

## On Promoting the Competitiveness of Scenic Spots Service Based on the Customer Delivered Value Theory

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**Abstract:** In the current fierce market competition, scenic spots have won the comparative advantage, customer delivered value is an important factors affecting customer purchase. Customer delivered value theory reveals that enterprise marketing should be oriented by customer demand. The best way to meet customer needs is to provide high customer delivered value. This paper focuses on the methods and means of promoting the customer delivered value, so as to enhance the competitiveness of scenic spots and win customers loyalty.

### 1. Connotation of customer delivered value

In 1994, Philip Kotler, a well-known American marketing expert, put forward the customer delivered value theory in his book *Marketing Management: Analysis, Planning, Implementation and Control*, 8th EDITION. He pointed out that as the seller market gradually changed to the buyer market, customers became the dominant force in the market economy. When buying goods and services, they will only choose the enterprise that offered the highest customers delivered value. Therefore, the marketing target of the enterprise should turn to improve customer satisfaction, to provide customers with goods and services higher than their expectations, improve customers satisfaction to achieve profitability.

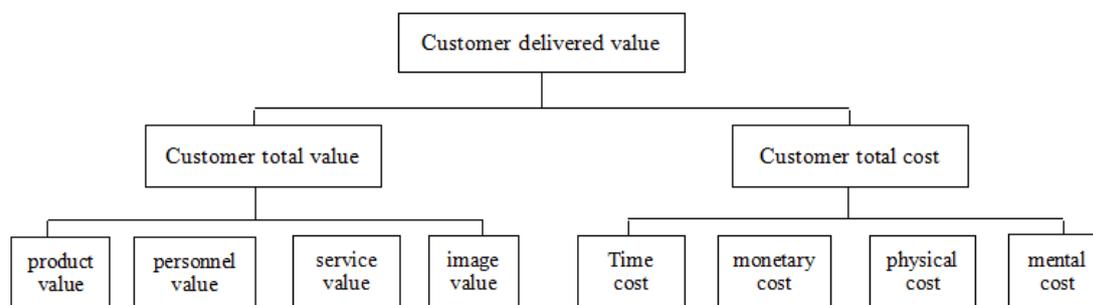


Figure 1. Customer delivered value

Customer delivered value refers to the difference between the total value acquired by customers and the total cost paid, as shown in Figure 1. That is, customer delivered value = total value acquired by the customer - total cost paid. The research shows that there was a positive correlation between customer delivered value and customer satisfaction. The total value obtained by customers refers to all the benefits obtained in purchasing a certain product or service, which includes product value, personnel value, service value and image value. The customers total cost is the time, energy and physical strength and monetary capital paid to purchase a certain product. It includes time cost, monetary cost, physical and mental cost.

When customers buy products or services, they always want to minimize the total cost (time cost, monetary cost, physical and mental cost), while at the same time they hope to get higher total value (product value, personnel value, service value and image value), so as to obtain high performance-price ratio, meet their needs to the maximum. Therefore, when buying products or services, customers often weigh the total value and the total cost, choose products which with highest value, lowest cost, that is, products with the highest customer delivered value as priority, get

more practical benefits from that. In order to win in the competition and better attract potential customer, the customer delivered value theory points the orientation out for the enterprise. How to improve the customer delivered value effectively? Enterprises can work in the following two aspects: firstly, improve the total value of products by improving products, services, personnel and image; secondly, by reducing production and sales costs, they can reduce the time, mental and physical energy expenditure of customers in purchasing products, thereby reducing the monetary and non-monetary costs.

## **2. Improve the service competitiveness of scenic spots**

The customer delivered value theory tells us that what customers value most is the delivered value, the more attractive the delivered value are to the customers, the more satisfied they are, and the more loyal they are. In order to improve the customer delivered value, enterprises need to increase the total value of customers and reduce the total cost. According to this principle, we can increase the tourist delivered value from the following aspects.

### **2.1 Improve the product value of scenic spots**

Tourism products are one of the core contents of tourists' demand, and the product value of scenic spots affects the satisfaction of tourists directly. Product value refers to the value generated by quality, function, specifications, characteristics, style and other factors of product. The foundation of product value is product quality, if the product is inferior, cannot play its functions and characteristics normally, it has no value. However, product quality is not the whole of product value. If the product does not have the function that the customers expected, cannot meet the demand of customer, the product will not be favored. If we want to develop products in scenic spots, we should consider the needs of tourists, let customers feel the products are worth money, even outvalue of money. With the continuous development of tourism economy, tourism competition is bound to intensify. In order to better meet the needs of tourists, scenic spots should emphasize the personalized products and highlight the difference and characteristics of scenic spots in homogenization market. Constantly innovate the scenic products and create new competitive advantage.

