

ABSTRACT (A study on the perception of service quality and behavioral intention of tourists in winter sport tourism)

Relevance of the dissertation topic

Following the successful hosting of the 2022 Winter Olympics and the continuous implementation of favorable national policies, winter sports tourism in China has experienced rapid development. The country is transitioning from the experiential phase of winter sports tourism to a stage where it has become an essential part of daily life.

By early 2022, China had established 778 ski resorts, the highest number in the world. According to the "China Ice and Snow Tourism Development Report (2023)" published by the China Tourism Academy, the 2021-2022 ice and snow season saw 344 million visits nationwide, generating an impressive revenue of 474 billion yuan. Furthermore, a survey by the National Bureau of Statistics in January 2022 revealed that since Beijing's successful bid for the Winter Olympics, 346 million residents have participated in ice and snow sports.

Given the importance of ensuring the sustainable and healthy development of China's ice and snow sports tourism, the "Ice and Snow Tourism Development Action Plan (2021–2023)" emphasizes the urgent need to address issues such as the supply of high-quality ice and snow tourism products, the enhancement of consumption potential, and the increasing demand for winter sports tourism.

The work of international scholars such as A. Parasuraman, Valarie A. Zeithaml, Leonard L. Berry, Cronin, J. J., Taylor, S., Barnes, S. J., Vidgen, R. T., Wolfinbarger, M., Gilly, M. C., Funk, D. C., Filo, K., Beaton, A. A., Pritchard, M., Alexandris, K., Kouthouris, C., Funk, D., Giovani, C., Finn, B. M. J., Deci, E. L., Ryan, R. M., Vallerand, R. J., and Losier, G. F., has significantly advanced theories related to tourism behavior, service quality, and motivation.

Chinese scholars, including Wang Ling, Han Jie, Liu Li, Zheng Xiangmin, Feng Yuexin, Wang Chengmin, Wan Fangting, Zhang Ruilin, Pan Jingcheng, Zhou Hongru, Tan Bo, Wu Lixia, Zhao Yang, Liu Lei, and Chen Yu, have conducted

comprehensive studies on the development of winter sports tourism in China. Their research has explored various aspects such as project development, destination construction, service quality, consumer behavior, decision-making processes, and psychological activities using diverse methodologies.

Research on winter sports tourism, both domestically and internationally, encompasses a wide range of directions and has significant application prospects. It primarily focuses on aspects such as the industry operation of ski tourism, market demand, development strategies, and the impacts of climate change. However, there remains a notable deficiency in the study of consumer behavior and the deeper motivations of winter sports tourism consumers.

The choice of this thesis topic is rooted in the dual context of rapid economic development and the proliferation of information technology, which presents both new opportunities and challenges for winter sports tourism. Considering tourists' perceptions of service quality in winter sports tourism, the innovative use of mobile short video content to attract tourist attention, enhance motivation, and increase participation highlights the growing importance of sustainable development in this field. This research aims to provide valuable insights into these dynamics, emphasizing the significance of improving service quality and leveraging digital marketing strategies to foster the sustainable growth of winter sports tourism.

Relevance to Priority Scientific Directions and Major Research Programs

The theme and research content of this thesis align with the strategic directives of China's "Action Plan for the Development of Ice and Snow Tourism (2021-2023)" and the "Opinions on Vigorously Developing Ice and Snow Sports by Leveraging the 2022 Beijing Winter Olympics." These policies underscore the national industrial decision-making process, reflecting the emphasis on fostering the growth of winter sports and tourism. Additionally, this research is closely related to the primary scientific themes pursued by Kyrgyz National University and Luoyang Normal University.

Purpose and objectives of the research

The primary objective of this research is to investigate tourists' perceptions of

service quality and their behavioral motivations within the domain of winter sports tourism. To achieve this objective, the study delineates the following key tasks:

1. Explore the theoretical underpinnings and research methodologies relevant to winter sports tourism, with a particular focus on service quality perceptions and behavioral motivations.

2. Employ grounded theory, utilizing short video marketing as a lens, to examine the process by which tourists' participation in winter sports tourism behaviors is formed.

3. Develop a model of influencing factors on tourists' participation behavior in winter sports tourism, based on the Stimulus-Organism-Response (S-O-R) theory.

4. Use the SERVPERF model to construct an evaluation index system for service quality in winter sports tourism short videos, and conduct statistical analyses on tourists' service quality perceptions.

5. Build structural equation models and moderated mediation models to empirically study the influencing factors on tourists' participation behavior in winter sports tourism and evaluate statistically significant factors.

6. Investigate the impact mechanisms of service quality perceptions and tourists' behavioral motivations on participation behavior within the context of winter sports tourism short video marketing and propose well-founded recommendations.

