

Study on the Quality Improvement of Anxi Tea Manor from the Perspective of All-for-one Tourism

Yongqiang Ma^{1,2, a}, Jingxuan Liang^{1,2, b}

¹Anxi College of Tea Science, Fujian Agriculture and Forestry University, Quanzhou, Fujian 362400, China;

²The Center of Tea Industrial Development Research in Fujian Province, Fuzhou, Fujian 350002, China.

^ayongqiangma2014@163.com, ^b64643720@qq.com

Keywords: All-for-one tourism; tea manor; service quality; IPA model.

Abstract: Tea Manor is a new type of comprehensive leisure industry integrating tea planting, production, marketing, culture, tourism and scientific research. However, during the development of cultural experience projects, due to local natural economic constraints, infrastructure construction, tourism enterprise services and tourist personnel services have encountered relatively large difficulties. How to effectively improve the quality of tea manor tourism services is crucial in the context of all-for-one tourism. In view of this, this paper uses the IPA model, combined with the actual situation of the service quality of Anxi Tea Manor, to study and analyze the tourism service quality of Anxi Tea Manor in three dimensions including Public infrastructure service, Corporate service and Traveling attendant services.

1. Introduction

The development of society and the improvement of people's living standards, tourism is becoming a new way of leisure and relaxation for more and more people. Up to now, China has formed a domestic tourism market of 4 billion people, and the inbound and outbound tourism market has more than 250 million person-times. It can be said that the tourism industry has played a leading role in the development of various fields. At the 2016 National Tourism Work Conference, Li Jinzao made a work report on "From Scenic Spot Tourism to All-for-one tourism, Striving to Create a New Situation of Tourism Development in the 13th Five-Year Plan", officially proposing to take tourism as a new stage of tourism development strategy [1]. All-for-one tourism refers to a new development concept and mode in a certain region, taking tourism as the leading industry, through the integration and upgrading of various resources in the region, so that the resources of the region can be organically integrated, and finally the tourism industry will drive and promote the coordinated development of the economy. [2]. All-for-one tourism is viewed as a new model that combines traditional forms of tourism such as sightseeing, vacation and business [3].

Domestic and foreign scholars explore the factors affecting the quality of tourism services by evaluating the quality of tourism service and tourism stakeholders, to explore ways to improve the quality of tourism services. Tourism service is an important medium for tourism destinations to convey the tourism image to tourism consumers in the process of tourism activities. Tourism service is an important medium in the process of tourism activities. The quality of tourism service is an important factor in the quality of tourism and an important factor in consumers' perception of the quality of tourism destination in the process of tourism activities [4].

The quality of tourism service includes technical quality and functional quality. It is the sum of the quality of service that visitors can perceive by the combination of tourist attraction facilities and scenic traveling attendant [5]. Jay Kandampully used the service quality difference analysis model to explore the tourism quality management issues [6]. Zhang Lijun systematically expounded the components and characteristics of tourism service quality by establishing a fuzzy comprehensive evaluation model of tourism service quality [7]. Customer-centric is the key to the tourism service system, which requires a balance between diversified demand and standardization [8]. Foreign

scholars pay more attention to the actual satisfaction of traveling attendant and tourists, so the conclusions of foreign researchers are generally more operable. Domestic scholars prefer theoretical research, mainly from the service skills and service attitudes of traveling attendant and propose countermeasures. Domestic scholars tend to theoretical research, mainly from the traveling attendant service skills, service attitude and so on and put forward countermeasures.

By using the tourist perception quality model, this paper evaluates the tourists' perception of the quality of tourism services in Anxi tea garden and the feeling of tourism service quality from three dimensions of tourism destination infrastructure services, tourism enterprise services and traveling attendant to serve tourists, to take targeted improvement and perfection measures.

2. Situation of the Study Area

2.1 Tea Manor Definition

The tea manor did not form a unified definition and understanding, and its essence is the agricultural enterprise with the tea business as the pillar and tourism as the auxiliary operation [9]. The definition of tea manor is mainly explained by the tea industry manorization [10-11] and the sightseeing tea garden [12]. With the production, processing and sale of tea as the main body, the concept and management of tourism management as the support, and the style and features of tea garden tea house, the working life scene of tea farmers, tea culture, the distribution of tea commodities, tea-related experience, etc, as the main attraction, we define the tea manor as a comprehensive leisure manor with many functions, such as tea industry economy, sightseeing vacation, leisure and health preservation, business science and education and so on. It is the product of the integration of tea travel and an important carrier of the spread of tea culture.

