

Research on the Optimization of Night Tourism Products in Xidi and Hongcun Based on Tourist Experience

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Abstract: Night tourism, as a new form of tourism, is gradually attracting people's attention. However, there are still deficiencies in the design and service supply of current night tourism products. Firstly, taking tourist experience as the core and using methods such as field research, questionnaire surveys and data analysis, a systematic analysis of night tourism products in Xidi and Hongcun was conducted. Then, through the data analysis of effective questionnaires, it was found that tourists had relatively high evaluations of night landscape viewing and overall safety, while their satisfaction with catering experience and transportation convenience was relatively low. There is also room for improvement in cultural performances and shopping experiences. Secondly, based on IPA analysis, the importance and performance of each tourism dimension were identified, and corresponding improvement measures were proposed. It is recommended that catering experience, transportation convenience and cultural performances should be prioritized for improvement in night tourism products to meet tourists' high expectations, while maintaining the advantages in night landscape viewing and safety management. In addition, it is also recommended to further enrich shopping experiences and enhance the cultural connotations of products. This can provide practical guidance and theoretical support for the optimization of night tourism products in Xidi and Hongcun and other similar cultural tourism destinations, helping to improve the overall tourist experience and promote the sustainable development of the night tourism market.

Keywords: Night tourism, Xidi and Hongcun, Experience, Product optimization.

1. Introduction

With the booming development of the global tourism industry, the trend of market segmentation in the tourism market is becoming increasingly significant. Among them, night tourism, as an emerging form of tourism, is gradually attracting the attention of tourism practitioners and scholars from all over [1]. Night tourism can not only prolong the stay time of tourists and increase tourism consumption, but also make full use of the unique resources at night to create a different tourism experience from that during the day [2]. Therefore, exploring and developing night tourism has important economic, cultural and social significance. This study takes popular tourist attractions such as Xidi and Hongcun as the main research objects and systematically analyzes the development status, tourist demands, market potential and the problems and challenges faced by night tourism. Through multiple research methods such as data collection, field research and case analysis, this paper aims to put forward feasible suggestions for enhancing the attractiveness and competitiveness of night tourism.

2. Materials and Methods

2.1. Data Sources

In June 2024, the research team organized a survey group to conduct field investigations at multiple popular night tourism attractions in Yixian County, Huangshan City, Anhui Province. Extensive interviews were conducted with local residents, tourists and tourism practitioners, and their views and suggestions on night tourism were collected. At the same

time, 250 questionnaires were distributed to tourists participating in night tours, and 220 valid questionnaires were recovered, with an effective rate of 89.4%. The survey content includes basic information of tourists, number of days of stay, obtaining tourists' preferences for Xidi and Hongcun and information on selling tourism products.

2.2. Reliability Analysis

Reliability analysis is an important tool for evaluating the consistency and stability of questionnaire measurement. Especially in questionnaire research, reliability analysis can verify the internal consistency of the scale in different subject groups or at different time points. This study uses Cronbach's Alpha coefficient to measure the reliability level of each dimension and analyze whether the items of each dimension are jointly measuring the same latent construct.

(1) Objects of reliability analysis

The questionnaire in this study covers multiple dimensions, including seven main dimensions such as night landscape viewing, cultural performances, catering experience, shopping experience, accommodation service, transportation convenience and overall safety. Each dimension is composed of multiple specific items. Through the reliability analysis of these items, we can evaluate the consistency of measurement of each dimension [3].

(2) Results of reliability analysis

After conducting reliability analysis on the data of 220 valid questionnaires, the Cronbach's α coefficient of each dimension was obtained. The specific results are shown in Table 2.

Table 1. questionnaire survey

classify	number	question content	options
essential information	1	gender	man/woman
	2	age	18-25/26-35/36-45/46-60/60+
	3	Have you ever visited Xidi and Hongcun at night for tourism?	yes/no
tourism experience	4	What is your overall satisfaction with night tourism in Xidi and Hongcun?	very satisfied/satisfied/moderate/dissatisfied/very dissatisfied
	5	Please evaluate your satisfaction with the following night tourism services (with five options set after each service): night landscape viewing/cultural performances/catering experience/shopping experience/accommodation service/traffic convenience/overall safety	very satisfied/satisfied/moderate/dissatisfied/very dissatisfied
detailed feedback	6	In your opinion, which aspects of night landscape viewing need improvement? (multiple choices)	light brightness and distribution/setting and comfort of viewing points/clarity of introduction and signs/other (please specify)
	7	For the cultural performance content, what suggestions do you have? (multiple choices)	increase the variety and frequency of performances/adjust the performance time to adapt to tourist flow/introduce more interactive activities/other (please specify)
	8	Regarding the catering experience, how do you think it should be improved?	improve food quality and diversity/adjust catering prices/improve dining environment/speed up service/other (please specify)
	9	In the shopping experience, which aspects do you think need to be enhanced?	product variety and quality/cultural characteristic display of products/optimization of shopping environment/other (please specify)

