

The Course and Criterion of China Tourism Attractions Ranking

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Abstract. *Classification and Evaluation of Tourism Attraction Quality Ranking* (GB/17775-2003) takes A-grade as an important symbol of Tourism attraction quality. Tourism attraction quality in China is divided into five levels that from high to low are AAAAA,AAAA,AAA,AA,A-level. Once assessment is qualified, the National A-level Tourism Attraction will be awarded, which is commonly referred to as 5A-level Tourism Attraction, 4A-level Tourism Attraction and so on. After *Classification and Evaluation of Tourism Attraction Quality Ranking* was issued in 2003, construction of China's Tourism attractions (hereinafter referred to as attraction) has achieved remarkable development. At present, there are nearly 10,000 A-class attractions in China, of which 228 are 5A-level attractions (2016). Most of the well-known attractions in China, such as Summer Resort, Wuyishan, Jiayuguan and Suzhou Gardens are 5A attractions.

Introduction

Tourism attractions are the space or area which takes tourism and its related activity as one of main functions or main functions, including natural landscape and cultural landscape as the main scenic spots. Tourism attraction is the foundation of tourism development, and also the main body of tourism development. In 1986, tourism was formally listed in *Seventh Five-Year Plan* (1986-1990) and was identified as a pillar industry in the national economy. This laid a good foundation for the large-scale development of China's tourism industry. In order to alleviate the nationwide supply contradiction of development of tourism at that time and in view of low standardization of tourism industry, the National Tourism Administration and other relevant departments jointly issued a series of standards to standardize development of tourism industry across the country, implementing standardization construction of Star and A-level for hotel and tourism attractions.

In 1999, on the basis of summarizing management experience of China's tourism attractions in the same period and drawing on relevant information and technical regulations at home and abroad, China National Tourism Administration proposed that China Tourism Standardization Technical Committee would be responsible for design and China General Administration of Quality Supervision, Inspection and Quarantine promulgated *National Standard Classification and Evaluation of Tourism Attraction Quality Ranking* (GB/ T17775-1999), which had been running for three years from 1999 to 2002 and had achieved good results. In 2003, some contents were revised on the basis of previous criterion, and the new criterion *Classification and Evaluation of Tourism Attraction Quality Ranking* (GB/17775-2003) was implemented to make it more in line with actual development of tourism attractions.

Criterion of A-grade Tourism Attractions in China

A-level attraction is assessed mainly according to the three rules, respectively, *Service Quality and Environmental Quality Scoring Rules* (Rule I), *Landscape Quality Scoring Rules* (Rule II) and *Tourism Comment Scoring Rules* (Rule III). The creation of each attraction needs to meet certain conditions. In the actual practice of creating A-level tourism attractions, the most important thing is to construct and regulate (including hardware and software) according to *Quality of Service and Environmental Quality Scoring Rules* (Rule I).

Hardware Construction of A-level Tourism Attraction

According to the current national standard *Classification and Evaluation of Tourism Attraction Quality Ranking* (GB/17775-2003) and the related *Quality of Service and Environmental Quality Scoring Rules* (Rule I), hardware construction of attraction can be divided into eight sections, respectively tourism traffic, tourism facility, tourism safety, sanitary guarantee, post and telecommunications service, tourism shopping, integrated management, resources and environmental protection.

Tourism Traffic

Tourism traffic mainly includes accessibility of tourism attraction, self-parking and internal traffic. Special attention should be paid to construction of major external traffic signs. Generally, there should be a special external traffic sign, which is different from general traffic signs in terms of color and appearance to facilitate identification of tourists.

Tourism Facility

The construction of tourism facility mainly includes ticket, tourism center, logo system, promotional material, tour guides, tourism rest facility, public information graphic symbol and special service such as part of the crowd. Traditional paper ticket requires exquisite design and outstanding feature, including structure of ticket and pattern, and also should indicate price. There should be sightseeing map and telephone of consultation, complaint and emergency. Free tourism attraction does not make tickets.

Tourism center in tourism attraction should be built and established according to industry standard *Setting up and service standard of tourism center in tourism attraction*. Signage system in tourism attraction not only provides traveler with necessary road guidance, but also become a tourism attract. Various public information graphic symbols should be consistent with *Signs with public information graphics symbol* (GB/ T10001.1-2000). and at the same time sign should be marked prominent shape characteristics, artistic sense and cultural atmosphere concentrated overall environment.

