

Progress and Review of Domestic Cultural Tourism Experience Research

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Abstract: Cultural tourism experience is an important helping point to enhance the integration of cultural tourism and a test standard for the development of the cultural tourism industry in the new era. However, the research on cultural tourism experience in China is relatively weak. The existing cultural tourism experience focuses on the analysis of the experience mode, experience perspective and the influencing factors of the cultural tourism experience from the perspective of marketing. The research value of the existing results is not well understood, and its depth and breadth still need to be strengthened. The research model is relatively simple, and the new research paradigm needs to be explored. There are more research on macro norm and less on medium and micro empirical research. The study holds that the digital environment and the characteristics of the new era provide a broad space for cultural tourism experience, and the regional characteristics, regional characteristics, and the long cultural and historical background open up a new road for cultural tourism experience. At the same time, the comparative study on the differences between urban and rural areas and different levels of consumer groups should be strengthened.

1. Introduction

Our country has five thousand years of cultural and historical background, different regions have their own unique traditional culture. For many domestic scholars, it has become one of the main research directions to explore the value of traditional culture to modern society through different ways, in 1993, Ge Zhaoguang used cultural history as a part of cultural experience^[1]. With the continuous improvement of residents' consumption level and the rapid development of social economy, People's thoughts gradually changed, gradually began to pay attention to the inheritance of traditional Chinese culture. With the promulgation of the Intangible Cultural Heritage Law of the People's Republic of China in 2011, traditional culture has gradually come to be valued, as one of the effective ways to propagate and carry forward the traditional culture, many scholars have begun to do much research on the ways of experience, the angle of experience and the influencing factors,

it also provides theoretical guidance and development for the study of traditional cultural tourism experience.

Cultural tourism experience has become a new hot spot of tourism experience, and it is also an effective way for traditional culture to truly integrate into modern life in the new era. Although culture and tourism are two different behaviors and there is no inevitable causal relationship or dependency between them, it can be found that the integration of culture and tourism has become an important factor in the development of tourism industry by tracing the value creation mechanism of culture and tourism integration and the theoretical origin of relevant policies. Through sorting out and summarizing the research content of cultural tourism experience, this paper sorts out the theoretical context and enlightenment for related research.

2. Domestic Research Status

As for the literature on tourism experience and cultural tourism, domestic research mainly focuses on the different perspectives and experience methods of integration of the two. This paper mainly reviews and reviews the research content of cultural tourism experience according to domestic literature materials, and proposes new research questions and research directions accordingly.

2.1. Research Trend

With "theme" as the main search method, "cultural tourism experience", "tourism experience" + "cultural tourism" as the search terms, and China Academic Journal Network as the data search database, the search date is up to December 20, 2022, and a total of 121 qualified core journal literature articles are retrieved. From the perspective of research time, according to the time of publication of the paper, it can be divided into two stages; In the first stage, before 2016, academic papers were relatively scattered and researched behind. The average number of literature was about 5 per year. The main research direction was tourism experience presented in festivals, scenic spots and regional characteristics related to traditional culture, indicating the limitations of the overall research in this stage. In the second stage, since 2016, the "13th Five-Year Plan" national tourism development plan has been incorporated into the national "13th Five-Year Plan" key special planning, which is the first time in the history of tourism development in China. As the country attaches great importance to the development of tourism, the national tourism industry has begun to develop in an all-round way. In this context, the number of academic papers began to increase gradually, which may be due to the change of residents' demand for tourism experience and the academic response caused by relevant national policies.

2.2. Influencing Factors of Cultural Tourism Experience

1) Quality of cultural tourism experience: Tourism experience is to understand the surrounding things through practice and personal experience, emphasizing the subject's "psychological feeling" to the object and the surrounding things, so the quality of cultural tourism experience will also affect the cultural tourism experience. Scholars have also done a series of studies on tourism experience quality, mainly focusing on the measurement and evaluation of tourism experience quality, the influencing factors and consequences of tourism experience quality. In terms of measurement and evaluation of the quality of tourism experience, Zhong Jie et al. (2010) evaluated the quality of tourism experience by using five primary indexes, namely, "degree of satisfaction with knowledge seeking", "degree of psychological pleasure", "level of individual ability", "degree of physical and mental endurance" and degree of novelty stimulation ^[2]. In terms of influencing

factors of tourism experience quality, the research results of Song Mengmeng et al. (2018) show that service experience, aesthetic experience, knowledge-seeking experience and interactive experience all positively affect the tourism experience quality in ethnic minority areas^[3]. In terms of the study on the consequences of tourism experience quality, Wang Hongbao et al. (2013) believe that tourism experience quality is not only an important gauge to measure tourists' satisfaction with tourism destinations, but also one of the key variables to improve urban tourism brands^[4]. Zeng Qi et al. (2013) proposed that the quality of cultural experience in transnational study visiting tourism drives cultural consumption^[5]. The research results of Tang Pei (2020) show that the experience quality of cultural heritage revitalization has a significant positive impact on cultural preservation learning harvest, tourists' perceived value and tourists' satisfaction^[6].

