

Service quality, tourist purchase behavior and tourists' satisfaction: Inputs for strategic tourism marketing framework

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ISSN: 2243-7770
Online ISSN: 2243-7789

Received: 18 June 2023

Revised: 20 July 2023

Accepted: 18 August 2023

OPEN ACCESS

Available Online: 25 August 2023

DOI: 10.5861/ijrsm.2023.1085

Abstract

The aim of this study is to develop a model for tourism enterprises to improve service quality, stimulate tourist purchasing desire, achieve tourist satisfaction, and achieve sustainable development of tourism enterprises. Specifically, this study determined the quality of tourism services in terms of reliability, assurance, tangibility, empathy, and responsiveness; Expounded tourist purchasing behavior from the perspectives of behavioral attitude, subjective norms, and perceived behavioral control; The satisfaction of tourists was determined from three aspects: customer expectations, perceived quality, and perceived value. The study also revealed significant differences in grouping by scenario, as well as a significant relationship between service quality, tourist purchasing behavior, and tourist satisfaction. The research results indicate that tourists are mostly middle-aged and young people, who are married and have relatively stable jobs and income. They have relatively low life pressure and high pursuit of quality of life. High quality services and unique landscapes can stimulate tourists' desire to purchase. When tourists' travel experience meets or exceeds their expectations, they will feel satisfied, which provides the possibility for tourists to revisit or recommend their reputation. Service quality, tourist purchasing behavior, and tourist satisfaction are important themes in the field of tourism research. Research on these aspects helps to understand consumer behavior and their perception of tourism products and services in the tourism industry. Researchers use various methods and tools to explore these areas, including questionnaire surveys, in-depth interviews, on-site observations, and data analysis. Their goal is to reveal key factors in consumer behavior and satisfaction in the tourism industry, in order to help tourism practitioners improve their products and services, increase customer satisfaction, and gain a competitive advantage in market competition.

Keywords: service quality, tourist purchasing behavior, tourist satisfaction

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1. Introduction

Since the 21st century, with the continuous improvement of people's income level and the increase of leisure time, people's participation in tourism activities has gradually increased. Especially with the continuous progress of modern technology, tourists have opportunity to visit nearby and overseas destinations (Li et al., 2019). As a green industry, the Chinese government pays special attention to the development of tourism. In recent years, scenic spots have sprung up in various parts of China, and competition among scenic spots has become increasingly fierce. Therefore, how to better attract tourists is an important issue that every scenic area needs to consider. However, due to the emergence of the pandemic since 2020, in order to better respond to the epidemic and protect people's safety, the Chinese government has taken certain lockdown measures based on local conditions, and the tourism industry is facing a huge development crisis. In addition, for tourism activities themselves, there are also some uncertainties about people's future tourism behavior (Li et al., 2021), and the development of the tourism industry has faced unprecedented challenges. Tourism practitioners need to constantly reflect to identify and respond to changes in the tourism market (Liu, 2021). Afterwards, as countries around the world gradually relaxed their epidemic prevention and control measures, the tourism industry began to usher in new opportunities for development. Therefore, how to improve tourists' consumer confidence is an important issue that we need to consider.

The tourism industry is a typical service-oriented industry, and the quality of service has a crucial impact on tourists' purchasing decisions. Service quality is not only an important factor and prerequisite for the economic performance of the service industry. (Rahmiati, et al., 2018) is also one of the important factors affecting customer loyalty (Amin, 2016). Simply put, service quality refers to the degree of difference between customers' expectations of the service they receive and their reality (Bu, et al., 2018). If customers perceive the realization to be greater than their expectations, they will be satisfied, otherwise they will be dissatisfied. With the increasing number of people traveling, their demands for the quality of tourism services are becoming higher and higher (Erika Revida, et al. 2018). Unfortunately, we can always see the dissatisfaction of tourists in news reports, which often focuses on the performance of products and services (Cao, 2022). Yeoh Hong Chin believes that tourism facilities have the greatest impact on customer satisfaction with the quality of tourism services, followed by food and beverages (Garjan, et al. 2023). Kassim et al. (2010) found through their research on hotel service quality that all dimensions except reliability have a positive impact on customer satisfaction. Therefore, for tourism enterprises, improving the quality of tourism services on the basis of existing tourism resources will help to improve the core competitiveness of tourist attraction.

