

관광지 서비스 품질 의식이 관광객 만족에 미치는 영향 - 가이드의 서비스 품질을 매개변수로 -

서풍건남*, 최영수**

중국 국제여행사 본사 매니저*, 세한대학교 경영학과 교수**

The Effect of Awareness of Service Quality in Tourist Destinations on Tourist Satisfaction - To use the Quality of Service of a Guide as a Parameter -

Fengjiannan Xu*, YoungSoo Choi**

Manager, China International Travel Agency Head Office Co., Ltd., China*,
Professor, Dept. Of Management, Sehan University, Korea**

요약 본 연구는 관광지의 서비스 품질에 대한 인식이 관광객 만족도에 미치는 영향을 살펴보고, 가이드의 서비스 품질에 대한 매개효과를 분석하였다. 중국 청도 6개 관광지의 관광객과 가이드를 대상으로 설문조사를 실시하였다. 조사는 2024년 3월 1일부터 4월 1일까지 총 502부의 설문지를 확보하였으나, 유효한 설문지 384부를 선별해서 데이터 분석에 활용하였다. 통계분석은 통계 소프트웨어 SPSS 26.0을 사용하여 데이터의 신뢰성과 유효성 검사, 상관 분석 및 회귀분석을 실시하였다. 그 결과 관광지의 서비스 품질에 대한 인식과 관광객 만족도 사이에는 상당한 양의 상관관계가 있는 것으로 나타났다. 관광 가이드의 전문성, 상호작용, 환경시설은 관광객의 전반적인 만족도에 직접적인 영향을 미치는 것으로 나타났다. 관광 가이드가 관광지를 설명하는 서비스 품질이 매개효과가 나타났으며, 고품질의 해설은 관광객의 만족도를 크게 높일 수 있었다. 따라서 관광객 만족도를 효과적으로 높이기 위해서는 관광지에 대한 인프라와 서비스의 질을 중시하고 개선해야 할 뿐만 아니라 관광 가이드에 대한 교육을 통하여 전문가적인 수준과 서비스 품질을 높여야 한다.

주제어 : 관광지 서비스 품질 인식, 관광지, 관광객 만족도, 가이드 해설 품질, 가이드.

Abstract: The purpose of this study is to explore the influence of service quality perception of scenic spots on tourists' satisfaction, and analyze the intermediary role of tour guide explanation quality in it. Questionnaire survey was conducted among tourists and tour guides in six scenic spots in Qingdao, China. The time is from March 1 to April 1, 2024, a total of 502 questionnaires were distributed, and finally 384 valid questionnaires were screened out, data samples were collected. After that, the reliability and validity of the data were tested, correlation analysis and regression analysis by using statistical software SPSS 26.0. The results show that there is a significant positive correlation between the perception of service quality in scenic spots and tourists satisfaction, and the professionalism, interactivity and environmental facilities of scenic spots directly affect the overall satisfaction of tourists. The quality of tour guide explanation plays an intermediary role, and high-quality explanation can significantly improve the satisfaction of tourists. Therefore, in order to effectively improve tourists satisfaction, scenic spot managers should not only pay attention to and improve infrastructure and service quality, but also pay attention to the training and guidance of tour guides to improve their professional level and service quality.

Key Words : Perception of Service Quality in Scenic Spots, Scenic Spot, Tourist Satisfaction, The Quality of Tour Guide's Explanation, Tour Guide

Received 23 Sep 2024, Revised 12 Oct 2024
Accepted 16 Oct 2024
Corresponding Author: Young Soo Choi
(Sehan University)
Email: cys0803@sehan.ac.kr
ISSN: 2466-1139(Print)
ISSN: 2714-013X(Online)

