

# Research on the Impact Mechanism of Ecotourism Service Quality on Tourists' Tourism Experience--Taking Guizhou Forest Park as an Example

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**Abstract:** In recent years, ecotourism has become one of the fastest growing projects in the tourism industry. It has also been promoted to the trend of the new era and is deeply loved by all ages. According to the survey, under the background of the rapid development of urbanization construction, the industrial development of ecotourism has gradually become an important factor to promote the economic development of China, providing an important guarantee for the realization of the goal of ecological, cluster and intelligent modern metropolis. Tourist tourism experience has been paid wide attention in the field of tourism research. The factors affecting the satisfaction of tourism experience are the necessary condition for tourism experience research, etc. It is more effective to evaluate the satisfaction based on the research of the influencing factors of tourism experience satisfaction. Therefore, the influencing factors of tourism experience satisfaction and the scientific evaluation of tourism experience have great significance for the healthy and sustainable development of tourist destinations, and management decision making and policy making.

**Keywords:** Ecological Tourism; Service Quality; Consumer Experience

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## 1. Background

In recent years, China's economic prosperity and development, the continuous improvement of national living standards, and the continuous improvement of the vacation system, which promote the rapid development of China's tourism industry is at an unprecedented speed. With the progress of society, the development of modern industrialization and the consumption of natural resources, and the outbreak of environmental problems, human beings began to pay more and more attention to ecological problems. Under the profound influence of environmental and social background, ecotourism arises at the historic moment, and gradually rises and develops. The Chinese government has put forward a series of policies and measures in the construction of ecotourism, aiming to assist the healthy development of ecotourism. The scale of China's ecotourism industry is growing rapidly, with a growth rate of about 20% per year, especially the ecotourism scenic spots represented by national nature reserves and forest parks have developed rapidly in recent years. China's landscape tourism resources are quite rich, China has more than 30,000 scenic spots, including 110 national eco-tourism demonstration areas. Ecotourism is becoming the backbone of tourism, accounting for about 5% -10% of the global tourism market share. Ecotourism has great social and economic benefits.

## 2. Research objectives

Analysis of the influencing factors of eco-tourism service quality on tourist tourism experience in Guizhou Forest Park.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of each factor, and formulate targeted optimization suggestions for improving the quality of ecotourism service, so as to provide great reference suggestions for promoting the improvement of ecotourism service quality.

### 3. Range of study

#### 3.1 Significance and value

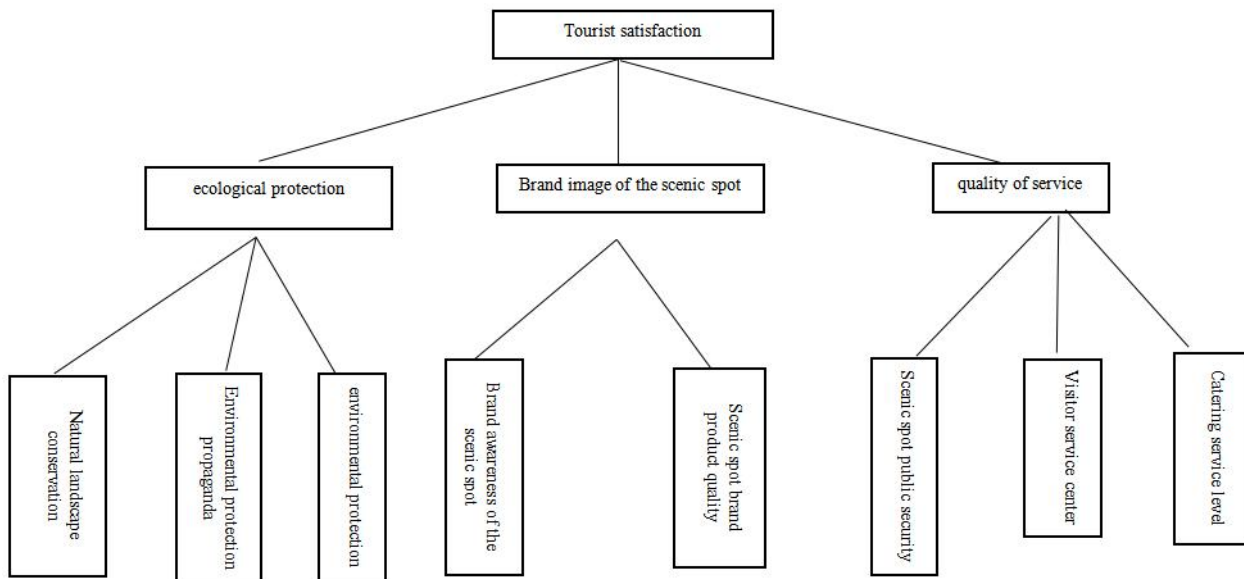
In terms of theory. This study on the basis of classic literature at home and abroad, combined with the perceived value theory, customer satisfaction theory, analysis of the Guizhou forest park eco-tourism service quality on the tourist experience mechanism, build a can fully reveal the eco-tourism service quality satisfaction mechanism model, help to enrich the perceived value theory, customer satisfaction theory of literature, enrich and enrich the existing perceived value theory, customer satisfaction theory.

