

Research on the Development Path of Service Quality in Nanchong's Hotel Industry

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Abstract: Based on empirical research, this paper systematically analyzes the current situation of service quality in Nanchong's hotel industry, and finds that it has obvious shortcomings in green development, cultural integration, industrial collaboration, and service specialization. The paper proposes four core development paths to address these issues: promoting full-chain green transformation, creating immersive cultural experiences, building an open and collaborative industrial ecosystem, and strengthening intelligent and talent support. The research points out that the implementation of these paths must rely on multiple guarantees such as policies, platforms, and standards. To transform Nanchong's hotel industry from standardized services to high-quality development with green and cultural connotations, these measures can not only improve industry competitiveness but also strongly support Nanchong's urban strategic positioning, providing a reference for similar cities.

Keywords: Nanchong's Hotel Industry; Service Quality; Green Development; Cultural Integration; Industrial Collaboration

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1. Introduction

The hotel industry is a core pillar of the tourism industry and an important window of urban image. Its development level is directly related to a city's tourism competitiveness and comprehensive service capacity. In the current environment of consumption upgrading and experience economy, service quality is the key for the hotel industry to gain market share and build sustainable competitive advantages^[1-2]. Foreign research on service quality began in the late 1970s, when Grönroos first proposed the concept of "perceived service quality" and divided it into two dimensions: technical quality (outcome quality) and functional quality (process quality)^[3]. Domestic research on hotel service quality started late but developed rapidly. In recent years, research hotspots have mainly focused on the following aspects: first, online evaluation analysis of service quality^[4-5], that is, using big data and text mining technology to conduct in-depth analysis of user reviews on OTA (Online Travel Agency) platforms to identify service pain points; second, integration of service quality and new technologies^[6-8]; exploring the impact of artificial intelligence, robots, and smart hotel systems on service processes and quality; third, green service quality^[9-10], attaching importance to hotels' service performance in environmental protection and energy conservation.

At present, there are few studies on the hotel industry in third- and fourth-tier cities like Nanchong. Therefore, based on the actual development needs of Nanchong's hotel industry, this study systematically diagnoses its service

quality problems through scientific and rigorous empirical research and explores its optimization and development paths. This study provides a theoretical basis for Nanchong's hotel enterprises to clarify improvement directions and improve management levels, and also provides decision-making reference for local governments to formulate relevant industrial policies and promote in-depth integration of cultural and tourism industries.

2. Current Situation of Service Quality in Nanchong's Hotel Industry

Through on-site visits to 20 mid-to-high-end hotels and characteristic homestays in Nanchong urban area and key counties such as Langzhong and Yilong, and a questionnaire survey of 30 hotel managers and employees, this study finds that Nanchong's hotel industry has the following main gaps in service quality improvement:

2.1. Green Development Dimension: Superficial and fragmented practices

Most hotels' understanding of energy conservation and environmental protection is still at the "passive response" level, only adopting basic measures such as replacing LED lights and reducing linen washing, which is significantly different from the requirement of building a "green development model area". Specifically, there is a lack of forward-looking in planning and design: the proportion of new or renovated hotels systematically integrating green concepts is low, and old hotels face cost and technical bottlenecks in renovation; the operation system lacks systematicness, and there is no full-chain green mechanism covering procurement, energy management, and waste management, and the reduction of disposable supplies mostly relies on initiatives; there is a lack of innovation in green products and services, and few hotels can transform green themes or local ecological resources into core selling points and brand assets.

2.2. Cultural Integration Dimension: Symbolic and superficial presentation methods

Nanchong is rich in cultural resources such as the Three Kingdoms, silk, red culture, and the Spring Festival, but its hotel industry mostly simply stacks antique furniture and hangs landscape paintings, failing to deeply explore the core of cultural spirit or organically integrate it into the spatial atmosphere and service processes. The cultural experience activities provided are highly homogenized, lacking in-depth, interactive, and regionally unique products such as "silk-themed SPA" and "Three Kingdoms strategy-themed banquets". In addition, front-line employees lack cultural literacy and communication skills, making it difficult to effectively convey cultural value in services, thus reducing the experience effect.

2.3. Industrial Collaboration Dimension: Loose and inefficient performance

The hotel industry has not fully utilized regional central advantages such as logistics, cultural tourism, and commerce to achieve in-depth integration. Insufficient linkage with the logistics industry leads to high supply chain costs and low efficiency, and there is a lack of stable direct procurement cooperation with local agricultural product bases; the integration with the cultural, tourism, and sports industries is low, and cooperation is mostly limited to room reservations, lacking in-depth linkage such as co-planning themed routes and jointly organizing characteristic activities; the integration with the commerce and catering industry is limited, hotel catering has not effectively integrated local characteristic resources, and shopping services have not become a platform for displaying and selling local high-quality products, resulting in a broken one-stop experience chain.

