

INFLUENCING FACTORS OF THE COVID-19 EPIDEMIC ON ACCOMMODATION CUSTOMERS' SATISFACTION: A CASE STUDY OF CHENGJIANG XIAOWAN RESIDENTIAL VILLAGE, YUNNAN*

Zhengxi hou, Maozhu Jin

International Chinese College, Master of Business Administration,
Rangsit University, Thailand
E-mail: 1461563819@qq.com

Abstract

This paper aimed to study the influencing factors of the COVID-19 Epidemic on customers' value perception, focusing on those staying at Chengjiang Xiaowan residential village, Yunnan, during the COVID-19 epidemic. The instruments were unstructured interviews through a formal questionnaire and an interview form to obtain data in four dimensions: quality demand, function demand, extension demand, and price demand. The respondents were practitioners, residents, managers, and Internet commentators in the area. Data were analyzed using statistics, and factors affecting customers' perception and the satisfaction during the epidemic were verified.

The research suggested the use of SWOT analysis in combination of the improvement of customers' satisfaction for future development. The result of the research could be an inspiration and reference for the sustainable development of residential village industry in Ethnic Minority Areas during the epidemic.

Keywords: Covid-19 epidemic; Accommodation, Customers; Value perception, Satisfaction

Introduction

This novel coronavirus pneumonia village in Xiaowan, Chengjiang, Yuxi, is taken as an example. On the one hand, we should actively understand the measures of local practitioners. On the one hand, we will analyze the various kinds of customer perceptions and evaluate the actual needs and perceived value of tourists in the home village through the study of the new crown pneumonia epidemic situation. We will analyze and summarize the factors that affect the development of residential development, combined with the successful experience of the first place advantage area, and then we will take a look at the situation of COVID-19. Provide some inspiration for local home stay practitioners to explore service content and carry out business self-help, which is conducive to the recovery of rural home stay tourism industry; It has enriched covid-19 research results, and provided some inspiration for the innovative application of the tourism industry in Xiaowan village, the crisis and the sustainable development.

Objectives of the Study

The research purpose of this paper has three aspects. First, from covid-19 level, we study the changes of customer price, occupancy rate, tourist destination and marketing channel after the outbreak of new crown pneumonia in Yunnan's first place residents' residential areas. Secondly, based on the customer perceived value change and satisfaction survey during the epidemic, this paper studies the performance, causes and main characteristics of the change of home stay customers in Xiaowan village. Finally, it analyzes and discusses the existing

* Received: October 3, 2022; Revised: May 7, 2023; Accepted: June 30, 2023

problems of Xiaowan villagers' accommodation, obtains the existing problems of Xiaowan village home stay by SWOT analysis, and puts forward the sustainable development optimization strategy for Xiaowan village home stay industry based on improving customer satisfaction.

Material and Method

Literature review

Through the literature search and summary of the definition of Chinese residential village, it can be roughly divided into the following three types: first, Wang Mingtai (2015) proposed that residential village refers to the combination of local ecological environment, cultural and natural landscape, agriculture, forestry, animal husbandry and fishery production and other resources, using idle rooms to configure corresponding accommodation and catering equipment and facilities to provide accommodation for tourists looking forward to rural life. Second, Zhai Jian and Wang Zhu (2016) proposed when studying the ecosystem construction of boutique rural residential village that residential village is a small place for accommodation provided by practitioners in combination with local environment, culture and other resources; Third, Xiao Julin (2016) proposed that home stay is a business model in which individuals publicize through the network platform and obtain tourists' payment income from idle houses through different lease terms. The covid-19 Corona Virus Disease 2019 (COVID -19) is a public health emergency. The WHO named "2019 coronavirus", which refers to pneumonia caused by 2019 New Coronavirus infection. Compared with other sudden epidemics in history, it has the characteristics of wide coverage, long cycle and great impact. Combing the research on the impact of emergencies on Tourism in China and abroad has reference significance for the research of this paper. To study customer satisfaction, we must first determine the evaluation object. The concept of "customer" is generally divided into "broad sense" and "narrow sense". Generally speaking, "generalized" customers are divided into two types: consumers who buy products and producers of products within the enterprise. The "narrow sense" customers mainly refer to the consumers of products. Customer satisfaction also includes the common satisfaction of consumers who buy products and producers who produce products. Richard believes that all beliefs about the expectations, characteristics and quality at a certain time in the future caused by a certain product or service are the pursuit of customers. Fomel pointed out that the comprehensive reflection of customers on all past consumption behaviors is expectations. This study mainly takes "narrow sense" customers as the research object, that is, consumers who choose home stay. At the same time, collect the opinions and basic data of home stay operators and staff of local tourism and cultural departments to study how to improve customers' expectations on the reliability of products or services.

