

ON THE IMPACT OF TOUR GUIDE SERVICE QUALITY INNOVATION ON THE DEVELOPMENT OF TOURISM INDUSTRY—TAKING HARBIN CITY, HEILONGJIANG PROVINCE, CHINA AS AN EXAMPLE

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ABSTRACT

tourism industry is also known as service trade and smokeless industry. As a tertiary industry with less investment, quick results and large profits, it can not only meet people's growing material and cultural needs, but also promote the development of relevant departments of the national economy. So how to improve and perfect the tourism infrastructure, enhance the satisfaction of tourists and improve the service quality in the tourism process has very important practical significance. Firstly, taking Harbin City, Heilongjiang Province as an example, combined with the theoretical basis of innovative management, this paper expounds the definition and connotation of tour guide service quality in the process of tourism and the importance of tour guide service quality in the process of tourism activities by using various investigation methods such as literature query method and system analysis method. Secondly, by discussing the current situation and working status of tour guides in Harbin, this paper analyzes that the low service quality of tour guides in Harbin is due to a series of related problems, such as poor welfare, imperfect training system and low personal quality. In addition, tourists' immature consumption concept is also the main reason for the low service quality. Finally, according to the causes of the above problems, combined with the relevant experience of several successful foreign tourism cities, this paper puts forward innovative countermeasures and suggestions in line with the development of tourism industry in Harbin, so as to effectively improve the quality of tour guide service in Harbin.

Key words: tour guide service quality; Innovation; Tourism industry; Tour Guide Service; Innovation mechanism and method

INTRODUCTION

1.1 background

Tourism is known as the "smokeless industry" and "sunrise industry" in modern society. It not only has a good development foundation, but also has broad development prospects. Therefore, tourism has developed rapidly and become a common social phenomenon all over the world. At present, the development speed of tourism industry is faster than that of other industries. Tourism has become one of the important economic fields, which helps drive developing countries to promote the goal of economic development, provide more employment

opportunities, increase foreign exchange income, increase government taxes, improve people's living standards, provide investment opportunities and promote the development of related industries.

Located in the northeast of Heilongjiang Province, Harbin is the capital of Heilongjiang and a shining pearl in the north. The Songhua River winds through, reflecting her unique style. Winter is her longest and most charming season. Snowflakes float leisurely and rivers lie frozen; With ice as brick and snow as wall, skillful craftsmen use daggers to form dreamy castles; With snow as the quilt and ice as the bed, people in cold winter fall and fight in the ice and snow, slide a plow and fight a snow battle. This city, snow and ice is her name. The winter in northern China is romantic and wonderful. Harbin is known as "little Paris in the East" and "Moscow in the East". Ancient Chinese culture and European civilization are intertwined and collided here. In the early years, it was once the hub of the Middle East Railway. Russians, Jews and overseas Chinese from other European countries flocked to it, and European style buildings also appeared. The solemn and majestic Church of St. Sophia, elegant and unique Gothic buildings, and ingenious Russian wooden houses Walking through it will give you a sense of space-time crisscross and being in a foreign land. Walking in the ice city, walking on the street paved with 999999 square bricks, looking for the ancient buildings hidden in it, holding a string of ice sugar gourd, retracting yourself into clothes that are almost spherical in thickness and licking the taste of falling snow. The unique geographical location of Harbin makes the tourism industry highly valued by the local government. In addition, Harbin has sufficient tourist sources, broad prospects for the development of the tourism market, rich tourism resources and good development environment and conditions at home and abroad. Therefore, it has been favored by tourists all over the world and has become one of the most popular tourism destinations in Northeast China. In recent years, Harbin's tourism industry has developed rapidly and has become an important economic lifeline of Heilongjiang Province. The continuous growth of income generation has driven the development of related industries. At the same time, in recent years, Harbin municipal government has taken the city as the key object of tourism development. Harbin, as the capital of Heilongjiang Province, is the city with the fastest development of tourism, and is highly praised by many tourists.

Harbin is an ice and snow tourism city with rich tourism resources and strong human resources, which has good development potential. In order to attract foreign and domestic tourists to Harbin, the Harbin municipal government has continuously improved and improved the service quality in all aspects. The level of tourist satisfaction and the quality of tourist service are all based on the evaluation of the city. Tour guides are the closest people to tourists. Tourists understand the historical background of scenic spots, the living customs of local people and the culture of each region all depend on the service level of tour guides. Therefore, tour guides play an important role in the whole tourism activities. The service quality of tour guides not only seriously affects the service quality of the whole tourism activities, but also determines the success or failure of tourism activities. High quality service quality can effectively improve the satisfaction of tourists, enhance the praise of local tourism industry and the image of tourism city. On the contrary, low service quality also brings potential long-term losses to the local government, travel agencies and tour guides. With the continuous development of tourism in Da'an Harbin, the government has also strengthened the

management of service quality, but there are still many problems: tour guides lack basic professional ethics, lack of training, unreasonable salary system, lack of attention to tourism service quality, low trust of tourists in tour guides, and increasing complaints about Tour guide service quality and local travel agencies; The supervision of the government, relevant departments and travel agencies participating in the activities is not in place, and the service quality of tour guides is far from meeting the needs of tourists; At present, the most urgent problem to be solved is that the government pursues the quantity too much and ignores the service quality of tour guides themselves.

1.2 Problem statement

1.2.1 research purpose

The purpose of this study is to explore the impact of tourism development on the quality of tour guide service in Harbin. The tour guide is the bridge linking enterprises and tourists and the direct provider of tourism services. It is the axis of the whole tourism activity. Therefore, the service quality of the tour guide is very important. Its service quality directly affects the tourists' perception, potentially determining the tourists' choice of the destination next time and the impact of the tourism development in the region. The main purpose of this paper is to analyze the influence of the traditional tour guide service quality in Harbin, Heilongjiang Province on the development of Harbin's tourism industry, and to discuss the importance of the tour guide service quality combined with innovative management in the tourism industry. Through the collection of relevant data and information combined with innovative management, this paper puts forward corresponding solutions to the development problems of Harbin tourism industry. This paper analyzes the problems existing in the development of tourism industry in Harbin, draws lessons from the successful models of other tourism cities, and puts forward some suggestions on how to improve the service quality of tour guides in Harbin. The author studies the service quality of tour guides from the perspective of Harbin tour guides and achieves the following research purposes:

(1) Master the importance of tour guide service quality in the tourism industry, and how to improve the service quality of tour guides.

(2) To understand the satisfaction of tourists to the service quality of tour guides in Harbin, Heilongjiang Province.