In terms of analyzing tourist purchasing behavior, many scholars have studied the reasons that affect tourist destination choices from the perspectives of consumer behavior theory, marketing, and other fields, including personal factors and scenic environmental factors (Tang, et al., 2023) Lv Lihui et al. believe that the good image of tourism enterprises in 2020 will win the trust of consumers, thereby affecting tourists' purchasing intentions. Pinto, & Castro, (2019) believe that understanding consumers' motivations for choosing tourist destinations can improve the quality of tourism services and better meet the needs of tourists. Tourists will conduct purchase decision analysis before traveling. The purchasing decision process is a multifaceted process that is influenced by many factors, such as internal factors such as personality, attitude, and lifestyle, as well as external factors such as culture, values, and social risks. Roseta, Sousa, & Roseta, (2020) mainly studied the influencing factors of consumer decision-making process in the context of ecotourism. It is of great significance to specify effective marketing strategies and enhance customer perceived experience value. Preko, et al., (2023) studied the impact of trust on consumer purchases, believing that every step in the tourist decision-making process will have a trust

effect on the next step of decision-making. Consumers can only make corresponding purchasing judgments based on their own conditions and on-site conditions of the tourism destination. As a tourism enterprise, efforts should be made to improve service quality based on existing resources in order to potentially affect tourists' purchasing behavior.

After conducting tourism activities, tourists will form a subjective understanding of the tourist destination, which will be compared with the expectations of the tourist destination generated by the previous promotion of the scenic area, thus forming a judgment of satisfaction or not. In addition, tourists' satisfaction will be affected by many other factors, such as tourism destination attributes (Biswas, et al. 2021), social and cultural sustainability (Asmelash & Kumar, 2019), Marketing mix and service quality (Azhar, et al 2019). When tourists' satisfaction is improved, happiness will follow. Pai, et al (2020) believe that tourists' happiness can be improved through travel experience satisfaction and service experience satisfaction. Therefore, positive experiences during travel are considered an important factor in improving happiness and satisfaction (Park, et al. 2017).

Existing scholars' analysis of factors that affect tourists' purchasing mostly focuses on the quality of the scenic area itself, such as resource characteristics, service level (Pappas, et al, 2023), management level (Buhalis, et al., 2023) etc. However, there is limited research on how the service quality of scenic spots affects tourist purchasing behavior, how tourist purchasing behavior affects tourist satisfaction, and the relationship between tourist purchasing behavior and tourist satisfaction. Focusing on such issues can better understand the influencing factors of tourist satisfaction, which has important practical significance for formulating tourism marketing strategies and enhancing the tourist attraction of scenic spots. Therefore, in order to solve the current contradiction between the rapid development of some scenic spots and low tourist satisfaction, better promote the development of the tourism industry, and improve the quality of tourists' tourism, this study takes the Chinese tourism industry as the research object, this provides new ideas for understanding the decision-making process of consumers' purchasing behavior. This study expands the existing research content and provides reference and inspiration for the development of China and even the global tourism industry.

This study is intended to assess the service quality, tourist purchase behavior and tourists' satisfaction among customers of selected tourism industries in the provinces in China and will be the basis in developing a strategic tourism marketing framework. Specifically, it will assess service quality as to reliability, tangibles, assurance, responsiveness, and empathy.

