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QUALITY MANAGEMENT

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Kinijos kelionių agentūrų paslaugų kokybės veiksnių įtaka turistų pasitenkinimui	Chinese travel agencies' service quality influencing tourists' satisfaction
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INTRODUCTION

Relevance of the topic: China's travel market is booming, bringing unlimited business opportunities to travel agencies. With the rapid development of China's economy, the deepening of reform and opening, and the improvement of people's living standards, more and more Chinese people have begun to go abroad and join the ranks of tourism. Especially in the past few decades, with the ever-increasing comprehensive national strength, there have been more and more tourism teams, not only in the number of tourists but also in the overseas tourism destinations open to China, which can reflect China's rapid development of tourism. In 2018, the scale of China's tourism market increased to 149 million, a year-on-year increase of 14.7% compared to 2017. Chinese tourists spend more than US\$130 billion overseas, with a growth rate of more than 13%. According to the China Social Statistical Yearbook (2009-2019), in the ten years from 2009 to 2019, the number of people leaving the country increased from 47.7 million to 169.2 million. The relevant person in charge of the China National Tourism Administration believes that China has achieved the leap from a country with a large tourism resource to a world tourism country. The unprecedented development of China's travel market has brought unlimited business opportunities to travel agencies, especially those that can undertake travel. According to statistics from the National Tourism Administration, as of December 31, 2019, the total number of travel agencies in the country was 38,943, an increase of 8.17% over 2018.

The market environment of low-price competition has made tourism face severe challenges. The advent of the era of mass tourism has brought new growth points to China's economy, but also brought challenges. The frequent negative events in the tourism industry - illegal phenomena such as "unreasonable low-cost travel", followed by Serious breaches of contract such as inducing, forcing shopping, reducing tourism projects, arranging self-funded projects, and lowering the standards of food, housing, and transportation, and even violent conflicts, insults and abuses against tourists in some cases, not only for tourists It is not conducive to the development of the market order of tourism destinations and the establishment of a good tourism image, and it also damages the rights and interests of legitimate operators in the same industry, bringing great obstacles to the rapid, healthy and orderly development of China's tourism industry.

Tourism regulations have been promulgated one after another, clearly requiring the improvement of service quality. The Tourism Law of the People's Republic of China was successfully passed at the 2nd session of the Standing Committee of the Twelfth National People's

Congress on April 25, 2013, and has been implemented since October 1, 2013. Qian Qishen, the former vice-premier of the State Council of China, has a sincere instruction on the service quality of travel agencies: The reason why everyone is asked to pay attention to the quality of travel services, again and again, is because service quality is the lifeline of the tertiary industry, and it is more important to It is the foundation of the tourism industry whose main content is human service; without this foundation, the tourism industry cannot have great development.

The Covid-19 is gradually improving, and the market will gradually recover in the future. The emergence of the new crown epidemic has led to the tightening of China's policies. Under the long-term new crown epidemic prevention and control, people yearn for travel to relax. With the gradual relaxation of entry and exit policies in the future, China, with its large population base, will surely recover in the tourism market and return to the normal level of previous years. Travel agencies should prepare during this period, improve the quality of tourism services, and prescribe the right medicine to meet the prosperous tourism market in the future.

The level of exploration of the topic: The research on the influencing factors of tourism service quality is helpful to enrich and develop the theory of service quality's impact on tourists' satisfaction. With the enhancement of China's comprehensive national strength, the market demand for tourism is also expanding. However, there are very few theoretical studies on the travel agencies' service quality influencing tourists satisfaction in China. Therefore, it is very meaningful to study the influencing factors of travel agencies' service quality for enriching the theory of service quality. First, the research on the influencing factors of travel agencies' service quality will help to improve the core competitiveness of travel agencies. Analysing the factors that travel agencies' service quality influencing tourists satisfaction can help travel agencies to prescribe the right medicine and find out the deficiencies of their services. Through a reasonable analysis of input and output, travel agencies can invest resources in appropriate aspects to improve service quality, which can not only improve their economic benefits, but also consolidate their core competitiveness to contribute to the long-term development of the industry in the future. Second, the research on the influencing factors of tourism service quality is helpful to improve tourists' satisfaction and service experience quality. By analyzing the factors that affect the quality of tourism service, travel agencies can strengthen their own internal management and improve service quality, to satisfy tourists' tourism service experience and improve tourists' satisfaction.

The problem of the Research is: there are few research on travel agencies' service quality influencing tourists satisfaction in China.

The aim of the Research is: To identify the factors of service quality that influence tourist satisfaction in Chinese travel agencies.

Research Objectives:

1. To research the existing concepts about service quality and tourist satisfaction in travel agencies.
2. To investigate the factors of service quality influencing tourist satisfaction.
3. To examine which dimension of service quality most influences tourist satisfaction.
4. To develop a preliminary research model based on a review of the literature.
5. To collect data and identify the main reasons affecting the service quality of travel agencies and the strategies to improve the service quality of travel agencies based on the analysis results.

The method deployed by this Research include analysis and review of scientific literature, quantitative research method including data pre-processing, reliability and validity analysis, frequency analysis of demographic variables, difference analysis which includes t-test and one-way ANOVA, and regression analysis.

1. THEORETICAL ASPECTS OF SERVICE QUALITY, TOURIST SATISFACTION AND RELATION OF SERVICE QUALITY ON TOURIST SATISFACTION

1.1 Service quality

Service quality is difficult to measure since it's judged by customers themselves with the character of subjectively, especially in the service industry, for example tourism industry. Levitt (1972) believes that service quality refers to the standard set by which service results can be compounded. Sasser et al. (1978) believed that service quality should include not only the final service results, but also the ways and means of providing services, and due to the intangibility, complexity, and consumer participation of services, various characteristics will affect the quality of service.

Lehtinen and Lehtinen (1982) defined three dimensions of service quality such as physical quality, interactive quality, and corporate quality. Physical quality refers to tangible appearance of the service; interactive quality relates to the interactions between customers and service personnel; corporate quality involves the image of service provider. Lehtinen (1984) proposed two definitions of service quality. First, from the perspective of the service production process, under this concept, the final evaluator of service quality is the tourist rather than the enterprise itself. If the tourist's perceived service quality reaches or exceeds his expected quality level, then the company can be considered to have better service quality; on the contrary, the company's service quality can be average or relatively poor. Chinese scholars' research on service quality began in the 1990s, and the research field includes service standards, employee satisfaction, tourist satisfaction and loyalty. Wu Xiaotai (1997) believes that the elements of service quality should include five elements: functionality, economy, safety, comfort, and civilization.

1.2 Service quality dimensions

The most popular service quality model in the 1990s (Robinson, 1999) is the model by Parasuraman et al.,(1985), since this model is based on these three underlying themes:

1. Service quality is more difficult for the consumer to evaluate than goods quality (Parasuraman et al.,1985, p. 42).
2. Service quality perceptions result from a comparison of consumer expectations with actual service performance (Parasuraman et al.,1985, p. 42).

3. Quality expectations are not made solely on the outcome of the service; they also involve evaluations of the process of the service (Parasuraman et al., 1985, p. 42).

Parasuraman et al. (1985) identified 97 items or criteria in measuring service quality, different from service quality's global measure by Grönroos (1984). After few years in another research (Parasuraman et al., 1988), they refined the dimensions into only five dimensions - tangibles, reliability, responsiveness, assurance, and empathy, which is showed in below Table: SERVQUAL's Five Dimensions.

Table 1

SERVQUAL's Five Dimensions

Dimensions	Definition
Tangibles	The appearance of physical facilities, equipment, appearance of personnel, and communication materials
Reliability	The ability to perform the promised service dependably and accurately
Responsiveness	The willingness to help customers and provide prompt service
Assurance	The knowledge and courtesy of employees and their ability to inspire trust and confidence
Empathy	The caring, individualized attention the firm provides to its customers

Source: Parasuraman, Zeithaml & Berry, 1988, p. 23. and Parasuraman, Berry, and Zeithaml, 1991, p. 41.

Source: Parasuraman et al. (1988)

1.3 Service Quality of Travel Agencies

Research on the service quality of travel agencies began in the 1990s. Brown (1996) took Canadian travel agencies as the research object. In the model for researching service quality, the five dimensions of the service quality dimension were extended to 9, which refers to the Parasuraman et al. (1985) model and improves it, conducts an empirical study on travel agencies, which is relatively novel in the study of travel agencies and provides a reference value for future research. Chris Ryan, Andrew Cliff (1997) conducted a service quality gap analysis for a British travel agency, conducted research and analysis of the benefit SERVQUAL model, took tourists as the research object, investigated, and analyzed the difference between tourist expectations and perceptions, and determined the service quality of the travel agency. The reason for this is that most of the later research with tourists as the research object is based on the new model of travel agency development proposed by him. However, because the research object is too single, it cannot reflect

the problems existing in the travel agency again, improve and study in-depth. Johns (2004) used the service quality evaluation theory to investigate the influencing of target tourists' perception and satisfaction and found that service efficiency factors were particularly valued by the tourists surveyed, while service personalization was the least important factor. Judging from the consumption concept of the environment and consumption level of the year, service efficiency is the most important factor affecting tourists' perception and satisfaction. This research has certain reference significance in the environment at that time, but people's consumption concept is changing a lot today, which is also the result of the constantly changing research results and the requirements of the times.

Wang Chunxiao et al (2001) conducted an empirical study on three travel agencies in Guangdong Province and discussed the three aspects of service quality, consumption value, and passenger satisfaction in terms of the influence on passengers' behavioral intentions. The results show that all of these have a direct impact on the behavioral intentions of tourists travel agencies need to pay attention to the management of service quality, consumption value, and tourists' satisfaction, to improve tourists' recommendations and repurchase willingness, which will make a lot of sense on the income and Brand promotion (2018) quantitatively analyzed the overall service quality level of travel agency products based on the SERVQUAL model, and finally used factor analysis to further analyze its influencing factors. The results show that the most critical factor is a pleasure. The study reflects that travel agencies should pay more attention to tourists' experience perception when conducting service quality management, and design travel products should be guided by tourists' feelings, to meet the needs of tourists, exceed tourists' expectations, and improve tourists' satisfaction. There is little research on the factors affecting the service quality of travel agencies.

