

Validating the Theme Park Service Quality Scale: A Case Study of Zhuhai Chimelong Ocean Kingdom

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Abstract : The development of theme parks in China has been through a rapid growth in the past decades. Increasing competition within service quality has forced theme park managers concerned the relationship between service quality and visitors' satisfaction. Even though those existing service quality measurements such as SERVQUAL and THEMEQUAL have been applied in related researches, none of them is exclusive for Chinese theme park service quality. This study aims to investigate the service quality of the most popular theme park in China currently and develop a unique, reliable and valid scale. The reliability and validity analysis results from a survey of over 200 tourists in Chimelong ocean kingdom in Zhuhai city, south of China, indicate that the dimension of waiting time is a discover factor in the measurement of Chinese theme park service quality excluding in the THEMEQUAL instrument (i.e., tangibles, reliability, responsiveness and access, assurance, empathy and courtesy). The newly developed scale gives a better understand service quality in Chinese theme park industry, and the managerial implications in regard to the research, how to improve theme park service quality are discussed.

Keywords : theme park, scale development, China, service quality

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