

## The Role of Airport Service Quality: Perspective from Development of the Tourism Sector

Mohammad Shahparan\*<sup>1</sup>, Elena Salnikova<sup>2</sup>, Artem Klykov<sup>3</sup>

International University of Tourism and Cultural Heritage, Uzbekistan<sup>2</sup>

Email: mohamamd.shahparan@univ-silkroad.uz

### Abstract

The airport serves as a vital gateway in the international tourism industry, acting as the first and last impression for tourists visiting a destination. High airport service quality plays an essential role in enhancing the overall tourism experience and significantly influences passenger perceptions and satisfaction levels. Service quality at airports not only affects passengers' immediate experiences but also shapes their future intentions to revisit or recommend the destination to others. This paper examines the multifaceted role of airport service quality within the tourism sector, underscoring key elements such as convenience, comfort, cleanliness, accessibility of information, and overall efficiency of services offered. In addition, the paper delves into the ways that improved airport infrastructure, effective information dissemination, and enhanced security measures can contribute to creating a positive travel experience and promoting tourism development. A qualitative research methodology is employed, with data collected from various online sources focusing on airport service quality and its impact on tourism growth. By improving these service factors, airports can play a proactive role in fostering tourism sector expansion, encouraging positive word-of-mouth, and ultimately positioning themselves as attractive entry points that elevate the reputation and desirability of a destination.

**Keywords:** Airport, Service, Quality, Tourism Sector, Satisfaction.

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### A. INTRODUCTION

The quality of airport services is very important for shaping the tourism industry's development. Good airport service towards the passengers helps to revisit the same place and enhances the intention to visit again among tourists. Smart airport concepts like an automatic immigration process, enough parking space, and enough security systems in the airport. A less time-consuming immigration process is a more effective factor in developing the tourism industry. By increasing the service quality of the airport, the authorities of the airport help in this regard to drive the development of the tourism sector. To continue the improvement of the tourism sector, the airport service quality impacts the satisfaction of passengers. The need for airport service quality prioritizes customer satisfaction which drives the tourism industry development.

The quality and ideas towards airport services impact the development of the business and tourism industry. Customer satisfaction due to the service level of airport authorities helps to develop both tourism and airport development systems. The most important thing should be to increase the airport service level quality to enhance customer satisfaction (Dr. M. Sangeetha, 2020). Evaluating the airport and airline service quality can help to improve the service level to tourists which helps to develop the tourism sector. The main important issue is to understand the passenger's needs (Maria Grazia Bellizzi, 2020). The airport service quality helps to revisit the same destinations and the reuse of the airport. Passenger satisfaction and service quality play an important role in enhancing positive results (Amina Sivic, 2016). Some key

\* Mohammad Shahparan

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factors like WIFI, security services, restaurant services, and hygienics of airport areas directly towards passengers' satisfaction which helps to turn into airport success as well as tourism success. The importance of service quality and customer satisfaction have to correlate with tourism development and airport development (Mihail Aurel Țițua, 2016). Italian air travel provides less quality airport services if compared to foreign tourists. The idea of airport services is different between the national and international tourists. The quality of tourism products helps to develop the tourism sector. The quality of innovative services helps passengers to grow their satisfaction which is a positive point for growing the tourism industry (Angelos Pantouvakis, 2016).

To increase the competition capability the quality of air transport plays an important role. The airline must fulfill the quality expectations of passengers and good quality of services to sustain the competitive market. New passenger requirements, the quality passenger requirements help to develop the tourism industry. The quality of the airport helps to sustain the market challenges sector. Overall service quality of airports and airlines emphasizes the development of the tourism sector (PREBEŽAC, 1997). Airport services highlight the satisfaction of passengers and grow the intention of revisiting the same place. Airport service quality effect directly on the behavioral intentions in different airport regions. There is a good relationship between the service quality, satisfaction, and behavioral intention (Wang Liao, 2022). To measure index weight and grade service quality of airport PSM -Entropy weight method can be used. Airport service quality at the four-star service level should be applied to the passengers (Kelley, 2023). Tourists' satisfaction and revisit intention are directly influenced by the airport service quality. Airport service quality plays an important role in highlighting the tourism sector development as well as the tourist experiences. Airport quality service links with tourist satisfaction and tourist satisfaction links with the tourism industry. The dimension of service quality in the regional airport helps to revisit the secondary tourist cities (Ekkarat Suwannakul, 2023). The quality of airport services is based on some important factors like comfort, the behavior of the airport staff, information, accessibility, security and transportation system, internet connection, parking spaces (Dragan Pamucar, 2021).