Table 2. reliability analysis

Dimension	night landscape viewing	cultural performances	catering experience	shopping experience	accommodation service	traffic convenience	overall safety	overall questionnaire reliability
Cronbach's α coefficient	0.81	0.75	0.73	0.77	0.79	0.7	0.82	0.8

As can be seen from Table 2, the Cronbach's α coefficient of the overall questionnaire is 0.80, indicating that the overall reliability of the questionnaire is high and it can reliably measure tourists' experience and satisfaction with night tourism products in Xidi and Hongcun. This provides confidence for subsequent data analysis and indicates that the data results have good consistency in repeated measurements.

3. Results and Analysis

3.1. Research Ideas

In the summer of 2024, this study conducted a questionnaire survey on 250 tourists visiting Xidi and Hongcun and recovered 220 valid questionnaires to understand their experience and satisfaction with night tourism products. Data analysis includes multiple dimensions such as demographic characteristics, tourism motivation, and

tourist satisfaction. Experience data of tourists on night tourism products in Xidi and Hongcun are collected through questionnaires. Reliability analysis is used to evaluate the internal consistency of the questionnaire to ensure data reliability. IPA analysis evaluates the importance and performance of each dimension, and through a two-dimensional matrix, aspects that tourists consider important but have insufficient performance, such as catering experience and transportation convenience, are identified, and optimization suggestions are put forward.

3.2. Demographic Characteristics Analysis

Among the respondents, the gender ratio is relatively balanced, with males accounting for 49% and females accounting for 51%. The age group distribution is shown in Table 3.

Table 3. Basic Information Statistics of Individual Tourists

category	gender		age				
	man	woman	18-25	26-35	36-45	46-60	60+
Sample classification							
number of people	107	113	55	88	44	22	11
proportion	49%	51%	25%	40%	20%	10%	5%

As can be seen from the data in Table 3, young tourists aged 26-35 are the main group of night tourism in Xidi and Hongcun, accounting for 40%. Followed by tourists aged 18-25, accounting for 25%. This indicates that night tourism products should consider more the needs and preferences of young groups.

3.3. Analysis of Tourism Motivation

In this survey, the main night tourism motivations of tourists include enjoying night views, experiencing local culture, enjoying delicious food, watching local cultural performances, buying tourist souvenirs and relaxing. Table 4 shows the specific motivation analysis and its proportion.

Table 4. Statistical table of tourists' motivations for travelling

motivation	appreciate night views	experience local culture	watch local cultural performances	enjoy delicious food	buy tourist souvenirs	relax and unwind
number of people	68	51	40	26	22	13
proportion	31%	23%	18%	12%	10%	6%

As can be seen from the data, enjoying night views is still the most important tourism motivation, accounting for 31%. This shows that the night landscapes of Xidi and Hongcun have great attraction for tourists. Experiencing local culture and watching local cultural performances also account for a considerable proportion, 23% and 18% respectively. This indicates that tourists have a high interest in the rich cultural resources of Xidi and Hongcun and are eager to deeply understand the local culture through personal participation and watching performances. Enjoying delicious food and buying tourist souvenirs account for 12% and 10% respectively. This shows that when tourists travel at night, they not only pay attention to visual and cultural experiences, but also have a great demand for catering and shopping. In

particular, tourists show a strong interest in local specialty foods and souvenirs. The motivation of relaxation and leisure accounts for 6%. Although the proportion is relatively low, there are still some tourists who hope to obtain physical and mental relaxation in night tourism. This shows that in product design, consideration should also be given to providing tourists with a more comfortable and relaxing experience environment.

3.4. Analysis of Tourist Satisfaction

In the survey, we used a 5-point scale to evaluate tourists' satisfaction with night tourism products in Xidi and Hongcun. The specific results are shown in Table 5.

