

Quality Dimensions of Travel Products: A Research Perspective

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Abstract

In recent years, the rapid development of China's tourism industry has made the quality of travel products a central issue of concern for academia and the industry. Numerous studies have shown that improving travel product quality is crucial to meeting the diversified needs of tourists and enhancing competitiveness. However, the current quality of travel products still faces problems in terms of brand image, innovation, and product design. To this end, this paper focuses on the assessment of product quality of travel products in terms of brand image, conformity, design innovation and improvement, and durability in China through systematically sorting out and synthesizing relevant studies on travel product quality in China.

In terms of conceptual framework, this paper divides travel product quality into four dimensions: conformity, durability, design innovation and improvement, and brand image. As stated by Mira, M. et. al.(2018), conformity and durability are the basis of travel product quality, ensuring that the product meets laws, regulations, and industry standards, as well as having the ability to provide long-lasting service. While Gretzel, et. al. (2019) mentioned design innovation and improvement are considered key to enhancing product differentiation and meeting tourists' individual needs, other studies emphasize more on the role of technology application and creative design. In addition, brand image, as an important factor in tourists' perception and choice of travel products, has a significant impact on enhancing tourist satisfaction and loyalty.

This paper also explores the impacts and benefits of enhancing the quality of travel products. It is found that high-quality travel products can not only improve tourists' satisfaction and promote word-of-mouth communication but also enhance brand image and market competitiveness, thus driving the development of related industries(Khan, M. S., et al. (2020). However, the improvement of travel product quality also faces many challenges, such as homogenized competition in the market, insufficient professionalism of service personnel, and lack of brand strategy. In response to these problems, this paper proposes future directions for research and practice, including strengthening product innovation and formulating a systematic brand-building strategy.

By synthesizing the research on China's travel product quality, this paper aims to provide valuable references for academics and the industry and to provide theoretical support and practical guidance for improving travel product quality.

Keywords: Brand Image, Conformance to Specifications, Design Innovation and Improvement, Durability, Product Quality, Travel Products

1. Introduction

Over the past five years, China's tourism industry has experienced a period of both rapid growth and major challenges. According to statistics from the Ministry of Culture and Tourism (MCT), the number of domestic tourists in China reached 6.006 billion in 2019, an increase of 8.4% year-on-year; and domestic tourism revenues amounted to RMB 5.73 trillion, an increase of 11.7% year-on-year (Ministry of Culture and Tourism, 2020). However, the outbreak of the Xinguang epidemic in early 2020 caused an unprecedented impact on the global tourism industry, and China's tourism industry was also severely affected. The number of domestic tourists in 2020 fell to 2.879 billion, a year-on-year decrease of 52.1%, and the domestic tourism revenue declined to RMB 2.23 trillion, a year-on-year decrease of 61.1% (Ministry of Culture and Tourism, 2021).

As the epidemic prevention and control entered a normalized phase, the tourism industry gradually recovered. In 2021, the number of domestic tourists rebounded to 3.246 billion, up 12.8% year-on-year; domestic tourism revenue reached RMB 2.92 trillion, up 31.0% year-on-year (Ministry of Culture and Tourism, 2022). In 2022, the tourism industry continued to rebound, but due to the recurrence of epidemics and other factors, the recovery speed was somewhat slowed down.

From the consumption data of travel products, the structure of tourism consumption has changed significantly. During the epidemic, tourists' consumption preferences changed, and short-distance travel products such as peripheral tours, self-driving tours, and family tours were favored. In 2020, the consumption share of peripheral tours rose to 60%, and the share of self-driving tours reached 50% (Ctrip, 2021). With the effective control of the domestic epidemic, tourists' demand for high-quality and personalized travel products has become even stronger. According to McKinsey's report, more than 70% of respondents said they are willing to pay a premium for a higher quality travel experience (McKinsey, 2022).

In the face of the new market environment and the changing needs of tourists, improving the quality of travel products has become the focus of the industry. High-quality travel products can not only meet the growing diversified and individualized needs of tourists but also enhance the competitiveness of the destination and promote the sustainable development of tourism.

