



ANALYZING THE IMPORTANCE OF SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE TOURISM INDUSTRY

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Abstract

The tourism industry is a global activity that develops in an independent and decentralized manner. As the industry grows and matures, however, it has becoming more professional. In the past few decades, tourism has combined related activities and organizations to a more comprehensive industry. The definition of tourism is the short-term movement of people to destinations other than their work and residence; the activities performed by people during their stay at a destination; and the services and facilities produced to meet the needs of these people. Therefore, according to this definition, the tourism industry is a multiple and unique industry that includes characters, activities, facilities, and is combined with the public. The purpose of this research is to discuss the importance of service quality and customer satisfaction in the tourism industry, and to further explain the elements of six key success factors on the tourism industry.

Keywords: service quality, customer satisfaction, tourism industry, marketing concept

Tourism Industry

Introduction

With social progress, changing

family structures, and increasing economic income, people pay more attention to the physical and mental aspects of cultural learning experiences, in addition to cultivating their material tastes. Therefore, modern people have gradually realized the importance of sightseeing and leisure. The World Tourism Organization, (UNWTO) is an organization of the United Nations that provides tourism information and related skills training for the world. Headquarter in Madrid, Spain was established in 1925 to assist in the development of tourism and welfare through various plans and committees. In 2000, the United Nations approved UNWTO to launch the Tourism Satellite Account (TSA). This approach means that the contribution of tourism to the economy is measured by gross domestic product (GDP) and investment capital.

Considered about how tourism and leisure affect our lives and communities. The tourism industry provides products and services required by consumers, it encourages the development of tourism and leisure activities, and it effectively stimulates economic growth. These factors combined can bring employment opportunities and income to a country and its communities to en-

hance business opportunities. Cathy H.C. Hsu and Joseph J. Margua (2014): Note tourism is the business of hospitality and travel. Kuang-Tai Liu, Hung-Teng Chang and Chiu-Chi Wei (2019): Believe in the face of the rapid development of the tourism market, understanding the tourisms' participation and satisfaction with the activities will help to segment the market and increase competitiveness. Lin Yuhui (2009): Believed that service becomes the essence of business relationship management and that it promotes commercial activities; additionally reducing transaction risks through service for customers. Gee, et al. (1997) explains five important connotations of tourism development.

Attraction of Innovation

This refers to the development and utilization of local tourism resources that are attractive for innovative scenery in the tourism sector. The function of the tourism and leisure area is not only for profit, but also for development and educational functions (such as natural resources or human resources exploration).

1. Emphasis on accessibility:
Transportation includes the structure of hardware and software.

The indicators or landmarks in transportation can help passengers understand the directional or important points of an environment, and assist in easily finding scenic spots, and completing the travel plan.

2. Services and equipment:

A sightseeing service system is the integration of various services. The services and equipment in the tourism industry are like a bridge - introducing the needs of tourists and providing the supply of tourism. This includes accommodation, transportation, publicity and attraction, booking operations, and the use of computer technology. These are the itineraries, infrastructure bookings, and interactions with others.

3. Information supply:

The supply of tourism information is a type of tourism service and marketing. It also refers to the services provided to tourists after they enter a tourism development area, such as an information center that provides assistance with various services. This would include transportation, scenic spots, activities and accommodation comments, providing on-site guidance, and information for travelers in the tourist area.

4. Marketing and promotion:

Marketing is complete mainly to increase product demand through image enhancement and market differentiation. Promotion is a substantive action to attract tourist participation (such as discounts or gifts, etc.). Therefore, the supply and promotion information of tourism marketing can attract tourists more effectively.

According to Huang, et al. (2015): Believed that the tourism industry is considered to be an agglomeration industry that accommodates many industries and also an important strategy for local economic development. The development of tourism differs based on technology, and policies. In other words, social, political, and economic factors have a profound influence on the history of tourism development.

Tourism Marketing

The concept of marketing means that companies organize and create individuals or groups to provide valuable services and products to meet the needs and desires of consumers. Kotler and Keller (2012): Note the definition of marketing means to “meeting needs profitably”. A marketing concept creates various stages to explain the business strate-

gies in the enterprise or organization. It focuses on the understandings of consumers to gain further acceptance by consumers, and thus carries out planned purchases. Kotler and Keller (2012): Believed that marketing management is the art and science of choosing target markets, and keeping and growing customers through creating, delivering, and communicating superior customer value.

