

## ORIGINAL RESEARCH ARTICLE

# Research on the improvement of Qianjiangyue leisure farm service quality based on tourist satisfaction

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### ABSTRACT

IPA analysis and descriptive statistical analysis are used to study the service quality of Yongtai qianjiangyue leisure farm. At present, the overall service quality of qianjiangyue belongs to the level of “general satisfaction”. To improve the service quality of qianjiangyue leisure farm, we should strengthen the infrastructure construction, strengthen the training of tourism practitioners, tap characteristic resources, increase cultural creativity and promote the construction of tourism intelligence.

**Keywords:** leisure farm; tourist satisfaction; service quality; promotion countermeasures

## 1. Introduction

In recent years, Fujian Province has attached great importance to the development of rural tourism and leisure agriculture. The development of rural tourism, a “project to enrich the people”, is being promoted rapidly. As an emerging industry with the most development potential, rural tourism has a far-reaching impact on tourism, changed the traditional rural economic model and played a great role in the development of rural economy. Leisure agriculture is an important part of rural tourism. Service quality is very important to the development of leisure agriculture. Business units should pay special attention to improving service quality. Yongtai qianjiangyue leisure farm is one of the rural tourism management units in Fujian Province. Discussing its service quality is of practical significance for

improving the service quality of rural tourism.

## 2. Related concepts and research overview

### 2.1. Connotation of tourism service quality

It is difficult for academia to define the connotation of tourism service quality uniformly. Even so, there are still many scholars studying its connotation, and they have defined it from many angles Wang Yinai and Yin min believe that service quality is a change of perception before and after experience, which is the comparison between customers’ expectation of service quality before experience and the actually received service level<sup>[1]</sup>. Wu Jing, Ma Yaofeng and others believe that tourism service quality is evaluated by tourists’ satisfaction,

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and service quality is perceived and evaluated by tourists<sup>[2]</sup>. Some scholars also believe that there are many factors affecting the quality of tourism service, which can not be generalized. For example, Wang Bing believes that the quality of tourism service should be judged from the experience content of tourists, including tourism environment, tourism commodities, hotels, experience activities, tourism infrastructure and service facilities<sup>[3]</sup>. Gao believes that tourism service quality includes the quality of various tangible products and intangible labor services possessed by tourism enterprises<sup>[4]</sup>. Lewis and booms believe that service quality is a measurement tool to measure whether the service quality of tourism enterprises meets the needs of tourists<sup>[5]</sup>.

It can be seen from the definition of tourism service quality by scholars that some scholars mainly define tourism service quality from the perspective of customer perception and evaluate service quality with customers' subjective feelings, while others define tourism service quality from the combination of software and hardware, and believe that tourism service and tourism products are closely related. The author agrees with Wu, Ma and Wang.

## **2.2. A summary of related research on tourism service quality**

Scholars have adopted various models and methods to evaluate tourism service quality. These theoretical foundations are of great significance to the study of service quality. In the west, the research on tourism service quality mainly adopts SERVQUAL, SERVPERF, IPA and other models and methods, while domestic scholars have learned from and improved the western research models and achieved many results. SERVQUAL model is improved by American scholar Parasuraman and other SERVQUAL models, and the improved model is used to evaluate the service quality of rural tourism<sup>[7]</sup>. Due to some defects of SERVQUAL model, some scholars use granroos model to evaluate the service quality. Xie Qian puts forward the rural tourism service quality evaluation system according

to the granroos model and combined with the actual situation of rural tourism in China, which is of great significance to the rural tourism service quality evaluation method<sup>[8]</sup>. Based on the combination of tourism infrastructure, public services and public services, the paper analyzes the quality of tourism infrastructure and public services<sup>[9]</sup>. Huang considers the service quality of China's inbound tourism from the dimensions of time, space and situation, and uses Theil index, ESDA and other methods to measure the evolution of service quality<sup>[10]</sup>. Some scholars also use some relatively new research methods to study tourism service quality. How qiongfeng and others choose PLS method with high prediction accuracy to estimate the perception of inbound tourists on China's service quality, so as to see the internal influence mechanism affecting tourism service quality<sup>[11]</sup>.

