Research on the Factors Affecting the Development of Cultural and Creative Tourism Products—Taking Bai Shuiyang as an Example

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Keywords: Tourist Experience; Cultural Creativity; Tourism Product Development.

Abstract. With the development of the economy and the progress of society, the lives of ordinary people are getting better and better, and the willingness to go out for holidays is getting stronger and stronger. However, each year the quality inspection department receives a large number of travel complaints, indicating that there are many ills in the tourism market in China, and the satisfaction of tourists is generally not high. Taking Baishuiyang Scenic Spot as an example, this paper studies the development of cultural and creative tourism products from the perspective of tourist experience, and uses factor analysis and multiple regression models to analyze the influencing factors of cultural and creative tourism product development in Baishuiyang Scenic Spot, and then propose corresponding factors for the influencing factors.

Background

With the development of society, the living standards of ordinary people are constantly improving. More and more people are going out to travel around the world. The tourism industry is increasingly important in the national economy of all countries in the world, and its development speed is accelerating. The tourism industry has become a "new show" for the growth of the national economy.

There are more and more tourists, the rapid development of tourism, and the increasingly fierce competition. The tourist attractions in various regions have come up with many methods in order to win tourists. However, most of them go to the experiential sightseeing mode, which is to integrate the environment, culture and tourists into one, to enhance the participation of tourists, to achieve greater spiritual pleasure and integration. As tourists' choices become more diversified and personalized, this requires that tourist attractions and tourism-planned project activities attract more visitors, making visitors willingly pay more for this experience. Therefore, in the experience of the economic environment, more energy should be invested in planning experiential tourism products to provide visitors with more experiential pleasure.

Research Status at Home and Abroad

The tourism experience has always been a research hotspot for scholars at home and abroad. The focus of scholars at home and abroad on tourism experience is slightly different. Scholar Boorstin (1964) \textsuperscript{[1]} first proposed the concept of tourism experience; scholar Cohen (1979) \textsuperscript{[2]} made a detailed description on this basis, and divided the tourism experience into tourism experience, tourism and leisure, tourism and tourism experience. The five major categories of tourism trials; scholar Ryan (1997) \textsuperscript{[3]} extended on the basis of predecessors, adding emotions, such as interest, ecstasy, possession, etc.; scholar MacCannell (1973) \textsuperscript{[4]} proposed the travel experience The question of authenticity; Pearce (1982) proposed the level of excitement of the tourism experience, that the higher the level, the higher the tourist satisfaction; MacCannell (1973) \textsuperscript{[5]} and LengKeek (2001) \textsuperscript{[6]} both in the social psychology of tourism experience The aspects put forward their own opinions.
Chinese scholar Lin Minhui (2017) et al. \[10\] discussed the tourism experience based on the Kaiping Diaolou overseas Chinese culture. Zhang Chaozhi (2017) et al. \[11\] studied the mobility experience from the perspective of riding into Tibet; Jiang Taiqin (2017) Etc \[12\] to enhance the tourist experience from the perspective of riding into Tibet; Jiang Taiqin (2017) Etc \[12\] to enhance the tourist experience from the perspective of TCM tourism products; Wang Ge (2017) \[13\], He Mengyan (2017) \[14\], Ren Yuyao (2017) \[15\], Liu Chang (2017) \[16\], Wang Hongbao (2017) \[17\] and other scholars discussed the tourism experience of Yangzhou Guxiang, Shennongjia, Guzhen Tourism, outdoor sports, smart city tourism, etc., describing the tourism experience from the perspective of tourists \[19\].

In summary, foreign scholars put forward the concept of tourism experience earlier, from the perspectives of psychology, tourist satisfaction, and level of excitement; most scholars in China discuss the tourist experience of specific tourist attractions, from the perspective of tourists participation. Tourist satisfaction. Although scholars at home and abroad have different perspectives on research, they all have the same goal, all in order to enhance the tourist experience.

**Empirical research on the development of cultural and creative tourism products**

The difference between experience perception and visitor expectation is perceived value. The result of perceived value has different influence on tourist satisfaction. The degree of influence is different, and the result is higher. Visitors "revisit the place to revisit" or recommend to friends; lower satisfaction in China is mainly characterized by tourists complaining or silent behavior, naturally will not recommend to friends.

**Questionnaire design process**

The questionnaire design of this paper is based on the research literature on cultural tourism product development at home and abroad. It uses the questionnaire format in other authoritative literatures, and uses the Likert five-level scale to draw on the professional opinions of experts in relevant fields. The research objectives of this paper form the questionnaire of this paper, and further improve the questionnaire based on these questionnaires, and finally reach the complete questionnaire.