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1. Introduction

1.1 Research Background

In the tourism industry, the service quality of scenic spots is one of the key factors affecting tourists' satisfaction. With the improvement of people's living standards and the increase of leisure time, tourism has become a way for many people to relax[1]. However, tourists' expectations of scenic spots have also increased. They not only pay attention to the natural scenery and cultural characteristics of scenic spots, but also pay more attention to the service quality during the tourism process. The quality of service directly affects the overall experience and satisfaction of tourists, and then affects their word-of-mouth communication and the long-term development of scenic spots[2]. Among many factors affecting service quality, the quality of tour guide explanation is particularly important. As a bridge between tourists and scenic spots, tour guides can not only convey the cultural value of scenic spots, but also enhance tourists' sense of participation and experience[3]. An excellent tour guide can give visitors a deeper understanding of the scenic spot through vivid and interesting explanations, thus improving the satisfaction of tourists[4]. On the contrary, if the quality of the tour guide's explanation is not high, it may lead to a great discount on tourists' impression of the scenic spot.

Therefore, it is of great theoretical and practical significance to study the influence of service quality perception of scenic spots on tourists' satisfaction, and take the quality of tour guides' explanations as an intermediary variable. Through in-depth analysis of how the quality of tour guides' explanations affects tourists' perception of service quality in scenic spots and how this perception further affects tourists' satisfaction, we can provide scenic spot managers with strategies and suggestions to improve services and enhance tourists' experience. This plays an important role in promoting the sustainable development of tourism and improving the competitiveness of tourist destinations.

1.2 Research Questions

The purpose of this study is to explore the

influence of service quality perception in scenic spots on tourists' satisfaction. Through investigation and statistical analysis, I hope to understand the relationship among service quality perception, tourists' satisfaction and tour guide's explanation quality in scenic spots. Specific research questions include:

1)What is the influence of service quality perception in scenic spots on tourists' satisfaction.

2)The tour guide explains what role quality plays in the influence of service quality perception of scenic spots on tourists' satisfaction.

1.3 Research Purposes

According to the above research questions, the research purposes of this study are as follows:

1)Analyze whether the perception of service quality in scenic spots has a positive impact on tourists' satisfaction;

2) Analyze whether the quality of tour guide's explanation plays an intermediary role in the influence of service quality perception of scenic spots on tourists' satisfaction.

1.4 Research Significance

With the vigorous development of tourism today, the service quality of scenic spots has become an important consideration for tourists to choose their tourist destinations. Tourist satisfaction is not only related to personal experience, but also the key to the reputation and sustainable development of scenic spots. As an important part of service quality perception, the quality of tour guide's explanation has a significant impact on the overall satisfaction of tourists. The professional knowledge, communication skills and service attitude of tour guides directly affect tourists' cognition and emotional experience of scenic spots.

On the basis of reviewing the previous literature, this paper measures the service quality of tourist attractions according to three dimensions: service professionalism, service interaction and service environment and facilities, which deepens the research depth of service quality of tourist attractions. In the past, when introducing the intermediary variable, the tour guide was less considered as the main body of the scenic spot service provider, and the quality of the tour guide's explanation should be paid attention to, which

led to the lack of certain explanatory power in the research. From a new perspective, this paper enriches the theoretical research on the relationship between service quality and tourist satisfaction in tourist attractions. In the post-epidemic era, the tourism industry is developing rapidly and the competitiveness of the industry is increasing day by day. Improving tourists satisfaction is the primary task of every tourism practitioner. Through the research of this paper, it can be a reference for scenic spots and tour guides to improve tourists satisfaction and has practical significance.

2. Theoretical Background

2.1 Research on the Perception of Service Quality in Scenic Spots

The perception of service quality in scenic spots is an important topic in the field of tourism research. Scholars generally believe that service quality perception is the core element for tourists to evaluate their travel experience[5]. Service quality perception usually includes reliability, responsiveness, assurance, sympathy and materiality of service. These dimensions together constitute the overall evaluation of tourists' service to scenic spots[6]. Research shows that high-quality service can significantly enhance the satisfaction and loyalty of tourists, promote word-of-mouth communication, and thus have a positive impact on the long-term development of scenic spots[7].

