

Survey Analysis on Tourist Satisfaction in Jiuzhai Valley

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Abstract

On the basis of empirical study on the characteristics of Jiuzhai Valley and tourist satisfaction, sample data which can reflect tourist satisfaction is obtained through questionnaires. With the help of SPSS 16.0, the data is processed and analyzed, and the result indicates that among all the factors that influent tourist satisfaction, satisfaction in varied dimensions differed greatly and each factor's correspondent satisfaction in each dimension differed distinctively as well. Specifically, satisfaction of the scenic spot's environment, infrastructure, management and service are higher than that of tourist scale, accommodation and catering. Correlation analysis and one-way ANOVA are adopted to analyze the aspects with low tourist satisfaction and put forward workable proposals.

Keywords: *tourist satisfaction; survey analysis; Jiuzhai Valley Scenic Spot*

1. Introduction

Being the subject of travel and tourism researches, tourist has received extensive attention from scholars and professionals in this field [1-2]. By traveling, tourists can experience the ecological environment, human landscape, service facilities as well as recreational devices in tourist destinations. In this way, their different mentality or spiritual needs can be satisfied [3].

The reform and opening up policy has been implemented for over three decades, and it has greatly improved people's livelihood. People's consumption concept changed accordingly to more focus on spiritual enjoyment. "Go back to nature" has become more popular than ever, meaning while they pursue material comforts, they are also willing to get closer to nature to enjoy its beauty. This transition offers a once-in-a-lifetime opportunity for tourism development, but we should notice that it brings about severe challenges too. Tourist satisfaction can be regarded as a key element that impacts a tourist destination's core competitiveness and long-term development, so it is of great significance to research on it and propose relevant suggestions to improve tourist satisfaction. This research can fully reflect tourists' experiences in food, accommodation, transportation, sightseeing, entertainment and shopping, besides it also offers real and effective information, fundamental data and decision-making support for the scenic spot to find out its current problems, formulate future development strategies and improve its service quality.

2. References on Tourist Satisfaction

Tourist satisfaction is the ration between tourists' real feelings after the travel and their expectations before the travelling, it is a key element to weigh a scenic spot's competitiveness.

Many relevant researches have been done by foreign scholars. Pizam *etc.* (1978) proposed tourist satisfaction was the result of comparison between tourists' expectation and real cognition. He believed beach, opportunity, cost, hospitality, catering service, accommodation, environment and commercial atmosphere were the eight factor that impacted tourist satisfaction of seashore tourism [4]. Beard *etc.* (1980) emphasized that

tourist satisfaction was based on the positive effect of comparison between tourists' expectation and real cognition, it should be a "positive" cognition or feeling [5]. Seoho (2006) put forward that tourist satisfaction not only referred to tourists' experience in tourist destinations, but rather a reflection of whether the tourist was satisfied with the treatment he or she received in the tourist destination [6]. Joaquin (2009) analysed the relation between tourist satisfaction and motivations to revisit so as to attract more tourists to revisit the scenic spot [7], and based on the overall tourist satisfaction and revisit motivations in 2010, he made a judgment about the impact of satisfaction and dissatisfaction [8].

In China, research on tourist satisfaction starts relatively late, but it is now drawing increasing attention. Lian Yi (2004) built up an evaluation system for tourist satisfaction and studied tourist satisfaction in Guilin [9]. Dong Guanzhi and Yang Fengying (2005) argued tourist satisfaction was tourists' comprehensive psychological evaluations on scenery, infrastructure, entertaining atmosphere and reception services as to whether these elements meet their needs or not, and if so, to what degree [10]. Wang Qun (2006), based on American Customer Satisfaction Index (ACSI), set up an appraisal model to show Tourist Satisfaction Index (TSI) around the world from the perspective of environmental cognition, travel expectation, sightseeing expectation, tourist satisfaction, tourist loyalty and tourist complain. In addition, an empirical study was done in Huangshan Mountain [11]. Li Ying (2008) set Xi'an as an example and built a tourist satisfaction evaluation parameter system for tourist destinations. Based on that, Li conducted a Co-plot analysis and multivariate regression analysis on the sampled research data [12]. Wang Jinlian (2010) adopted factor analysis, regression analysis to study inbound tourists' satisfaction on China's intangible cultural heritage and its measurement model [13]. Zhao Ping (2011) used PLS path model, which was constituted by second order, to discuss tourist satisfaction in Macao [14].

