

## Countermeasures Research on Improving the Quality of Tourism Services in China

SUN Xiaochun<sup>[a],\*</sup>

<sup>[a]</sup>School of Economics and Management, Northeast Petroleum University, Daqing, China.

\*Corresponding author.

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### Abstract

Tourism develops rapidly in China, but there exist functional and technical problems on the quality of tourism services, at present the lack of corresponding rules and management system, the lack of high-quality talents and the asymmetric information of tourism services in China are the roots that lead to these problems. To solve these problems, China should strengthen the construction of laws and regulations, implement human resources strategy, and emphasize the role of the Internet, so as to provide reference for improving China's quality of tourism services.

**Key words:** Tourism; Quality of tourism services; Improvement of service quality

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### INTRODUCTION

With the improvement of the living standard of the general public in China, the increasing needs of tourism and the gradually maturing of rational consumption of tourists, people are no longer satisfied with the quantity but the higher quality of tourism service products. However, the current speed of improving the quality of tourism services in China does not match people's expectations, and the most current tourism products are lack of innovation to meet customers' diversified and personalized tourism demands. Relevant research results show that more

than half of the people in the recent tour had unpleasant experiences in China. While among the national tourist complaints situations published by the Quality Supervision Department of Tourism Administration every year, the number of tourist complaints about domestic tourism occupies a leading position all the time. Therefore, the problem of the quality of tourism services has become the major issue in the development of tourism industry in China. Thus, it is of great theoretical and practical significance for us to research how to improve the quality of tourism services in China.

### 1. THE PROBLEM OF THE QUALITY OF TOURISM SERVICES AND THE ANALYSIS OF CAUSES IN CHINA

#### 1.1 The Brief Introduction to the Quality of Tourism Services in China

In recent years, China's quality of tourism services has been improved to a certain extent. The tourism management departments and tourism companies are paying more and more attention to the problem of the quality of tourism services. They have taken various positive measures and made a lot of effort. However, the overall level of the quality of tourism services in China is still far from ideal. Some undesirable phenomena still exist. The subsequent analysis on the status of the quality of tourism services in China will be carried out from the aspect of tourist complaints (data from the National Tourism Administration).

Tourist complaint is a behavior that tourists, oversea travel businessmen and domestic tourism operators to protect theirs and others' tourism legal rights and interests, complain with oral and written forms to the Tourism Management Departments and ask for handling the tourism operators and relevant service units who do harm to their legal rights and interests In essence, tourist complaint is the customers' feedback of service quality

implemented by the tourism enterprises and the Tourism Management Departments for protecting their own legal rights and interests, which is an effective way to supervise them. From the view of the relationship between tourist complaint and tourist services, on one hand, the increase of the tourist complaint reflects to a certain extent that there are problems with the quality of tourism services. China National Tourism Administration also uses the number of tourist complaints as an important indicator to measure the quality of tourism services; on the other hand, from another perspective, tourist complaints are beneficial to the improvement of quality of tourism services. Tourist complaints force the tourism enterprises and their administration departments and units to find the existed issues of their services, so they can adopt countermeasures timely, which could reach the purposes of improving the quality of tourism services.

The following table is the general condition of accepting cases, number and rate of case settlement as well as claim amount of complaints about tourism in China:

**Table 1**  
**Overall Situation of the Case Accepted Complaints About Tourism in China, the Number of Cases Settlement, Cases Settlement Rate and the Amount of Claims**

Year	Cases accepted	Number of cases settlement	Case settlement rate (%)	Amount of claims (10,000 yuan)
2005	7,022	6,786	96.64	618.4
2006	10,465	9,498	90.76	732.6
2007	9,971	9,566	95.94	873.7
2008	8,086	7,887	97.76	697.6
2009	7,583	7,457	98.34	693.3
2010	8,768	8,571	97.76	1081.9
2011	10,003	9,798	97.95	1274.3
2012	10,513	10,322	98.18	1743.5
2013	9,924	8,234	82.97	1637.8

From the above data we can see that there are some problems existing in China's tourism services, and the quality of services needs to be improved.

## 1.2 Problems of the Quality of Tourism Services in China

Although Chinese tourism starts relatively late, its pace of development is amazing. While the tourism has been developing at a high speed, we should also soberly realize that the overall level of the quality of tourism service in China is still not as ideal as expected even though the relevant departments of the authorities and the overall level of the quality of tourism services have taken various active measures and made a lot of efforts in recent years.