There are also many research results on the service quality of rural tourism. Some put forward the research methods of service quality from the six tourism elements of food, housing, transportation, tourism, shopping and entertainment, and even from the eight elements; Some propose research models for the service quality of a single tourism product. Different scholars have different research perspectives. Some scholars analyze the service quality from the perspective of tourists, some from the perspective of community residents' participation, and some from different perspectives such as the comparison of employees, tourists and employees at present, the academic community mostly selects some influencing factors based on the 8-factor construction model to evaluate the quality of tourism destinations<sup>[12]</sup>.

## **3. Overview of qianjiangyue leisure farm**

Qianjiangyue leisure farm is a three-star rural tourism business unit in Fujian Province, with convenient transportation. It is located next to Fuyong highway and provincial highway 203 in Tangqian Township, Yongtai County, about 45 kilometers away from the urban area of Fuzhou. It has

a superior geographical location. To the East is Dazhang River, which is adjacent to Yongtai Juxi scenic spot, Chibi, Qingyun Mountain, fangguangyan and yunding Qianjiangyue is invested by Taiwanese entrepreneurs. It opened in 1998 and began to make profits slowly. At present, the ticket price is 25 yuan/person Most tourists from companies, families and students come here. Companies can organize meetings and holidays here; families and students can hold quality development here Qianjiangyue leisure farm has diversified functions. At present, there are flower cultivation area, seasonal vegetable planting area, Taiwan characteristic fruit planting area, multi-functional restaurant (the restaurant can accommodate more than 800 people and can taste authentic farm dishes in the multi-functional restaurant, such as native chicken, native duck, rabbit, Muscovy duck, etc.), leisure and comfortable accommodation villa for 180 people, large barbecue field for 12,000 people, 20,000 m<sup>2</sup> grassland and activity area (there are many quality development projects, such as spider web, slide, wind fire wheel, interesting balance beam, interesting rock climbing, dry land sledge, three rope race, double rope race, ape Tarzan and high-altitude descent. These games are a great test of your physical fitness, not only your physical quality, but also your sensitivity), leisure area (people who like leisure and complacency can make tea, hammock lunch break, karaoke, fishing, crab catching, etc.).

## 4. Research design and research methods

### 4.1. Questionnaire design

On the basis of consulting relevant materials, the scale of rural tourism studied by predecessors is used for reference, and the questionnaire is formed in combination with the actual situation of the research site. The questionnaire is mainly composed of three parts the first part is the evaluation of tourists' satisfaction with the relevant elements of qianjiangyue leisure farm after playing; in the second part, tourists evaluate whether the relevant elements

of Qianjiangyue are important to the service quality. The four evaluation indicators are Qianjiangyue's environment, tourism support system, tourism attractions and tourism services. The third part is the investigation of tourists' perceived value and tourists' complaints the questionnaire indicators are quantified by Likert's five point scoring method.

### 4.2. Distribution and recovery of questionnaires

In the field survey, in order to ensure the reliability and representativeness of the sample data, three surveys were conducted at different time points, namely in the afternoon of March 7, March 20 and April 1, 2016. Questionnaires were randomly distributed to tourists in the scenic spot. A total of 104 questionnaires were sent out, with a return rate of 100%. Among them, there are 9 invalid questionnaires and 95 valid questionnaires, with an effective rate of 91.3%. The recovery of the questionnaire is ideal.

### 4.3. Reliability test of questionnaire

This paper uses spss19 Conduct statistical analysis by software Reliability analysis and descriptive statistical analysis are used to analyze and process the recovered effective questionnaire to test the reliability of the data. Using Cronbach  $\alpha$  Coefficient,  $\alpha$  Generally between 0 and 1, when  $\alpha$  When the value is less than 0.6, it is considered that the internal reliability is insufficient; When  $\alpha$  When the value is greater than 0.7, the reliability of the questionnaire is considered to be high The reliability analysis of all test indicators in this study, including the total test indicators and four secondary indicators (respectively ecological environment, tourism support system, tourism attractions and tourism services), is shown in **Table 1**.