By analyzing China's existed researches on tourist satisfaction at home and abroad, it is found that most of the researches are about measurement methods, influential factors and evaluation system construction. The mainstream research method is to conduct case study on a tourist destination on the basis of certain theories. How to hand out questionnaires to more extensive tourists to get first-hand information about their real experience during the travel has become the important as well as difficult aspect of a research, and that is where this paper's significance lies.

The major methods employed by researchers at home and abroad are multivariate regression analysis, factor analysis, grey correlation analysis, analytic hierarchy process, ACSI. However, some methods may have limits during the application while others tend to be complicate and difficult. This paper choose statistical analysis technique which is easy to operate and can vividly reflect the overall information about the respondents, thus making it a good reference for scenic spot managers and researchers in this field.

This paper takes Jiuzhai Valley as the researching tourist destination, and by statistical analysis technique, data is collected from questionnaires. On the basis of credibility and validity test, this paper analyzes tourist satisfaction in Jiuzhai Valley and then adopts statistical techniques such as correlation analysis to discuss influential factors for tourist satisfaction in this scenic spot. In the end, practical suggestions to effectively improve tourist satisfaction are proposed according to the research result.

3. Research Plan and Data Processing Methods

3.1 Questionnaire Design

To investigate tourist satisfaction in Jiuzhai Valley, we have designed a questionnaire to obtain related data. The questionnaire concerns about the respondents' basic

information such as gender, age, education background, and it also asks them questions on aspects that are considered factors that influence staff satisfaction, namely scenic spot environment, infrastructure, tourism scale, management service, catering and accommodation. Each question has five options- very dissatisfied, dissatisfied, general, satisfied, very satisfied.

3.2 Questionnaire Survey

The research group has handed out 850 copies of anonymous questionnaires to tourists in and around Jiuzhai Valley from July to August in 2011. We regained 787 copies, and the response rate was 92.6%. Among all the regained questionnaires, we eliminated 64 invalid copies, and the valid response rate was 91.9%. According to statistics, the basic information of all the respondents are summarized below, shown in Table 1.

Table 1 Summarized Information of the Respondents

Gender	Male	Female	Identification Type	Local Residence	Tourists	
Ratio	54.50%	45.50%	Ratio	3.80%	96.20%	
Age	≤18	19-25	26-35	36-55	≥56	
Ratio	2.20%	25%	43%	26.90%	2.80%	
Education background	Junior Middle School and below	Senior Middle School or Vocational High School	College	Undergraduate	Postgraduate and above	
Ratio	2.40%	11.60%	25.60%	51.90%	8.60%	
Travel Types	Independent travel	Group travel	Organized by working place	Others		
Ratio	24.20%	55.50%	19.60%	0.70%		
Occupations	Civil servant	Enterprise personnel	Private businessman	Retiree	Students	Others
Ratio	33.40%	35.90%	9.50%	2.80%	8.70%	9.70%
Scenic spot information acquiring channels	TV programs and radios	Newspapers and magazines	The internet	Relatives and friends	Brochures	Others
Ratio	33.40%	10.40%	20.30%	27.80%	1.30%	6.80%

3.3 Data Credibility and Validity Tests

Credibility test is the analysis to judge whether questionnaire measuring result is precise or not. In other words, it is a credibility test for data results. Major methods are split-half reliability and Cronbach's Alpha. Validity test is the analysis on the validity of the data which is collected from questionnaires. In other words, it tests to what degree has the collected data reflects the reality. This paper adopts Cronbach's Alpha and structural validity test to introduce the collected data into SPSS to go through credibility and validity tests. And the results are shown in Table 2.