1.4 Tourist satisfaction

Tourist satisfaction originated from the tourist satisfaction strategy proposed by Japanese companies. ISO9000:2000 quality management system standard defines tourist satisfaction is defined as: "The tourist's perception of the extent to which his or her requirements have been met." According to Philip Kotler, a famous American marketing expert, "the pleasant or disappointing feeling that tourists feel when they receive a product or service in comparison with the quality they expect, and this feeling determines whether they continue to buy those product or service. In the

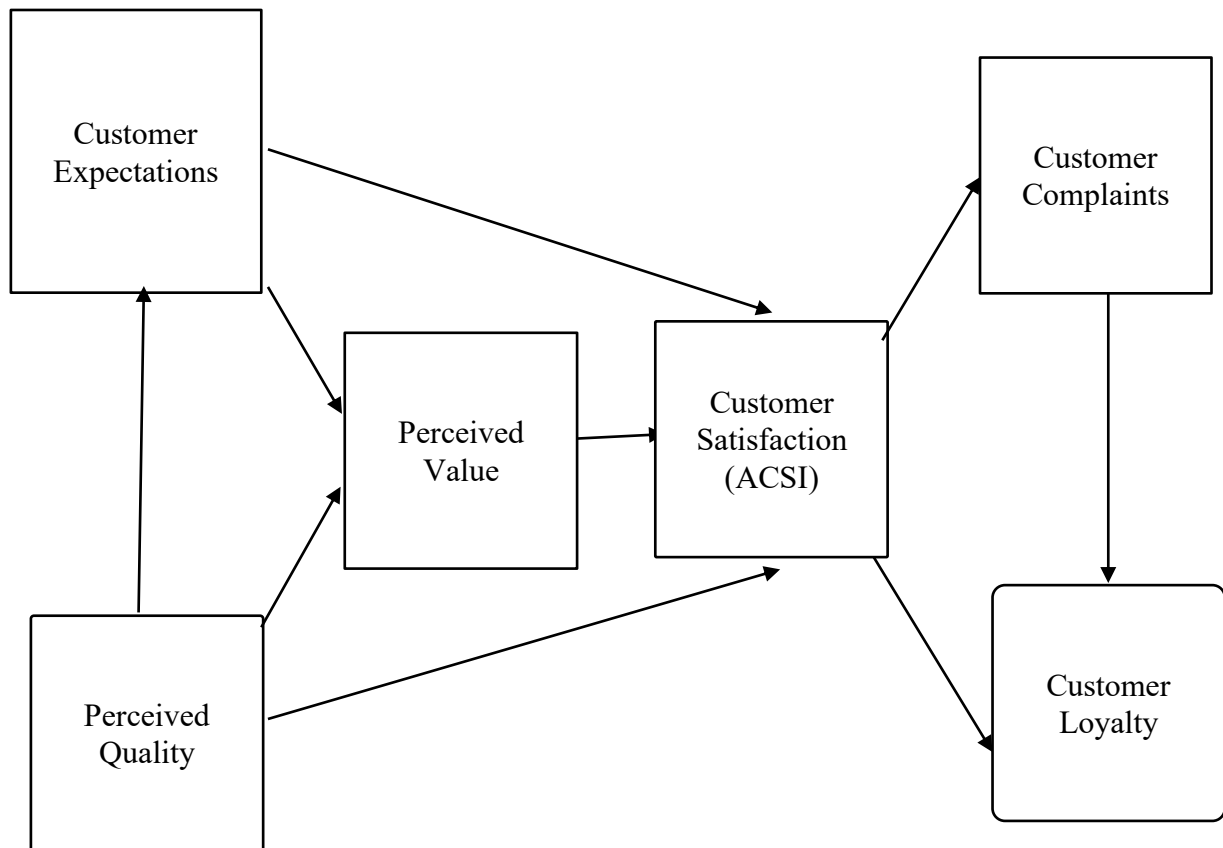
current definition of tourist satisfaction, the definition proposed by American scholar Oliver (Oliver) is more respected, he believes that tourist satisfaction is a psychological reaction formed after the tourist's needs are met and is a judgment of the tourist on the degree to which products and services meet their own needs. Kotler (1997) summarizes the views of scholars and defines tourist satisfaction as satisfaction, which refers to the level of pleasure a person feels is derived from his or her perceived performance of the product and his or her personal expectations of the product.

Deng Xiaoping (1997) summarizes the views of scholars and defines tourist satisfaction as the level of pleasure that a person feels from the perceived performance of a product and personal expectations of the product. This means that tourist satisfaction is a function of perceived performance and expectations. If the perceived effect is lower than expected, the tourist is dissatisfied. If the perceived effect matches the expectation, the tourist is satisfied. If the perceived effect exceeds expectations, the tourist is highly satisfied, pleased, or delighted.

American Tourist Satisfaction Model is an econometric model that was developed by the American Society for Quality in the 1990s and includes seven economic sectors and more than two hundred companies, as well as a causal model that includes six structural variables. For the American tourist satisfaction model, the final target variables obtained reflect the consumer satisfaction situation. The consumer satisfaction cause variables include expected situation, perceived quality, and perceived value, while the consumer satisfaction outcome variables consist of both consumer complaints and loyalty. As consumer's perceived quality and value increase, their satisfaction increases, and vice versa. The higher the consumer expectation, the lower the satisfaction, and the two show an inverse relationship. The level of consumer complaints can be seen from the level of the company's handling of consumer opinions, and if the company can deal with consumer problems in the first place, then it can also change the attitude of consumers and make them more loyal. It is the positive relationship between the two that leads to a negative relationship if the company does not deal with the consumer complaints in a timely manner, then it will lose this group of tourists and thus turn to competitors, which is shown in Figure 1.

Figure 1.

The ACSI (American Tourist Satisfaction Index) model.



Source: www.theacsi.org

1.5 The Impact of Service Quality on Tourist Satisfaction

Professor Gronroos (1982) pioneered the concept of "tourist-perceived service quality", which defines service quality as the gap between tourists' expectations and perceptions of the service they receive, that is, the difference between the two. To compare; in short, when the actual service perception received by the tourist is greater than the quality of service the tourist expects to receive, it means that the tourist is satisfied. If the service perception is less than the tourist's expected service quality, it means that the tourist is not satisfied. Parasuraman, Zeithaml and Berry (1985). These three professors believe that the difference between the tourist's perception of the

service provided by the company and the degree of service expectation is the level of service quality.

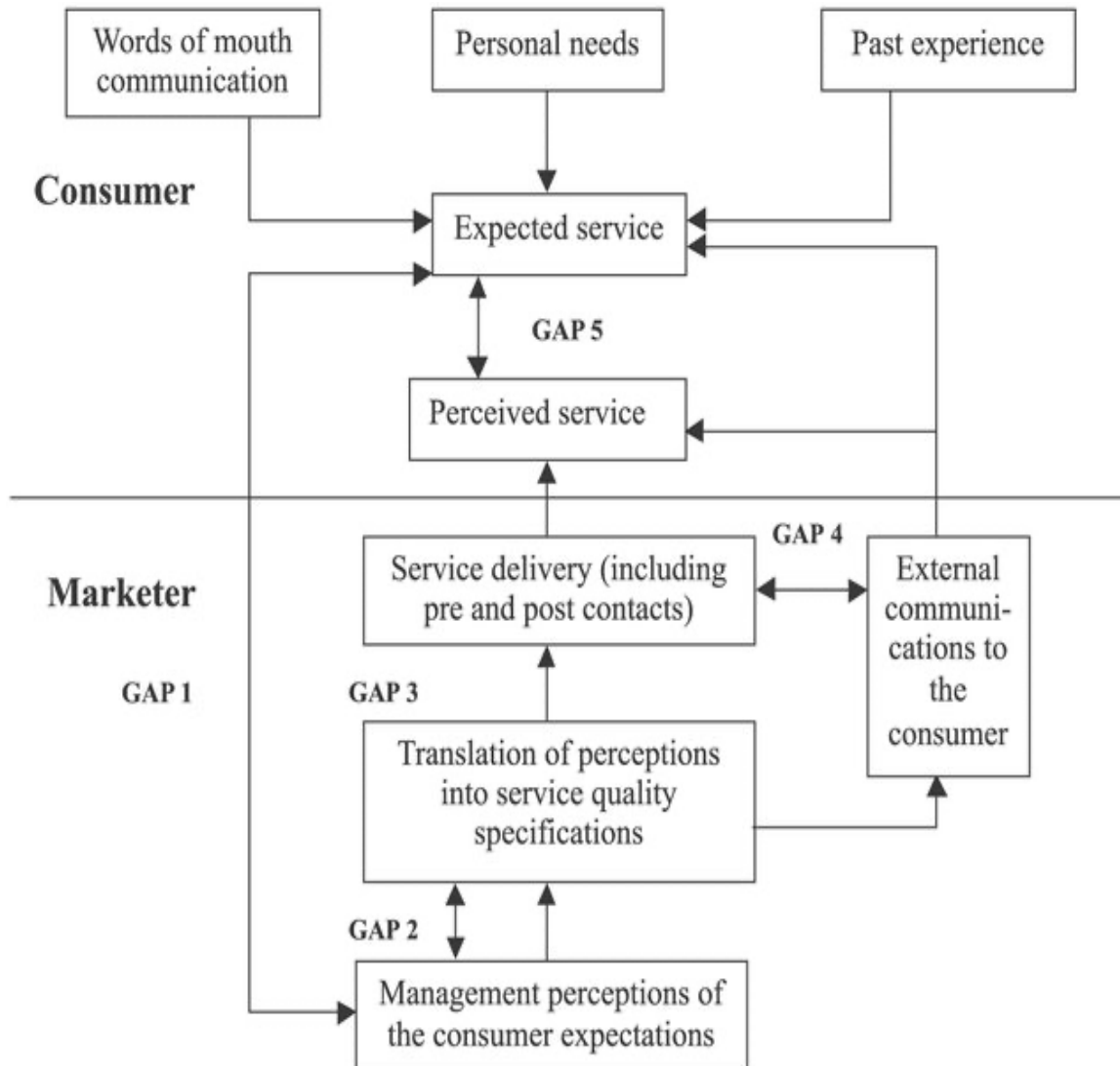
In the study of Gronin and Taylor (1992), the SERVQUAL approach was applied to different industries, and it was found that the quality of service is a prerequisite for tourist satisfaction. Zeithaml and Bitner (1996) argued that the scope of tourist satisfaction is broader than service quality, and that product quality, service quality, price, personal factors, and situational factors all affect tourist satisfaction, so that perceived service quality is only one of the factors that affect tourist satisfaction. Ruyter, Bloemer and Peeters (1997) combined satisfaction and service quality to develop an integrated model of service quality and satisfaction and found in their study that service quality is the most important factor affecting service satisfaction.

