

# Research on Evaluation System of Tourist Satisfaction in Scenic Spots Based on Tourists' Experience Needs

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**Keywords:** Tourist attractions, Tourists' experience needs, Tourist satisfaction

**Abstract:** Facing the current international and domestic tourism situation, to survive and develop the scenic spots, it is necessary to continuously improve and improve the quality of the scenic spots in order to satisfy tourists, otherwise it will be difficult to obtain sufficient economic benefits to support the heritage protection and resource development of the scenic spots. Stable large-scale tourist flow is the lifeline of commercial tourist attractions, and tourist satisfaction is the fundamental driving force of tourist flow. The remoteness, invisibility and synchronization of production and consumption of tourism products make information very important in tourism. In the increasingly fierce market competition, there will be no stable flow of large-scale tourists without satisfied tourists, and there will be no core competitiveness of operating tourist attractions. Therefore, it is of great significance to strengthen the study of tourist satisfaction. Based on the analysis of tourists' experience needs, this paper combines the theoretical research and practical analysis of tourists' satisfaction with a view to providing ideas and methods for the research of tourist attractions' customer satisfaction.

## 1. Introduction

China's economy has entered a "new normal" of medium and high growth rate. In the new stage of economic transformation and development, China's tourism industry has risen against the trend and has become an important driving force for growth, an important way of civilization construction and an important carrier of vigorous culture. With the rapid development of experience economy today, consumers' pursuit of experience and the pursuit of experience-based products and services have emerged in many economic fields [1]. Tourism is an information-based industry. People need to collect all kinds of information before deciding to travel. Many tourists search for relevant tourism information through the Internet before going out to travel and decide their travel itinerary [2]. Under the increasingly fierce market competition, there will be no stable large-scale tourist flow without satisfied tourists, and even less the core competitiveness of commercial tourist attractions. Therefore, it is of great significance to strengthen the study of tourist satisfaction in scenic spots. However, there are still some chaotic phenomena in the tourism market during the golden development period, such as low market access threshold and uneven service quality of tourism enterprises [3]. Under the current buyer's market conditions, whether or not to achieve customer satisfaction and customer satisfaction determines the right to survival and development of an enterprise. The customer-oriented management concept of improving customer satisfaction and loyalty has formed a relatively complete customer satisfaction theory, which directly guides the enterprise's marketing.

Tourist satisfaction in tourist attractions refers to the comprehensive psychological evaluation of tourists to meet the demand for their tourism activities in the tourist landscape, infrastructure, entertainment environment and reception services. The concept of customer satisfaction has been well applied and succeeded in for-profit organizations in many countries, and it has quickly expanded to non-profit organizations such as public utilities, government departments, and education [4]. In most developed countries, enterprises are faced with slow economic growth, maturing markets and increasing international competition. These conditions make customers an increasingly scarce resource and become the object of active competition [5]. Under the increasingly fierce market competition conditions, there will be no stable large-scale tourist flow

without satisfied tourists, let alone the core competitiveness of operating tourist attractions. Under the situation of increasing downward pressure on the economy, tourism has become a strategic supporting industry for national economy and social development, but behind the considerable total amount of tourism economy, the contradiction between the irrational and unbalanced supply structure of the tourism industry has also become more prominent [6]. From an industrial point of view, tourism is a typical information-intensive and information-dependent industry. The heterogeneity, intangibility of tourism products, and the synchronization of production and consumption make information vital in tourism [7]. This paper combines the theoretical research of tourist satisfaction theory with practical analysis, in order to provide ideas and methods for the research of customer satisfaction in tourist attractions.

## 2. Evaluation Index System of Tourist Satisfaction

### 2.1 Economic Significance of Customer Satisfaction

For any enterprise or country, economic growth is not only a question of how to produce more products with less resources, but also a question of how to match the supply with the increasing demand of different kinds. The key to the “supply-side reform” of tourism is to optimize and adjust the industrial structure, make up for the shortage, and improve the quality and efficiency of tourism supply starting from the tourism demand of the people. Customer satisfaction will lead to greater customer loyalty, which will reduce the cost of future transactions, reduce price elasticity and minimize the possibility of customer betrayal due to product or service quality problems [8]. All kinds of consumption related to scenic spots play an important role in influencing tourists' evaluation of scenic spots' consumption, thus affecting tourists' satisfaction. Customer satisfaction can be used as a useful supplement to productivity indicators, can more accurately describe the quality of economic output, make a more accurate and comprehensive judgment on the state of national economic output, and provide a strong basis for the formulation of economic policies. Experience economy stimulates consumers' thinking mode to change constantly. As consumers of tourism products, tourists' consumption demand and consumption concept are becoming more diversified and mature [9]. For any enterprise or country, economic growth and its rationality have not only depended on how to produce more products with less resources, but also more on the degree to which the functions and quality of these resources meet the needs of those who need them.

