

Research on the Development of Tourist Attractions Under the Guidance of the “Golden Key” International Service Brand

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Abstract—The development of social economy and the improvement of people's living standard promote the rapid growth of tourism. In addition to the inherent geographical factors, the service quality of any scenic spot is one of the important factors affecting the satisfaction of tourists. As a professional international service brand and adhering to the international five-star service concept, “Golden Key” has extended its services from hotels to high-end service enterprises such as property management, scenic spots, airports, shopping malls, yacht clubs, medical treatment, golf clubs and nursing homes. It is the symbol that the enterprise has the highest international service standard. This paper will focus on how to take the “Golden Key” service quality as the normal service standard to promote the sustainable development of tourist attractions and tourism.

Keywords—*scenic spot; tourism; “Golden Key”; international brand; service standard*

I. INTRODUCTION

Traveling is the best way for people to relax, and it is also a higher level of demand after material life needs are met. In recent years, with the continuous improvement of people's living standard, traveling has become the pursuit of many people. With the rapid development of tourism, while it drives the economic development of one party, some problems are gradually exposed. Therefore, how to improve the service quality of tourist attractions has become a problem which is worth thinking.

At present, China is stepping from a big tourism country to a powerful tourism country. Tourism has become the driving force and pillar industry of economic development in many regions. Tourism can drive the development of related industries at the same time. However, the construction of tourist attractions in China lags behind the development of tourism. In addition to the construction of hardware facilities, the service quality of tourist attractions has become an important factor restricting the development of tourism. Whether tourists are satisfied with the service of the scenic spot will directly affect the re-visit rate of the scenic spot and the sustainable development of the scenic spot. Therefore, scenic spot service quality cannot be ignored.

II. EXISTING PROBLEMS IN THE SERVICE OF TOURIST ATTRACTIONS

First, the service is not standardized and the quality of the service is not stable. The overall quality of tourism staff need to be improved. Due to the rapid development of tourism, the number of tourism practitioners has been expanding, and the threshold of service personnel has been gradually lowered. The overall quality of employees is not high, which is reflected in weak service consciousness, indifferent service attitude, improper appearance, inadequate service skills, poor expression ability, etc., which directly leads to a sharp decline in tourist satisfaction.

Second, the service is not timely. The main reflection is that tourists cannot get the required services in time, sometimes even cost them longer waiting time. This is more obvious in the peak tourist season, affecting tourists' mood to enjoy.

Third, service information has poor transparency. Tourist destinations provide tourists with few information channels and great uncertainty factors. Most tourists get tourism information from the advertisements of travel agencies, forming an asymmetric state of tourism information.

Fourth, the supporting service facilities of tourist attractions are not perfect. The main manifestation is that the roads in the scenic area are poorly designed, lacking necessary medical facilities or accurate, eye-catching signs. Tourists are likely to get lost and even in danger.

If we want to improve the service quality of scenic spots, we should not only improve the service level of working staff in scenic spots, but also strengthen the infrastructure construction inside and outside the scenic spot. In view of the current situation in China, it is more important to improve the service level.

III. WAYS TO IMPROVE THE SERVICE QUALITY OF TOURIST ATTRACTIONS

First, we should strengthen staff training and strive to improve the quality of employees. Tourism activities are of some cultural elements. With the development of society, the quality of tourists and their requirements of the service in

scenic spots are also increasing. At the same time, tourism practitioners, whether grass-roots staff or scenic spot managers, must have high cultural accomplishment and artistic taste of education to provide tourists with better services. Only when the overall quality of tourism practitioners is strengthened can the service quality of tourist attractions be further improved.

Second, establish a good tourism enterprise culture. It is necessary to establish a harmonious atmosphere of unity, friendship and mutual trust among the staff, cultivate the spirit of teamwork, and form a strong cohesion and centripetal force between enterprise employees. We should combine the characteristics of the tourism industry, establish a good corporate culture suitable for the enterprise, so that each tourism practitioners feel their own value, and promote the tourism practitioners to be more active and actively provide good tourism services.

Third, the society's understanding of and support for tourism practitioners. Tourism service is a kind of service work that both calls for brain and physical strength. The service staffs are facing changing and complex groups of people with various demands. If you want to provide high-quality tourism services, you need not only high cultural quality and professional skills, but also to keep a positive attitude. If the whole society has more understanding, respect, recognition and support for the work of tourism practitioners and give more well-intended suggestions, not only it enhance the sense of pride and glory of tourism practitioners, but also stimulate and promote the overall improvement of tourism service quality.

