

# Research on the Quality Management and Promotion of Public Service of All-for-one Tourism in Urumqi County

Qiran Shu<sup>1</sup>, Wenjie Wu<sup>1\*</sup>

<sup>1</sup> College of Public Management, Law School, Xinjiang Agricultural University, Urumqi, China

## Email Address

sqr0515@163.com (Wenjie Wu)

\*Correspondence: sqr0515@163.com

Received: 7 August 2024; Accepted: 31 August 2024; Published: 24 September 2024

## Abstract:

Enhancing the quality of tourism public services plays an important role in promoting the high-quality development of the tourism industry. Since 2016, the State Council and local governments have issued a number of policies to promote the development of all-area tourism. In order to accelerate the development of whole-area tourism in Urumqi County, taking tourism public service as an entry point, firstly, an evaluation index system including five aspects of tangibility, reliability, responsiveness, assurance, and empathy was constructed based on the Service Quality Scale and the Acceptance Criteria for National Demonstration Areas of Whole-Area Tourism (for Trial Implementation); secondly, a SERVQUAL model was used to derive the tourists' quality of public service in the process of whole-area tourism perception results, then using IPA analysis, the results are analysed, and finally, suggestions for improving the quality of public services in Urumqi County's regional tourism are proposed.

## Keywords:

All-for-one Tourism, Public Services, Service Quality Evaluation, Urumqi County

## 1. Introduction

In August 2015, the National Tourism Administration issued the "Notice on the Creation" of "National Regional Tourism Demonstration Areas", which has made regional tourism a tourism development concept with significant and far-reaching impact on China's tourism industry. In January 2021, the "Outline of the Fourteenth Five-Year Plan and Visionary Targets for National Economic and Social Development of Urumqi County" particularly emphasised the importance of accelerating the development of regional tourism and proposed to improve the level of public services in the tourism industry. Outline of Visionary Goals for 2035, particularly emphasised the importance of accelerating the development of regional tourism and proposed to enhance the level of public services in tourism. With the increasing diversification and quality enhancement of tourism consumers' demands, the requirements of tourism consumers for the quality of tourism public services have

also been gradually improved, and the government sector, as the core supplier of tourism services, whose traditional business model relying only on natural and humanistic landscapes and primary tourism commodities has been unable to satisfy the demands of modern tourism development, has objectively prompted the upgrading of tourism public services, with a greater emphasis on the enhancement of service quality. The objective is to promote the upgrading of tourism public services and to pay more attention to service quality improvement [1,2].

## 2. Research Methodology

### 2.1. *SERVQUAL service quality model*

In 1988, PZB proposed SERVQUAL service quality evaluation model, the method of measuring service quality is through the questionnaire composed of SERVQUAL scale, the first measurement of customer expectations for the service, after the customer consumption experience, and then measure the customer's perceived value of the service, and finally, measure the gap between the customer's expectations and perceived value, and the difference as a measure of the service quality high or low. The difference is used as a standard to measure the high or low quality of service, the specific formula is as follows:

$$SQ=PS-ES$$

Where PS represents the customer perception value and ES represents the customer expectation value. If the service quality score is positive, it indicates that the perception of the service exceeds the expectation, and the customer has a good experience; if the score is zero, it indicates that the perception of the service is consistent with the expectation, and the customer has a better service experience; if the service quality score is negative, it indicates that the perception of the service does not reach the expectation, and the customer feels that the service quality is poor [3].

### 2.2. *IPA Analysis*

The IPA analysis method is a highly practical tool that skilfully incorporates considerations of both respondents' satisfaction with the survey items and the importance of those items. The method constructs an IPA analysis matrix diagram, which consists of two vertically intersecting axes divided into four quadrants. By mapping the average scores of the evaluation factors in the form of (X, Y) coordinate points in the matrix diagram, the characteristics and strategic directions of the different regions can be clearly identified.

## 3. Indicator Design and Questionnaire

The questionnaire design mainly refers to the SERVQUAL service quality scale proposed by PZB (Parasuraman, Zeithaml & Berry), which is an evaluation approach based on the service quality difference model, and its theoretical core is the gap between customers' expectations and customers' perceived services. The Urumqi County Territorial Tourism Public Service Quality Scale is designed from five dimensions: tangibility, reliability, responsiveness, assurance and empathy, and 26 specific evaluation indicators are designed based on the National Territorial Tourism Demonstration Area Acceptance Criteria (Trial) and the current development status of Urumqi County Territorial Tourism (Table 1).

