Research on Sustainable Development of Forest Park Tourism Based on ASEB Grid Analysis

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Abstract. In the context of the experience economy, the contradiction between the imbalanced development of tourism and the growing tourism needs of tourists has become a problem to be solved for the sustainable development of forest parks. The tourism experience directly affects the satisfaction and loyalty of tourists and should be valued by park managers. This article selects Gupo Mountain National Forest Park as the research site, explores the current status of the forest park tourists' experience on the basis of field research, and performs ASEB grid analysis to provide corresponding recommendations for the sustainable development of forest park tourism.

1. Introduction
Nowadays, with the development of the social economy, people's living standards continue to improve and green health awareness continues to spread, so people's consumption preferences have also changed. Eco-tourism is increasingly favored in many tourism themes, and forest parks integrate health and vacation, leisure and entertainment, ecological research, and natural landscapes into one, which is the current preferred target of eco-tourism. In the context of the experience economy, in order to meet the diverse and high-quality tourism needs of tourists, tourism activities are also increasingly interactive, personalized, diversified, and experiential. However, in the development of forest tourism, there are many problems such as low frequency, small scale, insufficient connotation, lack of innovation, and low overall satisfaction, which affect the quality of tourism services. Therefore, if the forest park tourism wants to achieve the sustainable development goals, it must pay attention to the tourist experience of tourists on the basis of protecting the natural environment, and understand the tourist's perception characteristics, tourist motivation and focus during the tour.

2. Research reviews
In the late 1990s, with the publication of the "Experience Economy" co-authored by Joseph Pine II and James Gilmore, it marked the coming of the experience economy era[1]. Overseas research on tourism experience is relatively mature, and the research content mainly includes the connotation and type of tourism experience, tourism experience theory and model framework, and tourism experience product development. Compared with foreign countries, the domestic research started late. Compared with foreign countries, the domestic research started late. The first scholar to conduct research on travel experience is Xie Yanjun. In his book Basic Tourism, he defines travel experience as that consumers get in touch with the outside world through travel behaviors and travel Change its inner structure in the process to achieve the goal of physical and mental pleasure [2]. Domestic scholars have also initially...
discussed the classification of tourism experience, the influencing factors of the tourism experience process, and the design and development of tourism experience activities in light of the current status of my country's tourism development. The research objects include rural tourism, heritage tourism, ethnic tourism, ecotourism[3], etc. Domestic scholars mainly use factor analysis, IPA analysis, ASEB[4] grid analysis, network text analysis and other analysis methods to study the relevant content of tourism experience. In summary, based on the ASEB grid analysis method to explore the current status of forest park tourism experience and make recommendations, it can not only enrich the research content of tourism experience, but also have important significance for the sustainable development of regional forest park tourism.

3. Research site and research methods

3.1. Basic situation of the research site
Gupo Mountain National Forest Park is located in Hezhou, Guangxi, about 25 kilometers away from the center of Hezhou, and belongs to the southern end of the junction of three provinces (districts) of Hunan, Guizhou and Guangdong. The total area of the park is 8,000 hectares, with rich natural resources such as waterfalls and brooks, ancient trees in the forest, majestic peaks, strange flowers and stones, as well as profound human resources such as the legend of Xiangu, folk customs of the Yao nationality, film and television arts, historical sites, etc. The park was rated as a national AAAA tourist scenic area by the National Tourism Administration in 2006. It is an ecological tourist resort integrating tourism, leisure, vacation, adventure, scientific, teaching, conference and other functions.

3.2. Status of tourism development in the research site
Gupo Mountain National Forest Park is a more successful forest park in Guangxi and has become the leading scenic spot in Guangxi’s forest tourism industry. However, in recent years, the park's tourism products have been updated slowly and are similar to the development of tourism projects in the surrounding scenic spots, which has restricted the development of the park. After nearly 20 years of construction, the infrastructure of the forest park is improving day by day. At present, the main tourist products of the park include rafting on Gupo Mountain, natural ecological sightseeing, visiting tea gardens, watching waterfalls, outdoor expansion, watching parrots and wild monkey performances, etc.

3.3. research methods
The ASEB grid analysis method is a new consumer-oriented market analysis method, which is helpful for managers to effectively grasp consumer behavior and design experience-based products that are more in line with the market. Conceptually, the ASEB raster analysis method is a matrix, which is based on the research of SWOT analysis by Alison J Beeho and others, combining Manning-Has-Dreyfus — Brown's leisure demand hierarchy analysis method, which is formed by activities, settings, experiences and benefits, in order from SA (assessment of the advantages of activities) to TB (for benefits Threat assessment) the 16 units composed of the intersection of rows and columns are studied one by one[5]. Therefore, the analysis results of this method can provide guidance for the planning and construction of forest parks, tourism product development, tourism route planning and design, etc.