2.4. Core of Service Quality: Sufficient standardization but insufficient specialization and emotionalization

Hotels have improved in basic service norms, but there is still a gap from the strategic requirement of "highlighting soft power". The service process lacks emotional warmth and personalized response to different customer groups; the level of intelligent application is not high, mostly staying at the level of improving efficiency, and failing to realize service

prediction and experience upgrading based on data; the brand differentiation is not distinct, and it has not formed a clear and unique brand value in combination with strategic directions, falling into homogenized competition.

3. Development Paths of Service Quality in Nanchong's Hotel Industry

Nanchong is in a critical period of accelerating the construction of a “green development model area, a cultural and tourism integration development area, and a regional central city”. This series of grand strategic positioning has drawn a clear blueprint for the city's future development and pointed out the direction for the transformation and upgrading of various industries. As an important part of the modern service industry, the hotel industry is a display window of urban image, an important carrier of cultural and tourism consumption, and an intuitive reflection of regional vitality. Faced with new historical opportunities, Nanchong's hotel industry must take proactive actions, deeply integrate its own development into the overall urban strategy, and achieve a leapfrog transformation from traditional accommodation service providers to green, cultural, collaborative, and intelligent modern service integration platforms through systematic and innovative reforms. Specifically, efforts should be made in coordination from the following four dimensions:

3.1. Focus on the construction of a “green development model area” and drive the full-chain sustainable transformation of the hotel industry

To support Nanchong's goal of building a “green development model area”, Nanchong's hotel industry needs a systematic full-chain green transformation, integrating the concept of sustainable development into all links of planning and construction, operation and management, and service experience. Newly built hotels should compulsorily implement green building standards in planning and construction, give priority to the selection of energy-saving and environmental protection building materials, and actively adopt passive design methods, such as adjusting building orientation, improving thermal insulation performance, and utilizing natural lighting and ventilation, to reduce energy demand from the source. For existing hotels, the focus should be on energy-saving transformation of high-energy-consuming systems such as lighting, air conditioning, and water supply to comprehensively improve resource utilization efficiency. In management and operation, it is necessary to establish an intelligent energy management system to realize real-time monitoring and dynamic optimization of energy consumption, actively use renewable energy such as solar photovoltaics, and gradually optimize the energy structure. Hotels can innovate in products and services, such as creating “green-themed guest rooms” using environmentally friendly materials and equipped with energy-saving equipment; launching low-carbon catering with local seasonal ingredients as the main dishes; at the same time, deeply tapping ecological resources such as the Jialing River Wetland and Lingyun Mountain National Forest Park to develop natural education and ecological research experience activities, so as to enhance guests' green participation experience and sense of gain. Through the above full-chain and multi-level green practices, it can effectively reduce operating costs, enhance market brand image, form a demonstration effect, and provide solid industrial support and practical models for regional green and low-carbon development.

3.2. Deepen the “cultural and tourism integration development area” and create immersive service experiences empowered by culture

Nanchong's hotel industry must break through the limitations of symbolic and superficial application of local cultural elements, and achieve a fundamental transformation from “staying in a hotel” to “experiencing Nanchong culture” for guests through the creation of systematic themed scenes, in-depth integration of service processes, and development of characteristic cultural products. Hotels can specifically tap and integrate local characteristic resources, such as the Three Kingdoms culture, silk culture, red culture, and Spring Festival culture, and carry out comprehensive themed design. For example, according to the history of the Shu-Han Dynasty, build hotel lobbies and guest room spaces with classical architectural aesthetics and display art characteristics; set up silk craft exhibition and interaction areas to reproduce the prosperity and craftsmanship of the starting point of the “Southern Silk Road”; or plan research guest rooms themed on the

history of the Sichuan-Shaanxi Revolutionary Base Area, creating an immersive educational atmosphere through pictures, texts, and audio-visual materials, allowing guests to naturally feel Nanchong's profound cultural heritage during their stay. In terms of services, local etiquette and folk customs should be organically integrated into standard processes, such as welcoming guests with traditional Chuanbei covered bowl tea ceremony when they arrive, and carefully placing cultural story cards introducing local legends and historical anecdotes during turndown service. Front-line employees should receive systematic training to not only master service skills but also become enthusiastic "Nanchong cultural narrators" who vividly introduce local customs and scenic spots. These measures can enhance the emotional connection and memory points of the hotel, improve differentiated competitiveness, and contribute to the shaping and dissemination of Nanchong's cultural brand.

