

Research on the Impact of Consumer Demand Transformation on the Development Prospects of the Cultural and Tourism Industry: Based on a Survey Report from Taizhou City, Jiangsu Province

Wenwen Nie, Jiaxian Jin, Yi Gao, Xinyi Zhang, Fuyu Xue, Yanyu Wu, Yuanyuan Shen,
Bin He^{a,*}

Taizhou University, Taizhou, China

^a245582995@qq.com

**Corresponding author*

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Abstract: This paper takes Taizhou City in Jiangsu Province as an example, exploring the impact of changing consumer demand on the prospects of cultural and tourism industry development through field investigations and data analysis. The study shows that consumer demand is shifting from traditional sightseeing tourism to experiential tourism, in-depth cultural tours, and wellness leisure travel. This shift prompts Taizhou's cultural and tourism industry to make corresponding adjustments in resource development, product innovation, and service improvement, providing new ideas for the adjustment of the cultural and tourism industry. The aim of this paper is to provide decision-making references for the development of the cultural and tourism industry in Taizhou and similar regions.

1. Introduction

In recent years, the proportion of the economy contributed by the cultural tourism industry in each country has been increasing. Now, the main reasons for the economic growth are the tourism-related services ^[1]. At the same time, the cultural tourism industry helps promote economic development and provides for the cultural inheritance, regional development, and happiness of the people.

With the growth of the economy and higher living standards for the people, the demand from consumers in the cultural tourism industry has also been rising. At present, the demands of the public for cultural tourism have evolved into various other forms. They no longer believe in traditional travel models and want to experience more culture and personalised services during their travels ^[2]. Most cultural tourism enterprises are still in a conventional travel mode and have not improved consumers' quality of life. In light of the changing needs of the people at different times, cultural tourism enterprises need to continuously explore new methods to offer high-quality cultural tourism products and services. Local cultural tourism enterprises should leverage the progress of related industries to develop new cultural tourism formats, attract more consumers, and promote the comprehensive development of cultural tourism.

2. Subjects and Methods

2.1 Research Subjects

At present, the questionnaire survey on consumers' demands for Taizhou's cultural and tourism industry covers more than ten scenic spots in Taizhou, such as Jiangyan Zhenhu Tourist Attraction, Taizhou Fengcheng River Scenic Area, Taizhou Qiuxue Lake Ecological Scenic Area, Jiangyan Zhen Tong Ancient Town, etc.

2.2 Research Methods

2.2.1 Literature Research Method

According to the relevant documents on the history and culture of Taizhou City, this study seeks to learn about the cultural heritage, spread methods, and channels, as well as cultural tourism sites in Taizhou, thereby providing theoretical support for the survey. The two ways of extending reading are extensive reading and selected reading. Based on the readings above, the main parts of the documents on Taizhou culture have been quickly identified by reading titles and abstracts to gain an initial understanding of the cultural heritage of Taizhou. According to the research requirements, content on the current situation of the cultural tourism industry has been selected for in-depth reading and analysis of the cultural tourism market to offer better cultural products and services for consumers.

Based on the organisation and analysis of domestic studies on the cultural heritage of Taizhou, it has been found that most of these studies are shallow and lack in-depth integration with tourism culture in Taizhou. The principal attributes, feasible measures, and possible issues of the cultural tourism sector in Taizhou have been listed. According to the basic needs of the public, individualised travel services are available to meet these demands. At the same time, new ideas are introduced to add more valuable services and improve the experience for users; thus, the development of Taizhou's cultural and tourism industry is being promoted.

2.2.2 Field Research Method

Based on the literature review, some particular background studies have also been conducted in the main tourist areas of Taizhou to identify abundant historical and cultural tourism resources. Based on the time-ordered list of events, the abundance of cultural content, and the closeness of resource locations, a reasonably organised tourist route was developed. Subsequently, on-site investigations were conducted at this time.