(3) Through empirical research and collection of relevant data in recent years for analysis, and put forward suggestions in line with the current situation of Harbin City.

(4) This paper analyzes the functions and functions of Harbin Municipal Government on the development of tourism industry and the problems existing in the process of development, and draws on good experience from countries and local cities with good tourist guide service quality, and puts forward suggestions on how Harbin Municipal Government should improve the quality of tourist guide service and strengthen the management and supervision of the government and relevant departments.

1.3 Research questions

What factors affect the overall quality of tourism services in Harbin, Heilongjiang Province? From what perspective can innovation improve the overall quality of tourism services in Harbin?

1.4 Research objectives

Study the factors that influence the innovative development of tourism quality in Harbin, Heilongjiang Province, China.

1.5 Research assumptions

H1: The professional ethics of tour guides affects the innovative development of Harbin's tourism quality.

H2: The problem of tour guide salary system affects the innovative development of Harbin's tourism quality.

H3: The government's supervision function on tour guide service quality affects the innovative development of Harbin's tourism quality.

1.6 Scope of study

1.6.1 Scope

The purpose of this study is to explore the factors that affect the quality of tour guide service in Harbin, Heilongjiang Province, China.

Take the service quality of tour guides in Harbin as the problem for in-depth study. First of all, through the collection, integration and analysis of relevant research results at home and abroad, this paper constructs a relationship model between the four variables of government supervision on tour guide service quality, tour guide salary system, tour guide training system, and tour guide personal quality, and puts forward four assumptions. First, the government's supervision function on tour guide service quality affects the innovative development of Harbin's tourism quality. Second, the problem of tour guide salary system affects the innovative development of Harbin's tourism quality. Third, the problem of tour guide training system affects the innovative development of Harbin's tourism quality. Fourthly, the problem of tour guides' professional ethics affects the innovative development of Harbin's tourism quality.

Secondly, from the existing achievements of domestic scholars, we can understand and obtain the information and data on the service quality of guides in Harbin's tourism industry in recent years. From the results of empirical research on Harbin, the problems in the quality of tour guide service in Harbin are summarized, and the existing problems in Harbin are analyzed, summarized and found out from the experience and enlightenment of foreign countries on the quality of tourism service.

Finally, the paper puts forward solutions to the problems existing in the service quality of tour guides in Harbin.

1.6.2 Scope of study population

The object of this study is the backpacker tourism service company in Harbin, Heilongjiang Province, China. The research object includes 218 employees and tourism enthusiasts working in Harbin backpacker tourism service company in Heilongjiang Province.

1.6.3 Variable Scope

Independent variables: Government supervision, tour guide salary system, tour guide professional ethics.

1.6.4 Period Scope

The scope is from January 2010 to January 2020. Due to the epidemic situation from 2020 to 2022, the tourism industry has been greatly impacted, which is not included in this period.

1.7. Research significance

1.7.1 Theoretical significance

Through the theory of human resources to analyze the reasons that affect the quality of tour guide service in the tourism industry, in order to improve the quality of tour guide service in Harbin. From the analysis and research of foreign and domestic scholars on the service quality of tour guides and the research that affects the development of tourism in Harbin, Heilongjiang Province, find out the countermeasures and suggestions that are close to and helpful to this study, and take these theories as the most basic reference materials of this study, providing reference for the relevant academic circles to conduct in-depth research on this issue in the future.

1.7.2 Realization significance

With the continuous development of tourism in Heilongjiang Province and Harbin City, the important factor affecting tourism activities is the service quality of tour guides. By analyzing the current situation of the service quality of tour guides in Harbin, this research finds out the problems existing in the service quality of tourism in Harbin, and formulates the corresponding countermeasures for the service quality of tour guides, relevant departments, travel agencies and tour guides from the functions and functions of the government on the service quality of tourism industry and tour guides, so as to improve the service quality of tour guides, Strengthen Harbin's competitive position in the tourism industry of Heilongjiang Province and the whole China, and cultivate excellent and highly skilled tour guides. In addition, it is hoped that through this study, Harbin tourism management departments and relevant tourism service enterprises can attach importance to the quality of tour guides' service, adjust policies timely, and improve the current management quality.

1.8 Definition of variable content

(1) Innovation refers to a management function that is based on the original form and system of the enterprise and is updated and improved, or creates new fixed forms to ensure the sustainable and healthy development of the enterprise.

(2) Tour guide service refers to the tourism reception service provided by the tour guides on behalf of the appointed travel agency to receive tourists or accompany tourists on their travels and in accordance with the contract standards.

(3) Service quality refers to the extent to which service workers can meet the needs of the served, and the provisions in the service work.

(4) The connotation of the government's service supervision on tour guides can be summarized as a series of intervention activities, such as the relevant restrictions and restrictions on the economic behavior and economic relations, carried out by government functional departments in the process of tourism operators providing tourists with tourism products and services.

(5) The compensation system for tour guides refers to the protection of the legitimate rights and interests of tour guides while providing service guarantee for tourists.

(6) The professional ethics of tour guides refers to the relatively stable moral concept, code of conduct and moral quality formed in the process of education and in the workplace environment for a long time.

LITERATURE REVIEW

In this research on the service quality of tour guides, researchers hope to study relevant documents and research before conducting research. Based on relevant concepts, theories and research, we consider the following topics:

- 2.1 Innovation
- 2.2 Concept of Tour Guide
- 2.3 Concept of tour guide service
- 2.4 Concept of service quality
- 2.5 Concept of Tour Guide Service Quality
 - 2.5.1 Impact and evaluation factors of tour guide service quality
 - 2.5.2 Position and role of tour guide service in tourism reception service
 - 2.5.3 Basic functions and functions of the government to promote tourism development
- 2.6 Government supervision
- 2.7 Tourist guide salary system
- 2.8 Professional ethics of tour guides
- 2.9 Information about Heilongjiang Harbin Backpacker Tourism Service Co., Ltd
- 2.10 Relationships and assumptions between variables
 - 2.10.1 Innovative relationship between government supervision on tour guide services and overall tourism development
 - 2.10.2 Innovative relationship between tour guide service quality and overall tourism development in Harbin, Heilongjiang Province
- 2.11 Detailed framework

2.1 Innovation

At present, innovation has many meanings. The origin of innovation mainly comes from Latin, including three meanings. The first is to create new ones, similar to inventions, the second is to improve the existing ones, and the third is to update the existing results. It is mainly divided into two categories: One is social significance, the other is economic significance.