Komodo airports in Labuan Bajo enhance the tourism sector by providing service quality. They promote the local attractions and they have good collaboration with different travel agents which helps to boost the tourism sector development. Developing the transportation sector boosts the economic sector as well as the tourism sector in the Labuan region (Andi Nurhayati, 2023). The facilities of the airport, wayfinding, and airport security are the three important dimensions of airport quality services that can increase the tourists' satisfaction (Thitinan Pholsook, 2023). The airport service quality is measured based on passenger satisfaction. Some dimensions of airport service quality help to develop the airport management success and the tourism sectors (Agus Usman, 2021). Health, accommodation, shopping, and information are the four dimensions of service quality provided by the airports. These four dimensions of services help to improve the service quality in Malaysia (Nur Izzati Ab Ghani, 2023).

Visitors' satisfaction with airport services leads to positive behaviors of tourists which highlights the tourism sector (Parvinder Kour, 2020). There are several dimensions of airport service quality which increase the airport service quality for the passengers (Cagri Bulut, 2020). AHP is proposed to assess the airport service quality of Indian airports. AHP methods help to identify the positive and negative feedback from the passengers related to the airport service quality (Garg, 2020).

The quality of airport services, through synergies between airline marketing and service quality, grows the economic conditions in aeronautical and non-aeronautical sectors and growth in the tourism sector (Thitinan Pholsook W. W., 2023). The growth of secondary tourist cities and revisit depends on the airport service quality of the regional airport in Thailand. The import functions of airport services are access to information and the structure of the airport conditions. The link between airport service quality and passenger satisfaction decides to revisit and highlight the tourism sections (Ekkarat Suwannakul S. K.,

2023). By the smart airport concept the quality of airport services and the performic affect passenger satisfaction which supports the element of tourism development sectors. Some factors like reliability, responsiveness, assurance, empathy, and tangible, level of customer service help to ensure the equality of appropriate services at Sultan Hasanuddin International Airport in Makassar (Milawaty Waris, 2022).

The decision to revisit the intentions of tourists and the selection of destinations depends on the airport service quality. Which is impact directly on the tourism sector. There is a good relationship between airport service quality and the willingness of the visitors. Visitors always looking for certain factors in services.

#### Literature Review:

To identify passenger satisfaction with airport service quality three three-stage analysis models like as structural equation modeling, Bayesian networks, and Artificial neural networks are important. Satisfaction, trust, and efficiency are important for growing the tourism sector's development. Improving airport service quality means the improve in passenger satisfaction, boosting market share, and growth in the airline industry which benefits the tourism industry development.

Effects of airport service quality on behavioral intention highlight the tourism sector's development. Passenger satisfaction is the main factor for the sustainable development of multiple airports. Effective strategies can reduce the negative effects on the airport sci e and help the growth of the tourism sector (Wang Liao, Investigating differential effects of airport service quality on behavioral intention in the multi-airport regions, 2022). There are some factors like parking access and WIFI as a measurement of airport service quality. On the other hand convenience, comfort, safety, information visibility, prices, and transport facilities are the factors to affect airport services (Dragan Pamucar, Multi-criteria decision analysis towards robust service quality measurement, 2021). For evaluating airport service quality, there are six dimensions such as structures of the airport, services, ticketing, security, comforts, passengers' satisfaction, and attractions. These factors boost the airport development as well as the tourism sectors (Cagri Bulut, Airport service quality: a reconceptualization and a practical application on the non-aeronautical services, 2020). Health and hygiene, accommodation, shopping, and information facilities, directly influence passenger satisfaction with airport service quality and boost the tourism sector in Malaysia (Nur Izzati Ab Ghani, Examining Service Quality at the Destination Level: The Case of Malaysia, 2023). The health protocol service in the airports impacts passenger satisfaction which enhances the tourism sector development. Health protocol in domestic flights and the inside of airports helps to highlight the tourism industry (Amanda Hanna Ramadhanty, 2022).

Passenger satisfaction affects the growth of the tourism sector. On the other hand, passenger satisfaction is by the airport service quality. Proper methods applied to airport service quality can enhance passenger satisfaction (Gatta, 2007) . During the visiting by tourists, the airport quality services influence the tourism development. In a time of their journey, they gain a positive experience with the airport's good services which affects the tourism sector (Milea, 2012). Airport service quality influences customer satisfaction through service personnel, service, and servicescape (Fadjri Noor Ardiansyah, 2019). The attractiveness of destinations, satisfaction, and competitiveness all are influenced by the airport service quality, Which plays an important role in the development of tourism sectors (Wen-Hsien Tsai, 2011) . To ensure a positive travel some factors are important to apply like parking, amenities, services, etc. Which plays an important role in growing the tourism sector (Dawna L. Rhoades, 2000).

