Consumer Experience in Tourist Campsites of China---Based on ASEB Grid Analysis

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Abstract. From the perspective of ASEB grid analysis, this paper explored the tourist experience of the camp consumers with the tourist camps as the carrier. ASEB analysis method was used to design the questionnaire from four aspects of activity, environment, experience and income. Online network survey and off-line field survey were combined to conduct questionnaire issuance and data analysis in order to construct the development strategy matrix of tourism camps. Results show that there are more male than female consumers in the camps. Word-of-mouth recommendation has become the main channel for tourists to obtain information. Most of the consumers in the camps are in the initial stage of consumption for the first time, and these consumption have multiple motivations. The choice of travel modes and places is mainly manifested in inter-provincial self-driving travel with family and friends. Combining with the unique characteristics and development status of tourist camps, this paper puts forward development strategies and suggestions for the development of tourist camps, and strives to achieve sustainable development of tourist camps.

1. Introduction
Based on ASEB grid analysis, this paper studied the consumer experience from the carrier of tourist camps. It could retain the differences of tourist experience among different individuals through the most original comments, clarify the specific problems existing in various aspects of camp construction, avoid the abstraction of the problems and help to enhance the consumer experience of tourist camps. At the same time, by the analysis of questionnaire data, from the perspective of consumers, this study restored the real experience of consumers and explored the tourism experience of consumers.

2. Literature Review
As the core of consumer’s tourism function and value, improving consumer’s tourism experience has become one of the important ways to promote tourism development under the new “experience” economic background[1]. With the sustainable development of the global tertiary industry, the tourism industry as one of the main forces of the service industry is also flourishing forward, and tourism experience has naturally become a hot topic for scholars to study. From the perspective of foreign research, scholars’ research on tourism experience at different research stages starts from the essence, types and quality measurement of tourism experience, and then interprets and explores tourism experience from different perspectives [2-4]. Judging from the existing research results, scholars mainly focus on case studies of consumer experience on tourists’ behaviour, re-visit rate and tourists' expectations, tourists’ satisfaction and tourists' travel behaviour [5-9], types of tourism experience, impact of tourism experience and research methods of tourism experience [10-13]. At the same time, the domestic tourism experience research, which started relatively late, has achieved good results in
related fields, especially in the aspects of satisfaction degree and influencing factors of tourism experience from a new perspective [14-17]. From the phenomenological and psychological perspective, Xie Yanjun constructed a theoretical model to describe the dynamic process of tourism behaviour, and opened up a new field of tourism experience research. The channel of satisfying tourism experience [18-19]. From this, we can see that the academic circles have achieved fruitful research results on tourism experience.

The research on the problems related to tourist camps began in the late twentieth century. Researchers mostly pay attention to the development of automobile camps, self-driving camps, and youth quality development camps. Most of them focus on basic theoretical research, travel destination research, social impact of campsite tourism, and cost of expenditure[20-21]. The literature of camping consumers as the main research object is less, and the attention of camping consumers is insufficient.

3. Empirical Analysis of Questionnaire Survey Based on the Framing of ASEB

3.1. Study Design
This paper is based on ASEB grid analysis to explore the consumers in tourist campsites. The questionnaire is designed according to the four-level theory of leisure demand of Manning-Hass-Driver-Brown. From the specific activities, environment, experience and benefits, the items of questionnaire are carried out. According to the ASEB framework, the questionnaire items are designed and the reliability of the questionnaire was tested by reliability analysis before statistical analysis. The Cronbach’s Alpha of all variables was 0.905, greater than 0.8.

3.2. Data Collection
A total of 343 questionnaires were collected and 201 valid questionnaires were obtained by excluding incomplete questionnaires, five consecutive questions with the same answer and no experience of camping tourism. Among them, 40.8% were field survey questionnaires and 59.2% were network survey questionnaires. The sites of the field and network survey involves almost all provinces of China. Therefore, the questionnaire survey can explain the situation of China.

3.3. Data Analysis

3.3.1. Analysis of Campsites Consumer Characteristics. According to the demographic analysis of the questionnaire, there are 58.7% of males and 41.3% of females in gender distribution. The largest age distribution is among 31-40year-old tourists, who have stable career and economic strength. The second is 21-30year-old tourists, who are like to try new things and have a greater enthusiasm for camp travel activities. The distribution of occupation is concentrated in private employees, accounting for 22.9%. This reflected that the occupational type distribution of camp tourists was relatively average, and there was no special difference.

