

Analysis of Tourism Attraction Based on SPSS: A Case Study of Tangcun Village in Xi'an

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Abstract: Although China's urbanization process continues to advance, the vast majority of the post-80s and post-90s grew up in the traditional villages, and the traditional villages still have a natural attraction for them. Even if they become a new generation of city residents, due to the hustle and bustle of the city, urban residents yearn for a peaceful and leisurely pastoral life with the beauty of nature. The current academic research on traditional villages focuses on the development of rural tourism industry under the background of rural revitalization, and the high-quality development of rural tourism industry. With the change of consumption subjects and consumption structure, this paper takes China Tangcun Chinese Agricultural Park as an example to explore the influencing factors of Tangcun tourism attraction through questionnaire survey and interview method, in order to explore the influencing factors of traditional village tourism attraction in the experience economy era, and provide strategies for the development and optimization of traditional village tourism products.

Keywords: Rural tourism, traditional village, experience economy, tourism attraction.

1. Research Methods

This paper uses SPSS software and adopts the IPA analysis method proposed by Martilla and James in 1977, namely importance performance and analysis (IPA). The basic idea is that customers' satisfaction with products and services comes from their attention to the attributes of products and services, as well as the evaluation of the performance of each attribute. IPA model lists importance as horizontal (X axis), satisfaction as vertical (Y axis), and the average importance and performance of customers to products and services as subdivision points of X-Y axis, and divides the space into four quadrants. The first quadrant is the dominant area where customers attach great importance to products and services elements and are satisfied with the perceived performance, so they should continue to maintain the product and service attributes of this quadrant; the second quadrant is the retention area, where the elements of products and services are not valued by customers, but customers are satisfied with the perceived performance of products, and the product and service attributes of this quadrant can be properly reduced; the factors of the third quadrant do not attract customers' attention, but customers are not satisfied with the perceived performance of the factors in this quadrant, and the improvement of the influencing factors in this quadrant can be improved slowly; the fourth quadrant is the key area to strengthen and improve, customers attach great importance to the elements of products and services in this quadrant, but are not satisfied with the performance of the perceived performance, so the factors in this quadrant are the key items that need to be strengthened and improved. IPA analysis method can fully understand consumers' satisfaction with product factors, grasp the priority areas of future product improvement, and is an ideal tool to measure the factors that affect the attraction of rural tourism.

Introduction: Research on traditional villages mainly focuses on the value analysis and protection evaluation of heritage. There are also studies that analyze the composition and evaluation of landscape value from the macro perspective of rural settlements, and the research results of different

scholars are different. Chinese and foreign scholars have constructed different types of rural landscape quality evaluation systems from the perspectives of aesthetic value, social value, and ecological value. Based on the preferences, attitudes, and satisfaction of tourists, a comprehensive evaluation of rural landscapes is conducted to guide the establishment of a rural landscape ecosystem with coordinated development of society, economy, and environment. With the outbreak of the global COVID-19, short distance rural tourism has become a new tourism consumption hotspot.

With the implementation of the rural revitalization strategy, the improvement of the living environment, ecological environment and other aspects of China's traditional villages has made the countryside more attractive. Urban people who are under great daily pressure of work and life need a quiet environment to return to themselves and heal. In addition to the impact of the COVID-19 epidemic, traveling around the city, camping, and healing are also increasingly becoming tourism hotspots. China has numerous traditional villages with beautiful natural resources and rich cultural resources. These villages, due to their preservation of traditional natural and cultural landscapes, are places that many tourists aspire to. As a typical emerging rural tourism scenic area around Xi'an, Tang Village's management and development model is worthy of reference for the development of traditional village tourism.

2. Traditional Villages

Traditional villages mainly refer to villages formed before the Republic of China, which contain rich historical information and cultural landscapes, and have historical, cultural, artistic, social, and protective values. Traditional villages are the greatest legacy left by China's agricultural civilization. It preserves the traditional production and lifestyle of our country, as well as the wisdom created by the laboring people in their production and life.

3. Location and Resource Advantages

Nowadays, Tang Village not only has leisure tourism areas for tourists to enjoy, but also cultural and creative areas and agricultural life experience areas that can meet their needs. The Poetry and Tang Art Center in Tang Village is like a small comprehensive museum, where visitors can experience the tea culture, wine culture, and banquet culture of the Tang Dynasty. The entire Chang'an Tang Village, with its strong pastoral culture, has created a beautiful life scene of poetry, wine, and paradise in the hearts of tourists.

