

Research on the Ways to Improve the Service Quality of Tourism Enterprises in the Background of Digital Transformation

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Abstract: In the context of the digital economy, with the continuous integration of digital resources and network organizations, it is an inevitable trend for enterprises to implement digital transformation of the network. The digital transformation of enterprise networks should be realized under the condition that each node enterprise is connected through resource sharing and complementary advantages. However, the connection of node enterprises under the background and characteristics of digital cooperation can generate various transformation methods, and it is necessary to explore the most effective transformation path through empirical research. In the field of value theory, the article attempts to apply "people-oriented" as an idea and a path to specific industries such as tourism. Aiming at the problems existing in tourism services, based on the concept of "tourism practitioners oriented", this paper proposes corresponding countermeasures to improve the quality of tourism services.

Keywords: Service Quality; Tourism Enterprises ; Digital Transformation

1. INTRODUCTION

At present, the risks and complexity of China's economic development environment continue to increase, especially the emergence of emerging technologies such as big data, the Internet of Things, cloud computing, and artificial intelligence, which have brought China's economy into the digital era. In 2017, the "digital economy" was first proposed in our government's work report. In 2019, the second session of the 13th National People's Congress mentioned the "digital economy" and requested that the construction of the "digital economy" be strengthened, indicating that the "digital economy" has risen to the strategic position of China's economic development.

In the context of the digital economy, enterprises are required to carry out digital transformation of the network, and it is necessary to find favorable resources outside the enterprise to promote the digital transformation of the enterprise network. However, at present, the digital transformation of the enterprise network in China is still in the initial stage. The cultural quality of personnel is low. From a worldwide perspective, tourism education has experienced a process from being ignored to catching up; From the perspective of China, the national education foundation in China is relatively backward, coupled with the late start of specialized education in tourism as an emerging industry, resulting in the overall cultural quality of tourism practitioners being low, unable to adapt to the rapidly developing modern tourism industry's demand for the number and level of tourism practitioners, affecting the improvement of tourism service quality, and even affecting the image and further development of China's tourism industry.

Backend support systems typically include three components, namely, awareness systems, technical support systems, and information resource databases. These three contents provide a multifaceted and powerful service foundation for front-end

application systems. Among them, the sensing system provides sensing functions for smart tourism through the current stage of the Internet. Information resource databases organically connect multiple information resources and establish strict information standards to meet the information sharing requirements.

Currently, there is a lack of research on the digital transformation of enterprise networks. Using QCA can reasonably explore complex causal relationships and can be used to analyze the laws and characteristics of the digital transformation of enterprise networks. The QCA analysis method was proposed by Ragin in 1987. This method can be divided into three types: csQCA, mvQCA, and fsQCA. Compared to the other two analysis methods, csQCA can display continuous changes in data, and has both qualitative and quantitative attributes. Therefore, this method is used for analysis in this article.

Chinese people always believe that service work is inferior and have a sense of inferiority and dislike it. The second is the factor of national character. Due to historical and geographical reasons, Chinese people have formed an introverted national character, characterized by steadiness, seriousness, patience, and self-respect. This personality characteristic conflicts with the enthusiasm and initiative of service personnel required in tourism service work, and the need for an extroverted personality, which is another reason for service weakness. The quality of tourism experience is closely related to tourism expectations. Smart tourism utilizes a series of intelligent technological means and many achievements in the field of science and technology in the tourism industry, which is very novel for tourists. The tourism experience provided to tourists shows that it exceeds their expectations. The meaning of tourism experience refers to the change in the psychological

level of tourists after contact with the outside world, which is the adjustment process of their psychological structure.

2. THE PROPOSED METHODOLOGY

2.1 Problems in tourism services

This process is formed through the interaction between tourists' psychology and tourism objects. The key content of tourism experience mainly includes emotional experience, knowledge experience, practical experience, and transformation experience. Among them, the meaning of emotional experience is the impact of landscapes on tourists in their tourism experience, while tourism landscapes bring different spiritual experiences to tourists. Emotional experience is the most common among tourism experiences. The meaning of knowledge experience is that in tourism experience, tourists meet things they have not experienced before, and these things give them a different perspective on life.

According to the information released by the National Industrial Information Security Development Research Center, there are significant differences in the performance of enterprises in intelligent collaboration, integrated interconnection, and digitization due to their different development scales. When node enterprises conduct digital transformation, there is a close correlation between their degree of digitalization and their development scale. Therefore, this study also lists the organizational size of node enterprises as an antecedent factor. The indicators used to measure the organizational size of a node enterprise include the registered capital, number of employees, market value, equity, and total assets of the node enterprise. China's tourism industry developed from the initial foreign affairs and public welfare type of reception. In the early days of the founding of the People's Republic of China, the reception service for tour guides was a political task and foreign affairs work. At that time, tour guides were national cadres engaged in foreign affairs work.

