

A Study of Service Quality of Fantawild ASEAN Legend Theme Park, Nanning, China

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At present, Chinese theme parks are popping up more and more. There are not many theme parks in China that can operate stably for a long period of time. The development prospect of Nanning Fantawild ASEAN Legend Theme Park is good. However, the question of how to maintain and improve the competitiveness of Nanning Fantawild ASEAN Legend Theme Park, attract more visitor volume, and create the most attractive theme park in Nanning is the question of the future sustainable survival and development of Nanning Fantawild ASEAN Legend Theme Park. This paper combines theory and practice, referring to a large amount of relevant information and literature from home and abroad, and summarizing the existing experiences and achievements. Therefore, visitors who have visited the ASEAN Legends Theme Park at Fantawild Joy World in Nanning were selected as the respondents. Firstly, this paper synthesises relevant theories such as service quality theory and (6W1H) customer behaviour. A set of questionnaires was designed for the visitors of Nanning Fantawild. The study analyzes the factors affecting the service quality of Nanning Fantawild ASEAN Legend Theme Park as well as the factor analysis of customer behaviour. Based on the empirical research and analysis of the results, methods and suggestions for improving the service quality of Nanning Fantawild ASEAN Legend Theme Park are proposed. This paper uses SPSS statistical software to analyze the results by means of reliability and validity analysis, descriptive statistics analysis, and analysis of variance. The results were concluded that the customers' overall satisfaction with the service quality of Nanning Fantawild ASEAN Legend Theme Park is shown in the question phase of each level dimension, with the reliability dimension showing the lowest level of satisfaction. It is of great practical significance to improve the competitiveness of Nanning Fantawild ASEAN Legend Theme Park in China. Finally, there were no significant mean differences in the relationship between different gender, age, education, status, income, and service quality dimensions.

Keywords: service quality, theme park, visitor satisfaction, customer behavior

Introduction

Tourism is often thought of as a temporary residence or trip for non-settlers, in which tourists take a short stay and are not involved in money-making activities, a concept originally proposed by Swiss scholars Krapf and Hunziker in 1942 and widely accepted (Cui, 2016). With the promotion of relevant government policies, the tourism industry has been transformed from a ticket economy to an industrial economy, from the

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construction of a single scenic spot to comprehensive destination services, improving tourism services, raising satisfaction indices and infrastructure facilities, and improving public services to point the way to the development of tourism (General Office of the State Council, “Issuing Guidance Opinions on Promoting the Development of Territorial Tourism” 2018).

China’s theme parks have emerged from unclear concepts, blind construction, imitation and plagiarism, low-level repetition, and other problems, and in some areas there are also local debt risks and real estate tendencies, to prevent “fake parks and real estate” projects (National Development and Reform Commission and other five departments jointly issued the “Guidance on Regulating the Construction and Development of Theme Parks” 2018).

During the 14th Five-Year Plan period (the outline of the 14th Five-Year Plan for China’s economic and social development), culture and tourism development will face major opportunities and challenges, requiring innovative development to create a new situation for culture and tourism development. (Ministry of Culture and Tourism on the Publication of the 14th Five-Year Plan for Culture and Tourism Development, 2021)

The large theme park industry in China is currently dominated by local enterprises. As China’s tourism industry continues to develop, tourism consumption continues to upgrade and tourists’ preference for theme parks continues to grow, China’s theme park market continues to expand, creating a number of local theme park brands and companies with some strength, forming a situation in which a number of theme park companies such as Overseas Chinese Town Group, Changlong Group, Haichang Holdings, and Songcheng Performing Arts co-exist and develop (International Theme Park Industry Body Theme Leisure). In the highly competitive tourism industry, the reason for the short life cycle of Chinese theme parks is the lack of passenger traffic. Most theme parks show decreasing patronage. What affects the unsustainable operation of theme parks is the low satisfaction of visitors and the low revisit rate of theme parks (Chen, 2018, p. 1).

Fantawild ASEAN Divine Painting is a leader in the cultural tourism and entertainment industry by China. It is a high-tech theme park created by the Huaqiang Fantawild Culture and Technology Group, and the first theme park in China to showcase the culture of 10 ASEAN countries. Nanning Fantawild ASEAN Legend Theme Park is located at No. 66 Qinghuan Road, Nanning, and features a Southeast Asian style street, five themed restaurants, 11 indoor programs, and over thirty outdoor rides. The park has a flying dome theatre “Flying with You”, a giant screen theatre “Enter Angkor”, a large live action theatre “Song of a Thousand Islands”. The wooden roller coaster “Jungle Flying Dragon” and the classic spinning roller coaster “Polar Express” and other recreational items and more than 200 leisure landscapes (Huaqiangfangte (Shenzhen) Intelligent Technology Co, 2005).