2. Methods

Research Design - This study adopts a descriptive research design to interpret the research results fully and accurately. According to Li, et al., (2023), the descriptive research design is used to obtain current relevant facts, data, and information, and provide an accurate overview of situations, people, or events. In addition, Kyalo, (2023) asserted that descriptive research design is a form of formal research designed to describe the inherent characteristics of a phenomenon or population. The purpose of this design is to find the correlation or relationship and difference between the three selected variables, and to systematically and accurately describe the facts and characteristics of a given population (Li, et al., 2023). Polit and Beck (2014) also shared that descriptive research aims to study and monitor an emerging feeling that cannot be regarded as an unbiased factor. Researchers try to collect information from interviewees by providing and distributing questionnaires. This kind of descriptive research is helpful to effectively collect the data of interviewees.

Participants of the Study - The participants are composed of two parts, one is related to the tourism industry, and the other is the public. A total of 300 questionnaires were distributed, some of which were randomly distributed through the internet such as WeChat and Weibo, while the other part was targeted based on selected representative tourism enterprises (10). The selection criteria for these tourism enterprises have certain representativeness in different levels and categories. Shandong Province is a major tourism province in China, with rich natural and cultural tourism resources, which is very representative.

Data Gathering Instrument - The study used three groups of questionnaires as the main mechanism for collecting the necessary data. The items of each tool are presented in the form of descriptive statements, and the applicable frequency of each statement is explained to the respondents in four similar ways. This questionnaire mainly refers to the research on relevant content by Koc (2020), Fratu (2011), and Guo et al. (2021). Their research content has a certain correlation with the theme of this study, which can provide good reference and reference for this study. The questionnaire consists of two parts. The first part contains an overview of the interviewees. The second part includes the evaluation of the service quality, tourist purchase behavior and tourists' satisfaction. According to Koc 's (2020) research, the service quality is a five-factor model, including 25 reliability (5 items), tangibles (5 items), assurance (5 items), empathy (5 items) and responsiveness (5 items).

According to Fratu's (2011) research, the tourist purchase behavior questionnaire uses a four-point Likert scale. The oral explanation is that 3.50–4.00 points indicate strong agreement (high commitment), 2.50–3.49 points indicate agreement (moderate commitment), 1.50–2.49 points indicate disagreement (slight commitment), and 1.00–1.49 points indicate strong disagreement (minimum commitment). This is a 15-item questionnaire with three factors. Behavioral attitude (5 items), subjective norm (5 items), and perceptual behavior control (5 items). According to Huang et al.'s (2015) research, tourists satisfaction used a four point Likert scale, which was interpreted orally as 3.50–4.00 points for strong agreement (with sufficient evidence), 2.50–3.49 points for agreement (with moderate evidence), 1.50–2.49 points for disagreement (with insufficient evidence), and 1.00–1.49 points for strong disagreement (without evidence). The questionnaire consists of 15 items and is divided into three dimensions, namely, tourist expectations, perceived quality and perceived value.

The above questionnaire adopts and modifies the research content of scholars such as Koc (2020), Fratu (2011), and Huang et al. (2015), etc., making the questionnaire content more in line with the research theme of this article. To ensure that the questionnaire and scale are reliable, stable, and consistent. The internal consistency and reliability of the questionnaire sample are used here using Cronbach's α Analysis and inspection. In today's academic world, when using Cronbach α When analyzing, scholars usually use reliability coefficients to represent reliability. The higher the reliability coefficient, the higher the reliability of the measurement. The value of its coefficient is between 0 and 1. Generally speaking, if the coefficient does not exceed 0.6, it is generally considered that the reliability of internal consistency is insufficient. When it reaches 0.7-0.8, it means that the scale has considerable reliability. When it reaches 0.8-0.9, it means that the reliability of the scale is very good. The test results are shown in the table:

Based on result, the Service Quality, Tourist Purchase Behavior, and Tourist Satisfaction Instrument has an excellent consistency as exhibited by the Cronbach's Alpha value of (.918). This was validated by the Excellent remarks from Service Quality (.933); it was confirmed by the good results from Reliability (.844), Tangibles (.885), and Excellent results from Assurance (.918) and Responsiveness (.917), and Acceptable result from Empathy (.772). Also, it was validated by the Excellent remarks from Tourist Purchase Behavior (.911); it was confirmed by the Excellent results from Behavioral Attitude (.934), and Subjective Norm (.906), and good result from Conceptual Behavior (.840). Moreover, it was further validated by the good results from Tourist Satisfaction (.809), it was confirmed by the good result from Customer Expectation (.955), and Acceptable results from Perceived Quality (.765), and Perceived Value (.762), which shows that the instrument at hand passed the reliability index test. Thus, the researcher can now proceed to the actual survey using the instrument.