Fourth, to form a reasonable expectation of tourists. In view of the reasons that the actual experience of tourists is inconsistent with the expected service, some corresponding countermeasures should be made. For example, advertising and publicity should be based on facts but not be exaggerated or false. Build a bridge to communicate information with tourists, disseminate the latest tourism information to tourists in a timely manner, and help them correct unreasonable expectations. Pay attention to tourist management and deal with the relationship between managers and tourists. Complaints should be handled timely, and the complaints for tourists must be successfully resolved. We can never let tourists leave the scenic spot with dissatisfaction, so as not to affect the future development of the scenic spot.

IV. INSPIRATION OF THE "GOLDEN KEY" TO THE DEVELOPMENT OF TOURIST ATTRACTIONS

"Golden Key" is an international service brand. The international "Golden Key" organization originated in Paris, France. Since 1929, it is the service organization brand that is covered with only network, personalized, professional and international. The "Golden Key" international alliance has developed for 15 years and has more than 610 members. The "Golden Key" service has been extended from the hotel to the property, scenic spot, airport, shopping mall, yacht club, medical treatment, golf club, nursing home and other high-end service enterprises. "Golden Key" has become the most reliable institution in the journey of tourists, winning the

favor and respect of the global service industry. It is also the symbol of the enterprise with highest international service standards.

Since its official introduction into China in 1995, "Golden Key" has been deeply rooted in brand service for 23 years, covering 290 cities and more than 2,400 enterprises in China. With more than 4,000 "Golden Key" members, it has become the largest online and offline brand service network in China. Since its establishment in 1999, the international "Golden Key" college has held 124 "Golden Key" membership training courses, 24 "Golden Key" general manager membership training courses and one "Golden Key" lecturer qualification training course nationwide. More than 16,000 service personnel have been trained in the China "Golden Key" course. By 2017, 6 colleges and universities in China have become the first batch of regional branches of international Golden Key college. At the 2008 Beijing Olympic Games, the 2010 Shanghai World Expo and the Guangzhou Asian games, the 2016 G20 Summit in Hangzhou, the 2017 BBS in Boao, Hainan and the BRICS leaders' meeting in Xiamen and other international conferences, China's "Golden Key" service team has participated in.

On December 5 to 8, 2017, the 22nd China "Golden Key" winter conference and the third China service BBS themed "cultural confidence and global vision" was held in Xi'an. The conference was attended by nearly 800 "Golden Key" members from more than 500 hotels and properties in China, Switzerland, Germany, France, Canada, Italy, Denmark, Singapore, Portugal, the United Kingdom, Hong Kong, Macao, Taiwan and other countries and regions.

In fact, the concept of international five-star service advocated by "'Golden Key'" has been applied to the service of high-star hotels. In September 2012, Xi'an city wall tourist attraction took the lead in introducing the "'Golden Key'" service concept. It has become the first scenic spot in China to implement the "'Golden Key'" five-star service concept by applying and innovating the high-quality service in the management of international five-star hotels into every service detail of the scenic spot. As the forerunner, practitioner and advocate of the "'Golden Key'" five-star service in the tourism scenic spot, Xi'an city wall scenic spot takes the service concept of "extreme intentions, satisfaction and surprise" as its core. Every month there is a "Golden Key specialist" to conduct regular service training and assessment for all staff. All of the staff are in line with the standards of "Golden Key specialist" and strive to be "Golden Key attendant". In 2017, the tourism scenic spot plans to continue to train and increase the number of "Golden Key specialists" in the service team, strive to equip more "Golden Key specialists" for each entrance and exit of the wall scenic spot, comprehensively improve the service level of the scenic spot, and promote the civilized construction of the tourist scenic spot to a new level.

At present, the "Golden Key" service concept promoted by Xi'an city wall scenic area has been deeply rooted in the hearts of all staff. The meticulous and considerate service for every visitor has become the normal service for tourists in

the city wall scenic spot, which has been widely praised and affirmed by tourists from home and abroad. Due to the continuous improvement of tourists' satisfaction, the city wall scenic spot has successively won the "excellent quality service award", "excellent service award" and "China "Golden Key" service selection scenic spot" issued by the "Golden Key" international union". After years of accumulation, the "Golden Key" service team of the city wall has won many honors. The city wall scenic spot became the internship and training base of the "Golden Key" international alliance on January 12, 2017. In order to continuously improve the comprehensive service level of the scenic spot and allow more tourists to experience the "Golden Key" service, Tang paradise and various tourist attractions in Qujiang new district always adhere to the "national 5A" and "Golden Key" scenic spots as the standard and continue to promote the cigarette end revolution, the toilet revolution and the service efficiency revolution. Everyone strives to be a "five-star waiter". Taking the quality of "Golden Key" service as the standard of normalized service, one-stop services such as explanation consultation, complaint acceptance, emergency rescue, facilities for the convenience of the people, and entrusted services are constructed to integrate with the international standards and set up a new benchmark for Xi'an tourism services.

