

Service Quality Evaluation of Ancient City Scenic Spots Based on Tourists' Perceptions: An Example of Qingzhou Ancient

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Abstract: *From the perspective of tourist service perception, this study is the first to evaluate the service quality of the Qingzhou Ancient City tourist scenic area. The study adopts the SERVQUAL model and modifies it into a tourist service quality model specifically designed for ancient city scenic areas to measure the gap between tourists' perceived service quality and expected service quality in the context of the ancient city scenic area. The study also examines the influence of each dimension of this model on tourist satisfaction. Qingzhou Ancient City is chosen as a case study because it has a relatively high rating among ancient city scenic areas in China. The results indicate that tourists' overall satisfaction with the service in Qingzhou Ancient City is average. Among the six dimensions of this model, "historical and cultural significance," "assurance," and "empathy" are identified as key predictors of tourist satisfaction. This paper discusses the research findings and elucidates their managerial implications.*

Keywords: ancient city tourism, service quality evaluation, SERVQUAL, satisfaction.

1. Introduction

Tourism is a service-intensive industry that depends on the quality of the customer service experience and its assessment of satisfaction or dissatisfaction. Therefore, service quality management is crucial to the tourism industry (Zehrer, 2009). The provision of high quality services is increasingly seen as a key factor in the success of travel and tourism businesses (Fick & Brent Ritchie, 1991). Providing quality services and ensuring customer satisfaction are widely recognised as important factors in the success of the tourism industry (STEVENS et al., 1995). The quality of tourism services has a direct impact on tourist satisfaction and loyalty, the image and reputation of the destination, the increase in tourism revenue and the success or failure of tourism development. The tourist is the main subject of tourism activities and is the experiencer of tourism services, therefore the quality of tourism services should be judged by the tourist's perception (Yaofeng Ma et al., 2009).

The 'ancient cities' referred to in this study are specifically referred to as 'historical and cultural cities' in China (Ganshi Zhou, 2003). National historical and cultural cities identified and announced by the State Council of the People's Republic of China are cities that are particularly rich in preserved cultural relics, have significant historical value or commemorative significance, and are in continuous use. According to Baidu, the first batch of 24 national historic and cultural cities was announced on 8 February 1982, and by 11 January 2022, there