

Investigation of Tourist Satisfaction on Short Break Holiday Travel

—Taking Chengdu Research Base of Giant Panda Breeding as Example

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Abstract—With rapid economic growth and improvement of living standards, tourism has become one of main leisure activities in current China. With potential of producing huge economic and social benefits, tourist industry has been positioned as a leading industry for local economy, and various measures have been taken to accelerate its development. The formulation of short break holiday system meets the trend of tourism consumption, quickly releases the tourism demand hidden so long, and effectively enlivens domestic consumption. Within the past 10 years since the release of short break holiday system, Chinese people have established habits of traveling during short break holiday. Would tourists still be encountered with some objective problems during their short break holiday? Would the scenic area still be overcrowded? Would the tourist feel satisfied about tourism products? Would the short break travel meet their expectation? Would they will be relaxed and happy during the short break holiday? This paper presents a questionnaire survey of tourist satisfaction regarding such series of questions, and several suggestions and solutions: eating, lodging, transporting, travelling, purchasing, entertaining and Paid-Leave system will be proposed according to the survey results.

Keywords—Tourism industry; Short break holiday; Tourist satisfaction

I. INTRODUCTION

Before 2007, Labor Day Golden Week and National Day Golden Week were existed, both of which last for 7 day. Since 2007, relevant department cancelled Labor Day Golden Week and National Day Golden Week, but announced some short break holidays for traditional festival, such as New Year's short break holiday, Tomb-sweeping Day short break holiday, Dragon Boat Festival short break holiday, and Mid-Autumn festival short break holiday.^[1]

The implementation of short break holiday system causes great effect in certain degree, and the main manifestations of effect are as follow. First, personnel reassignment effect. With the implementation of short break holiday system, the poor transportation and over-crowdedness at scenic spots that used to happen during golden week holiday are relieved, while the growth of tourist industry is still maintained. Second, squeeze effect. Some demands for long-distance travel are forced to be delayed from Labor Day Golden Week to National Day Golden Week or even to the spring festival holiday of next

year, making the only golden week holiday (especially National Day Golden Week) under more pressure; Third, economic effect. Similar to normal holiday, the short break holiday will stimulate the economic growth, and plays a significant role in boosting domestic demand, expanding consumption and in increasing employment opportunities. Hence, there is a name called holiday economy; finally, social effect. Setting holidays for traditional festivals like Tomb Sweeping Day, the Dragon-Boat Festival and the Mid-Autumn Festival is an approach for people to learn, experience and promote traditional culture.

During the 10 years since the short break holiday system was released, most people have adapted to such holiday system. With the increase of trip volume, people have higher requirements on travel quality. Therefore, a questionnaire survey of tourist satisfaction on their short break holiday was carried out to know their travel needs and problems encountered during short break holiday. Based on this, suggestions and solutions can be proposed to improve travel quality, increase tourist satisfaction and guarantee holiday economic growth. Also this questionnaire survey can provide theoretical basis for improvement of national holiday system.

II. LITERATURE REVIEW

Xu Xi (2010) believes that the implementation of short break holiday system not only stimulates economic growth and meets people's travel demands, but also achieves great accomplishment in boosting tourist industry and stimulating domestic demand. However, the over-concentrated consumption leads to insufficient transportation capacity during golden week period, and problems such as tourism short supply, decreased service quality, and environment damage at tourist area has become increasingly significant. To solve these problems, short break holiday system is implemented to shunt good week tourists and relieve concentrated travel pattern^[2].

Wang Weihong (2009) believes the new holiday system breaks people's traditional habits, and also leads to radical change of tourist industry arrangement. First, the number of long-distance travelers will be reduced. As the short break holiday lasts for only 3 days, which is much shorter than golden week holiday, short-distance travel will prevail, so that

the tourist industry arrangement and development will be affected. Second, the travel time and way of traveling will be diversified; tourists are more prone to select self-driving travel or independent travel, which is a challenge to both scenic spots and travel agencies. Third, the tourism motivation will be more rational. Now, people are more likely to travel because they want to travel, rather than for just following the trend. The travel pattern begins to change from making a sightseeing tour or hunting for novelty to seeking a comfortable and enjoyable trip time [3].