Table 5. Tourist Satisfaction Statistics

evaluation dimension	night landscape viewing	cultural performances	catering experience	shopping experience	accommodation service	traffic convenience	overall safety
average rating	4.2	3.5	3	3.2	3.8	2.8	4
standard deviation	0.65	0.75	0.8	0.7	0.6	0.85	0.5

Overall, night landscape viewing and overall safety in Xidi and Hongcun have obtained relatively high satisfaction, while catering experience and transportation convenience are the two aspects with relatively low tourist satisfaction.

3.5. IPA Analysis

IPA analysis is a commonly used method for evaluating the performance of various attributes of a service or product in terms of importance and satisfaction [4], that is, Importance-Performance Analysis. Its analysis methods mainly include: determining evaluation indicators (clarifying the indicators or attributes to be analyzed, such as product quality, customer service, price, etc.); collecting data (collecting evaluation data on the importance and actual performance evaluation of various indicators from customers through questionnaire surveys, interviews, etc.); drawing the IPA matrix (taking importance as the horizontal axis and performance as the vertical axis, plotting various indicators in the matrix. Usually, importance and performance are divided into high, medium and low intervals to form a nine-grid matrix). Obtain analysis results according to the position of the indicator in the matrix: high importance-high performance: these indicators are the advantageous areas of the enterprise and should be maintained; high importance-low performance: these indicators are the key areas in urgent need of improvement, and the enterprise should invest resources for improvement; low importance-high performance: resources can be appropriately reduced for these indicators and transferred to

more important areas; low importance-low performance: it can be temporarily not a key concern, but it can also be appropriately improved according to resource conditions. The IPA analysis method can help enterprises determine which characteristics of products need to be improved emphatically and which characteristics can be maintained as they are. Find out the weak links in the service and improve the service quality in a targeted manner. And by understanding customers' evaluations of the importance and performance of different attributes, determine the enterprise's positioning and competitive advantages in the market.

In this study, IPA analysis will be used to evaluate each dimension of night tourism products in Xidi and Hongcun. Taking tourist expectations as the horizontal axis and tourist satisfaction as the vertical axis, the specific contents include night landscape viewing, cultural performances, catering experience, shopping experience, accommodation service, transportation convenience and overall safety.

According to the statistical results of the previous questionnaire survey, each dimension can be plotted in the IPA matrix (Figure 1), and it can be concluded that: the maintained advantage area: night landscape viewing ($I = 4.5$, $P = 4.2$) and overall safety ($I = 4.6$, $P = 4.0$); the priority improvement area: catering experience ($I = 4.3$, $P = 3.0$), transportation convenience ($I = 4.4$, $P = 3.0$) and cultural performances ($I = 4.2$, $P = 3.5$); the secondary concern area: shopping experience ($I = 3.8$, $P = 3.2$); the over-supplied area: accommodation service ($I = 4.0$, $P = 3.8$).