On the other hand, scholars also pointed out that the perception of service quality is subjective, and different tourists' expectations and preferences may lead to different evaluations of service quality[8]. Therefore, managers of scenic spots need to deeply understand the needs and expectations of target tourists and provide personalized and differentiated services. In addition, as a key link in service delivery, tour guides' professional ability and service attitude directly affect tourists' perception of service quality[9]. Scholars suggest that scenic spots should strengthen the training and management of tour guides, improve their professionalism and service awareness, so as to meet the diverse needs of tourists[10].

2.2 Research on Tourist Satisfaction

Tourists' satisfaction is a key index to measure the quality of tourism service and tourists' experience, which has been widely studied by scholars. It is generally believed that tourist satisfaction is influenced by many factors, including but not limited to service quality, price, environment, facilities and personal expectations[11]. Among them, service quality is the core factor affecting satisfaction, including timeliness, personalization and the quality of interaction with tourists. In addition, the gap between tourists' personal expectations and actual experience is also the key to determine the level of satisfaction[12].

Scholars also emphasize that tourist satisfaction is a dynamic process, which depends not only on the immediate experience in the process of tourism, but also on the long-term memory and emotional connection of tourists[13]. This means that managers of scenic spots need to continuously pay attention to tourists' feedback and constantly optimize and adjust their services to meet tourists' expectations. At the same time, positive emotional experience and positive word-of-mouth communication are also important ways to improve tourists' satisfaction[14]. Therefore, scenic spots should devote themselves to creating unforgettable travel experiences and enhancing the emotional investment and loyalty of tourists.

2.3 Research on the Quality of Tour Guide's Explanation

The quality of tour guide's explanation is an indispensable part of tourism experience, and scholars have conducted in-depth discussions on it. It is generally believed that the ability of tour guides to explain directly affects tourists' perception and satisfaction with their destinations[15]. Excellent tour guides can enhance visitors' sense of participation and experience depth through vivid narration, rich knowledge and good communication skills[16]. The professionalism, enthusiasm and in-depth understanding of cultural background of tour guides are regarded as the key elements to improve the quality of explanation.

In addition, scholars point out that the personalization and interactivity of tour guides'

explanations are equally important. Different groups of tourists have different needs and interests, and tour guides should be able to flexibly adjust the content and methods of explanation to meet the preferences of different tourists[17]. Effective interaction can not only enhance tourists' understanding of the destination, but also enhance tourists' satisfaction and loyalty[18]. Therefore, scholars suggest that tourism enterprises and scenic spot managers should attach importance to the training and development of tour guides and encourage them to improve their personal abilities in order to provide higher quality services.

2.4 Research Model

To sum up, scholars generally believe that these factors are interrelated and have a far-reaching impact on the tourism experience in the research summary of service quality perception, tourist satisfaction and tour guide explanation quality in scenic spots. The service quality of scenic spots directly affects the satisfaction of tourists. As an important part of the service quality, the tour guide's explanation quality has significantly improved the participation and satisfaction of tourists through its professionalism and interactivity. Scholars emphasize the importance of personalized service and management of tourists' expectations, and suggest that scenic spot managers should pay attention to tourists' feedback, constantly optimize service processes, and strengthen professional training of tour guides to meet the diverse needs of tourists and enhance the overall tourism experience. Based on this, the research model of this study is shown in Figure 1:

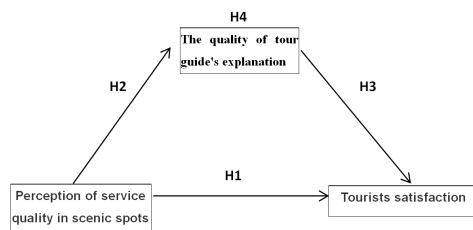


Figure 1 Research Model

3. Empirical Analysis

This study adopts quantitative research, collects data after investigating relevant data, and finally

obtains relevant results by using SPSS software to verify the results of this study.

