

Study on the Quality Upgrading of Dapeng Mountain Tourism Area in Cixi City

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Abstract: The service quality of tourist attraction is the key factor affecting their own competitiveness. As one of the well-known tourist resorts in Zhejiang Province, Dapeng Mountain Tourist Area attracts a large number of tourists every year with its rich tourism resources, which to some extent promotes the development of the local tourism economy. Continuously improving the quality of the Dapeng Mountain Tourist Area is of great significance for the long-term development of the scenic area and the improvement of the current tourism economy. This article takes the Dapeng Mountain Tourist Area as the research case object, based on the theory of tourist satisfaction, a questionnaire survey was conducted to investigate and analyze the quality of tourism services in the Dapeng Mountain Tourist Area. It was found that the scenic area currently faces problems in terms of quality, such as a lack of a complete service standardization system, low comprehensive literacy of tourism talents, a lack of personalized service concepts, and the need to upgrade tourism elements. It was proposed to improve the service standard system, strengthen infrastructure construction, establish a high-quality tourism talent team, provide personalized services, and comprehensively promote the upgrading of tourism element quality.

1. Introduction

1.1 Research Background

With the rapid growth of the global economy, human beings are increasingly eager to have a complete and fast-paced life. Therefore, traveling is not just a pastime, but a comprehensive industry that combines relaxing, improving emotions, broadening horizons and promoting communication. The tourism industry has developed to the extreme, which is not only the basis for human pursuit of happiness, but also a powerful tool to promote exchanges among civilizations and improve quality. It not only provides a comfortable living environment, but also an effective means to promote cultural exchanges. In the process of tourism development, service quality is also an important factor that can not be ignored. With the promulgation of the "14th Five-Year" Tourism Development Plan", more and more tourists begin to pursue the extreme experience, they hope to get the best and the most comfortable tourism experience, so as to gain the largest market share.

According to the tips of the 14th Five-Year Plan, 2023 will further complete the tourism facilities, and will also improve the satisfaction of tourists, popularity and service level of tourism area. In order to enable visitors to get the best experience, providing the best leisure and entertainment environment will be the key to the high-quality development of scenic spots.[1]

In the past few years, as the novel coronavirus spreads, the traditional travel experience has undergone tremendous changes. Especially those with a single scenic spot, resorts and other forms of travel experience have encountered unprecedented impacts. Therefore, improving the service level has become a necessary condition for the sustainable growth of scenic spots. After in-depth discussion, we found that there are severe challenges in the service quality of Dapeng Mountain Scenic Area. We used a targeted questionnaire survey to get an in-depth understanding of the tourism service level of Dapeng Mountain Scenic Area. Based on these information, we have proposed a series of improvement suggestions aimed at improving the overall service level of the scenic spot. In this way, not only can make Dapeng Mountain scenic area get good development, but also can gain stronger competitiveness on the basis of improving service quality.[2]

1.2 Study significance

Theoretical significance. In recent years, the research on tourism has made great progress, but the research on the improvement of scenic area is still quite limited. To this end, this paper combines the theory of tourist satisfaction, through questionnaire survey and field visit, collects the basic data of the tourism development of Dapeng Mountain Tourist Area, so as to comprehensively analyze the development of Dapeng Mountain Tourist Area, and deeply discusses the existing quality problems, and finally put forward effective suggestions for improvement. It is expected that through the research, we can enrich and improve the relevant content of the academic community in China in terms of tourism service quality.

Practical significance. The service quality of scenic spots has always been considered as its most important competitive advantage. However, because the service standards of many scenic spots lag behind the expectations of consumers, there are serious problems in the operation of scenic spots, which has affected the normal operation of scenic spots and also causes inconvenience to tourists. This paper takes Dapeng Mountain scenic spot as a research case, points out the existing problems in the scenic spot, and puts forward the targeted measures to improve the service quality of the Dapeng Mountain Tourist Area, and can be used as a reference for other scenic spots.[3]

2. Related concepts and theoretical basis

2.1 Related concepts

2.1.1 Tourism services

The World Tourism Organization defines "tourism service" as: all the service contents provided by tourism enterprises to meet the needs of tourists. Kong(2022) found that tourism services are the interaction between tourists and travel agencies in the early stage, during and after their trips. They provide a unique experience and feeling for tourists, but do not bring actual benefits. Tourism service is an invisible interactive activity that aims to meet the needs of tourists by providing tourism services without changing the ownership of physical elements. This interactive activity aims to maximize the value by providing high-quality tourism services.[4]

