



## STRENGTHEN SERVICE QUALITY ENHANCE CUSTOMER SATISFACTION AND LEISURE BENEFITS IN THE TOURISM INDUSTRY

Dr. Liu Ying-Yen

Chang Jung Christian University,

Ph. D. in Business and Operation Management, Taiwan Empresarial Commercial

University Ph. D. in Leisure Management, Costa Roca Doctoral

Research, California State University

[cjcuyyliu@gmail.com](mailto:cjcuyyliu@gmail.com)

Liu Ying-Yen Studio

Studio Principal

(Academic Research, and Business Management Consultant)

### Abstract

Service quality offers a way of successful achievement among diverse services. Customer satisfaction and service quality are mutually related. Consumer perception of the service quality in the company, they believe the service quality influence customer satisfaction. The tourism industry is a global activity that develops in independent and professional. Liu (2021): expressed leisure activities choose the real effects that can transfer the sense of inner authenticity to the outer attractive through action. Bruce T. and Barkley, SR. (2006): Explained the development of an integrated portfolio in involves ranking projects using the tools described above and then generation a public – bearing process to raise community awareness of proposals and projects. The promotion and development of leisure activities specifically actualize and satisfy leisure benefits, achieving a multiplier effect, enhancing economic efficiency, and strengthening the competitiveness and prosperous growth of various industries in the country. Liu (2022): Noted 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.

This research adopted the AHP analysis method to illustrate how the tourism industry drives the national economy. Based on improving service quality, the profit rate of leisure activities rises, achieving an increase in industry benefits and prospects and enhancing competitive advantage worldwide.

Key Words: Tourism Industry, Leisure Activities, Leisure Benefits, Service Quality, Diversity, Multiplier Effect

## Introduction

### *Prospects of the Tourism Industry*

The strategic development of the tourism industry has provided numerous opportunities and elements that have grown the demand focused on by governments both domestically and internationally. It has enhanced the combination and benefits of the tourism industry through policies emphasizing that consumption stimulus policy. Jeffrey H., Paul C., Robert J. and David J. (2023): Illustrated after the plan for creating competitive advantage is made, the final stop is to develop a detailed plan to effectively implement, or put into action, the firm's strategy through specific activities. In recent years, tourism trend industry statistics show that tourism has not grown as expected due to the instability of current world situation, such as the Ukraine-Russia War, the Israel-Palestine Conflict, and numerous other wars and conflicts around the world, which have continuously

caused a decline in social and economic aspect. Roy A., Cathy H.C., Joseph J. (2014): Said economics is the "social science that seeks to understand the choices people make in using their scarce resources to meet their wants". Therefore, the importance of the tourism industry for the international economy cannot be ignored. The government should fully leverage its ability to integrate and implement powerful and consistent policies to stimulate consumption behavior and preserve resources to further illustrate that it can offer complete benefits and achieve goals. Roy A., Cathy H.C., Joseph J. (2014): Said tourism organizations must then meet customer expectation by satisfying their wants and needs.

The significance of the tourism industry is not restricted. There are economic and rational reasons for it and accurate information is required to enhance the status of the tourism industry and respond to current demand. Jeffrey H., Paul C., Robert J. and David J. (2023): Illustrated corporate

strategy entails competing in core industry or business and also operating in adjacent business or markets. And said each business function elements of the new business that will be integrated needs its own specialist on the integration team to lead and monitor the effect. Prescott C. Ensign (2001): Said integration can increase a firms' capacity to implement strategies, respond quickly and reduce costs. And proposing policies to stimulate consumer behavior. Product design has to meet participating in activity the needs of consumers and groups, consumption policies such as Fair Trade Commission need to be established and service quality cultivated. Liu (2022): Noted it is also a critical factor in strengthening social relations and improving development performance. Explore the leisure market in various places to understand the changes in local leisure, and the management system of the industry strengthened.

#### *Integrated Resources*

Roy A., Cathy H.C., Joseph J. (2014): Explain management concepts provide insight into the processes needed to meet societies and visitors' current and future demands. And also explained individuals and organizations that attempt to understand and meet the needs of visitors successfully

are practicing what is called the marketing concept. Effectively promote the development of integrated industries and manufacturing distribution market segments in the industry as measures to address the current situation and promote and enhance the improvement of people's consumer index, driving national economic strategies and practice the constant development of technology, special consumer behavior leads to widespread changes in attitudes, affecting areas. Roy A., Cathy H.C., Joseph J. (2014): Noted more and more countries are finding that the development of tourism offers an effective means of increasing economic well-being, such as local economic development, social culture, political stability, and the environment. Meanwhile, domestic and international leisure activities carry significance and are beneficial, thus requiring sustainable development and a peaceful international situation. Observe the limitation and cooperation of many factors of the natural environment, to accomplish the global environment assessment program.