The form of the survey will be to visit and experience places with rich cultural resources, be personally absorbed in all the stories in Taizhou, and appreciate the deep cultural spirit behind them. The research team listed each local venue separately and then compare the provincial cultural tourism sites with the ones in the area to learn how they are spread. At the same time, field research will be carried out in places that have been sites of significant cultural events to investigate the origins of local history and culture, as well as the details of related historical events. The purpose of this study is to list the first few days in Taizhou. Based on the survey, the promotion methods for local cultural resources in Taizhou are too uniform and lack variety in the channels for dissemination. The local culture of the venues is too rigid and singular, lacking novelty; therefore, they are unable to attract visitors and cannot pique their interest in learning about the history of Taizhou.

Based on the on-site investigation of cultural and tourism resources in Taizhou and combining it with the preparation work carried out earlier, we have organised and analysed Taizhou's historical culture to identify key cultural and tourism resources. They are: Fengcheng River Scenic Area, Daohe Scenic Area, Gao Gang Port Carved Flower Tower Scenic Area, and Jiangyan Zhen Tong Ancient

Town. Based on the above survey results, Taizhou has abundant cultural and tourism resources, but the innovation of related cultural and tourism sites is lacking and fails to meet current consumer demands.

2.2.3 Questionnaire Survey Method

At the same time, this study also used questionnaires to explore and analyze the social groups in Taizhou from all sides, including age group, occupational background, understanding of Taizhou culture, user experience feedback on tourism, and preferences for tourism consumption products.

The main type of this survey is multiple-choice questions, and the respondents will fill it out alone and privately. The two forms of the survey are an online mini-program-based electronic questionnaire and an offline paper questionnaire; both will be used to ensure the diversity and representativeness of the sample. Electronic Questionnaires are directly distributed via social media platforms for data collection and organisation. Randomly distribute paper questionnaires in society and promptly collect them after completion. The Design of this questionnaire is based on the demand for scientific rationality and objectivity, and it has been simplified and made more convenient to present.

The six parts of the questionnaire are as follows: (1) basic information, such as gender, age and occupation; (2) general impressions of the tourist attractions in Taizhou; (3) level of understanding of local culture in Taizhou, channels for learning about cultural tourism, and awareness of historical and cultural value; (4) points of interest in cultural tourism; (5) reasons for visiting Taizhou's cultural tourism sites, hopes for cultural tourism, and the gap between expectations and actual experiences; (6) suggestions for the development of cultural tourism in Taizhou. Some tourist attractions in Taizhou and their feedback are listed in a questionnaire; historical and cultural events in Taizhou are also mentioned, and people's knowledge of the city's history and culture is assessed.

3. Findings

3.1 Questionnaire Data

A total of 500 questionnaires were distributed, and 480 were answered validly at a rate of 96%. Among the respondents, 43.64 per cent were male, and 56.36 per cent were female; thus, the needs of the majority were identified. Most of the respondents were aged 18-30 and had a high desire to learn and use. Conduct an online survey on a questionnaire platform and relevant public social media websites.

3.2 Analysis of Questionnaire Results

3.2.1 People's Understanding of Local Cultural Tourism in Taizhou

Based on the survey data, 7.27% are very familiar with the system, 18.18% have some knowledge, 41.82% know a little, and 32.73% are completely unfamiliar with it. To ensure the accuracy of the above data, some objective multiple-choice questions were developed and used for verification (e.g., Which of the following tourist attractions are in Taizhou?). What are the special products of Taizhou City? According to the data, 80% of the people living in Jiangsu Province were able to find the right answer, and 60% of the people living outside the province could also do so. Therefore, while the cultural tourism of Taizhou is relatively well-known in the province, it has not yet gained wide popularity among visitors from other areas.