Object of the research

The object of the dissertation research is the main processes of development of perception of service quality and behavioral motivation in winter sports tourism in China.

Subject of the research

The subject of the research is the main methodological approaches and results of practical calculations to ensure sustainable development of winter sports tourism.

Economic significance of the obtained results

The economic significance of this research lies in its ability to provide concrete

recommendations for shaping China's future sports tourism development plans. By evaluating the service quality perception and behavioral motives associated with winter sports tourism short videos, this study offers crucial guidance and support for the industry's growth. The application of methods to assess service quality perception, analyze key trends in tourist behavior motives, and evaluate factors influencing tourist participation can help tourism enterprises better understand consumer needs. This understanding enables cost reduction, enhances efficiency, and improves the market appeal of products and services, thereby attracting more tourists, expanding market size, and increasing employment opportunities and industry revenue. Furthermore, the study contributes to the economic growth of tourist destinations by promoting the collaborative development of related industries, forming a complete industry chain, and enhancing overall economic benefits. It also supports local infrastructure development and socio-economic progress. The foundational principles of this research can be applied to multi-industry collaborative development strategies and serve as a basis for further academic inquiry, advancing the comprehensive progress of the winter sports tourism industry.

Main propositions of the doctoral dissertation submitted for defense

1. Development of the Winter Sports Tourism Participation Behavior

Model: The model establishes that in winter sports tourism, external environmental stimuli such as perceived service quality of short videos, consumer demand, and convenience conditions influence the internal states of consumers, including their behavioral motives and risk perceptions. These internal states subsequently shape behavioral intentions and participation behaviors.

2. Phases of Tourist Participation in Winter Sports Tourism: The participation process is delineated into two stages: Stage One, "Formation and Internalization of Behavioral Motives," and Stage Two, "Transformation of Behavioral Motives into Behavioral Intentions and Participation." These stages provide a theoretical foundation for understanding the core factors influencing tourists' decision-making in winter sports tourism.

3. Evaluation Methods for Winter Sports Tourism Service Quality

Perception: From the perspective of short video marketing, a service quality perception scale for winter sports tourism has been developed. This scale offers a scientific basis and practical tools for assessing and enhancing the quality of winter sports tourism services.

4. Analysis of Behavioral Motives in Winter Sports Tourism: The study differentiates between internal and external motives. Internal motives include challenge and sports-related motives, while external motives encompass social and entertainment motives.

5. Assessment of Factors Influencing Participation Willingness: In the mechanism affecting tourists' willingness to participate in winter sports tourism, perceived service quality of short videos plays a central role. Risk perception moderates this relationship, behavioral motives act as a mediator, and convenience conditions serve as an auxiliary factor.

6. Moderating Role of Risk Perception: The research clarifies how service quality impacts vary across different levels of risk perception. This insight provides tourism enterprises with specific guidance on improving service quality in high-risk environments, aiming to enhance tourists' participation motives and drive market growth in winter sports tourism.

Personal Contributions

The author employed a variety of research methodologies to investigate the behavior of winter sports tourism consumers. This study provides an in-depth exploration of the participation behaviors of winter sports tourists and elucidates the decision-making process underlying their tourism consumption. The research also presents several arguments that require formal defense.

Validation of Research Findings

The primary theoretical and practical insights and results of this study have been presented and recognized at various prestigious international and national scientific conferences. These include the World Congress on Electrical Engineering and Computer Systems and Science, the 2022 World Leisure Sports Forum and

Leisure Sports Paper Presentation Conference, the 13th National Sports Science Conference, and a conference held at Kyrgyzstan National University (KNU) in the summer of 2023.

Comprehensive Reflection of Thesis Results in Publications

Based on the research findings, the author has published two articles in journals reviewed by the National Accreditation Council of the Kyrgyz Republic (NAC PKR) and indexed in Scopus. These publications comprehensively reflect the core content of the thesis. The list of these papers is as follows:

Akylbekova, N. I., Sabyrova, A. O., Yang, Q., Dzhumabaeva, M. Z., & Mambetova, A. A. (2024). Rural Tourism as a Factor in Overcoming Poverty in the Kyrgyz Republic. In E. G. Popkova, A. V. Bogoviz, B. S. Sergi, O. V. Kaurova, & A. N. Maloletko (Eds.), *Sustainable Development of the Agrarian Economy Based on Digital Technologies and Smart Innovations* (pp. 13–18). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-51272-8_3

Yang, Q., Mukambaeva, I., Mukambaev, N., Yan, S., & Zhang, T. (2023, August). Exploring university students' sports tourism behavior: Based on Structural Equation Model. The 9th World Congress on Electrical Engineering and Computer Systems and Science. <https://doi.org/10.11159/cist23.119>