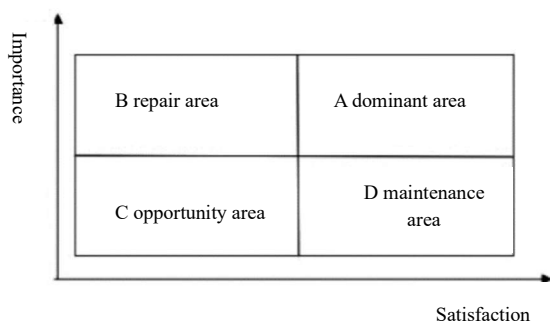
The same method is used to calculate the reliability of the total index of tourists' importance of service quality, and the Cronbach of the total measurement index is obtained  $\alpha$ . The coefficient is 0.724. It is easy to know from the above that each index  $\alpha$ . The values are higher than 0.7, indicating that the reliability of the questionnaire is very high.

**Table 1.** Reliability analysis of tourist satisfaction

Variable	Number of items	Value
Total test index	29	0.925
Ecological environment	6	0.769
Tourism support system	10	0.808
Tourist attractions	5	0.814
Tourism services	4	0.914

#### 4.4. Research methods

The quadrant method can directly reflect how far the real situation of the tourist destination is from the ideal goal. The main indicators include: competitiveness among regions, service satisfaction, formulation of tourism macro policies, etc. The quadrant chart method, also known as IPA analysis method, was proposed by Martilla and James. It is mainly used to evaluate the effectiveness of marketing projects, analyze the importance and satisfaction of some performance indicators of the enterprise, and clearly reflect the areas that need to be improved in the management of the enterprise with the coordinate chart<sup>[14]</sup>. The abscissa in the figure indicates satisfaction and the ordinate indicates importance. The figure is composed of four parts, as shown in **Figure 1**. This paper uses IPA analysis method to analyze the perceived quality of tourists, i.e. satisfaction and the importance of these evaluation indicators to service quality, obtains the current tourists' satisfaction with the relevant tourism elements of Qianjiangyue, and provides managers with some management priorities in the future.



**Figure 1.** IPA analysis model.

Area a (advantageous area): The index

advantage of area a is relatively strong, and enterprises should further strengthen and consolidate in management. This area is an area with high importance and satisfaction, and an important factor affecting the competitiveness of enterprises.

Area B (repair area): the indicators falling in area B are of high importance and low customer satisfaction, which seriously affects the economic benefits of the enterprise, and the enterprise should attach great importance to it. The indicators falling in this area should find out the reasons and try to be close to area A.

Area C (opportunity area): the importance of the indicators falling in area C is relatively low, and the customer satisfaction is also relatively low, indicating that the indicators falling in this area are not what the enterprise should pay most attention to or need to solve most. The enterprise can maintain the current situation.

The importance of maintaining the competitiveness of enterprises in this area (d) is not high, but the importance of maintaining the competitiveness of enterprises in this area is not high. If advantageous resources are to be allocated, the investment in this area should be appropriately reduced.

## 5. Empirical analysis

### 5.1. Overall environmental assessment of qianjiangyue leisure farm

A descriptive analysis of the overall environment of qianjiangyue leisure farm shows that tourists are generally satisfied with the overall envi-