**Table 1.** *The final established evaluation index system for the quality of public services of regional tourism in Urumqi County.*

| Level 1 indicators | Specific evaluation indicators                                                                                                                                                                      |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Materiality        | 1. Internal and external transport infrastructure conditions in the region of territorial tourism                                                                                                   |
|                    | 2. Tourism transport services in the whole tourism region (e.g. sightseeing transport, special tourist buses, tourist passenger shuttles, etc.)                                                     |
|                    | 3. Conditions of car parks within the AFA                                                                                                                                                           |
|                    | 4. Degree of improvement of tourism guidance signage system in the whole tourism region                                                                                                             |
|                    | 5. Conditions of tourism toilets in the whole tourism region                                                                                                                                        |
|                    | 6. Construction of smart tourism facilities and services in the region of the whole area of tourism                                                                                                 |
|                    | 7. Quality of catering in the region of the whole region                                                                                                                                            |
|                    | 8. Accommodation within the AFA                                                                                                                                                                     |
|                    | 9. Condition of recreational facilities in the AFA                                                                                                                                                  |
|                    | 10 Health and safety in the area of all tourism                                                                                                                                                     |
|                    | 11. Quality of shopping and environmental conditions in the region of the whole area of tourism                                                                                                     |
| Dependability      | 12. Reasonable prices for tourism services in the region of the whole region, with prices in line with the quality of services enjoyed (catering, accommodation, entertainment, scenic fares, etc.) |
|                    | 13. Functional tourism zones in the area of regional tourism are well-functioning, rich in industry and well-equipped with facilities                                                               |
|                    | 14. Code of Practice for the Operation and Management of Traders, Enterprises and Scenic Spots in the Area of Territorial Tourism                                                                   |
|                    | 15. Staff are able to provide reliable help when tourists in the AFA area are in difficulty                                                                                                         |
| Unresponsive ness  | 16 The staff in the area of the whole area of tourism are able to provide the services required by tourists in a timely manner                                                                      |
|                    | 17. Staff in the AFA are able to deal with tourist complaints in a timely manner                                                                                                                    |
|                    | 18. High efficiency of staff services within the AFT region                                                                                                                                         |
|                    | 19. Visitors in the area of territorial tourism can facilitate the booking of services such as catering, accommodation, transport, tickets, etc.                                                    |
| Arranty            | 20. High level of overall quality of staff and necessary service skills in the area of territorial tourism                                                                                          |
|                    | 21. Promotion of tourism services in the AFT region matches actual experience                                                                                                                       |
|                    | 22. Security and safety facilities in the area of the whole area are able to guarantee the safety of tourists                                                                                       |
|                    | 23. The service standard of merchants, enterprises and scenic spots in the whole tourism area, without fraudulent phenomenon of tourists                                                            |
| Empathy            | 24. Staff in the AFT region are able to care for tourists and value their interests                                                                                                                 |
|                    | 25. Staff within the Wider Tourism Region are able to provide personalised and differentiated services to tourists                                                                                  |
|                    | 26. Staff in the AFA area are able to make accommodations for special groups of tourists                                                                                                            |

The questionnaire was designed according to the scale indicators and consisted of two main parts: the first part was the basic information of the surveyed tourists, and the second part was the actual expectations and perceived values of the respondents, which were derived from the above mentioned 26 indicators. The questionnaire was scored on a 5-point Likert scale. In the expectations section, the scores from 1 to 5 represent the respondents' expectations of the quality of tourism public services, in the order of "very low", "low", "fair", "average", "low", "low", "low", "average",

“low”, “average”, “low”, “average”, “average”, “average” and “low”. “average”, “high” and “very high”. In the perception section, the ratings from 1 to 5 accurately reflect the actual service quality perceived by the respondents, corresponding to “very poor”, “poor” and “average” respectively, “good” and “very good” respectively. Such rating criteria help to understand the real thoughts and needs of tourists in a more detailed way. A total of 350 questionnaires were distributed and 341 were successfully collected, of which 328 were valid questionnaires, with a validity rate of 96%.