Wei Fuxiang (2003) takes tourists as the research object, and through empirical research on the correlation between tourist perceived service quality and tourist satisfaction, it is shown that the most important influence on tourist satisfaction, tourist recommendation intention and tourist repurchase intention is tourist perceived service quality, and the degree of correlation is very high. Low is the service provider intent on tourist switching. The study confirmed the positive correlation between tourist perception and tourist satisfaction. The higher the tourist's perception value, the greater the tourist's recommendation intention and repurchase intention, and the greater the tourist's satisfaction. To improve tourist satisfaction and increase corporate benefits, we should focus on tourist experience perception, and improve tourist perception as the goal of service quality management.

Whether the tourist can be satisfied with the service quality of the travel agency is mainly affected by two aspects: firstly, the tourist's expectation of the service quality of the travel agency. This factor is essential because tourists' consumer psychology is becoming more and more mature, and their expectations of service quality are more demanding. Second, the quality of service experienced by tourists. In various factors, the degree of tourists' personal experience has received more attention, so this factor can seriously affect the specific satisfaction of tourists.

1.6 Service Quality Evaluation Model

In addition to the continuous and in-depth research on the service quality evaluation system, scholars have continued to explore how to use effective methods and approaches to form a scientific and systematic service quality evaluation model. American scholars Parasuraman et al. (1985)



Source: Parasuraman *et al.* (1985)

proposed the SQERVQUAL model. The comprehensive quality management theory is used as the theoretical basis of the SQERVQUAL model, and the SQERVQUAL model has gradually become a model for service quality evaluation in the service industry. Its core theory is the "service quality gap model", also known as the "expectation-perception" model, which has been used by scholars as a classic method for evaluating the service quality of some enterprises or institutions.

Service quality gap model gap 5 -- a perceived service quality gap is still the most direct and important gap, which directly determines the quality of service; gap 4 -- a service communication gap in the service process mainly plays a coordinating role; gap 1 -- a quality perception gap; gap 2 -- a quality standard gap; gap 3 -- a service The communication gap is a situation where the travel

agency cannot meet the corresponding standard due to its own problems. All gaps are tightly focused on gap 5 as the core, to influence the quality of tourism services.

Figure 2

Gap analysis model

- Gap 1 — quality perception gap: mainly the gap between travel agency manager 's perceptions of tourist's service quality expectations and tourist's expectations of the quality of services provided by travel agencies. Simply put, travel agency managers do not know what tourists need, expect and demand, or managers misunderstand the service demand expectations of tourists and do not take the initiative to investigate and analyze, which can be obtained through market research and analysis of tourists.
- Gap 2 — quality standard gap: mainly refers to the gap between tourism service standards and the needs and expectations of tourists as determined by travel agency managers. There are two different situations: (1) On the one hand, the gap in understanding because Gap I may lead to errors in the development process of tourism service standards process. (2) On the other hand, the travel agency manager understands that it is correct, and the error comes from the tourism service specification or standard itself.
- Gap 3 — service delivery gap: mainly refers to the gap between the provision of tourism services and the standards of tourism services, so the travel agency in the provision of services in accordance with the service norms or standards that have been developed in advance to implement. The reasons for the delivery of such gaps are many, there may be the standard itself, there may also be personnel problems.
- Gap 4 — service communication gap: The gap refers to the gap between the promises made by the travel agency in the market promotion and the actual services provided to tourists. Travel agencies to attract more tourism consumers, using a variety of means of marketing, to obtain a better advertising effect at the same time, but also let the tourists on the quality of its services have a higher expectation. If tourists feel that they have not reached their expectations during the tour, they will have a feeling of being cheated, which will seriously affect the market reputation and development of travel agencies.

- Gap 5 — perceived service quality gap: This is based on the first four gaps and the accumulated nuclear also gap, that is, the gap between the actual service quality felt by tourists and their expectations to get the ideal tourism services. Travel agency service quality = actual perceived service quality - expected service quality, the ideal state should be greater than or equal to zero.

Three scholars, Parasuraman (1985), Zeithaml (1985) and Berry (1985), classified service quality into 22 specific demand items on five scales of tangibility, reliability, assurance, responsiveness, and empathy by means of a questionnaire. A five-point Likert scale was used to score the expectations and perceptions of each item separately.

$$SQ = \sum(PS_i - ES_i);$$

$$SS = PS_i - ES_i$$

SQ: The total value of the gap between perception and expectation in the model.

SS: SINGLE SERVQUAL, the value of the gap between perception and expectation for the *i*th factor in the model.

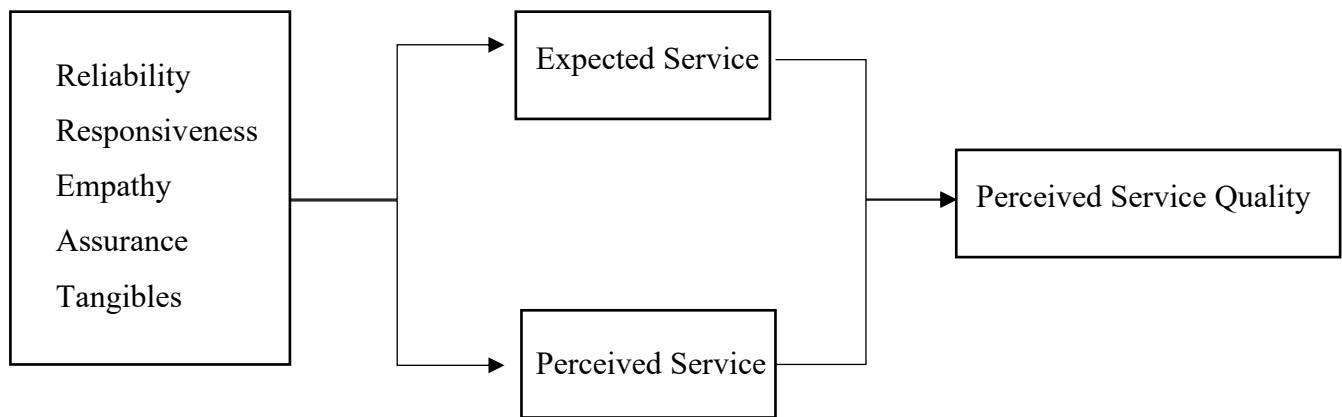
PS_{*i*}: The score of the *i*th factor perceived by the tourist.

ES_{*i*}: The score of the *i*th factor of tourist expectation.

When SS > 0, that is, the perceived service quality value is greater than the expected value, indicating that the travel agency exceeds the tourist's expectation in this factor service quality performance; When SS = 0, i.e. the perceived service quality value is equal to the expected value, it means that the travel agency's service quality performance in this factor is in line with the tourist's expectation; When SS < 0, that is, the perceived service quality value is less than the expected value, it means that the travel agency's service quality performance in this factor is lower than the tourist's expectation, and the service performance is worse. Accordingly, the high or low value of SQ is expressed as the level of tourist satisfaction with the overall service quality of the travel agency.

Figure 3

SERVQUAL model



Source: Parasuraman et al., 1988

2. METHODOLOGY FOR RESEARCHING THE FACTORS OF CHINESE TRAVEL AGENCIES' SERVICE QUALITY INFLUENCING TOURIST SATISFACTION

2.1 Aim, question, model, and hypotheses of the research

Based on the research and the studies in the literature exploration, the following part of empirical research will use quantitative research way to do the research and analysis.

Research aim: to investigate the relation of influencing factors of service quality and tourist satisfaction in Chinese travel agencies.

Research question: The below research question was developed based on the literature and research questions from previous studies.

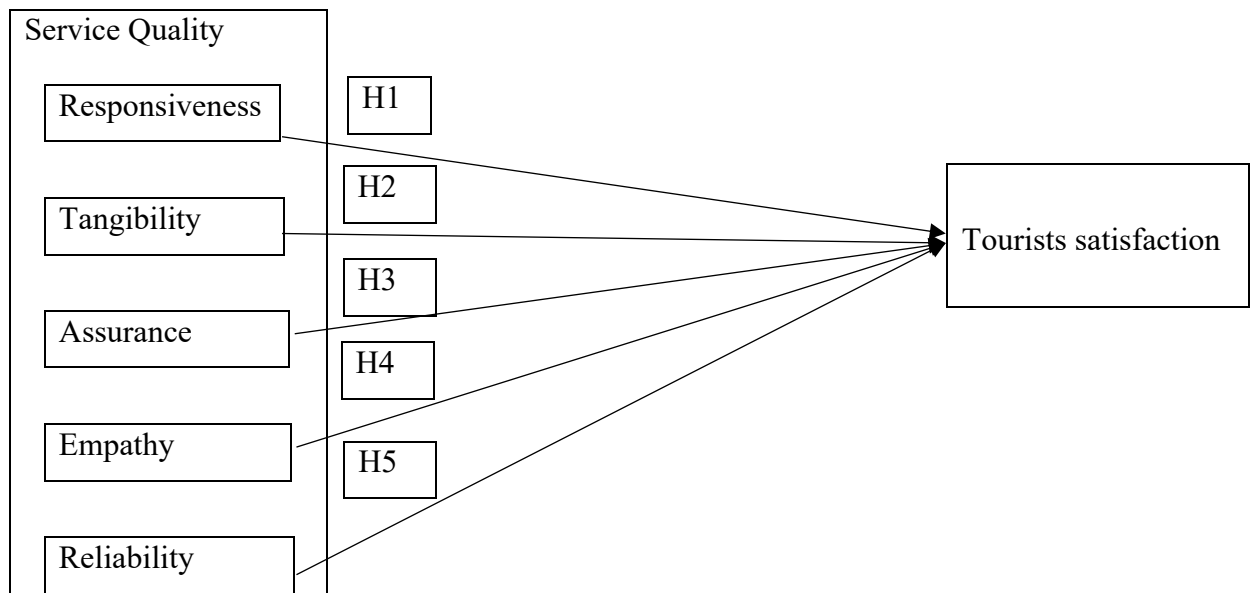
RQ: What are the factors of service quality influencing tourist satisfaction, such as reliability, responsiveness, dependability, tangibles, assurance, empathy, and tourist satisfaction?

