Study on Tourist Satisfaction of Tourist Destinations

Taking Changbai Mountain Tourist Destination as an Example*

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Abstract—**This study sorted out and clearly defined the concepts related to tourist destinations and tourist satisfaction. On this basis, SWOT analysis was used to comprehensively analyze the internal and external market competition environment of Changbai Mountain tourist destination; and questionnaire survey was made to collect empirical data and investigate and analyze the tourist satisfaction and real conditions of Changbai Mountain tourist destination. Finally, this paper points out the practical problems affecting the improvement of tourist satisfaction, and proposes the countermeasures for improving the satisfaction of tourists.**

Keywords—tourist destination; tourist satisfaction; Changbai Mountain tourist destination

I. INTRODUCTION

With the continuous improvement of people's living standards, the demand for material life and spiritual life is increasingly diversified. After work, people urgently need to release pressure and please the body and mind. Under such circumstance, the tourism industry has developed rapidly. In recent years, various forms of tourism have emerged in an endless stream and the scale has been continuously expanded. As a branch of the traditional tourism industry, forest tourism has been extended and expanded. Its main body is forest park. Changbai Mountain area has vast virgin forests. The Changbai Mountain Forest Eco-tourism Area, as one of the 20 cross-regional characteristic tourism areas under key cultivation of the "13th Five-Year" tourism development plan, takes an irreplaceable position in the development of tourism in Northeast China and even the whole China. At the same time, as a combination of mountain tourism destinations and lake tourism destinations, this Area needs more to improve its quality to meet people's rapid growing demand for going on holidays. Tourist satisfaction is an important factor for tourists to revisit and having effect on the reputation of the scenic spot, directly affecting the number of tourists and affecting the economic benefits of the tourist destination. In view of this, it is important to investigate the level of tourist satisfaction of Changbai

Mountain tourist destination, and make targeted improvement on the indicators having problems in tourist satisfaction level in order to positively affect the development of the tourist destination and affect the economic benefits of tourism.

Whereas, this paper analyzes the status quo of tourist satisfaction of Changbai Mountain tourist destination on the basis of empirical investigation, and proposes applicable improvement measures to improve the tourist satisfaction of Changbai Mountain tourist destination, so as to promote the green, healthy, and sustainable development of this scenic spot. On the other hand, the improvement of tourist satisfaction can increase the intangible wealth of tourism, expand the scale of tourists, enhance the profitability of this Area, and also generate positive marketing effects; by optimizing the service and management quality of the Area, timely grasping the satisfaction of tourists and the reasons for dissatisfaction, enhancing the perception of natural tourists and improving the market competitiveness of the scenic spot, it is conducive to enhancing the tourist loyalty of Changbai Mountain tourism destination and form a positive word-of-mouth advertising and is of great practical significance to promote the economic benefits of tourism.

II. DEFINITION OF RELATED CONCEPTS

A. Definition of Tourist Destination

Unlike travel attractions, tourist destination is a comprehensive concept and can be considered as a composite area containing many tourist elements such as food, clothing, accommodation, trip and tour. Tan Lin et al (2001) proposed a tourist destination system model and pointed out that tourist destination is a system including tourism resources, location, destination management, destination image, price, tourism service facilities, sustainable development and tourist destination experience. Although this model is considered from the perspective of tourists, it involves the feelings of tourists at the tourist destination and the image of the destination, but ignores the price factor (namely whether there is a difference between the price, resources and orientation) and the perception of people residing in the destination. Wu Bihu (2018) proposed a destination composition system consisting of tourism facilities, tourist-related attractions, and tourism services. The attraction is formed through certain extent of artificial

development on the basis of tourism resources, and generally includes landscape system and tourism festival events and activities. Scholars define tourist destination in a consistent way, namely tourist destination is a comprehensive system that covers all the tourism-related elements.

B. Definition of Tourist Satisfaction

In early 1960s, American scholars began to study customer satisfaction. However, China's research on satisfaction started late. In the end of late 1990s, scholars began to apply tourist satisfaction to tourism industry, which greatly promoted the development of tourism. Domestic research on tourist satisfaction mainly focused on the connotation and significance of tourist satisfaction and the establishment of relevant evaluation indicators.