The current cultural tourism industry in China is increasingly emphasising personalisation. How to deeply develop regional cultural characteristics and promote the combination of tourism industry and regional culture is an issue that local governments and tourism management departments insist on exploring and studying. Huaqiang Fantawild has made good use of the combination of ASEAN culture and the industry of Guangxi tourism to create the exotic Fantawild ASEAN Legend Theme Park. It has become the first theme park in China to showcase the history and culture of ASEAN countries (Source: People’s Daily Online, 2018). This integration of culture and tourism industries has promoted the development of the local economy in Nanning, Guangxi, driven by China-ASEAN regional tourism economic cooperation. It has also solved a large number of jobs for Nanning.

All in all, Fantawild currently operates in 23 cities in China and has opened 23 theme parks. In the face of the emergence of more domestic theme parks, there are very few domestic theme parks with long-term viability and competitiveness. The future of Nanning Fantawild ASEAN Legend Theme Park is full of hope. However, how to maintain and enhance the competitiveness of Nanning Fantawild ASEAN Legend Theme Park, how to attract more tourists, and how to build the most attractive theme park in Nanning are the issues that need to be discussed in the future sustainable development of Nanning Fantawild ASEAN Legend Theme Park. From the perspective of sustainable competitiveness of Nanning Fantawild ASEAN Legend Theme Park, this paper investigates the service quality dimension of Nanning Fantawild ASEAN Legend Theme Park and the factors that affect customer behavior. It provides the basis for the tourism management of relevant institutions in Nanning. It is of great practical significance for the theme park business to improve its domestic competitiveness.

Methodology

The Population and Group Example

This study questionnaire will collect 389 customers of Nanning Fantawild ASEAN Legend Theme Park. The questionnaire consists of three parts and 35 questions.

The questionnaire is divided into the following parts:

Part 1: Demographic Statistics. This section contains multiple choice questions, including gender, age, income, education, and status. Part 2: Customer Behavior. This section contains a survey of tourists' behavior in the theme park of Nanning Fantawild ASEAN Legend Theme Park. Multiple-choice questions include Who, What, Where, When, Why, Whom, and How. Part 3: Tourist Satisfaction of Service Quality in Nanning Fantawild ASEAN Legend Theme Park, Nanning, China. This section contains 20 surveys of tourists' satisfaction with service quality. Rating questions include Quality of Service, Tangible, Responsibility, Guarantees, Reliability, and Empathy.

(1) The rating scale 5 levels as follow:

Strongly Agree = 5

Agree = 4

Neutral = 3

Disagree = 2

Strongly Disagree = 1

(2) Scale of Descriptive Statistics Scale Range:

Very Satisfied = 4.21-5.00

Satisfied = 3.41-4.20

Neutral = 2.61-3.40

Unsatisfied = 1.81-2.60

Very Unsatisfied = 1.00-1.80

The above content shows the range of scales based on the questionnaire. The researcher will use these ranges to interpret the mean and standard deviation.

Research Validity/Reliability

The Cronbach's alpha is 0.978 which indicates a high level of interval consistency which is considered reliable for the questions tested. This questionnaire is in full conformity with English and Chinese.

Table 1

Service Quality Dimension Reliability Analysis Results

Cronbach's alpha	Number of items
0.978	20

Results**The Frequency and Percentage of Respondents' Personal Information**

From Table 2, it can be seen:

(1) Gender: Shows that majority of the respondents 57.33% are female and 42.67% are male.

(2) Age: Shows that majority of the respondents 47.56% are 19 to 30 years old, 20.56% are 31 to 40 years old and, 14.91% are 41 to 50 years old.

(3) Status: Shows that majority of the respondents 29.31% of tourists are single, 62.21% are married and 8.48% are due to other reasons.

(4) Education level: Shows that majority of the respondents 14.65% of tourists have high school education or below, 25.19% of those with vocational certificates, Bachelor degree accounted for 48.59%, master degree and above accounted for 11.57%.

(5) Income: Shows that majority of the respondents 21.85% of the respondents earn less than below 2,000 RMB, 20.05% of the respondents earned from 2,000 to 4,000, 25.45% of the respondents earned between 4,000 and 6,000 RMB.

Table 2

Frequency Table for the Personal Information

Personal information	Frequency	Percent
Male	166	42.67
Female	223	57.33
Total gender	389	100
19 to 30 years old	185	47.56
31 to 40 years old	80	20.56
41 to 50 years old	58	14.91
Over 51 years old	66	16.97
Total Age	389	100
Single	114	29.31
Married	242	62.21
Others	33	8.48
Total status	389	100
High school education or below	57	14.65
Vocational certificate	98	25.19
Bachelor's degree	189	48.59
Master degree or above	45	11.57
Total education level	389	100
Below 2,000	85	21.85
2,000-4,000	78	20.05
4,000-6,000	99	25.45
6,000-7,000	80	20.57
More than 8,000	47	12.08
Total income	389	100

The Frequency and Percentage of the Customer Behavior

From Table 3, it can be seen:

(1) Tourist' Behavior: shows that majority of the respondents (47.82%) indicated that they visited Nanning Fantawild ASEAN Legend Theme Park 1-2 times a year, 31.36% indicated that they visited Nanning Fantawild ASEAN Legend Theme Park 3-4 times a year, and 20.82% visited Nanning Fantawild ASEAN Legend Theme Park more than 5 times a year.