2.2 Anxi Tea Manor Situation

Anxi County, located in the northwest to the southeast of the Daiyun Mountains, is located in the northwestern part of the Hokkien Golden Triangle of Xiamen, Zhangzhou and Quanzhou, with a total area of 3057.28 square kilometers, between 117°36 '-118°17' east longitude and 24°50 '-25°26' north latitude. Anxi is the hometown of Chinese oolong tea and the origin of Tieguanyin. As of 2018, there are 32 tea manors with an area of more than 1,000 mu, 280,000 mu of manor-controlled tea gardens, and 15,000 mu of high-standard ecological tea gardens. The total output value increased to 17.5 billion yuan, ranking first in the country's key tea-producing counties for 10 consecutive years.

Anxi Tea Manor has been developed since 2004. After the selection of Chotea Wei's Tea Manor, Tea Manor of Huaxiangyuan and the "Top Ten Gold Tea Manors", more than 10 large-scale and high-quality tea manors such as Yunling, Bama and Huaxiangyuan have been initially built, and more than 30 tea manors with leisure and tourism functions have been built. The effect of "tea manor +" has become ever more obvious. The scale, quality and connotation of tea manors have been improved, and the tea industry chain has been continuously extended. The goal of Anxi County is to achieve 80% manorial tea manors, and actively explore the cross-border integration of tea industry, enrich the development of new forms of tea industry, develop tea sightseeing factories, tea fragrant families and so on.

3. Research Design

3.1 Data Source

The questionnaire is divided into three parts, which are the basic information of the visitors of Anxi Tea Manor, the characteristics of the tea manor tourists (including travel modes, destinations, whether to revisit and the willingness to revisit), and the three dimensions of measurement indicators of Anxi tea manor public infrastructure service, corporate service and traveling attendant services. Judging tourists' satisfaction with the satisfaction of tourism services through the importance of

tourists and the evaluation of the final satisfaction level. The two dimensions of the indicators are measured from five aspects to calculate the average score for quantitative analysis and comparative analysis. This section also uses the 5-point scale, from 1 to 5 points. The higher the score, the higher the expectation and perception.

This survey is mainly distributed through the site of tea manor. The subjects of the survey are tourists of tea manor. From April 3 to April 6, 2019, a total of 100 statistical samples were collected, of which 93 valid questionnaires were recovered, with a recovery rate of 93%.

3.2 Analysis of the Basic Situation of Tourists

According to the statistical analysis of the questionnaire survey data, the demographic characteristics of the tourists in Anxi Tea Manor are as follows:

Table 1. Demographic characteristics table

| Statistic variables | Options | Frequency | Percentage |
|---------------------------|--------------------------------|-----------|------------|
| Gender | Male | 42 | 45.2% |
| | Female | 51 | 54.8% |
| Age | 18 years old and below | 7 | 7.5% |
| | 19-35 years old | 33 | 35.5% |
| | 36-55 years old | 37 | 39.8% |
| | 56 years old and above | 16 | 17.2% |
| Education Level | Junior high school and below | 11 | 11.8% |
| | Senior High School | 17 | 18.3% |
| | College / Undergraduate | 52 | 55.9% |
| | Master and above | 13 | 14% |
| Current Occupation | Enterprise employee | 39 | 41.9% |
| | Student | 27 | 29% |
| | Retired Personnel | 22 | 23.7% |
| Income | Others | 5 | 5.4% |
| | 1800 yuan or less | 26 | 28% |
| | 1801 yuan - 3500 yuan | 43 | 46.2% |
| | 3501 yuan-5000 yuan | 18 | 19.4% |
| Tourist Origin | 5001 yuan or more | 6 | 6.5% |
| | Quanzhou City | 53 | 57% |
| | Other Areas of Fujian Province | 23 | 24.7% |
| | Other Provinces | 10 | 9.3% |
| | Overseas | 7 | 7.5% |

Some basic characteristics can be seen in the table, that is, the proportion of men and women in gender is similar, indicating that there is no gender difference in tourist attractions and it is universal. In terms of age, it is mainly concentrated in the period of 19-55 years old, accounting for 75.3%, indicating a significant age difference. The education level is mainly concentrated in the undergraduate, indicating that the degree of education of tourists going to the scenic spot is generally higher. In terms of occupation, almost all areas are covered on average, with no significant

differences. In terms of income level, 1800-3500 yuan accounted for 46.2%, mainly because the student group accounted for 29% of the total number of surveys, which affected the overall income level distribution. It can be seen from the tourist origin that the population of Fujian Province accounts for 81.7%, and most of the tourists outside the province are mainly business receptions or folk visits.