In an economic sense, innovation means integrating existing resources to form new products or technologies. This is the idea that a person thinks he is different from others and takes action to get good results (Schumpeter, 2007). The ultimate premise of innovation is to improve existing results to meet certain needs. At the same time, the final effect is to benefit the society in various forms (Zhang Xin, Liu Qiang 2013). And social significance: innovation is to strengthen social science and technology by adopting new technologies or new sciences, so as to find some difficulties and challenges to solve this challenge (Sun Li, Hao Qiang, Zhang Zidong, 2021).

To sum up, innovation refers to the management function of updating and improving the original form and system of the enterprise, or creating new fixed forms to ensure the sustainable and healthy development of the enterprise.

According to Tujing, a tourism expert, "there is a representative business in any industry. In the tourism industry, it is the quality of tour guide service". Tour guides are also one of the most important factors in the quality of tour guide services in the tourism industry. If tourism is a movie, then tour guides are the main actors, while scenic spots, hotels, tour buses, and other

projects belong to the background. Therefore, first of all, we will understand some definitions and overviews of the tour guide industry.

2.2 Concept of Tour Guide

The word "tour guide" comes from Tour Guide English. According to the Oxford dictionary, it means "guide" as a noun, that is, when a verb means "guide". According to Charles, Ph.D., University of Wisconsin, USA Metelka's Dictionary of Accommodation, Travel and Tourism explains that "a person who is licensed and employed to guide tourists to visit the local area" ①. According to the legal reason, Harbin's tourism documents, which are based on the rights and significance of tour guides, are defined as: "The work of tour guides is to guide tourists to participate in tourism activities according to the tourism itinerary. The implementation of guiding tourists to participate in tourism can be called tour guides. It can be further said that it is a service work to organize and coordinate tourism activities to meet the tourists' desire of" seeking knowledge, innovation, novelty and happiness ", and it is a service work to communicate with other tourists It is a high-level service to spread culture, provide tourists with knowledge, learn from others, cultivate their sentiments, enhance exchanges and understanding, and establish friendship .

2.3 Concept of tour guide service

Tour guide service refers to the tourism reception service provided by the tour guides on behalf of the appointed travel agency to receive tourists or accompany tourists on their travels and in accordance with the contract standards. First of all, tour guides are appointed by travel agencies. They can be full-time or part-time. Without tour guides appointed by travel agencies, tourists cannot be received privately. Secondly, the main business of tour guides is to receive tourists. Generally speaking, most tour guides accompany guests and provide them with tour guide services during the tour. However, some tour guides only provide tourists with travel advice and help them contact and arrange various tourism services. Although they also provide reception services, the difference is that the former provides reception services during the tour, while the latter provides service reception before the tour. Finally, the reception services provided by tour guides to tourists must be implemented according to the standards specified in the contract. It is not allowed to increase, reduce or cancel tourism projects without authorization, nor to lower the service quality standards of tour guides without authorization. In addition, tour guides should pay attention to maintaining the image and reputation of the travel agency they represent, as well as the legitimate rights and interests of tourists. Therefore, the service of tour guides is the most important role in tourist films. The tour guide service is complex and diverse, with a wide range of services. It is responsible for all the food, drink, play and entertainment of tourists. As summarized in the chart, tour guide services can be divided into three categories: tour guide interpretation, tourism life, urban transportation and other services.

2.4 Concept of service quality

Service quality refers to the extent to which service workers can meet the needs of the served, and the provisions in the service work. The service quality not only includes the minimum service level provided by the enterprise to customers and the consistency of the reservation service level with tourists, but also includes the sum of all service items related to

the journey, such as tour guides, hotels, catering, tour buses, etc. At the end of the journey, tourists' evaluation of the whole journey is also an important part of service quality

First, the perceived service quality is the service that tourists can see or feel physically and mentally.

Second, the service quality sought is the service sought by tourists in the process of using the service.

Third, the service quality experienced is the evaluation made by tourists who have personally experienced all the service quality.

Fourth, the service quality we believe is that tourists choose to use and evaluate the service quality according to the company's reputation.

In other words, the service quality should always be based on the satisfaction of tourists, and the satisfaction should be based on everyone's feelings and expectations. If the tourists' feelings are lower than their own expectations, they will reduce the service quality to the lowest possible level. On the contrary, if your own feelings exceed your expectations, your service quality will be highly praised by tourists. Therefore, ordinary enterprises should design a project to exceed the expectations of tourists in order to get good comments from tourists. Service quality refers to the sum of features and characteristics that can meet the requirements and potential needs of tourists. It refers to the degree to which the tour guide can meet the needs of tourists during the working period. It is the lowest level of service provided by enterprises to satisfy tourists. The service quality of tour guides refers to a series of activities conducted by tour guides to eat, live, travel, travel, buy, and entertain with the purpose of customer satisfaction, starting from supporting the interests of tourists, based on travel contracts, national and industrial standards. In other words, the quality of service should always be determined by the satisfaction of tourists. According to Fromm's expectation theory, tourists' satisfaction is the comparison between tourists' cognition of tourism activities and tourists' expectations of tourism activities. [1] The tourists are satisfied when their expectation is greater than their cognition. When tourists' expectation is less than their cognition, they are dissatisfied. Therefore, under the premise of reasonable budget, tour guides should try their best to meet the needs of customers, so that their expectations are in direct proportion to their potency and make them satisfied. In addition, there are many elements of tour guide service quality, such as the overall image of the tour guide during service. Clean and generous appearance, smiling service attitude, excellent communication skills and good professional quality are the most basic external manifestations of the service image. The service content of the tour guide. As a qualified tour guide, you should master a large amount of knowledge and information and involve a wide range of services, and have the ability to coordinate all relevant tourism activities. Tour guide service skills. Including group leading skills, collaboration skills, explanation skills, contingency skills, etc. Only with the corresponding service skills can customers achieve a certain degree of satisfaction