The concept of marketing relies on the enterprise of tasks and produces products with maximum efficiency. This is to ensure that consumers can make choices and purchase. The core orientation of this is the desire and expectation of customers for products and services in the market. Companies make business decisions to produce products and services that are most suitable and acceptable to consumers. The enterprise organizes the production of its highest quality products. According to Parasuraman, *et al.* (1985): Explained in business activities based on the type of service economy, not only is the improvement of service quality emphasized, but also the provision of services, and this maintains cooperative relations and increases the value of products and then creating differentiation. An effective marketing plan is needed to

promote a product to make consumer accept it. Therefore, strong and profitable sales talent is the focus of corporate marketing.

A tourist group is holistic and pluralistic. In order to sub-organization and market segmentation, they need to be distinguished. The segmentation of the tourism market is the expansion of corporate organizations, let the corporate marketing market meet the target market, effectively distinguishing the needs of tourist is more efficient and more sounds for the overall operation; further success in marketing strategies. Kotler and Keller (2012): Revealed that identifying and satisfying the right market segments is often the key to marketing success. Scholar Philip Crosby believed that quality is let customers feel that they have received more than expected value.

Tourism Service

Tourism activities can promote cultural awareness and enhance business opportunities. Additionally, they can change the social structure and effectively stimulate economic growth by providing tourists with products and services. According to Pine and Gilmore (1998): Illustrated

the progress of economic value shows that service delivery is an important factor in creating economic value. Simultaneously, they also believe that the customization of products and services can increase economic value. The tourism industry is a global activity, no separation of politics, ideology, geographical culture, etc. It is the largest learning and visiting in the service industry. Service quality is to enhance customer satisfaction and loyalty, and it is the key to maintaining long-term profitability. Service quality is to compare the evaluation of the customer's service with expected service, the difference let the enterprise organization understand and a function provided to customers for communication and service. Kotler and Keller (2012): Point out that companies that do achieve high customer satisfaction ratings make sure their target market knows it. Liu, Chang and Wei (2019): Believed that tourists' satisfaction on the tourist destination will affect their willingness to revisit, while this willingness is based on the tourist destination ability to keep tourist satisfied.

The characteristics of intangible services cannot be evaluated, but can only be felt and evaluated during or after consumption. To confirm the

provision of customer service, the experience of service quality is the real focus of the organization.

Therefore, businesses express specific and detailed commitments in terms of service quality. The interaction of services accelerates a familiarity between marketers and customers, completed the service cycle process, and therefore, enhance overall customer satisfaction. Liu (2018): Illustrates enterprise understands a customer's requirements and takes actions to attract customers and provide them with willingness to purchase such as advertising, price stipulation, and selection of sale channels.

Research Purposes

Based on the motivation and background of this research, this paper mainly explores the importance of the tourism marketing, service quality and customer satisfaction in the tourism industry, and discusses key success factors for tourism industry.

Literature Discussion

Service Quality

The quality of tourism services is more difficult to define and meas-

ure than the quality of actual products. Tourism services require the input and participation of customers themselves in order to feel that “quality” has an important impact. Hoffman (2002): Believed that service quality is the attitude formed by customers' comprehensive measurement of service performance.

As Cathy H.C. Hsu and Joseph J. Marqua (2014): Explained, service quality and customer satisfaction have gradually been recognized as key factors used to gain competitive advantage and customer retention. They also stated that great service is a necessity. Therefore, to be successful, every organization in the tourism industry needs to understand what quality means to prospective customers and strive to improve the service quality offered so customers keep coming back again and again. According to Paraurman, Zeithmal and Berry (1998): Believed service quality is the overall evaluation or judgment made by consumers on the superior service of their provider. Lovelock and Wirtz (2011): Believed that service quality is a kind of experience and evaluation that customers obtain in the process of consumption.

Cathy H.C. Hsu and Joseph J.

Marqua (2014): Described the service quality model of the elements, as below.

1. Tangibles:

Those physical aspects of the service that customers can see and with which interact - the physical appearance of the facilities, the equipment usage, or the service employees provide for customers. Evert Gummesson (2008): Believe relationship require at least two parties who are in contact with each other. The basic two-party relation of marketing, the dyad, is that between a supplier and a customer.

2. Reliability:

To refers to the ability of service personnel to perform the promised service accurately and consistently. Ray, Cathy and Joseph (2014): Noted the result of this comparison of expected quality to actual perceived quality influence the customer's level satisfaction. Also said overall quality perception of “actual quality”.