4. ASEB grid analysis based on tourist experience
Based on the actual experience of tourists, combined with the tourism resources of the park, the ASEB raster matrix table is divided as follows (Table 1).
Table 1. Matrix of visitor experience ASEB grid analysis

| Strength                                      | Environment                      | Experience                                      | Benefit                                               |
|-----------------------------------------------|-----------------------------------|-------------------------------------------------|-------------------------------------------------------|
| 1. There are various types of tourism activities; 2. The development of eco-tourism products is good and the development time of tourism is long | 1. Good natural ecological environment; 2. Good hygienic conditions; 3. The humanities and arts in the park are profound | 1. Comprehensive experience functions, integrating sightseeing, leisure, adventure, recuperation, scientific research, etc; | 1. Increase the feelings between loved ones and friends; 2. Have scientific education significance; 3. Strengthen the body, relax |

| Weakness                                      | Environment                      | Experience                                      | Benefit                                               |
|-----------------------------------------------|-----------------------------------|-------------------------------------------------|-------------------------------------------------------|
| 1. The activities are small in scale, low in popularity, and low in frequency; 2. The product development is not deep enough, and cultural tourism and other innovative activities are lacking | 1. The infrastructure of the park's tourist distribution center and network information is not perfect; 2. The quality of park service personnel is low | 1. The project features and vividness are not enough; 2. The product development does not combine the local cultural story background; 3. The product participation is low. | 1. The revisit rate of tourists who are far away is not high; 2. Lack of knowledge access for tourists and less coverage of income; 3. Few types of tourist souvenirs |

| Opportunities                                 | Environment                      | Experience                                      | Benefit                                               |
|-----------------------------------------------|-----------------------------------|-------------------------------------------------|-------------------------------------------------------|
| 1. Rich natural and cultural resources; 2. Stable tourist market; 3. Support from local government | 1. The public infrastructure is constantly improved; 2. The living standards and cultural qualities of urban residents are continuously improved | 1. Eco-tourism activities are increasingly favored by tourists; 2. Tourists have high expectations for forest experience tourism | 1. Tourists drive the staff to improve their knowledge and then feed the tourists; 2. Product updates and upgrades help to enhance the brand image of the park |
5. Suggestions for sustainable development of forest park tourism based on ASEB grid analysis

5.1. Develop unique tourist experience activities
Combined with the historical and cultural characteristics of the park, we will develop in depth tourism-themed activities with cultural connotations, such as the development of experience activities that use the "He Xiangu" legend throughout the entire scenic area and tourism experience products with local ethnic customs to penetrate the special culture into the park products, projects, construction, publicity and other places, let the ecological scenic spot "live" and enhance the spiritual experience of tourists. Secondly, under the premise of protecting the environment, with the help of rich natural resources, tourism products suitable for different ages can be developed, such as children can develop popular science education tourism activities, young people are suitable for forest adventure tourism activities, the elderly I prefer the tourism experience of forest recreation.

5.2. Create a comfortable tourist experience environment
Park managers should pay attention to the construction of infrastructure in the park and design according to the concept of ecological imitation to reduce conflict with the landscape. According to the results of on-site surveys, tourists are generally not satisfied with the park's transportation services and tourist distribution management. In addition, scenic spots need to continuously improve the level of public security management to meet the safety needs of tourists. Finally, protecting the ecological environment of the forest park and cultivating the tourists’ awareness of ecological education is the key to creating a good tourism experience environment.

5.3. Pay attention to the real tourist experience
Based on the above grid analysis, the disadvantages and threats of park visitors' experience include the lack of vividness and distinctiveness of tourism projects, the low participation of tourists, and the seasonal influence of tourism products, etc. In the context of the experience economy era, tourists have high expectations for forest experience tourism, so the development of tourism products in the park should improve the sense of participation and experience of tourists according to local characteristics. Such as the integration of VR and other technological technologies when visiting waterfalls, the restoration of famous film and television dramas, and the personal experience of the tea-picking process in Fangjia Tea Garden, not only can it reduce the losses caused by forest parks that rely on natural resources in the off-peak season, but also increase tourists satisfaction.

5.4. Increase rich tourist experience benefit
In order to increase the benefit of tourists, the park can be improved from the following three points. First, improve the way for tourists to acquire knowledge in various aspects, improve the park's interpretation facilities, add full-time commentators, develop smart tourism parks, and give full play to
the park's education features. Secondly, specialize in selling scenic souvenirs, design distinctive and representative tourist souvenirs. Thirdly, dig deep into the potential of forest tourism, develop high-quality tourism experience activities, and allow tourists to benefit from different types of experiences.

6. Conclusion
This article uses the ASEB grid analysis method to analyze the current situation of the development of Gupo Mountain Forest Tourism Park and the opportunities, advantages, disadvantages and threats it faces. Combining marketing, tourism psychology and other theories, it proposes corresponding sustainable development suggestions. The park should give full play to the advantages of the tourist experience, seize the opportunities for improving development, and at the same time reduce the disadvantages in the development of forest tourism, effectively avoid threats, and thereby promoting the sustainable development of forest tourism.

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