Table 2. Credibility and Validity Test Results

Reliability Statistics		KMO and Bartlett's Test		
Cronbach's Alpha	N of Items	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.924
0.938	29	Bartlett's Test of Sphericity	Approx. Chi-Square	8.83E+03
			df	406
			Sig.	0

In Table 2, the Cronbach's Alpha value is 0.938, bigger than 0.8. This means the collected questionnaires are on the whole with high credibility, and the results of the questionnaire survey are highly consistent and reliable internally. In one word, the credibility test is passed. The KMO value is 0.924, bigger than 0.8. This proves the structure (classification of first-class indicator and second-class indicator) of the designed questionnaire is highly objective, and the collected data can well reflect the reality. In one word, the structural validity test is passed.

3.4. Data Processing Methods

Overall analysis, variation analysis, correlation analysis as well as EXCEL and SPSS 16.0 are employed to analyze tourist satisfaction and obtain information on dimensions such as scenic spot environment, infrastructure, tourism scale, management service, catering and accommodation.

4. Analysis on Research Results

This paper collects information from the perspective of factors that will influent tourist satisfaction. All the respondents make their choices for each question from five options: very dissatisfied, dissatisfied, general, satisfied, very satisfied. And the results are shown in Table 3.

Table 3. Statistical Table of Respondents' Judgment on Tourist Satisfaction Influential Factors

Dimensions	Factors	Very dissatisfied	Dissatisfied	General	Satisfied	Very satisfied	Approval rate	Average approval rate
Environment	1.natural landscape	0.9	0.1	1.8	33.3	63.8	97.1	85.9
	2.environmental hygiene	0.7	0.5	4.7	41.3	52.9	94.2	
	3.forest vegetation	0.9	0.4	4.8	36.2	57.6	93.8	
	4.animal species	4.3	12.6	38.3	22.1	22.6	44.7	
	5.air quality	0.7	0.1	3.3	34.8	61.1	95.9	
	6.water scenery	0.7	0.3	3.7	29.2	66.2	95.4	
	7.water clearance	0.8	0.4	2.1	28.8	67.9	96.7	
	8.water abundance	0.7	1.6	14.6	38.0	45.4	83.4	
	9.rolling stones	1.3	3.2	23.5	38.1	33.9	72.0	
Infrastructure	10.dustbins	1.4	3.2	20.8	45.6	29.0	74.6	72.3
	11.public toilets	1.8	4.6	24.1	40.4	29.0	69.4	
	12.common rooms	1.5	7.3	30.1	37.0	24.2	61.2	
	13.guiding marks	1.2	4.8	19.7	44.5	29.9	74.4	
	14.safety facilities	0.8	3.3	21.8	46.5	27.6	74.1	
Tourism scale	15.transportation facilities	0.9	4.4	14.6	46.0	34.1	80.1	44.3
	16.tourist number	8.2	12.3	26.9	34.9	17.7	52.6	
	17.ticket price	7.4	15.5	39.2	26.2	11.7	37.9	
Management service	18.transportation price in the spot	5.1	13.3	39.4	27.9	14.4	42.3	66.7
	19.ticket-selling service	1.6	4.2	30.0	45.8	18.5	64.3	
	20.commentary service	1.2	6.0	29.5	43.0	20.3	63.3	
	21.misconduct persuasion	1.4	5.6	27.9	44.0	21.0	65	
Catering	22.consultancy service	0.1	1.3	3.7	30.6	43.5	74.1	35.7
	23.specialty	9.0	14.6	47.1	18.9	10.3	29.2	
	24.convenience	6.5	12.3	42.3	27.0	11.9	38.9	
	25.sanitation	5.8	8.6	37.4	32.7	15.4	48.1	
accommodation	26.price	12.7	19.1	41.6	17.1	9.4	26.5	41.2
	27.sanitation	5.3	8.6	41.1	30.3	14.7	45	
	28.comfort	4.7	10.3	43.0	28.9	13.0	41.9	
	29.price	5.9	12.9	44.7	26.5	10.1	36.6	

According to the Table, satisfaction on different dimensions varied a lot, of which environment, infrastructure, management service stand at a relatively high level, tourism scale and accommodation are basically acceptable, and catering is with low satisfaction.