3. Responsiveness:

To involves employee's willingness and promptness to service customers in providing a service. Ray, Cathy and Joseph (2014): Noted effectively and efficiently managing

these human resources is the cornerstone of success for every organization. Also said the marketing and management challenge lies in identifying how guest judge quality and then measuring these factors so service delivery can be continually improved.

4. Assurance:

To catch-all quality dimension that involves the knowledge management in the service personnel. Shelda Debowski (2008): said knowledge management is the application of having effective knowledge and applying it to business organization. The needs and expectation of customers, the business organization establishes business strategies to interact and customize.

5. Empathy:

Empathy is the quality element that shows service personnel care about service and product and what customer question. It involves set up various operational matters for the convenience of guests marketing scholar said the situation can be further complicated if you look closer at what happens when a tourist make decisions and interaction in C2C relationship. Everything is working smoothly while go to lean consumption in the supplier's value.

Many scholars studied that service quality is a strategy for enterprise organization to provide customer satisfaction to meet customer needs to create customer value and increase company profits. Levitt (1965): Believes that high-quality service must meet even exceed the standards set up by enterprises. This concept also strengthens enterprises' and customers' awareness of quality. Marketing scholars have studied service quality has mostly been expounded from the enterprise organization and consumers. Parasuraman, Zeithaml and Berry (1985): Proposed the quality of service (PZB) model. They thought that the quality of service generates from the comparison of consumers' expectations of the service to their perception of the actual service, and thus develops the concept of service quality.

The service quality offers consumers to feel “zero defects” in the service process. It related to corporate marketing or personal sales skills, correct product knowledge and service quality are the key elements for cultivating customer satisfaction. This permits consumers to feel better than expected, and enables companies to gain competitive advantages and retain customers.

Customer Satisfaction

Kolter (2003): Defined the customer satisfaction is comparative result of pre-purchase expectations and post-consumption feelings, which can be positive or negative feelings had after a personal subjective evaluation. The tourism industry is a service-oriented industry with an inherent drive and motivation to focus on satisfying the needs of consumers. Tourism service enterprise need to be successful and profitable, must be targeted at the target market, and must be capable of effectively meeting target customers. Jian (2005): Indicates that "Creating Customers" is the fountain of the continuous growth of a company. A company's purpose and the reason why it exists is to create customers and achieve growth through customer satisfaction - this is the ultimate purpose of sustainable development. Hoffman and Bateson (2006): Explained the importance of customer satisfaction can be overstated. Every service business needs to proactively define and measure customer satisfaction. In the tourism industry, customer participation and employee contact are necessary, so cultivating and training employees is a management challenge. Shelda Debowshi (2008): Believed the gen-

eration of the concept of knowledge management is the value of the actual task and the information of the enterprise organization, which is transformed into the important performance and competitive of the enterprise organization. Cathy H.C. Hsu and Joseph J. Margua (2014): Note that the tourism industry is one of close customer contact, and every interaction between a service employee and a customer becomes a service encounter.

Marketing scholars, Czepiel, Rosenberg and Akerele (1974): Proposed that consumer satisfaction can be measured from categories such as people, products, and hardware. Oliver (1980): Advocated that a consumer's behavior in a satisfaction evaluation will affect consumer behavior, and further proposes a causal cognitive model of satisfaction decision-making to explain the formation and process of consumer satisfaction. Tucci and Talaga (2000): Proposed the measurement dimension of customer satisfaction, including product quality, price, equipment, environmental services, and the professional knowledge of service personnel. Kumar and Reinartz (2006): Also believed that companies should attach importance to the application of knowledge in customer satisfaction,

and help establish and maintain long-term good customer relationships and corporate competitiveness.

Kolter (1994): Points out that customer satisfaction is the difference between the product performance perceived by the customer and the customer's personal expectation, which is the function of the perceived performance. Josee and Gaby (2002): Note that customer satisfaction is subject to whether the customer perceives the performance of the store is consistent with his/her expectations. Lin (2005): Illustrates that customer satisfaction can be defined from the following different perspectives: (1) Consumers' attitudes, feelings and emotions; (2) Psychological expectations, transaction procedures and post-transaction evaluations, with feelings of pleasure and disappointment; (3) The driving force of consumers' repurchase intentions; (4) Entrepreneurs' commitment to service quality and competitiveness; (5) Entrepreneurs' indicators to measure business performance and profitability. This is an explanation of customer satisfaction based on the discussions of various marketers. Customer satisfaction is the key to ensuring the quality of tourism services. To provide tourists with an unforgettable experience,

and to provide quality services promotes a customer's willingness to buy again, and improves their customers and profitability.