3.1 Research Design

This study is mainly conducted through questionnaire survey. The questionnaire of this study is divided into three parts. One part is the service quality perception questionnaire of scenic spots, which mainly analyzes tourists' feelings about the service quality of scenic spots. One part is the tourist satisfaction questionnaire, which mainly examines the tourists' evaluation of scenic spot services; There is also a part of the quality questionnaire for tour guides, which mainly investigates the explanation of tour guides. Through the questionnaire design of these three parts, the research model of this study is composed, that is, the perception of service quality in scenic spots is an independent variable, the influence on tourists' satisfaction is a dependent variable, and the quality of tour guides' explanation exists as an intermediary variable. After designing the questionnaire, this study distributed the questionnaire. By collecting the data of questionnaire distribution, SPSS software was used to analyze the correlation and regression of the questionnaire, which is the main design process of this study. The specific scale design is as follows:

3.1.1 Design of Service Quality Perception Scale for Scenic Spots

According to Zhao 《Perception Scale of Tourist Service Quality in Ethnic Villages》, it contains 8 dimensions and 31 items, covering guarantee, reliability, empathy, responsiveness and materiality[19]. In this study, the design was improved according to the specific situation of the scenic spot, and finally the eight dimensions were merged into three dimensions, namely "service specialty", "service interaction" and "service environment and facilities", with a total of nine questions. The questionnaire was designed by five-point method as the final scale of this study.

3.1.2 Design of Tourist Satisfaction Scale

《The Tourism Experience Scale》, developed by Kim et al. [20], is used to evaluate all aspects of tourism experience. Although it is not specifically aimed at the quality of tour guides' explanations, it

may be related to the overall tourism experience of tourists, thus indirectly reflecting the influence of tour guides' explanations. On the basis of this scale, this study draws a conclusion that the scale of this study is divided into four dimensions: service quality, environment and facilities, value perception and emotional experience, with two questions in each dimension and a total of eight questions, and it is designed by five-point method.

3.1.3 Design of Guide Explanation Quality Scale

According to Feng[21], 《the Self-efficacy Scale for Tour Guides includes knowledge learning》, tour guide explanation, interpersonal relationship and other dimensions as the basis. Based on this scale, this study simplifies it, and designs the quality scale of tour guide explanation from two dimensions: "content quality" and "expression and interaction", with a total of 6 questions, and uses the five-point method to design it concretely.

3.2 Questionnaire

In order to further analyze the related problems in this study, this paper collected data from tourists and tour guides in six scenic spots (Laoshan, Zhanqiao, Xiaoyushan Park, Signal Mountain Park, May 4th Square and Olympic Sailing Center) in Qingdao, China. The data collection time was from March 1, 2024 to April 1, 2024, and 502 questionnaires were distributed.

In the total of 502 questionnaires, excluding tourists who choose to travel freely and invalid questionnaires, 384 people were finally selected as the samples of this study.

3.3 Research Hypothesis

Perception of service quality in scenic spots refers to the perception that service quality is transmitted to customers, including whether the attitude and behavior of service personnel, gfd of service personnel and service behavior are recognized and satisfied by customers [22]. Perception of service quality in scenic spots affects the satisfaction of tourists. Parasuraman, Zeithaml and Berry hold that the perception of service quality in scenic spots is the overall satisfaction of customers with the actual perceived service level, which belongs to the subjective evaluation of

tourists[23]. The quality of tour guide's explanation is one of the important factors affecting the service quality of scenic spots, because the tour guide's explanation of scenic spots occupies a large part in the process of tourists visiting scenic spots, and the tour guide conveys the connotation of scenic spots to tourists with vivid language, so that tourists can deeply understand the characteristics of scenic spots[24]. Tour guide explanation is the core and soul of tour guide service. During the explanation, the interaction between tour guide and tourists makes tourists feel intimate. Choosing the explanation content according to the tourists' preference for different things can enhance tourists' interest in scenic spots and improve tourists satisfaction[25]. In tourism services, scenic spots and tour guides are the two main bodies of services. Only by improving the service quality of scenic spots can we stimulate the empathy of tourists and receive good results from tour guides[26].