Tu Kai, Xu Hong, Yang Wei, Liu Chunbo (2009) believe that the short break holiday stimulates the traveling motivation and causes a strong tourism consumption demand. According to tourist demand function, the traveling motivation is associated with disposable income, spare time and consumption preference. With the implementation of short break holiday system, tourists have more spare time, the opportunity cost for time consumption on traveling is reduced, and the non-wage income is increased (short break holiday is a vacation with pay). On the condition of increased spare time and increased income, the tourist demand will be definitely released in large degree [4].

III. DESIGN AND IMPLEMENTATION OF QUESTIONNAIRE SURVEY

In this study, short-distance travels surrounding Chengdu are the main research focus. Taking Chengdu Research Base of Giant Panda Breeding (CRBGPB) as investigation center, a questionnaire survey of tourist satisfaction was carried out. CRBGPB is Giant Panda ex-situ conservation demonstration project. The construction purpose of GRBGPB is not only to protect Giant Panda, but also to combine natural and artificial landscape to provide a good environment for giant panda, lesser panda and other endangered animals [5].

To obtain the tourist satisfaction on short break holiday, two questionnaire surveys were conducted for one scenic area to compare short break holiday travel and non-short-break holiday travel. Therefore, the questionnaire was issued during two periods of time, i.e. 200 questionnaires were issued to tourists at certain scenic spot during New Year's Day holiday travel in 2007, and another 200 questionnaires were issued to tourists at certain scenic spot 20 days before and after New Year's Day holiday.

IV. COMPARATIVE RESEARCH OF TRAVEL SATISFACTION BETWEEN SHORT BREAK HOLIDAY AND NON-SHORT-BREAK HOLIDAY

A. Comparative research of demographics of respondents

TABLE I. shows the demographic characteristics of respondents, it can be seen that the demographic characteristics between short break holiday travel and non-short-break holiday travel are generally the same, except for one or two particular characteristics. According to the statistical results, the tourists in scenic spot are approximately half intra-provincial people and half inter-provincial people no matter during New Year's Day holiday or regular time. Not only the native people who live in suburbs, but also people

from other provinces will come to see Giant Panda. Tourists in scenic spots are mainly consisted of young people and then elderly people. Although, kid tourists are in great number, they are too young to fill the questionnaire.

TABLE I. DEMOGRAPHICS OF RESPONDENTS

Content		Short Break Holiday(New Year's Day)	Non-Short Break Holiday
		Percent	Percent
Region	In province	54.5	46.5
	Out of province	45.5	53.5
Gender	Male	40.0	36.0
	Female	60.0	64.0
Age	Under 18	9.0	3.0
	18-30	52.0	37.5
	31-40	21.0	31.0
	41-55	10.0	17.5
	Over 56	8.0	11.0
Educational status	High school and below	16.0	6.5
	technical secondary school or junior college	29.0	43.0
	bachelor	42.5	50.0
	Postgraduate and above	12.5	.5
occupation	student	16.0	16.0
	civil servant	13.0	7.0
	enterprise manager	11.5	8.0
	service personnel	13.0	23.0
	science-education-culture-health personnel	14.5	9.0
	retired people	8.0	10.5
	other	24.0	26.5

B. Comparative study of perception of crowding

TABLE II. COMPARATIVE LIST OF PERCEPTION OF CROWDING

Content		Short break holiday(New Year's Day)		Non-short break holiday	
		Frequency	Percent	Frequency	Percent
Crowded grade of road	smooth	80	40.0	163	81.5
	normal	104	52.0	37	18.5
	Very congested	16	8.0	0	0
Crowded grade of scenic area	Very few people	16	8.0	24	12.0
	normal	112	56.0	163	81.5
	Very crowded	72	36.0	13	6.5

The crowded grade of road during New Year's Day holiday is significantly higher than that in normal days. The road to CRBGPB is wide, which can tolerate traffic flow, so people do not feel crowded. Only few people feel crowded during New Year's Day holiday. The overcrowded situation has never occurred in CRBGPB, most people feel the crowded grade of road is just normal, which is acceptable.