In terms of access to tourism information, up to 60.2% of visitors are informed by radio and television, as well as newspapers and magazines, and 24.7% are learned through travel agencies. The traditional access to tourism information accounted for 84.9% of the high rate, indicating that Anxi Tea Manor tourism information publicity is too traditional and too single.

4. Data Analysis

4.1 Analysis of the Importance of the Quality of Tourism Service Quality in Anxi Tea Manor

In order to further obtain the tourists' final perception of the quality of the tourism service of Anxi Tea Manor, we have carried on the frequency and the average value to the visitor expectation namely the importance statistics. From the overall view, the visitor to the above-mentioned evaluation index system each target importance evaluation average value is above 4 points, between "important" and "very important", moreover, the visitor to each importance evaluation difference is not far, and they all attach great importance to it.

In terms of public infrastructure services, the importance of "Convenient tourism transportation", "Reasonable navigation facilities" and "Cozy and safe environment" are higher than 4.28. Therefore, when the local government is building tourism infrastructure, Attention should be paid to the key design of these indicators. Especially in the survey, many tourists have raised concerns about the safety hazards of tourist attractions, which shows that they attach great importance to this. In terms of corporate services, the evaluation of "Reasonable price of travel companies" and "High efficiency of enterprise services" is quite high, which reflects the high satisfaction of tourists to the service level of tea manor, and reflects the advantages of the transformation of tea manor from a tea production and sales enterprise. Finally, in the dimension of traveling attendant services, "The attendant is warm and friendly", "The attendant treat tourists equally" and "The attendant can provide professional services and help" score high, and also reflects the characteristics of local tourists mainly concentrated in the middle and lower income levels, and the professional requirements are also relatively high. Therefore, it is necessary to cultivate professional and high-quality tourism traveling attendant to meet the needs of tourists.

As can be seen from Table 3 above, tourists generally have lower satisfaction ratings for the tourism service quality of Anxi Tea Manor, most of which are lower than 4 points, which also indicates that tourists' satisfaction evaluation of tourism service quality is more consistent.

From a single indicator, the evaluation of "Cozy and safe environment" and "The attendant is warm and friendly" exceeded 4 points, indicating that tourists are highly satisfied with these two indicators, which is the advantage and should be maintained. "The attendant can provide personalized service", "High efficiency of enterprise services" and "Timely after-sales service" score the lowest, indicating that these indicators still need to be vigorously improved.

Table 2. Anxi tea manor tourism service quality perception important analysis table

| Dimension | evaluation indicators | Very important | Important | General | Not important | Very unimportant | Mean value |
|---------------------------------------|--|----------------|-----------|---------|---------------|------------------|------------|
| Public infrastructure services | Convenient tourism transportation | 58 | 18 | 15 | 1 | 1 | 4.41 |
| | Convenient tourist distribution point | 37 | 26 | 27 | 2 | 1 | 4.03 |
| | Reasonable navigation facilities | 51 | 23 | 15 | 3 | 1 | 4.29 |
| | Cozy and safe environment | 54 | 18 | 16 | 4 | 1 | 4.29 |
| | High efficiency of enterprise services | 48 | 25 | 16 | 3 | 1 | 4.25 |
| Corporate services | Reasonable price of travel companies | 48 | 23 | 19 | 2 | 1 | 4.24 |
| | Food and beverage accommodation have its own characteristics | 46 | 27 | 15 | 4 | 1 | 4.22 |
| | Timely after-sales service | 50 | 18 | 20 | 4 | 1 | 4.2 |
| Traveling attendant services | The attendant is warm and friendly | 51 | 29 | 10 | 2 | 1 | 4.37 |
| | The attendant treat tourists equally | 49 | 24 | 18 | 1 | 1 | 4.28 |
| | The attendant can provide professional services and help | 48 | 26 | 17 | 1 | 1 | 4.28 |
| | The attendant can provide personalized | 49 | 14 | 24 | 4 | 2 | 4.12 |