The authors of this article argue that travel services aim to help visitors gain a pleasant experience through communication with them. These services include both practical and abstract services, such as clean accommodation environment, diverse dining options, unique service,

exquisite decoration, warm atmosphere, convenient transportation, and personalized navigation system. Culturally speaking, the provision of tourism services can be indirect and intangible, such as festival culture (special welcome and funeral performances). By feeling different cultural customs and integrating and colliding with their own culture, they can meet their cultural needs and reach a higher level. This means that through the tourists' own life activities, improve their spiritual and moral realm, and conducive the harmonious coexistence of heaven, earth and people.

2.1.2 Quality of tourism services

The concept of tourism service quality comes from the category of service quality. Some scholars believe that the quality of tourism services includes the behavior of staff, facilities and equipment conditions, and management level. According to the national standard "Quality Management and Quality Management System Elements, Part 2: Service Guide", the quality of tourism service is defined as the characteristics and sum of the ability to meet the needs of tourists by providing service products. Zhang Lijun (2003) proposed that the satisfaction level of tourists' tourism needs and the original functional and project characteristic standards of scenic spots during the tourism process determine the level of tourism service quality. Wang Kunxin (2004) believes that the existing facilities, equipment and products in tourist attractions could provide tourists with use value and meet the psychological and material needs of tourists. Zhong Yongde (2005) believes that the quality of tourism services mainly includes facilities and equipment, service supplies, physical products, and activities. Wang Kunxin and Zhong Yongde both divide tourism service quality into tangible quality and intangible quality. The difference is that the former believes that intangible quality is the service and environmental quality provided by scenic spots, while the latter believes that intangible quality is created by staff through tangible products. Providing a great travel experience is critical to the success of travel companies. The definition of the quality of tourism service is as following: The degree of gap between the expectations and the actual perception of tangible and intangible services directly determines the travel service.[5]

2.2 Theoretical basis

2.2.1 Experience economic theory

Joseph, P. and Gilmore, J. H. (1999) proposed for the first time to "feel the market economy" and took it as the basis of an enterprise practice, that is, by taking the products and services of enterprises as the stage and promoting the experience of consumers to achieve the development goals of the enterprise. By providing specific, visible and real experiences, customers can experience a unique experience that will become the core values of the travel agency industry, and also deeply affect the actions of customers. This experience is stronger than ever before, so the experiential travel agency industries need to be customer-oriented and take the customer experience as the core value.

In the beautiful scenery, tourists can enjoy the unique travel fun, which will be unforgettable for them forever. Maslow's demand theory points out that in this case, visitor satisfaction will be more important than other factors. To achieve long-term, high quality development, landscape areas must focus on landscape, activities and products. We need to innovate in our products and others. After analyzing the actual needs of tourists in the scenic environment, we should pay attention to rest, entertainment and returning to nature, appreciating and participating in folk customs and activities. In order to provide tourists with best travel experience, we should greatly promote and improve the tourism products, and expand the revenue of scenic spots.[6]

2.2.2 Theory of customer-perceived service quality

In the early 1980s, European researcher Gronroos(1988) first pointed out that "customer-perceived quality of service" means the expectations and actual performance of modern consumers in terms of service levels. It refers to the cognitive differences between consumers, provided that the actual sense of service exceeds the expected service level, and modern consumers can obtain a higher level of service, and vice versa. In addition, consumer-perceived quality of service consists of two sectors: technical quality and functional quality. As technology evolves, service management and marketing science has become an independent discipline that serves not just to distinguish the materials business from tangible products, but also begins to delve into the quality of the customer experience. The PZB research group first proposed the Gronroos-based guest experience research in 1985, and established a consumer cognition gap model, so as to better explore the customer experience.