Although the tourism industry has long been transformed into an economic industry, the models, and mechanisms under the planned economic system in the past still affect the current operation of the tourism industry, specifically manifested as: many tourism enterprises, especially hotels, have a management philosophy that places the superior first, and the superior and subordinate often have a "supervisory and supervised" relationship. This "rigid" hierarchical relationship is of course not conducive to the potential development of employees, it is also impossible for employees to achieve "leadership and non-leadership", leading to disharmony in customer service.

Therefore, to effectively improve the tourism experience of tourists, it is particularly important to strengthen the construction of the government's public service system for smart tourism. It is necessary to achieve the construction of a public service system for smart tourism, change the promotion methods of the tourism industry, effectively improve the level of tourism services, provide strong support for establishing the city's image and strengthening the supervision of the tourism market, so that tourists can be faster, more accurate. More comprehensive access to different tourism information services. Cultural tourism products are not only an inheritance of culture, but also an important way to promote the development of tourism.

2.2 Effective Ways to Improve Tourism Service Quality under the Background of Digital Transformation

The content of the tourism experience design process is to choose a cultural theme, but before doing this work, it is necessary to understand the historical development and cultural background of the tourism destination from multiple aspects. Complex solutions are obtained without expanding logical remainder operations, which are the remaining configurations that are not supported by the case. Based on the analysis of complex solutions in this study, it is concluded that strong and weak coupling transformation behaviors are formed in the network of nuclear enterprises according to the antecedent variables of non-nuclear enterprises without simplifying through logical residuals. At the same time, the configuration of two transformation behaviors is obtained.

Tourism practitioners are the main body and providers of tourism services. Tourism practitioners are the foundation of the benefits of the tourism industry, and their quality is an important component of an enterprise's intangible assets. Among the factors such as human, financial, material, and information, human is the most fundamental, active, and critical element. The concept of "tourism practitioners" as the foundation precisely embodies the scientific allocation consciousness of "obtaining the country's needs, talents first". With the promotion and popularization of the Internet, an important way for tourists to obtain tourism information is through the Internet. Relevant data also indicate that the scale of the tourism e-commerce industry is increasing, and the services provided by tourism websites to tourists are not limited to simple information services. Modern humans have a high degree of dependence on the Internet, so it is necessary to seize this point and vigorously develop the construction of intelligent tourism websites to provide tourists with a better platform to obtain tourism services, thereby promoting the development of intelligent tourism and improving the tourism experience of tourists. Therefore, it is necessary to further accelerate the construction process of traffic signs leading to tourist destinations, provide convenience for tourists, and enable them to enjoy smooth transportation services.

To further enhance the cultural experience of tourists, tourist destinations can also use some electronic technologies and devices as experience facilities, such as using electronic display screens as sightseeing support cards. Finally, it is indispensable to build some simple leisure facilities, such as arbors, benches, and chairs under the shade of trees, for tourists to rest. The transformation mode is weak connection transformation; W4 configuration indicates that node enterprises have both SZH1 and SZH2 characteristics. When both ROefz and GMfz conditions are lacking, and RDfz and Hfz exist simultaneously, there is a weak connection relationship between node enterprises and nuclear enterprises. The business structure of such enterprises is characterized by diversification, small enterprise scale, high R&D investment, and small profit margin. The transformation method is a weak connection transformation. Tourism practitioners are the foundation of the image of the tourism industry.

Tourism practitioners are the creators of the image of the tourism industry and are at the forefront of tourism's external public relations, including dealing with tourists, intermediaries, retailers, and other members of the public. The skilled skills, excellent service, and solid work of every tourism practitioner are the guarantee of a company's image. Therefore, only through effective management of "people"

and comprehensive improvement of their quality can an enterprise maintain a good image and remain invincible in competition. Affected by various factors, there may be situations that undermine and threaten the rights and interests of tourists in tourism activities. Therefore, there is a need for a sound tourism regulatory mechanism to achieve the protection of tourists. The government management department should establish a platform to achieve complaint supervision and information feedback, improve the tourism experience of tourists, and enhance the revisit rate of tourists. Tourism enterprises should also actively cooperate with government management departments to improve the quality of tourism services.

3. CONCLUSION

To assist enterprises in the digital transformation of the network, in the process of digital transformation, enterprises should not only collect external resources, but also strengthen the construction of digital infrastructure. For listed companies, they can establish institutions and departments specialized in digital research and development, and carry out digital transformation research on enterprise consumption, production, exchange, and distribution, mainly focusing on digital technology. Therefore, smart tourism is bound to become the development trend of the future tourism industry. We should conduct in-depth research on this issue and optimize the smart tourism system in accordance with the characteristics and actual situation of the tourism industry, to further improve the tourist experience and promote the development of the tourism industry.

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