Different factors in the same dimension function differently as well. For example, satisfaction on ticket price is higher than the other two factors in tourism scale dimension. In catering dimension, tourists only feel okay with sanitation and dissatisfied with the other three factors. In accommodation dimension, price is not quite acceptable while the other two are okay.

For the convenience of explanation and measurement, the five options, very dissatisfied, dissatisfied, general, satisfied, very satisfied, are endowed with different value, 1-4 and 5 respectively. Tourist satisfaction ranges from 0 to 100% is also divided into 5 section, namely “0-20%”, “20-40%”, “40-60%”, “60-80%” and “80-100%”, indicating a low-to-high satisfaction.

Based on respondents’ judgments on the importance of factors that influent tourist satisfaction, this paper endows “very unimportant” “unimportant” “important” “pretty important” and “extremely important” different values, 1-4 and 5 respectively. All the data has undergone normalization process. The result is shown in Figure 1.

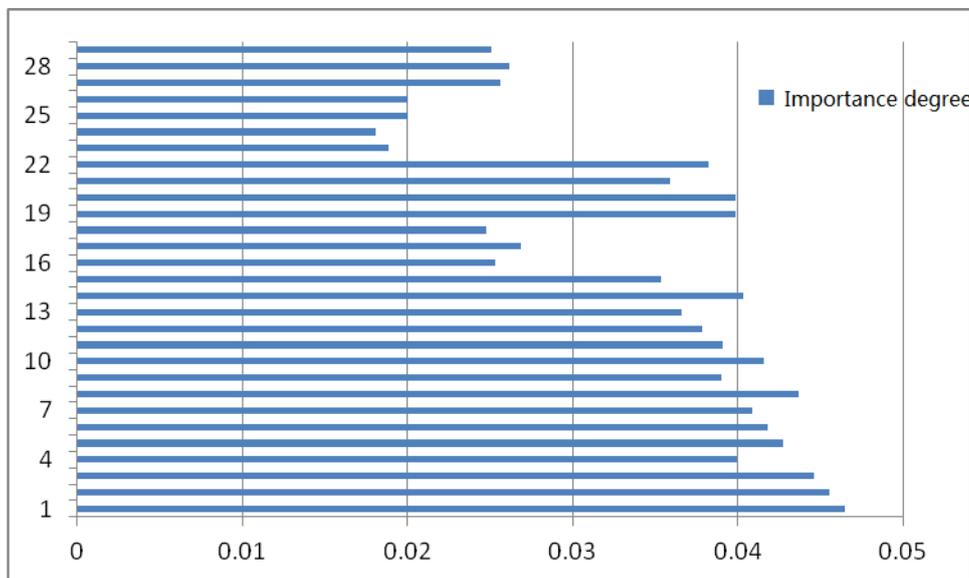


Figure 1. Importance Degree of Factors that Influent Tourist Satisfaction

On the basis of the research results of tourists’ judgment and satisfaction degree on different dimensions, this paper uses the weighted summation formula ($ESD = \sum_{i=1}^n q_i \times x_i$) to calculate the overall tourist satisfaction degree. In the formula, component i in q_i refers to its contributed weights to overall satisfaction (it is calculated on the basis of values of importance degree), and x_i refers to tourists’ evaluation on component i . According to the formula, the overall tourist satisfaction is 78.13%, indicating tourists are mostly satisfied with Jiuzhai Valley.