With regard to scenic spot, only in place where Giant Panda appears, the over-crowdedness will occur. When Giant Panda play around in a small yard, people will gather there,

watch and take photos. The crowdedness will move with Giant Panda. No matter in New Year's Day holiday or regular day, the road to scenic spot is not crowded. The visitor flow volume during New Year's Day holiday is relatively larger than that in normal days, but still acceptable.

C. Comparative study of travel satisfaction

The more the average value is close to 1, the higher the satisfaction is. During New Year's Day holiday, the satisfaction on traffic is the highest, while that on public toilet is the lowest. In normal days, the satisfaction on traffic is also the highest, indicating the traffic to scenic spot is very smooth and convenient, which win the people's recognition. No matter during New Year's Day holiday or in normal days, the satisfaction on recreation facilities is very low. This is because those parents feel there is lack of recreation facilities for their children in the scenic spot. In all, tourists' satisfaction during New Year's Day holiday is lower than in normal days.

With regard to catering in scenic spots, nearly half of tourists feel good. There are generally insufficient food suppliers, including only one restaurant while others are all snack stands. The prices of food in scenic spots are generally higher, while there are many snacks with reasonable price sold outside of scenic spot.

People feel satisfied about the service quality in scenic spot. There are a lot of staff and security personnel in scenic spot. A louder speaker which is repeatedly remaining people to pay attention to their safety can be seen where the crowdedness is.

Generally speaking, only tourists from other provinces will get accommodation in Chengdu. The CRBGPB is near the city, so the accommodation condition near CRBGPB is good, and most people feel satisfied about it.

People are satisfied about the souvenirs. The souvenirs are mainly designed in various types and patterns, with Giant Panda as core element. The souvenirs in scenic spot are sold at fixed rates, which is higher than that sold outside of scenic spot.

Most tourists feel warm hospitality of Chengdu local people. They provide good service, work with enthusiasm. The sanitary condition in scenic spot is good, with numerous garbage cans being distributed all over the scenic spot, which earns positive response. The safety facilities and system are complete and improved, which earns tourists' satisfaction.

There are totally 9 public washrooms in scenic spot. During New Year's Day holiday, female tourists are not

satisfied about the washroom setting, because there is always long queues in front of female washroom, while short queue or no queue in front of male washroom. Therefore, a majority of tourists are not satisfied about public washroom arrangement. However, such problem will not occur in normal day.

There are relatively sufficient rest areas set in scenic spot. During New Year's Day holiday, there is regularly no empty seats in rest areas along the main street, while numerous empty seats in rest areas can be seen at less crowded place. In normal days, you can always find a empty seat easily in rest area.

TABLE III. GROUP STATISTICS

Content	period	N	mean	SD	mean of standard error
satisfaction on transportation convenience	SBH ^a	200	1.52 ^c	.642	.045
	NSBH ^b	200	1.14	.348	.025
satisfaction on recreation facilities	SBH	200	2.16	.676	.048
	NSBH	200	2.06	.555	.039
satisfaction on catering	SBH	200	2.16	.676	.048
	NSBH	200	1.97	.729	.052
satisfaction on service quality	SBH	200	1.70	.610	.043
	NSBH	200	1.53	.501	.035
satisfaction on shopping activity	SBH	200	1.94	.734	.052
	NSBH	200	1.92	.640	.045
satisfaction on accommodation	SBH	200	1.92	.629	.044
	NSBH	200	1.89	.364	.026
satisfaction on public sanitation	SBH	200	1.60	.750	.053
	NSBH	200	1.34	.484	.034
satisfaction on souvenir	SBH	200	1.74	.718	.051
	NSBH	200	1.21	.420	.030
satisfaction on local people's hospitality	SBH	200	1.54	.641	.045
	NSBH	200	1.30	.459	.032
Satisfaction on security facilities	SBH	200	1.60	.634	.045
	NSBH	200	1.44	.507	.036
Satisfaction on public washroom setting	SBH	200	2.72	1.204	.085
	NSBH	200	1.55	.499	.035
Satisfaction on rest area setting	SBH	200	2.08	.870	.062
	NSBH	200	1.53	.539	.038

^a non-short-break holiday (NSBH)

^b Sample of a Table footnote. (Table footnote)

^c 1=very satisfied,2=satisfied,3=normal,4=not satisfied,5=very unsatisfied

Independent sample t-test of travel satisfaction between short break holiday and non-short-break holiday was carried out.