#### *Diversification of Leisure Activities*

In marketing planning strategies, consumer behavior is one of the most important items to discuss. In

marketing decision-making, the marketing concept is the main operation philosophy that implements business, assimilate into morality and social responsibility, and regards to the overall enterprise and social welfare to a sightseeing service system is the integration of various service. Expanding the market behavior of consumers in the leisure industry is a major challenge for the industry. Liu (2019): Said the knowledge field and related systems have helped provide corporate organizations with convenience and problem resolution. Consumers desire a product that is interesting and effectively planned and designed. Jeffrey H., Paul C., Robert J. and David J. (2023): Believed firms rely on a few key strategies to help them enter attractive markets and build the resources and capabilities necessary to deliver unique value. Leisure activities play a role in creating a harmonious psychological balance between the self and the environment, which is also a motivational condition in market behavior. Kotler (2012): Said that do achieve high customer satisfaction rating make sure their target market knows it. Leisure activities are a process of self-actualization and satisfaction. K. Douglas Hoffman and John E.G. Bateson (2006): believed customer satisfaction surveys also pro-

vide several worth while benefits. Humans have the opportunity to strive towards self-activation, to develop interaction skills, to accept challenges and to explore variability. Leisure activities ultimately reach their peak value; in society, Liu (2022): Explained leisure activities choose the real effects that can transfer the sense of inner authenticity to the outer attractive through action, they include various interactive relationships as person to person and between people and the environment. Jeffrey H., Paul C., Robert J., and David J. (2023): proposed it is a conceptual framework as the conditions of activities and conditions of existence time to enable people's recreation needs to be met. Various organizations can provide different leisure options in the social system of modern society. K. Douglas Hoffman and John E.G. Bateson (2006): Believed every service business needs to proactively define and measure customer satisfaction.

Each different activity in the leisure industry has special characteristics, such as flexibility, benefits of physical activity, affordability, implicit financial capacity, and diverse consumer demands. Jeffrey H., Paul C., Robert J., and David J. (2023): Explained diversification allows companies to exploit their existing customer-

facing resource by adding new operational resources and capabilities. Also, said diversification create value when firms exploit or enhance their resource base by entering a new line of business. A leisure activity is a demand service, seeking some kind of internal satisfaction, such as rehabilitation of physical impairment after injury. This is explained from the perspective of physiological and social needs. Michael E. Porter said a healthy industry structure should be as much a competitive concern to strategists as their company's own position. And understanding industry structure is also essential to effective strategic positioning. Leisure activities are also time-based. When individuals or groups pursue personal or group activities during their leisure time to meet their needs and experience the joy of relaxed participants, leisure activities are a purposeful utilization of people's leisure time. Roy A., Cathy H.C., Joseph J. (2014): Said there are several factors that can influence the level of tourism activity. Therefore, Leisure activities are the purposeful use of people's free time. Leisure activities comply with moral norms and social values, it is not just fun or a game. Leisure behavior is the influence of leisure behavior on personality and moral factors at psychological atti-

tudes. The benefits and value perspectives of leisure are also an important cornerstone of contemporary leisure. Roy A. Cook, Cathy H.C. Hsu and Joseph J. Marqua (2014): Noted in large organizations, everyone wants to hire a winner and create a "sustainable competitive advantage". The tourism industry has a positive overall situation for economic development and enhances GDP to create competitive advantages.

### Research Objectives

With the growth of the tourism industry, people are increasingly attaching importance to leisure activities. Kotler (2002): Said that every service staff process influences customers' overall impression of service quality, which is called the "moment of truth". Godbey (1994): Believed leisure is a important part of modern life, it significantly improve people's sense of happiness. This research explores service quality as one of the factors affecting tourism benefits and customer satisfaction in the tourism industry.

### Literature Review

#### *Service Definition*

Marketing scholar Kolter (1991) defined service as "a single activity or benefit provided by one party to the other, essentially intangible, and no change in ownership occurs after the service is received. Liu Yuhui (2009): Believed that service become the essence of business relationship management and that it promotes commercial activities, additionally reducing transaction risks through service for customers. Consumer orientation lies at the bosom of the marketing concept. Lovelock (1991) believed that service is a process, not a static content. Therefore, service is the requirement of presenting valuable things directly or indirectly to the needy in a certain form, with the main focus of meeting the customer's needs, which is the action and activity taken by the enterprise to achieve its operational goals and determine expected profits. Liu (2022): Said enterprise will try to use different internationalization model to reduce the risks of global operations and consolidate any existing competitive advantage.