Airport service quality depends on profitability. The good quality of airport service for the passenger enhances tourism sector development by passenger satisfaction. For measurement quality and profitability, DEA( Data Envelopment Analysis) models are perceived in the airport (Merkert, 2015). High service quality from the airport can attract tourists and help to revisit the same destinations. Airport service quality impacts the development of the tourism sector. Quality is much more needed in airports to

develop the tourism sector (Chris Vassiliadis, 2008). Airport service quality enhances the tourism sector's development. It generates the employment, economy, infrastructure, and tax revenue (Samir Lleshi, 2016). Customers' satisfaction with airport service quality influences overall satisfaction which helps to develop the tourism sector (Seyanont, 2012). The tourism and travel industry is represented on a worldwide scale. This is the most dynamic industry in the world. The travel quality helps to boost the tourism sector (Pascu Emilia, 2012).

Tour operators and travel agencies such kinds of service providers in tourism sectors are also linked with the airport service quality. Key factors affecting quality in tourism services providers identified. Ensure the dimension of service quality helps to grow the airport service quality for passengers (Ida Vajčnerová, 2014). The passenger service quality index directly influences passenger satisfaction which highlights the improvement of the airport. It enhances the tourism sector's development (Lee, 2003). Some challenges like traffic congestion, poor functions of airports, complaints against the airport services, and negative passenger experiences affect the tourism development at Jomo Kenyatta International Airport. By using the SERVQUAL model the quality of airport services is identified as a challenge. (W, 2006).

There are no fixed number of service factors for gaining the tourist's satisfaction. In smart airports, there can be many more airport service quality factors. If more airport service quality factors are applied then it will be more benefit both local and international tourism sites.

## **B. RESEARCH METHOD**

In this paper, the research methodology applied combined with theoretical and methodological foundations from recent publications from the journals treated airport service quality and tourism sector development. This research paper's information base encompasses a study related to airport service quality related to tourism sector development. Descriptive analysis and qualitative methods are applied as the primary approaches in this research paper. The findings of this study served as a basis for deriving good quality airport services for tourists for the development of the tourism sector.

This study employs a qualitative research approach to investigate the impact of airport service quality on tourism sector development. The research methodology is structured to gain in-depth insights into passenger perceptions and experiences, focusing on how various service quality attributes influence their satisfaction and intention to revisit. The qualitative method is particularly suitable for understanding subjective experiences, as it allows for an exploration of complex relationships between airport services and passenger behaviors that quantitative data may not capture.

Data for this research were collected from secondary sources, including peer-reviewed articles, industry reports, and online publications relevant to airport service quality and tourism development. By reviewing existing literature, the study aims to identify and analyze essential service factors such as convenience, comfort, cleanliness, accessibility of information, and security measures, all of which are crucial for enhancing passenger satisfaction.

The collected data were systematically coded and analyzed to identify recurring themes and patterns, enabling a thorough understanding of the key aspects of airport service quality that contribute to a positive tourism experience. This approach helps to clarify how service improvements at airports can influence the broader tourism sector by fostering passenger loyalty, enhancing the destination's reputation, and promoting sustainable tourism growth.

In summary, this study utilizes qualitative content analysis of secondary data to examine the role of airport service quality in supporting tourism development. The findings of this study provide insights into how airports can optimize their service quality to contribute positively to the tourism sector, encourage revisit intentions, and elevate the overall appeal of a destination.