The definition of tourist satisfaction also became basically mature. It is commonly defined as the perceived service value experienced by tourists at the end of the whole tourism service process and is defined in a combined way of cognition and emotion. Tourist satisfaction is actually a quantitative assessment of the products that visitors come into contact with and experience during the tourism process, including overall satisfaction and individual satisfaction. The measurement involves various specific indicators. Due to the complexity of factors affecting tourist satisfaction, tourist satisfaction is multi-dimensional, dynamic and difficult to measure. At the same time, tourist satisfaction has the following characteristics: tourists' expectations of the tourist destination and other elements during the period producing tourism motivation have a crucial impact on future satisfaction; since tourists' expectations are not identical, there is a difference and sometimes a large difference between tourists' satisfaction; tourist satisfaction may change with the time and place changes.

III. ANALYSIS ON THE OPERATION AND DEVELOPMENT STATUS OF CHANGBAI MOUNTAIN TOURIST DESTINATION

A. Development Status of Changbai Mountain Tourist Destination

Changbai Mountain has a total area of 196,400 hectares and the core area occupies 75,800 hectares. The highest peak of Changbai Mountains is the Jiangjun peak in the border of North Korea, with an elevation of 2,749 meters; the highest peak in the border of China is Baiyun Peak, with an elevation of 2,691 meters and is the highest peak in Northeast China. In 2016, the whole area of Changbai Mountains totally received 3.55 million tourists-times, at a year-on-year increase rate of 13.4%, and the tourism income reached 3.28 billion Yuan, increased by 10.2%. Wherein, Changbai Mountain Scenic Area received 2.184 million tourists-times, at an increase rate of 2.3%, and the tourism income reached 590 million Yuan, increased by 2.1%. By the end of the year in the whole area, there had been 58 travel agencies and 11 star-rated hotels, including one five-star hotel; there are 2 national A-level tourist scenic spots in the whole area, including one 5A-level tourist scenic spot.

In 2017, the whole area of Changbai Mountains totally received 4.08 million tourists-times, at a year-on-year increase rate of 14.9%, and the tourism income reached 3.904 billion Yuan, at a year-on-year increase rate of 19%. Among them, Changbai Mountain Scenic Area received 2.23 million tourists-times, at a year-on-year increase rate of 2.2%; tourism income reached 600 million Yuan, at a year-on-year increase rate of 2.6%.

B. SWOT Analysis on the Internal and External Competition Environment of Changbai Mountain Tourism Destination

SWOT analysis method, namely situational analysis method, is the most commonly used method for analyzing the internal and external environment. Wherein, S stands for "Strength", W stands for "Weakness", O stands for "Opportunity", and T stands for "Threats".

1) Strength: First, in resources: Changbai Mountain tourist destination has rich and unique tourism resources which can be divided into biological resources, geothermal resources, mineral resources and water resources. Its biological resources are diverse and scarce; in addition, Changbai Mountain is a dormant volcano, and contains a large amount of volcanic eruptive magma. Therefore, this area has rare geothermal resource; the geothermal resource has been developed and formed the Changbai Mountain hot spring groups containing rich mineral substances, which guarantees the ecological sustainability of Changbai Mountain Scenic Area. Second, in traffic and location: Located in the southeast of Jilin Province, Changbai Mountain has a very complete traffic system. It has the first forest airport in China "Changbaishan Airport", and has already opened many routes to Changchun, Shenyang, Beijing and Tianjin and other large cities in China and many international routes. In terms of railway, the high-speed railway network has been gradually improved; railways nearby Changbai Mountain area are connected to many cities in the northeast of China. At the same time, many expressways including Jilin-Hunchun Expressway, Fusong-Changchun Expressway and Songji Expressway have been gradually built up, and constitute a sound highway network system. Third, in tourist source market: The tourist sources of Changbai Mountain mainly come from the domestic market including Northeast China, North China, the Yangtze River Delta, and the Pearl River Delta, as well as East Asian markets relatively close to it in geographical location, such as Japan, South Korea, and Russia. At the same time, Changbai Mountain area in recent years has been continuously carrying out various large-scale events and international events, which attracts a continuous source of tourists.