3.3. Seize the opportunity of "regional center" construction and build an open and collaborative industrial ecosystemIn the context of deepening regional economy

Nanchong's hotel industry must abandon the traditional concept of isolated operation, actively participate in the regional development stage, and gain an advantage in regional competition by building a multi-level and networked collaborative system that is vertical, horizontal, and cross-border, improving resource utilization efficiency and expanding the extension of industrial services. In terms of vertical collaboration, the hotel industry should fully utilize Nanchong's advantage as a regional logistics hub to systematically optimize the material supply chain. For example, strategic cooperation can be carried out with professional third-party logistics companies or supply chain platforms to achieve centralized procurement, unified warehousing, and efficient distribution of materials such as linen, guest room supplies, and food ingredients, reducing intermediate links and lowering warehousing and logistics costs. In terms of horizontal collaboration, the hotel industry must break industry barriers and deeply integrate with related industries such as cultural tourism, sports events, and MICE economy. Jointly develop "accommodation + attractions + experience" packages, co-plan activities such as cultural salons and themed events, and build comprehensive service complexes. Hotels can set up "Nanchong Specialty" exhibition and sales areas to promote local products, and explore cooperation with universities and technology enterprises in talent training and intelligent solutions. Building an open and collaborative industrial ecosystem can enable hotels to reduce costs and increase efficiency, form a mutually beneficial development trend of multi-industry linkage, and thus enhance the overall vitality of the regional economy.

3.4. Consolidate the core of services and strengthen talent and intelligent support

To continuously improve service quality, Nanchong's hotel industry should strengthen personalization, intelligence, and talent specialization on the basis of standardization. Employees should be encouraged to inject emotion and creativity into standardized services, provide customized responses to different customer groups, and enhance the warmth and accuracy of services. Intelligent construction should go beyond basic applications, predict guest needs through data analysis to achieve proactive services, and explore the scenario application of technologies such as AR/VR in cultural explanation and virtual tour. Talent training is the key to supporting strategic implementation. Cooperation with colleges, universities, and institutions should be strengthened to carry out special training on green services, cultural communication, and industrial collaboration to improve employees' comprehensive quality and local cultural identity. Finally, hotels should integrate strategic elements such as green development and cultural integration into brand positioning to form a distinct market image and achieve sustainable development.

4. Implementation Guarantee and Expected Effects

4.1. Guarantee Mechanism

To ensure the effective implementation of the development paths, it is necessary to build a multi-dimensional collaborative guarantee mechanism. The municipal government and relevant departments should introduce special policies, establish

evaluation standards and incentive funds for “Nanchong Green • Cultural Themed Hotels”, provide tax reductions, loan interest subsidies and other support for hotels with remarkable results, and incorporate the effectiveness of green development and cultural integration into relevant assessments. Led by industry associations or the government, build a “Nanchong Hotel Industry Green Development Technology Service Platform” and a “Cultural Tourism Hotel Industry Collaborative Connection Platform” to promote technology sharing and industrial cooperation, and build a hotel industry big data center to empower the industry. At the same time, select typical hotels as pilots to cultivate a number of replicable benchmark projects, and promote experience through on-site meetings and case collections. In addition, the role of industry associations should be fully played to formulate local or group standards higher than national standards, organize industry exchanges and skill competitions, and strengthen industry self-governance and standard leadership.

4.2. Expected Effects

Through the systematic implementation of the above paths and guarantee measures, it is expected that Nanchong’s hotel industry will achieve a qualitative leap in overall service quality, form distinct regional characteristics of “green, cultural, and collaborative”, and emerge a number of influential benchmark brands. The industry’s operating costs will be effectively reduced, profitability and risk resistance will be enhanced, and the talent structure will be optimized. At the urban level, the hotel industry’s function as an “urban reception room” will be fully exerted, significantly improving tourists’ satisfaction and Nanchong’s urban reputation and soft power. It will also become an important engine for driving tourism consumption, promoting the development of related industries, and creating employment and tax revenue, thus strongly supporting Nanchong’s strategic goals of building a “green development model area”, a “cultural and tourism integration development area”, and a “provincial economic sub-center”.

5. Conclusion

The improvement of service quality in Nanchong’s hotel industry lies in deeply integrating its development into the city’s strategic positioning of “green development model area” and “cultural and tourism integration development area”, thereby realizing the transformation from basic services to value creation. In the future, it must be achieved in accordance with the four-in-one development path of “greenization, culturalization, collaboration, and intelligence”: carry out full-chain green transformation for sustainable operation, deepen cultural empowerment to create differentiated experiences, build an industrial ecosystem to achieve efficient resource integration, and strengthen talent and intelligent support to consolidate the core of services. To ensure the effective implementation of these paths, it is necessary to establish a multi-dimensional collaborative guarantee mechanism among the government, industry associations, and enterprises, such as introducing incentive policies, building shared platforms, and cultivating benchmark projects. Through systematic planning and promotion, Nanchong’s hotel industry has the potential to create a unique regional style and achieve high-quality development goals. This development achievement will not only make Nanchong’s hotel industry a key carrier for showing urban style and enhancing urban soft power but also create a “Nanchong plan” for the transformation and upgrading of the hotel industry in third-tier cities in China for reference.

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