The result shows that tourists will find out the information of camps through online search. In terms of consumption frequency, the rate of re-visiting camps is quite high and the proportion of tourists who choose the fourth time or more has reached 5%, which has be a high degree of loyalty. As for consumer motivation, tourists choose to go to a certain camp with multiple motivations, not for a single purpose. It mainly includes "experiencing the unique leisure mode of the camp", "having the scenic spots I want to visit around the camp" and "trying out the unique accommodation form". Experiencing of campsite tourism as a form of leisure and trying to accommodate in campsites accounts for a large proportion, which fully shows that campsite travel is not widespread in China at present. Family members and friends are be chosen when it occurs to the question of peer selection, the total percentage is 79.7%. In terms of location selection, Campsites travel is a long leisure vacation trip and consumers generally leave their familiar residence to spend holiday.
3.3.2. Analysis of Campsites Tourism Experience. In this study, SPSS 23.0 was used to analyze 24 indicators under the framework of ASEB grid analysis. The maximum, minimum, average and standard deviation of 24 indicators were obtained, as shown in Table 1.

Table 1. Statistical results of camp tourism experience.

| Items                                                                 | Min. | Average | S.D  |
|-----------------------------------------------------------------------|------|---------|------|
| It's nice to go to camp. (Q1)                                        | 2    | 4.14    | .636 |
| Camping/RV travel is beautiful. (Q2)                                 | 2    | 4.13    | .619 |
| It is advisable to choose camps as tourist destinations/transitional sites (Q3) | 2    | 3.94    | .705 |
| Campsites provide me with relaxation and leisure space. (Q4)          | 3    | 4.35    | .564 |
| Campsites is surrounded by beautiful natural scenery. (Q5)            | 2    | 4.31    | .629 |
| The staff of Camp are warm and friendly (Q6)                         | 1    | 4.19    | .717 |
| The environment is quiet and safe (Q7)                               | 1    | 4.02    | .796 |
| Tourists we met were friendly. (Q8)                                  | 2    | 3.90    | .762 |
| Camp construction is very reasonable and beautiful (Q9)               | 1    | 3.84    | .926 |
| It is easy to get to the camp (Q10)                                  | 1    | 3.82    | .980 |
| The camp is clean and safe. (Q11)                                    | 1    | 3.81    | .864 |
| Camp service facilities are complete and life is convenient. (Q12)    | 1    | 3.72    | 1.022 |
| I participated in the experience project provided by the camp. (Q13)  | 1    | 3.59    | .950 |
| The experience project provided by the camp is my favourite (Q14)     | 1    | 3.57    | .909 |
| The experience project provided by the camp is very unique (Q15)      | 1    | 3.56    | .853 |
| Camp provides rich experience projects (Q16)                          | 1    | 3.48    | .872 |
| Feeling relaxed (Q17)                                                | 3    | 4.41    | .559 |
| Enhanced family and friendship (Q18)                                 | 2    | 4.23    | .630 |
| Experienced the unique way of life in the camp (Q19)                  | 2    | 4.12    | .579 |
| Physical exercise and recuperation (Q20)                              | 2    | 4.05    | .694 |
| Gaining self-awareness and finding self-worth (Q21)                   | 1    | 3.94    | .779 |
| Acquired knowledge, broadened horizons (Q22)                          | 2    | 3.82    | .855 |
| Understanding the local characteristic culture (Q23)                  | 1    | 3.67    | 1.012 |
| Making new Friends (Q24)                                             | 1    | 3.45    | 1.081 |

The maximum of 24 indicators is 5, so they are not listed. The minimum value of Q4 and Q17 is 3, which belongs to the maximum value in the minimum value, representing a neutral or uncertain attitude. It shows that there is little difference in the choice between tourists on these two issues, and they agree with each other without disagreement. "Camp staff warm and friendly (Q6)" score is higher, indicating that domestic camps generally attach importance to the improvement of service quality. "Enhanced family and friendship (Q18)" ranked fourth, with previous analysis found that most of the camp consumers travel with family and friends, completely consistent. In terms of standard deviation, the standard deviation of Q12, Q23 and Q24 are all greater than 1, which indicates that there are great differences and fluctuations among tourists in the evaluation of these three aspects. Meanwhile, the average of these three problems is less than 4. The average of "complete camp service facilities, convenient living (Q12)" is the lowest in the environmental classification, which indicates the convenience of facilities and living in camps in China. There is still a lot of room for improvement. "Understanding the local characteristic culture (Q23)" and "meeting new friends (Q24)" are also the two lowest average items in income classification. For Q23, on the one hand, because campsite tourism is mostly located in the province, the cultural differences will not be particularly obvious. On the other hand, it may indicate that campsite vacation belongs to natural vacation. Consumers are
concerned about the campsite environment and do not care about cultural factors. For Q24, although the average number is the lowest, it is also greater than 3, which indicates that there are still tourists who will make new friends in the process of camp travel. However, the current situation is that most tourists do not have this kind of income, possibly because the camp does not organize collective activities, providing tourists with the opportunity to make friends.

