Research on the Innovation of Eco-Cultural Tourism Products of Royal Prime Minister’s Palace in Shanxi Province from the Perspective of Experiencing Consumption

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Abstract. With the economic and social development and scientific and technological progress, the experience economy has gradually become the mainstream of social and economic development in a certain area. At the same time, tourism products can no longer meet the needs of tourism consumption upgrading. The contradiction of tourism development is uneven, inadequate and tourists’ experiencing increasing consumer demand has become the main problem that needs to be solved at the current stage of tourism development. In the face of the changes in the tourism consumption market, the Ecological Culture Tourist Area of Royal Prime Minister’s Palace of the 5A Scenic Spot of Shanxi Province actively explores the development of eco-cultural tourism based on experiential tourism consumption. Based on the study of the development of the eco-cultural tourism products of Royal Prime Minister’s Palace. This paper analyzes the innovative countermeasures of the experiential eco-cultural products of Royal Prime Minister’s Palace, and tries to bring inspiration and reference for other scenic spots for the development of eco-cultural tourism products.

1. Introduction
Experience is a private product that may vary widely [1]. In essence, the experience is not the result provided by the enterprise to the guests, but the result of the interaction between the guests and the ‘those planning events’ [1]. The experience emphasizes interaction, participation, learning, In-depth understanding and so on. With economic and social development and scientific and technological progress, the experience economy has gradually become the mainstream of social and economic development in certain areas. The experience economy is an extension of the service economy and the fourth type of economy or form after the agricultural economy, industrial economy and service economy [2-3]. The experience economy emphasizes that consumption is a process, and consumers are products of this process [4]. As an experience planner, companies will no longer only provide goods and services, but create a stage for consumers to experience. When this experience is over, it leaves consumers with unforgettable memories, and consumers are willing to pay for this experience [4]. The 21st century is an experience economy era, and the experience economy represents the trend and intrinsic trend of economic development [5].

At present, the tourism products can no longer meet the needs of tourism consumption upgrading, the imbalance of tourism development, inadequate and the increasing demand for tourists to experience consumer demand, has become the main problem to be solved at the current stage of tourism development. At the same time, experiencing economic development has led to the transformation of tourism consumption from mass tourism to in-depth experience of tourism, that is, to
experience tourism. Experience tourism is an advanced stage of tourism development after sightseeing and leisure tourism. It emphasizes the cultural, life and historical experience of tourists, emphasizing participation and integration [6]. From the point of view of experience tourism, tourists are not consumers in the traditional sense, but a new type of individual who combines producers and consumers [1]. The core of the development of experience tourism is to develop tourism products that visitors can deeply participate in. Eco-cultural tourism refers to a kind of tourism that relies on ecological resources and human resources, develops in accordance with the idea of sustainable development, and has relatively little impact on the ecological environment [7]. It is an integrated tourism mode integrating eco-tourism and cultural tourism. The dual characteristics of ecology and culture [8]. Ecology is the environment on which human beings depend. Culture is the embodiment of human spiritual values. Integrating ecological and cultural resources to develop eco-cultural tourism products is critical to improving the supply structure of tourism, satisfying tourists' experience in tourism consumption, and achieving sustainable development of tourism sites.

The Ecological and Cultural Area of Royal Prime Minister’s Palace of Shanxi is a national 5A-level tourist area, which Tourism development is relatively successful. However, in the face of changes in the tourism consumption market, it actively explores the development of eco-cultural tourism based on experience tourism consumption, and promotes the ecological culture of Shanxi Imperial City. The sustainable development of the district has important significance and practical value.