### C. RESULTS AND ANALYSIS

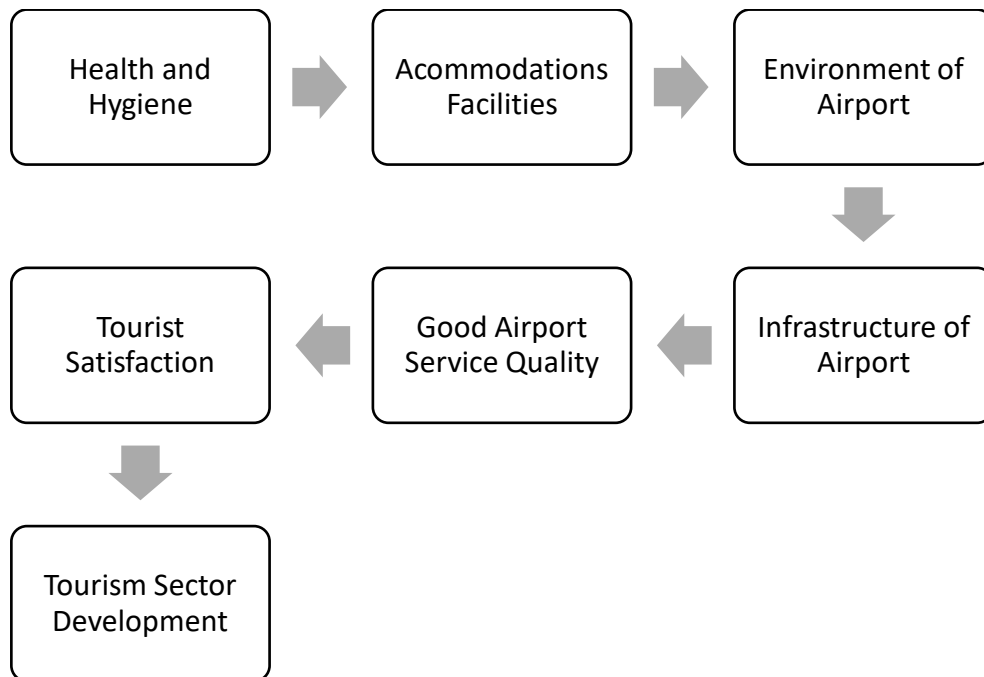
The quality of airport services influences the tourists to visit again. This kind of intention by tourists grows with the help of airport service quality. The airport service quality not only boosts the tourism sector but also contributes to the economic performance of the countries. That is why airport service quality is much more important for economic development. The crucial factors related to the airport service quality (Table-01) like Parking zones, WiFi facilities, shopping, Information desk, Time-saving service, Short time Immigration process, etc. By these factors, the airport service quality can be measured easily.

**Table 1. Airport Service Quality for Tourism Development.**

Airport Service Quality Elements	Variables	Benefits for Tourists
Parking Zones	PZ	<ul style="list-style-type: none"> <li>Easily transportation both private or rented can get benefits to pick up and drop up tourists.</li> </ul>
Wi-Fi Facilities	WF	<ul style="list-style-type: none"> <li>No transport congestion.</li> <li>Tourists spend their time with an internet connection.</li> </ul>
Duty-Free Shop	DFS	<ul style="list-style-type: none"> <li>Tourists enjoy their transit time with Wi-Fi and can contact everyone.</li> <li>Tourists can buy their staff to keep memory.</li> </ul>
Information Desk	ID	<ul style="list-style-type: none"> <li>Tourists are interested because it is a duty-free shop.</li> <li>Tourists can collect all travel-related information.</li> </ul>
Time- Saving- Service	TSS	<ul style="list-style-type: none"> <li>No scope to do wrong during the journey due to information</li> <li>Tourists utilize time by this services</li> </ul>
Short-Time Immigration Process	STIP	<ul style="list-style-type: none"> <li>Save the time.</li> <li>No need to wait for an immigration process.</li> </ul>

On the other hand, the infrastructure of the airport also helps tourists to attract. The environment inside and outside of the airport also helps to gain tourist satisfaction. The quality of airport services such

as health and hygiene, and accommodations facilities directly influences the tourist's satisfaction. This kind of tourist satisfaction enhances the economic performance and development of the tourism sector(Figure 1.).



**Figure 1. Relationship Between Airport Service Quality and Tourism Sector Development**

The tourism sector is a prominent industry nowadays. The airport is the most important part of the international tourism sector. The high quality of airport services directly to the development of tourism sectors. The quality of airport services influences passenger satisfaction, competitiveness, and the overall activities of a destination which plays an important role in growing the tourism sector.

In the airport, it is important to ensure the tourist's satisfaction to provide quality services. If it ensures that tourists are much more satisfied with airport services it will be a positive for tourism sector development. All smart airports should provide the PZ, ID, TSS, and STIP service factors for the tourist.

#### **D. CONCLUSION**

The tourism industry is the largest in the world. The tourism sector combined with important elements including the airport which influences the tourism services quality impact on economic development. Pz, STIP, TSS, ID, DFS, and WF these variables can help tourists revisit and contribute to tourism sector development. The quality management system in airports ensures the passenger's satisfaction which is beneficial for tourism development and the economic conditions. Through travel experiences, tourism sectors develop rapidly. Passengers' travel experience with airport service quality positively influences satisfaction and it helps enhance the tourism sector's development by providing travel experiences.

This research is valuable for future researchers and airport management authorities, This paper offers insights into how airport service quality can help to contribute to the tourism sector.

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