According to the above theoretical framework and research design, this study puts forward the following hypothesis:

- 1) Perception of service quality in scenic spots will positively affect tourists' satisfaction.
- 2) The perception of service quality in scenic spots will positively affect the quality of tour guides' explanations.
- 3) The quality of tour guides' explanations will positively affect tourists satisfaction.
- 4) The quality of the tour guide's explanation will play an intermediary role.

3.4 Research Method

In this study, data were collected by questionnaire, analyzed by SPSS 26.0, and the relevant data were analyzed by descriptive analysis, correlation analysis and regression analysis, so as to verify the hypothesis and analyze the specific situation.

3.5 Reliability and Validity Analysis of the Questionnaire.

The questionnaire involved in this study includes two parts: basic questionnaire and professional questionnaire. In order to prove the authenticity and reliability of the questionnaire, this paper uses SPSS 26.0 software to test the reliability and validity of the

specific part of the professional questionnaire. The specific reliability and validity of this questionnaire are as follows:

Reliability analysis usually adopts comprehensive measurement method to calculate consistency or stability, among which Cronbach's alpha is the most common method, and the coefficient is usually between 0 and 1. The greater the reliability, the higher the reliability. Above 0.7, the questionnaire reliability can be used for research. Table 1 shows the specific coefficients of this questionnaire.

Table 1 Reliability Analysis

	Cronbach's alpha	Number of terms
Perception of service quality in scenic spots	0.912	9
Tourist satisfaction	0.875	8
The quality of tour guides' explanations	0.814	6

From the reliability test results in Table 1, it can be seen that the α coefficient of each dimension and the overall questionnaire in this questionnaire is greater than 0.7, so it can be shown that the reliability of this questionnaire is good.

In terms of validity, this study mainly uses KMO and Bartlett spherical test for analysis. It is generally believed that KMO is above 0.7, which means that the validity is good. Table 2 shows the KMO situation of this study.

Table 2 KMO and Bartlett Tests

KMO sampling suitability quantity		0.897
Bartlett sphericity test	Approximate chi-square	1515.558
	Freedom	243
	Significance	0.000

It can be seen from the table that the KMO value is 0.897, which is greater than 0.7, and the P value is 0.000, which is less than 0.001, indicating that the results are remarkable, and the questionnaire is highly valid, which can be used for further research.

3.6 Descriptive analysis

From the analysis in Table 3, men accounted for

46.3% and women accounted for 53.6%, it can be seen that there are more women than men participating in this survey. The age statistic of that participants in the questionnaire survey are divide into four stages, mainly aged between 31 and 45, and most of them are educated at undergraduate level or above, indicating that the sample of this survey has a high level of education, and the analysis satisfaction shows that it is relatively average, and very dissatisfied accounts for less. Therefore, from the current situation, tourists are relatively satisfied with the service in scenic spots. However, more than 35% people are dissatisfied or very dissatisfied, which shows that there are many problems in tourism, which is exactly what we want to research.

Table 3 Descriptive Analysis of Samples

(N=384)		
Project	Dimension	Proportion
Gender	man	46.3%
	woman	53.6%
Age	30 years old and under	15.9%
	31-45 years old	57.4%
	Over 46 years old	26.7%
Degree of education	College degree or below	14.2%
	University	43.2%
	Master degree or above	42.6%
Degree of satisfaction	Very satisfied	20.0%
	Satisfied	21.5%
	Common	22.8%
	Dissatisfied	24.9%
	Very dissatisfied	10.8%

3.7 Correlation Analysis

3.7.1 Correlation Analysis of Service Quality Perception and Tourist Satisfaction in Scenic Spots

The data in Table 4 shows that the perception of service quality in scenic spots has a positive correlation with tourists' satisfaction. And from the performance of each dimension, the correlation between service interactivity and service professionalism is stronger, which is 0.912 and 0.843 respectively. Relatively speaking, the relationship between service environment and facilities is relatively weak.