2.5 Concept of Tour Guide Service Quality

According to the Regulations on the Administration and Adjustment of Tour Guides in China, tour guide service refers to "the tour reception service provided by tour guides on behalf of the appointed travel agency to receive or accompany tourists to travel and tour in accordance with the contents and standards of the group contract or agreement" ①. Parasuaman, Zeithaml

and Berry (2002) gave a simple definition of service quality as excellent, and believed that excellence depends on the gap between customer expectations and customer perception ②. Tao Hanjun, Huang Songshan and other scholars (2003) determined in the Introduction to Tour Guide Service that "the quality of tour guide service is the ability and degree of the services provided by tour guides to tourists to achieve the specified effect and meet the needs of tourists. A high level of service to achieve the specified effect, a strong ability to meet the explicit and implicit needs of tourists, a high level of tourist satisfaction, a high quality of service; on the contrary, a low quality of service" ③. Generation, extension and superimposition, Fan Baoning and other scholars (2007) determined in the Guide Theory and Practice as: "The service quality of tour guides refers to the sum of the degree to which tour guides implement the tourism contract, national and industrial standards and tourists' satisfaction with their services. That is, the service quality of tour guides is based on the tourism contract, national and industrial standards, and tourists' satisfaction. The service quality of tour guides is a high unity of the tourism contract, national and industrial standards, and tourists' satisfaction The quality is related to the combination of travel agency products, involving transportation service quality, accommodation service quality, catering service quality, tour service quality, shopping service quality, entertainment service quality, etc." ④. Fan Xiaoming (2014) believed that service quality refers to the extent to which a set of inherent characteristics of a service product meet the needs or expectations expressed, usually implied or must be fulfilled by customers; The service quality of tour guides is the degree to which a group of service products with inherent characteristics provided by tour guides meet the needs of tourists; With tourist satisfaction as the evaluation standard, the quality depends on the level of tourists' personal experience of tour guide services and the degree of satisfaction .

The service quality of tour guides refers to the sum of the degree to which tour guides implement the tourism contract, national and industrial standards, and tourists' satisfaction with their services. That is, the service quality of tour guides takes the maintenance of tourists' interests as the fundamental starting point, the tourism contract, national and industrial standards as the basis, and tourists' satisfaction as the standard. The service quality of tour guides is related to the combination of travel agency products, involving transportation, accommodation, catering, sightseeing, shopping, entertainment, etc. In real life, people always associate the quality of tour guide service with the grade and price. Under the condition of market economy, tour guides realize their labor value with their own service achievements. The service quality of tour guides is based on the quality from the perspective of travel agency product sales, while from the perspective of tourism consumers, it is based on the service quality of tour guides to confirm the "gold content" of tourism products. The essence of high-quality tour guide service is to make tourism consumers feel "value for money" and obtain "spiritual satisfaction". Therefore, by providing qualified tour guide services to tourists, tour guides maintain the balance between service quality and service price.

2.5.1 Impact and evaluation factors of tour guide service quality

In fact, the service quality of tour guides has very important factors for the development of tourism business. However, few people attach importance to this in the process of tourism development. In China, almost every organization or company pays too much attention to the travel plan and price while neglecting the impact of the quality of tour guides on the travel

experience, thus neglecting to care about the personal life and emotions of tour guides. I analyze the following factors that affect the service quality of tour guides:

First, excessive concealment of emotions and overtime work. The tour guides can only show their happy feelings in the process of leading the group, and they need to hide their unhappy feelings. The tour guide industry requires that tour guides must maintain a good attitude for 24 hours, and only when they look very patient, enthusiastic and cheerful can they reach the standard. However, such long-term suppression of their emotions may cause some psychological problems or diseases for tour guides. Moreover, it seems that tour guides do not have fixed working hours. Sometimes the working hours of a day can reach more than ten hours, and the irregular rest time will also affect the physical and mental health of tour guides. Especially in the peak tourist season, the tour guide has almost no rest time. Even though physically and mentally exhausted, he or she should always lead the group. In this case, tour guides cannot maintain a high quality of service.

Second, social evaluation factors affect the quality of tour guide service. In the company, tour guides are always at the lowest level, and it is difficult for leaders and other employees to attach importance to them no matter whether they are highly educated or not. It is believed that tour guides are just a job of serving others on youth food, and they are simply people who rely on good eloquence and have no intrinsic value. This is the concept and attitude of people in the industry towards tour guides.

In contrast, amateurs pay less attention to the job of tour guides. Some people think that there is no future in the tour guide industry, and they can only make money with their heads down all their lives; Others believe that guides who take tourists to places that are not mentioned in the contract will be able to get high rebates; Some people think that tour guides are playboys and show mercy everywhere. All these have produced strong social pressure on tour guides. However, few people know that although the physical consumption and psychological pressure of tour guides are very high, their salary returns are not in direct proportion to it. This huge amount of effort and less return, combined with social prejudice, has led tour guides to gradually lose their enthusiasm for the industry, which will inevitably affect the quality of tour guides.

2.5.2 Position and role of tour guide service in tourism reception service

In tourism reception service, tour guide service is in the first place. During the journey, the tour guide needs to play many roles. First, the only reliable person for the guests is to take care of the tourists' food, accommodation and entertainment throughout the journey. Although these services are not reserved and arranged in advance by the tour guide, they are all arranged by the tour guide on the spot instead of the company. The person who connects various service items is the tour guide, so that the needs of tourists in the tourism process can be met, and the products of the tourism destination can be rationally consumed. Although the tour guide is only a small figure in the service center, it is in a leading position together with other services in the tourism reception service. Therefore, whether the quality of tour guide service is good or bad will directly affect the tourists' evaluation of tourism reception services and the reputation of the company and tourism projects.

The role of tour guide service in tourism service. As a bridge between enterprises and tourists and a direct provider of tourism services, tour guides are undoubtedly the center of

tourism activities. They are envoys of cultural communication and have a very important representative position.

1. The role of execution and maintenance. The tour guides carry out the travel plan on behalf of the travel agency, and arrange various services for tourists, such as food, accommodation, play and entertainment. While implementing the contract, the tour guide maintains the legal rights and responsibilities of the tourists, and represents the tourists to negotiate directly with the tourism reception department, putting forward reasonable requirements, so that the tourists can understand the company's thoughtful arrangements and considerate care for tourists, thus affirming the company's reputation for service quality.

2. The role of communication and coordination. Many tourism projects have experienced this situation: the content of the contract is inconsistent with the actual service content. In the face of this situation, on the one hand, as representatives of travel agencies, tour guides should play an important role in coordinating the time and quality of hotels, restaurants, entertainment venues, etc. On the other hand, they should explain to tourists to resolve their dissatisfaction. During the travel, if any problem is not solved in time, it will easily affect the service quality of the whole trip. Therefore, tour guides are not only obliged to assist tourism service providers, but also responsible for making suggestions on the services of these departments, so that the contracts signed between tourists and travel agencies can be fulfilled.