Research model:

Among many service quality evaluation models, many scholars choose the SERVQUAL model for service quality evaluation, which has higher accuracy compared to other models. In this research, based on the SERVQUAL model of Parasuraman et al. (1985), service quality is divided into five dimensions: tangibility, reliability, responsiveness, assurance, and empathy, which are also called the components of service quality. A single dimension consists of factors that have characteristics of this dimension, the model is shown as follows.

Figure 4

Travel service quality (based on SERVQUAL) impact to tourist's satisfaction Research Model



Source: developed by author

Research hypothesis:

Building on the extant literature, the aim of this study is to test the following hypotheses:

H1: Responsiveness of travel agency services quality has a significant positive impact on tourists' satisfaction.

H2: Tangibility of travel agency service quality has a significant positive impact on tourists' satisfaction.

H3: Assurance of travel agency service quality has a significant positive impact on tourists' satisfaction.

H4: Empathy of travel agency service quality has a significant positive impact on tourists' satisfaction.

H5: Reliability of travel agency service quality has a significant positive impact on tourists' satisfaction.

2.2 Organization and instrument of research

According to the purpose of the previous study and the studies in the literature exploration, service quality is one of the factors that affect tourist satisfaction. Service quality is a subjective perception of the tourist, not an objective assessment, and is evaluated by the tourist after comparing the gap between the service expected beforehand and the service actually received. Traveler perception of travel agency service quality, refers to the traveler from the purchase of travel agency products to the end of the process experienced by the travel agency to provide the entire package tour line service quality.

The research results of the 5 elements and 22 questions of service quality proposed by Parasuraman et al. (1985) are used as the basic framework and the questions are appropriately added or subtracted according to the service content and characteristics of the travel agency industry, and at the same time, author draws on relevant literature research, such as Solomon (2014), on the elements of travel agency service quality, author designed a travel agency service quality measurement questionnaire.

After establishing the service factors, research model, and research subjects that affect travel agency tourist satisfaction, this section will proceed to the design of the survey questionnaire. The design of the questionnaire must be justified, and it must ensure that the respondents can easily distinguish and answer, thus ensuring that the content of the questionnaire is objective, reasonable and valid. For these reasons, the questionnaire form draws on the existing electronic questionnaires of travel agencies Solomon (2014), initially designs the specific indicators of travel agency service quality elements, and obtains the pre-survey questionnaire form (see Appendix).

This study uses the commonly used scale score statistics to measure the service quality of travel agencies, using a seven-level scale statistics, in which the lower three levels represent 'Strongly disagree', 'disagree', 'Somewhat disagree'; The middle level of one scale represents 'average' and the higher level of three scales represents 'Somewhat Agree', 'Agree', 'Strongly Agree'.

- "Strongly agree" "refers to the state of excitement, satisfaction, and high satisfaction that the tourist develops during the tour. In this case, the tourist's expectations are not only fully good, without any regrets, but may also greatly exceed their expectations, and will be sure and proud of their choice, and will praise the company, expressing

their joyful feelings to the surroundings in an invisible way, acting as a propagandist for the company, with a scale value of "7".

- "Agree" refers to the tourist's satisfaction, praise, and pleasant state after receiving tourism services. In this state, tourists not only affirm their own choice, but also will be happy to recommend to their friends and relatives, and their expectations are basically in line with reality, no major regrets can be found, the scale value is set to "6".
- The "Somewhat agree" represents the tourist after accepting the travel service feels that the service provided by the travel agency basically meets their own expectations, basically satisfies the tourist's expectations of the target, the tourist is still agreed, but there is still a distance according to higher requirements, compared with some worse situations and comforting, the scale value is set at "5".
- "Average" means that the tourist has no special mood fluctuation state in the whole tourism activity, not to say agree, not to say disagree It can only be said that it is not bad. This condition means that the tourist is easily influenced by others, and the scale value is set to "4".
- "Somewhat disagree" tourists receive tourism services after the state of complaints, regret. In this state, although the tourist is Bad. In this state, although the tourist is disagreed, but thinking that this is the reality, will not demand too much, generally maintain a default attitude, the scale vector value is set to "3".
- In this state, although the tourist is disagreed, but thinking that this is the reality, will not demand too much, generally maintain a default attitude, the scale vector value is set to "3".
- "disagree" means that the tourist accepts the tourism service, the tourism service does not meet their expectations or bring trouble to the tourist, brings the tourist a sense of unhappiness, the scalar value is set to "2".
- "Strongly disagree" refers to the tourist to accept tourism services, the tourist Tourists feel very angry, intolerable, in most cases, tourists think that only through compensation to make their own satisfaction, if not agree again, will use every opportunity to carry out counterpropaganda to vent their displeasure, resulting in adverse effects, the scale value is set to "1".

The analysis in this research requires that the service quality of travel agencies be divided into five impact dimensions, and the following are the operational definitions and measurements of the relevant items for each dimension.

(1) Responsiveness of service quality: This dimension mainly refers to the service environment of the travel agency, etc. From the travel agency business hall, the arranged hotel, transportation, whether the hotel environment is comfortable, front desk service personnel and tour guide Whether the front desk service personnel and tour guides are well-groomed, etc., are used to measure the degree of tangibility related to travel agency services.

(2) Tangible of service quality: This dimension refers to the travel agency's ability to convincingly fulfill its travel agency service commitments. This dimension refers to the ability of the travel agency to convincingly fulfill the travel agency's service commitments. Whether detailed travel registration information is retained, whether the travel agency's itinerary is executed in accordance with the contract requirements, whether the itinerary is clear about the regulations and the Whether the travel agency's itinerary is in accordance with the contract, whether the itinerary specifies the relevant regulations and services, and whether the tour guide forces the tourist to spend money, etc. It is used to measure the reliability of the actual service level.

(3) Assurance of service quality: This dimension mainly refers to the travel agency's assistance in handling problems encountered by tourists and providing services to tourists as soon as possible. This dimension mainly includes whether the front desk staff patiently answers the questions of tour registration, whether the tour guide promptly provides services to tourists. This dimension mainly includes whether the front desk personnel patiently answer the questions of the tour registration, whether the tour guide promptly deals with the tourists' problems, whether the travel stay in the tourist attractions is appropriate, and whether the tour guide does his best to provide services for the tourists. Whether the tour guide does his best to solve the problems encountered in the tour, whether the travel route is reasonably arranged, and whether the tour operator does a good job of travel reminder service in time. Whether the tour operator does a good job of travel reminder service in time, etc., which is used to measure the degree of responsiveness of its services.

(4) Empathy of service quality: This dimension mainly refers to the provision of safe and courteous services during the tourist's trip. The main dimensions are whether the front desk staff is courteous, whether the tour guide's service attitude during the trip is good, whether the explanation

is correct and wonderful, whether the safety of tourists' personal property is protected, and whether the tour guide can. The tour guide's service assurance is measured in terms of whether the front desk staff is courteous, whether the tour guide's service attitude during the tour is correct and wonderful, whether the tour guide pays attention to the protection of tourists' personal and property safety, whether the tour guide can maintain a harmonious and cordial relationship with tourists, and whether there is tourism fraud during the tour.

(5) Reliability of service quality: This dimension mainly refers to the travel agency standing in the tourist's point of view to consider for the tourist personally, care for the tourist, and provide the tourist with more human services suitable for the individual. It mainly includes whether the travel agency stands in the tourist's perspective and recommends the tour route for the tourist, whether the tour guide thinks about the tourist as much as possible, whether the tour guide gives special care to some special tourists, whether the tour guide can fully understand the tourist's needs, and whether the travel agency pays attention to the tourist's feelings after the tour, etc., which is used to measure the degree of empathy of its service.

2.3. Selection of respondents and sample characteristics

The number of Chinese tourists travelled via travel agencies in a year is too high to collect them all, hence it is necessary to limit the sample size with the available time and resource. Author created and sent the questionnaire through an online platform called 'Wenjuanxing', this website can link people to fill and submit data itself so author can collect data successfully, the targeted people are who travelling via travel agencies within half a year, for those who lived in Shanghai, the biggest city in China where gathers most different people in China, the people's background might go through the different provinces, different people, etc. Author collected 210 respondents were selected for the purpose of primary data collection, guided by similar researches made in different countries in the same industry as well as taking the minimum recommended number by scholars for the same purpose.

In this research, the valid questionnaires obtained from the survey were analyzed using SPSS Statistics 26. The data analysis included data pre-processing, reliability and validity analysis, frequency analysis of demographic variables, difference analysis which includes t-test and one-way ANOVA, and regression analysis.

1. Data pre-processing: In order to ensure the validity of data analysis, data pre-processing was performed on all questionnaires collected, mainly including the removal of questionnaires with missing options and those with multiple choice options.
2. Reliability and Validity analysis: To confirm the reliability of the questionnaires, the reliability analysis was conducted on the valid questionnaires collected. A conventional reliability test was conducted on all questions of the questionnaire mainly using the Cronbach α reliability coefficient. Usually, a coefficient greater than 0.7 indicates better reliability, and less than 0.5 indicates lower reliability and is not suitable for analysis. Validity is the degree of accuracy with which a method measures what it intends to measure. If a study has high validity, it means that the results it produces correspond to real properties, characteristics, and changes in the physical or social world. High reliability is an indicator that a measurement is valid.
3. Frequency analysis of demographic variables: A descriptive analysis of the basic information data sections filled out by respondents in the questionnaire. The nature of the analysis to determine the individual tourism-related characteristics of the tourists participating in the survey.
4. Difference analysis: A hypothesis test that is used to compare the means of two populations is called t-test. Whereas, in one-way ANOVA, means are compared among three or more independent groups.
5. Correlation analysis: Correlation is a statistical measure (expressed as a number) that describes the size and direction of a relationship between two or more variables.
6. Regression analysis: Linear regression analysis is used to predict the value of a variable based on the value of another variable, It helps create models to make predictions, is used to determine the character and strength of the association between a dependent variable and a series of other independent variables.