Table 4 Correlation between the perception of service quality in scenic spots and tourists' satisfaction

Dimension	Service professionalism	Service interactivity	Service environment and facilities	Tourist satisfaction
Service professionalism	1			
Service interactivity	0.871**	1		
Service environment and facilities	0.748**	0.791**	1	
Tourist satisfaction	0.843**	0.912**	0.789**	1

Note: ***p<0.001, **p<0.01, *p<0.05.

3.7.2 Correlation Analysis of Service Quality Perception of Scenic Spots and Tour Guide's Explanation Quality

Table 5 shows the correlation between the perception of service quality in scenic spots and the quality of tour guides' explanations. As can be seen from the specific data, the perception of service quality in scenic spots has a certain correlation with the quality of tour guides' explanations. Comparatively speaking, service professionalism and service interactivity are more relevant to the quality of tour guides' explanations, with the data of 0.921 and 0.832.

Table 5 Correlation between the Perception of Service Quality in Scenic Spots and the Quality of Tour Guides' Explanation

Dimension	Service professionalism	Service interactivity	Service environment and facilities	The quality of tour guides' explanation
Service professionalism	1			
Service interactivity	0.871**	1		
Service environment and facilities	0.748**	0.791**	1	
The quality of tour guides' explanation	0.921**	0.832**	0.765**	1

Note: ***p<0.001, **p<0.01, *p<0.05

3.7.3 Correlation Analysis of the Quality of Tour Guide's Explanation and Tourists' Satisfaction

Table 6 shows the correlation between the perception of service quality in scenic spots and the quality of tour guides' explanations. As can be seen from the specific data, the perception of service quality in scenic spots has a certain correlation with the quality of tour guides' explanations. Comparatively speaking, service professionalism and service

interactivity are more relevant to the quality of tour guides' explanations, with the data of 0.914 and 0.862.

Table 6 Correlation between the perception of service quality in scenic spots and the quality of tour guides' explanation

Dimension	Content quality	Expression and interaction	Tourist satisfaction
Content quality	1		
Expression and interaction	0.793**	1	
Tourist satisfaction	0.914**	0.862**	1

Note: ***p<0.001, **p<0.01, *p<0.05.

3.8 Regression Analysis

3.8.1 Regression Analysis of Service Quality Perception of Scenic Spots on Tourists' Satisfaction

In order to further analyze the specific relationship between them, linear regression in SPSS is used to analyze, with each dimension of service quality perception in scenic spots as independent variables and tourist satisfaction as dependent variables. According to the results of regression analysis in Table 7, none of the F values is 0, which shows that this regression analysis is established and the perception of service quality in scenic spots has an impact on tourists' satisfaction. B values are all greater than 0, indicating that all dimensions of scenic spot quality perception have a positive impact on tourist satisfaction. R2 values are 0.304, 0.240, 0.60 and 0.13, respectively, indicating that service quality, environment and facilities, value perception and emotional experience can affect tourists' satisfaction by 30.4%, 24%, 6% and 1.3% respectively. Thus, service quality and environment and facilities are the two most important factors affecting tourists' satisfaction. P value is 0.000, less than 0.05, which shows that the perception of service quality in scenic spots has a significant impact on tourists' satisfaction, and it can be seen that the former has a positive effect on the latter, so hypothesis 1 is established.