3. The role of feedback and integration. Tourists will give all kinds of feedback according to their own needs and values in the process of using tourism products, and guides are the people who contact most with tourists on the journey. Tourists generally share these comments directly with guides. A guide is not only the person who knows the tourists best, but also the person who knows the tourism project best. According to his/her experience in reception, he/she can integrate the tourists' opinions during travel and feed back to the travel agency or relevant tourism departments, so that the products of the travel agency can be continuously improved and perfected, and increasingly meet the needs of tourists.

4. The role of explanation and publicity. A tour guide is a person who directly explains the contents of the scenic spot to tourists. In addition to introducing the local culture, history and geography, there are also some introductions to hotels, restaurants, specialties, entertainment places, etc. Besides the service items reserved in the contract, tourists can also enjoy some items outside the contract at their own expense, such as massage, entertainment, etc. At this time, tour guides play a very important role, not only as people to promote tourism services, but also to promote tourists to consume local goods.

2.5.3 Basic functions and functions of the government to promote tourism development

The Basic Functions of the Government in Promoting the Development of Tourism

In recent years, Harbin Municipal Government has continuously promoted the rapid development of tourism in various places. Among them, according to the 2016 tourism planning and development document issued by Harbin Municipal Government and relevant tourism departments, as well as the requirements of the Solution for Promoting Tourism in Northeast Heilongjiang Province approved by the Central Government, Heilongjiang Province must be built into a tourism city with Chinese characteristics in recent years, making it an international exchange center for trade, economy, and cultural tourism in Northeast China.

August 2002 Harbin Municipal Government Judging Since 2002, tourism will become the main economic force in Harbin and drive the development of tourism in the province.

Since 2005, in order to promote tourism and the development of tourism in Harbin, the government has listed the following main responsibilities for tourism management to the Department of Culture and Sports Tourism of Harbin:

(1) All human resources in the tourism industry shall be concentrated for inspection and evaluation of the current tourism activity quality in Harbin.

(2) Cooperate with Harbin Institute of Tourism Culture to continuously improve service quality and diversify tourism products, and design many travel itineraries with Harbin style.

(3) Harbin Municipal Department of Tourism and Culture guides local travel agencies to adopt various methods to attract talents.

(4) We will carry out projects to rebuild cultural sites and intangible cultural heritage.

(5) To study and formulate the city's tourism market development strategy and specific implementation methods, and improve the overall image of the city's tourism industry and major tourism promotion activities.

(6) Constantly put in advertisements, establish and improve transportation facilities to welcome tourists from all sides, and renovate Harbin Airport to make it an international airport.

(7) Supervise and inspect the order of the tourism market and the safety production of tourism enterprises, and be responsible for the service quality supervision, daily management and quality rating of the city's travel agencies, star rated hotels, scenic spots, designated tourism units and other tourism operators and tour guides. (8) Harbin Municipal Government should build a tourism consulting center to better serve tourists.

(9) Establish a tourist hotline to receive tourists' feedback 24 hours a day.

(10) To be responsible for the education and training of tourism practitioners in the city, improve their professional ethics and skills, and guide tourism enterprises to do a good job in education and training.

(11) Protect the environment. There are no beggars and vagrants in the city.

In 2016, Harbin received 70.618 million domestic and foreign tourists, an increase of 8.4% over the previous year. Among them, 70.401 million domestic tourists, an increase of 8.4%; 218000 inbound tourists, up 3.2%. The total tourism revenue was 103.91 billion yuan, up 14.4%. Among them, the domestic tourism business income was 103.12 billion yuan, up 14.5%; Foreign exchange earned from international tourism was 126.442 million US dollars, up 10.7%. Since 2011, the annual tourism revenue has increased by about 20% year on year, equivalent to more than 10% of the city's GDP. The position and role of tourism has been further strengthened, and it has gradually become a dragon industry of Harbin's modern service industry. Under the background of the new normal of economy and the weak economy in the Northeast, Harbin's tourism industry has been continuously improved and upgraded. With the rapid and healthy development of the tourism industry, its role and position in the national economy have been increasingly improved, and it has gradually become a new driving industry and a strategic pillar industry for the development of the local national economy.

Table 2.1 statistical table of tourism economic indicators in Harbin from 2011 to 2016

index	unit	2011	2012	2013	2014	2015	2016
Total number of tourists	ten thousand	4565.6	5076.4	5547.5	6010.2	6517.4	7061.3
Number of domestic tourists	ten thousand	4537.7	5025.3	5256.5	5989.6	6496.3	7404.6
Number of inbound tourists	ten thousand	27.7	24.1	21.1	20.1	21.1	21.9
Total input	Hundred million	458.9	554.3	668.5	786.3	908.3	1039.1
Total domestic tourism revenue	Hundred million	447.3	547.3	662.4	780.3	900.6	1031.2
Total foreign exchange tourism revenue	Hundred million	17000	11000	9200.3	1050.3	11420.3	12644.3

Source: Statistical bulletin of Harbin Municipal People's Government

The role of the government in promoting and guiding the development of tourism

It can be seen that Harbin Municipal Government has been working very well in recent years. The tourism service elements have been gradually improved. After many years of development, Harbin's tourism industry system has been gradually improved, and a certain tourism industry foundation has been accumulated. By the end of 2019, there will be 338 tourist attractions (spots) in the city, including 1 national 5A tourist attraction, 26 4A tourist attractions, 12 S-grade ski resorts and 5 national industrial and agricultural tourism demonstration spots; There are 72 star hotels, including 2 five-star hotels, 24 four-star hotels and 41 three-star hotels; There are 343 travel agencies, including 86 outbound group travel agencies and 257 inbound reception travel agencies; There are 28000 qualified tour guides; There are 200000 direct practitioners and more than 1 million indirect practitioners in tourism. The solid foundation of tourism industry and complete supporting tourism elements provide a solid foundation for the next development of Harbin's tourism industry.

In recent years, Harbin has focused on promoting eight major tourist attractions, including Sun Island Tourist Area, Yabuli Ice and Snow Ecological International Tourist Resort, Four Seasons Ice and Snow Park, Wanda Cultural Tourism City, and has innovatively developed 12 innovative tourism projects, including the Wanqing Songjiang Wetland, the "Three Mountains and Two Lakes" Northern Mountain and Water Summer Resort Base, and the Four Seasons Convention City of China. The smooth implementation of major tourism projects has provided an important carrier for the continuous improvement of the tourism product system, initially forming the "top ten tourism products", such as ice and snow tourism products, Songjiang wetland products, summer capital products, European style products, festival and event exhibition products, music capital products, black soil cultural products, red tourism products, industrial tourism products, rural tourism products, etc. Through the upgrading of ice and snow, culture, summer resort and other core tourism products and the innovative development of new business products, five major tourism boutique routes have been formed, namely Ice and Snow Harbin, Cool Harbin, Songjiang Harbin, Charm Harbin and Ecological Harbin. Tourism products are constantly enriched and a diversified tourism product system has been established.