## 4. Questionnaire Data Processing and Analysis

### 4.1. Descriptive statistical analyses

The article uses SPSS software to statistically analyse 328 valid questionnaires, the results are shown in Table 2.

In terms of gender, the number of female tourists is slightly higher than that of male tourists, which may be due to the fact that the natural scenery of grasslands and forests and the recreational mode of agro-entertainment are relatively more favoured by female tourists.

According to the statistical results of the age data of the tourists, the age group of 18-29 years old has the largest number of tourists, with a total of 223 people, accounting for 68% of the total number of tourists; followed by the age group of 30-39 years old and 40-49 years old, with 33 and 31 people respectively, accounting for 10.1% and 9.5%; the age group of 50-59 years old accounts for a smaller number of tourists, with a total of 26 people, accounting for 7.9%; and the number of tourists of the elderly aged 60 years old or above is the smallest with a total of 15 people, accounting for 4.6%. It can be concluded from the data that in terms of the age composition of tourists in Urumqi County, tourists are mainly young people, which may be due to the following reasons: firstly, Urumqi County is rich in natural tourism resources and has beautiful grassland and forest scenery, which is suitable for camping, picnics, and photo-taking; secondly, there are many B&B villages in Urumqi County, which is suitable for young people's gatherings and recreation, as well as company group building [4].

Statistics on tourists' occupations show that, in terms of occupational composition, students (39.3%) and tourists from government agencies and institutions (30.2%) take up the main proportion, while enterprise workers (12.8%) also take up a place, indicating that the tourist group is dominated by students and institutional personnel. In terms of educational background, nearly 80% of tourists with bachelor's degree or above accounted for the proportion, showing a high level of education. The statistical results of the data indicate that tourists in Urumqi County are mainly students and national public officials within the system, and office workers of enterprises.

From the statistics of tourists' educational background, nearly 80% of tourists with bachelor's degree and above accounted for 28.4% (93 people) and 51.2% (168 people) respectively, showing a high level of education.

Statistics based on tourists' monthly income data show that the largest number of tourists (125, or 38.1 per cent) had a monthly income of less than \$2,000; followed by the group with a monthly income of \$3,501-5,000, with a total of 76 tourists, or 23.2 per cent. Visitors with a monthly income of \$5001-8000 accounted for 64 people or 19.5 per cent, while those with a monthly income of more than \$8001 accounted for

14.6 per cent. The smallest number of tourists with incomes in the range of 2,000-3,000 yuan was only 15, or 4.6 per cent. From these data, it can be seen that the tourist clientele in Urumqi County is mainly composed of low-income and middle- and high-income groups, with relatively few middle- and low-income groups (Table 2).

**Table 2.** *Characteristics of respondents' basic information.*

| Variant                 | Form                                | Number of persons (persons) | Specific gravity (%) |
|-------------------------|-------------------------------------|-----------------------------|----------------------|
| Sex                     | a male                              | 148                         | 45.1                 |
|                         | females                             | 180                         | 54.9                 |
| Age                     | 18-29 years                         | 223                         | 68                   |
|                         | 30-39 years                         | 33                          | 10.1                 |
|                         | 40-49 years                         | 31                          | 9.5                  |
|                         | 50-59 years                         | 26                          | 7.9                  |
|                         | 60 and over                         | 15                          | 4.6                  |
| Career                  | Government Offices and Institutions | 99                          | 30.2                 |
|                         | corporations                        | 42                          | 12.8                 |
|                         | a private firm (PRC usage)          | 4                           | 1.2                  |
|                         | schoolchildren                      | 129                         | 39.3                 |
|                         | profession                          | 22                          | 6.7                  |
|                         | Retired and in-between assignments  | 22                          | 6.7                  |
| Educational attainment  | Other (farmers, etc.)               | 10                          | 3                    |
|                         | Postgraduate and above              | 93                          | 28.4                 |
|                         | undergraduate                       | 168                         | 51.2                 |
|                         | Junior college                      | 31                          | 9.5                  |
|                         | Senior high school                  | 24                          | 7.3                  |
| Monthly personal income | Junior high school and below        | 12                          | 3.7                  |
|                         | Less than 2,000RMB                  | 125                         | 38.1                 |
|                         | 2001-3,500RMB                       | 15                          | 4.6                  |
|                         | 3501-5000RMB                        | 76                          | 23.2                 |
|                         | 5001-8000RMB                        | 64                          | 19.5                 |
| Number of trips         | 8001RMB and above                   | 48                          | 14.6                 |
|                         | 1-3 times                           | 174                         | 53                   |
|                         | 4-6 times                           | 61                          | 18.6                 |
|                         | 7 or more                           | 93                          | 28.4                 |