### 2.2 Composition of Evaluation System

In essence, what the tourism industry needs is not a set of evaluation system of marketing competitiveness, but to analyze the situation of tourist satisfaction in the tourism industry, analyze its own advantages and disadvantages, find out problems and opportunities, and provide suggestions for the improvement of tourist satisfaction in scenic spots. The comprehensiveness requires that the tourist satisfaction evaluation index system should be able to comprehensively and systematically evaluate the tourist satisfaction of tourist attractions. The evaluation system is the result of comprehensive action of various factors and elements and is a complete system. Therefore, the construction of tourist satisfaction evaluation system in scenic spots should not only consider one factor or some factors, but should stand at a strategic height, carry out all-round analysis, and adopt the principles of system consideration, system design and system evaluation. In order to understand the personal considerations of tourists, their attitude towards self-help tours, the problems encountered and the solutions adopted, etc. Before doing the demand analysis, I made a questionnaire in the survey network. According to the questionnaire of 200 people randomly collected from the website, the data on the causes of distress during the trip was obtained as one of the references for demand analysis. The data are shown in Table 1.

Table 1 Reasons for Distress When Scheduling

Reason	Meal arrangement	Accommodation arrangements	Traffic safety	Destination opening hours
Number	28	122	108	40
Proportion	14%	61%	54%	20%

From the economic perspective of consumer utility, tourist satisfaction can be expressed as the ratio of the total value obtained for tourist consumer services to the total cost paid for consumer services. In order to accurately measure tourists' satisfaction, the selection of factors reflecting tourists' satisfaction from key links in scenic spots' business processes must follow the principles of sensitivity of factors, representativeness of content, comprehensiveness of scope, measurability of indicators, utility of data, stability of system, etc. The tourist satisfaction evaluation system of scenic spots should not only be able to evaluate the current situation of their tourist satisfaction, but also be able to carry out early warning and real-time monitoring of changes in their tourist satisfaction, especially abnormal fluctuations, so as to avoid or reduce operational risks.

### 3. Tourism Destination Decision

Tourism is an information-intensive, comprehensive and highly information-dependent industry, which naturally meets with big data. In the process of rich tourism experience, tourists jumped out of the traditional role of passer-by and became enthusiastic and active participants and creators. In the process, they enjoyed unforgettable experience value and realized the original intention of traveling. Travel itinerary planning service uses travel itinerary planning algorithm to reasonably plan travel itinerary for tourists. In order to meet the needs of personalization, it is very important to apply data mining technology to the process of personalized service recommendation system, but this process involves three key technologies: the processing of original data, the establishment and representation of pattern library, and the application of data mining algorithms. When the amount of data is very large, it is necessary to maintain a transaction identification set for each frequent item using the vertical format data storage method. In order to satisfy tourists, tourism scenic spot enterprises must evaluate the value, income and cost of services provided from the perspective of tourists, so as to arrange activities in scenic spots in a targeted manner, improve the value of tourists and reduce costs.

Tourism companies or local tourism departments complete the transmission of information through these methods, so that more potential customers are mined. After completing a journey, tourists can summarize and analyze the information provided, which can effectively enhance tourists' recognition of tourist spots and further promote the improvement of service level and quality. Plan the corresponding tourism products in time and formulate new strategies. Marketing the products on the spot will promote the innovation of tourism products and the innovation of marketing strategies. The Web server is responsible for loading Baidu's map resources and displaying the data in the database on the map, and the management personnel can query the personnel's information on the map. The database is responsible for recording basic personnel information and track information obtained through Beidou tour guide cards. The Beidou data acquisition architecture is shown in Figure 1.