2.6 Government supervision

The strength and weakness of the government's supervision on the quality of tour guide services are of great significance. The Research on the Legal System of Travel Agency Supervision, co authored by Chinese scholar Yang Fubin and Wang Tianxing, ④ made a more systematic analysis of the market supervision system of travel agencies in the United States, Canada, Australia and other countries as well as China, and further standardized the market access, exit, legal liability and other systems of travel agencies in combination with cases, laying a good foundation for improving the market supervision system of China's tourism industry.

In the Development of Tourism Safety Supervision System in Developed Countries and Its Inspiration to China ⑤, Yang Jing listed the important enlightenment of tourism safety supervision in several developed countries, such as Germany and the United States, on standardizing the safety of China's tourism industry. The author believes that China should improve the tourism safety production legal system, clarify the government's responsibility for safety production supervision, and establish emergency plans for tourism safety, so as to promote the development of China's tourism industry.

Yin Xue (2013) believes that the current government functions are still absent, misplaced and offside. At the same time, he also proposes several constructive measures for the development of tourism: combining the advanced concept of the scientific concept of development with the development of tourism, laying a theoretical foundation for the government to propose new development goals; Properly handle the relationship between tourism administrative departments and other relevant administrative departments. In 1841, Thomas Cook organized the first tourism activity by train, marking the beginning of modern mass tourism. Since then, tourism has maintained rapid development and surpassed oil and automobile manufacturing, which has also attracted the attention of many scholars. There are two main viewpoints on the research of the role of government in the development of tourism in developed countries: one is that the government should provide corresponding products and services on the basis of goal analysis and actively carry out international tourism marketing; The second is that the role of the government in tourism should be treated differently in three stages. In the early stage of tourism development, it should play the role of pioneer, in the growth period, it should play the role of regulator, and in the mature period, it should play the role of coordinator. Wang Xiuhong (2012) believed that the transformation level of the tourism industry needs the upgrading of government services. Chen Huijuan (2011) believed that there are many problems in the government's tourism industry, such as the single subject of administrative management, the overflow of powers of tourism management departments, the absence of government tourism macro management, the offside of micro management, the one-way management mode, the lack of effective market mechanisms and means, the result oriented management process, the neglect of the causes of problems, the lack of effective performance evaluation, and so on.

For the development of Harbin's tourism industry, Zheng Qifeng (ZHENG QIFENG 2011) believes that strengthening the role of the government's leadership and guidance is the key. Only by defining the government's management functions, increasing government investment, and developing a win-win model of government enterprise cooperation can Harbin's tourism

industry be effectively promoted and developed. According to the research on the service quality of tour guides, Hu Xin (2009) believes that the government should strengthen cooperation with relevant departments in improving the service quality of tour guides, so as to achieve joint management. Zhu Jingshan (2014) believed that tourism government departments should strengthen the administrative management of tour guides and effectively supervise whether travel agencies comply with relevant national laws and labor employment systems. Li Wen (2008) From a long-term perspective of the quality management of tour guide services in the tourism industry, government departments should strengthen the construction of tour guide management service institutions, the training and management of tour guides, reform the tour guide salary system, provide services for tour guides, etc., so that they can better implement a reasonable balance, which has become an important issue to improve the management level of tourism service quality.

To sum up, it can be seen that China's academic research on government regulation of tourism has a narrow perspective, and has not yet formed a more comprehensive and systematic research results. Moreover, from the perspective of contribution, most of the domestic research focuses on the evaluation of the government led strategy in China's tourism industry and the transformation of the government functions in the tourism industry, while the research on the government supervision in the development of China's tourism industry from multiple perspectives is very few and not deep enough. At present, most of the studies on government regulation in China only involve the fields of law and economics, which shows that the tourism government regulation has not attracted enough attention from the innovation management academia. The author hopes to more comprehensively and systematically study the problems existing in the government supervision of China's tourism industry, and on the basis of drawing on the successful experience at home and abroad, put forward the corresponding countermeasures and suggestions in line with China's reality, so as to promote the healthy and sustainable development of tourism in Harbin, Heilongjiang Province.

2.7 Tourist guide salary system

Remuneration system refers to the integration of relevant norms, standards and methods of employing units to pay various forms of remuneration to various workers by various means in order to encourage them. According to the salary structure, it includes rebates, group allowances, basic wages and tips. As for the research on the composition of tour guide salary system, Zhang Xin and Yao Guorong (2016) believed that after the implementation of the Tourism Law of China, the composition of tour guide salary income has changed. The basic salary, group allowance and social insurance constitute the salary income of full-time tour guides, while the tour guide service fees become the source of income for social tour guides. The tour guide salary system has certain legal protection, Therefore, the income structure of tour guides, which is mainly composed of rebates, has been regulated and adjusted for a long time in China. Yao Mengru (2015).

To sum up the current situation and root causes of the problem of tourist guides' salary income, the current academic research in China has concluded that the outstanding problem of the tourist guides' salary system in China is that there is no or little basic salary for tourist guides, and there is little subsidy for tour guides. The author believes that only a clear identification of the tourist guides' profession and their related stakeholders can be made, and

a practical path to the construction of the tourist guides' salary system can be proposed from the perspective of innovative management.

Kathleen Ringer Pound pointed out that the United States, France, Egypt and other countries have implemented the tipping system in the book "Career Development of Professional Tour Guides" translated by Zhang Wen into the book of Northeast University of Finance and Economics Press. Taking the United States as an example, tour guides are freelancers, The vast majority of people live on tips from services. The income of tour guides is mainly composed of "high tips plus part of commission". Ouyang Li pointed out in the article "Innovation of the tip system for tour guides" that the premise of the fixed commission charged by French tour guides according to a certain proportion is that the price in the store is fair and reasonable. An Gangqiang wrote in his master's thesis "Research on the rebate problem of tour guide shopping" In this paper, the composition of foreign tour guide compensation is summarized into three models: "corporate behavior" Japanese model, "Western European model" and "American model". It believes that the Japanese model of "corporate behavior", the Japanese-style "corporate behavior", is embodied in the fact that the company has created abundant material support for its employees with generous wages, various bonuses, high overtime pay and all-round social security. However, during the tour guide period, the tour guides hardly charge any tips because they have a more solid and reliable foundation than tips. For this reason, Japan Communications Commune divides the basic salary of employees into hourly salary, technical salary, job type salary, responsibility salary and position salary. According to this calculation, the average monthly capital is about ten thousand days, and the annual bonus is ten thousand yen. In addition, employees will also receive transportation subsidies, family allowance, health insurance, medical insurance, endowment insurance and unemployment insurance.