#### *Enhance Service Quality*

Enhanced quality and reducing costs, products and services are the main business strategies for the long-term operation and profitability of en-

terprises. Continuous research and improvement of business concepts aims to enhance competitiveness and effectively strengthen service quality and management. Liu (2022): Said enterprise value comes from the innovative products and the service of comprehensive solutions. Kotler Keller said competitive accrues to companies that possess distinctive capabilities or excellence in broad business processes. Quality is a natural style of high-class affairs, possessing the characteristics and forms that satisfy the needs of those doing the demanding. Terry L. Esper (2009): Demonstrated that the integration demand and supply processes help firms prioritize and ensure fulfillment based on the shared generation, dissemination interpretation, and application of real time customer demands. Lin, Chin (2012): Explained that the service knowledge and experience of service personnel is also a factor that causes differences in service quality. Industry organizations adopt a variety of service strategies to excite consumers' pleasure and satisfy their needs. When consumers feel that they receive more value than expected after using a product, K. Douglas Hoffman and John E.G. Bateson (2006): Believed the importance of customer satisfaction cannot be overstated. And without customers, the service firm has no reason to exist. Also said every

service business needs to proactively define and measure customer satisfaction.

### *Service Quality Influence Customer Satisfaction*

The basic concept of service is to establish the concept of service quality, emphasizing "quality" first. The service process focuses on grasping the consumers' needs as the starting point to achieve customer satisfaction. Liu (2021): Said customer satisfaction is a direct factor in the central issue of corporate operations and marketing. Cronin and Taylor (1992) & Boulding, Kalra, Staelin and Zeithaml (1993) believed that service quality is the perception of service performance, based on "service expression", and directly assesses the customers' inner feelings towards service, rather than calculated expectations. Service quality is an abstract concept related to psychology and performance.

Roy A. Cook, Cathy H.C. Hsu and Joseph J. Marqua (2014): Said every organization in the tourism industry needs to understand what quality means prospective customers and strive to improve the service quality offered so customers keep coming back again. Service quality is a priority and has been proved to be closely

related to customer satisfaction and loyalty. Lehtinen and Janno (1983) proposed that service quality is the result of mutual communication between the service provider and the service recipient. Personal traits and the environment can cause leisure activity behaviors and have an impact on the body, mind, and soul, creating a connection of cognition, feeling, and experience. Liu (2021): Noted on the significance of service quality on the development of the leisure industry as well as the relation between previous expectation and actual comments. Therefore, service quality affects customer satisfaction and their expectation of the product. In leisure activities, service quality changes people's cognition and expectation of leisure activities, and enhances the leisure benefits of leisure enterprises and organizations, creating a competitive advantage for the tourism industry. Roy A. Cook, Cathy H.C. Hsu and Joseph J. Marqua (2014): Said service quality and customer satisfaction have gradually been recognized as key factors used to gain competitive advantage and customer retention.

### *Leisure Benefits*

Participating in and advocating leisure activities is positively related to the improvement of quality of life

and provides benefits in terms of physiology, psychology, and society. Liu (2021): Explained leisure activities is to engage in personally interested experience activities in a free state and enhance people's quality of life. In the pursuit of life goals and purposes, it can further bring positivity and enthusiasm in political and economic development for the social environment. Roy A., Cathy H.C., and Joseph J. (2014): Noted governmental officials and local tourism service suppliers face a variety of issues when making decisions regarding endorsing or encouraging the creation and / or continuance of these events. Thus, the importance of leisure management can be seen as helping people alleviate the pressure of work and achieving physical, mental, and spiritual balance and health through an assessment of needs. Kelly (1982) said that activities chosen for one's own sake are leisure. Leisure is an external behavior that transfers authenticity to internal feelings. Activities are assigned to individuals by others, and providing activity services does not need the parties involved to bear any responsibility, while achieving an ideal situation. The time is freely chosen by the party and controlled in the activities.

Considering How Tourism And  
Leisure Affect Our Lives And

Communities.

### *Service Quality Influences Recreation Benefits*

Scholars Mannel and Stynes believed that when people participate in leisure activities, they are stimulated by the environment, time, and psychology, and these stimuli lead to influences on people's physiology, psychology, economy, society, and environment. These influences, through people's assessment, generate leisure benefits. Tourism service requires the input and participation of customers themselves in order to feel that "quality" has an important impact.

### *The Significance Of Leisure Benefits*

The definition of leisure benefits refers to the benefits obtained by a person during the process of participating in leisure activities or at the end of the activity, in terms of psychology, physiology, society, and intelligence. Paraur man, Zeithmal and Berry (1998): Believed service quality is overall evaluation or judgment made by consumers on the superior service of their provider.