After the concept of customer perception quality was put forward, scholars at home and abroad studied this concept deeply. The concept of "customer perceived quality" varies because of the professional background and cultural differences of the researchers. This article will explore the consumer perception understood by the PZB team. According to research, consumer's understanding for services is not a single level, but consists of several factors at different levels. In order to correctly understand consumers' service consciousness, it is necessary to establish a multi-level comprehensive evaluation system. When conducting the questionnaire survey, various influencing factors also needed to be fully considered.[7]

3. The current status of Cixi City Dapeng Mountain Tourist Area

3.1 Introduction to Dapeng Mountain Tourist Area

Youngor Dapeng Mountain travel culture construction investment management development company has built a unique tourist destination in Longshan City, Cixi City, Zhejiang Province, China (formerly known as the Three North of Cixi). Its rich traditional Chinese history and culture, beautiful mountain and water scenery, and breathtaking legend of Xu Fu's eastward journey have successfully integrated into the local tourism experience(Xiang,2013).The "80 Day Earth Tour" global natural and cultural theme park, China's Xufu Cultural Park, and Chinese stone and window garden, Foji Temple, and Youngor Tianyu Hotel constitute a perfect tourism experience, creating a perfect environment for tourists to rest, vacation, and play (See Table 1). The picturesque area combines natural landscape, historical culture and modern games.

In the process of development, the Dapeng Mountain Scenic Area has been increased gradually in investment, such as the construction of tourism consulting stations, ecological parking lots, tourist toilets, accommodation areas and other facilities, and the establishment of landscape roads, hiking trails, landscape marking system and complete different systems. At the same time, the staff management system and technical training have been strengthened, and the hardware equipment and service quality of the scenic spot have been significantly improved. In the process of developing tourism business, the companies in Dapeng Mountain Scenic Area pay more attention to building their own brand, and in the process of self-promotion and development, they pay more attention to studying the landmark culture of local characteristics and high-quality development of the company. Carry out high-level projects, improve the brand level, and promote the development of local cultural tourism.

Table 1: List of main tourism resources of Dapeng Mountain Scenic Spot

Order number	Travel resource name	Type	Travel resource level	Brief introduction
1	Xu Fu Park	Human, Historical, and Cultural Tourism Resources	level Five	Xu Fu Park is themed with Xu Fu's eastward journey to seek immortality medicine. And it is a comprehensive scenic spot with a long history and rich cultural heritage. It takes Xufu's eastward journey to seek the path of longevity as its core. The entire attraction includes the Xu Fu Memorial Hall, Xu Fu Hotel, and Xu Fu park.(Sun, 2019)
2	Dapeng Mountain Huanhu Park	Leisure tourism resource	level Four	With the theme of "Around the world in 80 days", it is divided into seven regions, each region both have a smaller version of the "world miracle" from all continents of the world, let you enjoy delight.
3	Foji temple	Human, Historical, and Cultural Tourism Resources	level Five	Foji Temple is one of the famous temples in Zhejiang province. The first year of Tang Tianbao (742), Dahui monk went to the mountain, found the desolate Buddha's trace cave for many years, the cave has a view : footprints of Buddha, he viewed it as Buddha traces, then built this towering temple, The Buddha's trace, as it is a left footmark, corresponds to the right foot of Guanyin on Mount Putuo. There is a saying " to go to Putuo Mountain, first to reach Dapeng Mountain."
4	The Chinese stone and window garden	Human, Historical, and Cultural Tourism Resources	level Five	Chinese stone and window garden is famous for its rich cultural history and cultural tourism resources, it includes Youngor national stone window museum, the Southern Song Dynasty Ze mountain college site and wild nature ecology, the stone window museum brought together more than ten years of efforts, from all directions, brought together more than 1100 stone window, covers various historical stages in our country, including the song dynasty stone window, as well as China's largest song dynasty stone window, the stone window are many kinds, complete size and the system is perfect, it can be said that a unique, breathtaking. The scale of this Stone Window Museum very magnificent, it is unique in China, and become a pioneer in China.

Note: Evaluation grade index of tourism resources: according to the total score of tourism resources, it is divided into five levels, from high to low level: five level tourism resources, with a score of 90 points. Four levels of tourism resources, score value domain 75-89 points. Three-level tourism resources, score value domain 60-74 points. Secondary tourism resources, score value domain 45-59 points. First-level tourism resources, the score range of 30-44 points. Scoring standard: Use value of viewing and recreation (1-30 points) Historical, cultural, scientific and artistic value (1-25 points) Degree of rarity and uniqueness (1-15 points) Scale, abundance and probability (1-10 points) Visibility and influence (1-10 points) Suitable travel period or use scope (1-5 points) Integrity (1-5 points)

3.2 Survey of quality satisfaction of tourists in Dapeng Mountain Tourist Area

3.2.1 Design of questionnaire

For a valid questionnaire, the level of its design, completeness of content, and objectivity all have an impact on its final results. Therefore, we should carefully compile a complete and realistic questionnaire in strict accordance with the provisions of the "Classification and Evaluation of Service Quality Levels for Tourist Attractions" (GB/T17775-2003) to ensure its final result.