2. The practice of eco-cultural tourism product development in Royal Prime Minister’s Palace

2.1. Tourism development history
The Royal Prime Minister’s Palace is located in the northern part of Shanxi Province, in the southeast of Shanxi Province. It is located at the junction of Shanxi and Henan provinces, and the surrounding Jinchang, Jinjiao, Jinluo and Jinhou highways criss-cross. The three major airports of Zhengzhou, Luoyang and Changzhi are connected to Xinxiang and Luoyang. All in all, the traffic is very convenient. The Royal Prime Minister’s Palace was restored and opened in 1998. In 2007, it became a 5A-level tourist scenic spot. After 21 years of development, it has now reached an ideal stage of maturity, with nearly 2 million visitors every year. At present, there are 100 official tour guides in the scenic spot, and also equipped with electronic tour guide equipment. During the peak of holiday tourists, hundreds of internship guides will be deployed from the provincial tourism schools to meet the demand of tourists in different periods. The high-quality tour guide service in the scenic area makes the architectural essence of Royal Prime Minister’s Palace fully displayed to tourists. Huangcheng Village has been awarded the title of ‘National Civilized Village’, ‘China Top Ten Well-off Village’, ‘Chinese Historical and Cultural Village’, and many other honorary titles. Royal Prime Minister’s Palace Ecological and Cultural Tourism Zone built a three-star hotel Xiangfu Hotel in Huangcheng Village, a four-star hotel Xiangfu VIP Building, and built the rural five-star standard Xiangfu Manor Hotel in Shanxi, bringing tourists a more comfortable travel experience.

2.2. Characteristics of tourism resources
The Royal Prime Minister’s Palace Ecological and Cultural Tourism Zone covers an area of 15 square kilometers. It has rich tourism resources, charming natural scenery, profound cultural heritage and remarkable humanistic characteristics. It is a diversified complex tourist area. It has many cultural and cultural resources with high historical and cultural value, such as Royal Prime Minister’s Palace, which is known as ‘the house of the first cultural giant in northern China’. It is a castle-like building community consisting of two parts: the inner city and the outer city. The inner city was built in the Ming Dynasty, and the outer city was built in the Qing Dynasty. The combination of the Ming Dynasty architecture and the Qing Dynasty architecture formed a unique architectural style—a collection of ancient dwellings, official residences, temples, and fortifications, A unique architectural style. In addition, the elegant brick carvings, stone carvings, wood carvings and a large number of
royal plaques and object remains have high cultural tastes, suitable for filming of ancient historical subjects such as movies and TV series. Many large-scale TV series such as ‘Kangxi Dynasty’ are here, which also gives visitors a sense of history that has passed through a hundred years.

2.3. Characteristics of the tourist area space
The Royal Prime Minister’s Palace Ecological and Cultural Tourism Zone consists of four parts: Royal Prime Minister’s Palace Scenic Area, Nine Female Fairy Lake Scenic Area, Ecological Agriculture Tourist Park Scenic Area and well-off New Village Scenic Area. Located 12 kilometers away from Royal Prime Minister’s Palace, Nine Female Fairy Lake Scenic Area is a famous water park in Shanxi Province, which gives visitors a pleasant experience of natural scenery. Eco-agricultural Tourism Park - Xiangfu Manor is located in the half-mountain of the northwest corner of Huangcheng Village. It is one of the main attractions of the Imperial City Xiangfu Scenic Area. It consists of four exhibition areas: landscape health area, leisure resort, ecological agriculture area. The ecological breeding area, Xiangfu Manor launched the special health products such as the health care of the valley, the cleansing of the intestines and detoxification, attracting countless tourists to come and experience. It is a rare modernization that integrates various functions such as landscape health, ecological tending, leisure and vacation. High-tech ecological agriculture park.

2.4. Characteristics of tourism products
The tourism products of the Royal Prime Minister’s Palace Ecological and Cultural Tourism Zone are the deep excavation and display and interpretation of the local history and culture. For example, in the morning of the scenic spot, the large-scale real scene ‘Welcome to the Holy Spirit’ is performed in the Imperial City Xiangfu Square, with the Emperor Kangxi Visiting this house and reviewing the Kangxi Dictionary as a theme, the scene-like audio-visual experience has inspired tourists to understand the history and culture of Royal Prime Minister’s Palace; the chime music dance held in the Qilin Academy, the intangible culture in front of the Tibetan soldiers The performance of the legacy of the sacred music has fully demonstrated the local customs. The first large-scale live performance of the Ming and Qing Dynasties in the country, ‘Returning to the Xiangfu’, was staged in the Royal Prime Minister’s Palace with the theme of ‘Chen Chang's Life and Disaster Relief’ and ‘Chen Tingjing's Dream Back to the Garden’; the newly developed Dream Theater in 2016, ‘I am from Cultural’ performances such as the large-scale live experience dramas of the Han Dynasty have enriched the content of the tour and enhanced the tourist experience. The real performance of Royal Prime Minister’s Palace brings a cultural experience that transcends history and tastes classics. It is a manifestation of fully exploiting the historical and cultural values, and has greatly realized the connection between history and culture and brand.