In the future, combined with the ongoing civilized construction activities of smoke-free scenic spots, the city wall scenic spot will once again improve the management and service standards of the scenic spot in an all-round way on the basis of the original high standards to extend the service concept of "Golden Key" into details, so that more and more Chinese and foreign tourists can enjoy world-class quality service in Xi'an city wall.

Xi'an city wall scenic spot takes the Golden Key service quality as the normalized service standard to comprehensively upgrade the management service level of the scenic spot. Everyone strives to be a "five-star waiter" and puts all his efforts into civilized creation activities. We will build one-stop services such as explanation consultation, complaint acceptance, emergency rescue, facilities for the convenience of the people, and entrusted services, so as to be in line with international standards and set up a new benchmark for the service of tourist attractions. The scenic spot tour brochure is free to everyone, and the best location to take a photo is reminded. Since the introduction of the five-star service concept advocated by the "international Golden Key service alliance" in 2012, all the staff of Xi'an city wall scenic spot have been doing their utmost to provide tourists with "satisfaction + surprise" — intimate service. When visitors visit the ancient city wall, they are satisfied with the service and can receive an unexpected surprise, which is well received by tourists.

Gu Xiuyun, an elderly tourist from Nanchang, Jiangxi province, was walking with his family on the wall of Xi'an when he heard a voice broadcast of his birthday from the scenic spot. "We were hiking from the south gate to the north gate wall when we heard my name on the voice broadcast. It says „Happy birthday“ to me," Gu xiuyun said. Accompanied by her family, she went back to the south gate scenic spot to

confirm whether she was the one who was blessed. "The staff said I was the one who was blessed by the broadcast, and I felt very excited and surprised. I did not expect to receive an unforgettable blessing and surprise on the wall of the ancient city of Xi'an thousands of miles away from home." In the scenic area of the city wall, where the elderly over 65 years old, military personnel and students enjoys free tickets into the scenic area, the staff will check the documents. When Gu Xiuyun was accepting certificate check to enjoy the free ticket, an intimate "Golden Key commissioner" saw the information of her birthday.

"Golden Key specialist" will spare no effort to lift the wheelchair up and down for tourists with mobility difficulties. When tourists from other places ask about how to go to other scenic spots, "Golden Key specialist" will also inform tourists of the relevant route, ticket price, nearby snacks and other life information when answering questions. The scenic area of the city wall is surrounded by beautiful scenery. "Golden Key specialist" will collect many best shooting locations and give them to tourists free of charge. Different from the general tourist service, the "Golden Key" service of Xi'an city wall scenic area is more reflected in the details. "The Golden Key service is more popular in the summer, especially for women who don't feel comfortable in their shoes. All they need is a band-aid to make their walking a lot more comfortable", the Golden Key commissioner" Xi'an city wall Wang Yanwei said. For the elderly and other special groups who are not accompanied by their families, "Golden Key specialist" and all staff in the scenic spot will pay special attention. They will ask for the contact information of their relatives of the elderly at the entrance and write on the card for the elderly to carry with them in case of emergency. In Xi'an city wall scenic spot, tourists in need of help can always get considerate service from the staff. Of all the staff, there are five with gold key badges on their shoulders standing out. With this badge, they are the "Golden Key specialists" of Xi'an city wall scenic spot. It marks the scenic spot management and service level has entered the ranks of the highest international service standards. We should equip us with "five-star waiter" standards and carry forward the spirit of "the bartender" to actually improve our service quality. We should not only make the last kilometer a reality, but also advance it by one kilometer to build a first-class international tourist destination with a strong engine.

V. CONCLUSION

Guided by the international service brand the Golden Key, this paper aims at continuously improving the service level of tourist attractions and exploring the future development of China's tourism industry. In the blueprint of the Golden Key China, the personalized service with the concept of "extreme efforts, for satisfaction and surprise" can not only impress tourists, but also win the high recognition by the Golden Key International Alliance. A clear goal should always be set up: to bring China's tourism industry more in line with international standards, and at the same time make it form its own brand influence across the world, so as to prove that China's tourism scenic spot service is of

high quality. The Golden Key has become the most trusted brand on the journey of tourists. The cross-boundary development of it in scenic spot service and the improvement in operation and management including service guarantee, cultural communication, tourism development of scenic spot and other fields can not only win the favor and respect of the global service industry, but also symbolize that the enterprise has the highest international service standard.

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