Data Gathering Procedure - The researchers of this research have used the published papers as a source for collecting and collecting data or information. In addition, reliable books, articles, and journals were used to collect relevant data and information. Other relevant information about tourist attractions was collected through informal interviews. Before collecting data, the consultant approved the request for research and was recognized by the tourist attraction. The researcher prepared a letter of request to the scenic spot manager for approval of carrying out the research. The researchers also prepared some questionnaires dedicated to tourists to understand their choice of tourism destinations. It was reiterated that the survey was conducted in writing for academic purposes only and that all information collected was confidential. After the approval of the scenic spot manager,

the study began to distribute questionnaires to the selected tourism enterprises in Shandong Province (10). The schedule of distribution and retrieval dates of the questionnaire has been discussed with the staff of the tourist attraction and determined on the date agreed by both parties. The questionnaire is managed by researchers in person or through Google Forms to ensure the accuracy and confidentiality of the results. From May 24, 2023, to June 10, 2023, 316 questionnaires were collected. There were 300 valid questionnaires, and the effective rate was 94.9%.

Ethical Considerations - The study was approved by the agency before it was launched. To this end, ethical considerations should be considered when conducting research to ensure that all information collected is used only for research purposes, to maintain the quality and integrity of the research. The researchers appropriately cited the questionnaires used. The researcher also solicited the consent of the scenic spot manager through letters and correspondence to ensure that the target interviewees are ready to answer the necessary research questions. It also ensures the confidentiality and anonymity of respondents, as they do not seek names when answering the questionnaire. The researchers also made sure that the respondents volunteered to answer the questions according to their own wishes. Finally, the dignity and privacy of the interviewees were protected from physical and verbal abuse, and provided them with opportunities to relate to each other, rather than threatening them, because they felt that they were being studied and regarded as a powerful information seeker.

Data Analysis - Use various statistical methods to count, code and analyze the required documents and figures. This includes frequency distribution, weighted average, Pearson product moment correlation, regression analysis and analysis of variance (ANOVA), which are all used based on research objectives. One of the common methods to organize data is to construct frequency distribution. Therefore, researchers use frequency distribution to easily browse the entire data. In this study, the frequency distribution is used to show whether the observations are high or low, and whether they are concentrated in one area or distributed on the whole scale. It also shows the distribution of individual observations on the measurement scale (Britain, 2013). In addition, this study uses weighted averages to determine the exact number of all figures in the data set that are given the same weight (Mesiar & Spirkova, 2014).

In addition, Pearson product moment correlation is used to measure the linear correlation strength between variables or between variables, and is expressed by r (Juntavong, 2023). In this study, regression analysis is used to model or analyze data and test the relationship between the dependent variable and one or more independent variables (Kim, 2023). Therefore, it is used to determine the important relationship between the quality, price, and distance of tourist attractions. Finally, analysis of variance (ANOVA) is a statistical test. When there is a parameter dependent variable and one or more independent variables, it is used to detect the difference of group mean (Sawyer, 2010). In this study, it is also used to determine the differences between the quality, price, and distance of tourist attractions. In addition, all data were processed using PASW version 18 statistical software to further interpret the results of the study. PASW Statistics is a comprehensive data analysis system. In addition, it can obtain data from almost any type of file and use them to generate tabular reports, charts and plots distribution and trends, descriptive statistics, and complex statistical analysis (Bitew, 2023).