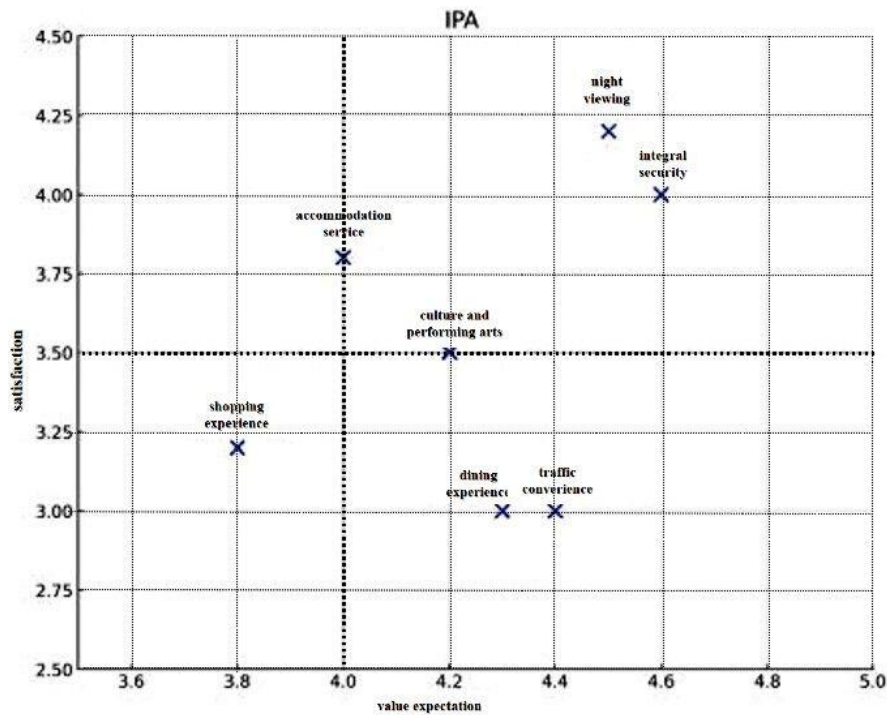


Figure 1. IPA analysis

Through IPA analysis, it is found that "transportation convenience" is at a relatively low level in both importance and satisfaction, so it needs to be improved first. At the same time, "cultural performances", "catering experience" and "shopping experience" also need to be further improved to increase the overall satisfaction of tourists. While "night landscape viewing", "accommodation service" and "overall safety" need to maintain their existing advantages.

4. Existing Problems and Improvement Measures

4.1. Existing Problems

(1) Limitations in night landscape viewing

Although the nightscape design of Xidi and Hongcun has won high praise from tourists on the whole, there are still some problems, especially in terms of lighting. The insufficient brightness of lights in some areas greatly reduces the visual effect of the night landscape. Especially at those landscape nodes that should be prominently displayed, due to insufficient light, their unique historical and cultural charm cannot be fully demonstrated, and thus tourists' viewing experience is affected [5]. In addition, the lighting of the night walking paths in the scenic area is not uniform enough, and some paths are relatively dark, which brings inconvenience to tourists' walking and also affects the continuity and sense of security of their night viewing. At the same time, during the night landscape viewing process, tourists often cannot find suitable places for rest and taking photos. Although the scenic area provides viewing platforms or seats at some popular shooting spots, the number is limited and the distribution is not reasonable enough, resulting in tourists having to stay in a relatively narrow space during night sightseeing, which affects their experience. The night view is an important part for tourists when visiting Xidi and Hongcun. However, due to the existence of these problems, the night viewing experience of the scenic area still needs to be further improved to meet tourists' high expectations for the night view.

(2) Unreasonable arrangements for cultural performances

As a famous historical and cultural village, the cultural performance programs of Xidi and Hongcun should have been an important highlight to attract tourists. However, the existing performance arrangements have certain problems in time and content, affecting tourists' participation and experience. First of all, the arrangement of performance time does not match tourists' visiting routes, resulting in many tourists missing wonderful performances. Due to the fixed performance time and different tour itineraries of tourists, many people find that they have missed the performance after visiting a certain scenic spot. Regrettably, this also reduces the satisfaction of the overall tour. Secondly, the form and content of the performances are relatively single, lacking diversity and innovation. Although the performers are highly skilled, the performances lack interactivity. The audience can only be passive viewers and cannot deeply participate in it, thus reducing their interest and sense of participation. Tourists expect to better understand and feel the cultural connotations of Xidi and Hongcun through participatory experiences. Therefore, the reform and innovation of performance programs are particularly important [6]. Future performance arrangements should be more flexible, and the content design should fully consider tourists' interests and participation, so as to enhance the attractiveness of cultural experiences.

(3) Poor catering service experience

During the tour of Xidi and Hongcun, the catering service experience is evaluated as unsatisfactory by many tourists. First of all, the catering choices are relatively limited. There are few restaurants and the dish varieties are single, which is difficult to meet tourists' diverse dietary needs. Especially some tourists who are full of expectations for local specialty delicacies often cannot find authentic Huizhou flavors in restaurants, and the experience is not as expected [7]. In addition, the catering prices are generally on the high side and are not proportional to the quality of food and service level, which makes some tourists feel that the cost performance is not high. In terms of catering environment, especially during the peak tourist period, the restaurants are generally noisy, affecting the comfort and pleasure of dining. In terms of

service, the service speed of restaurants is slow. Tourists often need to spend a long time waiting for meals and having meals, which to a certain extent affects their tour rhythm and mood [8]. More importantly, there is a lack of snack and food blocks with local characteristics at night, making it difficult for tourists to find a suitable place to satisfy their appetite after night tours, which undoubtedly weakens the overall attractiveness of the scenic area. To improve tourists' overall experience, the scenic area needs to make multi-faceted improvements in catering services.