2) Weakness: First, the tourism market has strong seasonal characteristics. Due to the geographical factors, Changbai Mountain is covered with ice and snow for nine months in a year, and always subjects to fast-change climate, unpredictable weather; the peak tourist season is only within

May to August each year. Second, the ecology is vulnerable to destruction. In the development process of Changbai Mountain Scenic Area, applicable measure has been taken to try to protect the ecological environment. But due to the rapid development of tourism, the number of tourists is increasing. Various pollutions generated by tourists in the scenic area have posed direct impact on the ecological environment of Changbai Mountain. Human activities have affected the routine activities of other organisms, which is also a kind of damage to biodiversity.

3) Opportunity: First, in overall macroeconomic development: with the development of the overall national economy and people's income growth, people's level of material and cultural demands is getting higher and higher. Tourism has become a new way for people to relax. The increasing demand for tourism brings a new opportunity for tourism development in Changbai Mountain. Second, in policy support: The Changbai Mountain Forest Eco-tourism Area, as one of the 20 cross-regional characteristic tourism areas under key cultivation of the "13th Five-Year" tourism development plan, takes an irreplaceable position in the development of tourism in Northeast China and even the whole China. At the same time, the program of "cultivating tourism industry into a new pillar industry in Jilin Province" has been listed as the focus of work in Jilin Province in 2017.

4) Threats: First, natural disaster increases the risk of tourism. Natural disasters mainly include volcanoes and snowstorms. Changbai Mountain is covered with snow all the year round. Due to the uncertain weather, the road after snowing will become very slippery and may further hinder the traffic and increase the risk of tourism. Second, there is a conflict between the development and protection. The development of tourism resources and markets in Changbai Mountain will inevitably cause change in the ecological environment to some extent. Given the fragility of the ecology, the change is very likely to cause irreparable damage. How to balance the development and protection is an urgent problem to be solved.

IV. INVESTIGATION AND ANALYSIS ON THE TOURIST SATISFACTION OF CHANGBAI MOUNTAIN TOURIST DESTINATION

A. Investigation Implementation and Data Collection

This study takes the tourist satisfaction of Changbai Mountain tourist destination as the research goal, collects information by measuring the comments of actually-received tourists and potential tourists of Changbai Mountain tourism destination on its various indicators and analyzes and processes the collected data by statistical method, in order to obtain objective and accurate results, and provide countermeasures for improving Changbai Mountain tourism destination's tourist satisfaction.

This research survey uses online survey method and snowball sampling method, distributes questionnaire link by

virtue of the currently largest network survey platform in China www.wjx.cn to make initial management on questionnaire information, and releases the questionnaire link via typical travel website and the WeChat travel group to recruit volunteers who are willing to receive the survey. During the investigation, the geographical distribution of the samples was moderately controlled. The questionnaire was distributed and collected from March 1, 2017 to March 31, 2017, lasting for 30 days. A total of 220 questionnaires were collected from the questionnaire network platform. The samples came from 24 provinces, cities and municipalities directly under the central government and were distributed in a wide range. The 220 questionnaires collected were all completed due to the management control of network platform. However, 22 copies of the questionnaires were filled by those who neither have went to Changbai Mountain nor ever heard about Changbai Mountain and thus were invalidated. Hence, the effective rate of the questionnaires was 90%.

B. Analysis on the Basic Situation of the Tourists Surveyed

From the age distribution of the respondents, most respondents are aged 26-35, accounting for 36.4%, and followed by tourists aged 19-25, accounting for 21.2%. Those two groups of respondents are financially independent and relatively energetic. The proportions of female and male visitors surveyed are balanced and are 45% and 55% respectively. From the vocations of the respondents, most respondents are working-class people, accounting for 25%, followed by students, accounting for 23%. With respect to respondents' education background, most respondents have college and above education background, accounting for 70%. Most respondents' incomes are within 1000-4000 Yuan and 4001-7000 Yuan, respectively accounting for 34.3% and 29.3%. According to tourists' experience, 58.1% of the tourists visited the Changbai Mountain tourist destination once; 26.3% of the tourists visited the destination twice; 15.6% of the tourists visited the destination at least thrice. Hence it can be seen that this group of samples has certain representativeness; especially, the proportion of repeated visits to tourists is close to 50%; their satisfaction is of very important influence on various construction of the tourist destination.