4. The Model of Tang Village Tourism Boosting Rural Revitalization

Chang'an Tang Village has promoted the overall development of rural areas from multiple dimensions, including cultural empowerment, industrial implantation, ecological protection, and infrastructure improvement, by learning from the cooperation experience of advanced regions and combining with the local actual situation. It has constructed five rural industrial development systems, namely agriculture, digital economy, culture, tourism, and health, and explored relevant models suitable for rural development. In the era of digital economy, Tangcun keeps up with the pace of technology. Tangcun has introduced the MAP intelligent agriculture system to achieve remote sensing analysis in an innovative organizational model, and advanced digital farm management technology to achieve scientific and intelligent agricultural production.

At the same time as developing agricultural leisure tourism and planting industry, we will also develop a tourism product system that integrates agriculture, sightseeing tourism, research and learning experience, and homestays into a multi industry integrated full factor chain.

5. Tourism Attractiveness

Tourism attractiveness refers to the degree of stimulation to tourists determined by the richness of tourism resources, which has a great influence on tourists in deciding or choosing tourism areas, tourism methods, and tourism types. It is a quantitative indicator that reflects the ability of tourist destinations or facilities to attract tourists. The formation of tourist attraction not only depends on the charm of tourism resources themselves, but also has a close relationship with the service level, transportation, cultural connotation, and environment of the tourist destination. [3]

6. Survey on Tourism Attraction Data of Tang Village

This study conducted a survey of tourists in Tangcun Scenic Area, utilizing the internal dependency relationships between the constituent elements of tourism attractiveness evaluation. Using factor analysis, the basic hierarchical

structure of the factors was extracted to obtain the final evaluation index system.

7. IPA Analysis

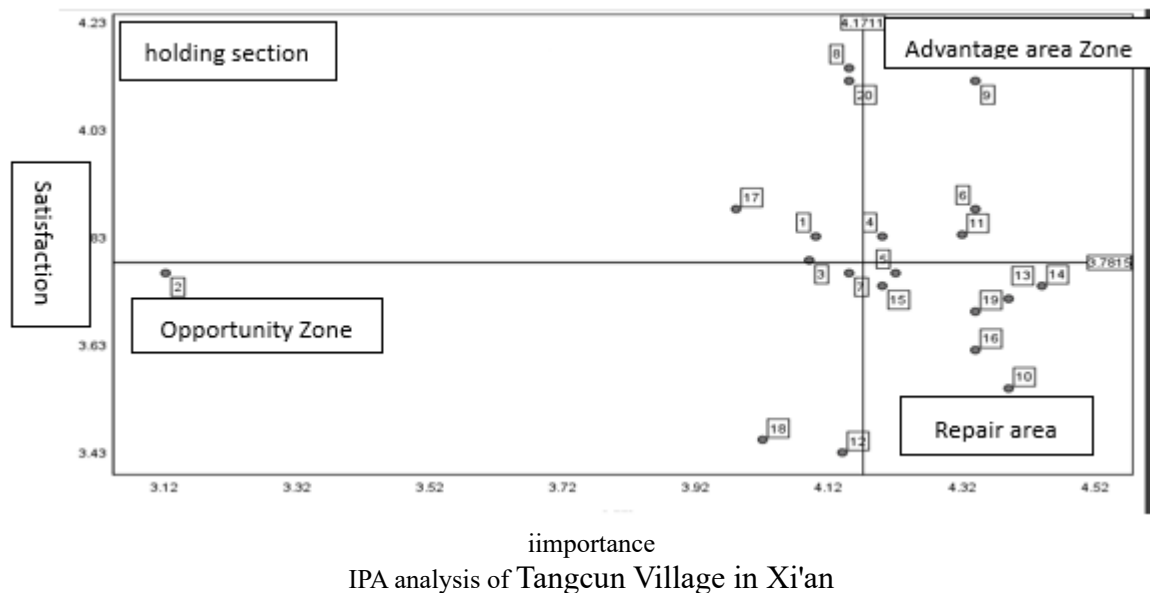
Reliability and validity testing: This study used Cronbach's internal consistency coefficient to test reliability, with a reliability value of 0.733, indicating good item reliability and excellent internal consistency between items. In addition, Bartlett's test was used to verify the structural validity, with a KMO value of 0.670, indicating validity with a significance probability of 0.000, indicating a correlation between variables and allowing for factor analysis

The first quadrant of the IPA quadrant positioning map is the area that tourists attach great importance to and perceive high satisfaction, including four indicators: road traffic conditions, guidance services, catering conditions, and sanitation facilities. This quadrant is the advantage zone, and the elements of products and services in this area have received a high degree of attention from customers. The average satisfaction of the four indicators in this quadrant is lower than 4.23, indicating that tourists are less satisfied with these indicators than their expected values. There is still room for further improvement in the service of these indicators in future development. Therefore, in future rural tourism services, the construction of these services and infrastructure should be further optimized to meet the needs of consumers.