(4) Lack of distinctive features in shopping experience

As a tourist destination with profound cultural heritage, the shopping experience in Xidi and Hongcun is rather unremarkable and lacks distinct local characteristics. When shopping, tourists find that many stores sell highly homogenized commodities, lacking uniqueness and elements of local culture, making it difficult for them to find commodities with commemorative or collectible value. This not only reduces the enjoyment of shopping but also makes it impossible for tourists to experience and feel the local culture more deeply through shopping [9]. In addition, the shopping areas in the scenic area are also deficient in displaying the background and production techniques of commodities. Many tourists say that they cannot obtain information about the cultural story behind the commodities or the production process when shopping, which makes the shopping experience shallow and monotonous. Tourists hope to understand and take away a unique cultural memory through shopping, but the current shopping experience is difficult to meet this need. In addition, the shopping environment in the scenic area also needs to be improved. The displays in some stores are relatively messy and lack eye-catching layouts and designs. In the future, the scenic area should consider introducing more handicrafts and souvenirs with local characteristics and strengthening the cultural display of commodities to enhance the overall shopping experience.

(5) Insufficient transportation convenience

Insufficient night transportation convenience in Xidi and Hongcun is one of the problems commonly reported by tourists. First of all, the night public transportation service is limited, especially the frequency of buses is relatively low, causing inconvenience for tourists when traveling at night. For tourists without private cars, their travel choices at night are extremely limited, which to a certain extent affects their tour experience. Especially after finishing sightseeing at night, how to return to their accommodation conveniently becomes their main concern [10]. Secondly, the indication signs in the scenic area are not clear enough. Especially at night, many tourists report that they are easy to get lost or cannot find their destinations when walking at night. This not only increases the difficulty of traveling but also brings potential safety hazards. Especially for first-time visitors, they need clear guidance to ensure that they can complete the tour route smoothly. In addition, the road lighting in some areas is insufficient, further exacerbating the inconvenience of traveling at night. To improve the convenience of night transportation, the scenic area should consider increasing the service frequency of public transportation, improving the road sign guidance system, and strengthening night lighting to ensure that tourists can conduct night tours smoothly and safely.

(6) There are potential safety hazards in some areas

Although Xidi and Hongcun generally provide a high level of safety guarantee, there are still some potential safety

hazards in some areas at night. First of all, the night lighting in some areas is insufficient, making the ground relatively dark. Especially in places with many stone slabs and steps, tourists may have poor visibility when walking. In this case, tourists may fall or slip due to unclear road surfaces. Especially when the ground is slippery after rain, the risk further increases. Secondly, in densely populated areas such as near major scenic spots, due to insufficient night lighting and slippery ground, there is a risk of crowding and stampedes. This not only affects tourists' viewing experience but also poses a challenge to scenic area management. In addition, the safety protection measures in some areas are relatively weak, lacking necessary warning signs or guardrails. Tourists may inadvertently enter dangerous areas. For this reason, the scenic area should strengthen lighting and ground anti-slip measures in these key areas, set up clear safety reminders, and increase staff patrols when necessary to ensure tourists' night safety.

4.2. Improvement Measures

(1) Enhance the night landscape viewing experience

To enhance the night landscape viewing experience in Xidi and Hongcun, it is first necessary to increase night landscape lighting equipment, especially in areas with currently insufficient lighting. By increasing the brightness and uniformity of lights, ensure that all scenic spots can be fully displayed at night, highlighting their unique historical and cultural charm. Secondly, in night landscape design, modern technical means such as light shows and projection technology can be combined to enhance the dynamic effect of the night scene. This can not only provide tourists with a more visually impactful viewing experience but also tell the historical stories of the villages through these dynamic effects, increasing the cultural connotation of the night scene. In addition, the scenic area should also design and build more viewing platforms and rest areas around the viewing spots to provide tourists with a comfortable viewing and photo-taking environment. These viewing platforms can be integrated with the natural landscape and architectural style of the scenic area, neither destroying the overall aesthetic feeling nor enhancing tourists' viewing experience. Through these measures, the night scene of Xidi and Hongcun will not only become more colorful but also provide tourists with a more immersive cultural experience, truly realizing the organic integration of night scene and culture.

(2) Optimize cultural performance arrangements

To better attract tourists and enhance their cultural experience, Xidi and Hongcun should make reasonable optimization arrangements for the time and location of cultural performance programs. First of all, the time and location of performances should be flexibly adjusted according to tourists' visiting routes and peak periods to ensure that more tourists can watch wonderful performances. This can not only increase the coverage of performance programs but also maximize the attraction of performances to tourists. At the same time, the scenic area should add more interactive cultural performance projects, such as costume experience and traditional handicraft display. Through these highly participatory activities, tourists can not only become participants in culture but not just spectators, so as to understand the historical culture of Xidi and Hongcun more deeply. In addition, some experiential cultural activities, such as traditional wedding ceremony display or folk performance, can be introduced to attract tourists to participate in a richer

way. Through these measures, cultural performances will no longer be a single viewing activity but a bridge for interacting with tourists and transmitting cultural connotations, thus greatly enhancing tourists' overall cultural experience and satisfaction.