Research Methods

This paper adopts the following research methods:

(1) literature analysis: collecting and collation of domestic and foreign literature on the development of home stay, COVID-19 research materials and sorting out, as an important reference for the study of the theoretical basis and ideas of public health emergencies, and a comprehensive understanding of the development of residential industry.

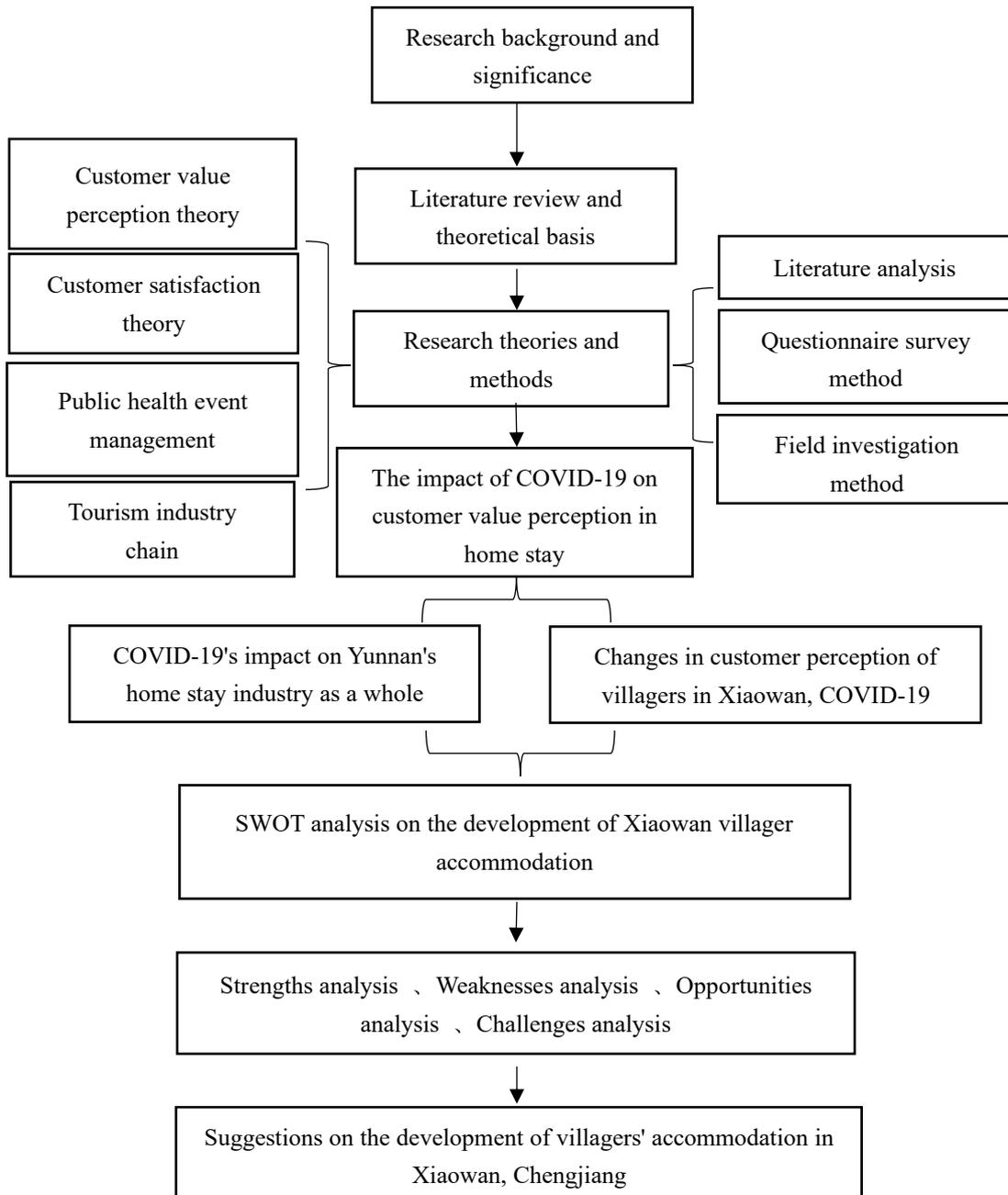
(2) Questionnaire survey method: the author uses the combination of field survey and network distribution to distribute questionnaires to Lijiang, Dali, Chengjiang and other places, and analyzes the survey data to fully understand the influencing factors, customer perception

and satisfaction changes of Xiaowan villagers' accommodation operation and development under the epidemic situation in Xiaowan village.

(3) Interview method: the author respectively for home stay facility industry operators, accommodation, chengjiang creek village home of local residents and the local department for cultural tourism related staff interview, a comprehensive understanding of the view of a home stay facility development under different role in the outbreak, requirements and evaluation, so as to better under the auxiliary research outbreak of factors affecting the development of industry of home stay facility.