**Table 2.** Descriptive analysis of indicators of Qianjiangyue leisure farm

Evaluation index	Tourist satisfaction		Importance of service quality	
	Mean value	Standard deviation	Mean value	Standard deviation
Overall environment	3.250	0.9670	3.170	0.94450
Ecological environment	3.000	1.1550	3.530	0.84100
Health status	3.210	0.7870	3.470	0.96400
Architectural features	2.790	1.0320	2.950	1.17700
Public security	3.470	0.9050	3.420	0.90200
Crowding degree	3.840	1.0680	2.740	1.04600
Villagers' attitude	3.210	0.8550	2.890	0.73700
Tourism support system	2.963	0.7470	3.385	0.95100
Information service platform	2.840	0.6880	2.840	0.76500
Convenience of external traffic	3.000	0.8820	3.260	0.99100
Convenience of internal transportation	2.740	1.1470	3.110	0.87500
Tourist identification system	2.890	0.8090	3.110	1.10000
Tourism infrastructure	2.890	0.6580	3.630	1.01200
Native products	3.050	0.5240	3.370	0.95500
Yijia cuisine	2.790	0.8550	3.420	1.07100
Dietary hygiene	3.320	0.5820	3.790	0.74500
Accommodation hygiene	3.110	0.6580	3.530	1.02000
Accommodation comfort	3.000	0.6670	3.790	0.97600
Tourist attractions	3.000	0.8186	3.452	0.89940
Pastoral landscape	3.110	0.7370	3.470	0.90500
Agricultural resource	2.790	0.9180	2.890	0.56700
Cultural landscape	2.790	0.5350	3.370	1.11600
Experiential activities	3.260	0.9330	3.740	0.99100
Personalized activities	3.050	0.9700	3.790	0.91800
Tourism services	2.960	0.7465	4.185	0.90325
Service attitude	2.840	0.6880	4.000	1.00000
Quality of relevant employees	3.050	0.8480	3.950	0.97000
Service reception level	3.000	0.7450	4.320	0.94600
Service efficiency	2.950	0.7050	4.470	0.69700

onment of Qianjiangyue. The average value of ecological environment, health status, social security, crowding degree and villagers' attitude is greater than 3, indicating that tourists' evaluation of the overall environment is higher than the general satisfaction level, while the average value of social security is 2.79 less than 3, indicating that tourists are relatively dissatisfied, but the overall average value is greater than 3 and the standard deviation is 0.9670. It can be seen that tourists' evaluation of the

overall environment is relatively objective, there is not much fluctuation and it is generally satisfactory. Tourists evaluate the importance of each evaluation index to service quality. The average value of the three indexes of ecological environment, health status and social security is greater than 3, the average value of the other three indexes is less than 3, and the total average value is greater than 3, and the standard deviation is 0.94450, indicating that ordinary tourists think these evaluation indexes are

generally important to the evaluation of service quality.

### **5.2. Evaluation on tourism support system of qianjiangyue leisure farm**

The descriptive analysis of the tourism support system of qianjiangyue leisure farm shows that the average value of tourists' satisfaction with the tourism support system is 2.963 and the standard deviation is 0.7470, indicating that tourists' satisfaction with the tourism support system is close to the general satisfaction, and their evaluation is basically consistent with little fluctuation. The total average value of tourists' Evaluation on the importance of each evaluation index to service quality is 3.385, and the standard deviation is 0.95100, indicating that general tourists think that these evaluation indexes are generally important to the evaluation of service quality.

### **5.3. Evaluation of tourist attractions of Qianjiangyue leisure farm**

The descriptive analysis of the tourist attractions of Qianjiangyue leisure farm shows that the total average value of tourists' satisfaction with tourist attractions is 3.000 and the standard deviation is 0.8186, indicating that tourists' satisfaction with tourist attractions is generally satisfactory. Their evaluation is basically consistent and has little fluctuation. The total average value of tourists' Evaluation on the importance of each evaluation index to service quality is 3.452, and the standard deviation is 0.89940, indicating that general tourists think that these evaluation indexes are generally important to the evaluation of service quality.

### **5.4. Tourism service evaluation of qianjiangyue leisure farm**

The descriptive analysis of the tourism service of qianjiangyue leisure farm shows that the average tourist satisfaction of tourism service is 2.960 and the standard deviation is 0.7465, indicating that tourists hold a close to general satisfaction evaluation of tourism service. Their evaluation is relatively

consistent and has little fluctuation. Tourists evaluate the importance of each evaluation index to the service quality. The total average value is 4.185 and the standard deviation is 0.90325, indicating that general tourists think these evaluation indexes are important to the evaluation of service quality.