In recent years, academic research on travel product quality has become increasingly in-depth. Many researchers believe that travel product quality is a multidimensional concept involving product conformity, durability, design innovation and improvement, and brand image (Li Ming, 2020; Wang Fang, 2021). Among them, conformity and durability are regarded as the foundation of product quality, ensuring that products can meet laws and regulations, industry standards, and the basic needs of tourists. Design innovation and improvement, on the other hand, is the key to enhancing product differentiation and meeting tourists' individual needs, which can enhance tourists' experience satisfaction. Brand image, as an important factor in tourists' choice of travel products, has a significant impact on enhancing tourists' loyalty and destination awareness.

However, there are still some problems with the quality of existing travel products. For example, the phenomenon of product homogenization is serious, which makes it difficult to meet tourists' individualized and diversified needs; the service quality is unstable, which affects tourists' satisfaction and the reputation of the destination; and the brand image is insufficiently constructed, and the lack of a systematic brand strategy leads to weak market competitiveness.

In view of this, this paper aims to explore the impact of brand image, conformity, design innovation and improvement, and durability on travel product quality through a systematic review of studies related to

travel product quality in China. Combined with the statistical data of the past five years and the development trend of the industry, it analyzes the current problems of travel product quality and proposes strategies to improve travel product quality and future research directions.

2. Conceptual Framework

The evaluation of travel product quality is a complex process involving multi-dimensional analysis. Theoretically, the evaluation of travel product quality can draw on product quality management theory, service quality theory and consumer behavior theory. In the following, the conceptual framework of travel product quality will be discussed in depth with relevant theories and literature.

First, product quality management theory provides a basic framework for evaluating product quality. According to Garvin's (1987) eight-dimensional quality model, product quality includes performance, characteristics, reliability, conformity, durability, serviceability, aesthetics and perceived quality. This model provides a theoretical basis for understanding the multidimensional characteristics of travel product quality. For example, Conformance refers to whether a product conforms to design specifications and standards; Durability focuses on the durability of a product under expected conditions of use. In addition, brand image is regarded as an important factor influencing consumer decision-making in consumer behavior theory. Aaker (1991) states that brand image is a combination of consumers' cognitive and emotional responses to a brand. In the field of tourism, brand image influences tourists' destination choice and loyalty (Qu et al., 2011). Therefore, Brand Image, as a dimension of travel product quality, is of strategic significance to enhance the competitiveness of destinations.

In recent years, scholars at home and abroad have conducted in-depth research on the dimensions and evaluation of tourism product quality. According to Li Ming (2020), travel product quality should comprehensively consider tangible and intangible elements, including facility quality, service quality and experience quality. Wang Fang (2021) found through empirical research that brand image has a significant impact on tourists' satisfaction and willingness to revisit, and suggested strengthening the brand building of tourism destinations.

Zhang Wei (2019) pointed out that design innovation and improvement play a crucial role in travel product development, which can enhance the uniqueness and attractiveness of products. Chen Li (2022) emphasized the importance of durability in travel products, arguing that continuous product maintenance and updating is the key to maintaining competitive advantage.

In addition, foreign studies have provided important theoretical support. For example, He and Li (2011) investigated the relationship between service quality, brand image and customer loyalty and found that brand image mediates the relationship between service quality and customer loyalty.

In constructing a conceptual framework for travel product quality, the above theories need to be synthesized. Taken together, travel product quality can be divided into the following four main dimensions:

Conformity: Based on the concept of conformity in the theory of product quality management, it emphasizes whether the tourism products conform to national standards, industry norms and the basic needs of tourists. For example, whether the safety facilities and sanitary conditions of scenic spots meet the standards.

Durability: Drawing on Garvin's durability dimension, it focuses on the durability and reliability of travel products (e.g., scenic facilities, service processes). This affects tourists' long-term satisfaction and willingness to spend again.

Design innovation and improvement: combining service quality theory and innovation management theory, emphasizing the attractiveness and competitiveness of travel products through innovative design and continuous improvement. Technological advancements like virtual reality can enhance tourist experiences, meeting the evolving needs of the market. Technological advancements like virtual reality can enhance tourist experiences, meeting the evolving needs of the market.

Brand image: Based on the theory of consumer behavior, brand image, as an important part of perceived quality, influences tourists' choice and loyalty. A strong brand image can increase tourists' trust and promote word-of-mouth communication.

In summary, the evaluation of travel product quality requires a comprehensive conceptual framework that combines the theories of product quality management, service quality and consumer behavior. This framework not only helps to fully understand the composition of travel product quality, but also provides theoretical support for practical quality improvement strategies.