2) Demand for cultural tourism experience: demand drives development, and the demand for different psychological behaviors of tourists in the experience objectively reflects the quality of tourism experience. He Yan(2021) study found that tourists' demand for the authenticity of cultural tourism can use local residents, tourism organizations, community forces and other cultural tourism facilities to create cultural performances with local cultural characteristics that are suitable for tourism, and at the same time, if these cultural performances are favored by tourists, and bring more tourism income and social benefits to the tourist destination^[7]. Cai Xiaoyu et al. (2011) found through research that landscape culture, consumption culture and activity culture all have a positive impact on tourism service demand^[8]. Landscape culture has the greatest impact on leisure demand, followed by consumption culture and activity culture. In addition, for different age groups, there are significant differences in the influence of culture on tourism demand, but the degree of influence is moderate.

3) Integration of cultural tourism and tourism experience: As our country's culture is increasingly integrated into the national economy, society and people's livelihood development, cultural tourism experience and cultural tourism integration are mutually promoting relations, are inseparable. In view of the internal logic of cultural and tourism integration, Huang Dayong et al. (2019) believe that the basis of cultural and tourism integration lies in service experience, which makes cultural tourism full of value in terms of spiritual, social and industrial development^[9]. Fu Caiwu et al. (2020) believe that the internal logic of the integration of culture and tourism lies in promoting tourism through literature, promoting tourism through tourism, providing content for tourism, tourism providing channels for culture, and coordinating and unifying body and use^[10]. In view of the realization path of cultural and tourism integration, a new interpretation framework based on the consistency of cultural and tourism style and use is proposed to realize the integrated development of culture and tourism.

Based on the above relevant studies, it can be seen that cultural tourism and cultural tourism experience complement each other. The improvement and integration of cultural tourism enhances and enriches tourists' cultural tourism experience, and cultural tourism experience highlights the value of cultural tourism integration.

3. Research Review and Enlightenment

3.1. Research Review

3.1.1. The understanding of research value is insufficient, and its depth and breadth still need to be strengthened

With the continuous emergence of new culture, traditional culture research has been gradually ignored in the past, and the value understanding of tourism experience research in traditional culture is insufficient, and the results are relatively few, which are embodied in two aspects: focusing on

digital and new-age tourism experience research, ignoring some traditional cultural tourism experience research; Emphasis is placed on the role of cultural tourism experience in the promotion of urban and regional economy, while the value of cultural tourism experience to social culture and even human culture and history is ignored. Similar to the majority of tourism research fields, they emphasize model construction, light empirical analysis, emphasis on urban regional construction, light rural development, more abstract analysis, lack of substantive problem research, and there is a single theory and method, lack of uniqueness. However, from the actual point of view, the number of domestic tourists still occupies a large proportion of local rural areas, so the main consumer groups of cultural tourism experience are still in the second and third tier cities, or rural towns. Therefore, only by paying attention to the research on the characteristic cultural tourism experience of most regions can the overall scope of cultural tourism experience be fully promoted and the breadth and depth of cultural tourism research be further deepened.

3.1.2. The research model is relatively simple, and the new research paradigm needs to be explored

The cultural tourism experience is influenced by both traditional culture and social transformation, which determines the difficulty of the research. Although western scene theory and scene theory have some reference for Chinese cultural tourism experience, they have only limited practicability for explaining cultural tourism experience. When using the western scene theory or scenario theory to explain the problems of Chinese cultural tourism experience, the premise and assumption of the application of the theory should be considered, and the appropriate theory should be selected or a variety of theories should be comprehensively utilized in combination with the specific research context. In addition, domestic research on cultural tourism experience ignores the influence of tourists' occupation, education level, social culture, psychological environment and other factors on tourism experience, making it difficult to control changes in tourism experience under different scenarios and the relationship between these influencing factors under different environments, and unable to scientifically reveal the mechanism and law of cultural tourism experience. Experience psychology mainly explains tourists' degree of cultural atmosphere, scene and cultural identity, ignoring the actual influence of social background and social environment on experience. With the development of society, the demand for consumption experience at the present stage is gradually shifting to the spiritual level. Therefore, the research on tourism experience is more concerned with the impact on the non-material level, and a new paradigm of interdisciplinary integration research is explored.

3.2. Research inspiration and prospect

3.2.1. The digital environment and the characteristics of the new era provide a broad space for cultural tourism experience

The integration of digital technology into the general cultural tourism experience to generate new forms of tourism experience should be one of the focuses of future research. With the rise of cultural and creative industries, the popularity of experience economy and tourists' pursuit of high-quality cultural tourism, cultural and creative tourism has become the most growing and innovative new form of cultural tourism in the new development stage. To this end, we need to consider the multiple values of cultural tourism experience in this context, explore new ideas of cultural tourism in the new era, actively respond to the issues of The Times and background of cultural tourism experience, and actively promote the high-quality development of cultural tourism experience.

3.2.2. Regional characteristics, regional characteristics and long cultural and historical background have opened up a new way for cultural tourism experience

The influence of culture on people's lives comes from the accumulation of culture and the long history of culture. It has become the focus of current research to make good use of traditional culture, create a unique cultural tourism brand, create a unique cultural tourism atmosphere, and create a unique cultural tourism identity. Form a unique cultural tourism experience according to the unique region, such as building a cultural tourism system with "Cultural IP" as the main body to promote the development of cultural tourism in the Yangtze River; It can also arouse tourists' historical memory of the spiritual homeland of the Chinese nation, so that tourists can build their own identity and national identity in the process of "experience-identification" of Chinese culture. Therefore, the focus of future research can be on the river culture, dynasty change, national culture, etc. unique to China as research objects, and the mechanism and influencing factors of such culture on cultural tourism experience can be analyzed from different perspectives.

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