

Research on Xi'an Experiential Tourism Development Based on ASEB Grid Analysis

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Abstract: In the era of experience economy, tourism and its products are endowed with deeper connotations and higher expectations, but there are great deficiencies in reality development. In view of this imbalance, this paper makes an in-depth analysis of the status quo of experiential tourism in Xi'an by using ASEB analysis method, and proposes that Xi'an should re-examine the existing tourism resources in order to develop experiential tourism activities, and actively exploit the existing tourism resources with new ideas and concepts, so as to attract and retain more tourists.

1. Introduction

Experiential tourism is a kind of tourism that is designed and organized in advance, has certain procedures, and customers need to take the initiative to invest time and energy to participate, and pursue a comfortable and unique feeling. It can bring a new added value to tourists.[1]To put it simply, experiential tourism is a kind of activity that tourists leave the hustle and bustle of city and the pressure of modern life, return to simplicity, experience life and create unforgettable experiences for consumers [2-5]. At the present stage, Chinese economic growth mode is gradually changing to experience mode with the development of the times. Similarly, tourism, as the third industry, is also changing from the traditional "tour mode" mode to the modern "experience mode" mode.

Data show that in Europe and the United States developed countries, more than 70 percent of tourist source output is holiday leisure tourism. But the proportion of this part in our country is very small. In recent years, several cities such as Chengdu and Hangzhou have put forward the concept of "leisure experience tourism". Chengdu, for example, gives visitors a sense of leisure to experience the life of Chengdu people. Therefore, the research of experiential tourism activities is not only the need for the development of tourism in Xi'an, but also the need to build an international metropolis in Xi'an.

2. ASEB Analysis of Xi 'An Experiential Tourism

2.1. Introduction of ASEB Research Methods.

ASEB is a new type of consumer needs-oriented analysis. It is designed specifically for problems caused by experiential consumption. Specifically, ASEB raster analysis is conceptually a matrix (Table 1).In the process of analysis, it is necessary to combine the demand level of Manning-Hass-Driver-Brown with the different elements in traditional SWOT analysis, and study the 16 units of row and column crossing in order from SA (advantage assessment of activities) to TB(threat assessment of satisfaction).From the perspective of consumers, analyze and evaluate activities, environment, experience and satisfaction with advantages, disadvantages, opportunities and threats.[6]

Manning, Hass, Driver, Brown et al. extended behavioral analysis methods (that is, most human behaviors have a purpose or to meet a certain demand), and proposed the four-level theory of consumer demand, known as activity, environment, experience and benefit (ASEB).Different levels

of tangible or intangible requirements form a hierarchical hierarchy (table 2).By using ASEB raster analysis, different elements in SWOT analysis are correspondingly combined with four levels of needs of Manning, Haas, Driver, Brown form a matrix of 16 units, which are studied successively from SA to TB.[6]

With the development of experience economy, the market positioning is oriented by the needs of consumers. The development operation mode also changes from the former product center to the consumer center. The ASEB grid analysis method is to include the consumers' experience into it. It attaches great importance to analyzing each situation of the activity from the perspective of consumers and has a good pertinence for analyzing experiential consumption. It is very suitable for the analysis of the market in the development of experiential tourism. Respecting the needs and satisfaction of tourists is more helpful for resource managers to correctly analyze the market and establish competitive advantages. It carries out a "transposition" thinking mode, which is the improvement and improvement of traditional product-oriented SWOT analysis, and is conducive to the development and upgrading of experiential products. [6]

Table 1 Matrix table of aseb analysis

	Activ	Environment (Setting)	Experience (Experience)	Earnings (practice)
Advantage (Strengt)	The SA	SS	SE	SB
Disadvantage (Weakness)	WA	WS	WE	WB
Opportunities (Opportunities)	OA	OS	OE	OB
Threat (Threats)	TA	TS	TE	TB

Table 2 Manning, haas , driver, brown's hierarchy of needs

level	demand
The first level	Consumer demand for a particular activity (activity)
The second level	Consumer demand for an activity in a given environment (environment)
The third level	The demand of the experience that consumers get from these activities (experience)
The fourth level	The need to finally meet the benefits after the consumer experience (benefits)

2.2. Development Status of Xi 'an Experience Tourism.

Currently, Xi'an has launched experiential tourism products, such as City Wall, Tang Fu Rong Garden, and picking in rural experience tour. However, due to various reasons, the expected results have not been achieved in the daily experience activities. From the type of tourism product design and development, tourism products are still in the first place. Tourism is mostly limited to sightseeing and entertainment. The vast majority of other tourism products, such as Shaanxi history museum, Xi'an museum and Han Yang mausoleum, are not excavated.