2.4 Limitations of Research

1. This research's sample for determining the index weights is 210, it may have some representative but as China is the most populous country in the world, has 1.4 billion population, 210 samples seem not very large and may have some influence on the authenticity of the research results.

2. After research, author found this research's sample mainly have the good economics background not only according to the salary or education, but these kind of travel agencies' products also usually have more expensive price compared to other agencies, the tourist's market they're chasing is not face to all level, mainly focus on who could afford more expensive products, so that's why difference analysis can't reflect actively. In the future, author should focus more on different level tourism markets, it's also will influence tourists' satisfaction.
3. Traveler's expectations of travel agency service quality and the services they enjoy in the actual travel process will affect the results of tourists' evaluation of travel agency service quality. However, traveler's expected services are subjective in nature and cannot be measured. Therefore, this research only investigates the level of travel agency services experienced by travelers.

3. RESULTS OF THE EMPIRICAL STUDY

3.1 Reliability and Validity analysis

Since the data in this research were collected by the author herself and not from other sources, Reliability and Validity test is performed on the data. The software uses SPSS Statistics 26 to implement the reliability and validity analysis process.

Based on the below reliability analysis results, the standardized reliability coefficient of service quality of responsiveness is 0.915, therefore, the questions of responsiveness content dimension do not need to be adjusted. The overall standardized reliability coefficient is 0.915, and the range of the reliability coefficient is between 0 and 1, and the closer to 1, the higher the reliability. The result of this analysis is 0.915, which is relatively good reliability (Table 2).

Table 2

Reliability result of Service quality of responsiveness

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Based on Standardized Items
Travel agency personnel are neatly and generously dressed	18.91	6.083	.799	.796	.891	.915
Warm and courteous reception by travel agents	18.72	6.574	.911	.857	.846	
Travel agent can answer questions patiently	18.67	6.970	.863	.749	.866	

Source: developed by author

Based on the below reliability analysis results, the standardized reliability coefficient of Service quality of Tangibility is 0.930, the reliability coefficients after the deletion of the items can be seen to be less than the overall 0.930, therefore, the questions of Tangibility content dimension do not need to be adjusted. The overall standardized reliability coefficient is 0.930, and the range of the reliability coefficient is between 0 and 1, and the closer to 1, the higher the reliability. The result of this analysis is 0.930, which is relatively good reliability (Table 3).

Table 3*Reliability result of Service quality of tangibility*

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Based on Standardized Items
Clean and tidy travel agency environment	18.65	7.080	.809	.807	.912	
Travel agency office is well-equipped and up to date	18.61	7.377	.877	.859	.894	
Travel agency website display detailed and distinctive	18.72	6.729	.878	.814	.888	.930
Aesthetically pleasing and distinctive promotional brochures	18.79	6.810	.776	.710	.926	

Source: developed by author

Based on the below reliability analysis results, the standardized reliability coefficient of service quality of assurance is 0.957, the reliability coefficients after the deletion of the items can be seen to be less than the overall 0.957, therefore, the questions of assurance content dimension do not need to be adjusted. The overall standardized reliability coefficient is 0.957, and the range of the reliability coefficient is between 0 and 1, and the closer to 1, the higher the reliability. The result of this analysis is 0.957, which is relatively good reliability (Table 4).

Table 4*Reliability result of Service quality of assurance*

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Based on Standardized Items
Fast and safe transportation facilities	24.82	15.412	.900	.874	.941	.957
Clean and comfortable accommodation	24.67	16.394	.878	.842	.946	

Delicious food and drink with local flavors	24.84	14.975	.906	.899	.940
Appropriate shopping items and reasonable arrangements	24.79	15.430	.842	.736	.952
Complete and abundant entertainment services	24.80	15.625	.867	.826	.947

Source: developed by author

Based on the below reliability analysis results, the standardized reliability coefficient of service quality of assurance is 0.974, the reliability coefficients after the deletion of the items can be seen to be less than the overall 0.974, therefore, the questions of assurance content dimension do not need to be adjusted. The overall standardized reliability coefficient is 0.974, and the range of the reliability coefficient is between 0 and 1, and the closer to 1, the higher the reliability. The result of this analysis is 0.974, which is relatively good reliability (Table 5).

Table 5

Reliability result of Service quality of empathy

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Based on Standardized Items
Tour guides can respond quickly to visitors' questions	69.80	80.544	.932	.933	.969	.974
Tour guides communicate with tourists	69.84	82.117	.790	.746	.973	
Ability to handle tourist comments	69.63	85.268	.781	.714	.973	
The tour guide can regulate the atmosphere of the entire tour group	69.69	84.234	.783	.776	.973	
Tour guides remind tourists of safety in time	69.60	84.289	.890	.938	.970	
Tourists feel safe with the services provided by the guides	69.49	85.629	.831	.842	.972	
Tour guides pay attention to the special needs of tourists	69.75	81.625	.901	.947	.970	

The tour guide arranged the whole trip properly and appropriately	69.64	83.677	.887	.924	.970
Smooth cooperation between tour guide and ground escort	69.63	84.961	.895	.912	.970
Tour guides solve more questions from the tourists' point of view	69.70	82.295	.895	.882	.970
The tour guide has the right knowledge of the place to visit	69.67	82.654	.881	.829	.970
Tour guides can clearly explain the tour itinerary	69.72	83.378	.842	.788	.971

Source: developed by author

Based on the below reliability analysis results, the standardized reliability coefficient of service quality of reliability is 0.968, the reliability coefficients after the deletion of the items can be seen to be less than the overall 0.968, therefore, the questions of reliability content dimension do not need to be adjusted. The overall standardized reliability coefficient is 0.968, and the range of the reliability coefficient is between 0 and 1, and the closer to 1, the higher the reliability. The result of this analysis is 0.968, which is relatively good reliability (Table 6).

Table 6

Reliability result of Service quality of reliability

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Based on Standardized Items
Reasonable and fair travel contract terms	37.38	30.427	.887	.849	.962	.968
Every tour participant is treated fairly	37.28	31.263	.887	.824	.962	
Transportation facilities in line with contract standards	37.34	30.466	.884	.889	.962	
Catering grade in line with contract standards	37.40	30.319	.922	.889	.959	

Accommodation in line with contractual standards	37.41	30.052	.941	.925	.958
Tour itinerary according to the agreed itinerary	37.28	31.581	.877	.813	.963

Source: developed by author

Based on the overall reliability coefficient, the standardized Cronbach coefficient is 0.989, which indicates that the overall reliability of the questionnaire is very high (Table 7).

Table 7

Overall reliability coefficient

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.989	.989	32

Source: developed by author

The validity analysis of this questionnaire was achieved by SPSS Statistics 26, exploratory factor analysis of the test process: according to the results of the above exploratory factor analysis, the coefficient of the KMO test was 0.662, and the coefficient of the KMO test ranges from 0 to 1. The closer to 1, the better the validity of the questionnaire. According to the significance of the sphericity test it can also be seen that the significance of this test is infinitely close to 0. The original hypothesis is rejected, so the questionnaire has good validity (Table 8).

Table 8

Validity analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.662
Bartlett's Test of Sphericity	Approx. Chi-Square	15868.421
	df	496
	Sig.	<.001

Source: developed by author

3.2 Frequency analysis of demographic variables

The software uses SPSS Statistics 26 to implement the frequency analysis process. Based on the results of the below analysis, the numerical characteristics of the demographic variables can be seen, reflecting the distribution of the respondents of this survey. Where the mean value represents the concentration trend. The standard deviation represents the fluctuation. According to the results of frequency analysis of each variable, the distribution basically meets the requirements of the sampling survey (Table 9).

Table 9

Frequency analysis of demographic variables

Variables	Options	Frequency	Percent	Mean	Std. Deviation
Gender	Male	33	15.71	1.84	.365
	Female	177	84.29		
Age	Below 20	28	13.33	2.01	.595
	20-35	160	76.19		
	35-50	14	6.67		
	Above 50	8	3.81		
Monthly income	Below 3000RMB	78	37.14	2.20	1.158
	3000-6000RMB	56	26.67		
	6000-10000RMB	31	14.76		
	Above 10000RMB	45	21.43		
	Government staff	5	2.38		
Occupation	Enterprise and public institution personnel	52	24.76	3.68	1.835
	Students in school	87	41.43		
	Self-employed	9	4.29		
	Freelancers	16	7.62		
	Others	41	19.52		
Education	Junior High School	11	5.24	3.75	1.097
	High School	16	7.62		
	College	40	19.05		
	Bachelor	96	45.71		
	Master	42	20		

	PhD	5	2.38		
	Unmarried or single	178	84.76		
	Married with no children	11	5.24		
Family structure	Married with children, children underage	16	7.62	1.48	1.238
	Married with children, children are adults	5	2.38		

Source: developed by author

Among the 210 valid questionnaires, the gender of the sample (Table 10) shows that there is a large difference between men and women. Women far exceeded men, with 177 questionnaires accounting for 84.29% of the total.

Table 10

Gender distribution table

Tourist Gender	Frequency	Percentage (%)	Cumulative percentage (%)
Male	33	15.71	15.71
Female	177	84.29	100.00

Source: developed by author

From the point of view of age, we can conclude that the most number of those aged 20 to 35, amounting to 160 people, accounting for 76.19% of the total; followed by 28 people under 20 years old, accounting for 13.33%, and 14 people between 35 and 50 years old, accounting for 6.67%; the least number of tourists surveyed was over 50 years old, with only 8 people, accounting for 3.81% of the total. Thus, analyzed from an age perspective, the age of tourists is mainly concentrated in the younger period (Table 11).

Table 11

Age distribution table

Tourist Age	Frequency	Percentage (%)	Cumulative percentage (%)
Below 20	28	13.33	13.33
20-35	160	76.19	89.52

35-50	14	6.67	96.19
Above 50	8	3.81	100.00

Source: developed by author

From the perspective of occupation, we can conclude that the occupation of school students is the largest number of respondents, amounting to 87 people, accounting for nearly 41.43% of the total. The second largest number of respondents was from enterprises and institutions, with 52 people, accounting for 24.76% of the total, and the third largest number was from other occupations, with 41 people, accounting for 19.52% of the total; the smallest proportion was from government employees, with 5-person, accounting for 2.38%. Thus, most of the surveyed sample were businesspeople, students and other professions who participated in the tour (Table 12).