3.2.2 Ways to Understand Taizhou Cultural Tourism

Based on the survey results, most people learn about the cultural tourism in Taizhou through social media (such as WeChat and Weibo) and travel websites/apps, at a rate of 58.18%. Recommendations from friends/family account for 70.91%, and promotions by travel agencies are the least frequent at only 25.45%. Based on the above data, most of the local cultural tourism customers in Taizhou are from within the province, so the proportion of recommendations from friends and family is relatively high. However, this data also indicates that the promotion and publicity of cultural tourism in Taizhou are not systematic, and therefore, few customers have been drawn. Therefore, we need to build a special platform for it to spread more widely and enhance the influence of Taizhou culture.

3.2.3 The Overall Impression of Taizhou Tourist Attractions

Based on the survey, 30.91% of the respondents are very satisfied with the tourist attractions they have seen; 34.55% are relatively satisfied; and 29.09% think they are average. It can be seen from the above that the current cultural tourism resources in Taizhou City meet the needs of the people, but some specific parts still need to be improved to enhance the satisfaction of visitors and their overall satisfaction with cultural tourism in Taizhou.

3.2.4 Factors Affecting People's Cultural Tourism in Taizhou

Based on the survey questionnaire data, one of the reasons why people are not travelling to Taizhou for tourism is that there is no organized travel plan, at a rate of 47.27%. Insufficient promotion of cultural tourism accounts for 58.18%. Taizhou has rich tourist resources, but they are dispersed; therefore, a comprehensive tourist route has not been formed, and the number of visitors is relatively low. In addition, because there are only a few types of local tourist attractions in Taizhou, they are not very attractive to tourists. Therefore, we will need to use more popular forms of promotion and publicity.

3.2.5 The Most Attractive Place for Taizhou Cultural Tourism

Data show that 70.91% of the public believe Taizhou has rich cultural and tourism resources, as well as a long history of culture and tourism, and are therefore willing to visit Taizhou for tourism. In addition, 45.27 per cent of the people cite the good weather and beautiful scenery of the tourist attractions in Taizhou as their reason for visiting, and 29.09 per cent believe that Taizhou has high-quality tourism services. In short, the local culture of Taizhou has good development prospects and should be promoted through systematic and all-encompassing development.

4. Existing Problems and Improvement Measures

4.1 Existing Problems

4.1.1 The Disorderly and Scattered Scenic Spots leading to Poor Experience of Tourists

Taizhou has many excellent local cultural resources (such as Jiangyan Zhenhu Scenic Area, Taizhou Fengcheng River Scenic Area, Taizhou Qiuxue Lake Ecological Scenic Area, Jiangyan Zhen Tong Ancient Town, Jiangyan Gu Luotang Tourism and Culture Scenic Area, and Xinghua Zheng Banqiao · Fan Zhongyan Memorial Hall), but these resources have not been well coordinated and lack in-depth exploration. The tourist spots are dispersed and far apart, so they have not been developed together. The tourism routes are not well-coordinated, lack systematic planning and customised itineraries, it is difficult to offer a one-stop travel service, and thus, visitor satisfaction is

relatively low.

4.1.2 Tourism Resources in a Single Form are not Attractive to Tourists

The local tourism resources and cultural venues in Taizhou are all of the same kind, and the exhibition methods of these venues are also relatively rudimentary. Most of the cultural tourism resources are presented in a traditional way, and there is a homogenization phenomenon in cultural tourism. There is no new display method; modern technology is less integrated, and there are no publicity forms with their own characteristics. Many kinds of tourists have small attractions.

4.1.3 Taizhou's Tourism Resources Have a Small Radiation Range and a Small Tourist Group

Taizhou's cultural tourism resources have had little impact and are only for the local area and those in close proximity. They are not very appealing to tourists from other areas in the country, so they will be less attractive destinations for tourists. Therefore, there are few tourists from outside the area in Taizhou. The few visitors are also limiting the development of cultural tourism in Taizhou; thus, new ideas cannot be introduced in a timely manner, and it is out of touch with current public demands.