4.2 Correlation Analysis and Difference Examination

According to characteristics such as gender, locality, education background, age, occupation, income, travel times per year, visit times to a certain scenic spot, information acquiring channels and travel types, all the samples are classified to facilitate the research on different groups’ attitudes towards tourist satisfaction.

4.2.1 Correlation Analysis: Pearson chi-square is adopted to conduct a correlation analysis on different gender employee groups, aiming to analyze from the perspective of dimensions with low satisfaction such as catering (specialty, convenience and price), accommodation (price), tourism scale (ticket price). Therefore, influential factors the lead to low satisfaction can be found.

According to the results in the SPSS-based intersection table, as shown in Table.4, the Pearson Chi-Square value is 17.043, the value of Sig is 0.002, smaller than 0.05, illustrating that the two research results are correlated, and gender has significant impact on tourist satisfaction. Seeing from Table.5 and Figure.2, it can be judged that females' satisfaction is evidently higher than that of males.

Table 4. Correlation Table of Gender and Tourist Satisfaction

	Value	df	Asymp.Sig.(2-sided)
Pearson Chi-Square	17.043 ^a	4	.002
Likelihood Ratio	17.508	4	.002
Linear-by-Linear Association	16.942	1	.000
N of Valid Cases	723		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.69.

Table 5. Intersection Table of Gender and Tourist Satisfaction

		Very dissatisfied	Dissatisfied	General	Satisfied	Very satisfied	Total
Gender	Male	5	11	122	205	51	399
	Female	1	6	73	177	66	324
Total		6	22	201	378	116	723

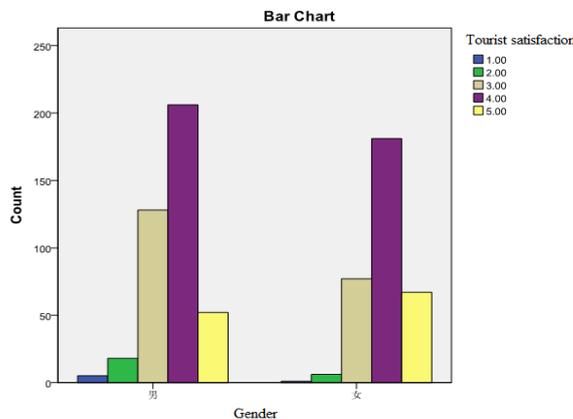


Figure 2. Correlation Between Gender and Tourist Satisfaction

Similarly, by using SPSS-based intersection table, influential factors of ticket price in tourism scale can be found. The testing result shows the value of Pearson Chi-Square is 18.412 and Sig is 0.001, indicating that gender is correlated with satisfaction on ticket price. Specifically, males' satisfactions on ticket are relatively low while it is just the opposite with female, as shown in Figure 3.