Table 7 Regression Analysis of Service Quality Perception of Scenic Spots on Tourists' Satisfaction

Variable	Standardized regression coefficient		Beta	T	P	F	R	R2	Collinearity	
	B	SE								
Independent variable										
Dependent variable										
Quality of service in scenic spots	.815	.061	.654	10.432	0	135.321	.701	.304	1.21	.826
Environment and facilities	.821	.072	.501	9.312	0	61.142	.620	.240	3.49	.286
Value perception	.803	.060	.305	5.204	0	19.701	.356	.060	6.15	0.16
Emotional experience	.751	.009	.198	4.571	0	13.651	.198	.013	2.47	.405

Note: ***p<0.001, **p<0.01, *p<0.05.

3.8.2 Verification of Intermediary Function of Tour Guide's Explanation Quality

In order to discuss the significant positive influence of service quality perception of scenic spots on tourists' satisfaction, the quality of tour guides' explanation is further introduced into the study as an intermediary variable and substituted into the structural equation model. In this study, Model 4 in SPSS plug-in PROCESS was used to test the mediating effect, and the mediating effect of tour guide's explanation quality between service quality perception and tourists' satisfaction was verified and analyzed. The results are shown in Table 8 and Table 9. Model 4 is shown in figure 2.

Table 8 Regression analysis of the influence of service quality perception of scenic spots on the quality of tour guides' explanation

variable	Equation 1 (dependent variable: quality of tour guide's explanation)		
	β	BootSE	95%CI
Gender	.16***	.04	[.11,.23]
Perception of service quality in scenic spots	1.42***	.08	[1.29,1.57]
R2		.29	
F		202.13	

Note: ***p<0.001, **p<0.01, *p<0.05.

Table 9 Regression analysis of the influence of tour guide explanation quality on tourists' satisfaction

variable	Equation 2 (Dependent variable: tourist satisfaction)		
	β	BootSE	95%CI
Gender	.05**	.03	[.02,.22]
The quality of tour guides' explanation	.21***	.03	[.02,.30]
R2		.31	
F		232.86	

Note: ***p<0.001, **p<0.01, *p<0.05.

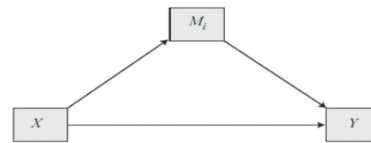


Figure 2 Model 4

After controlling the variable of gender, the data shows that the upper and lower limits of the bootstrap 95% confidence interval between the perception of service quality in scenic spots and the mediation effect of tour guide explanation quality do not include 0, which indicates that the perception of service quality in scenic spots can not only directly affect the satisfaction of tourists, but also mediate the satisfaction of tourists through the variable of tour guide explanation quality. The perception of service quality in scenic spots can significantly positively predict the quality of tour guides' explanations ($\beta = 1.42, P < 0.001$). The quality of tour guide's explanation significantly positively predicted the satisfaction of tourists ($\beta = 0.21, P < 0.001$), so hypotheses 2, 3 and 4 were established.

4. Conclusion

First of all, perceived value of scenic spots positively affects tourists satisfaction.

The results show that the perception of service quality in scenic spots positively affects tourists satisfaction. Tourists satisfaction will often be improved when they have a positive perception of the professionalism, interactivity and environmental facilities of scenic spots, can respond to tourists' needs in time, and establish a positive interactive relationship through effective communication.

Then, quality of tour guide's explanation plays an

intermediary role in the influence of service quality perception of scenic spots on tourists' satisfaction.

The results show that the quality of tour guides' explanation plays an important intermediary role in the influence of service quality perception on tourists' satisfaction in scenic spots. Excellent tour guide explanation can not only enrich the knowledge and experience of tourists, but also enhance the depth of tourists' perception of the culture and characteristics of scenic spots, thus improving their overall satisfaction with the service quality. Through vivid narration and professional knowledge transfer, tour guides stimulate tourists' interest and emotional resonance, and this positive interactive experience directly affects tourists' perception and evaluation of scenic spot services.