Tourism Safety

Tourism safety mainly involves Safety agency in tourism attractions (system and personnel), safety disposal, safety facility and equipment, safety warning sign (symbol), safety publicity, medical service and ambulance service. More attention should be paid to regular inspection and maintenance of tourism sign, safety sign, excursion, rest pavilion, green toilet and safety barrier and other facilities.

Sanitary Guarantee

Environmental sanitation include comprehensive management of tourism attraction, tourism toilet and others. The tourism sites should be clean and tidy. Tourism attractions requires clean and tidy environment and should be equipped with sufficient trash cans and the layout of trash cans should be reasonable. When there are many tourists, temporary trash cans should be set. The height of trash can should be appropriate to facilitate wheelchair passengers to abandon trash. Trash can should have handsome appearance.

Post and telecommunications service

Post and telecommunications service requires tourism attraction to provide good postal service and realize wisdom of tourism attraction. In specific work, attention should be paid to improve communication service network in order to achieve full coverage and no blind area. All tourism attraction should be covered by WIFI. If full coverage could not be achieved, free WIFI point should be set in the main attractions or rest areas and should be linked with intelligent tour guide, electronic tutorial and other functions.

Tourism Shopping

The construction of shopping places focuses on service for tourists, without destroying main landscape, without hindering tourists and without seizing road end viewing space with tourists. Tourism shopping places mainly embody construction and management of commercial street, integrated service area and special shopping spot. Shopping places should be under centralized management so that environment is clean and order is good.

Management Construction

Management system should be sound and operation mechanism should be effective which include organization and system management structure, corporate image, planning, training, promotion and booking system and good run.

Resources and Environmental Protection

Effective measures should be taken to keep authenticity and integrity, and create a good environment. Create an excellent environment and promote proper plant and landscape configuration to ensure beautification of the environment.

Software Construction Requirement in Invoice

The construction of software mainly refers to daily management and functional management module. Generally, according to close relationship with tourism experience, it can be divided into front management module, back tag management module and internal business module. The specific performance is that ticketing, complaint, product service

Ticket Service and Queue Service

Ticketing method should be reasonable and effective. Ticket price and preferential treatment should be shown in the ticketing venue. The ticketing staff should exercise restraint and put an end to squabbles with tourists when a tourist has an impulse or a faux pas. Training ticket personnel to master price, discount and use method of all kinds of ticket should be paid more attention to. When manual ticketing and check-in was arranged, we should guide tourists through price difference to book tickets through internet and cell phone. If ticket was booked online, tourists can directly enter into garden by ID or cell phone, which can reduce troubles in site, in order to increase the speed of entry.

In the operation of tourism attraction, do a good job of tourists queue shape management. Queue shape includes single, multiple, theme or integrated queue. In summer, in order to prevent tourists from being in direct sunlight while queuing, traditional shade equipment can be installed in the queuing area and ice cube and spray can be added in order to cool down, creating a better experience for tourists.

Complaint and Security Service

Complaint is a mean that tourists report problems to tourism attract or superior administrative department and ask for a corresponding compensation because of quality problem, service attitude or others. The tourism attraction should pay attention to treatment of oral complaint and written complaint, and the corresponding management department should collect opinions of tourists regularly by using questionnaires, setting up opinions books (book, card or box) and secret interviews.

Security personnel should be compatible with scale and nature of tourism attraction. Security system is sound and protective facilities are available in dangerous area. There should be obvious warning sign and lighting at night. Tourism safety and rescue service should be improved and emergency rescue mechanism should be established, in order to have emergency response capability and timely & properly hand accident. The emergency rescue staff should be equipped with in tourism attraction.

Commodity Service

Commodity service facility management should be strengthened and number of mobile stalls should be limited and managed. The number of individual business in tourism attraction should be controlled. The individual business should be effectively distributed in the specified region of tourism attraction to ensure safety of tourism and avoid damaging interests of tourism, so as to build a good tourism shopping environment.

Focus on enriching the connotation of tourism commodity and reasonably distribute tourism shopping network in order to form reasonable location and quantity. Tourism shopping street could be considered in the convenient place, and could be connected with catering, rest and other places. At the same time, online sales platform like "Forbidden City Taobao" should be paid attention to (see Figure 1). Do a good job in design and development of tourism commodity which tourism wants, tourists need and visitors expect. Expand and facilitate shopping channel for tourists and improve public awareness of tourism commodity.

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