

คุณภาพการบริการที่ส่งผลต่อการตัดสินใจท่องเที่ยวชมการแสดงหิมะ
และน้ำแข็งในเมืองฮาร์บิน

SERVICE QUALITY AFFECTING THAT DECISION TO ICE AND SHOW
TOURISM IN HARBIN CITY

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การวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาปัจจัยทางประชากรศาสตร์ที่ส่งผลต่อการตัดสินใจท่องเที่ยวชมการแสดงหิมะและน้ำแข็งของนักท่องเที่ยวชาวจีนในเมืองฮาร์บิน และ (2) ศึกษาคุณภาพการบริการที่ส่งผลต่อการตัดสินใจท่องเที่ยวชมการแสดงหิมะและน้ำแข็งของนักท่องเที่ยวชาวจีนในเมืองฮาร์บิน

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรที่ใช้ในการวิจัยครั้งนี้ คือ นักท่องเที่ยวชาวจีนที่อาศัยอยู่ในสาธารณรัฐประชาชนจีน ซึ่งไม่ทราบจำนวนที่แน่นอน ใช้สูตรคำนวณของทาโร ยามาเน่ ได้กลุ่มตัวอย่างจำนวน 385 คน ได้แก่ นักท่องเที่ยวชาวจีนที่เคยท่องเที่ยวชมการแสดงหิมะและน้ำแข็งในเมืองฮาร์บิน สาธารณรัฐประชาชนจีน โดยใช้วิธีการสุ่มตัวอย่างแบบเฉพาะเจาะจง และใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ค่าส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์การถดถอยเชิงพหุคูณ

ผลการวิจัยพบว่า (1) ปัจจัยทางประชากรที่แตกต่างกันส่งผลต่อการตัดสินใจท่องเที่ยวชมการแสดงหิมะและน้ำแข็งของนักท่องเที่ยวชาวจีนในเมืองฮาร์บินแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 และ (2) คุณภาพการบริการที่แตกต่างกันส่งผลต่อการตัดสินใจท่องเที่ยวชมการแสดงหิมะและน้ำแข็งของนักท่องเที่ยวชาวจีนในเมืองฮาร์บินแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 คุณภาพบริการควรสร้างภาพลักษณ์ที่ดีและมีคุณภาพ คือ การแสดงหิมะและน้ำแข็งที่ต้องมีความแปลกตา แปลกใจ หรือแตกต่างจากแหล่งท่องเที่ยวแห่งอื่น ๆ เน้นการสร้างความพึงพอใจให้เกินความคาดหวังของนักท่องเที่ยวที่ได้กำหนดไว้ล่วงหน้าเพราะเป็นสิ่งสำคัญ

คำสำคัญ: คุณภาพการบริการ การแสดงหิมะและน้ำแข็ง ท่องเที่ยว เมืองฮาร์บิน

ABSTRACT

The objectives of this research were: (1) to study the demographic factors affecting that decision to ice and snow tourism of Chinese tourist in Harbin city; and (2) to study the service quality affecting that decision to ice and snow tourism of Chinese tourist in Harbin city.

This research was quantitative research. The population used in this research was Chinese tourists residing in the People's Republic of China. The exact number was not known. Used Taro Yamane's calculation formula, a sample size of 385 people including Chinese tourists who had visited an ice and snow show in Harbin city, the People's Republic of China. Used a purposive sampling method and used a questionnaire as a tool for collecting data. The statistics used in the analysis were frequency, percentage, mean, standard deviation and multiple regression analysis.

Major Findings: (1) different the demographic factors affected that decision to ice and snow tourism of Chinese tourist in Harbin city differently with statistically significant at the 0.05 level; and (2) different the service quality affecting that decision to ice and snow tourism of Chinese tourist in Harbin city differently with statistically significant at the 0.05 level. The service quality should create a good image and quality, namely ice and show display that must be unusual, surprising or different from other tourist attractions. Emphasis is placed on creating satisfaction beyond the expectations of tourists that have been set in advance because it is important.

