

# Research Progress and Prospect of Micro-tourism Scenarios

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**Abstract:** At present, micro-tourism in China is in the stage of rapid development. In this paper, keywords such as "micro-tourism", "micro-tourism scene" and "tourism scene" are retrieved to sort out their concepts, dimensions and relationships with other variables. The research finds that at present, there is no clear and unified concept of micro-tourism, and there are few researches on micro-tourism scenarios, which are not clearly distinguished from tourism scenarios. Besides, there are more qualitative researches and less quantitative researches, which mainly focus on the industrial development, organizational form, cultural tourism industry integration and other aspects of micro-tourism. Therefore, the study suggests that the concept of micro-tourism scene should be clarified in the future, mathematical statistics and empirical analysis should be strengthened, and the micro-tourism experience of tourists and residents and its influencing factors should be explored, so as to provide theoretical support for better construction of micro-tourism scene.

**Keywords:** Micro-tourism, Tourism Scene, Literature Review.

## 1. Introduction

In September 2021, the State Council Information Office issued a white paper entitled "China's All-round Well-off", which pointed out that more and more people have "money" and "leisure", "walking away" is no longer a dream, and China is entering the era of mass tourism. Micro-travel, an important form of mass tourism, fully meets the needs of tourists and helps to release the vitality of local tourism. The "tourism +" multi-format integrated tourism products accompanied by micro-travel have become an effective starting point for driving local economic development, releasing the vitality of tourism consumption accumulated by tourists, meeting the needs of tourists for in-depth experience tourism with personality, sense of the times and sense of participation, and reflecting a new attitude towards life. And since the outbreak of the new crown pneumonia epidemic, the domestic long-term tourism market has been turbulent, which has further promoted the demand for micro-tourism by tourists and promoted the development of micro-tourism projects.

By retrieving keywords such as "micro-tourism", "micro-tourism scene" and "tourism scene", this paper sorts out the research progress of micro-tourism and micro-tourism scenarios, analyzes and comments on their current research trends, achievements and priorities, and thinks and prospects on the weak points in the current research, in order to provide a certain theoretical basis for the follow-up micro-tourism related research and micro-tourism scene construction.

## 2. Research Progress on Micro-tourism Scenarios

### 2.1. The Concept of Micro-tourism

The term micro-tourism first appeared in 2011, Shen Minlan first proposed in the "Xinmin Evening News" article, she believes that micro-tourism does not need to be carefully planned for a long time, does not need too much packing, does not need too much time, can be started at any time short trip, the purpose of travel and the content of activities are relatively

simple( Shen ML, 2011)[1].

Some scholars have given descriptive concepts of the characteristics of micro-tourism activities from the perspective of tourists, including light clothing, short travel time, close distance, low cost, strong arbitrariness in destination selection, and leisure activities (Jia YF ,2012;Xiong LR ,2013;Lv et al,2013;Hu HS,2013;Zhao HL et al,2014)[2-6]. Han Zhihui(2015)believes that micro-tourism has the "characteristics of micro-activities", and new media is the main medium and means from the whole process of obtaining information and participating in sharing experiences[7]. Wang Keling(2021)believes that micro-tourism refers to the improvisational tourism behavior with local residents as the main body of travel, close distance, short time, slow experience, refusal to conform to the crowd, and de-scenic spots, and has typical characteristics such as living for travel purposes, diversification of travel modes, quality of product demand, and popularization of consumer expenditure[8].

After combing and analyzing the concept of micro-tourism and tourism, Wang Naiju(2016)believes that micro-tourism refers to the leisure experience form in which tourists break through the traditional form of tourism, use leisure time, and use modern Internet information platforms to freely travel in order to relieve poverty, enjoy the body and mind, and return to nature. It believes that micro-tourism has the characteristics of micro-subject, micro-time, micro-space and micro-experience, of which micro-subjects are mainly young white-collar workers and college students; Micro-time refers to the need for travel agencies to strictly arrange, the use of leisure fragmented time to travel freely; Microspace refers to the suburbs of cities, parks, villages or non-scenic spots, non-scenic spots; Micro-experience refers to a simple tourism experience, which can be a simple tourism activity such as food, outing, dating, friendship, folklore experience and so on [9].