Table 12

Occupation distribution table

Tourist Occupation	Frequency	Percentage (%)	Cumulative percentage (%)
Government staff	5	2.38	2.38
Enterprise and public institution personnel	52	24.76	27.14
Students	87	41.43	68.57
Self-employed	9	4.29	72.86
Freelancer	16	7.62	80.48
Others	41	19.52	100.00

Source: developed by author

From the perspective of education distribution, the largest number of respondents had university degrees (including bachelor's and college degrees). The number of respondents with master's degree is 42, accounting for 20% of the total number of respondents. In this perspective, the highest level of education of the respondents is mostly higher, which is consistent with the fact that the number of people with higher education is increasing due to the expansion of enrollment in Chinese higher education institutions (Table 13).

Table 13

Education distribution table

Education	Frequency	Percentage (%)	Cumulative percentage (%)
Junior High School	11	5.24	5.24
High School	16	7.62	12.86
College	40	19.05	31.90
Undergraduate	96	45.71	77.62
Master	42	20.00	97.62
PhD	5	2.38	100.00

Source: developed by author

From the point of view of family structure, respondents who are not married occupy the majority, 178 people, with a rate reached 84.76%. This indicates that the younger generation has a high desire to embrace travel and to actively explore new things, broaden their horizons, and increase their knowledge (Table 14).

Table 14

Family structure distribution table

Family structure	Frequency	Percentage (%)	Cumulative percentage (%)
Unmarried or single	178	84.76	84.76
Married without children	11	5.24	90.00
Married with children, children underage	16	7.62	97.62
Married with children, children of adult age	5	2.38	100.00

Source: developed by author

3.3 Difference analysis

Tests of variance are used to investigate the differences in different dimensions of variables through independent samples t-test, chi-square test, and one-way ANOVA. In this analysis, independent sample t-test and one-way ANOVA were used according to the characteristics of the data. The software used was SPSS Statistics 26 to implement the analysis steps.

From the below table, the t-test (fully known as independent sample t-test) is used to study the service quality of gender for responsiveness, the service quality of Tangibility, the service quality of assurance, the service quality of empathy, the variability of service quality of reliability in

total 5 items can be seen from the above table: different gender samples for service quality of responsiveness, service quality of Tangibility, service quality of assurance, service quality of tour guide business service, service quality of reliability all does not show significance ($p > 0.05$), which means that different gender samples for service quality of front desk service, service quality of Tangibility, service quality of assurance, guided tour business service quality, reliability quality all showed consistency and no variability. In conclusion, it can be seen that: different gendarmerie samples for the service quality of responsiveness, the service quality of Tangibility, the service quality of tourist assurance, the service quality of tour guide business service, service quality of reliability all does not show significant differences (Table 15).

Table 15

Independent t test in gender for each dimension

Variety	Gendar	N	Mean	Std. Deviation	t	Sig.
Service quality of responsiveness	Male	33	5.64	0.74	-0.900	0.372
	Female	177	5.77	0.92		
Service quality of tangibility	Male	33	5.36	1.03	-0.515	0.609
	Female	177	5.47	1.33		
Service quality of assurance	Male	33	5.24	0.94	-1.294	0.197
	Female	177	5.47	0.95		
Service quality of empathy	Male	33	5.79	0.78	-0.412	0.681
	Female	177	5.86	0.93		
Service quality of reliability	Male	33	5.39	1.03	-0.857	0.392
	Female	177	5.59	1.26		

Source: developed by author

From the below table, the analysis of variance (full name of one-way ANOVA) is used to study the service quality of age for responsiveness, the service quality of tangibility, the service quality of assurance, the service quality of empathy, the variability of a total of five items of service quality of reliabilitys can be seen from the above table: different age samples for the service quality of responsiveness, the service quality of tangibility, service quality of assurance, service quality of tour guide business service, and service quality of reliability all do not show significance ($p > 0.05$), implying that the samples of different age groups do not show significance ($p > 0.05$) for service quality of front desk service, service quality of tangibility, and service quality of assurance. The service quality of tour guide business, reliability quality all shows consistency and no difference.

To sum up, it can be seen that: different age groups of samples for front desk service quality, service quality of tangibility, service quality of tourist assurance, the service quality of tour guide business and service quality of reliability do not show any significant difference (Table 16).

Table 16

One-way ANOVA test in age for each dimension

Variety	Options	N	Mean	Std. Deviation	F	Sig.
Service quality of responsiveness	Below 20	28	5.89	1.03	0.394	0.758
	20-35	160	5.71	0.86		
	35-50	14	5.86	0.86		
	Above 50	8	5.75	1.28		
Service quality of tangibility	Below 20	28	5.07	1.51	1.034	0.378
	20-35	160	5.52	1.22		
	35-50	14	5.36	1.45		
	Above 50	8	5.63	1.51		
Service quality of assurance	Below 20	28	5.46	1.14	0.387	0.762
	20-35	160	5.44	0.9		
	35-50	14	5.57	0.94		
	Above 50	8	5.13	1.25		
Service quality of empathy	Below 20	28	5.96	1	0.202	0.895
	20-35	160	5.83	0.9		
	35-50	14	5.86	0.86		
	Above 50	8	5.75	0.89		
Service quality of reliability	Below 20	28	5.25	1.43	0.989	0.399
	20-35	160	5.6	1.17		
	35-50	14	5.86	1.17		
	Above 50	8	5.38	1.6		

Source: developed by author

From the below table, the analysis of variance (full name of one-way ANOVA) is used to study the service quality of occupation for responsiveness, the service quality of tangibility, the service quality of assurance, the service quality of empathy, the variability of a total of five items of service quality of reliabilitys can be seen from the above table: different occupation samples for the service quality of responsiveness, the service quality of tangibility, service quality of assurance, service quality of tour guide business service, and service quality of reliability all do not show significance ($p > 0.05$), implying that the samples of different occupation groups do not show significance ($p > 0.05$) for service quality of front desk service, service quality of tangibility, and

service quality of assurance. The service quality of tour guide business, reliability quality all shows consistency and no difference. To sum up, it can be seen that: different occupation groups of samples for front desk service quality, service quality of tangibility, service quality of tourist assurance, the service quality of tour guide business and service quality of reliability do not show any significant difference (Table 17).

Table 17

One-way ANOVA test in occupation for each dimension

Variety	Options	N	Mean	Std. Deviation	F	sig.
Service quality of responsiveness	Government staff	5	5.8	1.1	0.272	0.928
	Enterprise and public institution personnel	52	5.69	0.94		
	Students in school	87	5.76	0.94		
	Self-employed	9	5.89	0.78		
	Freelancers	16	5.94	0.77		
	Others	41	5.68	0.82		
Service quality of tangibility	Government staff	5	4.6	1.52	0.924	0.466
	Enterprise and public institution personnel	52	5.56	1.24		
	Students in school	87	5.37	1.3		
	Self-employed	9	5.44	1.01		
	Freelancers	16	5.25	1.53		
	Others	41	5.68	1.23		
Service quality of assurance	Government staff	5	5.6	1.34	0.454	0.81
	Enterprise and public institution personnel	52	5.33	1.15		
	Students in school	87	5.52	0.94		
	Self-employed	9	5.67	0.71		
	Freelancers	16	5.38	0.96		
	Others	41	5.37	0.66		
Service quality of empathy	Government staff	5	6.2	0.84	1.063	0.382
	Enterprise and public institution personnel	52	5.71	1.09		
	Students in school	87	5.91	0.94		
	Self-employed	9	5.78	0.67		
	Freelancers	16	6.19	0.75		
	Others	41	5.73	0.63		
Service quality of reliability	Government staff	5	4.6	1.52	0.678	0.641
	Enterprise and public institution personnel	52	5.63	1.25		

Students in school	87	5.54	1.22
Self-employed	9	5.67	1.12
Freelancers	16	5.63	1.26
Others	41	5.59	1.2

Source: developed by author

From the below table, the analysis of variance (full name of one-way ANOVA) is used to study the service quality of education for responsiveness, the service quality of Tangibility, the service quality of assurance, the service quality of empathy, the variability of a total of five items of service quality of reliabilty can be seen from the above table: different education samples for the service quality of responsiveness, the service quality of Tangibility, service quality of assurance, service quality of tour guide business service, and service quality of reliability all do not show significance ($p > 0.05$), implying that the samples of different education groups do not show significance ($p > 0.05$) for service quality of front desk service, service quality of Tangibility, and service quality of assurance. The service quality of tour guide business, reliability quality all shows consistency and no difference.

To sum up, it can be seen that: different education groups of samples for front desk service quality, service quality of Tangibility, service quality of tourist assurance, the service quality of tour guide business and service quality of reliability do not show any significant difference (Table 18).

Table 18

One-way ANOVA test in education for each dimension

Variety	Options	N	Mean	Std. Deviation	F	sig.
Service quality of responsiveness	Junior High School	11	6	1.18	1.339	0.249
	High School	16	5.94	1		
	College	40	5.85	0.77		
	Bachelor	96	5.73	0.9		
	Master	42	5.5	0.86		
	PhD	5	6.2	0.84		
Service quality of tangibility	Junior High School	11	5.45	1.69	2.983	0.013*
	High School	16	5.44	1.15		
	College	40	5.4	1.19		
	Bachelor	96	5.7	1.22		
	Master	42	5.14	1.3		
	PhD	5	3.8	1.3		
Service quality of assurance	Junior High School	11	5.55	1.04	0.904	0.479
	High School	16	5.5	1.26		

	College	40	5.7	0.82		
	Bachelor	96	5.34	0.94		
	Master	42	5.36	0.91		
	PhD	5	5.4	1.14		
	Junior High School	11	6	0.77		
	High School	16	6.13	0.96		
Service quality of empathy	College	40	5.83	0.75	0.965	0.44
	Bachelor	96	5.89	0.99		
	Master	42	5.62	0.85		
	PhD	5	6	0.71		
	Junior High School	11	5.82	1.54		
	High School	16	5.56	1.03		
Service quality of reliability	College	40	5.47	1.2	2.523	0.031*
	Bachelor	96	5.77	1.17		
	Master	42	5.26	1.23		
	PhD	5	4.2	1.3		

Source: developed by author

3.3 Correlation Analysis

From the below table, the correlation analysis is used to study the correlation between Total satisfaction and Service Quality of responsiveness, Service Quality of Tangibility, Service Quality of assurance, Service Quality of tour guide service, and Service Quality of reliability, and the Pearson correlation coefficient is used to indicate the strength of the correlation. The specific analysis shows that: total satisfaction with the service quality of front desk service, service quality of assurance, the correlation coefficients are 0.460, 0.495, 0.526, 0.225, all of which are greater than 0. It means that the total satisfaction and the service quality of front desk service, service quality of tourism service facilities, service quality of tour guide business service are all significant. There is a positive relationship between a total of 4 items of service quality of reliability. Meanwhile, the total satisfaction and the service quality of tangibility total 1 items do not show significance between them, and the correlation coefficient value is close to 0, which means that there is no correlation between the total satisfaction and the service quality of tangibility total 1 items (Table 19).