2.8 Professional ethics of tour guides

Rosemary Black, Brian King (2002) pointed out in his research work Human Resources Development in Remote Island Communities: Evaluation of Tour Guide Training in Vanuatu that we should pay attention to the training of tour guides' professional quality and ability [14], and put forward targeted mechanisms and methods to improve the quality of tourism products. It is believed that professional quality is the comprehensive quality of practitioners in professional activities, and it is the style and behavior habits that practitioners can train according to the internal norms and requirements of professional posts.

Xiao Yuhong believes that professional quality is the internal norms and requirements of enterprise staff when conducting professional activities, and is the comprehensive quality that reflects personal style: personal professional ethics, skills, behavior, style and awareness. Among them, professional skills and knowledge are explicit professional qualities, which can be judged by external academic certificates and professional certificates; Professional ethics, professionalism, teamwork attitude, style, and sense of responsibility are implicit professional qualities.

To sum up the construction methods and contents of the tourist guide professional quality index system mentioned above, we can evaluate the current situation of the tourist guide professional quality of students, find the reasons for the problems, and then propose scientific and feasible measures and methods to improve the deficiencies of existing research.

2.9 Information about Heilongjiang Harbin Backpacker Tourism Service Co., Ltd

Harbin Backpacker Travel Service Co., Ltd. was established in 2015, and has gone through a glorious history of seven years. It is a member of China Travel Agency Association approved by the regional tourism bureau and registered by the industry and commerce bureau. It has won the honor of "National Travel Agency". It is a travel agency with a wide business scope and strong professional operation in the tourism industry of Heilongjiang Province. Over the past 20 years, we have been adhering to the tenet of "survival based on quality, development based on reputation" and constantly making progress. The company has talents, clear management system and advanced business philosophy! At present, the company has a Marketing Department, a Group Department, a Ground Contact Department, a Individual Guest Department, a Finance Department, a Conference Center, a tourist fleet and a number of well-trained and experienced tour guides. So far, the company has received a large number of tourists from all over the country, and has opened up a number of tourist routes throughout the country, which can provide a one-stop travel service of food, accommodation, transportation, travel, shopping, entertainment, etc. for teams and individual tourists of different levels and needs. The business scope includes: domestic tourism, inbound tourism, outbound tourism, air tickets, etc. With strong strength, rich experience and complete tourism projects, the company can customize tourism routes according to the specific conditions and requirements of tourists at different levels, and provide various tourism services such as sightseeing, leisure vacation, conference and investigation, cultural exchange, business transactions, recuperation and ice and snow tourism.

2.10 Relationships and assumptions between variables

2.10.1 Innovative relationship between government supervision on tour guide services and the overall tourism development in Harbin

From the perspective of the government, the problems exposed in all aspects of Harbin's tourism industry can be solved by strengthening government supervision to achieve the healthy development of Harbin's tourism industry. This paper defines the connotation of government regulation of tourism industry in China, and conducts a multi-level and all-round in-depth analysis of the problems and causes of government regulation of tourism industry in China from the starting point, process and results of regulation, ranging from policies and regulations to the details of government investment regulation, and makes a systematic and detailed analysis and research using innovation management related knowledge. It is proposed that the government should strengthen the regular supervision of the tourism industry, establish a long-term mechanism for government supervision, and use big data technology and other innovative management means to build a government supervision system suitable for Harbin's tourism industry

So as to maintain the healthy, sustainable and innovative development of Harbin's tourism industry.

H1: The government's supervision function on tour guide service quality affects the innovative development of Harbin's tourism quality.

2.10.2 Innovative relationship between tour guide service quality and overall tourism development in Harbin, Heilongjiang Province

The influencing factors of tour guide service quality include the mentioned independent variable salary system, training system and professional ethics. The assumption of the relationship between variables is repeated according to the above order.

For the research on the current situation and composition of tour guide compensation, some scholars mentioned it in the article, some scholars described it in a small amount of space, and some scholars dedicated more space to the composition of tour guide compensation. Although some scholars have their own views on the composition of tour guide compensation, most of them have the same views. Liu Yuhang (2002), in his article "The influence of the salary system of small and medium-sized travel agencies on their development", elaborated on the three existing salary systems of small and medium-sized travel agencies, namely, the salary system, the sharing system and the contract system. In the salary system, he described the composition of the tour guide's salary. He believed that the employee's income was: base salary+subsidies+rebates; In the sharing system, he pointed out that the income of employees was directly linked to the sales performance, and the rest of the profits from the tour guide group would be owned by him after paying a fixed proportion. In the contract system, he pointed out that employees would get all the residual claims when they paid a fixed management fee to the enterprise every year. Therefore, I think whether the tour guide salary system is reasonable or not is essentially related to the service quality reflected in the work of tour guides.

H2: The problem of tour guide salary system affects the innovative development of Harbin's tourism quality.

Graduates of tour guide service major in vocational schools are one of the important service forces in the tourism industry. Their professional quality has an important impact on the healthy development of our tour guides. Multi angle scientific evaluation and analysis of the overall level of the professional quality of guide service students and the existing problems of various indicators of professional quality can broaden the depth and breadth of the research on the professional quality of guide service students [8], and provide strong theoretical and data support for subsequent research.

Therefore, it is believed that the professional access threshold of tour guides should be raised, outstanding talents should be allowed to join the tour guide team, the impression of "tour guides=outstanding talents" should be formed in people's minds, the construction of tour guides' professional ethics should be strengthened, the scientific evaluation system for full-time and part-time tour guides should be established, the promotion and withdrawal mechanism should be improved, the lifelong learning of tour guides should be encouraged, the laws and regulations should be improved, the order of the entire industry should be standardized, and TV, radio, Internet Microblog and other mass media promote the image of tour guides and guide public opinion

H3: The problem of tour guide training system affects the innovative development of Harbin's tourism quality.

Wang Na pointed out in the Research on the Quality of Professional Ethics of Tour Guides in China at Present that the problems, causes and solutions of the professional ethics of tour

guides can improve the level of professional ethics of tour guides in China, so that tour guides can truly realize the importance of abiding by professional ethics, and can

I feel that I should restrict my words and deeds in my daily work with the professional ethics of tour guides, so that the profession of tour guides can re-establish a positive image in society, fundamentally protect the legitimate rights and interests of every tourist, and promote the vigorous development of China's tourism industry and the harmony and stability of the national economy and society.