(2) Main Reasons: shows that majority of the respondents (24.94%) traveled to Nanning Fantawild ASEAN Legend Theme Park because of tourism projects, 24.16% of the respondents traveled to Nanning Fantawild ASEAN Legend Theme Park for fitness and health, 35.22% of the respondents traveled to Nanning Fantawild ASEAN Legend Theme Park for leisure vacation.

(3) With Whom: shows that majority of the respondents (14.40%) traveled to Nanning Fantawild ASEAN Legend Theme Park alone, 14.91% of the respondents traveled to Nanning Fantawild ASEAN Legend Theme Park with their spouses, 12.85% of the respondents traveled with their parents to Nanning Fantawild ASEAN Legend Theme Park.

(4) Travel Time: shows that majority of the respondents (5.40%) traveled to Nanning Fantawild ASEAN Legend Theme Park during the winter vacation, 24.68% of the respondents traveled to Nanning Fantawild ASEAN Legend Theme Park in summer vacation, 18.51% of the respondents went to Nanning Fantawild ASEAN Legend Theme Park on weekends.

(5) Tourism Information: shows that majority of the respondents (42.90%) of the respondents who travel to Nanning Fantawild ASEAN Legend Theme Park through word of mouth, 26.50% of the respondents traveled to Nanning Fantawild ASEAN Legend Theme Park through travel agencies, 17.20% of respondents went to Nanning Fantawild ASEAN Legend Theme Park to obtain information from online publications.

(6) Purpose of Tourism: shows that majority of the respondents (44.47%) traveled to Nanning Fantawild ASEAN Legend Theme Park for entertainment, 26.48% of the respondents are traveling to Nanning Fantawild ASEAN Legend Theme Park , 15.17% are traveling to Nanning Fantawild ASEAN Legend Theme Park for education.

(7) Affect the Travelling Crowd: shows that majority of the respondents (30.08%) who affected tourists' travel was influenced by friends to travel to Nanning Fantawild ASEAN Legend Theme Park, 22.62% of the respondents were affected by their families to travel to Nanning Fantawild ASEAN Legend Theme Park, 14.14% of the respondents were affected by relatives to travel to Nanning Fantawild ASEAN Legend Theme Park.

(8) Consumption: shows that majority of the respondents (35.99%) spend between ¥199 and ¥300, 25.71% spend between ¥300 and ¥500, 22.88% spend between ¥500 and ¥800.

(9) Place: shows that majority of the respondents (65.29%) from Nanning to Nanning Fantawild ASEAN Legend Theme Park, 2.83% of foreign tourists, and 31.88% of tourists from other cities.

(10) Means of Transportation: shows that majority of the respondents (37.02%) take public transportation, 30.08% take private cars, 14.14% take travel agency services.

Table 3

Frequency Table for the Customer Behavior

Personal information	Frequency	Percent
1-2 times a year	186	47.82
3-4 times a year	122	31.36
More than 5 times a year	81	20.82
Total tourist' behavior	389	100
Tourism project	97	24.94
Fitness and health	94	24.16
Leisure vacation	137	35.22
Accompany one's family	44	11.31
Others	17	4.37
Total main reasons	389	100
Alone	56	14.4
Spouse	58	14.91
Parents	50	12.85
Family	57	14.65
Relatives	36	9.26
Friend	122	31.36
Others	10	2.57
Total with whom	389	100
Winter vacation	21	5.4
Summer vacation	96	24.68
Weekend	72	18.51
Legal holidays	99	25.45
Indefinite	101	25.96
Total travel time	389	100
Word of mouth	167	42.9
Travel agency	103	26.5
Online publishing	67	17.2
Magazine	17	4.4
A pamphlet/leaflet	3	8
Others	32	8.2
Total tourism information	389	100
Entertainment	173	44.47
Tourism	103	26.48
Education	59	15.17
Health	42	10.8
Others	12	3.08
Total purpose of tourism	389	100
Friend	117	30.08
Family	88	22.62
Relatives	55	14.14
Travel agency	56	14.39
Direct Selling	38	9.77
Others	35	9
Total affect the travelling crowd	389	100

Table 3 to be continued

¥199-¥1300	140	35.99
¥300-¥500	100	25.71
¥500-¥800	89	22.88
¥800-¥1000	31	7.97
Over ¥1,000	29	7.45
Total consumption (RMB)	389	100
Nanning City	254	65.29
Foreign tourists	11	2.83
Other cities	124	31.88
Total place	389	100
Public transport	144	37.02
Private car	117	30.08
Travel agency services	55	14.14
Rent a car	53	13.62
Others	20	5.14
Total means of transportation	389	100

The Mean and Standard Deviation of Each Dimension of Service Quality

From Table 4, it can be seen:

The mean average value of various dimensions of service quality and the standard deviation, the highest mean average value is responsiveness 3.83, guarantee and empathy are 3.80 and, tangible is 3.78 with a level of “satisfied.”