This study was conducted from 1st February 2022 to 11th February 2022 and focuses on tourists from the Dapeng Mountain Scenic Area, collecting and analyzing 350 questionnaires through physical and electronic channels. After careful screening, we successfully obtained 313 useful questionnaires.[8]

3.2.2 Analysis of questionnaire

The questionnaire reliability refers to the consistency, stability and reliability of the test results; the validity means that it can accurately measure the extent of the things to be measured. The research object of this article - Dapeng Mountain, as an AAAA level tourist area, these indicators are all evaluated according to the national 4A level scenic area evaluation standards.

3.2.3 Questionnaire survey results of quality satisfaction in Dapeng Mountain Scenic Spot

In order to further analyze the actual situation of the service quality of tourism in the Dapeng Mountain Scenic Area, we will analyze it through two points. Firstly, we will ensure that the statistics of the questionnaire results are objective and fair. The form used in the statistical analysis is the Likert scale, which divide the options into five dimensions: strongly disagree, strongly disagree, average, generally agree, and strongly agree. If the respondent believes that the option is very suitable for their actual situation, they will choose strongly agree, and if they think the option is suitable, they will choose generally agree. Their choice based on their actual situation. Secondly, based on the data results in the statistical table and the content of the investigated questions, detailed statistics were conducted on the data results of the questionnaire survey, as shown in Table 2 below

Table 2: Quality tourist satisfaction questionnaire results of Dapeng Mountain Scenic Spot

Question item	very dissatisfied	dissatisfied	average	satisfied	very satisfied
	proportion (%)	proportion (%)	proportion (%)	proportion (%)	proportion (%)
1. The external traffic can easily reach the Dapeng Mountain Tourist Area	3.19%	6.07%	23.64%	33.55%	33.55%
2. The tour route in the tourist area is reasonable, smooth, and high connectivity with viewing content	1.92%	5.11%	23.32%	34.5%	35.14%
3. The number of parking lot in Dapeng Mountain Scenic Area can fully meet the parking needs of tourists	0.96%	7.35%	23%	32.9%	35.78%
4. The tourist center of Dapeng Mountain Tourist Area is reasonably located, with complete facilities and consulting services. The staff are skilled and enthusiastic in service	41.07%	7.03%	22.04%	32.59%	3.57%
5. The scenic spot sign card and scenery					

introduction card are set up reasonably, and the shape features are protruding, with a strong sense of art and artistic atmosphere	39.29%	7.03%	21.09%	34.19%	36.1%
6. The tour guide explanation service in the scenic area is targeted, emphasizing personalization and high service quality	33.93%	7.67%	21.73%	32.91%	3.57%
7. The tourist public rest area in the scenic spot is complete with complete facilities and functions	1.28%	5.11%	22.04%	34.82%	36.74%
8. There are corresponding safety warning signs in the scenic spot	0.96%	7.03%	19.81%	32.59%	39.62%
9. Tour, entertainment, fire fighting, anti-theft and other equipment are complete, intact, no safety risks	1.92%	7.03%	20.13%	34.5%	36.42%
10. The scenic area is equipped with sufficient security personnel, an emergency rescue mechanism, a medical clinic, and dedicated medical personnel	1.6%	6.39%	22.36%	32.91%	36.74%
11. The environment in the scenic area is clean, without sewage, dirt	1.28%	5.75%	23.64%	30.67%	38.66%
12. The layout of the public toilets in the scenic spot is reasonable, and the number can meet the needs	2.24%	5.11%	21.41%	34.5%	36.74%
13. The layout of dustbins in the scenic spot is reasonable and has obvious signs	1.6%	6.71%	22.04%	31.31%	38.34%
14. The communication network of the scenic area is fully covered and has high signal intensity	1.28%	6.07%	20.13%	32.91%	39.62%
15. The scenic spot has a rich variety of tourist commodities and prominent local characteristics	2.56%	5.75%	23.96%	30.03%	37.7%
16. Centralized management of shopping places in the scenic spot, with a clean and orderly environment, without any phenomenon of chasing and selling, forced buying and forced selling	1.28%	5.75%	18.85%	37.06%	37.06%
17. The Dapeng Mountain Tourist Area has a distinct visual image and a civilized employee image	1.92%	4.47%	27.16%	29.07%	37.38%
18. The scenic spot has a sound management system and an effective management mechanism	0.96%	5.75%	21.41%	34.82%	37.06%
19. The service staff of the scenic spot have a good service attitude, proper etiquette and strong service ability	1.92%	4.15%	22.04%	33.55%	38.34%
20. The scenic spot provided tourism tools, supplies, and special services for specific groups (the elderly, children, disabled, etc.)	17.86%	20.71%	26.79%	14.14%	20.50%
21. The scenic area has a good environment and various landscape and	1.28%	5.43%	23%	34.19%	36.1%

