Study on the complaining behavior of tourists in Scenic spots: The Case in Shaanxi China

Zhaowen Duan1,a, Tingwei Zhang 1, Rui Jiang 2, Shan Xie 3, Hanyu Sun 3
School of Tourism, Xi’an International Studies University, Shaanxi Province, 710128, China
aduanzhaowen@xisu.edu.cn
*Corresponding author's e-mail: 415844482@qq.com

Abstract: With the development of the Internet and the popularization of online social platforms, online reviews have become an important channel for tourists to express their travel experience, and they have also become important information references for tourism companies to improve their products and services. This study took 9 tourist attractions in Shaanxi Province as the research object, collected tourist negative word of mouth on TripAdvisor and Ctrip, and explored the online complaining behavior of tourists in the scenic spots. The results show that: (1) Failed scenic services, mismatches between expectations and the scenic environment, not being treated fairly by scenic employees, and other reasons are the main motives that cause tourists to complain online. (2) Tourists' complaints about scenic spots are mainly concentrated in five areas: crowded, tourism attraction, service, tickets, management and others. The complaints of tourists from different scenic spots are slightly different. (3) Tourists of different nationalities have different incomes and cultural backgrounds, which lead to different complaints about the scenic spots. The research results of this article are conducive to the managers of scenic spots to understand the content of tourists' complaints and the reasons of tourists' complaining behaviors, and it is conducive to the smooth implementation of the remedial measures after the event by enterprises, thereby enhancing the satisfaction of tourists.

1. Introduction
Shanxi Province is a famous tourist province in the western region of China. Its cultural relics and sites are rich in quantity and high in grade, so it is known as the "Museum of Natural History of China". All along, the main income of Shaanxi scenic spots comes from ticket income. Because of the high visibility and uniqueness of tourism resources in Shaanxi Province, the managers of these scenic spots do not care about the experience of tourists in the scenic spots. In June 2015, the Imperial Palace in Beijing announced online for the first time that it would limit the number of tourists, and then the Shaanxi Provincial Tourism Administration announced on the official Internet that it would impose environmental carrying capacity in three major scenic spots during the National Day. All kinds of signs show that the management and marketing of scenic spots have changed quietly in the new tourism market environment, which not only pays attention to the continuous growth of the number of tourists, but also needs to pay attention to how to improve the tourist experience and increase the satisfaction and revisit rate of tourists. With the wide application of web2.0 technology, the travel social network platform has become a new way for tourists to complain [1][2]. The content of Tourist complained are called negative word of mouth (NWOM), which directly affects the others decision-making, damaging
the image of a tourist destination. Therefore, more and more scholars pay more attention to the NWOM of tourists.

2. Literature Review
As the starting point of complaint behavior, complaint is a way for consumers to express dissatisfaction with some aspects of the consumption process. [3] Tourists complain behavior is inevitable, which is determined by the structure of tourism industry and tourists' experience characteristics. [4][5] Travel complaints are a series of behavioral or non-behavioral responses that tourists are driven by dissatisfaction when purchasing or consuming tourism products (services). [6]. The social attributes of tourists, characteristics of tourism activities, tourism situational factors will affect or limit the generation of tourists complain behavior [7-12], while the motivations for making tourists to complain mainly includes the failure of destination service, the solution of tourists’ problems and the release of tourists' bad emotions. [13-16] Tourists’ complaint behavior can be divided into four types: exit, direct complaint, third party and negative word-of-mouth. According to the current research results, scholars mostly from the market management theory, consumer behavior theory and social psychology theory and so on to elaborate on the tourism complaint behavior, in fact, the evidence research is mainly focused on restaurants and hotels. [17][18] However, Chinese scholars paid early attention to tourists' complaining behavior, but the number of research results is extremely limited. The currently research content is mainly the introduction and combing of tourist complaint theory. [19-21] Based above, this study takes the main scenic spots in Shaanxi, China as the case to research the content and motivation of tourists' complaints, and the research results will help tourism enterprise managers find the problems in the scenic spot and improve the management level.

3. Research design

3.1 Objects of research
By the end of 2017, Emperor Qinshihuang’s Mausoleum Site Museum, Xi'an City Wall, Huaqing Palace, Giant Wild Goose Pagoda, Shaanxi History Museum, Muslim Quarter, Lotus palace of Tang Dynasty, Huashan, Famen temple and The Song and Dance imitated the Tang Dynasty of the Tang Dynasty Music Palace have been named the 10 most famous tourist attractions in Shaanxi by Tripadvior. Because the Tang Dynasty Music Palace isn’t a scenic spot, this paper chose these 9 scenic spots as the research objects.