To sum up, the experience tourism in Xi'an is still in its infancy at present. Although some scenic spots have launched participatory and experiential tourism projects, in terms of quantity, quality and scale, the experience tourism products are still extremely limited, and the development speed is relatively slow, and the development of new products is insufficient. [7]

3. ASEB Analysis of Xi 'an Experience Tourism

According to the interview results of tourists in major scenic spots in Xi'an, the author uses ASEB analysis method to find that there are many problems in the perception of tourists in Xi'an experiencing tourism, such as activities, environment, experience and benefits (table 3).

Table 3 Experience tourism aseb evaluation of xi'an city

	Activity	The environment	Experience	Earnings
Advantage	To participate in religious and cultural studies and other activities with experience; Multiple products to meet the needs of different tourists	The variety is rich and complete; Quality assurance, meet unique needs, visit convenience	Broaden one's horizons; Taste of ascension	Broaden one's horizons; Relax your body and mind; Soul sublimation
Disadvantage	The strong historical atmosphere causes the limitation of attractiveness; Static visit experience is very difficult	The development level of each scenic spot is not balanced; Shallow experience of development; The development theme is not clear	The tour experience is too targeted. The experience depth of the activity is too low	Tourism resource development is too commercialized; The breeding of bad custom
Opportunities	Tourists' experience of history needs to be strengthened; Improvement of holiday system; Big events to expand awareness	Improving traffic conditions; National policies are strongly supported	Insist on uniqueness, highlight the historical theme; Take advantage of good publicity	Increase knowledge and enrich experience; Expanding the tourist market; Increase patriotism education
Threat	Intense competition; Experience the regional and seasonal limits of activity	The competition is fierce. Protection of cultural relics in development	Low experience and interest; The emphasis on experience tourism is not enough	How to experience culture; Differences in tourist personality lead to different expectations

As can be seen from the evaluation results in table 3, there are three main reasons that cannot meet the requirements of Xi 'an tourists' experiential tourism:

3.1. Step 1: Experience Products Lack Feature.

Xi'an has a profound cultural background and numerous cultural relics, and each scenic spot should make more efforts in this aspect, such as Shaanxi history museum and banpo museum, only stay on the surface of tourism, without any features and creativity.

3.2. Step 2: The Theme of Experience is not Prominent.

The theme is the soul of experience, and the distinctive theme can mobilize the senses of visitors and leave a lasting impression on the guests. Although the Tang dynasty Fu Rong park is a theme park with the theme of Tang culture, the theme of Tang culture is weakened due to too few projects involving tourists. In recent years, Wang Mang Township has made great efforts to create the grand scene of rural experience tour of thousands of acres of peach flowers in spring and lotus pond in summer, but it only stays on "appreciation".

4. Suggestions for the Development of Xi 'An Experiential Tourism

Based on the table of experience tourism products available for development in Xi'an (table 4), the following suggestions are proposed:

4.1. Accurately Locate the Experiencing Theme of Xi'an Experiential Tourism.

The theme of experience should come from various unique cultural forms of the tourism destination, which should be localized, inspiring and practical, and reflect the tourists' pursuit of modern life quality, as well as their cultural taste. According to the history of Xi'an has characteristics and tourists tourism motivation and experience needs to analyze, to "explore the ancient" "archaeological experience" as the theme in the way of culture to explore not only embodies the people longing for novelty search, and hands-on participation in exploring the experience of feeling, more is to let people experience in participating in began to explore the historical national treasure, feel excited mood, accordingly in the Ban Po relics site class scenic spot to experience activities such as projects such as - "Yang Shao dawn, do an archaeologists in Ban Po "is in line with the mass tourists can not only feel the site ruins cultural connotation but also personally experience the excavation process of these two aspects of demand, and such activities are very suitable for parents to attend together, not only for education the next generation of correct understanding of history, form the correct outlook on life values have very important sense, and enhanced the relationship between parents and children. According to Xi'an unique food culture, the nature of people to eat for days and people to eat for the tourist motives, with "Xi'an gourmet tour" of version Die Xi'an "as the theme of the experiential tourism activities can not only satisfy people" yen "survival needs, let the tourists in Xi'an under the temptation of food, but also can feel the culture connotation of Xi'an in the food.[8-9]

4.2. Promote the Development of the Connotation of Experience Activities.

Historical sites within the culture of the tourist areas is not easy to be perceived by tourists, such as museum, so it is difficult to accomplish the scenic spot and the demand of tourists personalized experience, cause tourist experience is not high, at the end of the visit is easy to let tourists can't understand the connotation of history. It should be reflected in every detail that the scenic spot is full of cultural connotation, so that tourists are wrapped in a strong cultural atmosphere. This must emphasize the participation, arouse the tourists' enthusiasm, take the initiative to participate in the activities in the scenic spot, and better experience the cultural connotation of the scenic spot. As mentioned above, "Yang Shao dawn, one day as an archaeologist in the Ban Po slope" is very involved and of education significance.