environmental beautification measures					
22. The architectural layout of the scenic spot is reasonable, the building volume, height, color, and shape is coordinated with the landscape	0.96%	5.11%	23%	35.14%	35.78%
23. The natural landscape and cultural relics and historic sites remain authentic and complete	1.28%	5.75%	21.09%	31.63%	40.26%
24. The scenic area scientifically managed the capacity of tourists	1.28%	4.47%	23.32%	31.95%	38.98%
25. Dapeng Mountain Tourism Area has high ornamental and recreational value	1.28%	5.11%	22.36%	32.27%	38.98%
26. The tourist area has a large volume of tourism resources and many types of resources	0.96%	6.71%	22.36%	30.99%	38.98%
27. The tourism resources of the tourist area have a very high historical value and cultural value, scientific value	1.92%	5.75%	22.68%	30.67%	38.98%
28. The scenic spot has a distinct theme, prominent cultural characteristics, and strong participation and experience	1.28%	7.03%	19.81%	32.27%	39.62%
29. The scenic spot is highly famous	2.56%	9.9%	19.17%	30.35%	38.02%
30. The scenic spot has a high reputation	2.56%	6.07%	23%	30.03%	38.34

3.2.4 Conclusion of questionnaire

In recent years, the number of tourists to the Dapeng Mountain Tourist Area is decreasing year by year, from the overcrowded scene of the scenic area to the present nobody, in addition to the force majeure factor of the novel coronavirus, the service quality and infrastructure within the scenic area account for a large proportion. Since the opening of the epidemic in mid-December 2022, the tourism market has gradually warmed up, and the tourist attractions in major cities are crowded. In contrast, the number of tourists in the Dapeng Mountain Tourist Area has not shown a significant upward trend.

Through this questionnaire survey, we can see that: most of the respondents think that the natural landscape, cultural relics and historic sites in the scenic spot have good authenticity and integrity, and the scenic spot is rich in tourism resources and has high value; The scenic area has scientifically managed the tourist capacity, ensuring that the tourist carrying capacity of the Dapeng Mountain Tourist Area has never been overloaded; The sightseeing and fire protection facilities in the scenic area are in good condition, and there are no safety hazards, etc. To sum up, it can be concluded that Dapeng Mountain, with its unique natural landscape, rich tourism resources, high cultural value and appreciation value, is a scenic spot with excellent natural resources.

But at the same time, in this questionnaire survey, we also found that the Dapeng Mountain Scenic Area has caused dissatisfaction among tourists due to insufficient infrastructure, poor employee service attitude, poor service quality, and lack of distinctive features. This can also prove why the Dapeng Mountain Scenic Area has not been popular among tourists in recent years. The domestic tourism market is getting bigger and faster, and the Dapeng Mountain Tourist Area needs to make adjustment and improvement, and follow closely generation change, create their own characteristics, improve the quality of service, attract more and more tourists.[8]

4. Analysis of the problems existing in the development of Dapeng Mountain Tourist Area

4.1 Lack of perfect service standardization system

The quality standards of service and the detailed rules of tourism companies are actually more reflected in the process of service personnel when tourists visit the scenic area. Dapeng Mountain Scenic Area is a unique tourist attraction, not only with beautiful scenery, but also an intermediary agency, responsible for connecting upstream resource service providers and downstream customer groups. However, due to the negligence of the staff of the scenic spot, the actual reception work often cannot be carried out in accordance with the service standards and procedures of Dapeng Mountain, thus affect the whole of the scenic spot in operation.