**Questionnaire structure**

The first part is mainly about the basic profile of tourists, the demographic characteristics of tourists and the survey of tourist behavior characteristics. The demographic characteristics of tourists mainly include the gender, age, place of residence, occupation, monthly average income and education level of tourists. The behavioral characteristics of tourists mainly include the purpose of visitors, the time of stay of tourists in Ningde Baishuiyang tourist attractions, and the visit to Ningde White Water. There are many problems with the number of tourist attractions in the ocean. The content of the second part is the satisfaction evaluation of tourists' expectations and experiences before the cultural tourism experience of Ningde Baishuiyang tourist attractions. Based on the relevant questionnaires of the authoritative literatures of the predecessors, this paper draws on the mature scale of the Likert five-scale scale for measurement. When measuring the degree of expectation of a visitor's cultural tourism experience, one is very unimportant, two is not important, three is general, four is important, and five is very important. When measuring the satisfaction of tourists' cultural tourism experience, one representative is very dissatisfied, two represents dissatisfaction, three represents general, four represents satisfaction, and 5 represents very satisfied. The content of the third part is mainly some investigation questions of the follow-up behavior evaluation of tourists. The issue of follow-up behavior survey of tourists is mainly based on whether they are willing to revisit and whether they are willing to recommend. This part also quotes the Likert five-level scale to measure the evaluation indicators, one is very unwilling, two is unwilling, three is general, four is willing, five is very willing.

**Data Sources**

The author of the paper conducted 10 questionnaire surveys from September to November 2017. Randomly sampled 350 visitors from Baishuiyang tourist attractions in a random sample. A total of 396...
350 questionnaires were distributed in this questionnaire. 335 questionnaires were collected, and the recovered questionnaires were carefully checked and verified. 35 invalid questionnaires were finally eliminated, and 300 valid questionnaires were obtained. The recovery rate was as high as 96% and the effective rate was 86%. It can be seen from this that the questionnaire collection and effectiveness of this survey is ideal and has reached the standard for conducting modern statistical analysis.

**Empirical analysis**

**Reliability analysis, validity analysis.** The reliability test of the questionnaire was obtained by using the reliability test of SPSS22.0. The specific reliability test results are shown in Table 1.

| Number of indicators | Cronbach’s α |
|----------------------|--------------|
| 15                   | 0.953        |

It can be seen from Table 1 that the Cronbach's α coefficient of the population variable is 0.953, which is much larger than 0.50, and the overall reliability is better. Therefore, the reliability of the overall questionnaire is higher.

The validity of the questionnaire was obtained by using the KMO and Bartlett sphere test of SPSS22.0. The results of the specific validity test are shown in Table 2.

| KMO and Bartlett sphere test          |
|---------------------------------------|
| KMO                                   | 0.581       |
| Bartlett spherical test               |
| Chi-square value                      | 173.290     |
| Significant level                     | 0.000       |

It can be seen from Table 2 that the statistic of the KMO test value is 0.581, greater than 0.5, and the probability P value of the Bartlett spherical test statistic is less than 0.05, so the structural validity of the questionnaire is good, and factor analysis can be performed.

**Extraction of exploratory public factors.** According to the survey data, this paper analyzes the contribution of feature roots and variances, as shown in Table 3.
Table 3. Characteristic Root and Variance Contribution Table.

| Ingredients | Initial eigenvalue | Extract square sum loading | Rotation square sum loading |
|-------------|--------------------|----------------------------|-----------------------------|
|             | total | variance % | accumulation % | total | variance % | accumulation % | total | variance % | accumulation % |
| 1           | 3.89  | 6          | 20.50          | 3.8  | 96          | 20.50          | 3.182 | 16.74      | 16.749         |
| 2           | 3.14  | 7          | 16.56          | 3.1  | 47          | 16.56          | 2.885 | 16.18      | 31.931         |
| 3           | 2.80  | 7          | 14.77          | 2.8  | 07          | 14.77          | 2.138 | 11.25      | 43.182         |
| 4           | 2.10  | 4          | 11.07          | 2.1  | 04          | 11.07          | 2.114 | 11.12      | 54.306         |
| 5           | 1.00  | 2          | 6.273          | 1.0  | 02          | 6.273          | 1.597 | 8.406      | 81.737         |
| 6           | .912  |            | 4.800          | 1.02 |             | 86.537         |
| 7           | .543  |            | 2.858          | 98   |             | 89.395         |
| 8           | .519  |            | 2.729          | 92.124 |            | 92.124         |
| 9           | .452  |            | 2.377          | 94.501 |            | 94.501         |
| 10          | .346  |            | 1.820          | 96.321 |            | 96.321         |
| 11          | .255  |            | 1.344          | 97.664 |            | 97.664         |
| 12          | .173  |            | .913           | 98.577 |            | 98.577         |
| 13          | .118  |            | .621           | 99.198 |            | 99.198         |
| 14          | .080  |            | .420           | 99.618 |            | 99.618         |
| 15          | .057  |            | .299           | 99.917 |            | 99.917         |
| 16          | .010  |            | .054           | 99.971 |            | 99.971         |
| 17          | .005  |            | .029           | 100.000 |            | 100.000         |