Keywords: Service Quality, Ice and Show, Tourism, Harbin City

Research Background

With the emergence and development of ice and snow tourism, ice and snow tourism have emerged and become an indispensable part of the ice and snow tourism industry. The development status and future development trend of ice and snow tourism, as well as the demand changes of various factors in the ice and snow tourism source market will profoundly affect the development direction and industrial scale of ice and snow tourism. The environment for the development of

ice and snow tourism is inseparable from the development of ice and snow tourism, and it will also contribute to the development of ice and snow tourism and play a key role. At the end of February 2009, the 24th Universiade Winter Games successfully concluded in Harbin, the capital of Heilongjiang Province. Therefore, we must increase the in-depth development of ice and snow sports tourism products. Therefore, this article was conceived under such a background. According to the general principles of tourism development, combined with the characteristics of Harbin's ice and snow tourism, the development principles of ice and snow tourism are proposed: the orientation is the market, the specific theme should be highlighted, and comparative advantages should be used to ensure the sustainability of culture, economy and environment. On the basis of development, seek diversification of the ice and snow tourism market, improve the utilization rate of ice and snow tourism infrastructure, maximize the length of time tourists stay in tourist destinations, and increase consumption. In addition, you should also pay attention to the following two points: First, adapt measures to individual conditions and seek what they need. The design and development of ice and snow tourism should be "people-oriented", and the age structure, occupational composition, education level and customs of tourists should be fully considered. This adaptability to individual conditions is related to the shape design, theme positioning and ticket price standards of ice and snow tourism. The tourist source market for ice and snow tourism in Harbin is dominated by the domestic tourist source market, especially tourists from the province. When designing, we must first consider the actual needs of this market and the development trend of demand. Second, adjust measures to local conditions and highlight characteristics. Adapting measures to local conditions refers to highlighting the regional and national characteristics of ice and snow tourism. Featured products are the key to any kind of tourism to maintain its attractiveness, and the same is true for ice and snow tourism. Therefore, the development of ice and snow tourism should not just stop at simple imitation and repetition, but on the basis of combining the characteristics of Harbin ice and snow, correctly grasp the development trend of ice and snow tourism at home and abroad, and develop ice and snow tourism with their own characteristics. The ice and snow

tourism industry are based on ice and snow resources. It is an emerging tourism industry and has an inseparable and mutually reinforcing relationship with transportation, catering, manufacturing and other related industries. Harbin is a representative city for the development of ice and snow tourism in my country. It has three major ice and snow tourism: ice lanterns, snow sculptures, and skiing. The Harbin International Ice and Snow Festival is one of the four major ice and snow festivals in the world. The establishment of Yabuli Windmill Villa in 1996 kicked off the mass ski tourism industry in my country. The Harbin ice and snow tourism market is a comprehensive market integrating culture, festivals, sports, trade, and technology. Harbin is a well-deserved ice and snow tourist attraction.

Ice and snow tourism is mainly based on ice and snow resources, with ice and snow tourism and sports tourism as the main form of tourism, which is ornamental, interesting, participatory and stimulating. For tourists, ice and snow tourism is a special form of tourism that focuses on viewing ice and snow, returning to nature, strengthening the body, and seeking heterogeneous cultural experiences; for tourism operators, ice and snow tourism is based on ice and snow resources. Attraction is a special tourism with comprehensive services of "six elements" of food, housing, transportation, tourism, shopping and entertainment as the main connotation. From the perspective of resources, China is one of the countries in Asia that have better conditions for developing ice and snow tourism, and the development history of ice and snow tourism is also longer than that of other Asian countries. "Ice and snow scenery tour" was listed as one of China's 14 special tourism by the National Tourism Administration in 1992. Since then, "ice and snow" has become an indispensable scenery in the development of national tourism. In 1996, the successful holding of the Asian Winter Games enabled the ice and snow tourism in Heilongjiang Province to take off, and the establishment of Yabuli Windmill Villa marked the beginning of the history of China's ski industry. In September 2021, the first China (Harbin) Ice and Snow Tourism Fair was successfully held. This is the first fair named after ice and snow tourism in my country. It fully demonstrates the characteristic ice and snow tourism industry, scale, cultural taste, development of ice and snow tourism The prospect and the profound background and grand blueprint