TABLE IV. INDEPENDENT-SAMPLES T TEST

Content		Levene test for equality of variance		t test for the equality of mean			
		F	significance	T	df	significance (two-tailed)	mean difference
satisfaction on transportation convenience	equal variance	174.826	.000	7.363	398	.000	.380
	unequal variance			7.363	306.686	.000	.380
satisfaction on recreation facilities	equal variance	20.434	.000	1.617	398	.107	.100
	unequal variance			1.617	383.488	.107	.100
satisfaction on catering	equal variance	.016	.901	2.703	398	.007	.190
	unequal variance			2.703	395.717	.007	.190

Cont. to Table IV							
satisfaction on service quality	equal variance	2.512	.114	3.137	398	.002	.175
	unequal variance			3.137	383.456	.002	.175
satisfaction on shopping activity	equal variance	5.416	.020	.363	398	.717	.025
	unequal variance			.363	390.748	.717	.025
satisfaction on accommodation	equal variance	32.088	.000	.681	398	.496	.035
	unequal variance			.681	318.818	.496	.035
satisfaction on public sanitation	equal variance	70.912	.000	4.199	398	.000	.265
	unequal variance			4.199	340.063	.000	.265
satisfaction on souvenir	equal variance	86.499	.000	9.012	398	.000	.530
	unequal variance			9.012	321.224	.000	.530
satisfaction on local people's hospitality	equal variance	52.025	.000	4.305	398	.000	.240
	unequal variance			4.305	360.857	.000	.240
Satisfaction on security facilities	equal variance	16.352	.000	2.874	398	.004	.165
	unequal variance			2.874	379.637	.004	.165
Satisfaction on public washroom setting	equal variance	320.898	.000	12.699	398	.000	1.170
	unequal variance			12.699	265.374	.000	1.170
Satisfaction on rest area setting	equal variance	72.725	.000	7.598	398	.000	.550
	unequal variance			7.598	332.095	.000	.550

The (two-tailed) sig value is lower than 0.05, which means the difference of variance between two groups is significant. According to TABLE IV. There is no significant difference in satisfaction on shopping activity, accommodation quality and recreation facilities. Since the shopping stores in CRBGPB are uniform, nearly all souvenirs are designed based on Giant Panda; there is no significant difference in satisfaction on souvenirs whenever you visit here. Questionnaire survey on accommodation quality is only issued to tourists from other provinces. Since the CRBGPB is near Chengdu city, there is a lot of accommodation to meet tourists' demand, and lack of accommodation has never been happened. Therefore, there is no difference of satisfaction on accommodation between during short break holiday period or in normal days. The satisfaction on other factors is very difference. During short break holiday, the massive travel flow is the main reason causing lower satisfaction of tourist, because service facilities in scenic spot will not improved or increased during short break holiday.

The conclusion is that there is a significant difference of tourists' satisfaction between short break holiday travel and non-short-break holiday travel, wherein the satisfaction during non-short-break holiday is higher than that during New Year's Day holiday.

V. CONCLUSIONS AND SUGGESTIONS

A. Conclusions

The travel satisfaction during short break holiday is lower than that during non-short break holiday period, and the main reasons are as follow:

First, tourist flow volume. During festival holiday period, the tourist flow volume increases significantly, scenic spots are overcrowded, people have to stand in long line to buy tickets, buy a meal, and do other things. The crowded environment will reduce people's passion and their satisfaction.