In practical terms. This study has been clear about the tourism consumers in Guizhou forest park eco-tourism service quality satisfaction mechanism, makes the Guizhou forest park eco-tourism management company and department for tourism consumers in Guizhou forest park eco-tourism service quality satisfaction mechanism to adopt the corresponding technology strategy, service strategy to improve tourism consumers of Guizhou forest park eco-tourism service quality satisfaction. It will also help to improve the service quality of ecological tourism, and help Guizhou Forest Park to develop ecotourism to obtain good brand support and reputation, and have a certain practical value.

#### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Guizhou region, mainly including ecotourism tourists from Guizhou forest park. Based on the area limited by the research topic, the researchers strictly limited the research scope, limited the scope of sample collection to Guizhou area, and analyzed the influencing factors of tourism consumers' satisfaction on the ecotourism service quality in Guizhou Forest Park.

### 4. The conceptual framework of the study:



### 5. Theoretical principle

Fang Hui, li-li wang, Xu Yaling (2016) through the extraction of ecological protection, tourism landscape, tourism price, ecological experience, supporting facilities, tourism services and management of six factors, analyze the factors of tourist satisfaction degree, aims to ecological tourism enterprises targeted to improve products, develop business strategy to provide theoretical basis. Jia Tianyu et al. (2020) used the Likert scale method to design the questionnaire, and proposed a satisfaction improvement strategy, which can establish an ecological tourism path for the Olympic Forest Park. The research results of Zhang Jingjing (2019) show that the relationship between service space, brand image and tourist satisfaction is significantly positive correlated. Therefore, it is suggested to use high standard of service quality, high-quality brand image and precision marketing strategy to stimulate tourists' travel expectations, and use the interactive power of WeChat and Weibo operation and maintenance to stimulate the comprehensive force of

eco-tourism demonstration scenic spots, so as to further enhance the brand image and service space of eco-tourism demonstration area, and enhance the satisfaction of tourists.

## 6. Correlation studies

Cardozo R (2007) proposed that the study of tourist satisfaction is based on the study of customer satisfaction, and explored the influence of expectation difference theory and product performance theory on customer feelings. Pizam A (2010) believes that tourist satisfaction is the comparison between the psychological expectation after the tourism activities and before the tourism activities. If the actual experience is higher than the psychological expectation, the tourism experience is considered satisfactory. Many scholars define tourist satisfaction as a concept of multiple dimensions based on the actual tourist experience of tourists.

## Conclusion

The tourists of Guizhou Forest Park take young and middle-aged tourists and middle-income people as the main body, sightseeing / sightseeing is the main purpose, and self-help tour as the mainstream way. The development trend of individual and self-service tourism market is obvious. At the same time, the tourists in Guizhou Forest Park are mainly from the province, and the southwest region is the main source of tourists; Sichuan Province and Yunnan Province are the main first and back provinces of tourists, indicating that the southwest region is the main tourist source and tourist destination of Guizhou Forest Park Tourism Circle. In the future, the tourism development of Guizhou Forest Park tourism circle can be carried out in the form of mutual destinations and tourists in the form of regional tourism cooperation, so as to strengthen the cooperation and interaction with well-known scenic spots in the Guizhou Forest Park tourism circle. Through the mutual sharing of tourism resources within and between regions, the mutual promotion of tourism products and the exchange of tourist source markets, the building of barrier-free tourism areas can be realized, and then the tourism market radius of Guizhou forest park tourism circle will be expanded.

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