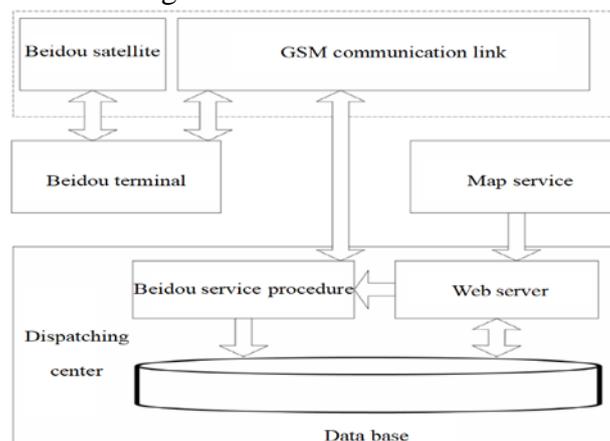


Fig.1 Beidou Data Collection Architecture

The application of mobile network and intelligent terminal in intelligent tourism is mainly completed through various applications. Tourism is a kind of experience on the road. The traditional

way of surfing the Internet cannot solve the tourists' need to find information and participate in interaction in real time during the tourism process. Due to the variety of tourism products, complex structure and various forms, information and data will often change dynamically. This problem needs to be solved by establishing models of tourists and tourism product information. The positioning mode of the mobile communication network is shown in fig. 2.

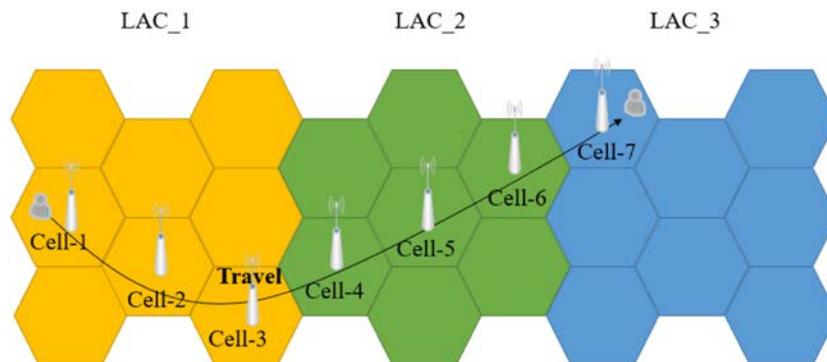


Fig.2 Mobile Communication Network Positioning Mode

In the peak tourist season of scenic spots, the number of tourists in the scenic spots may reach saturation, causing congestion of tourists in the scenic spots and a decline in tourist experience. By downloading the application of the scenic spot, you can also obtain the electronic tour guide service. When approaching the target, the scenic spot must consider from the point of view of tourists, what you can get and what you can't forget after a trip except for ease and pleasure. The combination of service standardization and differentiation is the basic strategy for tourist attractions to improve tourists' satisfaction. After tourists arrive at a scenic spot, the characteristics of products, standardization and differentiation of service design become the main factors affecting tourists' satisfaction. Tourism scenic spots should not only bring intuitive and beautiful enjoyment to tourists, but also dig deeply into the cultural connotation of the tourism scenic spots and teach them to tourists by the most effective means and the most direct way to stimulate tourists' deep understanding and love of the tourism scenic spots. Tourism scenic spots should pay attention to their public relations image in the local area, especially deal with the interest relationship with local residents, and strengthen communication and communication with local residents through specific activities [10]. The cultural relics, landscapes and buildings of the scenic spot are marked with two-dimensional codes, so that various introduction information in the scenic spot can be viewed through the WeChat code scanning tool on the mobile phone of tourists. When making travel routes. It is necessary to consider a total of several scenic spots that need to be visited, a total of how long, and which scenic spots to visit every day.

#### 4. Conclusion

As the world's common language, English occupies an important position in the world. It goes wWith the expansion of the tourism market and the transformation and upgrading of tourism subjects to leisure and vacation tourism, there will be more and more research and evaluation surveys on tourists' satisfaction, and the research method combining qualitative and quantitative methods will also be promoted. Domestic tourists have been paid enough attention to their satisfaction, but there is a lack of an operable management method to enable tourism managers in various regions to master and judge tourists' needs. Perfect supporting facilities and good service function are the key to attract tourists and establish a good tourism image. In many cases, tourists do not need the endless explanations of tour guides, so the traditional tour guide tour service should be weakened. Tourist destination can also be regarded as a kind of product, especially now many tourist destinations have set up various tourism development companies with more clear management functions. Scenic spots should establish a set of inter departmental cooperation system, regularly analyze the characteristics of complaints, report complaints, and study the tendency of

complaints. In consideration of the safety of the scenic spot and the living needs of tourists, the scenic spot shall be provided with corresponding pre notification services, fixed-point observation services and on-demand life services. In the future research, we can make a comparative analysis on the characteristics of tourists' attributes and seek for the internal relationship among them.

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