

Analysis of Leisure Tourism Management Subject Behavior from Hotel Management Customer Experience Perception

Zhichen Zhong

Dongguk University, Gyeongju city, Gyeongsangbuk-do, 38066, Korea

455067572@qq.com

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Abstract: With the continuous development and progress of the economy and society, the process of economic development has experienced agricultural economy, industrial economy and service economy and began to enter the experience economy. The experience marketing approach brought by the experience economy provides a new model for economic development. People pay more and more attention to the experience in the consumption process, and experience consumption is more and more recognized. The purpose of this article is to take the leisure tourism-oriented hotel industry as the research object, and to understand the behavior of leisure tourism resort hotels from the perspective of customer perception. And try to establish a theory system of customer perception for leisure tourism hotels, in order to further investigate the factors that influence customers' perception of the ecological practice and effectiveness of leisure tourism hotels. Leisure tourism hotel in practice. This paper uses the SPSS statistical analysis method to perform a descriptive statistical analysis on the collected data to further explore the nature of the customer experience of leisure travel resort hotels. Five factors were obtained, which explained 69.313% of the data. It is proved that the relationship between leisure and travel behavior variables in the customer experience theoretical model is completely consistent with the assumptions. The study of customer experience in leisure and tourism resorts not only fills in the blank of empirical research on customer experience theory, but also proposes a new concept of hotel management experience.

1. Introduction

With the improvement of people's living standards, more and more people choose to use their leisure time to go out to relax. People have lived in the city for a long time, and they are increasingly yearning for leisure life. The development of leisure hotels is still on the rise [1,2]. Temporarily set aside the trivialities and troubles in daily life and work, and at the same time can enjoy convenient and fast modern life services, highlighting personal identity and identity, choosing to stay in a leisure travel resort hotel has become an important consumption method [3]. The introduction of the new tourism law will further promote the combination of tourism and leisure hotels, and promote the development of leisure tourism hotels. The hotel's management philosophy and methods are constantly updated. Reorganization of hotel organization and integration of staff participation, market segmentation and product positioning, establishment of corporate image and marketing strategy [4]. The standardization and proceduralization of hotel services and the emphasis on other different management concepts and methods are constantly emerging, which has continuously improved the management level of the hotel industry. The ultimate goal of these effective management concepts and methods is to improve the quality of hotel services [5-7]. In short, the ultimate goal is to improve the economic and ecological benefits of the enterprise.

In the modern consumer environment, creating customer experience has become an important foundation for corporate competitive advantage, profit and market. In the academic world, customer experience has been one of the important research topics of consumer behavior [8,9]. Customer experience is gradually being introduced into the field of tourism research. As a new development model, the leisure tourism park has received extensive attention and recognition, and has become the first choice for urban residents' leisure and entertainment activities [10-12]. The change and

development of the post-industrial society have greatly improved the residents' consumption conditions and produced new post-modern consumption concepts. However, at present, there are many urgent problems in leisure tourism parks, such as lack of scientific planning, lack of respect and utilization of basic natural resources in landscape design, and low level of construction [13,14]. The above problems have led to numerous tourist parks, but the benefits are very low, and there are not many examples of successful management, which affect the benefits and sustainable development of leisure tourism.

With the increasing popularity of leisure and vacation tourism, the accommodation experience and consumption of leisure and vacation resort hotels has gradually become the main determinant of tourists' leisure consumption. Considering the influence of modern consumption concepts on traditional Chinese consumption values, leisure resort customers show different characteristics of their consumption behavior during leisure resorts. This article summarizes and analyzes the unique consumer behavior of leisure holiday customers in leisure tourism resort hotels. It also provides leisure travel and resort hotel companies with information on the relationship between service performance and customer experience value perception, and conducts empirical research to better serve customers. This article attempts to explore the characteristics of tourists' psychological needs and subconscious behaviors in the process of modern holiday tourism consumption. In order to change the management strategy of high-end leisure resorts used to serve holiday customers.