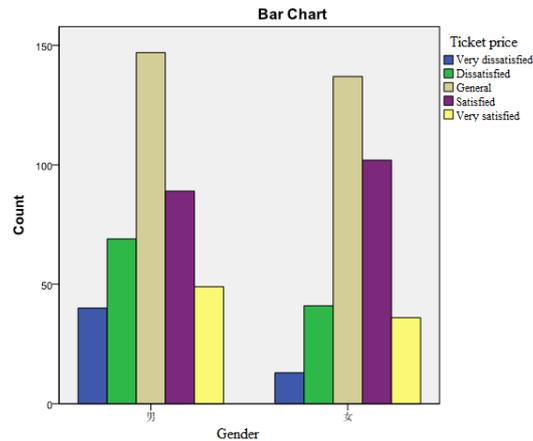


Figure 3. Correlation Between Gender and Ticket Price

By utilizing Pearson Chi-Square testing method, it shows that ticket price satisfaction is correlated with traveler's monthly income. Specifically, traveller whose monthly income (RMB) is below 1000, between 1001 and 3000, or between 5001 to 10000, has higher satisfaction degree; whereas traveller whose monthly income (RMB) is between 3001 to 5000, or above 10000, has lower satisfaction degree. The major reason is that low-income group focuses more on acquiring more travel experience at the lowest possible price and the ticket price of Jiuzhai Valley is comparatively lower than other consumptions so that people tend to be satisfied in this aspect. The middle-income group mostly are company employees who have received higher education so that they have more access to information on the scenic spot. Therefore, this group often has higher expectations and the experiencing gap will lead to dissatisfaction. The high-income group does not care about price, similar with the low-income group, they will be satisfied if the travel experience is acceptable. And the super-high-income group may not stand up with congestion in the scenic spot and they hope the situation can be improved by increasing ticket price. Since they feel not that comfortable, this group's satisfaction degree is low.

Meanwhile, the research finds out that in the catering dimension, specialty is correlated with traveler source. tourists from Sichuan, Hong Kong, Macao, Taiwan and foreign countries are often satisfied with restaurants' specialty, whereas tourists from other mainland provinces often think it not good.

Satisfaction on food price is correlated with traveler source, gender and education background. Foreign tourists are basically satisfied with food price, but Chinese tourists, whether come from Sichuan, Hong Kong, Macao, Taiwan or other mainland provinces are not satisfied with food price. The satisfaction degree of females and males are both low, but females' is a little higher than that of males. The satisfaction degree of tourists who have only received Junior Middle School education or below is high, on the contrary, tourists with other types of education background have low satisfaction degree.

In addition, this paper finds out accommodation price is correlated with gender and education background. Specifically, females have higher satisfaction degree while males' are low. Tourist who have received Junior Middle School education or below and tourists with master's degree or above tend to have high satisfaction degree. And the rest's satisfaction degree is often low.

4.2.2 One-Way ANOVA: Tourists are divided into different groups according to their information acquiring channels. One-way ANOVA is applied to see if distinctive differences exist among these groups so as to judge whether information acquiring channel influences tourist satisfaction or not. The results are shown in Table 6. The F value of tourist satisfaction based on information acquiring channel is 3.784, Sig value is 0.002,

greatly smaller than 0.005, so that it is safe to say information acquiring channel has significant influence on tourist satisfaction.

Table 6. One-Way ANOVA on Information Acquiring Channels

Variable	Information acquiring channels	Sample amount	Average value	F Value	Significance level
Tourist satisfaction	TV programs and radio	260	3.7030	3.784	0.002
	Newspaper, magazines and books	76	3.9740		
	The internet	103	3.7664		
	Relatives and friends	220	3.8756		
	Brochures	11	4.1818		
	Others	53	3.5556		

Tourists are divided into different groups according to their incomes. One-way ANOVA is applied to see if distinctive differences exist among these groups so as to judge whether income influences tourist satisfaction or not. The results are shown in Table 7. The F value of income-based tourist satisfaction is 1.399, Sig value is 0.2232, and the significance level is bigger than 0.05, so that it is safe to say income has no significant influence on tourist satisfaction.

Table 7. One-Way ANOVA on Income

Variable	Income(RMB)	Sample amount	Average value	F Value	Significance level
Tourist satisfaction	≤1000	97	3.8851	1.399	0.223
	1001-3000	317	3.8400		
	3001-5000	216	3.7133		
	5001-10000	53	3.6981		
	≥10000	40	3.8000		

Similarly, tourists are divided into different groups according to education background, age, occupation and travel type respectively. In each division, one-way ANOVA is applied to see if distinctive differences exist in these groups so as to judge whether education background, age, occupation and travel type influence tourist satisfaction or not. According to the test results, education-based tourist satisfaction F value is 1.458, and Sig value is 0.213; age-based tourist satisfaction F value is 0.837, and Sig value is 0.502; occupation-based tourist satisfaction F value is 1.976, and Sig value is 0.080, and the F value of tourist satisfaction based on travel type is 2.245, and Sig value is 0.082. And all their significance levels are bigger than 0.05, that it is safe to say education background, age, occupation and travel type have no significant influence on tourist satisfaction.