### 1.2.1 The Functional Quality Is Unstable

The functional quality refers to the quality of service outcomes, which are the visible part of the service. Because at present many tourism enterprises lack effective cohesion mechanisms in various subsystems of service quality system, they cannot provide tourists with high-

quality tourism products. Especially in boom seasons of tourism when the increasing passenger volume increases the difficulty of cohesion among the various subsystems, it is mainly reflected on the bad vertical convergence within the tourism enterprises as well as enterprises' often caring for this and losing that. For example, some scenic spots lay their emphasis on immediate interests when they have adequate tourists, ignore environmental sanitary quality and public order, and provide services arbitrarily; the transverse joining the tourism enterprises is poor. For example, the ticket reservation system of each hotel and transport sector is defective, sometimes it is often wrong, and ultimately it leads to the residence of tourists, and causes dissatisfaction of tourists (Zhang & Xu, 2012).

### 1.2.2 Poor Technical Quality

The technical quality refers to the quality in the service process, which is the appreciable part of the service. At present, all the tourism subjects don't pay enough attention to the technical quality and the service lacks reliability. The embodiment is as follows:

#### 1.2.2.1 The Service of Employed People in Tourism Is Lack of Standardization

The quality of tour service people is the key factor influencing the quality of tourism services. At present, there are some nonstandard phenomena in employed people in tourism, such as different versions of introduction for the tour explanations; in the aspect of travel schedules, they "actively" recommend optional tours, change travel schedules arbitrarily, as well as increase and decrease visit on scenic spots; besides, they get tips and benefits under a disguise in various ways. Such unregulated actions have seriously affected tourists' assessments of quality of tourism services. At the same time, the management of quality of tourism services in travel agency becomes formalistic. Usually, at the end of journey, tourists in the travel team will receive a feedback form of quality of tourism services from tour guide, and have to fill it in personally. For fear of hurting guides' feelings and as a result of "explication" or "implication" from tour guides, some tourists fill in the information feedback form with so-called "good service" unwillingly.

#### 1.2.2.2 Information Asymmetry of Tourism Market

Tourism enterprises process and assemble various service elements with their own understanding of tourists' demands, i.e. considering tourist area as nodes and traffic routes as clues to design, connect or portfolio tourists' specific trends and associated services, forming tourism products. Usually, such tourism products are sold to tourists in the form of package price or half package price. But tourism enterprises often promote and sell tourism products they designed by tempting customers, propagating falsely and identifying their products falsely and using fake management licenses and other means out of considerations about self-interests and industry competitions. Then accordingly they provide the information that benefits themselves provide tourists

by taking advantages of information, which produces asymmetry information. For instance, travel agencies will indicate the aircraft model without its departure time on their advertisements. Generally speaking, ticket price for a flight with an unfavorable departure time will be low, and it will be lower if the plane is chartered by a travel agency. In order to cut expenses, travel agencies usually arrange night flights. Therefore, tourists will be exhausted during the following day and become less exciting for the tour, which ultimately has a negative impact on the quality of tourists' tour activities.

### **1.3 Reason Analysis on the Quality of Tourism Services in China**

#### **1.3.1 Reasons for Functional Quality Instability**

At present China hasn't set up a special institution to coordinate the service quality information among the tourism enterprises, making all Industry fail to catch up with the latest trend of the service system. Secondly, the tourism legal system is unsound in China. Although the Tourism Law has been enforced, it still has certain difficulty in guaranteeing the realization of quality of tourism services by means of law. Some travel companies make use of the current lacking of tourism laws and regulations in China, constantly playing the "edge ball" and even take advantage of the loopholes in the law directly to make profits, which will undoubtedly cause travelers' dissatisfaction; grumbles, complaints and even lawsuits will follow.

Moreover, tourism service does not match market demand. Currently, the majority of tourism enterprises in China, especially travel agencies, are considerably lack of brand awareness, quality awareness and innovation consciousness. Regarding price wars as a main way of market competition in daily operations, "Zero Fare Tour" and "egative Fare Tour" can be frequently found in the three major tourism markets. Moreover, during early decision-making process when tourism enterprises face tourists, tourism enterprises often neglect tourists' special needs and their own unique functions and ignore the service characteristics of their products. Therefore, the tourism enterprises cannot identify the special needs of market segments correctly, resulting in the failure that their commitments to quality service do not reflect the needs of tourists (Kuang, 2013).

