

Analysis of Service Quality of Spring International Travel Service Based on Customer Satisfaction

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Abstract

In the new era of the integrated development of culture and tourism, the tourism industry is facing the new requirements of high-quality development, and it needs to pay more attention to customer satisfaction, improve service quality, and build a service brand so as to win the future. This paper takes Shanghai Spring & Autumn International Travel as an example, by analyzing some of the problems existing in the service quality of the current tourism enterprises, combining the theory of perceived service quality model and the theory of service quality gap, exploring the elements affecting the service quality of travel agencies, and putting forward reasonable suggestions to promote the high-quality development of China's tourism industry.

Keywords

Tourism; customer satisfaction; service quality; Spring International Travel Service.

1. Introduction

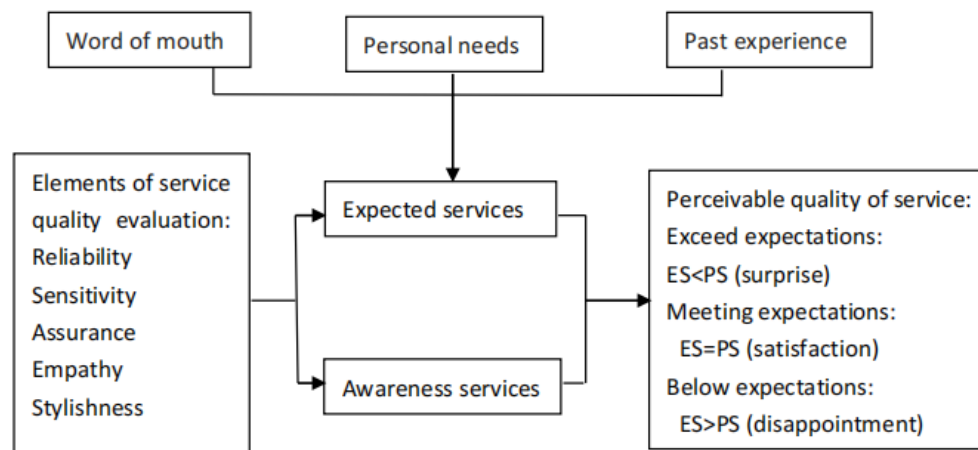
Tourism is a comprehensive industry and an important driving force for economic development. The development of the tourism industry plays a significant role in the construction of the national economy, increasing employment and improving people's living standards. In May 2021, the Ministry of Culture and Tourism issued the "Guiding Opinions on Strengthening the Supervision of Tourism Service Quality and Improving the Quality of Tourism Services", which requires that the satisfaction of the people be taken as the starting and ending point for the implementation of the supervision and improvement of the quality of tourism services. The tourism industry in the new era is facing the new requirements of high-quality development, but at present, some tourism enterprises have poor service attitude and lack of personalized service; service skills are not professional enough and lack of standardized service; service efficiency is not high, and lack of efficient service mode, this paper takes Shanghai Spring International Travel Service (Group) Co. (hereinafter referred to as "Spring International Travel Service") as an example, to explore the elements that affect the service quality of tourism enterprises.

2. The Relevant Theoretical Basis

2.1. Perceived service quality modeling theory

The theory of service quality believes that if a customer's perceived level of service is higher than the expected level of service, then the customer can obtain a higher level of satisfaction, and thus believe that the enterprise has a high level of service quality, and vice versa, may think

that the enterprise's level of service quality is low. As shown in the figure below: customers generate an expected service quality assessment through word-of-mouth, personal needs and past experience, while the enterprise provides resources for tourists to get a specific perceived service quality. Through a comparison between the two, customers will get a real subjective feeling, so as to come up with an evaluation.



2.2. Service quality gap model

The American PZB, on the basis of the concept of customer-perceived service quality, constructed a "service quality gap model" through empirical research on a number of service industries, proposing five kinds of service quality gaps, i.e., Manager's cognitive gap, Gap in the specification of service quality, Gap in the delivery of services, Market gap, and Gap in the delivery of service quality. transmission gap, a market information dissemination gap, and a perceived service quality.

Customers' expectations of service quality expectations are the result of a combination of several factors, including word-of-mouth communication, personal needs, and previous service experiences. It is also influenced by the managerial communication made by the organization when communicating externally with customers. Managers' perceptions of what customers expect determine the service quality standards set by the organization; front-line employees deliver services to customers according to the service standards, and customers perceive the service production and delivery process based on their own experiences. The model also states that management communication has an impact on both perceived and expected customer service.

3. Present Situation of Tourism Industry

Although the development of China's tourism industry is in good shape, some problems have been exposed, and the guidance issued by the Ministry of Culture and Tourism in May 2021 points out that the current quality of tourism services has the following problems:

3.1. Tourism service quality awareness is not strong

With the development of the economy, both goods and services are moving from opposition to unity. Tourism industry from the previous function-oriented, space-oriented, element-oriented, system-oriented transition to tourist-oriented. The dominant logic also evolved from commodity dominance to service dominance [1]. Tourist-centered tourism system model reconstruction has pointed out a brand new direction for tourism service management. At present, a large number of OTA platforms, travel agencies and scenic spots are still stuck in the era of tourism commodities, service quality awareness is not strong.