for the development of ice and snow tourism in Northeast China. In recent years, with the theme of ice and snow every winter in Heilongjiang Province, ice and snow tourism projects such as viewing ice sculptures and snow sculptures, experiencing skiing sports and ice and snow entertainment have been launched successively. Harbin Ice and Snow Festival, Harbin Mulan County Ice Rolling Festival, Heilongjiang Yabuli Ski Tour have also been held successively. Holiday Week, China Heilongjiang International Ski Festival, China Snow Country Tourism Festival, Songhua River Ice and Snow World and other ice and snow tourism festivals. Shenyang International Ice and Snow Festival has been successfully held for 9 sessions till 2011. Shenyang Ice and Snow Festival pays special attention to snow sculptures, and at the same time carefully builds an ice and snow tourism brand based on the experience of many countries. Changchun is also an important base for winter ice and snow sports. Changchun has held 13 sessions since 2011. Its ice and snow tourist attractions mainly include the Snow Paradise in Jinghua National Forest Park, the Christmas Paradise, the Snow Sculpture Garden, and the Ice Sculpture World in Nanhu Lake. Nowadays, in addition to the northeast region, some provinces in my country have also successively launched ice and snow tourism according to their own climate characteristics. According to statistics, at present, more than 10 provinces across the country have held ice and snow tourism activities, and there are more than 90 various ice and snow festivals. It can be seen that ice and snow tourism has entered a period of rapid growth.

In recent years, more and more people have leisure activities of one kind or another. How to better develop and utilize winter ice and snow tourism resources, and make them meet people's needs in the following two aspects: material enjoyment and spiritual culture, then the research on such ice and snow tourism is indeed a topic worthy of in-depth study. This paper makes a multi-level, multi-angle, and all-round analysis of the current situation and existing problems of Harbin's ice and snow tourism, and proposes to conduct in-depth research on the strategic goals and countermeasures of Harbin's ice and snow tourism development from a theoretical level. Tentatively discuss the development of Shaolin Park Ice Lantern Garden Party, and plan and design for a specific ice and snow theme. Using

quantitative and qualitative, induction and empirical analysis methods can better develop and design ice and snow tourism and provide a basis for its scientific management. Therefore, through in-depth research on Harbin ice and snow tourism, more people can have a comprehensive and systematic understanding of Harbin ice and snow tourism.

Research Objectives

1. To study the demographic factors affecting that decision to ice and snow tourism of Chinese tourist in Harbin city.

2. To study the service quality affecting that decision to ice and snow tourism of Chinese tourist in Harbin city.

Research Hypotheses

1. Different the demographic affecting that decision to ice and snow tourism of Chinese tourist in Harbin, differently.

2. Different the service quality affecting that decision to ice and snow tourism of Chinese tourist in Harbin city, differently.

Research Scopes

In this research, the researcher has defined the scope of research as follows:

Content Scope

Harbin's existing citizens' views on ice lantern art and a research summary of its market and live in this animation home. The children came to visit him, took photos with them, asked them to sign autographs, and talked with them. In the animation tow

The service quality of ice and snow tourism in Harbin.

Area Scope

Harbin city, The People's Republic of China.

Population and Sample Size

The population used in this research was Chinese tourists visit the ice and snow tourism in Harbin, the People's Republic of China. The exact number was not known

The sample group in the study was a sample survey of the population Chinese tourism to visit ice and snow tourism in Harbin city, and the sample size was determined to be 385. According to Taro Yamane's formula (1973), 95% confidence level and tolerance of 5% sample selection were accepted.