(4) Field investigation method: conduct field investigation on the development of home stay in Xiaowan home stay Village, the operation status of operating enterprises and the development status of local industries, conduct interviews and collect relevant data, and provide first-hand information for qualitative research.

Technology Roadmap



Results and Discussion

Investigation content, Result Statistics

From May 2021 to January 2022, the author went to Dali, Lijiang, Tengchong, Xianggelila and Xishuangbanna in Yunnan Province to learn about the home stay industry; The author also went to the local tourism and Culture Department of Xiaowan village and Xiaowan residential village in Chengjiang, Yuxi to understand and issue questionnaires through field visits or online. Among them, 360 questionnaires were distributed, 325 questionnaires were recovered, and 310 valid questionnaires. The effective rate of the questionnaire was 95.3%. At the same time, the author also conducted 13 semi-structured interviews in the main home stay industry gathering places in Yunnan and Xiaowan home stay Village, and conducted field investigations on the leisure and entertainment facilities, catering services, transportation services, tourism routes and other aspects of the five main home stay in Xiaowan village. During this period, due to the restriction of travel due to the epidemic, online interviews were also conducted, and the evaluation of home stay on the reservation platform was collected to consolidate the data foundation.

Through the survey, it is found that the overall satisfaction of customers with each link of Xiaowan villagers' accommodation industry chain is 98.7% of natural landscape, 88.6% of service attitude, 86% of cultural landscape, 85.1% of traffic conditions, 79.8% of accommodation conditions and 70.9% of catering from high to low. Among them, customers' recognition of natural scenery is very high, while catering and accommodation conditions are relatively mediocre; Dissatisfaction has occurred in transportation, catering, accommodation conditions and staff service attitude. It can be seen that although Xiaowan villagers' accommodation industry is backed by the beautiful natural scenery of Chengjiang Fuxian Lake, there are some deficiencies in other aspects and there is a lot of room for improvement.

SWOT Analysis

<p>Strength</p>	<ol style="list-style-type: none"> 1. With superior geographical location and beautiful natural landscape, it is suitable for leisure tourism destination. 2. It has a unique national cultural landscape. 3. The home stay industry is supported by policies and guided by the government to expand the source of tourists and income. 4. It has initially possessed the characteristics of high-quality residential village and clustering. 5. The image of online word-of-mouth has been basically established. 	<p>Weakness</p>	<ol style="list-style-type: none"> 1. There are no high-grade and high-standard Residential Village hotels. 2. The service level of personnel is uneven. 3. There are great restrictions on ecological protection. 4. The service products are relatively rough and have low added value. 5. The direct transportation mode is single.
<p>Opportunities</p>	<ol style="list-style-type: none"> 1. China's epidemic control has been effective, and tourism demand is expected to continue to increase. 2. During the epidemic period, the willingness of overseas tourism and inter provincial tourism decreased, which is expected to turn to China and benefit from residential village rural tourism. 3. Lower threshold of online marketing. 	<p>Threats</p>	<ol style="list-style-type: none"> 1. The duration of the epidemic and the occasional outbreak blocked the travel itinerary and hit the willingness to travel inside and outside the province. 2. The development of residential village industry is limited and the total number of advantages is insufficient. 3. There are many competitors around Fuxian Lake, facing a homogeneous competition pattern.

Through SWOT analysis, based on the survey results, the optimization of tourism industry chain generally includes: first, in terms of value chain, improve the core competitiveness of local residential village industry, which is specifically reflected in the development of natural landscape and improve the social value, economic value and ecological value of residential village industry. Second, in terms of industrial chain, we should constantly improve the infrastructure and supporting project construction around the home stay, and

improve the added value of local characteristic products; Increase tourism demand from the source of tourists and broaden publicity channels and tourist sources; Third, in terms of supply and demand chain, we should actively cooperate with local upstream and downstream enterprises for coordinated development, reduce overall costs and complement each other's advantages. Fourth, in terms of spatial chain, we should actively combine with the government's "Rural Revitalization Strategy" and "building Yunnan tourism business card" to fully integrate resources. Considering the impact of novel coronavirus pneumonia on Xiaowan village home stay and the problems faced by local residents' lodging industry and the conclusions of the survey, the WO strategy is adopted to optimize the tourism industry in Xiaowan village, and continuously improve service quality, design and improve service items from the perspective of consumer perceived value, and constantly improve customer satisfaction, increase the word-of-mouth transmission and recommendation of each consumer, and expand the number of customers. Improve the customer unit price, so as to continuously improve their competitiveness and continue to develop in the impact of the epidemic.