4.2 Targeted Improvement Measures

4.2.1 Integrating All Resources to Provide Convenient Services for Customers

Integrate and analyse the local cultural and tourism resources of Taizhou, divide the market, and develop multi-level cultural activity programmes for different groups of people. For example, we can introduce the "Drama Performance History 'Remembering' Tour" for middle-aged and elderly people; launch the "Scene Experience 'Immersive' Tour" for children; and, for corporate groups, use "cultural stories" to design a "Team Building Vitality Tour". We should develop differentiated strategies for each market segment and provide corresponding travel routes. At the same time, we can also design personalised and special cultural and tourist routes and improve the ways of experience to meet the deeper needs and wishes of tourists.

4.2.2 Using 4p Theory to Optimize the Marketing Model to Attract Customers

We need to analyse the prices of similar products and ensure they are competitive; introduce ticket discount policies for different groups of tourists, such as half-price or free admission for students and group discounts; also, we can offer low prices or free entry initially, adjust prices after building market awareness, and run time-limited promotions during the off-peak season; Alternatively, we can bundle it with other tourism products to offer package deals and reduce the price through a discount. According to the categories of culture, we can develop new products to expand the cultural circle and increase income.

4.2.3 Expanding the Market Coverage of Products through Innovation

Establish e-commerce platforms that can directly connect with consumers for sales, strengthen the construction and management of ticket offices at tourist attractions, improve the efficiency of ticketing and service quality, and enhance the functions of the official website to enable visitors to purchase tickets, view information, and seek assistance online for learning about Taizhou culture. Taizhou locals need to form long-term cooperative relationships with large travel agencies to jointly develop cultural tourism routes and products, help spread Taizhou culture in the Yangtze River Delta region, and further enhance the national popularity of Taizhou culture and tourism.

5. Conclusions and Suggestions

5.1 Research Conclusions

Changes in the Demands of Consumers are also reasons for the development of the culture and tourism industry. In response to the new demands of the public, the industry needs to adjust its direction; at present, these demands for cultural and tourism services are increasingly focused on intelligent travel, personalised itineraries, and individual experiences. They hope to participate in cultural tourism more actively. Cultural tourism is a type of travel that contains local characteristics and culture ^[3]. It mainly refers to thematic tourism activities organised around historical sites and landmarks that have been shaped by significant events in an area and carry a heavy sense of history and culture. The above activities offer visitors a place to learn about Chinese history and culture and experience our national spirit firsthand.

5.2 Development Suggestions

Implement the Smart Tourism Innovation and Development Action Plan to deeply integrate Taizhou's cultural resources with tourism and promote high-quality development of cultural tourism. Based on the selected consumer group, a new online-offline model has been established, and a one-to-many model via physical studios in Taizhou will be implemented. We can build a bridge for the development of local culture and tourism by offering planning services and route design for the growth of regional culture and tourism ^[4]. In cooperation with several other institutions, they have fully promoted the spread of local culture and fostered a culture and tourism circle in Taizhou to further boost the development of both. At the same time, through the Internet and new technologies, smart tourism is being built online by establishing online service platforms. It will provide more convenient, all-encompassing, and modern ways for customers and tourists to learn about the culture of Taizhou online and off. By building new online and offline models, more varied and personalised services have been provided to offer tourists a richer experience ^[5], and meet the various cultural and tourism demands of consumers in Taizhou, allowing them to feel the distinct charm of Taizhou's culture more profoundly during their trip. It also has an online and offline mode. Through physical platforms, communication will be carried out among the areas of cultural and tourism development and demand sides (such as travel agencies, educational institutions, tourists, etc.), and online platforms will be used to present optimised travel routes and design personalised custom routes based on the diverse demands of consumers. In addition, we can cooperate with travel merchants to develop brand-named products based on Taizhou's culture and tourism, extend the tourism industry chain via derivatives and themed souvenirs, and create a joint economic and socially beneficial synergy. Offline development is also being carried out simultaneously with the establishment of an online platform; at this time, the foundation is to collect big data from the Internet to collect Taizhou's cultural tourism resource information for real-time query and on-site study by users. The Development Direction of the cultural tourism industry will change according to changes in consumer demand.

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