In terms of tourist reception, the standardized system of the scenic spot is even more useless, and the ticket price is also somewhat inappropriate. The landscape quality of the Dapeng Mountain Scenic Area is affected by many factors, including the geographical location, spatial limitation and the lack of resources. According to the results of the questionnaire survey, 39.29% of the respondents believed that the employees of the scenic spot could not provide all the services promised by the scenic spot. It has seriously damaged the reputation of the Dapeng Mountain Scenic Area, and greatly affected the experience of tourists.[9]

4.2 Comprehensive quality of tourism talents is low

The survey results show that only 3.57% of respondents strongly agree with the statement that "scenic area personnel can handle tourist complaints in a timely manner", while 33.93% choose to strongly disagree. However, the survey results on the topic of high tourism service efficiency show that only 3.57% strongly agree; The survey results of the question of "Consulting service personnel are proficient in business and enthusiastic in service" shown that the participants of 3.57% strongly agree and 41.07% strongly disagree, thus it can be seen that at present, the overall tourism service quality of Dapeng Mountain Scenic Area was not high, combined with the actual development of scenic spots, the staff training and the development of scenic spots can be greatly affected by the professional knowledge of management personnel. The scenic spot can be brilliant under the leadership of excellent management personnel. Nowadays, there are a large number of tourism employees in the Dapeng Mountain Tourist Area, but the overall educational level is low, foreign language talents are scarce, high-quality professionals are in serious shortage, and most of them are temporary workers in summer vacation, so the tourism literacy is generally not high. Among the nearly 10000 tourism practitioners, there are about 200 people in scenic areas, 330 people in star rated hotels, 1000 people in social hotels, and 800 people in catering restaurants. The rest are engaged in family hotels, tourism shopping, and other related industries. Based on relevant research, it is concluded that 45 percent of staffs are aged 35 or under, and the number is significantly lower than that of other industries. Among them, 15 percent of managers and professional technicians are local residents or foreign self-employed. In addition, some travel agencies have not established a set of perfect, lasting and effective human resources training mechanism, therefore, leading to the above phenomenon. According to the latest survey, 17.86% of the respondents expressed strong opposition to the service attitude of the service staff, while 20.71% expressed general appreciation, which indicates that the current service level of the scenic spot is low. Only professional talent management can achieve the goal of good development in the high-end of Dapeng Mountain Scenic Area. Therefore, the Dapeng Mountain Scenic Area should strengthen talent management to further cultivate the professional knowledge of employees, and improve the professional level of employees. And the most important thing is to improve the professional level of scenic spots.[10]

4.3 Lack of personalized service concept

According to the data of "the service staff of the scenic spot is friendly and enthusiastic", the workers in the tourism service department of Dapeng Mountain Scenic Spot have very low culture and professionalism, and their awareness of service quality is also very poor, so it is difficult to meet the requirements of customers. 33.94% of the respondents were completely opposed, 28.57% expressed disgust, 17.86% expressed doubts, 17.86% expressed general approval, and 3.57% expressed great appreciation. Therefore, there is still a lot of room for improvement in the tourism service of Dapeng Mountain. Facts have proved that there is no corresponding targeted service project in the Dapeng Mountain Tourist Attraction. Due to the development of the region, it can be seen that employees of the front-line service industry often believe that service projects that do not understand the importance of customers or have little difference have no impact on regional development. Usually, the service project should follow the process provided by the region and start from the customer's perspective. Without a good way of thinking, especially during the guest's trip, their dissatisfaction is easily aroused, leading to their dissatisfaction and resentment. If the customer relationship cannot be handled properly, complaints and other negative effects will occur.