C. Analysis on the Satisfaction of Various Elements of Changbai Mountain Tourist Destination

Based on the data collected from the respondents' comment on satisfaction of various elements for construction of Changbai Mountain tourist destination, this research makes a statistics and sequencing on tourists' satisfaction of various elements of the scenic spot. Respondents are asked to score various indicators of the tourist destination according to their satisfaction level. Wherein, 1' represents "very dissatisfied", 2' represents "dissatisfied", 3' represents "common", 4' represents "satisfied", 5' represents "very satisfied"; the results are shown in "Table I".

TABLE I.   RESULT OF EVALUATION ON TOURIST SATISFACTION OF VARIOUS ELEMENTS OF CHANGBAI MOUNTAIN TOURIST DESTINATION

Index	Average	Standard deviation	Sequence
Overall experience	3.79	0.85	
External traffic	3.66	0.86	4
Internal traffic	3.22	1.15	14
Clarity of signs mark	3.36	0.76	10
Safety precautions	3.67	1.14	3
Environmental sanitation	3.42	1.18	8
Crowded condition	5.69	0.96	1
Landscape features	4.12	1.08	2
Service personnel's attitude	3.56	1.21	7
Tourist guide associated facilities	3.64	0.85	5
Service personnel's professional level	3.23	1.22	13
Service personnel's efficiency	3.36	1.02	11
Quantity of public toilets	3.42	1.22	9
Route arrangement in the scenic area	3.26	1.02	12
Consulting and Q&A service	3.12	0.75	16
Commodity price level in the scenic area	3.62	0.99	6
Commodity features	3.21	1.21	15
Commodity category	3.12	1.05	17

According to the statistical analysis results, visitors of Changbai Mountain Scenic Area are highly satisfied with the natural landscape, congestion, external traffic and safety measures of the Area, scored above 3.6, which is between "common" and "satisfied". The lower scores are generally given to the satisfaction the traffic conditions within the scenic spot, the clarity of signs mark, the consultation, and Q&A services for the route arrangement in the scenic spot, the commodity features, and the professional level of service personnel.

V.   PROBLEMS EXISTING IN THE TOURIST SATISFACTION

A.   Tourist Commodities Are Simple and Lack Characteristics and Cultural Connotation

Among the three indicators related to tourist commodities (commodity price level, commodity features, commodity category), the price level is scored high and is 3.62, ranking sixth. This indicates that Changbai Mountain consumption gives visitors a feeling of being close to the people. The other two commodity features, commodity category) are scored low, 3.21 and 3.12 respectively, which shows that tourists have lower levels of satisfaction of the features and category of commodities. Changbai Mountain has rich cultural connotations. However, the characteristics of tourist goods supplied are not clear enough to meet the needs of tourists. As a famous tourist destination, Changbai Mountain tourism destination is too monotonous in terms of commodity categories and lacks cultural connotation.

B.   Problems Existing in Internal Traffic of Changbai Mountain Tourist Destination

The average score of internal traffic of the scenic area is 3.22, ranking 14th. It can be seen that Changbai Mountain Scenic Area visitors have very low satisfaction with the traffic conditions in the scenic spot. The main reasons are as follows: first, Changbai Mountain Scenic Area does not carry out effective management on self-driving tourists. There are many problems caused by self-driving tourists'

vehicles in the parking lot, and the operation efficiency of the parking lot is not high. Second, the car renting market in the Area is disorderly and the price is uncertain. It is easy for tourists to have a hateful attitude. The reason is due to the poor management of relevant supervision and management departments.

C.   The Service Level of Changbai Mountain Tourist Destination Needs to Be Improved

The statistical analysis results show that the average scores of the service personnel's professional level, the service personnel's efficiency, the number of public toilets, the route arrangement and the consultation and Q&A service are all less than 3.5'. The level of service largely depends on the service personnel. Only after the service personnel are normalized and their professional level is improved can the satisfaction of the tourists be improved.

D.   Infrastructure Needs to Be Improved

Improvements in infrastructure include not only the renovation of existing facilities, but also the increase of new facilities. In terms of the number of public toilets and tour guide facilities, the scores are 3.42 and 3.64 respectively. It can be seen that tourists are satisfied with the two factors, but there is still space for further improvement. Related infrastructures can be improved in aspects of the number of public toilets, smart system usage, signs, and security precautions.