Research Framework

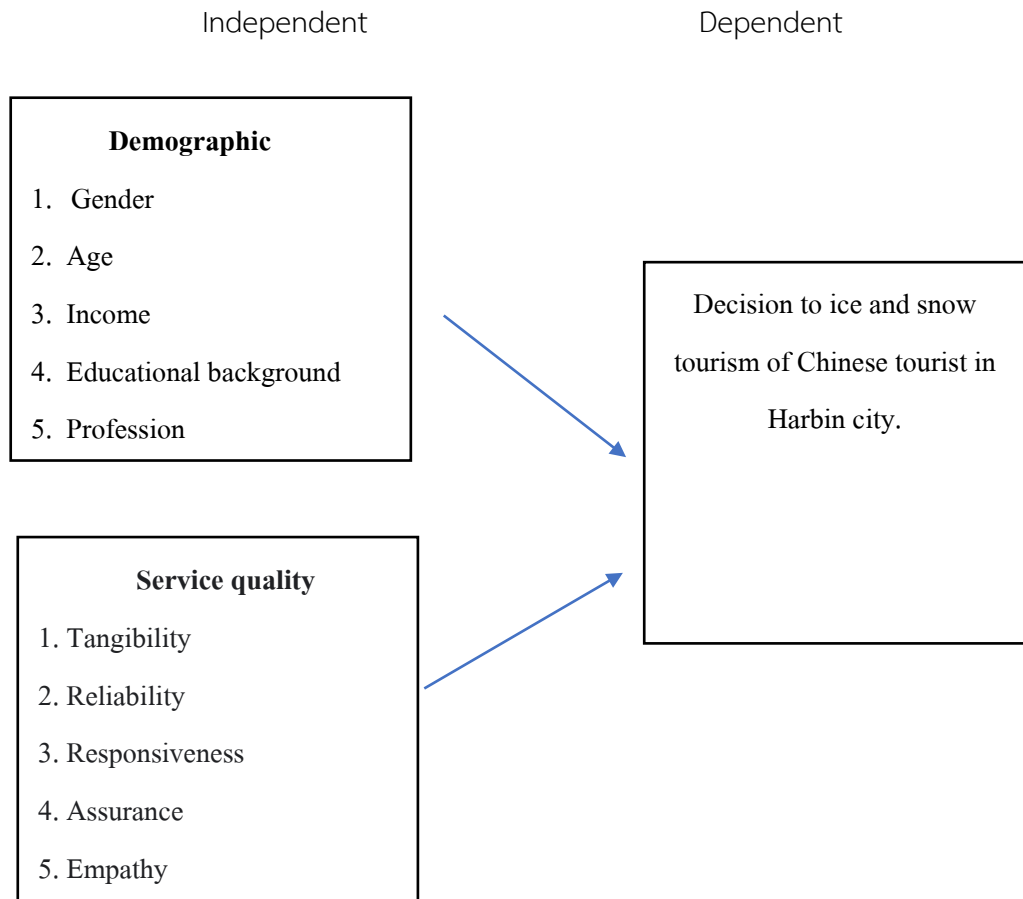


Figure 1.1 Conceptual Framework

Expected Benefits

1. Information obtained from the study can be distributed to ice and snow tourism areas. Harbin City vigorously develops service quality and creates services that meet the needs of tourists, which has left a deep impression on tourists.

2. The information obtained from the research can be disseminated to government agencies and the private sector to use the relevant information to develop and improve deficient areas to increase the potential of the enterprise in Harbin city.

3. The information obtained from the research is beneficial to those interested in research level visitor satisfaction with applications in future research.