#### **1.3.2 The Reasons for Poor Technical Quality**

##### **1.3.2.1 Chinese Tourism Enterprises Are Lack of High-Quality Talents**

The whole staff's cultural quality in Chinese tourism industry is relatively low. It also has an impact on the aspects such as psychological quality, professional moral quality, acceptance capability and flexibility. Therefore, personnel are lacking psychological quality as well as hardships bearing spirit and the firm will of dedicating to the tourism industry; with low professional moral quality, they cannot deal with the contradiction between personal benefits and public interests correctly; the phenomena of working carelessly, having weak sense of social

responsibility and bad attitudes and so on are everywhere to be found. These phenomena severely influence the image of Chinese tourism industry and hamper its further development. Currently, many tourism enterprises lack of planning by the talented person recruitment and using, displaying as enterprises often adopt the method of lacking and employing, which is difficult to guarantee the quality of employees. After employees were hired, the management team doesn't attach importance to training and selection. It can be imaged how difficult it is to offer standardized service by staff lacking necessary skill training, not to mention individualized services.

Furthermore, tourism services personnel's salary is unreasonable. Frontline employees (such as tour guide, waiters, etc.) are difficult to provide high quality services for customers under circumstances of their own value can't be recognized and reasonable revenue cannot be guaranteed. For the sake of livelihood, many tour guides try every means to earn "kickback", and kickback with various items have become the main source of tour guides' income. To a large extent, this salary system based on the majority of kickback causes the "interest" conflicts between tour guides and tourists, which degrade the tourism quality of the tourists (Zhang, 2012).

##### **1.3.2.2 The Channel of Information Between Tour Enterprises and Tourists Is Deficient**

In terms of service quality in Chinese tourism system, the information Tourism Management Departments by providing tourists or tourism enterprises are seriously insufficient or invalid, and, tourists are obviously at an inferior position. Mainly as follows: non-interactive information, the main interaction is the manager of tourists, which are one-way communication. Tourists are just passive recipients of the information; the content of information is single, most of which is fixed information. There is a lack of real-time information or information that can satisfy the user's special needs; there is also an absence of crosswise communication, rendering the working procedure complex and inefficient. Not enough attention is paid to the after-sales information from tourists, which lead to an unreasonable and delayed response to the feedback information, thus the emergent measures are not guaranteed (Feng, 2012).

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## 2. COUNTERMEASURE TOWARDS IMPROVING THE QUALITY OF TOURISM SERVICES IN CHINA

### 2.1 Strengthen the Construction of Laws and Regulations and Improve Functional Quality of Tourism Services

We must positively strengthen the construction of laws and regulations, making the tourism industry of China get out of current dilemma. Our Tourism Management Departments, Tourism Industry Association and relevant tourism enterprises need clear and definite the respective social responsibility and social mission in the future.

#### 2.1.1 The Tourism Management Departments Need Actively to Precede Constitution Administrative Innovation

To improve the overall level of quality of tourism services, the tourism management departments should carry out relevant management innovation, practically normalize the quality of tourism services. We should enhance the tourism system construction and combine with the new requirements and situation of the development of tourism industry in China to improve the tourism laws and regulations system in China continuously. Tourism is an industry with continuous development and change. The way and the content of tourism are changing with the development of times. Many fields, which were not involved before, would possibly become attractive objects of tourism. So the construction of tourist law and regulation has to combine with the feature of times and meet the need of the development of tourism industry in China. In addition, in the process of China's tourism system construction, only when the effective implementation of tourism laws is guaranteed can be the ovement and perfection of the tourism system construction realized. Therefore, the law enforcement procedures must be perfected and the basis of the law enforcement must be established so as to put an end to such phenomena as aimless law enforcement and violation of the law with full knowledge of it. What still to be done is to strengthen the construction of the administrative law enforcement forces of tourism, and departments with law enforcement functions in all levels of administrative services divisions in tourism should give great play of their law enforcement capabilities of tourism supervision and discipline inspection departments to make the law enforcement work of tourism to be carried out fully (Chen, 2011).

(a) The credit rating approaches of travel agencies should be issued as soon as possible and quality

information bulletin of travel agencies should be published regularly, so as to provide tourists with a valuable reference when they select travel agencies, thus guiding the travel agencies to improve their service quality by the tourist flows.

(b) Inspection and supervision should be conducted on the information authenticity of tourism enterprises operating behavior, especially on the price, touring routes and other package tourism products, which should be given sampling inspection to ensure its authenticity and effectiveness of propaganda and punish the behaviors of illegally misleading promotion and cheating tourists.