5. Conclusions and Suggestions

5.1 Conclusions

According to research on tourist satisfaction in Jiuzhai Valley, the following conclusions can be summarized:

(1) From the holistic analysis, tourist satisfaction on Jiuzhai Valley is on the whole high, but satisfaction on different dimensions varied greatly, among which environment, infrastructure, management and service have high satisfaction degree and catering and accommodation have low satisfaction degree.

(2) According to Pearson Chi-Square tests, gender is correlated with tourist satisfaction, and females' are normally higher than that of males'. By analyzing factors with low satisfaction, such as ticket price, food specialty, food convenience, food price and accommodation price, it can be found that:

1) Holistically, price(including ticket price, food price and accommodation price) is correlated with tourist gender. Both genders are dissatisfied with price, but females' satisfaction is higher than that of males. In terms of satisfaction on catering(including food price, specialty and convenience), it is correlated with tourist source. Foreign tourists have higher satisfaction degrees.

2) From the perspective of different dimensions

With regard to ticket price, tourist income is significantly correlated. The satisfaction degrees of low-income group(≤ 1000 RMB, 1001-3000RMB) and high-income group(5001-10000 RMB) are relatively high, and satisfaction degrees of middle-income group(3001-5000RMB) and super-high-income group(≥ 10000 RMB) are low.

With regard to food convenience, company employees tend to have lower satisfaction degree than that of other occupations.

With regard to food price, the satisfaction degree of tourists who have only received Junior Middle School education or below is higher than tourists with other education backgrounds.

With regards to accommodation price, tourists who have received Junior Middle School education or below and tourists with master's degree or above are more likely to have high satisfaction degree.

(3) On the basis of one-way ANOVA, information acquiring channels have significant influence on tourist satisfaction while education background, age, occupation and travel type have no significant influence on tourist satisfaction.

5.2 Suggestions

(1) Key factors to improve satisfaction degree

According to the first conclusion, although tourist satisfaction on the whole is good in Jiuzhai Valley, it is low in catering and accommodation. These two factors impede the improvement of tourist satisfaction so that they should be the focus of the management bureau of the scenic spot.

(2) Standardize the consumption price in and around the scenic spot

According to the detailed analysis, the main reason for tourists to have low satisfaction degree is that the prices for food and accommodation are not acceptable. More specifically, high price but low-quality service may lead to tourists' dissatisfaction in these two aspects. As a result, the management bureau should standardize the consumption price in and around the scenic spot, make more efforts in combating random price changes, high prices and imbalances between price and quality. Standards can be set for catering and accommodation to make them more cost-effective and in the end improve tourist satisfaction.

In terms of income's influence on ticket price, two income groups have low satisfaction degree. Based on this phenomenon, it is suggested that the scenic spot should set up different levels of traveling. Special services could be provided to super-high-income group because this can not only brings more revenue for the scenic spot, but also improve tourist satisfaction. As for middle-income group's low satisfaction on the scenic spot, it is suggested that the publicity should be more real. In addition, comparisons with other similar scenic spots can be made to eliminate the gap between expectation and real experience.

(3) Improve food quality to cater for tourists' different demands

According the second conclusion, satisfaction on catering is correlated with tourist source. Foreign tourists are more likely to be satisfied, but most tourists are from China.

Therefore, the scenic spot should attach more importance to its catering. In terms of specialty and convenience, try to adopt diversified operating methods to cater for tourists' different demands. Consequently, tourist satisfaction can be improved and all parts of the scenic spot can develop coordinately.

(4)Expand the scenic spot's publicity channels

According to the third conclusion, only information acquiring channel significantly influences tourist satisfaction so that the management bureau of the scenic spot should firstly strengthen its publicity channels to precisely, comprehensively and truly reflect the scenic spot's characteristics. Besides, new publicity channels should be found to guarantee the information is accessible to the vast majority so that more potential tourists can be attracted.

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