Combined with the existing research of the above researchers, this paper defines the concept of micro-tourism, and believes that micro-tourism refers to the short-term improvisational leisure experience activities that tourists use

leisure time and use Internet platforms to choose nearby locations.

## 2.2. The Concept of Micro-tourism Scene

From the perspective of tourism-related research, tourism scenes, service scenarios, and experience scenarios have all been explored by scholars at home and abroad as the main body.

In the 1970s, service marketing scholars first began to pay attention to the impact of the environment on customer consumption behavior, Bitner (1992) first proposed the term service scape, he believed that the service scene is to meet the customer consumption environment and the elements of the construction, proposed that the service scene is composed of tangible elements and intangible elements [10].

Since then, Baker et al(1994),Arnould et al(1998) have elaborated and expanded the concept of service scenarios [11,12]. Ezeh (2007) believes that the service scene is the physical environment design perceived in the process of customer service experience, and this perception affects the behavior of consumers [13]. Babin pointed out that service scenarios can achieve the effect of evoking emotions [14]. Ezeh and Harris(2007) sorted out and summarized the previous research on service scenarios, pointing out that service scenarios are physical elements in service scenarios, that is, customers in the store or no customers will have an impact on other customers [15].

In the study of service scenarios, most scholars set it in indoor places, such as cafes, homestays, restaurants, with the deepening of research, service scene research has gradually expanded to festivals, cruises, events, relevant scholars put forward festival scape,ship scape,sport scape,street scape and other concepts(LEE Y K et al,2008;BRUWER J,2014;KWORTNIK R J,2008 ;DHURUP M,2011;COX J,2013) [16-20]. The concept of scene is also gradually being used and studied in the field of tourism.

On the other hand, the Chicago School in the early 21st century proposed a "scene theory". From the perspective of culture, consumption and spatial integration, we will explain the socio-economic and cultural phenomena in the post-industrial period, and from the perspective of urban space, we will explain the cultural connotation in urban space. "Scene" is a symbolic space composed of consumption facilities and consumption practices, including five elements: neighborhood, facility, crowd, activity and value orientation(WU J et al,2016) [21].

Combined with the research of service scenarios and scene theory, scholars in the field of tourism have gradually explored the concept of tourism scenes.

Li Yunpeng (2017) believes that the tourism scene is the sum of vivid and figurative physical and virtual spaces, and tourism products are essentially a specific scene-based experience [22]; Zhang et al. (2019) describe the tourism experience scene as a synthesis of various tangible and intangible environmental elements felt by tourists in the entire tourist destination (rather than some service places in the tourist destination) [23]; Liu Daoxuan (2021) defines the night tourism scene from the scene theory: refers to a special night consumption space that takes a specific theme as a narrative clue, forms a real or virtual world by various means, providing a rich stage for tourists' night tourism activities, and ultimately improving the interaction of participation [24]; Zhang Hui (2022) summarized the atmospheric elements, social elements , social symbol elements, and natural

elements that tourists will be exposed to in tourist destinations as tourism experience scenes [25].

## 2.3. The Dimension of Micro-tourism Scene

When Bitner (1992) first proposed the service scene, he believed that the service scene included: (1) atmospheric elements (such as music, lighting, smell) ;(2) spatial layout and function (such as equipment, spatial arrangement) ;(3) logos, symbols and crafts (such as decorations) [10]. Rosenbaum and Masasiah (2011) proposed that service scenarios include physical dimensions (such as atmosphere, music, decorations, etc.), social dimensions (such as service personnel, other people's emotions, etc.), social symbol dimensions (such as national identities), and natural dimensions (such as away from the world).