Therefore, I believe that improving the quality of tour guides is conducive to the professional development of tour guides themselves, and can also meet the growing needs of the people for tourism activities, so as to improve the innovative development of Harbin's tourism industry as a whole.

H4: The professional ethics of tour guides affects the innovative development of Harbin's tourism quality.

2.11 Detailed framework

Based on the above literature, Kathleen Lingle Pond (1993), Betty Weiler (2015), YRan and Dewar (1995), Eric A. Posner (2007), Michael Trebilcock and Robert Howse (2014), Li, Zhang, Li (2015), Xie Pusi, Hao Qiang (2017) and Liu Qiang (2007). Based on the theory of innovative management, this research chooses a representative tourism enterprise in Harbin to explore the influence of government supervision on tour guides and tour guide service quality, including the influence of salary system, training system and professional ethics on the overall development of Harbin tourism market. We have established a conceptual framework from four perspectives and studied the impact of these four factors on Harbin's tourism. The independent variable is set as the influencing factor of government supervision on tour guide service quality, and the dependent variable is the development of the overall tourism industry in Harbin.

Independent variable

dependent variable

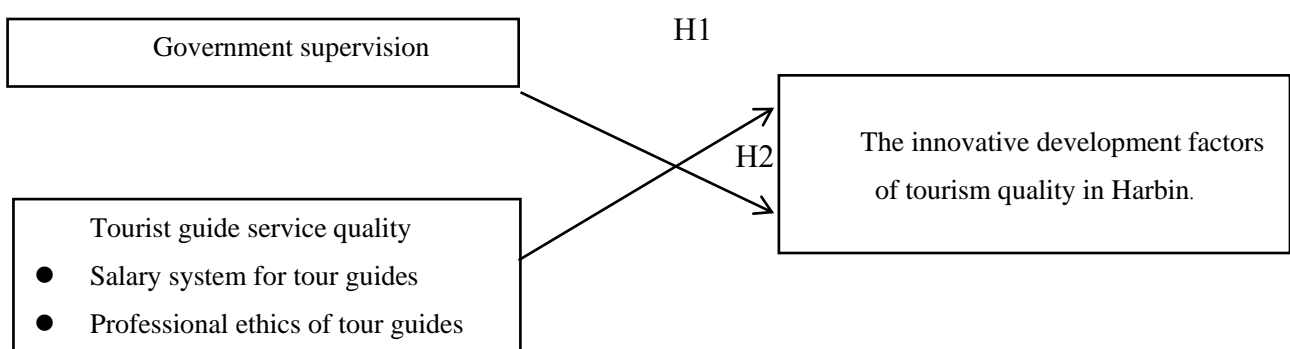


Figure.2.1 Conceptual Framework

CONCLUSION

Discussion results

(1) The assumption that the problem of professional ethics of tour guides has a positive impact on the innovative development of tourism quality in Harbin is invalid. According to the results of multiple regression analysis, the problem of guide professional ethics has an impact on the innovative development of tourism quality in Harbin, $\text{Sig}=0.131$, which is higher than the standard value of 0.05, indicating that the problem of guide professional ethics has no significant impact on the innovative development of tourism quality in Harbin. Although education is directly proportional to quality, the low education and low quality are relatively one-sided. The professional ethics of a tour guide in the process of taking a group trip depends on other external factors, such as the group fee, the quality of tourists, and irresistible factors. Therefore, it is not entirely believed that the professional ethics of a tour guide will directly affect the development of local tourism, The professional ethics of tour guides has no positive impact on the innovative development of tourism quality in Harbin.

(2) The problem of tour guide compensation system has a positive impact on the innovative development of tourism quality in Harbin. This assumption is correct. According to the results of multiple regression analysis, the impact of the guide salary system on the innovative development of tourism quality in Harbin is $\text{Sig}=0.000$, which is lower than the standard value of 0.05, indicating that the guide salary system has a significant impact on the innovative development of tourism quality in Harbin. When a tour guide takes a group trip, the tour company will give more welfare treatment and benefits to the tour guide, so the tour guide staff will naturally put more effort into work, improve the quality of personal service, improve the satisfaction of tourists, and promote the sound development of Harbin's tourism industry. When the tourism company does not give the tour guide staff a higher treatment, the tour guide staff will strengthen their income from this trip by some means and means outside the contract, which will lead to poor travel experience for tourists, thus indirectly affecting the innovative development of Harbin's tourism industry. Therefore, the rationality of tour guide compensation system will directly affect the development of local tourism industry, which is consistent with Sun Mingyi's research (2020). Therefore, the problem of tour guide compensation system has a positive impact on the innovative development of tourism quality in Harbin.

(3) The assumption that the government's supervision function on the service quality of tour guides has an impact on the innovative development of tourism quality in Harbin is valid. According to the results of multiple regression analysis, the influence of the government's supervision function on the quality of tour guide service on the innovative development of tourism quality in Harbin is $\text{Sig}=0.000$, lower than the standard value of 0.05, indicating that the government's supervision function on the quality of tour guide service has a significant impact on the innovative development of tourism quality in Harbin. The monitoring and management transformation of Harbin local government lags behind and fails to adapt to market demand in time. In terms of management, the government has long been guided by the guiding ideology of "paying more attention to management than to service", and lacks a long-term plan for the supervision of the tour guide team. It simply believes that as long as the travel

agency can manage the tour guide well, it fails to manage the tour guide team in a timely and in-depth manner, only pays attention to the entrance management of the tour guide team, and despises the follow-up management of the tour guide team. In addition, the management, training, approval, assessment and other aspects of travel agencies are obviously inefficient, and the scope is vague. Therefore, when the government's supervision is lax, tour guides will break the contract, cheat customers, force shopping and a series of other phenomena. Tour guides have a very poor sense of tourism experience in Harbin, which directly leads to the development of local tourism. Therefore, the supervision function of the government on the service quality of tour guides has an impact on the innovative development of tourism quality in Harbin. The summary of results is shown in Table 5.1

Table 5.1 Assumptions

No.	Hypotheses	Result
H1	The problem of tour guides' professional ethics affects the innovative development of Harbin's tourism quality.	Not
H2:	The problem of tour guide salary system affects the innovative development of tourism quality in Harbin.	supported
H3:	The government's supervision function on tour guide service quality affects the innovative development of Harbin's tourism quality.	supported

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