Table 4

The Service Quality Variables

Service quality variables	Mean	Std. deviation	Interpretation
Tangible	3.78	0.962	Satisfied
Reliability	3.76	0.946	Satisfied
Responsiveness	3.83	0.973	Satisfied
Guarantee	3.80	0.936	Satisfied
Empathy	3.80	0.939	Satisfied

Hypothesis Test of Analysis of Variance

In this study, variance analysis was used to compare whether each variable has significant differences under different degrees of control variables.

H1: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is different by gender.

H1₀: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is not different between group of gender.

H1₁: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is different between group of gender.

It can be seen from the above table that the tangible, responsiveness, reliability, guarantees, and empathy in the service quality dimensions of different gender groups are not significant ($p > 0.05$), which means that the tangible, responsiveness, reliability, guarantees, and empathy in the service quality dimensions of different gender groups are all consistent, but there is no difference.

Table 5

Analysis Results of Difference of Mean Service Quality in Different Gender Groups (Gender)

Analysis of variance results				
Model	Gender (mean \pm standard deviation)		<i>F</i>	Sig.
	Female (<i>n</i> = 166)	Male (<i>n</i> = 223)		
Tangible	3.83 \pm 1.02	3.74 \pm 0.92	0.698	0.404
Responsiveness	3.85 \pm 0.98	3.81 \pm 0.91	0.130	0.718
Reliability	3.76 \pm 1.00	3.76 \pm 0.91	0.002	0.967
Guarantee	3.85 \pm 0.98	3.78 \pm 0.90	0.490	0.484
Empathy	3.84 \pm 1.01	3.77 \pm 0.89	0.542	0.462
Total	3.83 \pm 1.00	3.77 \pm 0.91	0.372	0.607

Table 6

Hypothesis Test Results (Gender)

No.	Hypothesis	Result
1	H1 ₁ : Mean of service quality dimension tangible Nanning Fantawild ASEAN Legend Theme Park is different between group of gender.	Rejected
2	H1 ₁ : Mean of service quality dimension responsiveness Nanning Fantawild ASEAN Legend Theme Park is different between group of gender.	Rejected
3	H1 ₁ : Mean of service quality dimension reliability Nanning Fantawild ASEAN Legend Theme Park is different between group of gender.	Rejected
4	H1 ₁ : Mean of service quality dimension guarantee Nanning Fantawild ASEAN Legend Theme Park is different between group of gender.	Rejected
5	H1 ₁ : Mean of service quality dimension empathy Nanning Fantawild ASEAN Legend Theme Park is different between group of gender.	Rejected

H2: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is different by age.

H2₀: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is not different between group of age.

H2₁: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is different between group of age.

Table 7

Analysis of Variance Between Age and Factors (Age)

Analysis of variance results						
Model	Age (mean \pm standard deviation)				<i>F</i>	Sig.
	19-30 years old (<i>n</i> = 185)	31-40 years old (<i>n</i> = 80)	41-50 years old (<i>n</i> = 58)	Over 51 years old (<i>n</i> = 66)		
Tangible	3.77 \pm 0.81	3.77 \pm 1.16	3.75 \pm 1.00	3.84 \pm 1.07	0.111	0.954
Responsiveness	3.79 \pm 0.78	3.81 \pm 1.06	3.88 \pm 1.08	3.92 \pm 1.06	0.392	0.759
Reliability	3.73 \pm 0.81	3.64 \pm 1.02	3.84 \pm 1.06	3.90 \pm 1.08	1.111	0.345
Guarantee	3.78 \pm 0.77	3.75 \pm 1.08	3.87 \pm 1.04	3.92 \pm 1.06	0.57	0.635
Empathy	3.83 \pm 0.78	3.68 \pm 1.07	3.81 \pm 1.08	3.84 \pm 1.07	0.56	0.641
Total	3.78 \pm 0.79	3.73 \pm 1.08	3.83 \pm 1.05	3.88 \pm 1.07	0.55	0.667

As can be seen from the above table, different age samples for the service quality dimensions of tangible, responsiveness, reliability, guarantees, empathy are all not significant ($p > 0.05$), which means that different age samples for the service quality dimensions of tangible, responsiveness, reliability, guarantees, empathy are all consistent, there is no difference.

Table 8

Hypothesis test results (Age)

No.	Hypothesis	Result
1	H2 ₁ : Mean of service quality dimension Tangible of Fantawild ASEAN legend theme park is different between group of age.	Rejected
2	H2 ₁ : Mean of service quality dimension Responsiveness of Fantawild ASEAN legend theme park is different between group of age.	Rejected
3	H2 ₁ : Mean of service quality dimension reliability of Fantawild ASEAN legend theme park is different between group of age.	Rejected
4	H2 ₁ : Mean of service quality dimension guarantee of Fantawild ASEAN legend theme park is different between group of age.	Rejected
5	H2 ₁ : Mean of service quality dimension empathy of Fantawild ASEAN legend theme park is different between group of age.	Rejected

H3: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is different by income.