3. Royal Prime Minister’s Palace’s experience ecological culture product innovation countermeasures
3.1. Adapt to the development of tourism consumer market and develop experiential eco-cultural tourism products
The essence of tourism is experience, and the core is experience [9]. The main purpose of people's tourism activities is to expand their personal vision, experience different life, or obtain information beyond their personal life. Regardless of whether the form of tourism is ‘sightseeing tourism’, ‘exploration tourism’, ‘resort tourism’, ‘leisure tourism’ or ‘cultural tourism’, the inherent essence is that people feel happy through participatory and personal activities [10]. Traditional sightseeing tours rely on only a few natural resources or historical heritage to provide visitors with a sense of satisfaction. However, from the perspective of experiential tourism, tourists are not consumers in the traditional sense, but a new type of individual that combines producers and consumers [1]. Tourists are no longer satisfied with the traditional sightseeing tour, they are beginning to pursue new tourism products and services that are more personalized and in line with green development. Tourism product
development must adapt to changes in the tourism consumer market. Especially in the context of the current urbanization development, with the improvement of people's living standards, the pursuit of spiritual life has become more intense, and more inclined to characteristic consumption [11]. Therefore, the Royal Prime Minister’s Palace Ecological and Cultural Tourism Zone actively adapted to the development of the tourism consumer market and developed a series of experiential eco-cultural tourism products. Based on the existing human landscape and natural landscape resources, it also developed a large-scale literary interpretation and folk. Artistic performances, as well as many leisure and health products, have evolved from a single scenic tour of the Imperial City Xiangfu Scenic Spot into an experiential eco-cultural tour integrating leisure, vacation and wellness.

3.2. Based on resource advantages, create an experience-based eco-cultural tourism brand

Developing experiential eco-cultural tourism products is an inevitable trend for sustainable development of tourist attractions. Royal Prime Minister’s Palace Ecological and Cultural Tourism Zone has abundant eco-cultural tourism resources, including human landscape experience products, Royal Prime Minister’s Palace, natural landscape sightseeing products, Nine Female Fairy Lake, rural sightseeing experience products, ecological agriculture park, and visiting products. Xiaokang New Village, rich tourism resources endows highlight its profound cultural heritage and tourism connotation. In order to adapt to the development of the tourism market, the Royal Prime Minister’s Palace Ecological and Cultural Tourism Zone has paid more and more attention to the branding and based on the resource advantages. The Royal Prime Minister’s Palace Ecological and Cultural Tourism Zone focuses on creating an experiential eco-cultural tourism brand in the Imperial City. The country's first dictionary museum was built, and a number of unique local arts and cultural programs were arranged to enable visitors to enhance the experience of historical culture and folk customs. They also held the ‘Kangxi Dictionary’ seminar on both sides of the Taiwan Straits and the Ninth National Village. More than 20 large-scale events such as the Long Forum have enhanced the brand awareness of Royal Prime Minister’s Palace. In 2014, Royal Prime Minister’s Palace was named one of the ‘China's Most Valuable Cultural Heritage Destinations’. The Royal Prime Minister’s Palace Tourist Area has become a cultural and ecological comprehensive tourist attraction integrating human landscape, natural landscape, ecological agriculture, business conference and new rural construction.

3.3. Deep integration of experiential eco-cultural tourism products and folk tourism products

The Ming and Qing Cultural Commercial Streets of Royal Prime Minister’s Palace are the best choice for people to experience shopping here. The location of the cultural and commercial street in the Ming and Qing Dynasties, after leaving the city, brings a new and progressive experience to visitors who have just walked out of the castle and experienced a century of history and culture. The Ming and Qing Dynasties cultural commercial streets bring tourists a food culture with deep regional cultural characteristics. This special street showcases various kinds of noodles featured in Shanxi, cut noodles, Sichuan noodle soup, fried noodles, dried Yangzhou specialty snacks, and adoption. The honey-wine factory, which is set up by the pure honey brewing technology of the national invention patent, delivers a new sensory experience of sight, taste and smell. Visitors can find Xiangfu’s snacks and make special consumption. The Ming and Qing Dynasties cultural characteristic commercial street is the deep integration of experiential eco-cultural tourism products and folk tourism products in the Royal Prime Minister’s Palace Ecological Culture Tourist Area, which plays an important role in the promotion of the entire scenic spot image.