### **5.5. Characteristics of tourism behavior after tourists' perception**

#### ***Tourists' overall impression of qianjiangyue leisure farm***

As shown in **Table 3**, from the overall impression of tourists on Qianjiang month, 20 tourists expressed dissatisfaction, accounting for 21.1% of the total number of valid questionnaires; 45 tourists expressed general satisfaction, accounting for 47.4% of the total number of valid questionnaires; There are 30 satisfied tourists, accounting for 31.6% of the total number of valid questionnaires, indicating that most tourists are generally satisfied with the overall impression of Qianjiang month.

#### ***Evaluation of tourists' perceived value of Qianjiangyue leisure farm***

In terms of the cost performance of tourism, there are 5 very dissatisfied tourists, 25 less satisfied tourists, 35 generally satisfied tourists and 30 more satisfied tourists, accounting for 5.3%, 26.3%, 36.8% and 31.6% of the total number of valid questionnaires respectively, indicating that more than half of the tourists think the cost performance is above the general satisfaction.

#### ***Evaluation of tourist complaints***

From the perspective of tourists' complaints, basically, tourists did not fill in the option of complaints. Only two people thought that they were generally satisfied with the processing speed and results of complaints, indicating that ordinary tourists did not complain or did not have a strong sense of self-protection.

**Table 3.** Overall impression of Qianjiangyue leisure farm and perceived value of tourists

		Frequency	Percentage	Effective percentage	Cumulative percentage
Overall impression	Effective	Less satisfied	20	21.1	21.1
		General satisfaction	45	47.4	47.4
		Relatively satisfied	30	31.6	31.6
		Total	95	100.0	100.0
Tourist perceived value	Effective	Very dissatisfied	5	5.3	5.3
		Less satisfied	25	26.3	26.3
		General satisfaction	35	36.8	36.8
		Relatively satisfied	30	31.6	31.6
		Total	95	100.0	100.0

**Table 4.** Tourists' willingness to recommend and revisit

		Frequency	Percentage	Effective percentage	Cumulative percentage
Tourist recommendation intention	Effective	Definitely not	20	21.1	21.1
		Probably not	15	15.8	15.8
		Uncertain	10	10.5	10.5
		May	40	42.1	42.1
		Definitely yes	10	10.5	10.5
		Total	95	100.0	100.0
Tourists' willingness to revisit	Effective	Definitely not	25	26.3	26.3
		Probably not	15	15.8	15.8
		Uncertain	10	10.5	10.5
		May	35	36.8	36.8
		Definitely yes	10	10.5	10.5
		Total	95	100.0	100.0

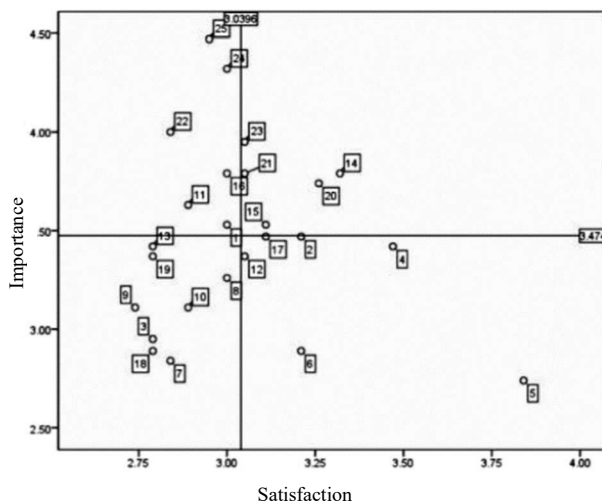
### ***Tourists' willingness to recommend and revisit Qianjiangyue leisure farm***

From the recommendation intention of tourists shown in **Table 4**, there are 20 tourists who say "definitely not", 15 tourists who "may not", 10 tourists who "uncertain", 40 tourists who "may" and 10 tourists who "will", accounting for 21.1%, 15.8%, 10.5%, 42.1% and 10.5% of the valid questionnaires respectively, indicating that nearly half of the tourists may recommend others to come to Qianjiangyue.