Table 19

Correlation analysis among dimensions

Variety	Correlations	Total satisfaction	Service quality of responsiveness	Service quality of tangibility	Service quality of assurance	Service quality of empathy	Service quality of reliability
Total satisfaction	Pearson Correlation	1					
Service quality of responsiveness	Pearson Correlation	0.460**	1				
Service quality of tangibility	Pearson Correlation	0.127	-0.025**	1			
Service quality of assurance	Pearson Correlation	0.495**	0.616**	-0.014	1		
Service quality of empathy	Pearson Correlation	0.526**	0.749**	-0.027	0.653**	1	
Service quality of reliability	Pearson Correlation	0.225**	0.064	0.779**	0.08	0.078	1

** Correlation is significant at the 0.01 level (2-tailed).

Source: developed by author

3.4 Regression analysis

From the below table, we can see that service quality of responsiveness, service quality of tangibility, service quality of assurance, service quality of empathy, service quality of reliability are taken as independent variables, while total satisfaction is taken as dependent variable for linear regression analysis, from the above table, we can see that the model formula is: Total satisfaction = 0.674 + 0.095*Service Quality of responsiveness + 0.004*Service Quality of Tangibility + 0.268*Service Quality of assurance + 0.350*Service Quality of empathy + 0.152*Service Quality of reliability, the model R-squared value is 0.351, which means that service quality of responsiveness, service quality of tangibility, service quality of assurance, service quality of empathy, service quality of reliability can explain total satisfaction of 35.1% change. The model passed the F-test (F=22.064, p=0.000<0.05), which means that at least one of service quality of responsiveness, service quality of tangibility, service quality of assurance, service quality of empathy, service quality of reliability will have an impact on total satisfaction. The D-W value is around the number 2, which means that the model is not autocorrelated and there is no correlation between the sample data. The final analysis shows that the regression coefficient value of service quality of

responsiveness is 0.095 ($t=0.909$, $p=0.365>0.05$), which means that service quality of responsiveness does not have an impact relationship on total satisfaction. The regression coefficient value of service quality of tangibility is 0.004 ($t=0.052$, $p=0.959>0.05$), which means that service quality of tangibility does not have an impact on total satisfaction. The regression coefficient value of service quality of assurance is 0.268 ($t=3.088$, $p=0.002<0.01$), which means that service quality of assurance will have a significant positive influence on total satisfaction. The value of regression coefficient of service quality of empathy is 0.350 ($t=3.240$, $p=0.001<0.01$), which means that service quality of empathy will have a significant positive influence on total satisfaction. The regression coefficient value of service quality of reliability is 0.152 ($t=1.911$, $p=0.057>0.05$), which means that service quality of reliability does not have an impact relationship on total satisfaction (Table 20).

To sum up the analysis, which can get below hypotheses test results:

H1: Responsiveness of travel agency services quality has a significant positive impact on tourists' satisfaction – not supported

H2: Tangibility of travel agency service quality has a significant positive impact on tourists' satisfaction – not supported

H3: Assurance of travel agency service quality has a significant positive impact on tourists' satisfaction -- supported

H4: Empathy of travel agency service quality has a significant positive impact on tourists' satisfaction –supported

H5: Reliability of travel agency service quality has a significant positive impact on tourists' satisfaction – not supported

Table 20

Regression analysis

variable	B	Std.Error	Beta(β)	t	P	Tolerance	VIF
(Constant)	0.674	0.505	-	1.334	0.184		-
Responsiveness	0.095	0.105	0.08	0.909	0.365	.410	2.436
Tangibility	0.004	0.075	0.005	0.052	0.959	.385	2.598
Assurance	0.268	0.087	0.238	3.088	0.002**	.536	1.867
Empathy	0.35	0.108	0.297	3.24	0.001**	.378	2.647
Reliability	0.152	0.079	0.174	1.911	0.057	.382	2.615
R=0.592 R ² =0.351 Adjusted R ² =0.335 D-W: 1.974 F=22.064 P=0.000							

Source: developed by author

CONCLUSIONS AND PROPOSALS

1. The analysis shows that the assurance of service quality of travel agencies has a significant positive impact on tourists' satisfaction, indicating that these services of travel agencies are the most critical factors and play a crucial role in whether tourists can have a satisfactory travel experience. Likewise, travel agencies should grasp the quality of these services, pay close attention to them, and continuously improve and optimize them in order to provide tourists satisfaction. According to the supported hypothesis H3: Assurance of travel agency service quality has a significant positive impact on tourists' satisfaction, author has some suggestions for the enhancement of service quality of assurance as below.

- Strengthen the training of tour guides. The current development of travel agency tour guide personnel compared with the development of tourism business is relatively lagging behind, China's tourism market has been booming in the past decade, travel agencies in a short period of time at any time demand a large number of set up, and tour guide practitioners have not kept pace with the tourism demand market in a short period of time, most of the tourism industry practitioners by good higher education or vocational education is not high, can not meet the market demand. The establishment of a high-quality tour guide team plays a vital role in the long-term development of travel agencies, maintaining the core competitiveness of enterprises and the improvement of service quality of travel agencies. Therefore, it is imperative to improve the service quality of tour guide staff for tour guide training, which is also the most effective way. Travel agencies to guide training on the one hand to focus on theoretical knowledge training, so that each guide staff with solid professional theoretical knowledge. In order to stimulate the staff's interest in learning, the teaching process can be combined with classroom lectures and multimedia lectures, such as inviting guides with rich experience in communication, the use of network resources for online distance learning and other new models. At the same time, the staff's learning motivation can also be stimulated by reimbursing the cost of examinations and tutorial materials to enhance their theoretical knowledge cultivation; teaching methods should also be diversified, such as conducting case study, situational simulation training, etc., so as to improve the ability of tour guide

staff to deal with problems on the spot. On the other hand, travel agencies should also cultivate the practical ability of tour guides. Such as the cultivation of tour guide personnel's career, professional ethical spirit, interpersonal skills and the ability to face setbacks, etc., in order to meet the needs of the ever-fierce market competition.

- Reform the salary system of tour guides. The current unreasonable salary system of tour guides is the root cause of affecting the quality of tour guide services in Chinese travel agencies. Most travel agencies in the Chinese market rarely provide medical insurance and housing fund for tour guides, and tour guides do not have a fixed basic salary, a few travel agencies provide basic salary but the amount is small, which cannot protect the daily expenses of tour guides, the tourism market is divided into low and high seasons, in the low season of tourism, there are certain problems with the work income of tour guides, which will also directly lead to the quality of service and attitude of tour guides at work. Therefore, reforming the current tour guide salary system of travel agencies plays a key role in improving the service quality of tour guide business. This study argues that, firstly, travel agencies should formulate more complete salary and social welfare according to the current national wage policy to relieve the worries of tour guide staff; secondly, they should formulate a fair, reasonable and competitive salary system according to the operating condition of travel agencies and fully consider the salary level provided by competitors in the industry. Finally, the current guide commission system for tour guide staff should be innovated. The update of tourism-related regulations lags behind compared with the explosive growth of China's tourism market, and the endless low-priced tours are in fact heavy scams, which greatly damage the interests of tourists and have a great negative impact on tourists' satisfaction. Therefore, the formulation and implementation of tourism-related regulations should be accelerated to stop tour guide staff from seeking high commissions to the detriment of travel agencies and tourists.
- Full authorization of the tour guide. That is, the travel agency should give the guide certain rights, so that the guide staff feel valued and trusted, and then enhance their sense of responsibility and mission, so that each guide is actively involved in the goal of exceeding tourists expectations, and work together to find ways to win the

satisfaction of tourists. For example, before the trip, the travel agency can carry out a certain percentage of the amount according to the number of people in the team, and the tour guide can freely arrange these quotas to purchase basic supplies for the team to use, for example, if a team has ten tourists, they can follow a quota of 20RMB or 50RMB per person, for a total amount of 200RMB or 500RMB, and can purchase daily supplies such as tissues, water or snacks for tourists in advance. The tour guide has the right to negotiate with the other party if the food provided by the restaurant or hotel is unsatisfactory, or to increase the dishes and improve the quality of the meal; if there is a birthday in the tour group, tour guide can provide birthday cakes or gifts on the day, arrange some entertainment projects with the tourists as the center, and wish them happy birthday together, so that the tourists feel that the whole tour group is like a big family, give tourists a surprise, unexpected.

2. The analysis results show that the empathy of travel agency service quality has a significant positive impact on tourists' satisfaction, i.e. this indicates that the key to whether tourists get a satisfactory travel experience is the post-trip services, such as: clear introduction of itinerary explanation and matters requiring attention by tour guide staff, timely and patient tour guide, cordial relationship between tour guide and tourists, good team atmosphere, and accurate answers to tourists' questions. This finding is in line with that researched by O'Neill et al. (2000), who found empathy to be one of the most important dimensions. According to the supported hypothesis H4: Empathy of travel agency service quality has a significant positive impact on tourists' satisfaction, author has some suggestions for the enhancement of service quality of assurance as below.
 - Strengthen contract management and post-facto supervision. Travel agencies in the signing of the tourism contract before the tourists should be informed in detail of the content details of the terms and conditions of the contract, cannot be vague, should be realistic in external communication, do not make unrealistic promises to achieve the purpose of sales, should be based on the actual needs of tourists, to explain to tourists, travel agencies their rights and obligations, fully informed tourists focus on some of the issues, which is the travel agency Should be responsible for, which is the tourists themselves should bear, etc., cannot exist in the case of real or fake contract to deceive tourists, the contract should be drawn up to take care of the cognitive

power of tourists, the expression needs to be simple and clear, easy to understand, do not play word games, in the case of getting the tourists fully and clearly agree to the contents of the contract signed; at the same time, also cannot bullying tourists because of the travel agency's brand effect. According to the contract of travel obligations, cannot ignore the reasonable demands of tourists, to give and tourists feedback channels, rather than ignore. In addition, it is necessary to strengthen the travel agency and its partners in the contract management. Travel agencies should clearly require travel agencies, hotels, restaurants, hotels, etc., in accordance with the predetermined reception standards to tourists to give service, travel agencies are strictly prohibited to lower the level of service, etc., cannot be different economic development of urban areas as an excuse to lower the standard of service reception. At the same time, to strengthen the supervision and management after the fact, the violation of its legal responsibility, termination of cooperation, to provide tourists with feedback channels, listen to the real ideas and feelings of tourists.