3. Methodology

This study adopts the method of systematic literature review to comprehensively analyze the research related to the quality of China's travel products. First, the keywords of the study are identified, including "travel product quality", "brand image", "conformity", "design innovation and improvement", "durability" and so on. Relevant academic papers, journal articles and conference papers published between 2018 and 2023 were searched in major academic databases, such as China Knowledge Network (CNKI), Wanfang Database and Wipro.

To ensure the quality and relevance of the literature, the following screening criteria were set:

Type of literature: peer-reviewed academic papers, research reports and dissertations were selected, excluding news reports, non-academic articles and duplicate publications.

Scope of research: Empirical studies, theoretical discussions and case studies focusing on the quality of Chinese travel products.

Language: Since the study focuses on the quality of Chinese travel products, mainly Chinese literature is selected.

Through the above search and screening, relevant literature was collected, systematically read and analyzed. Using the content analysis method, the literature was categorized according to the dimensions of "conformity", "durability", "design innovation and improvement", "brand image", and so on. The literature is categorized and summarized according to the dimensions of "compliance", "durability", "design innovation and improvement", and "brand image". In the analysis process, the systematic literature review method proposed by Tranfield et al. (2003) was borrowed to ensure the rigor and systematicity of the study.

In addition, in order to obtain more comprehensive theoretical support, the research results of internationally recognized journals and scholars are referenced to compare the similarities and differences between domestic and foreign studies, and to explore the methods of evaluating the quality of travel products under the international perspective. By synthesizing domestic and international studies, we aim to construct a comprehensive evaluation framework for travel product quality, which provides a theoretical basis and practical guidance for improving the quality of China's travel products.

Throughout the research process, objectivity and reliability are emphasized to avoid subjective bias. All data and information were obtained from reliable academic sources to ensure the credibility of the research results.

4. Travel Products in China

China's travel industry is constantly adapting to the changing needs of consumers and driving market growth. Travelers' demands for travel products are becoming increasingly diverse, such as modern tourists expect travel products to meet their unique needs, seek customized products and services, and also want more flexibility and variety of choices. At the same time, travelers' expectations for product quality have also risen, and they expect high standards of service and reliable experiences during their travels. In addition, the infusion of cultural elements and experiences has become a major focus for Chinese travelers, driving continuous innovation in tourism products to attract consumers. (Studies have shown that this trend not only enhances traveler satisfaction but also strengthens brand loyalty Wang, 2021; Zhang & Liu, 2020; Li & Chen, 2019).

5. Product Quality

Product quality refers to the overall performance of a good or service in meeting consumer needs and expectations and encompasses a wide range of product properties and attributes; it is not just a standard for a single product or service, but a comprehensive concept involving multiple dimensions of compliance, performance, design, and brand image to ensure that the diversified needs and expectations of the modern traveler are met (Wong, I. A., & Wickham, M. D. 2021).

High-quality products must not only fulfill their functions and features effectively, but must also ensure that they do not pose a health and safety hazard to consumers during use, and that they not only perform well in the short term, but also remain stable over time and are not prone to malfunctioning or breaking down as a result of frequent use or changes in the external environment in order to provide consumers with a good user experience and support services (Fernandes, T., & Oliveira, M. D. 2021). T., & Oliveira, E. 2021 / Wang, X., & Ellinger, A. E., 2020).

In addition to performance, aesthetics and design also influence consumer perceptions of product quality. Although functionality is fundamental, aesthetic design also directly affects the user's experience and purchasing decision. High-quality products tend to focus not only on practicality, but also on design that is simple, elegant, or in line with specific fashion trends. This is especially true for luggage in travel goods, which are designed not only to be ergonomic but also to reflect a unique aesthetic as a way to add to the pleasure of traveling (Bloch, P. H., & Hekkert, P. 2019 / Chang, H. H., & Ko, Y. J. 2020).

User feedback is often an intuitive measure of product quality. Regardless of how much a manufacturer advertises, the true quality of a product ultimately depends on users' experiences and evaluations in actual use (Cheung, C. M. K., & Thadani, D. R. 2018). High-quality products usually get positive user feedback and high recommendation, forming a good brand image and market reputation.

It can be seen that product quality has a profound impact on consumer satisfaction and loyalty as well as the competitiveness and economic efficiency of enterprises. High-quality products can enhance consumers' trust in the brand and increase brand loyalty, thus promoting the growth of sales and market share (Zhang, Y., & Bloemer, J. M. M. 2021).