#### 4.2. Reliability analysis

The results of the analyses showed that the alpha values of the total scale and the five dimensions ranged from 0.7 to 0.9, and the KMO value was 0.938, which was more than 0.7, which indicated that the questionnaire had good reliability and a high degree of structural validity, as shown in Table 3.

**Table 3.** *Reliability test table.*

| Sports event                                   |                  | Number of indicators | Cronbach's alpha value | Bartlett Sphericity Check                |          |
|------------------------------------------------|------------------|----------------------|------------------------|------------------------------------------|----------|
| Hold together degree (angles, temperature etc) | Expected value   | 26                   | 0.952                  | Approximate chi-square (math)            | 5938.018 |
|                                                | Perceptual value | 26                   | 0.924                  | (number of) Degrees of freedom (physics) | 325      |
|                                                |                  |                      |                        | Significance                             | 0        |
| summary table                                  |                  | 52                   | 0.938                  |                                          |          |
| KMO value                                      |                  |                      |                        | 0.952                                    |          |

#### 4.3. Factor analysis

Principal Component Analysis (PCA) was used and based on the criterion of eigenvalue greater than 1 to extract and analyse the factors in depth from the questionnaire data. The results of the analysis showed that a total of five main factors were successfully extracted. The eigenvalues of these factors were all greater than 1, which satisfied the extraction conditions. Specifically, factor 1 has an eigenvalue of 12.107 and an explained variance of 46.564%, showing its strong explanatory power of the questionnaire data. The eigenvalues of Factor 2, Factor 3, Factor 4, and Factor 5 are 2.029, 1.659, 1.518, and 1.062, respectively, and their respective explained variances are 7.804%, 6.381%, 5.838%, and 4.084%. Together, these factors explain different aspects of the questionnaire data, thus forming a comprehensive reflection of the content of the questionnaire [5].

## 5. Service Quality Gap Analysis

### 5.1. Gap analysis of service quality dimensions

Based on the data analysis the specific differences of each dimension of service quality were calculated. It can be seen that tourists hold high expectations for all five dimensions of Urumqi County's regional tourism service quality, with average scores exceeding 4.10, which reflects that tourists generally believe that all five dimensions are of non-negligible importance in improving the quality of regional tourism services.

Further analysing the gap between expectations and perceptions, it is found that the mean gap of each dimension shows some differences. Specifically, the mean value of the gap for assurance is the smallest at -0.7, which means that tourists feel trust in the services provided by Urumqi County's regional tourism, and the gap between expectations and actual perceptions is small, and this advantage should be maintained. However, the mean value of the gap in empathy is the largest, reaching -1.25, which indicates that there is a large gap between tourists' expectations and actual perceptions in this dimension. In addition, the mean value of the gap between the three dimensions of tangibility, reliability and responsiveness is also large, respectively -0.89, -0.86 and -0.84. The improvement of these dimensions should not be neglected, and it is necessary to gradually narrow the gap between tourists' expectations and their actual perceptions through the improvement of service facilities, the enhancement of service efficiency, and the optimisation of the service process (Table 4).