Extraction method: principal component analysis

It can be seen from Table 3 that the principal component analysis method is used to calculate the common factor eigenvalue, contribution rate and cumulative contribution rate, and there are five eigenvalues greater than 1, and the first five factors occupy 81.737% of the cumulative variance. It can be stated that these five factors provide enough information about the original data. Therefore,
we can extract 5 main factors and use these 5 factors as the main factors to evaluate the satisfaction of tourists, and set them as F1, F2, F3, F4 and F5. Extract the factor whose eigenvalue is greater than 1, and select the maximum variance method rotation factor to get 5 factors and 15 indicators. The specific factor loads are shown in the table below.

Table 4. Factor load matrix after rotation.

| Indicator name                          | Main factor |
|----------------------------------------|-------------|
|                                        | 1  | 2  | 3  | 4  | 5  |
| Cultural tourism consulting services    | .109 | .264 | -.192 | -.554 | -.193 |
| Staff service level                    | .473 | .392 | -.364 | .518 | -.067 |
| Cultural guide commentary service      | .117 | -.111 | -.177 | .866 | -.134 |
| Folk activity experience               | .178 | .129 | .466 | .122 | .535 |
| Participatory event experience         | .378 | .000 | .205 | -.561 | .569 |
| Nighttime experience                   | .015 | .146 | -.234 | -.002 | .818 |
| Folk Culture Exhibition Hall           | -.193 | -.283 | .640 | -.046 | .221 |
| Featured shopping store                | .002 | .018 | .745 | -.251 | .040 |
| Specialty food or homestay             | .085 | -.120 | .850 | .056 | -.090 |
| Service break                          | .933 | -.156 | .035 | .113 | .002 |
| cultural Square                        | .953 | -.165 | .057 | .009 | .009 |
| Trash cans, tourist public toilets, etc. have local characteristics | .917 | -.080 | .035 | -.013 | -.004 |
| Characteristic ancient residential architecture | .510- | -.744 | -.138 | .170 | .008 |
| Rich cultural atmosphere               | -.251 | .808 | .018 | -.341 | .052 |
| Kind and welcoming Baishuiyang residents | -.322 | .894 | -.015 | -.053 | -.035 |

Extraction method: main component Rotation method: Kaiser standardized orthogonal rotation method.

Satisfaction regression analysis. Using the statistical software SPSS22.0, the regression analysis was performed on the model using all the methods entered. The specific regression results are shown in the table.
Table 5. Overall summary of the model.

| Model summary |
|---------------|
| model | R | R side | Adjust R side | Standard estimated error |
|-------|---|--------|---------------|--------------------------|
| model | 0.812<sup>a</sup> | 0.660 | 0.587 | 0.121 |

It can be seen from Table 5 that the R value is 0.805, the R square is 0.648, and the adjusted R square is 0.609. It can be seen that the independent variable has a higher degree of interpretation of the dependent variable, and the sample data is more compatible with the model.

Table 6. Analysis of variance.

| Variance table |
|----------------|
| model | sum of square | Degree of freedom | Mean square | F | P |
|-------|---------------|-------------------|-------------|---|---|
| model return | 0.943 | 7 | 0.135 | 9.133 | 0.000<sup>a</sup> |
| Residual | 0.487 | 33 | 0.015 | |
| total | 1.429 | 40 | | |

Table 6 shows that the F value is 9.133, and the P value of the correlation probability is 0.000. It can reject all the null hypotheses with zero coefficient, that is, the linear relationship between the dependent variable and the independent variable.

Table 7. Regression coefficient table.

| Main factor | Standardization coefficient | T | P |
|-------------|-----------------------------|---|---|
| Constant term | 0.112 | 2.163 | 0.021 |
| Service experience factor | 0.175 | 4.435 | 0.000 |
| Activity experience factor | 0.308 | 6.643 | 0.000 |
| Service facility experience factor | 0.211 | 4.256 | 0.000 |
| Infrastructure experience factor | 0.167 | 3.278 | 0.012 |
| Environmental experience factor | 0.206 | 3.487 | 0.004 |

Note: The significance level is 0.05.