5.1. Conformance to Specifications

Conformity with specifications is a basic requirement for product quality and an important prerequisite for ensuring that travel products meet tourists' expectations and comply with laws and regulations. For travel products, conformity means that products and services are implemented in strict accordance with relevant standards and norms in all aspects of design, development, operation and management (Hsu, C. H. C., & Huang, S. 2020). Compliance with laws and regulations is the bottom line of conformity. The

tourism industry involves many aspects such as safety, health, environmental protection, cultural protection, etc., and must strictly comply with national and local laws and regulations such as the Tourism Law of the People's Republic of China, Measures for the Administration of Tourism Safety, Regulations on Scenic and Historic Spots, and so on. Second, the implementation of industry standards and norms is an important means to ensure product quality. Meeting the basic needs and expectations of tourists is the core of conforming to the specifications. In addition, adapting to market changes and special needs is also an important aspect of meeting specifications. Finally, aligning with international standards and enhancing internationalization are also new requirements for meeting specifications. With the internationalization of China's tourism industry, more and more international tourists are coming to China. They have different expectations on product quality, service standards, and cultural experiences. Tourism enterprises need to understand and comply with internationally accepted standards and specifications, such as ISO 21101 Adventure Tourism - Safety Management System, to provide products and services that meet the needs of international tourists (Liu Qiang, 2023). To summarize, compliance with specifications is the foundation of tourism product quality and the key to enhancing tourist satisfaction and trust. Tourism enterprises need to strictly abide by laws and regulations, implement industry standards, meet the basic needs of tourists, adapt to market changes, and actively converge with international standards.

5.2. Durability

Durability is one of the important dimensions of travel product quality, referring to the ability of a product to maintain its function, performance and value over a long period of use. In the tourism industry, durability involves not only the longevity of the product but also the adaptability of products to market changes. Second, the continuity of service quality is also the key to durability. Tourism is a typical service industry, and service quality directly affects tourists' experience and evaluation. The durability of service quality is reflected in the ability to always provide stable, high-level services at different times, with different service personnel and in different environments (Wang Fang, 2021). This requires enterprises to establish a perfect service standard and training system, strengthen the training and assessment of employees, and ensure the consistency and reliability of service.

Third, the adaptability of products to market changes reflects the dynamic characteristics of durability. The tourism market and tourists' needs are constantly changing, and only products that can be continuously innovated and timely adjusted can remain competitive (Chen Li, 2022). For example, with the development of science and technology, smart tourism has become a new trend, and many scenic spots have introduced new technologies, such as smart guides and virtual reality, to enhance the experience of tourists. During the epidemic, some tourism enterprises introduced measures such as online virtual tours and reservation restrictions to actively respond to market changes and maintain the attractiveness of their products.

In addition, the lasting value of a brand is a reflection of durability. A strong brand image can bring a stable customer base and market share to a company in the long run (Aaker, 1991). Through continuous brand building and maintenance, tourism enterprises can enhance brand awareness and reputation and increase tourists' loyalty. For example, the West Lake in Hangzhou, as a famous tourism brand, has maintained its unique attractiveness over the years through the protection of the environment, cultural heritage and service enhancement (Li Ming, 2020).

Finally, the practice of the concept of sustainable development also enhances the durability of travel products. By focusing on environmental protection, cultural heritage and community participation, travel products can achieve a balance between economic and social benefits and gain long-term development

momentum. For example, the Jiuzhaigou scenic area carried out ecological restoration and infrastructure reconstruction after the earthquake, reflecting its responsibility to the environment and the community and laying the foundation for the scenic area's sustainable development (Liu Qiang, 2023).

In summary, durability is a key element of travel product quality, which affects the product life cycle and market competitiveness. By strengthening the maintenance and renewal of facilities, ensuring the continuity of service quality, enhancing product innovation, maintaining brand value, and practicing sustainable development, tourism enterprises can improve the durability of their products, meet the long-term needs of tourists and promote the healthy development of tourism.

5.3. Design Innovation and Improvement

Design innovation and improvement is the core driving force to enhance the quality and competitiveness of travel products. With the diversification and personalization of tourists' needs, traditional travel products can no longer fully meet market demand. Through continuous design innovation and improvement, tourism enterprises can create unique products and enhance tourists' experience satisfaction and brand loyalty.