4.3. The Development of Tourist Souvenirs Has its Own Features.

The tourist souvenir is a kind of silent propaganda for the scenic spot. The unique and meaningful tourist souvenir plays a great role in the tourists' experience and feelings. Therefore, in the tourism market with abundant tourist souvenirs, how to involve tourists is the key to win. First of all, we should be unique in product design and pursue innovation. Secondly, it emphasizes participation. Here can imitate the Shaanxi Fu Ping pottery village, Yuan Jia Village of Li Quan country scenic areas within the park set up tourism souvenir shops, on the one hand, this workshop is an independent small visited attractions, tourists can visit to product processing, on the other hand can be under the guidance of master artists have made their own unique souvenirs. This will not only greatly increase the interest of tourists, but also be a learning and participation process for tourists, which will make a deep impression on the tourists themselves and will easily publicize and recommend them to their relatives and friends. At the same time, each scenic spot can also take the small souvenir printed with its logo and the theme of this season as a gift, which will be given to tourists during festivals, which will also help improve the tourists' satisfaction and revisiting rate.

In the process of transformation, the above three drivers are interrelated, mutually promoting and influencing. The progress of each driver promotes the progress of the other two drivers. The three drivers are constantly progressing and developing in their interaction. With the deepening of the transformation, the "three-driver interaction model" will strongly promote the improvement of practical ability of public management students.

According to the Unique Characteristics of the Embedded Culture of Xi'an, Plan 6 Types of Experiential Tourism and form a Pedigree Table (Table 4).

Table 4 The products of the development about experience tourism in xi'an

The resource type		The main attractions	Developable product	
Since the However, information The source	mountain	Lishan mountain, Cuihua mountain, Louguantai, Wangshun mountain, Wutai in the south, Guifeng mountain, Jiawutai, Wangchuan	Mountaineering, rafting, skiing, exploration, gathering, grass skating, summer vacation	
	water	Gaoguan waterfall, Xingqing lake, Weiyang lake, Qujiang south lake, Furong lake, Tangyu hot spring, Lishan soup, Moat, "Eight water" around Chang'an	Swimming, boating, rowing, yacht sightseeing, fishing, fitness, spa	
	raw things	plant	Xi 'an botanical garden, Xi'an expo garden, Chanba ecological district, Xingqing park peony festival	Scientific investigation, study, hiking, eco-tourism, plant research
		animal	Qinling wildlife park, Shaanxi rare wildlife rescue center	Scientific investigation, study and appreciation
people wen information The source	Historical and cultural relics	Banpo site, Emperor qin shihuang mausoleum, Terracotta warriors, Han chang 'an city site, Tang chang 'an city site, Ming city wall, bell and drum tower, etc	Scientific investigation, ancient visit, study, visit	
	Place of religious culture	Ci En temple, Da Xing Shan temple, Qing long temple, Xiang Ji temple, Xing Jiao temple, Hua Yan temple, Cao Tang temple, Jing Ye temple, Shui Lu nunnery, Lou Guan Tai, Grand Mosque, Wo Long temple, Eight Immortals Palace	Scientific investigation, study and visit	
	A health resort	Lan Tian Tang Yu, Xi'an Li Shan hot Spring Sanatorium, "Zhu Que, Lou Guan Tai, Tai Ping, Hei He, Zhou Zhi" National Forest Park	Vacation, watch, visit, convalescence	
	Generated by	The king village,	Vacation, leisure activities	
	Science and education facilities	Shaanxi History Museum, Bei Lin Museum, Xi'an Jiao Tong University, Xi'an University of Electronic Science and Technology, Fourth Military Medical University, etc	Visit, education, popular science, college tour	
	Folk culture	Guan Zhong Folk Museum, Da Tang Night City, Da Tang Hua Qing City, Da Tang West City, Da Tang Tong Yi Fang	Tour, shopping, food, visit, etc	
	Parks and amusement parks	Xing Qing Park, Revolution Park, Da Ming Palace National Heritage Park, Wei Yang Lake Park, Urban Sports Park, etc	Recreation, viewing, popular science, sports, etc	

The above chart is 6 kinds of experiential tourism products tailored for Xi 'an. The author's idea is to break the traditional travel routes, take a specific experience theme as the target, and especially design featured experience products for the purpose of experience.

5. Conclusion

Experiential tourism is actually a kind of deep and active tourism activity. The concept of people-oriented is embodied in all aspects to create experience and feelings for tourists, so as to reach a new height of tourism and drive industrial development[10].

Based on the in-depth analysis of Xi'an's experiential tourism based on the ASEB grid analysis, it can be seen that Xi'an has prominent advantages and opportunities in the development of experiential tourism activities, environment, experience and benefits, as well as disadvantages and threats. Through analysis, we can find the way out for the sustainable development of Xi'an's tourism industry, explore the cultural value of Xi'an's tourism resources, comprehensively integrate the existing tourism resources according to the individual needs of different tourists, and design unique

experience tourism products. In view of this, the author puts forward several suggestions on the status quo of Xi'an's experiential development, hoping to provide some help for the in-depth development of Xi'an's experiential tourism.

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