Research Methods

This study adopts the case study and questionnaire investigation method. Firstly, the study uses the case study method to collect qualitative data, then investigates the current application situation of the tourism industry by analyzing the backgrounds of the study objects, interviewing, and observing the study object in order to understand the requirement and expectation of the managers for customers in the tourism industry.

Next, the study uses questionnaires to perform a quantitative investigation by referring to relevant foreign and domestic literature and studies, and integrating the content of the correlated cases. Furthermore, the study performs a questionnaire investigation by random sampling, and further analyzes and confirm the marketing management method by tourism industry.

Finally, the study analyzes related data and the questionnaire investigation of the correlated case to

understand how marketing management modes influences tourism industry to determine, the study's results and provide effective suggestions for the tourism industry.

Results & Interpretation

Based on the six critical success factors, this study has drawn the following conclusions.

1. Customer values and behaviors

The marketing scholar, Oliver, defines loyalty as "although there is influence of outside situation, and other manufacturers' marketing effort may cause the transferring behavior, customers still give high commitment to the product or service they prefer guaranteeing that they will purchase again in the future." Zeithaml et al., (2009): Indicated good service quality can improve marketing effectiveness and increase business productivity.

The enterprise will interact with every independent customer in a good way, and it will apply the resource in the most valuable customer group. Both customers' purchasing behavior will achieve the objective of a considerable profit that promotes customers' lifetime value. The psychological attitude of the cus-

tomers towards the recognition generated by the difference between the expected benefit before purchasing the product or using the service, and the user experience after purchase will affect the continuity of re-purchase. Ray, Cathy and Joseph (2014): Said the marketing concept creates a customer-oriented philosophy that is essential to meeting visitors' want and needs. Lin M.M (2005): Noted that service quality is an operation strategy of an enterprise in order to meet customer needs, create customer value and increase company profits. The intention and satisfaction of product-purchasing or service usage in the future helps to understand customers' overall evaluations and feelings of the product or service provided by the company. This is very important for providing the enterprise with competitiveness and creating advantages. Carman (1990): Considered customer satisfaction is an important competitive advantage of an enterprise. Only companies with more satisfied customers can win the competition.

2. Customer relationship management (CRM)

CRM provides an enterprise with an all-around management perspective to integrate all customer information and interaction relation-

ship. This helps achieve a maximization in customer profitability. CRM is not only a principle, but can also be software and technology. Its objective is to reduce sales cycles and sales costs, increase income, look for new markets and channels for business expansion, and improves customer value, satisfaction, profitability and loyalty. Bruhn and Grund (2000): Indicated in a more competitive corporate environment, the existing industry has transferred from attracting customers to enhancing customer loyalty.

Therefore, for the enterprise, the objective of CRM lies in promoting the exchange and interaction, making a customer purchase at a reasonable product and service, and obtaining a net profit in the process. CRM aims to promote customer service, improving satisfaction, and maintaining customers. Roy, Cathy and Joseph (2014): Noted customers are important to the profitability and potential success of most tourism service suppliers.

Chen, Wang and Hsiao (2005) state that CRM helps enterprises use various kinds of channels to develop, understand and maintain customers. Lin and Ceng (2018): Noted enterprise maintain long-term relation-

ships with customers through relationship marketing to cultivate customer loyalty and to improve performance and market share, have an impact on corporate organizations, reduce costs, and achieve the goals of increasing corporate profits.

Therefore, the most important aspect of CRM is that it is the main driving power for a company's profitability, that being overall customer value.

3. Corporate social responsibility
Business operation of enterprise, and must make contributions to society and natural environment and related stakeholders. Enterprise can increase consumers' favorability to the company and help profit growth through reducing production waste, social care, ecological conservation, etc, for corporate social responsibility activities.

The concept of enterprise social responsibility began with profit organizations proposing sustainable development. In addition, social enterprises belong to the concept of non-profit organization with its core activities being for public benefit.

4. Product quality and cost control

For international trends and with people's improvements in living

standards as the economy develops, customers around the world raise the requirements of quality, sanitation and safety of marketed products. Furthermore, countries around the world also begin to promote related monitoring and traceability systems for product quality. To guarantee the safe quality of product, is an effective method for risk control of product safety, and has become the core for all countries in promoting product safety.