2. Method

2.1. Hotel customer value orientation

Hotels are different from general service products, especially high-star rest resorts are luxury. Therefore, hotel customers have different characteristics from ordinary customers and have their special value orientation. The customer experience value theory will help to improve the service quality of the hotel industry. Therefore, we must first understand the hotel industry's consumer demand for hotels, their expectations and needs for hotels, which is their value orientation. This value is determined by the customer. Only the customer can decide what value to buy. Only the customer can determine if it is "value for money." To understand the value orientation of hotel customers, we must first understand how they measure value. These value measures are both objective and subjective. The so-called customer transfer value refers to the difference between total customer value and total customer cost. Total customer value is a series of benefits that customers receive from a particular product or service. It includes product value, service value, personnel value and image value. Total customer cost refers to the money, time, mental and physical energy that the customer spends in the purchase process. It includes money costs, time costs, mental costs and physical costs. Customers always want to minimize the cost of money, time, mental and physical strength, and at the same time get more revenue comparisons and analyze the value obtained and paid when shopping, and then choose the highest value and lowest cost. Use customer transfer value as selection criteria. They are not completely different values, but different methods of measuring values.

2.2. Experience value

Since entering the era of experience economy, scholars have become interested in the study of experience value. However, research in the field of empirical value is still in its infancy, and there are still different views on its specific definition. Existing research has formed two different understandings of the concept of experience value: one is that experience value is a new form of customer value, which exists on the basis of practical value. In other words, experience value is actually part of customer value, emphasizing emotional experience. Another point is that experience value is the perceived value of the customer, and the customer's perception of the entire process of the product or service is not much different from the meaning of the customer's perceived value. The only difference is that experience value is more emotionally focused than customer perceived value. perception. From the perspective of consumer behavior, customer perception is viewed as a

process of comparison with other competitors' products or services. Some scholars believe that customer value is equal to customer perceived value. Because value itself needs to be given to and perceived by customers. Customer perceived value is equal to total customer perceived value minus total customer perceived cost.

In the era of the experience economy, the attributes of experience in consumption are constantly strengthened. Enterprises provide customers with experience through experiential marketing to better meet customer needs, and experience has also become a value carrier. Because of the law of diminishing margins, these value drivers have previously promoted value. This role is weakening, and the driving force of experience is also increasing. Many researchers have described the relationship between experience value and customer value. In consumer behavior, customer intervention is an important factor affecting consumer behavior and has been widely used in the field of tourism and leisure research. It has been found that it will affect customer satisfaction, customer purchase decisions, visitor loyalty and visitor commitment. Significant positive impact. Whether or not a customer purchases depends on the relative relationship between the profit made by the product he is buying and the price paid. In other words, the higher the consumer's perceived quality of the product, the higher the perceived value of the product, which will increase consumers' willingness to buy. The four meanings of value perception are perceived value as low price, perceived value as the utility obtained from the product, perceived value as the trade-off between price and quality, and perceived value as the profit after payment.

3. Experiment

This article uses literature research methods. By consulting relevant literature at home and abroad, I discovered a new perspective on the relationship between hotel service quality and consumer experience and experience value. Obtained through field questionnaire distribution and online questionnaire distribution. The questionnaire is for people who have stayed at a theme hotel in the past year. The purpose of the survey is to obtain data on the importance of different types of customers in the service quality sub-project and trends in experience value. Through statistical analysis of the data, the rules are summarized to provide reference guidance for the theme hotel managers. With the help of SPSS statistical analysis method, perform descriptive statistical analysis, reliability analysis and validity analysis on the collected data, and then use stepwise multiple regression analysis to obtain the service quality, the causal relationship between consumer experience and experience value, and each The dimensions of the dimension. The degree of impact, and make corresponding analysis and explanation. In order to ensure the validity and accuracy of the questionnaire, a total of 160 questionnaires were distributed online and on-site for pre-survey, and 148 were recovered. Some questionnaires were omitted or one answer was continuously selected. There were 138 valid questionnaires and the effective rate was 93.2% . In this paper, according to the standards deleted by Wu Minglong through SPSS, the CITC is less than 0.4. After the project is deleted, the Cronbach's value increases, and the reliability of the recovered data is tested.