Conclusion

1. Because China covid-19 virus has a variant of the new crown pneumonia virus and the effect of "epidemic prevention" in other countries, the vaccination rate, the degree of research and development of the virus specific drugs and the uncontrollable factors of the world epidemic are numerous. The global response to public health emergencies will take some time. The development of the whole epidemic has a strong uncertainty. COVID-19 will exist for a long time. Therefore, the whole residential industry, including Xiaowan village, will have a long-term impact.

2. The survey found that during the epidemic period, the wishes and feelings of home stay product consumers have changed significantly, and the evaluation criteria of home stay satisfaction have also changed. The main purpose of the traditional tour group model is to change the natural ecological landscape to self driving tour, and gradually replace the artificial network red scenic spots. Consumers pay more attention to smooth travel and healthy tourism; Due to paying more transportation and economic costs, the expectation of consumption value has been greatly improved, which brings new challenges to the whole home stay industry. There are still some problems in Xiaowan residential village in Chengjiang, such as uneven level of technical facilities, weak service awareness, single residential village products and services, insufficient transformation of online marketing publicity and so on. The persistence of covid-19 pneumonia also increases the risk of tourism disruption and leads to changes in the main tourist destination to the province.

3. Covid-19 village in Xiaowan, Chengjiang, Yuxi occupies an important position in the residential industry in the whole province. However, due to the short development time and weak foundation, it is particularly affected by the new crown pneumonia epidemic situation compared with the local residential areas in the province. Xiaowan residential village urgently needs to solve the problems of residential village grade, service quality and single selling point. At the same time, due to the good effect of epidemic control in China, in the long run, there are opportunities such as the continuous increase of rural tourism demand and the outbreak of domestic and provincial tourists. We can also reduce marketing costs by enriching our own online marketing means, resist the impact of the epidemic and achieve sustainable development.

4. During the duration of the epidemic, the basic ways to optimize and improve the residential industry of Xiaowan villagers are as follows: first, increase the development of

cultural landscape in the residential village and develop residential projects with local characteristics; Second, improve health and safety awareness and improve the construction of software and hardware of home stay; Third, improve online publicity, enrich marketing means and expand customer sources; Fourth, actively train relevant employees, improve service level and improve product cost performance; Fifth, optimize products and create high-quality catering and cultural and creative products.

References

- BLAKE, A., & SINCLAIR, M. T. (2003). Tourism crisis management US response to September 11. *Annals of Tourism Research*, 30(4):813-832.
- Bolton, R. N., Drew, J. H. (1991). A Multistage Model of Customers' Assessments of Service Quality and Valuc. *Journal of Consumer Research*, 17(4):345-344.
- Brady, M. K., Cronin, J. J., & Brand, R. R. (2002). Perfomiance-only measurement of service quality: Areplication and extension. *Journal of Business Research*, 55(1):17-21.
- Camian, J. M. (1990). Consumer Perceptions of Service Quality: an Assessment of the SERVQUAL Dimensions. *Journal of Retailing*, 66(1): 23-41.
- Cardozo, R. N. (1965). An Experimental Study of Customer Effort, Expeclation, and Satisfacion. *Journal of Marketing Research*, 2(3): 245-249.
- Chen, CHEN. (2020). The Influence of Smart Tourism on Tourist Experience Toward Travel Intention and Satisfaction: Evidence from China. *International Journal of Marketing Studies*, 12(3): 65-70.
- Chen, Li-Chan, Lin, el al. (2013). Rural tourism: Marketing strategies for the bed and breakfastindustry;in Taiwan. *International Journal of Hospilality Management*, 32(1): 248-251.
- Churchill, G. A., & Surprenanl, C. (1982). An investigation into the determinants of customer satisfaction, *Journal of Marketing Research*, 19(4): 491-504.
- Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3): 55-68.
- Graefe, A. R., & Vaske, J. J. (1987). A Framework for Managing Quality in the Tourist Experience. *Annals of Tourism Research*, 14(3): 390-404.
- HI, Kuo., Chen, C.C., Tseng, W.C., & Ju, L.F. (2008). BW Huang Assessing impacts of SARS and Avian Flu on international tourism demand to Asia. *Tourism Management*, 29(5):917-928.
- MCKERCHE, R. B., & CHON, K. (2004). The over—reaction to SARS and the collapse of Asian tourism. *Annals of Tourism Research*, 31(3):716-719.
- Robert, Heath. (2004). Crisis management for managers and executives. beijing: zhong xin chu ban she, pp:56-78.
- Shaykh-Baygloo, Raana. (2021). Foreign touristsexperience:The tri-partite relationshipsamong sense of place toward destination city, tourism attractions and touristsoverall satisfaction-Evidence from Shiraz, Iran. *Journal of Destination Marketing & Management*, 19.
- WIFomell, C., Johnson, M. I., Anderson, E. W., et al. (1996). The American Customer Satisfaction Index: Nature, Purpose, and Findings. *Journal of Marketing*, 60(4): 8-17.