Second, sightseeing arrangement in scenic spot. The CRBGPB includes several panda parks, and each park

contains several giant panda. When a giant panda is playing, crowds of people will immediately gathered around the fence, until the giant panda leave or go to sleep. This means the crowds of people move with the giant panda. However, the movement of giant panda is unpredictable. When people see the cute giant panda with silly appearance playing around, they feel it is a worthy trip. But if they only see a sleeping panda, they will feel very pity. Some time tourists are lucky to see baby panda, which is a rare scene. All these unpredictable situations will affect tourists' satisfaction.

Third, service quality, for example in aspect of public washroom, catering and accommodation in scenic spot. Many female tourists think the public washrooms in CRBGPB are not sufficient; they have to stand in a long queue, while there is no queue in front of male washroom. Such problem exists almost every scenic spot. In addition, attentions should be paid to issues such as waiting time before getting a meal, food price, and food quality, capacity of scenic area, commodity price, tourist market order and critical events dealing system.

B. Discussions and suggestions

To increase tourist satisfaction during short break holiday travel, following suggestions are proposed:

- More rest areas should be set where crowds of people appear frequently: The benches along the main road of CRBGPB are usually fully seated, some people even have to sit on grass along road, and however the benches at rest areas that are relatively far from main scenic spot are regularly unoccupied.
- The number and location of public washrooms should be arranged reasonably; especially the female washrooms should be more than male ones: There are totally 9 public washrooms in CRBGPB, which is theoretically enough. However, there are only two or three washrooms containing squat toilets, let alone the frequency of going to the toilet for women is higher than men. So, it is not surprise to regularly see long lines in front female washroom, while no people waiting in front of male one. In this respect, the some

emergency washroom should be added in old scenic areas, and this problem should be fully considered before the construction of new scenic spots.

- On the basis of high price of food in scenic spot, the taste of food should be improved and food variety should be diversified, for instance adding some local specialties: People have already the fact that the food price in scenic area is higher, so relevant aspects of food should be improved.
- The sightseeing in scenic area is important: In CRBGPB, it is suggested to add a entertainment project in each panda park, which is interaction between staff and giant panda. This project can guarantee tourists see an active giant panda, not a sleeping one, and thus people especially kids will be happy and satisfied.
- It is a long-term work to comprehensively improve tourist satisfaction: The tourist satisfaction survey should be transferred to government work scope at an appropriate time ^[6]. A specialized survey agency should be set under government supervision, to carried regular layered and special investigation on the satisfaction on market, industry, and area, so as to guide the improvement of service quality.
- Pilot projects for satisfaction-oriented service quality improvement should be set at representative areas: As it is a complex work to improve tourist satisfaction, tourism authorities should take joint effect with local government sectors at representative areas to carry out pilot work of improving tourist satisfaction, and conclude and promote experiences derived from pilot work.
- On the basis of short break holiday system, employing units can advance or delay their holiday arrangement to avoid travel rush period and relieve the overcrowdedness in scenic spots and stations.
- The national regulations on annual holiday with salary for employees should be implemented by referring foreign paid-leave system: Propaganda should be put forward to advocate to reasonably avoid travel rush period during short break holiday, but take an alternative measure to travel during holiday at ordinary times.

C. Limitation and prospect of the research

1) Limitation of research

Due to the limited number of people surveyed (it is impossible to issue the questionnaire to all people in the scenic spot), there are certain limitations in the investigation conclusion; some conclusions are not so accurate. In addition, each one has its own evaluation standard and its own requirement of things, so there will be inevitably errors in the evaluation of satisfaction ^[7].

CRBGPB is a suitable place for one-day visit, while there are also some two-day or three-day trips available during short break holiday. However, this survey covers only one scenic spot-CRBGPB.

2) Research prospect

More in-depth investigations with larger survey scope and sample size can be carried out under suitable condition, in order to obtain more accurate results. In addition to field survey at scenic spot, network survey can be carried out as well to know tourist satisfaction more quickly and more conveniently, so that a more rapid adjustment strategy can be realized. Through constantly improve tourist satisfaction; the national tourism development can be promoted continuously. Hope this study can provide useful suggestions for scenic spots and national holiday system, driving China tourism industry to better development.

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