3. Results and Discussion

Table 1

Service Quality in Terms of Reliability

The tourist industries...	WM	Rank	VI
1. Provide timely services on their tourism products and services	2.8867	5	Agree
2. Provide promised services on their scenic spots.	2.9000	4	Agree
3. Have staff who are dutiful, who care for tourists and provide help & utmost assistance	2.9467	1	Agree
4. Have feedback channel of tourists' complaints	2.9300	2	Agree
5. Implements systems and standards for service quality.	2.9167	3	Agree
Composite Mean	2.9160		Agree

From the above table, the respondents agree with the above indicators in terms of support. The reliability of tourism service quality is a complex issue that is influenced by multiple factors. The reputation, organizational and management capabilities of tourism service providers, industry standardization and standardization, customer feedback and evaluation, and industry supervision are all important factors that affect the reliability of tourism service quality. The comprehensive average score of 2.9160 indicates that the respondents are relatively satisfied with the reliability services provided by tourism enterprises. Among the listed projects, the staff who are responsible, caring for tourists, able to provide assistance and maximum assistance ranked first with the highest weighted average score of 2.9467. These employees demonstrate a high level of professionalism and sense of responsibility, are enthusiastic about their work, can establish good communication and interaction with tourists, and can quickly and actively handle various problems and difficulties encountered by tourists. Due to these outstanding abilities and qualities, they can enhance the satisfaction and loyalty of tourists. As emphasized in van der Waals' (2013) research, good communication skills, strong teamwork and collaboration skills, good image, and elegant temperament are important conditions for engaging in tourism service work.

The second ranked channel is the feedback channel with tourist complaints (2.930). The third is to implement a service quality system and standards (2.9167). When tourists provide feedback, they express their concern and expectations for the organization, which helps the organization quickly identify and identify potential problems and challenges and take corresponding measures in a timely manner. This not only solves the difficulties and problems of tourists, but also maintains the organization's good reputation and image. Enterprises should clearly recognize that implementing service quality systems and standards is crucial for providing high-quality customer service. Enterprises should first clarify the organization's goals and expectations in terms of quality, secondly define key links and processes, thirdly clarify quality service standards, fourthly design quality management processes, and finally establish effective detection and evaluation mechanisms. Through these relevant measures, institutionalizing and standardizing services is beneficial for improving service quality and level.

The fourth ranked project provides promised services for their attractions (2.9000). The promised service is crucial for tourist attractions. It can not only improve tourist satisfaction, enhance word-of-mouth and reputation, but also establish loyalty, increase competitiveness, and promote the sustainable development of scenic spots. By focusing and investing in providing high-quality services, attractions can attract more tourists and maintain long-term success. Zhao, et al. (2020) mentioned in their discussion of rural tourism in China that tourism services involve the entire process of "food, accommodation, transportation, travel, shopping, and entertainment". Any problems that arise in each link will affect the overall perception of rural tourism. Therefore, it is necessary to start from the root cause, clarify high-quality service standards, strengthen employee training, improve scenic area management, and further enhance the level of rural tourism services. At the bottom of the list is the timely provision of tourism products and services (2.8867). The tourism industry is a service industry. Tourists usually have clear requirements for Travel itinerary and services. Timely provision of tourism products and services can meet customers' requirements and ensure that they enjoy the travel experience as planned. Regarding this, Subashini & Gopalsamy (2016) mentioned in their study that service quality, namely the speed of responding to customer complaints and timely service, can have a significant positive impact on customer satisfaction.

Table 2

Service Quality in Terms of Tangibles

The tourist industries...	WM	Rank	VI
1. Use signboard for the tourism related product and services and scenic spot which are visible, clear and attractive.	2.8567	4	Agree
2. Provides advertisements of scenic spots which have physical facilities that have catchy architecture that enhances tourist's experience.	2.9167	1.5	Agree
3. Maintains company websites to provide information to promote tourists destinations.	2.9167	1.5	Agree
4. Hire employees who are suitably attired and well-groomed during work hours as they represent company	2.8833	3	Agree
5. Has available suitable transport facilities for their guests and customers	2.8533	5	Agree
Composite Mean	2.8853		Agree