First, the introduction of new technology is an important means of design innovation. The development of modern technology provides a broad space for the innovation of tourism products. For example, the application of technologies such as virtual reality (VR),** augmented reality (AR), and artificial intelligence (AI)** can bring tourists a new experience (Zhang Wei, 2019). Some scenic spots allow tourists to experience history and culture or natural wonders in a virtual environment through VR technology, which enhances interactivity and fun.

Second, product diversification and personalization are effective ways to meet the needs of different tourists. With tourists' pursuit of personalized experience, customized travel products have emerged. Tourism enterprises can design exclusive travel products according to tourists' interests, preferences and needs (Wang, Fang, 2021). For example, designing trolley cases or backpacks with their own surnames for travelers. This customized service enhances the satisfaction of tourists and strengthens market competitiveness.

Third, the integration of the concept of sustainable development is also an important direction of design innovation. Modern tourists are increasingly concerned about environmental protection and social responsibility, and travel products need to consider environmental protection and community involvement in their design. For example, product forms such as eco-tourism and public welfare tourism have gained market recognition by reducing the impact on the environment and promoting the development of local communities (Chen Li, 2022).

In addition, cross-border cooperation and resource integration can provide new ideas for travel product innovation. Tourism enterprises can cooperate with organizations in the fields of culture, art, science and technology to develop new products and services. For example, certain scenic spots cooperate with film and television companies to create film and television shooting bases to attract film and television fans to visit (Liu Qiang, 2023). This cross-border integration expands the connotation and extension of tourism products and creates new market opportunities.

Finally, continuous product improvement is the key to maintaining product competitiveness. The travel market and tourists' needs are constantly changing, and companies need to upgrade and optimize their products in a timely manner based on market feedback and trends. For example, improving service processes, adding new programs, and upgrading the quality of facilities based on tourists' evaluations and suggestions (Li Ming, 2020). This process of continuous improvement helps to keep the product fresh and

attractive.

In summary, design innovation and improvement play an important role in the enhancement of travel product quality. By introducing new technologies, incorporating creative culture, diversifying products, practicing sustainable development, cross-border cooperation, and continuous improvement, tourism enterprises can create competitive and attractive products to meet the diversified needs of tourists and enhance their brand image and market position.

5.4. Brand Image

Brand image plays a key role in the quality of travel products and directly affects tourists' choice, satisfaction and loyalty. A strong brand image not only enhances the popularity of a product but also strengthens its market competitiveness.

First, brand image shapes tourists' perceptions and expectations. According to Aaker's (1991) brand equity theory, brand image is the consumer's overall perception of the brand, including emotional and rational cognition. For travel products, the brand image covers the uniqueness of the destination, cultural connotation, service quality, and other aspects. Second, brand image influences tourists' purchase decisions and loyalty. A strong brand image reduces tourists' uncertainty in the choice process and enhances trust. Keller (1993) states that there is a significant positive correlation between brand image and consumers' brand loyalty. Brand image contributes to the market positioning of travel products. Through clear brand positioning, travel products can highlight their unique advantages and differentiate themselves from their competitors. Gartner (1993) emphasizes that brand image plays an important role in the image formation process of travel products. Successful branding can help travel products establish a unique image in the market and attract more target customer groups. However, the construction and maintenance of brand image requires continuous efforts. In the era of rapid information dissemination, any negative traveller experience may spread rapidly through social media and damage the brand image. In general, brand image is an important part of the quality of travel products, which has a far-reaching impact on the choice and satisfaction of customers.

6. Challenges and Future Directions

Although the quality of China's travel products has improved significantly over the past few years, it still faces many challenges.

Product homogenization

Travel products are seriously homogenized and lack innovation and characteristics, failing to meet the growing personalized and diversified needs of tourists. Many travel products are similar in product design, and lack in-depth excavation and creativity. This leads to fierce market competition but a lack of differentiation, declining visitor experience, and reduced willingness to repeat consumption.

Inadequate branding

Many travel products need a systematic brand strategy, with a vague brand image and low market recognition. Limited brand promotion channels and single marketing strategy cannot effectively enhance brand influence. In the fierce market competition, the lack of strong brand support makes it difficult to attract and retain tourists.