Li Yunpeng (2017) divides tourism scenarios into tourism service scenarios, tourism management scenarios, tourism marketing scenarios and tourism service scenarios from the perspective of digital applications [22]; He Xiaorong (2020) evaluated the application of science and technology when studying the tourism scene of the museum, and divided the tourism scene of the museum into tourism consumption scenario, tourism marketing scene, tourism service scene and tourism management scene [26]; Chen Xinxin (2020) divides the customer experience from the perspective of service scenes into product experience, service experience and environmental experience, which are compatible with the physical dimension and social dimension, respectively [27]; Sun Yafang (2020) divides the main restaurant scene into hard environment and soft environment when studying the service scene of the theme restaurant [28]; Wen Qiaojun (2020) divided the homestay service scene into physical, social and natural dimensions when studying the willingness of homestay service scenarios for tourists to stay again [29]; Zhang Hui (2022) combined scene theory and service scenario research, divided the tourism experience scene into physical dimension, social dimension, social symbol dimension, and natural dimension, of which the social dimension measures the impact of social environment, service personnel, and tourist interaction [25].

It is worth noting that in the current research on tourism scenarios, more and more attention is paid to the application and exploration of digital technology, and in the dimension division of tourism scenes, scholars divide digital or virtual scenes separately, and some scholars integrate them into the dimensions of various tourism scenes. And the use of digitalization in micro-tourism is more extensive, from the online content acquisition and experience of tourists, the virtual sensory experience on the ground, the tourism experience of online communities, and content sharing, all of which are inseparable from the use of tourism digitalization, so in the exploration of micro-tourism scene dimensions, we must pay more attention to digital factors.

## 2.4. Studies on the Relationship between Micro-tourism Scenarios and Other Factors

Domestic scholars have carried out some explorations on the tourism scene and found that it has a clear relationship with tourism experience, cultural experience, cultural identity, etc., but most of them stay in qualitative research. For example, Li Zufu (2015) explored the influence of tourism scene construction on the dissemination and development of folk culture [30]; Gui Mumei (2015) analyzed the influence

of traditional festival cultural scenes in Tianjin Ancient Culture Street on the influence of folk cultural identity [31]; Yan Liyuan (2018) discussed how to construct tourist scenes in cultural tourism to deepen cultural experience [32]; Zhang Hui (2022) explored the influence of tourism destination scene on tourists' place attachment through structural equation model [25].

In the related research on micro-tourism scenarios, qualitative research is also the main focus. Liao XY (2021) explored the relationship between micro-tourism development and cultural creativity in local literature, and proposed to use modern science and technology for creativity in modern life situations [33]; Guo Weiwei et al. (2021) analyzed the "micro-tourism" cloud based on user experience Broadcast APP information interaction design [34]; Liang SR et al. (2021) analyzed the development status of "micro-tourism" resources in Shenyang and the demand tendency of college students in Shenyang for "micro-tourism" products, designed "micro-tourism" products suitable for college students in Shenyang Route [35]; Cheng K (2022) discussed the micro-tourism-driven countermeasures for rural tourism development, and proposed to enhance the cultural and rural experience between micro-tourists and rural tourism providers to create value [36]; Wang Kl (2021) and others believed that micro-tourism and micro-tourism The effect is not only one of the important goals of promoting the development of cultural tourism integration in my country, but also a dimension of the quality representation of the true integration and deep integration of cultural tourism [8].

By sorting out tourism scenarios, service scenarios, and related literature on micro-tourism, it is found that domestic scholars' research on micro-tourism mainly focuses on qualitative analysis, and explores the product organization design, industrial format, and cultural and tourism integration development of micro-tourism. The relationship between micro-tourism and other variables is less studied.

## 2.5. Micro-tourism Project

The concept of "micro-tourism" first appeared in my country in 2011. It was officially recognized for the first time during the 2014 Shanghai Tourism Festival. "Walking" is a simple yet healthy and low-carbon travel method, which deeply explores the unexploited potential high-quality tourism and cultural resources.