H3₀: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is not different by group of income.

H3₁: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is different by group of income.

Table 9

Analysis of Variance of Income to Each Factor (Income)

Analysis of variance results							
Model	Income (average \pm standard deviation)					<i>F</i>	Sig
	¥2,000 or less (<i>n</i> = 85)	¥2,000-¥4,000 (<i>n</i> = 78)	¥4,000-¥6,000 (<i>n</i> = 99)	¥6000-¥7,000 (<i>n</i> = 80)	¥8,000 or more (<i>n</i> = 47)		
Tangible	3.71 \pm 0.65	3.87 \pm 0.86	3.69 \pm 1.12	3.82 \pm 1.12	3.89 \pm 0.96	0.687	0.601
Responsiveness	3.82 \pm 0.60	3.95 \pm 0.81	3.67 \pm 1.17	3.84 \pm 1.02	3.94 \pm 0.93	1.151	0.332
Reliability	3.66 \pm 0.73	3.90 \pm 0.82	3.61 \pm 1.09	3.79 \pm 1.06	3.95 \pm 0.94	1.779	0.132
Guarantee	3.79 \pm 0.64	3.93 \pm 0.87	3.71 \pm 1.12	3.85 \pm 1.03	3.83 \pm 0.90	0.677	0.608
Empathy	3.79 \pm 0.65	3.92 \pm 0.79	3.66 \pm 1.10	3.86 \pm 1.12	3.80 \pm 0.90	0.995	0.410
Total	3.75 \pm 0.65	3.91 \pm 0.83	3.67 \pm 1.12	3.92 \pm 1.07	3.88 \pm 0.93	1.058	0.417

As can be seen from the above table: Samples of different income groups have no significant effect on tangible, responsiveness, reliability, guarantees, and empathy in the service quality dimension ($p > 0.05$), which means that samples of different income groups have no difference in tangible, responsiveness, reliability, guarantees, and empathy in the service quality dimension.

It can be concluded that the average service quality of Nanning Fantawild ASEAN Legend Theme Park has no difference among different incomes. The results also confirm the hypothesis that the average service quality of Nanning Fantawild ASEAN Legend Theme Park is zero, and there is no difference among different income segments.

Table 10

Hypothesis Test Results (Income)

No.	Hypothesis	Result
1	H3 ₁ : Mean of service quality dimension tangible of Nanning Fantawild ASEAN Legend Theme Park is different by group of income.	Rejected
2	H3 ₁ : Mean of service quality dimension Responsiveness of Nanning Fantawild ASEAN Legend Theme Park is different by group of income.	Rejected

Table 10 to be continued

3	H3 ₁ : Mean of service quality dimension reliability of Nanning Fantawild ASEAN Legend Theme Park is different by group of income.	Rejected
4	H3 ₁ : Mean of service quality dimension guarantee of Nanning Fantawild ASEAN Legend Theme Park is different by group of income.	Rejected
5	H3 ₁ : Mean of service quality dimension empathy of Nanning Fantawild ASEAN Legend Theme Park is different by group of income.	Rejected

H4: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is different by education.

H4₀: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is not different by group of education.

H4₁: Mean of service quality of Nanning Fantawild ASEAN Legend Theme Park is different by group of education.

Table 11

Analysis of Variance of Education to Each Factor (Education)

Analysis of variance results						
Model	Education (mean \pm standard deviation)				<i>F</i>	Sig.
	High school education or below (<i>n</i> = 57)	Vocational certificate (<i>n</i> = 98)	Bachelor's degree (<i>n</i> = 189)	Master degree or above (<i>n</i> = 45)		
Tangible	3.74 \pm 0.94	3.63 \pm 1.16	3.88 \pm 0.81	3.75 \pm 1.09	1.513	0.211
Responsiveness	3.75 \pm 0.80	3.76 \pm 1.14	3.90 \pm 0.81	3.76 \pm 1.10	0.77	0.512
Reliability	3.69 \pm 0.92	3.65 \pm 1.10	3.83 \pm 0.83	3.76 \pm 1.06	0.946	0.419
Guarantee	3.80 \pm 0.84	3.72 \pm 1.15	3.89 \pm 0.80	3.71 \pm 1.04	0.998	0.394
Empathy	3.82 \pm 0.94	3.69 \pm 1.15	3.85 \pm 0.79	3.78 \pm 1.01	0.651	0.583
Total	3.76 \pm 0.89	3.69 \pm 1.14	3.87 \pm 0.81	3.75 \pm 1.06	0.976	0.424

It can be seen from the above table that different educational groups do not show significant differences in tangible, responsiveness, reliability, guarantees, and empathy in the service quality dimension ($p > 0.05$), which means that different educational groups show consistency in tangible, responsiveness, reliability, guarantees, and empathy in the service quality dimension, but there is no difference.

It can be concluded that the average service quality of Nanning Fantawild ASEAN Legend Theme Park has no difference among different educational groups.