3.2 Data collection and research steps
①Using Octopus software to crawl travellers’ negative reviews of 9 case cases from the www.Ctrip.cn and www.TripAdvisor.com, we collected 3735 texts of negative reviews from domestic and foreign tourists , which were released from January 2012 to June 2018. ②SPSS20.0 statistics was used to analyze the reliability of all data, α=0.811,which indicates that the measurement data has high reliability. ③By evaluating the keywords in the collected negative reviews of domestic and foreign tourists and referring to relevant research, this study divided the content of tourists' complaints about scenic spots into 14 categories, including tourist attractions, tourist products, service quality, management and planning, tickets, external environment, sanitation and cleanliness, facilities, catering, scenic area traffic, congestion, interpretation system, safety level ,and others uncivilized tourist behavior.(Table1)④The content of complaints of different scenic spots and tourists of different nationalities were compared.

| Type         | Keyword                                      |
|--------------|----------------------------------------------|
| Tourist attractions | disappointing; Low cost; boring               |
| Souvenir        | unfair pricing; Expensive; bad               |
| Service        | Monolingual; inanimate explanation; uninformed; Little content; unprofessional annoying;bad |
4. Results

4.1 Motivation of Tourists' Complaining behaviour
Pearce et al. used social psychology theories such as tourists - environment matching theory, equity theory and attribution theory to explain the causes of tourists' complaints. Based on the theory of tourists' complaints behavior and the analysis of the complaint texts of tourists in Shaanxi Scenic spots, the research found that the motivations for tourists to complaint mainly come down to four categories, including Failed tourism products (80%), the mismatch between tourism expectations and personal experience(15.1%), the unfair treatment(14.3%), and the other reasons(4.5%).

4.2 The Analysis of Content of Tourists’ Complaints

4.2.1 Analysis on the Complaint Content of Tourists in Different Scenic Spots
The complaints of the 9 Scenic Spots are generally concentrated in the Crowded (15.9%), tourism attraction (15.1%), service (14.3%), tickets (11.5%), management (11%) and others five aspects, and different scenic spots in the specific content of tourism complaints were slightly different. ①The highest proportion of tourists complaining in Scenic Spots about "Crowded" were Emperor Qinshihuang’s Mausoleum Site Museum (20.2%), Muslim Quarter (23.5%) and Shaanxi History Museum (25.1%). According to the time of tourists complaining, most of the complaints occurred in China's Golden week and public holidays, which is consistent with the conclusions of Li, Pearce et al. [22][23] ②The top three scenic spots with the most complaints about "tourism attraction" were Huaqing Palace (28.4%), Xi'an City Wall (39.9%) and Lotus palace of Tang Dynasty (44%). The tourism products provided by these three Scenic Spots are mainly human landscapes, and the type of tourism attractions is simple.③The highest proportion of complaints about "service" of scenic spots were Giant Wild Goose Pagoda (15.3%), Huashan (15.8%) and Emperor Qinshihuang’s Mausoleum Site Museum (19%), and the complaints are mostly concentrated on the poor service attitude of employees. ④The highest proportion of complaints about "Tickets " of scenic spots were Emperor Qinshihuang’s Mausoleum Site Museum (14.1%), others were Xi’an City Wall (23%), Tang Paradise (23.8%), Giant Wild Goose Pagoda (24.8%) and Huaqing Palace (26.3%). ⑤The highest proportion of complaints about "management " of scenic spots were Shaanxi History Museum (23.5%), Huashan (34.5%), and Famen Temple (38.3%).

4.2.2 Analysis on the Complaint Content of different nationalities tourists
Due to the differences in economic income and cultural background between Chinese and Foreigners, the differences between complaints from Chinese and non-Chinese tourists become more obvious. ①
Non-Chinese tourists are more sensitive to “tourism attraction” and “ticket”, which is related to the lack of knowledge of Chinese humanities and history by non-Chinese tourists, and the relative lack of interpretation system of scenic spots and the low ticket price of their scenic spots. ②Chinese tourists are more sensitive to the "service" and "management" in scenic spots, which is related to the managers in scenic spots provide better services for foreigner.

5. Discussion
In this paper, 9 scenic spots in Shaanxi are invoked as case study areas. By travel websites, this study collected negative word-of-mouth and analyzed the NWOM to study tourists' complaint behaviors. Conclusions: ①The failure of scenic products (services), the mismatch between tourists' individual expectations and the real environment of scenic spots, the lack of fair treatment are the main reasons leading to tourists' complaint behavior. ②Tourists' complaints about these 9 attractions are mainly concentrated in five areas: crowding, tourist attractions, services, tickets, management, etc. ③In different scenic spots, the reasons that cause tourists to complain are different. ⑤Because of different income levels and cultural backgrounds, complaints from Chinese and non-Chinese tourists were difference. According to the content that tourists complain, the manager of scenic spot can design new tourism products and improve staff service level. The government tourism management department should integrate tourism resources, enrich tourism activities and increase income.

Acknowledgments
I am very grateful to Mr. Duan Zhaowen for his guidance, and Jiang Rui and Xie Shan for their help. I am also grateful to the funding support from Xi'an International Studies University 2018 Graduate Research Fund Project (No. SYJS201829).