3.2. The managerial level is not high as well as lack of quality checker

Most of China's tourism enterprises are not large, but the service management knowledge has a strong professionalism, related tourism enterprises mainly because of the tourism industry service management field of high-level management personnel, lack of funds and other reasons lead to the management level is difficult to improve. At the same time, the current part of the tourism enterprise also lacks the incentive system for enterprise employees to continue their education, service quality talent cultivation work is difficult to be further promoted, tourism service management personnel team generally have insufficient management level, lack of talent and other phenomena.

3.3. Brand awareness and reputation is not strong

Tourism enterprises in the operation of the business scope of the lack of recognition, tourism enterprises launched a lack of innovation in the product, some small-scale tourism enterprises product variety is incomplete, it is difficult to improve brand awareness in the market competition. At the same time, some tourism enterprises lack opportunities and resources in establishing corporate image and expanding corporate visibility.

3.4. The negative phenomena and lack of supervision in tourism industry

China's tourism industry is booming at the same time, there are rip-offs, forced shopping, black tour guides and other undesirable phenomena, the reason for these problems on the one hand, due to the existence of some travel agencies in violation of the law, some tour guides are not high-quality, some businessmen to drill the legal loopholes; on the other hand, due to the degree of importance of some governments are not in place, and the pursuit of the "ticket economy" On the other hand, due to the lack of attention of some governments, focusing on the pursuit of "ticket economy", ignoring the construction of tourist carrying capacity and tourism supervision platform, the number of law enforcement team is small, lax law enforcement, thus reducing the satisfaction of tourists.

3.5. The quality infrastructure is not well developed and insufficient force of continuous improvement of quality

Part of the local regulatory agency system division of labor is not clear, there are a number of departments co-management, there is an unclear division of labor and the phenomenon of shirking responsibilities. China's tourism industry standard system structure is incomplete, the lack of coordination between the standards, the proportion of service factors in the standard is

too small. Some of the tourism accommodation standards have not been reviewed for more than 10 years. The outdated normative standards have been difficult to adapt to the current diversified tourism market requirements of the times and quality management requirements. Some of the standards have clear regulations on the hardware facilities of enterprises, but the service attitude and service quality are difficult to be quantified, which also leads to difficulties in service quality improvement.

4. The Practice of Spring International Travel Service

Starting from 2-square-meter iron shed in Shanghai, Spring International Travel Service grew into a giant in tourism industry due to its achievements of continuous service quality management.

4.1. Setting service standards and establishing reasonable expectations for customers

4.1.1 The implementation of service standardization. 2006 September, the company carried out ISO9001-2000 quality management system through the standard work; in October 2007, passed the ISO9001-2000 quality management system international certification; in September 2010 and through the ISO9001-2008 quality management system international certification, the company's quality management towards standardization and scientification. The company's quality management has been standardized and scientific.

4.1.2 Pursuing highly transparent services. Spring China Travel launched the concept of "Transparent Group" for the details of food, accommodation, transportation, travel, shopping, entertainment and guidance involved in group tours, and clearly stipulated that all transparent group products must achieve all the attractions, transparent itinerary, detailed information on hotels, shopping store information in advance, see clearly and buy clearly, flight information in advance, mileage of the line is clearly explained, pre-announced recommended items, and informed of the proportion of group meals, Determine the tour time. Spring Tourism informs customers of the company's service standards in the sales process, and through highly transparent services, allows customers to establish reasonable service expectations before accepting the service. Provide well-prepared services before, during and after the trip to meet the needs of different destinations and different levels of travel.

4.1.3 Strengthening training of marketing personnel. Through the training of marketing personnel, product marketing can be more in line with the market, regular testing of marketing personnel's learning results, so that marketing personnel can continue to strengthen the understanding of the product in the test [6], to establish a sense of service, and in the marketing process normal and reasonable to the customer to pass tourism products and services, so that customers can establish reasonable expectations.

4.1.4 Establishing reasonable expectations for customer expectations according to tourism market. Market-oriented is the general direction of tourism development, the company's planning in accordance with the market-oriented development and improvement, relying on market-oriented corresponding adjustment. Managers should collect and analyze the

information of tourism product sales in the market to ensure that the market-oriented information to form a clear and definite understanding, and in-depth understanding of the market-oriented process to understand the needs of consumers, correctly recognize the expectations of customers, and in accordance with the needs of the development of detailed service management programs.

4.2. Strengthening service and establishing service quality assessment system

4.2.1 Excellent service concept. Spring China Travel has a strict quality supervision and management mechanism, and insists on the quality concepts of "99+0=0" and "every tour must be visited".