Lagging technology application

Some travel products have insufficient application of new technologies, low degree of digitization and information, and are unable to meet the needs of modern tourists for smart tourism. This limits the innovation of travel products and the improvement of service efficiency, and fails to provide personalized

and convenient services. For example, the imperfect online booking system and the lack of application of technologies such as intelligent and virtual experiences have affected tourists' experience.

In order to cope with the above challenges and improve the quality of China's travel products, it is necessary to start from the following aspects:

Strengthen product innovation

Encourage tourism enterprises to deeply explore local characteristic culture and resources, and develop differentiated and personalized travel products. Focus on creative design and integration of modern technology and cultural elements to enhance the attractiveness and competitiveness of products. Support the cultivation of creative talents and teams to promote the diversification and quality of travel products.

Strengthen brand building

Develop a systematic brand strategy, clarify brand positioning and core values, and shape a distinctive brand image. Utilize diversified marketing channels, including new media, social platforms, and cultural activities, to enhance brand awareness and influence. Strengthen brand management, establish a brand reputation, and enhance the trust and loyalty of tourists.

Promote technology application

Actively introduce and apply new technologies, such as big data, artificial intelligence, and virtual reality, to enhance the technological content of travel products. Build smart travel products to improve tourists' experience. Strengthen the training and introduction of technical talents to promote the digital transformation of travel products.

Adhere to sustainable development

Focus on environmental protection and cultural heritage in the development of travel products and practice the concept of sustainable development. Promote the development of green travel products, and strengthen the protection of natural resources and cultural heritage. Encourage community participation and realize the coordinated development of travel products and local socio-economics.

Strengthen policy support and industry collaboration

The government should introduce policies to encourage the improvement of travel product quality and provide financial, technical, and human resources support. Improve the system of regulations and standards to standardize the market order. Industry associations should strengthen coordination and guidance, promote information exchange and resource sharing, and promote the overall progress and standardized development of travel products. Strengthen international cooperation, learn from advanced experience, and enhance the international competitiveness of China's travel products.

Emphasize tourists' feedback and market research

Establish an effective feedback mechanism for tourists, emphasize tourists' opinions and suggestions, and continuously improve products. Enhance market research to gain a deeper understanding of tourists' needs and market trends, to provide a scientific basis for product development and decision-making.

Through the above measures, we can effectively respond to the current challenges to the quality of China's travel products, improve the quality and competitiveness of travel products, meet the growing needs of tourists, and promote the sustainable and high-quality development of China's tourism.

7. Conclusion

Through a systematic review of travel product quality in China, this paper explores the impact of four key dimensions on travel product quality: conformance to specifications, durability, design innovation and improvement, and brand image. It is found that conformity to specifications is the foundation of product

quality, ensuring that travel products satisfy laws and regulations as well as the basic needs of tourists; durability emphasizes the longevity of products, ensuring that tourists have a consistent experience at different times and in different environments; design innovation and improvement is the core of product competitiveness, satisfying the diversified and individualized needs of tourists; and brand image directly affects tourists' choice and loyalty, enhancing the destination's market competitiveness.

In the analysis process, the researchers combine various theoretical foundations such as product quality theory, service quality theory, experience economy theory and branding theory to explore in depth the positive impacts of improving travel product quality on tourists' satisfaction, destination competitiveness, economic growth and sustainable development. Meanwhile, the current challenges are identified, including product homogenization, unstable service quality, insufficient branding, lagging technology application and sustainable development pressure.

To address these challenges, this paper proposes directions for future development, emphasizing the importance of strengthening product innovation, enhancing service quality, strengthening brand building, advancing technology application, adhering to sustainable development, strengthening policy support and industry collaboration, and focusing on visitor feedback and market research. These strategies aim to comprehensively improve the quality of China's travel products, meet the growing needs of tourists, and promote high-quality and sustainable development of the tourism industry.

Looking ahead, China's tourism industry will see new opportunities for development as technology advances and tourists' needs continue to change. Digitalization, intelligence, and personalization will become the main trends in travel product innovation. Tourism enterprises and destinations need to keep pace with the times, actively apply new technologies, deepen cultural connotations, improve service quality, and create internationally competitive tourism brands. Meanwhile, the government and industry associations should strengthen guidance and support to build a favorable development environment. Through multi-party collaboration and joint efforts, China's tourism industry will surely realize the transformation from scale growth to quality improvement, and move towards a more prosperous and sustainable future.

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