References
[1] Harrison Walker, L.J(2011). E-camplaining:a Content Analysis of an Internet Complaint Forum. Journal of Service Marketing, 15(5):397-412.
[2] Li Huang, Ting Li(2016). Research on the Influencing Factors of Complaints in Tourism Network: Individual and Group Differences. Economic Management, (5):132-143.
[3] Yu Fan(2018). Accurately grasp the basic characteristics and fundamental requirements of the tourism industry in the new era. Take the initiative to take up the new mission of promoting the development of tourism industry in the new era. Tourism Research,10(02):1-10.
[4] Jagdip Singh(1998). Consumer Complaint Intention and Behavior: Definitional and Taxonomical Issues. Journal of Marketing, (52):93-107.
[5] Hannigan A J(1980). Reservations cancelled: consumer complaints in the tourist industry. Annals of Tourism Research,7(3):366-384.
[6] Huang W, Li T(2016). Research on the Influencing Factors of Tourism Network Complaint: Individual and Group Differences. Economic Management, (5):132-143.
[3] Pearce, P.L. & Moscardo.G(1984). Marking sense of tourists’ Complaints. Tourism Management, 5(1):20-23.
[4] Kau Ah Keng, Daleen Richmond, Serene Han(1995). Determinants of Consumer Complaint Behavior: A Study of Singapore Consumer. Journal of International Consumer Marketing, 8(8):59-76.
[5] Ulrike Gretzel, Rob Law(2010), Matthias Fuchs. Information and Communication Technologies in Tourism. Switzerland: Springer Verlag. 285-296.
[6] Behrouz Jahandideh, Alireza Golmohammadi, Fang M(2014). Cross-cultural comparison of Chinese and Arab consumer complaint behavior in the hotel context. International Journal of Hospitality Management, 41:67-76.
[7] Norman Au, Dimitrios Buhalis, Rob Law (2014). Online Complaining Behavior in Mainland China Hotels: The Perception of Chinese and Non-Chinese Customers. International Journal of Hospitality Tourism Administration, 15:248-274.

[8] Erdogan Ekiz, Norman Au, Cathy Hsu (2005). Development of a Tourist Complaint Constraint (TCC) Scale. Scandinavian Journal of Hospitality and Tourism, 12:4, 373-399.

[9] Jeffrey G. Blodgett (1992). Toward an integrated conceptual model of consumer complaining behavior. Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, (5):93-105.

[10] Abraham Pizam, Taylor Ellis (1999). Customer satisfaction and its measurement in hospitality enterprises. International Journal of Contemporary Hospitality Management, 11(7):326-339.

[11] Heung, Vincent C.S. & Lam, Terry (2003). Customer complaint behavior towards restaurant services, International Journal of Contemporary Hospitality Management, (15): 283-289.

[12] Kim J.N. & Grunig J.E (2011). Problem solving and communicative action: A situational theory of problem solving. Journal of Communication, (61):121–149.

[13] Norman Au, Dimitrios Buhalis (2014), Rob Law. Online Complaining Behavior in Mainland China Hotels: The Perception of Chinese and Non-Chinese Customers. International Journal of Hospitality Tourism Administration, 15:248-274.

[14] Erdogan Ekiz, Norman Au, Cathy Hsu (2012). Development of a Tourist Complaint Constraint (TCC) Scale. Scandinavian Journal of Hospitality and Tourism, 12:4, 373-399.

[15] Tianshu Zheng, Hyewon Youn & Clark S. Kincaid (2009). An Analysis of Customers' E-Complaints for Luxury Resort Properties. Journal of Hospitality Marketing & Management, (18):718-729.

[16] Singh, J (1990). Voice, exit, and negative word-of-mouth behaviors: an investigation across three service categories. J. Acad. Market. Sci. 18 (1): 1–15.

[17] Su, W.Y. & Bowen, J.T (2000). Restaurant customer complaint behavior. Journal of Restaurant Foodservice Marketing, 4(2):35-65.

[18] Tianshu Zheng, Hyewon Youn & Clark S. Kincaid (2009). An Analysis of Customers' E-Complaints for Luxury Resort Properties. Journal of Hospitality Marketing & Management (18):718-729.

[19] Chun Liu (1998). A Brief Discussion on Tourists' Complaint Psychology and Countermeasures. Journal of Tourism. (3) : 4,48-49.

[20] Jianjun Peng (2005). Study on the Influencing Factors of Hotel Customer Complaining Behavior. Journal of Tourism . (6):35-39.

[21] Xing'an Xu & Meng Zhang (2013). Literature of Research on Complaints of Foreign Tourists. Human Geography. (2):32-38.

[22] Philip L. Pearce (2005). Tourist Behaviour: Themes and Conceptual Schemes [M].Cromwell Press.

[23] Xu Li & Youcheng Wang (2011). China in the Eyes of Western Traveler as Represented in Travel Blog. Journal of Travel & Tourism Marketing. 28(7):689-719.