5. Discussion and Suggestion

In recent years, with the continuous development of tourism industry, tourism products show a diversified trend. As a special economic activity, tourism practitioners put interests first in tourism services, ignoring the importance of tourists satisfaction, resulting in endless negative news about tourism. Only by ensuring the satisfaction of tourists can the tourism industry continue to develop. Scenic spots and tour guides are two main parts in the tourism industry, and they are important carriers for tourists to experience tourism. In previous research, some scholars have studied tourists satisfaction from these perspectives, but the content of joint research from the perspective of scenic spots and tour guides is very few. This paper researches the influence on tourists satisfaction from both the perspectives of scenic spots and tour guides, aiming to research more specific influencing factors of tourists satisfaction and provide guidance and reference for tourism practitioners in their services.

From the above discussion, we can see that suggestions to improve tourists satisfaction can be made in the following two aspects:

The first, improve the perception of service quality in scenic spots.

The strategy to improve the service quality perception of scenic spots should first focus on the professional training of service personnel. Scenic spots should regularly train employees in service skills and knowledge updating to ensure that they can provide

accurate and timely services. In addition, strengthen the interaction between service personnel and tourists, and establish a friendly service attitude through smiling service, active greeting and personalized care, so that tourists feel respected and valued. At the same time, scenic spots should use modern information technology, such as mobile applications and online customer service, to provide more convenient and personalized service experience.

On the other hand, scenic spots should pay attention to the optimization of service environment and facilities. Keep the environment of the scenic spot clean and tidy, and set clear signs to ensure that the safety facilities are complete and easy to use. Provide convenient rest areas, sanitary facilities and barrier-free services to meet the needs of different tourists. In addition, the scenic spot can also adjust and improve the service content in time by collecting tourists' feedback, so as to ensure that the service items can meet the expectations and needs of tourists. Through these nuanced service improvements, tourists' perception of service quality in scenic spots can be effectively enhanced, and the overall satisfaction of tourists can be improved.

Second, improve the quality of tour guides' explanations.

The first strategy to improve the quality of tour guides' explanation is to strengthen the professional training and knowledge updating of tour guides. Scenic spot managers should regularly organize tour guides to participate in professional training courses, covering historical and cultural knowledge, language expression skills, cross-cultural communication skills, etc., to ensure that tour guides can provide accurate, rich and attractive explanations. At the same time, tour guides are encouraged to learn and improve themselves and constantly expand their knowledge base to meet the needs of different tourists.

In addition, the scenic spots should establish an effective monitoring and feedback mechanism for tour guide service quality. Through tourist evaluation, peer review, etc., regularly evaluate the quality of tour guides' explanations, and adjust and optimize them according to the feedback results. In addition, scenic spots can also use modern technical means, such as intelligent tour guide system and online explanation

platform, to provide auxiliary tools for tour guides and enhance the interactivity and interest of explanation. Through these measures, we can continuously improve the level of tour guides' explanation and bring more satisfactory and unforgettable travel experiences to tourists.

Due to the limitation of time and conditions for issuing questionnaires, the limitation of this paper lies in that the places where questionnaires are distributed are mainly scenic spots in Qingdao, China, and the objects of the questionnaire survey are mainly tourists who have visited Qingdao scenic spots. Future research can expand the scope and quantity of questionnaires and make the research more representative.

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서풍건남 (Fengjiannan Xu)



- 2018년~현재: 중국 국제 여행사 본사 매니저
- 2022년~현재: 세한대학교 대학원 경영학과 석박연계과정
- 관심분야: 관광산업, 관광가이드
- E-Mail: simjy@sehan.ac.kr

최영수 (Young Soo Choi)



- 2006년~현재: 세한대학교 경영학과 교수
- 2004년 2월: 세한대학교 경영학과 경영학박사
- 관심분야: 축제와 이벤트, 관광산업, 관광경영, 지방정부 활성화
- E-Mail: cys0803@sehan.ac.kr