This production and marketing record of product lies in the product's "traceability system" that not only traces the information of product in the different stages of production, circulation and selling, but also asks for product quality as a basic requirement in guaranteeing product safety. Ray, Cathy and Joseph (2014): Noted the depth of information conduct and the time of that information gathering are of substantial importance to tourism suppliers. Consumer proven that will most notice and remember advertising messages and other forms of information when actively seeking information to make a certain decision. In terms of the management of operations, from the fact that the individual product, service and customer requires a set of operational combinations. The en-

trepreneur understands the factors that influence an enterprise's resources and its cost control. The calculation of product costs is an important scale in strategic cost management.

Management scholar Dale H. Besterfield, stated that top management shall ensure that the quality policy:

- (1) Is appropriate to the organization's purpose or mission.
- (2) Includes a commitment to comply with requirements and continually improves the effectiveness of the Quality Management System (QMS).
- (3) Provides a framework for establishing and reviewing the quality objective.
- (4) Is communicated and understood within the organization.
- (5) Is reviewed for continued stability.

The quality policy gives the overall intention and direction of the organization in relation to quality.

1. Market share

Fang (2011) states that for an enterprise with its own brand, it is very important to control the market demand for its product. The company shall be able to provide the new

product and change the marketing strategy at any time in an environment permeated with market challenges. Michael, Gry, Soren and Margaret (2006): Noted purchase situation involvement refer to differences that may occur when buying the same object for different contexts.

A brand has a unique status and image in the mind of customers. Generally, the leader of the market will control the conditions of the product, guide consumers on a new product, distribute logistics, and promote powerfully to keep the maximum market share. As the market leader, to keep the maximum share of the product, the company shall (1) research, develop, and expand the overall market demand, (2) keep the market share by various means of protection or defense. Kotler (2012): Noted successful companies instead proactively shape the market to their own interests. (3) recognize the situation and further improve the expandability of the market share of the product when it is satisfied with the current situation. The market leader seeks more customers or encourages the existing customers to increase the utilization rate of product. The market expansion helps the company gain more

profits.

2. Brand image creation

Kotler & Keller (2001): Illustrated it is mentioned that the core resource capability if an enterprise is the brand, which enable the enterprise to further create a competitive advantage and drive the market. It needs to investigate the customers' demand and desire in the target market to establish and create the differentiation of a convincing brand position. It is essential that the standard and creative thinking of the company's ability and the competitors' activity, development and establishment of the marketing strategy brand position are built in the segmentation, targeting and positioning. Aaker (1991): Point out that brands can provide consumer confidence and lead the way in marketing strategies. The enterprise investigates the market to determine different customer groups and demands, and how to satisfy the demands directly for different customer groups. The clear positioning of products helps the target market to recognize the characteristics and image of all products of the company.

For the company product image to have a special position in the mind of the target consumer, the

main objective is to implant the brand image in the mind of the customers, allowing for the maximum profit to enter the enterprise. Kotler (2012): Explained companies can craft powerful, compelling images that appeal to consumers' social and psychological needs. How does one assist and lead the marketing strategy to build this image? The customers can enjoy knowing the uniqueness of the brand and the desired benefit or goal through interpreting a brand's essence. Wu, Liu (2014): Noted the image established by the brand will be implanted in the hearts of consumers, and the level of connection between the brand image will also become consumers' purchase intention. Michael, Gary, Soren and Margaret (2006): Indicated the field of behavioural economic, or economic psychology, is concerned with the "human" side of economic decision.

Conclusion

Key Success Factors (KSF) are the factors that achieve good performance by a special ability under the corresponding important environmental requirements and conditions during the discussion of the relationship between industrial features and corporate strategies. Daniel (1961): Proposed the concept of key

success factors and pointed out several key success factors for industrial success and suggested that an enterprise can achieve industrial success by properly doing all these index factors. Thompson and Strickland (1998): Pointed out that key success factors are related to product attributes, corporate assets, competitive capacity, and the market of the enterprise; and the enterprise must consider the above factors to obtain a competitive advantage.

The tourism industry promotes quality of life for the health of body, mind, and spirit, in addition, it also brings positive benefits to society, economy, and politics. It has to know the possibility of satisfaction with each other between customer interaction to gain more innovation and the competitive advantage to produce high-quality products and services. Consumer satisfaction and the service quality of planned activities give full play to the maximum benefits of corporate organizations for the tourism industry.

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