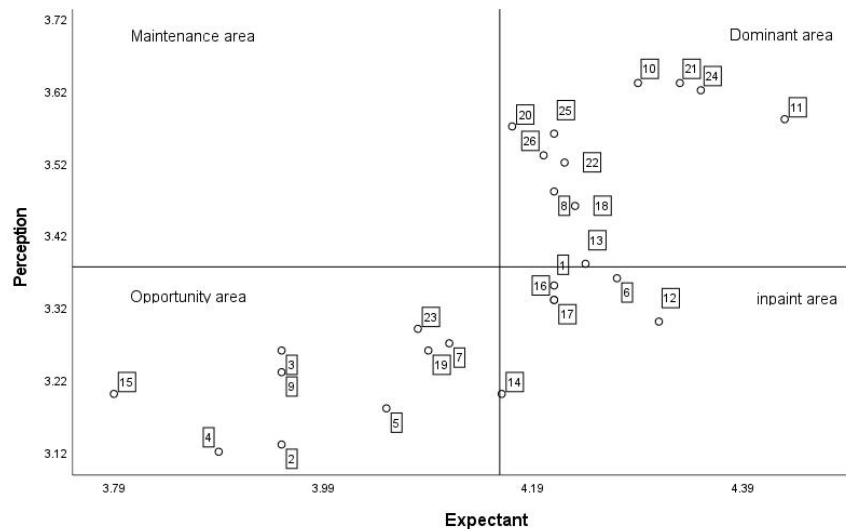
**Table 4.** Service Quality Dimension Gap Table.

| dimension (math.) | expected value | perceptual value | gaps  |
|-------------------|----------------|------------------|-------|
| materiality       | 4.12           | 3.23             | -0.89 |
| dependability     | 4.13           | 3.27             | -0.86 |
| unresponsiveness  | 4.19           | 3.35             | -0.84 |
| warranty          | 4.2            | 3.5              | -0.7  |
| empathy           | 4.25           | 3                | -1.25 |

Overall, there is still much room for Urumqi County to make efforts in maintaining and improving the service quality of regional tourism. By deeply analysing the gaps in each dimension and formulating targeted improvement measures, we can effectively enhance tourists' satisfaction and loyalty, and promote the sustainable development of the cause of regional tourism.

### 5.2. IPA Analysis

Based on the scores of expected value and perceived value of the 26 indicators listed in Table 4, an IPA analysis diagram (Figure 1) was constructed with (mean value of expected value 4.16, mean value of perceived value 3.38) as the coordinate origin. In this diagram, the X-axis represents the expectation value (i.e. the importance of the service), and the Y-axis represents the perceived value (i.e. the actual degree of performance of the service.) The indicators are put into different quadrants and IPA analysis is conducted based on the characteristics of the quadrants.



**Figure 1.** IPA analysis of tourism service quality in Urumqi County as a whole.

## 6. Countermeasures to Optimise the Quality of Regional Tourism Services in Urumqi County

In order to enhance the quality of Urumqi County's regional tourism services and strive for the creation of a national demonstration area for regional tourism, the following is a series of optimization countermeasures and recommendations aimed at improving the tourism public service system, perfecting the transportation network, promoting the quality and upgrading of tourism consumption, and upgrading the level of convenient and beneficial services for the general public.

### 6.1. Sound tourism public service system

#### 6.1.1. Improving infrastructure development

Build eco-parking lots, upgrade loads and grade them to avoid congestion during peak hours. Add garbage sorting and recycling stations to enhance the awareness of environmental protection. Increase the number of toilets in scenic spots to meet visitors' needs. Enrich rest facilities and tourist function areas to enhance visitors' experience.

#### 6.1.2. Optimization of the hospitality system

Setting up and improving the signage system for tourist attractions, B&Bs and neighborhoods. Build a diversified lodging system covering specialty B&Bs and star-rated hotels. Excavate the special catering culture, cultivate professionals, and build food neighborhoods.

### 6.2. Upgrading tourism public information services

### ***6.2.1. Accelerate the construction of tourist service centers***

Accelerate the construction of tourism distribution centers and consultation and service centers to form a perfect service network.

### ***6.2.2. Improvement of intelligent tourism construction***

Deploying intelligent systems, such as access control and ticketing, video surveillance, intelligent parking lots, etc., and covering wireless networks in scenic spots and cultural venues of grade 3A and above [6].

### ***6.2.3. Enhancing service awareness and establishing feedback mechanisms***

Improve service awareness, ensure the rights and interests of tourists, and open up complaint feedback channels.

## ***6.3. Improvement of transportation networks throughout the region***

### ***6.3.1. Optimization of internal traffic***

Upgrade the internal transportation facilities of scenic spots, optimize accessibility, and increase the number of inter-area buses, tourist lines and public transportation facilities to improve the convenience of tourists.