4.4 Tourism and tourism elements need to be upgraded

According to the latest research, although the tourism supply factors of "food, accommodation, tourism, shopping and entertainment" in Dapeng Mountain Scenic Spot are comprehensive, the overall quality is still not ideal, and there are problems such as single product and insufficient degree of resource integration, which cannot meet the high-quality needs of tourists. The product line of the catering industry is single, lack of characteristics. Many catering companies still focus on barbecues and large food stalls, with relatively few prestigious high-end hotels. In terms of accommodation, the number of accommodation and reception units is also uneven, and the level is not high. The market share of five-star brand resorts is 0, and the market share of quality home stay is only 2%. There is still plenty of room for low-end homestay to "reduce and improve efficiency". Traffic facilities are not perfect, and the compressive strength is poor. During the peak season, many key attractions or roads will have traffic congestion, leading to a shortage of tourist parking lots. In addition, the development of tourism also faces challenges, many places fail to improve the competitiveness, and most places are developing along the continental margin. Summer is bustling, but winter looks bleak. The "what tourists should bring" scenic spot has a large number of high-quality tourism products, but there are many challenges in the "5.1" scenic spot. For example, during the "5.1" period of 2021, the per capita consumption of tourists in Dapeng Mountain Scenic Spot is only 1204 yuan, and the purchase rate is only 15%, far lower than 1 / 4 of other scenic spots. The lack of diversity of entertainment facilities.[11]

5. Measures and suggestions for improving and upgrading the quality of Dapeng Mountain Tourist Area

5.1 Improving the service standard system

According to "simplified, unified, collaborative, perfect" and "organizational science, highlight the target" requirements, we need to design more delicately for the service standard of Dapeng Mountain Scenic Area, including but not limited to: the operation of attractions, staff management, tourist registration, tourist feedback, environmental cleaning, and safety maintenance. To continuously improve the service of the scenic spot, all the staff must attend the pre-job training and pass the assessment before officially entering the scenic spot, so as to provide the best service for

the tourists. In order to improve the travel experience, the scenic spot must build a convenient, efficient and timely complaint handling system to maximize tourist satisfaction. In addition, the service standard system should meet the following four requirements: to meet the needs of tourists, from the situation of the scenic spot itself, employees can accept, highlight the key points, challenging, can timely modify according to the actual situation (Li,2021).

5.2 Strengthening infrastructure construction

First, in terms of traffic, we repair and improve the bumpy roads in the scenic spot, make full use of the advantages of public tour buses in the scenic spot to effectively alleviate the travel difficulties of most tourists and reduce the burden of road traffic and according to the different needs of tourists, carefully design scenic tourist traffic routes, as far as possible to use the ring tourism, to avoid repeated travel.

Second, in the aspect of cultural environment construction, we start with the service details in the scenic spot, such as setting the area map at the corner of the scenic spot to understand their current location and the location of the target scenic spot; we provide multiple power banks in the scenic spot, in order for tourists to charge their phones which don't have electricity during their travels and in the information age, information service has become an important part of tourism service. In order to provide better information services, a tourism information center can be established to provide tourism information query, tourist guides, maps, the location of toilets in scenic spots and the real-time status of the toilet capacity during peak hours, real-time weather, road conditions, traffic and toilet information to facilitate tourists' travel and sightseeing(Zhang, 2020).

5.3 Establishing a high-quality tourism talent team

In order to become an excellent service provider, you must have four basic qualities: innovative thinking, perfect body, skilled technology, and hard work. This means that we must be able to accurately understand the needs of our customers, and to be able to flexibly apply our language and behavior to meet their needs. In addition, employees must also master the relevant business standards, work hard, and provide them with quality services. Dapeng Mountain Scenic Spot should take immediate action to develop a set of perfect customer service training systems, so that the rich successful experience and skills accumulated over the past ten years can be fully displayed and stimulate and attract excellent talents, so as to achieve better development goals. Through the implementation of comprehensive training and management, the technical level and professional quality of service personnel can be greatly improved, which has also become a key means to improve enterprise performance. Specific content can be from several aspects:

(1) Strengthening practical training: Tourism is a highly practical industry, and the practical experience of tourism talents plays a crucial role in the improvement of their ability. Therefore, the government and enterprises should strengthen the practical training, so that the tourism talents get more opportunity to contact with the practical work and improve their practical operation ability.

(2) Establishing a sound incentive mechanism: the incentive mechanism is one of the important factors to attract and retain tourism talents. The government and enterprises should establish sound incentive mechanisms to attract and retain more excellent tourism talents.

(3) Establishing a reasonable talent flow mechanism: the flow of talents plays a great role in development of tourism talents and tourism enterprises. The government and enterprises should establish a reasonable mechanism for talent flow and encourage exchanges and integration among tourism talents, which not only can accelerate the growth and development of tourism talents, but also can promote the development and innovation of tourism enterprises.