From the perspective of tourists' willingness to revisit, there are 25 tourists who say "definitely not", 15 tourists who "may not", 10 tourists who "uncertain", 35 tourists who "may" and 10 tourists who "will", accounting for 26.3%, 15.8%, 10.5%,

36.8% and 10.5% of the valid questionnaires respectively, indicating that nearly half of the tourists may revisit Qianjiangyue.

The calculation shows that the overall average value of the importance of service quality is 3.4740, and the overall average value of tourist satisfaction is 3.0396. The vertical intersection of importance and satisfaction should be (3.4740, 3.0396). Draw a scatter diagram with SPSS software, as shown in **Figure 2**.



**Figure 2.** Importance satisfaction analysis chart.

Note: 1. Ecological environment; 2. Health status; 3. Architectural features; 4. Social security; 5. Degree of congestion; 6. Villagers' attitude; 7. Information service platform; 8. Convenience of external traffic; 9. Convenience of internal traffic; 10. Identification system for sightseeing; 11. Tourism infrastructure; 12. Local products; 13 farm dishes; 14. Food hygiene; 15. Accommodation sanitation; 16. Accommodation comfort; 17. Rural landscape; 18. Agricultural resources; 19. Cultural landscape; 20. Experiential activities; 21. Personalized activities; 22. Service attitude; 23. Quality of relevant employees; 24. Service and reception level; 25 service efficiency

According to the analysis of Figure 2: Area a has strong advantages and is an area of high importance and high performance, that is, the expectation and satisfaction of tourists are relatively high. There are five indicators in this area, namely: dietary hygiene, accommodation hygiene, experiential activity projects, personalized activities and the quality of relevant employees, indicating that the dietary hygiene and accommodation hygiene of qianjiangyue leisure farm are in good condition, and the experiential activity projects and personalized activities are also done well, therefore, the relative quality of the employees of Qianjiang farm should be improved, and the relative quality of the relevant managers should be maintained.

Area B is a high importance and low performance area. The indicators falling in this area include ecological environment, tourism infrastructure, accommodation comfort, service attitude, service reception level and service

efficiency. These indicators are important indicators to improve the satisfaction of tourists and the content that enterprises need to improve most. Enterprises should develop and improve as an important project area in the next development management.

Area C is an area of low importance and low expressiveness. The indicators falling in this area include architectural features, information service platform, convenience of external transportation, convenience of internal transportation, identification system for sightseeing, farmhouse dishes, agricultural resources and cultural landscape. Tourists do not have high expectations and satisfaction for it, but it is not the top priority for improvement. If the economic capacity of the enterprise is limited, it can not be improved first.

Area D is an area with low importance and high performance. The indicators falling in this area include health status, social security, crowding degree, villagers' attitude, local products and pastoral landscape. Tourists' expectation is not high, but their satisfaction is high, so enterprises can maintain their advantages.

## 6. Conclusions

### 6.1. Service quality of Qianjiangyue leisure farm

Through analysis, it is concluded that the overall evaluation of the service quality of qianjiangyue leisure farm belongs to the level of "general satisfaction", that is, although its service quality can basically be recognized by tourists, there are still many problems. Firstly, the average value of tourists' satisfaction with tourism infrastructure is 2.89, which is below the level of "general satisfaction", while the average value of the impact of infrastructure on its service quality is 3.63, indicating that tourists believe that infrastructure is an important factor affecting service quality, but the degree of satisfaction is in contrast to expectations. Based on IPA analysis, it is concluded that the tourism infrastructure of the tourist destination falls



in zone B, which is the content that enterprises need to improve urgently. Secondly, the service attitude, service reception level and service efficiency need to be improved. According to the IPA analysis, the service attitude, service reception level and service efficiency of the service personnel of Qianjiangyue leisure farm fall in area B. As one of the four first-class indicators, “tourism service” is evaluated by tourists with an average of 2.96, which is the smallest of the first-class indicators and lower than the level of “general satisfaction”, while the importance of affecting service quality is evaluated as 4.185. It is the largest of the primary indicators and greater than the “important” level. Finally, the tourism support system needs to be improved. According to the descriptive analysis, the average value of tourists’ satisfaction evaluation of tourism support system is 2.963 and the average value of importance evaluation is 3.385, indicating that tourists believe that tourism support system is a generally important factor affecting service quality, while tourists’ satisfaction evaluation of tourism support system is below the level of “general satisfaction”; In particular, the information service platform, the convenience of internal traffic and the identification system of tourism should be improved. The satisfaction evaluation of tourists on these evaluation indicators is less than the “general satisfaction” level.