4.2 Analysis of the Satisfaction Degree of Tourism Service Quality of Anxi Tea Manor

Table 3. Anxi tea manor tourism service quality satisfaction perception analysis table

| Dimension | Specific evaluation indicators | Very important | Important | General | Not important | Very unimportant | mean value |
|---------------------------------------|--|----------------|-----------|---------|---------------|------------------|------------|
| Public infrastructure services | Convenient tourism transportation | 38 | 16 | 33 | 5 | 1 | 3.91 |
| | Convenient tourist distribution point | 34 | 19 | 31 | 8 | 1 | 3.83 |
| | Reasonable navigation facilities | 33 | 22 | 32 | 6 | 1 | 3.85 |
| | Cozy and safe environment | 37 | 29 | 22 | 5 | 1 | 4.02 |
| | High efficiency of enterprise services | 34 | 18 | 33 | 8 | 1 | 3.81 |
| Corporate services | Reasonable price of travel companies | 31 | 30 | 28 | 4 | 1 | 3.91 |
| | Food and beverage accommodation have its own characteristics | 34 | 30 | 25 | 4 | 1 | 3.98 |
| | Timely after-sales service | 33 | 18 | 37 | 5 | 1 | 3.82 |
| Traveling attendant services | The attendant is warm and friendly | 36 | 35 | 21 | 2 | 0 | 4.12 |
| | The attendant treat tourists equally | 34 | 30 | 28 | 2 | 0 | 4.02 |
| | The attendant can | 33 | 23 | 30 | 8 | 0 | 3 |

| | | | | | | | |
|--|----|----|----|----|---|---|-----|
| provide professional services and help | | | | | | | .86 |
| The attendant can provide personalized service | 30 | 23 | 24 | 15 | 2 | 3 | .68 |

4.3 IPA Analysis of Tourism Service Quality of Anxi Tea Manor

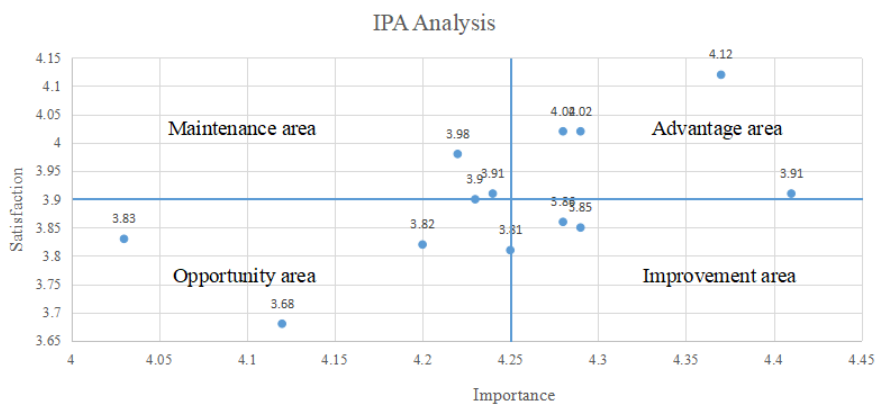


Fig.1 IPA Analysis Diagram

By comparing the satisfaction and importance of 12 evaluation indexes of tourism service quality, according to the IPA model (figure 1), the total average value of importance and satisfaction is 4.23 and 3.9 respectively. The Cartesian coordinate system is established with (4.23, 3.9) as the origin, the mean value of the importance index as the transverse coordinate and the mean value of the satisfaction index as the longitudinal coordinate.

The second quadrant has five indicators, namely: 1. Convenient public transportation; 4. Cozy and safe environment; 6. Reasonable price of travel companies; 9. The attendant is warm and friendly; 10. The attendant treat tourists equally. The importance of these evaluation indicators and the average value of satisfaction are high, indicating that the advantage of the development of tourism services in Anxi Tea Manor is a factor that should be vigorously developed.

The third quadrant has three indicators, namely, 2. Convenient tourist distribution point; 8. Timely after-sales service; 12. The attendant can provide personalized service. Visitors have a low evaluation of the importance and satisfaction of these three indicators, which means that Anxi Tea Manor needs to dig deeper and develop vigorously in these dimensions.

The fourth quadrant has three indicators, namely: 3. Reasonable navigation facilities; 5. High efficiency of enterprise services; 11. The attendant can provide professional services and help. In this quadrant, tourists are highly valued but their satisfaction is relatively low. It is a key factor restricting

the development of tea manors. It should be focused on upgrading and transforming the service level of traveling attendant, tourism service efficiency and navigation services.

5. Conclusions and Countermeasures

5.1 Conclusions

Anxi tea manor tourist information acquisition channels are small and traditional, mainly to meet the network channels for young people's information acquisition. In this regard, the local should focus on how to expand the scope of tourism promotion and improve their visibility. The personalized service level of tourism traveling attendant needs to be improved, and the tourism enterprise service also needs to customize the standardized process. The importance of evaluation and satisfaction evaluation of convenient tourist distribution point, timely after-sales service and the personalized service of traveling attendant is low. It is necessary to strictly standardize the standardized service processes of tourism enterprises and improve the personalized service skills of tourism traveling attendant. . The overall tourism layout is not reasonable enough, and the professional skills of tourism traveling attendant are low. According to the IPA analysis results, tourists have high expectations for the tea manor tourism guide facilities, but the satisfaction is very low, and the professional level of the travel traveling attendant needs to be improved. In this regard, a more reasonable and concise guide map should be designed to combine with the location conditions of the tea manor.