The table shows the draw on organizational culture from the perspective of tangible assets. The comprehensive average of 2.8853 indicates that respondents agree with the above indicators. This means that according to the evaluation of the respondents, the tangible assets under service quality are moderate. Among them, providing advertisements for tourist attractions with physical facilities and attractive buildings enhances the experience of tourists and maintains the company website. Providing information to promote tourist destinations has gained the same recognition (2.9167). Attraction advertisements, facilities, and tourism information can complement each other and jointly influence tourists' decision-making and experience, while shaping the brand image and value of the attraction. As a tourism enterprise, it is necessary to comprehensively consider such factors in order to provide attractive advertisements, convenient facilities, and accurate tourism information, providing tourists with a high-quality tourism experience. Lee, et al. (2016) argue that there are many problems with traditional information acquisition and organization methods, such as "information loss", lack of "semantics", "information overload", etc., which makes it difficult for tourists to obtain satisfactory information services. Zhou et al. (2023) that the information required by tourists includes six categories: tourism consumption information, scenic spot information, transportation information along the route, travel arrangement information, self driving infrastructure information, weather and climate information, and achieved timely and effective transmission of tourism information.

Hiring employees who dress appropriately during working hours as company representatives has a rating of 3 (weighted average of 2.8833). The attire and image of employees directly reflect the company's image and professionalism. It conveys employees' confidence, professional competence, and professional ethics. It can establish good trust relationships with tourists, improve the tourist experience, and maintain the company's culture and values. Buhalis, (2023) believes that the development of the tourism industry cannot be achieved without the support of high-quality tourism talents. It can be seen that excellent tourism practitioners are the guarantee for the healthy development of the tourism industry.

Tourism related products and services, as well as scenic spots, should use eye-catching, clear, and attractive signs, and provide suitable transportation facilities for guests and customers. The scores are relatively low compared to other items, with scores of 2.8567 and 2.8533, respectively, ranking 4 and 5. From the perspective of tourists, the establishment of a signage system is conducive to smooth travel activities, thereby improving travel efficiency (Zhang Xiaocui, 2016). It is not enough for tourist attractions to only have clear and eye-catching signs and appropriate transportation facilities. Tourism enterprises need to formulate scientific development plans based on the local situation. They should not only attach importance to external publicity, but also pay attention to their own connotation construction. They should build a standardized, beautiful, environmentally friendly, and novel and unique tourist signage system, combining the original ecology with artistry, and play a good role in the silent promotion function of tourist attractions.

Table 3

Service Quality in Terms of Assurance

The tourist industries...	WM	RankVI
1. Provides quality assurance that maintains and enhances the standard of tourism services	2.91001	Agree
2. Give priority to the safety and security of tourists	2.89003	Agree
3. Provides staff who consistently deliver guest services according to the defined quality and safety standards	2.88674.5	Agree
4. Provides safe and sound tourism destination	2.85674.5	Agree
5. Has systematic monitoring and evaluation of their services to ensure that standards of quality are met	2.89672	Agree
Composite Mean	2.8880	Agree

The comprehensive average of table 3 introduces service quality from the perspective of assurance. 28880 indicates that respondents recognize and accept the assurance of service quality in tourism enterprises. Guarantee is the assurance and confidence conveyed by tourism service providers to tourists about service quality. Tourists can use a series of measures provided by tourism enterprises to enhance their tourism confidence.

Provide quality assurance to maintain and improve the standards of tourism services (2.9100), and

systematically monitor and evaluate their services to ensure that they meet quality standards (2.8967), ranking first and second among respondents. The Chinese government has formulated a series of laws, regulations, and policies to regulate the tourism industry, such as the Tourism Law and the Regulations on the Management of Travel Agencies, covering various links such as scenic spots, travel agencies, and tourist hotels, regulating the order of the tourism market and safeguarding the rights and interests of tourists. In April 2021, the Ministry of Culture and Tourism of China issued the "14th Five Year Plan for Cultural and Tourism Technology Innovation", which clearly stated that it is necessary to improve the cultural and tourism standard system, steadily promote the work of standard formulation and revision, and continue to increase the efforts of standard formulation and revision in key areas such as new cultural and tourism products and formats, public services, market order and quality and safety evaluation, and improve cultural and tourism products and services, consumer security, park construction, etc Standardized level of scenic area management.