Table 12

Hypothesis Test Results (Education)

No.	Hypothesis	Result
1	H4 ₁ : Mean of service quality dimension tangible of Nanning Fantawild ASEAN Legend Theme Park is different by group of education.	Rejected
2	H4 ₁ : Mean of service quality dimension Responsiveness of Nanning Fantawild ASEAN Legend Theme Park is different by group of education.	Rejected
3	H4 ₁ : Mean of service quality dimension reliability of Nanning Fantawild ASEAN Legend Theme Park is different by group of education.	Rejected
4	H4 ₁ : Mean of service quality dimension guarantee of Nanning Fantawild ASEAN Legend Theme Park is different by group of education.	Rejected
5	H4 ₁ : Mean of service quality dimension empathy of Nanning Fantawild ASEAN Legend Theme Park is different by group of education.	Rejected

H5: The average service quality of Nanning Fantawild ASEAN Legend Theme Park varies is different by status.

H5₀: The average service quality of Nanning Fantawild ASEAN Legend Theme Park varies is not different by with group of status.

H5₁: The average service quality of Nanning Fantawild ASEAN Legend Theme Park varies is different by with group of status.

Table 13

Analysis of Variance of Status to Each Factor (Status)

Analysis of variance results					
Model	Status (mean \pm standard deviation)			<i>F</i>	Sig.
	Single (<i>n</i> = 114)	Married (<i>n</i> = 242)	Other (<i>n</i> = 33)		
Tangible	3.68 \pm 0.75	3.84 \pm 1.08	3.70 \pm 0.61	1.100	0.334
Responsiveness	3.79 \pm 0.73	3.86 \pm 1.06	3.74 \pm 0.58	0.335	0.715
Reliability	3.66 \pm 0.78	3.81 \pm 1.04	3.67 \pm 0.71	1.112	0.33
Guarantee	3.77 \pm 0.78	3.85 \pm 1.03	3.70 \pm 0.60	0.543	0.581
Empathy	3.78 \pm 0.74	3.82 \pm 1.05	3.70 \pm 0.65	0.277	0.758
Total	3.74 \pm 0.76	3.84 \pm 1.05	3.70 \pm 0.63	0.673	0.544

It can be seen from the above table that different status groups do not show significant difference in tangible, responsiveness, reliability, guarantees, and empathy in the dimension of service quality ($p > 0.05$), which means that different status groups show consistency in tangible, responsiveness, reliability, guarantees, and empathy in the dimension of service quality, but there is no difference.

It can be concluded that the average service quality of Nanning Fantawild ASEAN Legend Theme Park has no difference among different educations. The research results also confirm the hypothesis that the average service quality of Nanning Fantawild ASEAN Legend Theme Park is zero, and there is no difference among different education.

Table 14

Hypothesis Test Results (Status)

No.	Hypothesis	Result
1	H5 ₁ : The average service quality dimension tangible of Nanning Fantawild ASEAN Legend Theme Park varies is different by with group of status.	Rejected
2	H5 ₁ : The average service quality dimension responsiveness of Nanning Fantawild ASEAN Legend Theme Park varies is different by with group of status.	Rejected
3	H5 ₁ : The average service quality dimension reliability of Nanning Fantawild ASEAN Legend Theme Park varies is different by with group of status.	Rejected
4	H5 ₁ : The average service quality dimension guarantee of Nanning Fantawild ASEAN Legend Theme Park varies is different by with group of status.	Rejected
5	H5 ₁ : The average service quality dimension empathy of Nanning Fantawild ASEAN Legend Theme Park varies is different by with group of status.	Rejected

Discussion

The three basic objectives of the current research are to analyze the influence of: (1) customer behavior, (2) the service quality, (3) the mean difference between service quality and demographic.

Discussion of the Customer Behavior

This paper combines Loen G. Shiffman and Leslie Larzar Kanuk's (1994) analysis of the concept of consumer behaviour with the 6W1H of consumer behaviour questions to be answered by job analysis from a management perspective (which is what to do, why, who to use, when, where, for whom), and the results of the

descriptive statistical analysis are as follows: frequency of customer behaviour, reasons for travel, who to travel with, travel time, travel information, purpose of travel, people who influence travel, travel spending, where visitors come from, and travel transport.

This paper concludes customer behaviour frequency: 1-2 times per year and the frequency is the most frequent. The purpose and reason for the customer's travel is mainly based on entertainment and leisure and holiday. In terms of who tourists travel with, mainly friends are the most frequent. In terms of travel time, the frequency of travel is lowest during winter holidays. In terms of access to travel information, word-of-mouth discussion is the main channel, with tourists getting the least information from brochures/flyers. The people who influence customers to travel are mainly friends. Travel spending is highest at 199-300 RMB. In terms of where tourists come from, local tourists are the most common and foreign tourists are the least common. The main mode of transport for customers' travelling is public transport, followed by private cars. The similarities and differences between the previous studies are as follows.