Iso-Ahola (1980) believed that there are six functions for people en-

gaging in leisure sports: including obtaining socialization experience through participation in games and leisure, enhancing work skills through leisure that helps in personal performance, developing and maintaining behavioral and social interaction skills, entertaining and relaxing, contributing to personality development, and avoiding laziness and anti-social behavior. Driver (1991) pointed out that leisure benefits refer to whether the physical and mental conditions and social relationships of individuals have emphasized or benefited during the participation in leisure activities. Consumers' evaluation, explanation and judgments of products and service is service quality. Ajzen (1991) believed that after achieving leisure goals in leisure activities, the degree of satisfaction of cognitive needs leads to subjective feelings of the benefits of leisure activity, that is, the higher the benefit obtained, the more positive the participation behavior.

Lovelock and Writz (2011): Believed that service quality is a kind of experience and evaluation that customers obtain in the process of consumption. Liu (2022): Noted participants are exempt from responsibility for activities that must achieve their

goals, and the service provide and prepared by a third party to assist the participants in the activity.

In brief, Liu (2021): Expressed during the activity, people can relieve stress, feel happy and can obtain leisure functions truly. Leisure benefits are the results of participating in various activities during one's own free time and for one's own physical and mental wellbeing. Bright (2000) believed that leisure benefits are a comprehensive view of human lifestyle construction.

Roy A., Cathy H.C., and Joseph J. (2014): Explained delivery of superior service requires understanding travelers' needs and expectations.

### Research Methods

This research seeks relevant measurement dimensions from the literature, first making use of the professional knowledge and rich experience of experts, conducts relevant dimensions and projects, selects cases according to the evaluation criteria, and then against the opinions of scholars, experts, and practical decision-makers who actually participate in the operation of enterprises according to the analytic hierarchy process (AHP). The complex problem evaluation system is

simplified into a simple and clear element-level system, which is quantified and established as a Pairwise Comparison Matrix, and then the Eigenvector of the matrix is obtained to arrange the priority among each element for an accurate analysis and measurement.

This study adopts the documents and questionnaire investigation method. The study method collects qualitative data, the investigation of the current application situation of the documents by analyzing the backgrounds of the study subject, interviewing, and observation of the study subjects, to understand the requirement and expectations of the enterprise for the improve service quality and enhance leisure benefits expand the tourism industry.

### Conclusions

Multifaceted service organizations are the cornerstone of every organization to strengthen human resource training to enhance knowledge advantages and create permanent competitiveness. Christopher Lovelock and Jochen Wirtz (2011): Said in service marketing, communication is educational in nature to teach customers how to effectively move through service processes. In the expansion of leisure activities, Roy A., Cathy H.C.,

Joseph J. (2014): Said by combining knowledge from each of these perspectives, a basic understanding of tourism fundamentals can be developed. The key to quality of tourism services is to provide unforgettable memories for all tourists engaged in leisure activities, thus increasing leisure benefits, satisfying customers, and generating profits. Jeffrey H., Paul C., Robert J. and David J. (2023): explained a company's business strategy is defined as a company's dynamic plan to gain and sustain competitive advantage in the marketplace. A multiplier effect can therefore be achieved for the tourism industry, and high economic benefits created for the national economy. The benefits include: (1) strengthening stable economic growth; (2) diversifying the economy to increase government tax revenue and enhance employment rates; Christopher Lovelock and Jochen Wirtz (2011): Noted diversification allows valuable knowledge and skill to be shared between business units. And (3) attracting foreign tourists through rural infrastructure construction for the tourism industry, benefiting local residents, and stimulating commercial activities and behaviors. Roy A. Cook, Cathy H.C. Hsu and Joseph J. Marqua (2014): Explained marketing concepts provide insights into why people

travel as possible approaches to meeting their needs as they travel.

The development of the tourism industry is helpful to restore local economic vitality and prosperity. The cooperation and development of the tourism industry supported by governments at all levels can bring unlimited economic benefits and prospects to the country or region. Scholar Cecilia Heuser and Aaditya Mattoo said each industry is assigned one business function to describe its core activity, which usually covers occupation directly related to the production process. Roy A. Cook, Cathy H.C. Hsu and Joseph J. Marqua (2014): Explained develop a service guarantee for a tourism service with which you are familiar. Critique your guarantee using the important distinguishing feature of service guarantee.

Therefore, we strengthen service quality to improve leisure benefits and customer satisfaction in the leisure tourism industry. Mintzberg, Joseph Lampel, James Brain & Sumantra Ghoshal (2003): Said the popular view sees the strategist as a planner or as a visionary, someone sitting on a pedestal dictating brilliant strategies for everyone else to implement.

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