(3) Improve catering services

To enhance tourists' overall catering experience in Xidi and Hongcun, the scenic area should actively introduce more catering choices, especially night snacks and food stalls with local characteristics. By setting up a special food block, it can not only meet tourists' needs for diversified diets but also further promote local cultural characteristics through food. At the same time, improving the dining environment is also an important measure to enhance the catering experience. First of all, restaurants need to optimize service processes. Especially during peak tourist periods, improve service speed to avoid affecting tourists' tour mood due to long waiting times. Secondly, through reasonable restaurant layout and noise reduction design, the noise level in restaurants can be effectively reduced to provide tourists with a more comfortable dining environment. In addition, at night is a period when tourists have a relatively strong demand for catering. The scenic area should pay special attention to the improvement of catering services during this period, such as providing diversified choices for dinner and late-night snacks, and considering the eating habits and preferences of different tourist groups. Through these measures, the catering services in Xidi and Hongcun will be able to better meet the needs of tourists and add a lot to their overall tourism experience.

(4) Enrich shopping experience

To enrich tourists' shopping experience in Xidi and Hongcun, the scenic area should focus on developing more cultural souvenirs with local characteristics. For example, introducing handicrafts with local characteristics and limited-edition cultural souvenirs can not only enhance the uniqueness and attractiveness of commodities but also convey the cultural essence of Xidi and Hongcun through these commodities and enhance tourists' shopping satisfaction. At the same time, adding detailed commodity information displays in shopping areas is also an important measure to improve the shopping experience. These information displays can introduce the production process and cultural background of commodities in a form with pictures and texts to help tourists better understand and appreciate the commodities they purchase, thereby enhancing their shopping interests and cultural identity. To enhance the overall atmosphere of the shopping area, the scenic area can also consider designing the shopping area to be more cultural. For example, reflecting the local history and customs through decoration and layout, so that tourists can also feel the strong local culture during the shopping process. Through these improvement measures, the shopping experience in Xidi and Hongcun will not only stay at the level of purchasing commodities but also be an important way for tourists to deeply experience and understand local culture.

(5) Improve transportation conditions

To improve the transportation convenience of Xidi and Hongcun, especially at night, the scenic area should consider increasing the frequency of public transportation, especially during peak tourist periods. This can not only solve the problem of inconvenience for tourists to travel at night but also effectively relieve the traffic pressure in the scenic area. At the same time, the indication sign system in the scenic area also needs to be further optimized, especially the signs used

at night. Consider using luminous materials or electronic screens to make the signs more clearly visible at night, thereby effectively reducing the situation of tourists getting lost. In addition, the scenic area can also set up special guidance facilities for night use at major transportation nodes, such as electronic navigation maps or intelligent tour guide systems, to help tourists quickly find the places they want to go. To further improve the convenience of night transportation, the scenic area should also consider introducing special transportation tools for night use, such as battery cars or sightseeing buses, to facilitate tourists to travel more quickly between major scenic spots at night. These improvement measures will effectively enhance tourists' travel experience at night and enable them to visit the night scene of Xidi and Hongcun more easily and happily.

(6) Strengthen safety guarantees

While enhancing the night tour experience in Xidi and Hongcun, ensuring the safety of tourists is also crucial. First of all, lighting facilities should be added to the main paths for walking at night and densely populated areas to ensure sufficient road lighting and avoid safety accidents caused by insufficient lighting. Secondly, for areas prone to slipperiness, especially in places with stone slabs and steps, anti-slip treatment should be carried out to reduce the risk of slipping due to weather reasons. In addition, the scenic area should set up more safety reminder signs to remind tourists to pay attention to potential dangers at night, especially in areas prone to accidents. To further ensure the safety of tourists, the scenic area should also organize regular inspections and deal with possible safety problems in a timely manner. For example, if slippery roads, damaged lights or other potential risk factors are found, countermeasures can be quickly taken. In addition, the scenic area can also consider arranging special security personnel or volunteers at night to help guide and assist tourists to ensure that they can tour safely and smoothly. Through these measures, Xidi and Hongcun will provide tourists with a beautiful and safe night tour environment.

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