests will always be satisfied. As long as their needs are met, they are likely to revisit. Similarly, their education level, purpose and frequency of visits can change the views of guests to meet their requirements. Therefore, their satisfaction and level of satisfaction will change in each visit. Propose an action plan to improve the satisfaction tourists in scenic spots in Anhui Province. Especially in terms of accuracy, responsiveness, timeliness, customer service and reward, it is found that the satisfaction of tourists in the scenic spot is relatively low.

It is recommended that the scenic spot add convenience facilities (such as Such as intelligent ticket purchasing equipment, intelligent ticket checking equipment, intelligent voice guide explanation, etc.) to ensure the timeliness of serving tourists. The management of the scenic spot may plan and organize sufficient and more effective training for its employees to help them better understand the experience of tourists and make them more sympathetic and polite to tourists. At the same time, establish a regular staff training system to ensure the

standardization of work in the scenic spot. In the off-season of tourism every year, regularly carry out service, cleaning and other training for employees, and strengthen the psychological knowledge, polite language, communication skills, business knowledge, operation skills and cleaning skills required to provide tourists with fast, timely and efficient high-quality services (such as scenic spot environmental maintenance, scenic spot facility maintenance and correct operation). It is suggested that scenic spot managers should establish good channels (including disabled channels) for their scenic spots, such as building more roads and infrastructure to meet the needs of tourists and allow tourists to walk around the area without difficulty, so as to improve customer satisfaction and loyalty. Attraction management can utilize the proposed action plan to increase guest satisfaction and loyalty. Future research suggests the use of other factors that influence tourist and tourist satisfaction such as reliability.

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