In 2021, Shanghai released the "Plan for Deepening the Construction of World Famous Tourism Cities during the "14th Five-Year Plan" Period", proposing to provide more high-quality "home door" good places, build the city's "15-minute tourism circle", and form urban micro-travel products. The theme of the Shanghai Tourism Festival that year was "Readable Architecture, Urban Micro-travel", and planned and launched a number of micro-tour routes that show Shanghai-style classics and reflect the soft power of Shanghai's city; organize a team of tourism experts to experience the urban micro-travel in depth; Use the all-media platform to display the city check-in points with classic buildings as the core; encourage citizens and tourists to choose different themes to visit Shanghai spontaneously and safely according to their own preferences.

In 2022, Tongli Scenic Spot will launch the "micro-tourism" project, led by tourist volunteers. Tourists can listen to Pingtan at Nanyuan Teahouse, experience the cultural heritage of Tongli on Tailai Bridge, and experience the campus life of famous ladies in the Republic of China at Lize

Women's School. ...The whole trip does not take an unusual tourist route, allowing tourists to experience the local customs of Tongli Ancient Town from a special angle. During May 1st in 2022, Nanjing will launch a deep tour of Xuanwu Lake. After registration, tourists can follow the sightseeing bus to easily travel around Xuanwu Lake; Xinwu District of Wuxi will hold a tourist check-in activity of "Taste Millennium Culture and See Vientiane High-tech", "During the event, Tourists can go to Xinwu District Cultural Center, Hongshan Taibo Scenic Spot, China Stone Appreciation Garden and other places to get Changyou Xinwu punch card manual. These items are all CityWalk city roaming products.

Micro-tourism, a form of tourism, is gradually becoming the "new darling" of tourists, and micro-tourism products are also being actively developed all over the country, which has become a new growth point to stimulate tourism demand.

## 3. Research Conclusions and Prospects

### 3.1. Conclusions

The research searches for keywords such as "micro-tourism", "tourism scene" and "micro-tourism scene", sorts out the research progress of micro-tourism and micro-tourism scene, analyzes and comments on its current research trends, achievements and key points. It is found that although micro-tourism is in a period of rapid development, the overall academic research is less. At present, the concepts of micro-tourism and micro-tourism scenarios have not been clearly defined by the academic community, and most of the research is carried out around tourism scenarios. There are many explorations on the definition and dimension division of tourism scenarios. Less research. In the related research on micro-tourism, qualitative research is the main focus, and it is closely related to industrial development, business organization form, cultural tourism integration, etc. Many researches have been carried out on micro-tourism from the aspects of government policy, enterprise operation, and product design. There are few studies on tourists' micro-tourism experience and the sensory impact of micro-tourism on tourists, and there is a lack of quantitative analysis research.

### 3.2. Prospect

Based on the current research on micro-tourism, future research on micro-tourism can focus on the following aspects.

1. Further clarify micro-tourism and its related concepts. At present, the development of domestic micro-tourism is in the initial stage of exploration, but there are few academic studies on micro-tourism, and scholars have not reached a unified understanding of the definition of micro-tourism. In the future, starting from the concepts of tourism and leisure, we can analyze the characteristics of micro-tourism from multiple perspectives, and give a clear definition of micro-tourism and micro-tourism scenarios from the aspects of tourists, time and place, and promote further research on micro-tourism and its scene construction.

2. Introduce innovative research methods, combining qualitative and quantitative research. Try to use the current advanced mathematical and statistical methods, strengthen empirical analysis, and combine qualitative and quantitative to explore the micro-tourism experience of tourists, and divide the dimensions of micro-tourism scenarios. The scenario provides theoretical support.

3. Expand the scope of research and promote the construction of micro-tourism scenarios in multiple

dimensions. The construction of micro-tourism should draw on multiple forces, guide the participation of multiple parties, and use the big data informatization platform to dynamically grasp tourist information and promote the development of micro-tourism. Take tourists and local residents as one of the main bodies of micro-tourism construction, strengthen the sharing of hosts and guests, and promote the diversification and specialization of micro-tourism scenarios in multiple dimensions.

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