(c) Building government-oriented public credit registries, collecting and integrating all useful information which scatters in eating, living, walking, travelling, shopping and entertaining etc. and forming accurate and integrating tourism enterprise's credit information data.

#### 2.1.2 Tourism Industry Association Should Play an Active Role in Co-Operation

The improvement of the overall level of tourism service quality, is not simply about depending on the strengths of the functional government departments, and the trade association can always play a positive role in standardizing operational actions, maintaining the industrial orders and guaranteeing the just and legal rights and interests for enterprises and consumers by its own means of "industrial regulations and rules" when it is out of the touch area of the government's "visible hand". The government should fully exert the functions of industry associations, exert the self-management of industry associations, and formulate the "industrial regulations and rules" of the industry, to reach the standard of improving the quality of tourism services.

(a) All provinces and regions have founded their Tourism Industry Association in the whole country. In general, the activities held by the regional associations are still confined to the remedy for the defects of the competent department in the industry, the independent job objective of their own is unclear, and the corresponding functions are unfulfilled. In order to make the industry maintain rapid and sound development, it needs to give full play to the role of Tourism Industry Association and accelerate to establish and perfect the industrial self-discipline management mechanism in future. Every tourism association should play a good role of bridge and link of communication and coordination between the government and the enterprises as well as among the enterprises.

(b) The Association shall also assist relevant government department in improving and rectifying the tourism market. As for the irregularities by some membership units, relevant "sanctions" should be given according to the industry's self-disciplinary convention, thus to purify the tourism market. Give full play to the functions and features of each professional branch organizations of Tourism industry association, make and improve industrial self-regulation convention according

to national laws and regulations, correct behavioral norms of travel agencies, star grade hotels, tourist attractions, tourism shopping places, tourism transportation companies and so on, and supervise and urge the overall level of tourism service quality to serve tourism customers with good working ethics. At this stage, tourist associations from place to place should take the sincerity construction of tourist industry as the mainline, and try their best to build the public and industry atmosphere of “proud of keeping faith, shame of breaking faith” to maintain order of tourist market, and protect faithful enterprises and employees and tourists’ legal rights and interests.

### **2.1.3 Tourism Enterprises Should Actively Strengthen Self-Construction**

(a) Each tourism enterprise should establish the right concept of complaints. Tourist complaints mean that tourists’ trust and expectations of tourism enterprises and mark that the tourism service still needs improvement. Tourism enterprises should show their responsibilities for tourist complaints, actively guide tourists to make complaints and find out what the enterprises need to improve. In addition, tourism enterprises should reinforce the supervision and management of tourism quality and perfect the complaint channels; furthermore they should also establish an effective mechanism of tourist complaint handling. Effectively and properly handling complaints can not only improve customers’ satisfaction and loyalty to tourism enterprises, it’s also an effective way for tourism enterprises to find their own problems and then correct the problems in time to improve service quality.

(b) Due to lacking of management experience, most Chinese tourism enterprises follow the management institute of foreign enterprises, which has its advantage to remedy the lack of experiences for Chinese enterprises but there also disadvantage exists that it does not suitable for Chinese conditions, it can’t completely apply to Chinese enterprises. Secondly, turn consciousness into actions and establish management mechanisms that apply to Chinese tourism enterprises: firstly, establish the operating and managing system directed by the general manager and manage the enterprises according to the laws of the country and the regulations of the enterprises; secondly, establish the system of democratic management by employees, set up staff representative conference in order to debrief and deliberate the work statement, development planning of the enterprise, the application of funds and staffing situations in the enterprise given by the General Manager; thirdly, implement economic responsibility system within the company, enhance the work responsibility of the workers, and allow them to fully develop their initiative, enthusiasm and creativity; the fourth is to implement system of post responsibility and specifying employees’ duty scope, operational requirement and the responsibilities that they should undertake, etc. (Yang, 2013).

(c) Timely trace if tourists are satisfied with the treatment of complaints afterwards, and summarize, clear up and analyze tourist complaints to make them the first-hand customer complaint information of tourism enterprises’ operational management to keep improving and promoting the service quality of tourism enterprises.