5.4 Providing personalized services

The main function of personalized service is to provide tourists with a unique experience. Before purchasing and using tourism services, the first step is to provide tourists with tourism program of the Dapeng Mountain Scenic Area. Customer's first impression and experience are very important (Gao, 2020). Therefore, the Dapeng Mountain Scenic Spot should make use of a highly professional itinerary editing platform to integrate tourism plans more comprehensively and efficiently. By adopting the WeChat marketing measures displayed by the H5 interface, consumers can experience the tourism products of Dapeng Mountain Scenic Area more intuitively, so as to enhance the first impression. Product packaging is crucial to product marketing. If the travel plan is more comprehensive and more detailed, it can play a good role in attracting tourists.

The Dapeng Mountain Scenic Area should take more measures to improve travel experience of tourists, such as providing tourism consultation scenes, so that tourists can better understand the relevant information of the scenic spot. In addition, the scenic spot should also show tourists the appearance image of each hotel, so that tourists can understand the overall situation of the scenic spot faster. By timely providing customers with detailed tour guide information and beautiful photos, let them feel our enthusiasm for tour guide service. And timely to provide consumers with such high quality service information, can improve the awareness of consumers, and convey the service image of landscape environment. By providing real-time service information to tourists, they can have a clearer understanding of the service requirements and quality of the Dapeng Mountain Scenic Area, thus eliminating their concerns about uncertainty and implicit service.

5.5 Comprehensively upgrading the quality of tourism factors

Based on the unique resource advantages of the Dapeng Mountain Tourist Area, we will comprehensively improve the quality of tourism supply, and will include "eat, live, and tour " and other tourism elements , in order to highlight the new characteristics of the Dapeng Mountain Tourist Area.

In the process of development, Dapeng Mountain Tourist Area also faces many difficulties, such as tourism guarantee, tour procurement, operation management, hygiene, tourism resource attraction and market attraction ability and so on. Therefore, some targeted optimizations are proposed for these issues below.

(1) Tourism safety: The safety problem of Dapeng Mountain Tourist Area is more prominent, especially in the peak period, tourists are dense and management is difficult. In order to ensure the safety of tourists, security patrols and police deployment can be strengthened. Meanwhile, establishing a sound emergency response mechanism, strengthening the management and supervision of tourism areas, and strengthening the safety education of tourists are also important.

(2) Tourism shopping: The shopping environment in the tourist area is chaotic, the competition among merchants is fierce and the price is not transparent. In order to protect the rights and interests of tourists, the management of tourism shopping can be strengthened and price regulations can be established, and clear consumption standards and raised high service level and integrity of merchants, so as to protect the shopping rights and interests of tourists.

(3) Hygiene: Health problems have always been an important issue in tourist areas, which has a direct impact on the health and safety of tourists. In order to ensure the hygiene and safety of the tourist area, we can strengthen the management and cleaning of environmental hygiene, the supervision and management of food hygiene and safety, the garbage treatment and sewage treatment of the tourist area, and ensure that the environmental hygiene of the tourist area is in line with the country and the local relevant standards and requirements.

To sum up, Dapeng Mountain Scenic Spot needs to be improved and upgraded in multiple links,

including tourism shopping, management and protection, hygiene and other aspects. Only the comprehensive improvement and promotion, can be able to gradually increase the satisfaction degree of tourists, to provide a guarantee for the long-term development of the Dapeng Mountain.

6. Conclusions

This paper takes Dapeng Mountain Scenic Spot as the research object, introduces the relevant research and theory of service quality in detail, analyzes the current situation of tourism service quality of Dapeng Mountain Scenic Spot, analyzes the existing problems of service quality of Dapeng Mountain Scenic Spot, and puts forward various targeted measures. Studying the service quality of Dapeng Mountain can not only improve the tourism service quality of Dapeng Mountain, but also give reference to the development of other scenic spots. Through this paper, it is found that the service quality of scenic spots is not only related to its own tourism resources, but also related to the infrastructure construction, comprehensive quality of service personnel and personalized service of scenic spots. Of course, there are still shortcomings, such as most of the respondents to the questionnaire are college students, cannot fully reflect the opinions of other age groups, and failure to conduct effective interviews with the management personnel of the Dapeng Mountain Scenic Area. Many relevant materials are only collected and summarized through applications such as Dazhongdianping and Xiaohongshu, and the level of rigor needs to be investigated. At present, there are few studies on the quality and upgrading of scenic spots in China. We hope that more scholars can study this aspect in the future.

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