### **2.2 Improve the personnel value of scenic spots**

All employees in scenic spots must have good moral quality, quality consciousness, management concept, cultural literacy, tourism service skills. The quality and ability of employees determine the quality of products and services provided by scenic spots for customers, and thus determine the total value customer will purchase. For scenic spots, the first is to strength the training of attendants and managers in scenic spots, improve their service skills and management level, constantly improve their work efficiency. Second, strengthen the professional ethics education for employees, so that they will really love the tourism cause. Attitude determines everything, good work attitude is the necessary guarantee for them to work well. Third, improve the welfare of employees, stimulate their work enthusiasm and intelligence to serve their customers wholeheartedly. Work efficiency and attitude of employees have direct impact on the service quality.

### **2.3 Improve the service value of scenic spots**

Scenic spots should follow the principle of combining standardization and humanization when providing services. Standardization principle refers to standardized and unified services provided for tourists, which is aimed at the majority of tourists. Scenic spots should not only provide standardized service to the service object, but also provide humanized service. Humanization principle is to provide special services for the different personalities and needs of tourists on the basis of standardized services. Starting from basic point of tourists' demand, interest, psychology, humanized service fully arouses the tourist's interest, which reflects the human-oriented concept. For example, the needs of ordinary tourists and group of elderly tourists are different in cooking. Humanized service is very important to enhance the customer delivered value. Only under the

humanized service can tourists feel relaxed and free, and get the satisfaction of self-esteem to the greatest extent.

#### **2.4 Improve the image value of scenic spots**

Scenic spot must set up the image outside and enhance the quality inside to develop well. The image of scenic spot is a comprehensive reflection of its internal quality. Service is not like tangible products, which is consumed after delivery, it is produced and consumed at the same time. Unlike tangible products, services cannot be consumed after producing they are produced and consumed at the same time. Before receiving the service, it is difficult for consumers to judge the service quality of the products, so they tend to predict the quality according to their past experience and corporate image. The service facilities, equipment shape, materials, colors and placement in scenic spots will affect satisfaction of tourists. Meanwhile, the posture, clothing, facial expressions when providing services, smile, mandarin, eye expression, speech rate, intonation, gestures, etc. of staff can affect the customer's judgment on quality. Therefore, the scenic spots should not only strengthen the construction of their hardware image, but also that of their software image. We should pay attention to the service training of the on-site staff, require uniform dress and use of standardized service terms, so that tourists will experience good service image in scenic spots.

#### **2.5 Reduce the time cost for tourists**

Time cost is negatively correlated with tourist satisfaction and value. If the customer value and other costs are certain, the lower time cost, the lower total cost, so that the customer delivered value will be higher, on the contrary, delivered value will be lower. The longer it takes to buy and use the product, the higher the customer pays, the lower the satisfaction, and the lower the delivered value. Therefore, before, during and after sales, scenic spots should pay attention to save time for tourists. Scenic spots should be fully prepared to receive tourists, reduce the waiting time of tourists. For example, scenic spots should ensure adequate parking space, good traffic order, smooth wireless network, ensure customers can purchase speciality quickly, complain conveniently, and scenic spots should deal with complaints quickly. To reduce the time cost of customers, operators and attendants in scenic spots must have a strong sense of responsibility for providing goods or services, make good preparation for tourists to come, improve work efficiency. In the premise of ensuring the service quality, reduce time spent by customers to buy goods or services as far as possible, so as to reduce their purchase cost.

#### **2.6 Reduce the mental and physical energy cost for tourists**

Tourism is a high-intensity manual labor, it has certain requirements on the physical condition of tourists. This feature requires that when developing tourism products, scenic spots should scientifically design tour routes, rationally equip rest facilities, and fully create conditions for tourists to effectively recover their energy during the journey. The place where the scenic spots sell special products should be easy to reach, the goods should be placed easily to find, products and services purchased should express and mail, so as to reduce the mental and physical energy cost for tourists. In terms of food, accommodation, transportation and other aspects, provide convenience for tourists as far as possible, so that they can enjoy a pleasant and relaxed tour.

#### **2.7 Reduce the monetary cost for tourists**

Monetary cost is the main and basic factor to make up customers total cost. Tourists don't think the lower the price, the better, they value performance price ratio. Of course, low-price and high-quality tourism services and products are effective means to improve customer satisfaction. Low price is relative to the scenic spots that have same service level, if scenic spots if scenic spots have advantages in price, they will be more favored by customers. To win the recognition of tourists, scenic spots must strictly control the monetary cost. The main means of reducing costs is to improve production efficiency and service management. Scenic spots should adopt lean production, strengthen demand management, reduce waste, strengthen cost control, reduce reject rate, etc. They should also do a good job in relationship marketing, improve the loyalty of tourists, make use of the

word-of-mouth effects to improve the popularity of enterprises, gradually reduce the cost of advertising and publicity in scenic spots, and put more efforts into providing services to tourists, improve the service quality constantly and reduce the monetary cost.

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