Literature Review

The topic of this study is Service Quality Affecting That Decision To Ice And Snow Tourism In Harbin City. By the qualitative analysis and research of the factors influencing the development of ice and snow tourism in Harbin. The practicality of the research results and the established literature review are divided into five parts:

2.1 Ice and Snow Tourism

2.2 Concept and Theory of the Demographic Factors

2.3 Concept and Theory of the Service Quality

2.4 Concept and Theory of the Decision Making

2.5 Related Research

Research Methodology

Research Model

The researcher conducted the study according to the research process and quantitative research methodology. By using a questionnaire to collect information from a sample of the population it is descriptive research.

Population

The population used in this research was Chinese tourists visit the ice and snow tourism in Harbin, the People's Republic of China. The exact number was not known.

Sample Size

The sample group in the study was Harbin city snow and ice tourism market consumer. The sample size was determined from Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted 385 total.

Research Tool

According to the influence factors of ice and snow tourism consumers in Harbin by service quality, the following information.

1. General information of the respondents is gender, age, monthly income, education background and profession
2. Service quality such as tangibility, reliability, responsiveness, assurance and empathy.
3. Respondents' opinions is Decision Purchase Behavior by using the gauge of Likert's Scale It is divided into 5 levels, which are 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree.
4. Suggestion

Data Collection Methods

In This research the researcher has collected the data as follows:

1. Primary Data collected questionnaires from the sample group.
2. Secondary Data The researcher gathered the data from the study of related documents.

The Statistics Used in Data Analysis

Descriptive statistics analysis. The questionnaire part 1 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion data,

independent variables and dependent variables. The criteria for interpreting the results are as follows:

In analyzing the data, the students collected all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 5 levels.

Score Level

Strongly Agree means a score of 5 points

Agree means a score of 4 points

Neutral means a score of 3 points

Disagree means a score of 2 points

Strongly Disagree means a score of 1 point

Therefore, the criteria for interpreting to classify the mean into the following ranges:

Conclusions

1. Demographic factors affecting the snow and ice tourism consumption of Chinese tourists in Harbin city.

Different the demographic factors affected that decision to ice and snow tourism of Chinese tourist in Harbin city differently with statistically significant at the 0.05 level.

Research shows that men feel very average about the service quality of tourist attractions, while women are very satisfied with the service quality of tourist attractions in the region. This is because the majority of the respondents are women and would value tourist attractions that are well decorated and designed. Attractive and with eye-catching shooting angles because women are the gender that is sensitive and loves things. Beautiful and atmospheric, it can leave a tourist impression. This is consistent with Wang Ying (2021) who studied the topic of factors affecting tourists' travel behavior consistent. Harbin Ice and Snow World is It is a beautiful ice and snow tourist attraction with activities that can leave a deep

impression on people. Therefore, there are more female tourists than male tourists. Regarding age, tourists of different ages were found to influence the quality of services provided by Chinese tourists. This is because age is a factor that causes different tourist concepts and behaviors. Because the majority of tourists participating in the survey are over the age of 24, this will place emphasis on travel to important locations, exciting activities and facilities at tourist attractions. About educational attainment. Because the education level of most tourists is a high school degree and master's degree tourists have different travel behaviors, because these tourists with higher education will have higher expectations for the services of tourist attractions.

2. Service quality affecting that decision to ice and snow tourism of Chinese tourist in Harbin city.

Different marketing mix factors affected the decision to stay hotel in Shanghai province differently with statistically significant at the 0.05 level.

Factors that affect the quality of services provided by tourists include: service, trustworthiness, response to service objects, confidence in, understanding and understanding of service objects. From the research data obtained, it was found that tourists attach great importance to knowing and understanding the needs of service objects, and service objects are the first is trust and confidence in the client. That said, visitors are well taken care of by the staff. Zhang Yu (2012) The relationship between the level of service quality accepted by consumers and their satisfaction and loyalty. In addition, staff are available to answer questions or concerns visitors may have about tourist attractions. Staff can recommend qualified tourist places. These things can make tourists feel confident about their travel destination and have a good attitude. Build trust with tourists, take good care of tourists, allow employees to improve work efficiency, and impress tourists and service recipients Come in and use the highest tourist attractions and accommodations, thereby increasing tourist satisfaction with the quality of service.