Frequency of customer behavior. The results of this paper conclude that behavioural frequency is most frequent with 1-2 times per year. It is inconsistent with the findings of (Yang & Wang, 2018) that the frequency of travel is the most frequent: 3-4 times per year. The comparison shows that the frequency of travel varies from one tourist destination to another, perhaps related to the time of the tourist, the attraction of the tourist destination's program, and the promotion of the event.

Purpose and reasons for travelling. The purpose and reasons for travelling in this study are mainly recreational and leisure-oriented. It is consistent with the findings of (Yang & Wang, 2018) that the purpose of tourism is mainly leisure, entertainment, and holiday-oriented.

Who tourists travel with. The results of this paper are most predominantly friend-based in terms of who tourists travel with. This is inconsistent with the findings of (Xiao, 2017) that the majority of tourists' companionship in tourism is predominantly with tour groups. Therefore, for each region, tourists do not travel with the same travel companions or travel style, perhaps related to the region or lifestyle habits.

Travel time. The findings of this paper in terms of travel time show that tourists travel the least frequently during winter holidays. This is inconsistent with the finding of (Wang Rong, 2016) that the lowest frequency in terms of travel time is any-time travel. Therefore, in comparison with the previous study for different tourist places, customers in choosing travel time may have a relationship with the local tourism program or other reasons.

Tourist information. The conclusion of this paper in terms of obtaining tourism information is mainly word-of-mouth discussion, and tourists get the least tourism information in brochures/leaflets. It is consistent with the conclusion (Wang, 2016) that tourists mainly recommend tourism information by relatives and friends. From the results of tourism information sources (Hao, 2021), it can be seen that word of mouth is the main channel for tourists to understand Yesanpo scenic spot. Therefore, most of the customer behavior characteristics of tourists in tourist attractions to obtain information are based on word of mouth.

People who influence customer travel. The people who influence customers to travel in the findings of this paper are mainly friends. It is not consistent with the findings of (Zhou, 2021) that self-guided and group tours with family relatives are the main ones in influencing tourists to travel.

Travel consumption. The travel spending of customers in the results of this paper is most in the range of 199-300 RMB. This is inconsistent with the finding that (Yu, 2015) travel spending is higher between 200-500

RMB and 501-1,001 RMB. Therefore, the consumption of each tourist destination varies in comparison with the previous ones, which may be related to the price of entrance fees of the attractions, etc.

Transportation for travel. The mode of transport for customers travelling in the results of this paper is mainly public transport, followed by private cars. In contrast to (Jia et al, 2022) findings, the main mode of transport for tourists travelling was self-driving cars, followed by those who chose electric cars to come. In comparison with the previous study, it shows that tourists' preference in choosing transportation varies from one tourist attraction to another due to factors such as convenience, safety, and freedom.

Discussion the Service Quality

The results of the descriptive analysis evaluation of the service quality of the Nanning Fantawild ASEAN Divine Painting theme park studied in this paper show that the comparison of the mean results of the dimensions of service quality shows that customers have the highest mean value of responsiveness to the dimensions of service quality. This is followed by guarantees and empathy which are tied for second place and these three dimensions are the main factors that attract visitors to the park. Reliability had the lowest overall mean value of all dimensions, with the two issues of staff never being too busy to respond to visitors' requests and staff being able to provide service to visitors in a timely manner. It is inconsistent with the findings of (Kuang, 2019) that the service quality dimensions tangible, reliability, and guarantees are the main factors that influence visitors' evaluation of service quality in such scenic spots. It is inconsistent with (Wang, 2017) that the mean value of safety is the highest among the six dimensions of service quality (safety, guarantees, tangible, responsiveness, empathy, and sensitivity) of tourists' perception of scenic spots, with tangible being the second highest and empathy being the lowest. In contrast to (Liu, Pu, & Wang, 2018) who concluded that visitors were most satisfied with the tangibles of the service quality dimension in the scenic area, and were less satisfied with the responsiveness and empathy of the service quality, which failed to meet their expectations. The conclusion that empathy has the lowest level of satisfaction is inconsistent. Therefore, by comparing this with previous studies, we can see that the extent to which tourists value the various dimensions of service quality varies from one tourist attraction to another.

Between Service Quality and Demographic

The results of this study verified different demographic characteristics in Nanning Fantawild ASEAN Legend Theme Park. There are no significant differences in the evaluative relationships between gender, age, education level, status, income, and service quality dimensions.

(1) Differences in the effects of different genders on the dimensions of service quality

The findings of this paper show that there is no significant difference in the impact of demographic characteristics in terms of gender between male and female customers on the evaluation of the dimensions of service quality. This is inconsistent with the findings of (Wang, 2013) that males are more satisfied with service quality than females and that there is a significant difference between different genders on the dimensions of service quality. It is inconsistent with (Wang, 2020) that the results of tourists' evaluation on the tangible, reliability, assurance, and responsiveness service quality dimensions were significantly higher for male tourists than for female tourists who were more satisfied with the service quality of the scenic spot. Therefore, it can be seen that the results of gender on the evaluation of service quality of tourist places are different, but there is no significant difference for the current Nanning Fantawild ASEAN Legend Theme Park.