3.4. Deep integration of experiential eco-cultural tourism products and festival tourism products

During the Spring Festival, the Royal Prime Minister’s Palace Ecological and Cultural Tourism Area launched the New Year Temple Fair. The temple fair is rich in content and novel in form, which highlights the rich cultural connotation and creates a strong festive atmosphere for tourists. The float parade and the theme lanterns will bring visitors a rich holiday atmosphere experience. The Royal Prime Minister’s Palace has been invited to the Wuqiao Acrobatics of CCTV and the Luzhou North
Lions to enter the Imperial City to perform the stunt performances, giving visitors a different visual experience. There are also national non-legacy projects such as sugar candy painting, sugar paper umbrella molding and heat transfer, which are displayed in the scenic spot, giving visitors a traditional ‘year-old’ experience. Royal Prime Minister’s Palace also actively seeks a win-win cooperation model with the surrounding scenic spots, and plays a thousand-year stunts in the ancient city of Guoyu. This viewing experience shows national characteristics. Royal Prime Minister’s Palace also gathered local snacks from Jincheng five counties and snacks from all over the country for exhibitions, allowing visitors to enjoy the delicious Chinese on the tip of the tongue in the Imperial City. With the theme of ‘Traditional Chinese Year’, the Imperial City Xiangfu Spring Festival Temple Fair aims to promote traditional culture and to excel in traditional Chinese festivals, so that visitors can experience the original Chinese flavor and the ‘Imperial City Impression’. To tourists.  

3.5. Take advantage of new media and create a multi-dimensional interactive online marketing platform  
The Royal Prime Minister’s Palace took the initiative to go out and publicize the world. Through the shooting of various film and television dramas, special TV reports and the promotion of new media, the popularity of Royal Prime Minister’s Palace was fully enhanced. Since 2014, Royal Prime Minister’s Palace Scenic Area has vigorously promoted online marketing, and through the new media, more people have realized the imperial city, and the network has multiple latitude cooperation, including Weibo, WeChat, Tongcheng and so on. As a scenic spot with its human characteristics, it uses the network platform to dig deeper into historical and cultural connotations, and integrates contemporary social topics into multiple forms and contents to integrate with scenic cultures, enhancing fans' awareness of scenic spots and enabling visitors to obtain scenic information and activities in real time. To stimulate tourists' interest in scenic tourism [12]. The online multi-dimensional interactive experience has brought the distance to the fans closer. The relaxed and pleasant network atmosphere has contributed a huge amount of traffic to the scenic spots. Numerous fans have turned into tourists, and the micro-payment service has been opened to convert users and fans into tourists. Bring great convenience. Micropayments broke the original new media's function of propaganda. After promotion, it was followed by payment, which provided great convenience to tourists. Royal Prime Minister’s Palace has always been in the leading position in network marketing, and has exerted great influence in Shanxi and even the whole country.  

4. conclusion  
The report of the 19th National Congress of the Communist Party of China clearly stated that to accelerate the reform of the ecological civilization system and build a beautiful China, it is required to establish the ecological concept of ‘lucid waters and lush mountains are invaluable assets’ and treat the ecological environment like the eyes. Eco-cultural tourism has become the development trend of tourism in the future. At present, human economic activities have entered the era of experience economy. Tourism in the era of experience economy should pay more attention to people-oriented, pay attention to the characteristics of personalized consumption of tourists and tailor-made tourism products for customers. Development rules. In order to achieve sustainable development, the scenic spot must cater to the ‘experience’ tourism consumption demand of tourism consumers to a certain extent, and propose new ideas based on the tourism development in the experience economy era, and better balance the ecological benefits and economy of the tourism area. Benefits and social benefits. As a national 5A-level eco-cultural tourist area, Shanxi Royal Prime Minister’s Palace has ample ecological and cultural resources, which provides a possibility for experiencing eco-cultural tourism. The rapid development of Royal Prime Minister’s Palace has brought many inspirations to people. It provides a reference for the sustainable development of the scenic spot. The eco-cultural tourism zone will have a steady stream of vitality in order to experience the development of the economic era.
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