Suggestions

1) The key to the development of tourism lies in talents. In order to effectively develop and utilize the resources of ice and snow tourism, we must realize the importance of talents. We will strengthen the training of tourism practitioners and improve the level of tourism services and reception. Service and reception level is crucial to the development of Heilongjiang ice and snow tourism. The development of ice and snow tourism requires human and material resources, which requires highly qualified professionals, characteristic tourism products and sufficient tourism resources. After the field study found that the tourism of Heilongjiang province worker most only local no vocational training and low-quality residents, which restricts the ice and snow tourism business development sustainability, so need to the current practitioner's higher intensity of vocational training, in order to improve their professional quality, it can let their tourist tourism service quality for promotion, this problem is imminent need to solve. The development of leisure ice and snow tourism in Heilongjiang Province cannot be separated from the introduction and training of talents. Talent is an important support and guarantee for industrial development. Specifically, Heilongjiang should pay attention to the training of ice and snow leisure tourism. One of the measures is to strengthen the cooperation with universities in Heilongjiang Province, jointly establish a sports talent internship and training base with universities, and sign corresponding employment agreements with universities. It has attracted many professional talents in sports tourism, ice and snow sports, sports management, social sports guidance and other universities, constantly injecting new vitality into the scenic spot. Of course, we must give full play to the advantages of talents, and on the basis of meeting the needs of different tourists, to promote and popularize the advertising of Longjing culture and ice and snow sports. At the same time, we should continue to learn from the development experience of foreign countries, establish cooperative relations with relevant foreign institutions, introduce foreign excellent talents, develop the ice and snow tourism industry and ice and snow leisure, cultivate more talents and attract more tourists.

2) Market-oriented, strengthen the government macro-control, based on the changes in market demand and the future development trend Potential, strengthen the government's macro-control efforts, reasonable planning and development of ice and snow tourism products projects. The whole province should step in step, fully consider the needs of the harmonious development of the overall economy, society and environment, avoid unordered, low quality and high repetitive development, and avoid the situation of "independent" and "fighting alone". In accordance with the principles of resource mining, deep integration, highlighting characteristics, misplaced competition, overall optimization and highlighting advantages, the production of ice and snow tourism will be promoted the industry chain is developing to the direction of specialization, standardization, rationalization and collectivization, forming the ice and snow tourism industry in Heilongjiang Province the internal impetus of sustainable development. Focus on the construction of travel agencies, hotel product system, the tourism transportation, ice and snow tourism products deeply development, ice and snow tourism catering industry, ice and snow tourism services and other aspects to strengthen production Industry quality. Third, under the guidance of the government, more relevant high-quality snow and ice events will be held in Longjing. Attract tourists from all over the world Heilongjiang province to see the original ice and snow events, is a simple and fast way to develop tourism economy, can be Longjing ice the snow card deeply penetrated into the hearts, so as to guide more ice and snow lovers to the Longjing deep tour, produce secondary consumption.

3) In the development of ice and snow tourism industry cluster, Heilongjiang Province should accelerate the reasonable spatial layout of ice and snow tourism industry cluster; improve the output quality of ice and snow tourism service industry; and promote the transformation of ice and snow equipment manufacturing industry to "knowledge intensive". Innovate the investment and financing system in the ice and snow tourism industry policy optimization strategy, improve the consumption policy and implement the tax reduction and exemption policy. In the optimization strategy of ice and snow tourism brand construction, build the brand system of ice

and snow exhibition and festival, innovate the marketing mode and innovate the modern ice and snow media mode. In the optimization strategy of ice and snow tourism industry, the transportation service facilities and the internal communication platform of ice and snow tourism in Heilongjiang province.

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