4.2.2 Attaches great importance to service. Tour guide is the soul of a travel agency, is the customer's direct contact person, bear the service to the customer's mission. Spring China Travel Service pays close attention to the training of tour guides, improves the service level, requires tour guides to have both knowledge and good service, establishes specialized TQC service management personnel, pays attention to every link, and creates a high-quality service brand.

4.2.3 Establishment of TQC (Total Quality Control) Department. The travel agency to establish a service quality supervision system, the service quality of the service personnel and related departments to track and inspect, supervision, rewards and penalties, so that the service content is really put into practice. Establish a quality information circular feedback system so that quality problems can be dealt with in a timely and effective manner. Adhere to each group must visit, take the "quality feedback book", hold a forum for tourists, unannounced visits to attractions and other quality consultation and control methods, to find out the small problems in the service process, and improve the service. Each tour guide establishes a reception quality file to record each tour guide's service, and prepares a quality report on a regular basis, including the total score of the tours, the total average score, the number of high-quality tours, and ranks the tour guides at the end of the year based on the scores, and the tour guides' allowances for tour guides are determined by the level of the previous year.

4.3. Using the springtour.com as a window for providing tourism services and exploring customers' expectations and needs

The Springtour.com pays great attention to the content, scope and quality of online services. In terms of information services on the website, it studies travelers' needs and clarifies detailed information and convenient booking processes. For each tour route, specific start dates and prices are indicated, travel arrangements and service items are written, and travel content is linked to the introduction of illustrated attractions so that tourists can understand at a glance. It emphasizes a full set of services after one input in the travel booking operation, with payment, delivery of tickets and signing of contracts followed up by dedicated personnel, providing tourists with an easy experience.

In terms of corporate service image, Spring Tourism Network and Spring Travel Agency are promoting each other. Spring and Autumn Tourism website is the window for Spring and

Autumn Travel Agency to show its service image. The website opens the "Complaints and Questions and Answers" column, allowing tourists to put forward their opinions on the dissatisfaction of the online service, so as to win the trust and attention of tourists to the website. Spring travel agency attaches importance to the quality of service, developed a set of quality supervision system, configure a special quality supervision staff every group must visit, complaints must respond, in the industry has a good reputation, this brand effect and radiate to the Spring travel online, shaping its credible image.

5. The Measures for Improvement of Service Quality of Tourism Enterprises

5.1. Implementing top-level design and building a long-term mechanism for service quality supervision

Actively implement the top-level design and improve the role of service factors in standards and norms. Accelerate the formulation and revision of national standards, industry standards and local standards, and improve the working mechanism of service quality of tourism enterprises.

5.2. Focusing on market demands and strengthening construction and dynamic management of service quality management system in tourism market

From the perspective of tourism enterprises, not only from the "commodity-oriented" to "customer-oriented" positive transformation, but also from the tourism enterprise branding and reputation considerations, to improve the quality of tourism services, with excellent service based. From the perspective of market supervision, the establishment of tourism service quality monitoring mechanism, service quality not only around the tourism industry consumer prices, integrity management, complaints and suggestions and other existing problems to put forward solutions, but also to deal with the relationship between release, management, service, and improve the quality of service.

5.3. Strengthening training of service quality management personnel in tourism enterprises

According to the characteristics of tourism enterprises, formulate service management quality training program, establish school-enterprise cooperation mechanism with local tourism colleges, regularly invite tourism professional teachers to carry out service quality management theory and practice training to tourism practitioners, as well as learn the quality management experience of peers, improve the quality of enterprise personnel, and enhance the level of service quality management of tourism enterprises.

5.4. Continuously playing the role of service quality management demonstration

Local governments at all levels should systematically cultivate a certain number of tourism enterprises and form a group of leading enterprises with a certain brand awareness and reputation. At the same time, the successful experience of leading tourism enterprises should be condensed, the role of leading enterprises should be strengthened, and platforms should be

created for enterprises to conduct in-depth exchanges and learning from each other, so as to continue to play the role of demonstration of service quality management of leading enterprises.

6. Conclusion

Service quality management based on customer satisfaction is conducive to promoting tourism enterprises to improve service quality, brand awareness and operational efficiency, and then realize the high-quality development of the tourism industry. This is an important inspiration for all tourism companies.

6.1. Attaching great importance to service standardization

The service standard is a measure of the service level of the staff, is the standard line of measurement of customer service satisfaction, is essential to improve the quality of travel agency services.

6.2. Establishing reasonable expectations for customers and improve service level

Standardized service externalization in customer service, the implementation of standardized, transparent services, to establish reasonable expectations for customers, strengthen staff training, the company's standardized services accurately conveyed to customers.

6.3. Setting up service measurement and feedback system

For the service quality of the whole measurement control, with the market to establish close contact, timely collection of market and customer demand and dynamics, and service deviations in the timely feedback and corrective action.

Service quality is the lifeline of the travel agency, is the key to its survival, is to win the trust of customers, win the trust of the market power source, travel agencies should attach great importance to the construction of service quality, in order to stand invincible in the fierce market competition.

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