- Honest operation. Travel when the market propaganda sometimes takes advantage of tourists and travel agencies information asymmetry and tourists travel law deficiency weakness, deliberately in the market propaganda on the text, the description of clear content to do description of the vague, to avoid responsibility when problems arise, or practical certain has expired travel regulations, to minimize the losses of travel agencies, completely did not consider the loss of consumption. For this situation, the Legal Department, together with the Marketing Department and the Quality Control Department, strictly check the content of each contract, and establish a standardized contract in accordance with the legal standards required by the National Tourism Administration. To make the contract terms clear, service content specific, not practical, and ambiguous marketing language, for the Ministry to determine the service content does not make excessive commitments. For example, the survey found that part of the travel agency's tourism line to compete with competitors for tourists in the process of publicity there is the phenomenon of too much truth, mainly by playing word games to deceive tourists, such as "tour sites" to "car tour sites", ordinary accommodation Standard to "quasi-three stars" and so on. In the service items without permission to reduce the tourism project, lower the reception standard,

etc. Therefore, to improve the confidence of tourists, as a travel agency should pay attention to the expression of the text in the newspaper and website publicity, the content should be in line with the content of the advertising law, do not play ball, if the service provided by the cooperation unit is not right or dishonest should be adjusted and changed in a timely manner. Because only standardized, honest business can really win tourists satisfaction.

Future Research

1. This research mainly based on the main elements of tourism services: food, accommodation, travel, tourism, shopping, entertainment to the design of the index system, does not have the comprehensiveness, and therefore cannot reflect the overall level of travel agency services. The service items involved in the future index system study will increase with the increase of travel agency service items.
2. Since China is a vast country and different regions have different cultural differences, these cultural differences may also affect the satisfaction of tourists, therefore, it will be studied whether cultural differences also have an impact on tourist satisfaction.
3. In the future research, the number of samples and regions for collecting indicator weighting data should be increased, and other weighting evaluation methods should be actively studied to make the determined indicator weights more realistic and credible.

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SUMMARY IN ENGLISH

CHINESE TRAVEL AGENCIES' SERVICE QUALITY INFLUENCING TOURISTS' SATISFACTION

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Master thesis

Master in Quality Management

Vilnius University Faculty of Economics and Business Administration

Supervisor prof. dr. Aida Mačerinskienė, Vilnius, 2023

SUMMARY

56 pages, 20 tables, 4 figures, 41 references.

The main objective of this Master's thesis is to investigate the the factors of service quality of Chinese travel agencies' service quality influencing tourist satisfaction.

The Master's thesis consists of three main parts: analysis of the literature, the research and its results, conclusions and proposals.

The literature review provides an overview of the development of service quality theory, presents the basic concepts of the SERVQUAL model, introduces the main elements of service quality, and demonstrates its popularity and importance through the relationship between service quality and visitor satisfaction.

Following a literature analysis, the authors developed a questionnaire using the online platform called 'Wenjuanxing' and administered a survey to tourists who had travelled through travel agencies during a six-month period, mainly residing in Shanghai but also in various regional cities in China, to investigate their satisfaction with the quality of the services provided by the travel agencies. The main objective of the survey was to find out the factors influencing tourists' satisfaction with the quality of travel agents' services. The results of the survey were processed using SPSS Statistic 26. Cronbach's alpha was used to determine the consistency of the Likert scale; in all cases it was greater than 0.7, which could indicate that the scale used was consistent. In order to test the hypothesis, the data collected were first processed to obtain 210 usable data, reliability and validity analyses were used to prove the validity of the data, and the hypothesis was tested using descriptive analysis of variance and regression analysis.

The study found that the two main service quality factors in travel agencies that influence tourist satisfaction are service quality's assurance and empathy.

The conclusions and recommendations summarise the results of the study, which, in the author's opinion, can serve as an effective guideline for the improvement of the quality of travel agency services in China, and can be beneficial for the improvement of tourists' satisfaction with the quality of travel agency services.

SUMMARY IN LITHUANIAN

KINIJOS KELIONIŲ AGENTŪRŲ PASLAUGŲ KOKYBĖS VEIKSNIŲ ĮTAKA KLIENTŲ PASITENKINIMUI REMIANTIS

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Prižiūrėtojas prof. dr. Aida Mačerinskienė, Vilnius, 2023

SUMMARY

56 pages, 20 tables, 4 figures, 41 references.

Pagrindinis šio magistro darbo tikslas - ištirti Kinijos kelionių agentūrų paslaugų kokybės ir turistų pasitenkinimo kokybę įtakančių veiksnių ryšį.

Magistro darbą sudaro trys pagrindinės dalys: literatūros analizė, tyrimas ir jo rezultatai, išvados ir pasiūlymai.

Literatūros analizėje apžvelgiama paslaugų kokybės teorijos raida, pateikiamos pagrindinės SERVQUAL modelio sąvokos, supažindinama su pagrindiniais paslaugų kokybės elementais ir parodomas jos populiarumas bei svarba per paslaugų kokybės ir lankytojų pasitenkinimo ryšį.

Atlikę literatūros analizę, autoriai, naudodamiesi internetine platforma "Wenjuanxing", parengė klausimyną ir atliko turistų, per šešis mėnesius keliavusių per kelionių agentūras, daugiausia gyvenančių Šanchajuje, bet gyvenančių įvairiuose Kinijos regioniniuose miestuose, apklausą, kad ištirtų jų pasitenkinimą kelionių agentūrų paslaugų kokybe. Pagrindinis apklausos tikslas buvo išsiaiškinti veiksnius, darančius įtaką turistų pasitenkinimui kelionių agentūrų paslaugų kokybe. Tyrimo rezultatai apdoroti naudojant SPSS Statistic 26. Likerto skalės nuoseklumui nustatyti naudotas Cronbacho alfa koeficientas; visais atvejais jis buvo didesnis nei 0,7, o tai rodo, kad naudota skalė buvo nuosekli. Siekiant patikrinti hipotezę, surinkti duomenys pirmiausia buvo sutvarkyti, kad būtų gauta 210 tinkamų naudoti duomenų, patikimumo ir validumo analizės buvo naudojamos duomenų tinkamumui įrodyti, o hipotezės tikrinimas atliktas taikant aprašomąją dispersinę analizę ir regresinę analizę.

Atliktas tyrimas parodė, kad pagrindiniai kelionių agentūrų paslaugų kokybės veiksniai, darantys įtaką turistų pasitenkinimui, yra du pagrindiniai paslaugų kokybės užtikrinimo ir empatijos veiksniai.

Išvadose ir rekomendacijose apibendrinami atlikto tyrimo rezultatai, kurie, autorių nuomone, gali būti veiksmingos gairės kelionių agentūrų paslaugų kokybei Kinijoje gerinti ir duoti naudos didinant turistų pasitenkinimą kelionių agentūrų paslaugų kokybe.

ANNEXES: SURVEY

Section: Travel agency service quality

Responsiveness of the service quality

1. Travel agency personnel are neatly and generously dressed.								
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
2. Warm and courteous reception by travel agents.								
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
3. Travel agent can answer questions patiently.								
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Tangible of the service quality

1. Clean and tidy travel agency environment.								
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
2. Travel agency office is well-equipped and up-to-date.								
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
3. Travel agency website display detailed and distinctive.								
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
4. Aesthetically pleasing and distinctive promotional brochures.								
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Assurance of the service quality

1. Transportation facilities are fast and safe.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
2. Accommodation is clean and comfortable.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
3. Food and drink are delicious, with local customs and tastes.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
4. Shopping items are appropriate and well arranged.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
5. Entertainment services are complete and abundant.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree

Empathy of the service quality

1. The tour guide can quickly respond to tourists' questions.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
2. The tour guide communicates with tourists.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
3. Able to handle tourists' opinions.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree

4. The tour guide can adjust the atmosphere of the whole tour group.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
5. The tour guide reminds tourists of their safety in time.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
6. Tourists feel safe with the services provided by the tour guide.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
7. The tour guide pays attention to the special needs of tourists.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
8. The tour guide made proper arrangements for the whole trip.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
9. The tour guide and ground escort cooperate well.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
10. The tour guide solves questions from the tourists' point of view.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
11. The tour guide has a good grasp of the relevant knowledge of the tourist destination.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
12. The tour guide can clearly explain the tour itinerary.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree

Reliability of the service quality

1. Tour contract terms are reasonable and fair.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
2. Each participant in the tour is treated fairly.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
3. Transportation facilities are in line with contractual standards.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
4. Food and drink are in line with the contract standard.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
5. Accommodation is in accordance with the contracted standard.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree
6. The tour itinerary is in accordance with the agreed itinerary.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree

Section: Tourist Satisfaction Survey

You're very satisfied with all the services provided by this travel agency.								
Strongly disagree	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	Strongly agree

Section: Tourist Basic information

Tourist's gender

- Male
- Female

Tourist's age

- Under 20 years old
- 20-35 years old
- 35-50 years old
- Over 50 years old

Average monthly income of tourists

- Less than 3000 RMB
- 3000-6000 RMB
- 6000-10000 RMB
- 10,000 RMB or more

Tourist's occupation

- Government employee
- Enterprise and institution personnel
- School students
- Self-employed
- Freelancers
- Layoffs or retirees
- Other

Tourist's education level

- Junior high school
- High school
- College
- Bachelor's degree
- Master's degree
- PhD

Structure of tourist's family members

- Unmarried or single
- Married without children
- Married with children, children underage
- Married with children, children are adults