From the regression results, it can be seen that the activity experience factor has the greatest impact and contribution to the overall satisfaction of tourists, and the impact and contribution of service facility experience factors and environmental experience factors are ranked second and third, and the impact of service experience factors and infrastructure experience factors. And the contribution is the smallest, ranking fourth and fifth respectively. Therefore, in order to improve the overall satisfaction of tourists, it is necessary to make more efforts in the experience of cultural tourism activities and carry out key improvements.
Development Countermeasures for Cultural and Creative Tourism Products

Strengthen cultural and creative tourism experience

In order to better attract “first-time tourists”, “second-time tourists” and “regular visitors”, Baishuiyang Scenic Area should integrate local characteristics and folk customs into tourism products, highlighting differences and activities and experience, allowing visitors to participate in real participation. Tourism activities, so in order to attract tourists, it is more important to highlight the characteristics, the innovation of performance methods and the integration of some creative ideas, to reinforce the interactive experience of tourists and to increase the performance of live performances. Visitors can be integrated into the folk activities of Baishuiyang, so that visitors can feel comfortable and happy.

In terms of food experience, visitors can be invited to participate in food production, wine making, etc. In the farmhouse, it is recommended to negotiate with tourists to plant a variety of fruits and vegetables, and then mail them to tourists for tasting; tourists adopt animals and pets, and the scenic spots regularly send pictures. Information such as videos and videos are available to visitors; these can inspire parents to bring children to play.

In the Baishuiyang tourist scenic spot, a bonfire party will be held to share the characteristic national dance with tourists, invite tourists to complete the bonfire party, build a nightlife street, integrate local culture and local products into special bars, special drinks, and combine performances. It will attract a large number of tourists to visit; set up a barbecue street, invite tourists to participate in local roast hare, roast whole sheep and other special activities to provide tourists with enthusiasm; in addition, hold a large local characteristics similar to "impression Dahongpao" Folklore show; designing children's play facilities, keeping children with parents, the development of night-time tourism products can improve the satisfaction of tourists, let visitors go to Baishuiyang, linger, forget Give up.

Enhance cultural and creative travel service experience

During the service process, the staff of the scenic spot should wear costumes and accessories with local characteristics, such as Yi costumes and Yi nationality headwear, etc., to provide enthusiastic service, using textual sounds, images, pictures and other multimedia means, combined with local cultural methods to carry out all-round The commentary; the visitors from afar will present the unique welcome ceremony and creative cultural service of the Baishui Yang people, so that visitors can appreciate the enthusiasm and friendliness of the people of Baishui Lake and enhance the happiness of tourists. In terms of service projects, various innovative services should be provided in different projects. For example, the Yi nationality cakes must be tasted. You must learn some kind of folk songs of the Yi people to taste them free of charge. Otherwise, you will be charged a high price. If you taste the Yi nationality green wine, you must complete some kind of entertainment. A very strong task can be tasted for free.

Expand cultural and creative tourism facilities experience

The creation of a cultural tourism infrastructure is a complex project that requires a global design. First of all, the local Yi culture and local folk customs will be integrated into the design. For example, buildings as large as the scenic area, as small as the signs of the scenic spot, must be packaged in all directions, adding local cultural symbols to the visitors, leaving a deep impression on the tourists. In terms of soft decoration, local Yi culture should also be highlighted, such as garden flower styling and pruning; cultural and creative theme design, historical classics, and anecdotes, so that tourists have a greater visual impact, thus improving the overall grade of the scenic spot.

Conclusion

Based on the relevant theories of tourism culture, tourism product development, customer satisfaction, experience economy, etc., this paper puts forward relevant research hypotheses based
on the actual situation of Baishuiyang Scenic Spot, and through the empirical study of Baishuiyang Scenic Spot, the research hypothesis is tested. Firstly, the reliability and validity of the questionnaire were tested. Secondly, the confirmatory factor analysis of the model was carried out. Finally, the correlation and causal relationship between the variables were analyzed by regression analysis. It was concluded that the activity experience factor was positively correlated with the tourist satisfaction. The service experience factor is positively correlated with the satisfaction of tourists. The service facility experience factor is positively correlated with the tourist satisfaction, and the contribution of these three factors is relatively large. Therefore, based on the conclusions of this study, the corresponding improvement measures are proposed. In the improvement of the countermearures, the author also focused on the improvement measures for the impact factor.

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