## **2.2 Implement Human Resources Strategy, Improve the Quality of Tourism Services**

To develop the tourism industry, the service quality is the key and the talents are the guarantee. Therefore, every tourism enterprise must face the reality, and from now on, strengthens human resources development and management work. The enterprise, according to the practice of it, gradually create a set of unique and effective management methods and system of human capital, and through the salary distribution system, the competition mechanism of employment and establishing and perfecting of various kinds of effective incentive mechanism. Create the right enterprise environment for talent introducing, retaining and utilizing constantly, and fully mobilize and tap the staff’s potentials and enthusiasm, thus reversing such the unfavorable situations as the low human resource management level of Chinese tourism enterprises, the shortage of human resources development, the lack of management professionals, and the turnover of outstanding employees, so as to lay a solid foundation for the rapid development of our tourism, the improvement of service quality of enterprises, the constant enlargement and stabilization of the tourist source market, as well as the growing economic benefits. It is manifested in the following aspects:

### **2.2.1 Preferentially Hiring Talented People for Transporting Fresh “Blood” to the Enterprise**

Staff is the life and wealth of an enterprise, and is the key for enterprises to the high quality service. An enterprise with a well-trained excellent staff team will have strong competitiveness, and foothold and development foundation. Therefore, the work of attracting and recruiting outstanding staff is the most important task for human resources development of an enterprise. Tourism enterprises’ recruiting employees must adhere to the open, fair, justice and high standards, do not depend on human relationship, put an end to all the unhealthy tendencies, and strictly implement recruitment program; to actively widen the channel of the talent introduction at the same time, which can recruit and accept fresh graduates by adopting public recruitment oriented society, and transfer the technical backbones of the same industry and so on, gathering excellent talents for the enterprises. In addition to mandatory quota that are usually stressed such as the professional proficiency in technology, business’s skilled degree, foreign language level, actual work experience, and outside appearance conditions, the assessment of soft conditions also should be specially focused on such as ideological quality and moral cultivation, especially the

employees with servicing spirits such as being devoted to career, cooperative, competitive and innovative (Wang & Ma, 2007).

### **2.2.2 Make Use of Talents Properly, Strengthen Trainings for Employees**

After recruiting the talents by enterprises, we should make use of the talents properly. Hence, we need to examine the talents and requirements of every employee deeply and carefully, arouse the enthusiasm, initiative and creativity of employees fully. We should select the right employee according to one's interest, allow the employees to take charge of the businesses suitable to them and be aware of the characteristics and talents of a particular employee so as to use him or her properly. Allocate the employees who are morally good and talented reasonably and adhere to the five strategies of using talents, which are: only using those who are morally high and talented; caring for, not indulging the employees; trusting the employees you use; allowing employees to compete for a post and offering chances for mutual choice, thus tapping the potential of every employee to the greatest extent.

Modern tourism requires the service planners who possess not only historic and geographic knowledge, but also the knowledge of foreign languages, psychology and sociology etc., and thus the employee training appears to be more important. Especially for the front-line staffs, as to the front-line staffs are the medium between clients and tourism enterprises, and they also represent the tourism companies' image. As an interpreter, the on-site tour guide must be clear about knowledge value and knowledge relating to ethnology and folklore of the scenery. No only tour guide's commentaries should be fascinating, but also should be capable to respond tourists all subject knowledge questions, even also need to advocate local tour sources, local customs up to Party's policies, therefore to provide front-line staff training and further education have more significant meanings .

### **2.2.3 Reward the Staff Fairly, Keep the Excellent Talents**

In tourism enterprises, unfair phenomena often exist in the staff management process, such as, the totally same basic salaries and attending team subsidies without distinguishing the team guide capabilities and experience levels, or relying on relationship to arrange tour members into travel agency, etc., which usually cause tour staff to alter their input or output, degrade the level of work efforts, be negative or rejective to carry out corporation management decisions, and then they all affect quality of tourism services, and accordingly, tour corporations must lay emphasis on advocating the equity in the management and incentives of service staff, establish reasonable salary system, for example, to implement salary format linked with performances: rising up the basic salaries, giving out bonus and staff holding share program etc., to create with all efforts the satisfaction and loyalty to corporation service among staff.

Tourism enterprises should actively pay attention to the demands of the employees, and strive for solving various problems for them. They also should let the employees feel the care and trust from the enterprises all the time materially and spiritually so as to strengthen their working confidence. Meanwhile, the enterprises should also actively improve the conditions of facilities and equipment in the working places, to create a comfortable and harmony working atmosphere for their staff and let them undertake proper workload and work more hard for enterprises (Liu & Wang, 2012).