### ***6.3.2. Upgrading external transportation***

Upgrading the highway through scenic spots, improving the safety supervision of operating vehicles, upgrading the tourist traffic marking system and service system, designing high-quality self-driving routes, and promoting the connection between inside and outside the county.

## ***6.4. Promote the quality and upgrading of tourism consumption***

### ***6.4.1. Support the research and development of cultural and creative goods***

Relying on colleges and tourism enterprises, it has set up a research and development base for cultural and creative tourism commodities, developed specialty handicrafts and agricultural and sideline specialties, and created the brand of "Nanshan Handicrafts" in Urumqi County.

### ***6.4.2. Construction of a cultural and tourism consumption cluster***

Construction of a cultural and tourism consumption agglomeration area integrating a variety of modes, extending the industrial chain and enriching the connotation of tourism products.

### ***6.4.3. Enhance the service level of practitioners and introduce high-quality personnel***

Regular training for tourism practitioners, introduction of highly qualified personnel, provision of professional planning advice and growth of human resources in the tourism industry.

## ***6.5. Enhancing the level of services for the convenience and benefit of the public***

### ***6.5.1. Introduce cultural and tourism incentives***

Use of festivals and activities to launch discounted tickets, free tickets and other preferential policies, and organize ice and snow tourism festival, camping festival and other activities to increase awareness.

### **6.5.2. Provide differentiated services**

Differentiated marketing on different platforms and encouraging the development of diversified tourism products, such as non-heritage performances and caravan self-driving, to meet the needs of different tourists.

To sum up, by improving the tourism public service system, upgrading the tourism public information service level, perfecting the transportation network of the whole region, promoting the quality and upgrading of tourism consumption and enhancing the level of convenient and beneficial services, Urumqi County will effectively improve the quality of tourism services in the whole region, and provide tourists with a more high-quality, convenient and personalized tourism experience.

## **7. Conclusions**

This paper provides a comprehensive evaluation of the overall level of public service quality of Urumqi County's regional tourism, and the results show that the overall public service quality of Urumqi's regional tourism is at a "poor" level and needs to be further improved. Problems in the quality of public services in Urumqi County's overall tourism are proposed. Based on the data analysis and the results of field research, it is found that the quality of services in Urumqi County's intelligent scenic area construction, transportation facilities construction, comprehensive quality of personnel, personalisation and differentiation of services is poor, and it is proposed to provide tourists with differentiated products and services from the construction of transportation facilities, the construction of human resources, and the characteristics of tourists, to improve the level of the construction of smart scenic areas, and to improve the quality of the overall public services in the tourism industry. Improve the level of wisdom scenic area construction and other five specific initiatives.

## **Conflicts of Interest**

The authors declare that there is no conflict of interest regarding the publication of this article.

## **Funding**

This article is the stage results of Xinjiang Uygur Autonomous Region Social Science Fund Project: Measurement of the level of urban-rural integration and sustainable development of counties in the context of rural revitalisation, exploration of the driving mechanism and optimisation path (Project No. 2023BSH065); and the stage results of Xinjiang Uygur Autonomous Region Natural Science Fund Youth Project: Research on the evolution pattern of ecological risks and optimisation of the "three-life space" in the context of oasis urbanisation of the arid zone (Project No. 2021D01B54).

## References

- [1] Li, L. Research on Service Quality Evaluation and Enhancement of Red Tourism Scenic Spots Based on SERVQUAL Model. Xinxiang: Henan Normal University, 2022.
- [2] Cai, D.C. Research on Service Quality Survey of Sanya Tourism Based on IPA Method. *China Market*, 2013, 5, 68-71.
- [3] Wang, Y.; Chen, L. Discussion on the Information Management Model of the Tourism Industry Based on Cloud Computing. *Information Technology and Informatization*, 2021, 4, 110-115.
- [4] Chen, X.Y. Research on the Development Path of Informationization in the Tourism Industry Under the Background of Big Data. *Economic Research Guide*, 2020, 9, 54-56.
- [5] Ma, L.J. Analysis of the Application and Risks of Artificial Intelligence Technology in the Tourism Industry. *Business Economics Research*, 2023, 2, 138-140.
- [6] Zhao, X.Y. Research on Information Security and Privacy Protection Issues in the Digital Transformation of the Tourism Industry. *Computer and Network*, 2021, 39(7), 24-27.



© 2024 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)