## **6.2. Countermeasures to improve the service quality of qianjiangyue leisure farm**

Based on the above problems, the following countermeasures are put forward to improve the service quality of Qianjiangyue leisure farm.

### ***Strengthen the construction of tourism infrastructure***

Firstly, establish a diversified investment system. The construction of tourism infrastructure is inseparable from the investment of funds. Only by increasing the investment of funds can we fundamentally improve the current situation of scenic spots. Scenic spots should increase the investment of infrastructure year by year, understand the national preferential policies through multiple

channels, absorb government auxiliary funds, introduce private capital through policies and measures, and even adopt credit financing, PPP financing and other modes to broaden the fundraising channels, Establish a diversified investment system suitable for Qianjiangyue leisure farm<sup>[15]</sup>.

Secondly, establish a stronger transportation network. A strong and developed tourism transportation network is one of the conditions to ensure a steady flow of tourists in the scenic spot. The traffic in the scenic spot includes external traffic and internal traffic to improve the accessibility of external traffic, in addition to the construction of roads leading to scenic spots, there should also be developed means of transportation, such as cooperating with some powerful transportation enterprises to open up special tourist trains, jointly designing some high-quality tourist routes in series with other scenic spots nearby, so as to attract more travel agencies, etc In terms of improving the convenience of internal transportation, some sightseeing buses or a certain number of self paid shared bicycles shall be arranged according to the needs of light and peak seasons.

Finally, improve the reception capacity of the scenic spot and strengthen the construction of reception facilities. On the one hand, deal with the relationship between community residents and the development of the scenic spot, and actively drive community residents to participate in the construction of the scenic spot. The management can encourage the villagers to operate hotels, hotels and convenience stores outside the scenic spot by allowing the villagers to invest and take shares, so as to improve the reception capacity of the scenic spot. On the other hand, add an appropriate amount of tourism distribution points and rest points in the scenic spot, and set up eye-catching tourism identification system at the entrance and corner of the scenic spot.

### ***Improve employees’ professional literacy***

Qianjiangyue leisure farm, as an enterprise invested by Taiwan compatriots, has inherent

advantages. Managers can introduce Taiwan's successful experience in leisure farm management and guide the development of the scenic spot in the off-season of scenic spot operation, some excellent managers are invited to Taiwan to learn from the successful experience of Taiwan and how to operate and develop leisure farms. At the same time, managers should regularly let employees participate in some skills training held by Fujian Province or Fuzhou City, and invite teachers majoring in Tourism Management in Colleges and universities to train employees<sup>[16]</sup>. The training content emphasizes service standardization, standardization and business management knowledge. As most of the employees in Qianjiangyue farm have a relatively low level of education and their overall quality is not high, especially in terms of polite language, service methods, appearance and treatment of people and things, we should strengthen guidance in addition, we must establish an effective incentive mechanism and adopt flexible incentive means to stimulate employees' work enthusiasm. Only fully motivated employees can improve their subjective initiative and work enthusiasm, so as to improve their service efficiency.

### ***Promote intelligent construction***

Apply smart tourism to the information service platform of Qianjiangyue leisure farm to realize smart tourism service, smart tourism marketing and smart tourism management Smart tourism services are embodied in many aspects. For example, entering the home page of the scenic spot website is the whole guide map of the scenic spot under the current VR technology; Advanced intelligent electronic equipment provides more convenient communication service functions Smart tourism marketing is represented by the addition of online booking, online payment and other service platform smart tourism management includes the statistics and classified calculation of the number of tourists in the scenic spot, as well as the prediction of potential tourists, which is applied to smart tourism marketing

### **Conflict of interest**

The authors declare no conflict of interest.

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