4. Discuss

According to the research purpose and research significance, according to the characteristics and service characteristics of leisure tourism resort hotels, the first-line service links of leisure tourism resort hotels are divided into five. Foyer, guest room, dining, leisure and outdoor public places. And study the theory and method based on the structural equation model. This article uses the results of previous research on Resort Service Performance Links and Customer Experience Consumption Perception. Among them, there are 15 service performance test factors for leisure travel restaurants. There are 2 front room service performance tests, 3 room service performance tests, 2 catering service performance tests, 3 recreation service performance tests, and 5 outdoor public area tests. Resort service experience perception factors of 16. 6 economic experience value perception factors, 8 entertainment experience value perception factors and 6 social and altruistic experience value

perception factors. The overall satisfaction of the customer's accommodation experience is based on three assessed variables, Crosby and Stephens. Table 1 shows the reliability tests for five items of consumer experience.

Table 1. Reliability analysis of consumer experience scale

Item	Corrected item total correlation (CITC value)	Removed Cronbach's Alpha
Stimulate emotional response	0.335	0.937
Strong sense of belonging	0.543	0.939
Inspire creative ideas	0.351	0.941
Vibrant atmosphere	0.564	0.941
Opportunities to interact with others	0.749	0.933

The CITC value of the item "Emotional Emotional Response" was 0.335, less than 0.4, and the Cronbach's α value was increased to 0.937 after deleting the item. Therefore, this item is deleted. The CITC value of "Inspiring Creative Ideas" was 0.351, which was less than 0.4, and the Cronbach's α value was increased to 0.941 after removing the item. Therefore, the item is also deleted. Then use the variance to maximize the load of the orthogonal rotation normalization index, and extract the five factors of tangibility, reliability, responsiveness, assurance and empathy. The orthogonal rotation factor load diagram is shown in Figure 1. According to the data in Figure 1, five factors were obtained, which explained 69.313% of the data information, indicating that most of the information of the original measurement index was included. And the load of each index on the factors it satisfies is greater than 0.4, indicating that the original index in each component has a significant correlation.

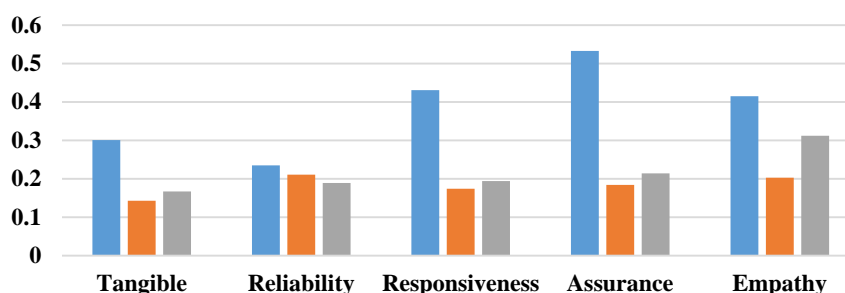


Figure 1. Orthogonal rotation factor load diagram

The difference between customer expectations and perceptions will have a decisive influence on the customer's assessment of the value of hotel services. In general, customers will feel the same value. If customers think that they exceed expectations, they consider the value of hotel services to be "excellent value" and the ultimate customer experience value will be amplified and exceed the customer's perceived value. On the contrary, the value of the customer experience will decrease. Consumers have thoughts, feelings, and subjective desires. In the purchasing process, consumers not only passively pursue product purchases with pure market economic behavior. In addition, it also pursues the enjoyment value and self-awareness brought by shopping, so it always understands the quality of products and services throughout the purchase and consumption process, and in the evaluation of customers. There is also a perception of personal experience, including the image experience, aesthetic experience, and enjoyment. The performance of the catering and entertainment services of leisure travel resorts has no positive impact on the experience of domestic consumers. The findings explain to some extent that the services provided by these two resorts today are hardly inspiring guest experiences.

Conclusion

With the advent of the era of the experience economy and the continuous improvement of people's quality of life, people's life concepts and consumption patterns have also undergone major

changes. In the consumption process, in addition to material satisfaction, consumers pay more attention to the consumption experience. The current marketing and development model of the hotel industry cannot meet the diverse and personalized needs of customers for products and services. In order to meet the market development needs and improve existing marketing conditions, customers must be put first, the interaction between hotels and customers must be strengthened, and personalized products and services can be customized according to customer needs. Finally, the research finds the driving factors and results of resort hotel customer experience, but "customer experience" is a new concept in consumer behavior, so future research should pay more attention to its relationship with other related concepts.

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