The second quadrant is the maintenance area, where the importance of the elements is relatively low, but customers are satisfied with the perceived performance of this quadrant factor. So the product and service attributes of this quadrant should continue to be maintained; The average importance of factors such as price, rural customs, accommodation conditions, smart experience projects, and tourism safety is close to the average importance, indicating that these factors are still quite important. Therefore, they should continue to be maintained in the future tourism development of Tang Village.

The third quadrant of the IPA quadrant positioning map is the opportunity zone, which is the area with lower priority order. The importance and satisfaction of this area are both low, indicating that tourists have low importance and satisfaction with these indicators. The demand for several indicators, including entertainment experience, cultural atmosphere, and scenic spot popularity, is not low and has not been well met yet. It should be given attention.

The fourth quadrant of the IPA quadrant positioning map is the repair area, which is a key improvement area. The importance of indicators in this area is high, but the perceived satisfaction of tourists is low. It can be seen that tourists believe that these indicators are very important in the tourism experience and process, but their satisfaction with existing services and facilities is not high. This indicates that these indicators urgently need to be optimized and are a key improvement influencing factor for the future development of tourism in Tangcun.



8. Strategies for Optimizing and Upgrading the Tourism Industry in Tangcun

1 Optimize infrastructure construction to meet the diverse needs of tourists

Under the background of experiential economy, the level of infrastructure improvement in scenic areas is one of the important factors affecting tourists' choice of tourist destinations. According to the IPA analysis of Tangcun, in the future, Tangcun scenic areas should improve relevant supporting service facilities within the scenic area. At present, self driving tours have become an important way for many tourists to travel, so Tangcun should build a smart parking system based on data analysis to alleviate parking pressure while ensuring parking spaces. [4] At the same time, it is necessary to improve the guidance signs inside and outside the scenic area, the scenic area navigation system, and reasonably allocate the proportion of male and female restrooms in public toilets. To optimize the consumer experience

2 Utilize local characteristic resources to develop new experiential tourism products

The main consumer group of Tangcun Scenic Area comes from Xi'an City, which is the most economically and culturally developed region in Shaanxi Province with abundant educational resources. In the future, Tang Village should focus on the existing projects in the scenic area, integrate the agricultural experience culture, landscape and other resources it currently possesses, and focus on developing new products for life experience tourism, turning farmland into a place for experiencing leisure.

3 Increase publicity efforts and smooth marketing channels

In the era of informatization, effective marketing is crucial. Effective online marketing in the networked era can stimulate tourist consumption and expand the popularity of scenic spots. In the future, Tangcun should attach great importance to the use of new media, fully utilize multimedia platforms, leverage the influence of the platform to do a good job in promoting and promoting the image of Tangcun, deeply tap into the advantages of local resources, create a unique IP with Tangcun characteristics, strengthen image and product promotion, and expand Tangcun's popularity.

9. Conclusion

In the era of experience economy, well-established infrastructure, convenient transportation, and fast information acquisition methods are all important factors that influence consumers to choose tourist attractions. The Tangcun Scenic Area is 20 kilometers away from Xi'an, and currently the main source of tourists comes from Xi'an and surrounding counties and cities. Through the above analysis, it can be concluded that tourists are highly satisfied with the road traffic conditions, guidance services, catering conditions, and sanitation facilities of Tangcun in Chang'an; Guide facilities, leisure experiences, diverse activity experiences, ecological environment, agricultural experiences, recreational facilities, and recreational facilities should be optimized to meet the diverse experience needs of tourists. We need to continue to pay attention to entertainment experience, cultural atmosphere, scenic spot awareness, pricing, rural customs, accommodation conditions, smart experience projects, and tourism safety, and maintain the current level of service. The current experience projects in scenic areas mainly focus on camping. During the day, tourists enjoy the beautiful scenery of nature here. At night, due to the lack of entertainment and recreation options for consumers, most tourists choose to go to other scenic spots or return directly. Therefore, various forms of night travel experience projects should also be developed. [5] In the future, traditional village tourism should be planned through a "full factor chain+" tourism product system, tourism spatial planning and layout strategy, in order to reshape the development form of rural tourism and add new impetus to rural revitalization and development.

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