It is worth noting that the average number of all items in the experiential category is less than 4, which does not exist in the other three categories. This reflects the inadequacies in the organization of experience activities in the current domestic campsites. The experience items are not rich enough, the participation of experience activities is not strong, and the characteristics are not distinct. It is the place that needs to be improved and needs to be paid attention to.

3.4. ASEP Strategic Matrix of Tourist Campsites

ASEB grid analysis is a marketing analysis method oriented by tourists’ demand. It combines Manning-hass-Driver-Brown's hierarchical analysis of demand with SWOT analysis elements to form a matrix containing 16 units for analysis. According to ASEP grid analysis framework, the ASEP strategic matrix of tourist campsites is obtained, as shown in Table 2.

Table 2. The ASEP analysis of campsite consumption experience

| Activity | Setting | Experience | Benefit |
|----------|---------|------------|---------|
| Strength | 1. Serious leisure. 2. Convenient travel mode and time control. 3. Slow and high-quality life. 4. High Satisfaction. | 1. Beautiful natural environment. 2. Safety. 3. Warm humanistic environment. | 1. Featured activities, such as campfire party. 2. Special forms of accommodation. |
| Weakness | 1. Remote location. 2. Tired of Self-driving. 3. Safety and convenience of outdoor activities. | 1. Insufficient service facilities. 2. Inconvenient. 3. Mosquito. 4. Potential risk. | 1. Boring experiences. 2. Few types of projects. 3. Poor playability. |
| Opportunity | 1. Policy support. 2. Changes in consumer demand. 3. Improving in recreational vacation system. | 1. General planning and layout of global tourism area construction. 2. Invention and promotion of eco-environmental building materials. | 1. Changes in resident’s tourism demand. 2. Diversified and individualized tourism experience. |
| Threat | 1. Alternative threat of elite resort hotels. 2. Alternative threats to comprehensive holiday towns. | 1. Pollution problem. 2. Environmental protection indicators and principles of natural resources development. | Subjective demands and great differences among tourists. |

4. Conclusions and recommendations

Based on ASEP analysis framework, this paper designs a survey questionnaire through network survey and field survey. SPSS 23.0 software is used for statistical analysis. Results show that there are more male than female consumers in the camps. Word-of-mouth recommendation has become the main channel for tourists to obtain information. Most of the consumers in the camps are in the initial stage of consumption for the first time, and these consumption have multiple motivations. The choice of travel modes and places is mainly manifested in inter-provincial self-driving travel with family and friends. Therefore, suggestions will be made from six perspectives, such as the government, including perfecting supporting policies and building industry standards and advocating green idea and realizing sustainable development, industry associations including strengthen research and mine market demand and enterprises which may innovative product development to enhance camp awareness, attach
importance to customer management and expand marketing channels and strengthen internal management and improve service quality.

5. Limitations and prospects
This paper makes a detailed study of the experience of camp tourists by using the ASEB grid analysis. In this research, due to the limitation of research funds and research time, the number of valid questionnaires obtained by field survey is limited. In addition, the amount of campsites in China is relatively small and consumers’ perception of camps is not clear enough, which leads to the limitation of the dissemination of online questionnaires, the small proportion of valid questionnaires and insufficient research samples.

In order to promote the healthy and sustainable development of the camp industry and provide more perfect vacation experience for the people, we should pay more attention to the study of the camp consumers in the future. Firstly, from the perspective of research, in the future, we can focus our research perspective and purpose on the behaviour of campsite consumers, focusing on the satisfaction, perceived value and experience value of campsite consumers. Secondly, on the research methods. The number of research samples should be enlarged. Finally, in the later research process, more attention should be paid to the cooperation between researchers and operators, and more information should be obtained by using large data and the customer relationship management system of camps.

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