VI.   COUNTERMEASURES FOR IMPROVING THE TOURIST SATISFACTION

A.   Enhancing the Service Quality in the Scenic Area

1) Regular providing of special training to improve service personnel's service capabilities: Tourist destination management personnel should regularly provide special training for workers in the scenic area, including appearance, service etiquette and so on, to cultivate workers' normative

practice and correct attitudes. At the same time, they should also strengthen the emphasis on security and strengthen workers' ability to respond to emergencies. Drills and practices should be regularly carried out against emergency events.

2) Adding guide interpreters in the scenic area: As a natural tourist destination, Changbai Mountain Scenic Area contains rich cultural connotations. During touring of tourist, it is necessary to strengthen the explanation of those tourism resources to enrich tourists' knowledge, and make them available to learn about the history and culture of Changbai Mountain while enjoying the physical and mental pleasure.

B. Improving Internal Traffic Management and Infrastructure Construction

1) Strengthening self-driving vehicle management: Intelligent parking system can be introduced into the management to try to improve the operation efficiency of parking lot and reduce the time used for parking. At the same time, an emergency warning plan should be formulated to avoid chaos in parking lot in accidental and emergency events.

2) Enhancing the management of taxi market and increasing penalties: In order to protect the rights and interests of tourists to the greatest extent, management personnel in the scenic spot should improve relevant reporting and complaints system, and at the same time strengthen the training and management and uniform scheduling of drivers and conductors to improve the operational efficiency of resources.

3) Strengthening infrastructure construction: Tourists are less satisfied with the number of public toilets and the number of signs in the scenic area. Hence, it is necessary to expand the number of toilets in the scenic area, and add the number of signs, as well as select high-quality environment-friendly materials. While renovating the original infrastructure, it is also necessary to add some new equipment such as enhancing the construction of signal towers to increase the guarantee for tourists' safety and communication convenience. At the same time, the ticket checking system can also be upgraded to electronic ticket checking system to improve the efficiency of checking tickets.

C. Enriching Tourist Commodities and Enhancing the Soft Power of the Destination Culture

1) Enriching the cultural connotation of tourism commodities and improving the grade of commodities: Changbai Mountain area has diversified cultures, such as Manchu and Korean folk cultures. When developing tourist commodities of the tourist destination, it is needed to pay attention to the development of cultural resources, and infiltrate the culture into the commodities to explore the characteristics of the commodities. Through the combination of tangible commodities and intangible commodities,

Changbai Mountain culture can also be introduced while introducing the tourist commodities to the market.

2) Strengthening marketing, spreading, and promotion: While integrating Changbai Mountain culture and tourist commodities, they can be introduced to the market through marketing propagation. While adopting traditional marketing methods, it is also needed to have innovative thinking and increase the propagating media to increase all circles' attention to the destination and the influence of the destination via multiple channels and media. Meanwhile, it is also available to take the opportunities of major events and tourism-related activities in China and foreign countries to spread and propagate the tourist destination.

VII. CONCLUSION

Tourist satisfaction of tourist destination is an important factor affecting the destination's word of mouth and tourists' re-visiting. It is essential to increase the number of tourists and promote the economic benefits of the tourist destination. This study takes Changbai Mountain tourist destination as an example and investigates the level of tourist satisfaction. Improvement suggestions are provided for the indicators with relatively low scores in the survey of tourist satisfaction. It is recommended to improve the service quality in the scenic area, carry out special training on a regular basis, improve the service capacity of workers, and increase the number of guide interpreters in the scenic spot. Secondly, it is suggested to improve the internal traffic management and infrastructure construction in the destination, especially for the increasing self-driving tour, strengthen self-driving vehicle management and taxi market management, enhance the construction of infrastructures, improve the conditions of public toilets and signs in the scenic area, optimize the ticket checking system, and improve the efficiency of tickets checking; in addition, it is recommended to enrich the tourist commodities in the destination and improve the soft power of culture of the destination. This study can provide a reference for the application and promotion of satisfaction research on other related tourist destinations.

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