5.2 Suggestions on Improving Tourism Service Quality of Anxi Tea Manor

5.2.1 Expand the Tea Manor Tourism Promotion Channels and Expand the Popularity

While maintaining the original propaganda channels, the tea manor should cooperate with leading internet tourism enterprises such as Ctrip, where to build and promote its brand, realize in-depth cooperation with Internet enterprises, and create new channels for tourism network marketing. On the other hand, because of the large number of free-travel tourists, many tourists will search the information of tourist destinations first. For this reason, the tea manor can establish official micro-blogs and micro-letters. Through these platforms, tourists can be provided with timely and convenient travel information, and tourist activities can be facilitated.

5.2.2 Improve the Convenience of Tourist Guides and the Accessibility of Scenic Spots

The accessibility of tourist destinations is always the basis of tourism development. Especially, the location advantages of tea manors are not limited. We should vigorously enhance accessibility and enhance the interconnection between scenic spots. For tourist guides, because most of the tourists are free to travel, and in the global tourism environment, the whole area is relatively wide, so we must improve the traffic, while designing a comprehensive and easy-to-understand tourist guides, in bus stations, bus stops and scenic spots next to the obvious landmark buildings. As well as setting up tour guides, road signs and signs at the forks, we will improve the labeling system of tea manors and constantly improve their tourism reception capacity.

5.2.3 Improve the Professional Level of Tourism Traveling Attendant and Cultivate the Ability of Personalized Service

The service level of tourist traveling attendant directly affects the impact and satisfaction of tourists to tourist destinations. Therefore, it is necessary to improve their service level. Actively introducing foreign professional tourism service talents, in order to improve the overall level of tourism service, but also can cultivate their awareness and skills of personalized service, through this group of professional personnel to drive the service of the whole region. Special tutors or trainers are invited to train residents and traveling attendant in residential and restaurants to improve their professional service skills and fully reflect the local friendliness and folk characteristics.

References

- [1] Li Jinzao. Enriching the global tourism and vigorously promoting China's industrial tourism [N]. China Travel News, 2017-01-26 (001).
- [2] Jay Kandampully, Connie Mok, Beverley Sparks, Services quality management in Hospitality, tourism and leisure [M]. New York; The Haworth Press. 2001.
- [3] Wang Dawu. Satisfaction, Engagement and Recognition——An Alternative Thinking on the Profit Chain of Tourism Enterprises[J]. Tourism Journal,2004(02):66-69.
- [4] Xu Hong, Xu Rongmin. Progress in Domestic Tourism Research and Its Theoretical Innovation[J]. Journal of Anshun University, 2017, 19(03): 97-101.
- [5] Li Xiaoxue, Zhao Liang. Analysis of the development trend of global tourism from the perspective of shared economy [D]. School of Business, Hubei University; China Tourism Case Teaching and Research Center, Hubei University, 2016.
- [6] Isabelle Frochot, Howard Hughes. HISTOQUAL; The development of a historic houses accesseament scale [J]. Tourism Management, 2000, Vol, 21.
- [7] Luo Xiaoying, Huang Yaojun, Liang Yanping, etc. POE study on Post-use Evaluation of Community Greenway system-A case study of Shaoguan City [D]. China Agricultural Science Bulletin, 2014.
- [8] Liu Zhihong. Research on policy agricultural insurance in Xinjiang [D]. Xinjiang Agricultural University, 2009.15-20.
- [9] Sun Qiang, Zhang Qiaolei. Thoughts on the Development of Manorization in Yunnan Tea Industry[J]. China Business, 2011(09): 212-213.
- [10] WU Fei, LONG Yue-lin, MA Zi-wei. Landscape Design of Wushan Tea Manor in Leiwangcheng[J]. Journal of Hunan Agricultural University,2012(01):42-44.
- [11] Gong Youkun. Research on the development strategy of Anxi leisure tea manor based on SWOT-AHP analysis method [D]. Fujian: Fujian Agriculture and Forestry University, 2016: 8-16.
- [12] Zheng Qi. Discussion and empirical analysis of the planning and design of tea estate in Fujian Province [D]. Fujian: Fujian Agriculture and Forestry University, 2013: 10-20.