Prioritizing the safety and security of tourists ranks third (2.8900). There may be various potential risks during tourism activities, such as traffic accidents, theft, natural disasters, etc. Ensuring tourist safety can reduce the occurrence of accidents and minimize tourist losses. Therefore, ensuring the safety of tourists is not only related to their personal safety and experience, but also closely related to the reputation and credibility of tourism destinations, tourism enterprises, and other related factors. Zhan (2023) believes that tourism security work is directly related to the healthy and stable development of the tourism industry and should be guided by the overall national security concept, integrating tourism security related work into the scope of national security governance, and achieving the improvement of tourism security governance level in accordance with the law.

Employees who consistently provide services to customers in accordance with established quality and safety standards (2.8867) and those who provide safe and reliable tourist destinations (2.8567) have the lowest average value. Although these two rankings are relatively low, there is not much difference compared to the top three. Employees who provide services to tourists according to standards and safe tourist destinations are equally important to tourists. Because they are directly related to the safety and satisfaction of tourists, the establishment of corporate image and reputation, the continuous growth of customer sources, and the sustainable development of the tourism industry.

Table 4

Service Quality in Terms of Empathy

The tourist industries...	WM	RankVI
1. Provides facilities and equipment for special groups of tourists like those with special needs	2.91672	Agree
2. Pays attention to the comfort of visitors and gives priority to customers' needs	2.92004	Agree
3. Provides customers personalized care services	2.94671	Agree
4. Hires staff who establish true, empathetic connections with guests to enhance relationships	2.92333	Agree
5. Helps the customers feel that their concerns matter to reinforce that they are valued by the company	2.87675	Agree
Composite Mean	2.9167	Agree

The table shows the evaluation of service quality empathy, which is moderately significant and supported by a comprehensive average of 2.9167. Empathy is the ability of service providers to express sincere care and emotional investment in the interaction process with tourists, and it is the evaluation of tourists' ability to empathize with service personnel. In tourism services, if service personnel actively assist tourists and try to meet the reasonable needs of different tourists, they will create a harmonious and friendly atmosphere of understanding in tourism activities, making tourists feel happy (Zhao Yanlin et al., 2016)

Provide personalized care services to customers (2.9467), hire employees who establish genuine and compassionate connections with customers to enhance relationships (2.9233), focus on visitor comfort, prioritize customer needs (2.9200), and rank first to third in terms of service quality empathy. By understanding the individual needs of tourists, service providers can provide services that better meet their expectations. Therefore, service providers need to provide personalized service solutions. In addition, service providers also need to have good emotional intelligence and Empathy, be able to sense customers' emotions and needs, and respond to

customers through care, understanding and support. Gao Jing et al. (2017) analyzed various factors of personalized services for tourism mobile e-commerce, designed the basic process of personalized services, and designed the main content of personalized services for tourism mobile e-commerce based on the characteristics of personalized services. They proposed the implementation path of personalized services for tourism mobile e-commerce, in order to provide guidance for the development of tourism mobile e-commerce.

At the same time, corresponding facilities and equipment should be provided to special tourist groups with special needs (2.9167) to help customers feel that their concerns are important and strengthen their recognition by the company (2.8767). Tourists with special needs include special groups of tourists, such as physically disabled individuals, pregnant women, etc., and may also involve tourists with different cultural backgrounds, religious beliefs, and customs. For tourist groups with special needs, especially for China, a multinational state, attention should be paid to diversity and inclusiveness. Thomas, (2018) believes that the triangular data on aging population, disability, health, economic capacity, and special groups in tourism statistics clearly reflect that engaging people with special needs is promoting the continuous growth of the future tourism industry. Of course, the key to attracting tourists' attention lies in sincere care, personalized services, active communication, and timely problem-solving. Through these measures, tourism enterprises can create an environment that pays attention to the needs of tourists and provide a satisfactory tourism experience.