### **2.3 Reasonable Use of the Internet, Timely Communication of Tourism Information**

Due to the specificity of tourism product, tourists have strong dependence on the tourism information. Before they go out to travel, tourists will search for related tourism information through various channels to get ready for the travel. In addition to that, tourists' demand for information still exists in tourism processes. In the past, the channels of getting relative information of tourism for tourists are mainly automobile clubs, small promotion pamphlets from scenic spots and hotels, travel guidance, relatives and friends, travel agencies, local Tourist Administration, magazines, newspaper, television, broadcast and so on. However, with the wide application of information technology, tourists have diversified access to information related to tourism. Researches indicate that online tourism information has become an important information source for tourists to make the traveling decision, which ranks as the top three information sources along with communications among friends and relatives and television media. Internet has become one of the effective ways for tourists to search for information and purchase travel-related products. In China, the number of people making travel reservation in 2012 accounted for 8.2% of the total number of netizens, which was 16.5% higher than that of 2010. According to general experience, online booking is the action of some tourists after information search. In fact, the number of people who conduct tourism information search is far more than the number of reservations. More and more tourists check relevant information through the Internet, use Internet for online communicating, travel reservation or make use of Internet information to formulate travelling plans. There are some tourists who publish travelling photos and videos, compose travelling strategies (like travel experiences and gains, as well evaluating tourism services) and etc. via the Internet backing from the trip. The internet has played a very important role in the life of tourists. It shows that the internet has become one of the important channels of obtaining and releasing information for tourists with its advantages such as convenience, instantaneity, and richness and so on. In the Internet age, the demand and behavior of tourists will present new characteristics.

### 2.3.1 Release Authentic Internet Information

Tourists search for Internet information before making travel decisions. They would choose tourism information service websites depending on their truthfulness, accessibility, security and economic applicability. Therefore, Internet tourism information service enterprise must lower tourists' perceived risk, and improve their trust. Strengthening the management of network order, ensuring the security, truth and convenience of network information service environment and improving credibility of the websites can better attract tourists to complete the booking and purchase in advance of the tourist products and upgrade the network information service level.

Tourism enterprises can provide tourists with information services provide tourists, and they can also provide the potential tourists with related data references by posting their own information online, thus we can say that this way will provide tourists with personalized service. On the one hand, the internet information allows the tourists to understand tourism policies and products in detail and bring them with great convenience, bring great development space to tourism enterprises; on the other hand, tourism enterprises can propagandize their own products and polices through internet to facilitate the information access for the potential tourists.

### 2.3.2 Receive Real-Time Tourists' Information

Online tourism information service is not only convenient but also could enhance tourism experience. To promote further development of online tourism service, on the one hand, the cooperation between tourism enterprises and the midstream-and-upstream products suppliers should be diversified to make tourism enterprises develop rich tourism products and services better; on the other hand tourism enterprises have to cooperate with platforms, portals and social media, bring themselves user coverage on a larger scale, and increase the seamless browsing and advance booking consumption of users. Strengthening cooperation can not only help online tourism service enterprise obtain the right to use the relevant resources, but also improve the competitiveness of the enterprise's product development and marketing promotion.

We can meet and realize tourists' personalized tourism demand, and even provide convenient and favorable conditions for realizing personalized value-added service through E-commerce information means. During this process, we can ask the tourists to transmit the information of their own needs through the information bar, and then we can arrange different tourism plans and decisions accordingly. In this way, we can meet tourists' personalized needs and service to a great extent (Ma, 2012).

### 2.3.3 Timely Information Feedback

We can also make a timely communication with tourists timely to get message feedback through E-commerce means after tourists finish their travelling, and provide the

platform and plate to the related tourists for commutation. By communicating, tourism enterprises can find out their shortcomings from tourists, so that tourism enterprises improve and innovate their development. We can also send the information of new products and deliver information through E-commerce means, which will realize the goal of keeping the relationship with the tourist customers to some extent.

## CONCLUSION

Although China's tourism industry develops rapidly, it starts later. There are more and more problems on the quality of tourism services, which are also more and more serious. With weak connecting links the tourism enterprises, it is hard to provide high quality service to tourists; employed people in tourism are somewhat low in professional quality, and their service lacks of standardization; tourism enterprises cannot get feedback from the tourists timely after the travel. China should strengthen the construction of laws and regulations, and normalize the tourism industry and each main bodies of this industry. Implement human resources strategy to attract talents to the corporation; value the function of the Internet and collect tourists' feedback in time so as to make China become a really strong tourism country.

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