(2) Differences in the impact of age on the dimensions of service quality

The results of this paper show that there is no significant difference in the influence of demographic characteristics in terms of age on the evaluation of the dimensions of service quality. In contrast to (Wang, 2013) there is a significant difference between different genders of travelers and the five dimensions of service quality, age in terms of reliability factor in the 18-29 years old and 45-64 years old people are satisfied with the service quality of travel agencies, for the service quality responsiveness is more unsatisfactory in the findings which are not consistent.

(3) Differences in the impact of different education on the dimensions of service quality

The results of this paper show that there is no significant difference in the impact of demographic characteristics in terms of education on the evaluation of the dimensions of service quality. In contrast to (Wang, 2020), the findings that different education levels of tourists have significant differences on the overall service quality of the landscape in the tangible, responsiveness, assurance, and empathy dimensions, with those with a master's degree and above being rated higher, those with high school and bachelor's degrees being more satisfied, and those with specialist degrees having the worst experience, which are inconsistent with the findings of this paper.

(4) Differences in the impact of different status on the dimensions of service quality

The findings of this paper show that there is no significant difference in the impact of demographic characteristics in terms of status on the evaluation of the dimensions of service quality. This is consistent with the finding of (Ye, 2007) that there is no significant relationship between the reliability of the service quality dimensions and the family structure of tourists.

(5) Differences in the effects of different incomes on the dimensions of service quality

The results of this study show that there is no significant difference in the impact of demographic characteristics on the evaluation of service quality dimensions in terms of income. In contrast to (Wang, 2020) the different income levels of tourists have variability in the tangible, responsiveness, assurance, and empathy dimensions for the overall service quality of scenic areas, reflecting the influence of different income levels on the service quality of scenic areas, with tourists earning above 2,500 RMB rating their satisfaction with service quality higher and those below 2,500 RMB rating their satisfaction with service quality generally in line with this paper's research. The findings of this study are inconsistent.

Recommendations

The results of this study have certain reference significance for improving the service quality of Nanning Fantawild ASEAN Legend Theme Park. The following suggestions are put forward for Nanning Fantawild ASEAN Legend Theme Park:

(1) According to the survey results of descriptive analysis of customer behavior frequency and proportion, there are more customers from Nanning, there are fewer tourists from other cities and foreign countries. We should pay more attention to the publicity of foreign countries and other cities; tourists' travel time and frequency are quite different. As the proportion of customers visiting Nanning Fantawild ASEAN Legend Theme Park during winter vacation is the least, management departments should strengthen the operation management and publicity of winter vacation, for example, the promotion of family parent-child package tickets, VIP for winter vacation, free one for friends who have birthdays when traveling together, VIP for winter vacation, and five opportunities to play, so as to increase the virtual space or promenade suitable for

people of different ages or the elderly to walk in flying snow, so as to increase the tourist flow. As the frequency of legal holidays and summer travel is high, the management department should grasp the best period of passenger flow, prepare for diversified performances of Nanning Fantawild ASEAN Legend Theme Park, make correct garden guide, arrange time reasonably, and reduce the queuing time of tourists. From the tourist information of tourist lake area, the frequency of word of mouth is the highest, so it can be known that the management department should pay more attention to the evaluation of customer satisfaction. Public transportation accounts for the highest proportion of tourists' main means of transportation, followed by private cars, which is very important for the sustainable operation of theme parks to have convenient transportation and sufficient parking spaces.

(2) From the descriptive analysis of the survey results of the average and standard deviation of each dimension of service quality in Nanning Fantawild ASEAN Legend Theme Park, it can be seen that the overall average of service quality dimensions ranges from 3.76 to 3.80, and the standard deviation is close to 0, which shows that customers are satisfied with the overall service quality of Nanning Fantawild ASEAN Legend Theme Park. From several dimensions of service quality, the average reliability is 3.76, which is lower than other dimensions. It is reflected in the fact that the staff will never be too busy to respond to visitors' demands and the staff can provide services to tourists in time, the average value of tourists' recognition is the lowest compared with other issues. It is suggested that Nanning Fantawild ASEAN Legend Theme Park should improve staff training, service efficiency, and comprehensive service ability. Secondly, the average tangible value of service quality is 3.78, which is mainly reflected in the modernization of leisure seats, service centers, and other facilities in theme parks. Theme Park managers should pay attention to the modernization and beauty of supporting facilities.

(3) According to the assumptions put forward before this paper, combined with the survey results of variance analysis, the service quality of Nanning Fantawild ASEAN Legend Theme Park will not show significant differences in tangible, responsiveness, reliability, guarantees, and empathy among different gender, age, income, education, and status groups. It shows that the satisfaction evaluation of service quality of Nanning Fantawild ASEAN Legend Theme Park will not have different views because of the differences of customers' gender, age, income, education, and status, so we can ignore whether these aspects will affect the satisfaction evaluation of Nanning Fantawild ASEAN Legend Theme Park in management.

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