Table 5

Service Quality in Terms of Responsiveness

The tourist industries...	WM	RankVI
1. Have staff who are willing to help customers promptly and avoid customers waiting for no apparent reason	2.94003	Agree
2. Provide staff who have adequate knowledge and has the ability to solve problem	2.94331.5	Agree
3. Develop rapport with the guests that creates better professional relationships	2.94331.5	Agree
4. Provide staff to provide real-time services to get immediate feedback in times of need	2.88005	Agree
5. Provide staff personnel who is prompt in providing services and responds to customers' requests, problems and complaints	2.87674	Agree
Composite Mean	2.9120	Agree

The table shows the service quality levels in terms of responsiveness. The comprehensive average of 2.9120 indicates that the respondents expressed a moderate level of satisfaction with the above indicators. Responsiveness is the ability to respond promptly and effectively to customer needs and issues. For example, tourism service providers can promptly identify tourist issues and respond quickly through hotline calls, emails, online chats, and other means. Responsiveness not only demonstrates the importance and attention paid to tourists, but also enhances their satisfaction and trust. Tung, et al. (2017) demonstrated through scenario based experimental design that employee responsiveness and organizational assurance are key moderating factors for hotel satisfaction, loyalty, and perceived value in CCB scenarios.

In the listed projects, provide employees with sufficient knowledge and problem-solving skills (2.9433), establish harmonious relationships with customers, and establish better professional relationships (2.9433), ranking side by side. Tourism service providers should attach importance to cultivating the ability of employees to establish harmonious relationships with tourists. This can be achieved by providing relevant training to enhance the professional skills of service providers. In addition, tourism companies can also establish incentive mechanisms to encourage active interaction between employees and tourists to establish harmonious relationships.

Following closely are employees who are willing to help customers in a timely manner and avoid unnecessary waiting (2.9400). Employees who are willing and proactive in helping tourists can provide an excellent customer experience. They not only meet the needs of tourists, but also proactively care for them and provide additional help and support, exceeding their expectations. This attitude not only left a deep impression on tourists, but also enhanced their satisfaction and loyalty to the scenic spot. Therefore, tourism enterprises need to manage their employees well, such as developing employee integrity codes, managing and training employees,

and using communication platforms such as training to ensure that their behavior has rules to follow, and to serve tourists with high-quality services and good attitudes (Yao, et al., 2017).

Finally, employees (2.8767) ranked fourth and fifth in providing real-time services to employees in order to receive immediate feedback when needed (2.8800), provide timely services, and respond to customer requests, issues, and complaints. Tourists usually hope to be quickly resolved when they need help or have problems. Therefore, enterprises should increase skill training for frontline service personnel to reduce the probability of service failure, thereby reducing complaint rates and improving service quality (Xue, 2020). Providing timely services in this way not only helps tourists save time and energy, but also greatly improves their travel experience and satisfaction, especially when their problems can be quickly addressed and resolved.

4. Conclusions and Recommendations

Specifically, it assessed service quality as to Reliability, Tangibles, Assurance, Responsiveness and Empathy; determined tourists purchase behavior as to Behavioral attitude, Subjective norm and Perceptual behavior control; described the tourist's satisfaction in terms of Customer expectations, Perceived quality and Perceived value, tested the relationships among service quality, tourist purchase behavior and tourists satisfaction and developed a Strategic Tourism Marketing Framework. The respondents agreed on the good service quality of tourism industry as to Reliability, Tangibles, Assurance, Responsiveness and Empathy. This study recommends, highlight the importance of service quality in marketing activities, emphasizing the provision of high-quality tourism products and services. In the future, researchers will consider how to use big data, cloud computing and other technologies to develop smart tourism.

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