

The Study on the Evaluation System of Information service for Destination Based on Tourists' Perspective - A Case Study of Shandong Province in China

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Abstract: Tourism destination actively introducing the tourism facilitation measures is an important content of barrier-free tourism to provide convenience for tourists to achieve regional tourism transportation accessibility, complaints without obstacle and service accessibility. Tourism informatization is an important measure to promote barrier-free tourism destination. Chinese tourism industry has entered the transition period, it is urgent for tourists to have more information. The level of tourism informatization has affected the attraction of tourism destinations. Therefore, it is urgent to evaluate the level of tourism information serves in domestic tourism destinations comprehensively and scientifically. Based on tourists' perspective, this paper constructs the evaluation model and evaluation index system of tourism information service for destination including information service platform and information contents, taking Shandong province in China as an example for empirical research. The paper adds up the investigation sample based on the evaluation model and index system, and measures out the importance and satisfaction of tourists for the information platform and contents, and points out the barriers existing in tourism information service and the emphasis problems we should solve by the way of IPA. The author wishes that the paper could enrich the tourism information theory for destination and provide reference for the research on the evaluation system of the tourism information service destination in this transition period.