Xi'an Tourism Research Based on TCP Theory

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Abstract: *Xi'an is one of the hot spots in China's tourism, and the growth rate of tourism industry in Xi'an has been slowing down in recent years. Many tourist platforms also have tourists constantly reflecting various problems. Therefore, this paper analyzes the evaluation of tourist tourism in Xi'an on the APP, analyzes the reasons for its development lag, and finds the problem. According to the TCP theory, the improvement measures of tourism in Xi'an are analyzed from the perspective of tourists' needs, and the existing research results are combined to give the idea of smart tourism platform to further promote the development of tourism in Xi'an.*

Keywords: tourism feedback; passenger motivation; TCP theory

1. Current status of tourism in Xi'an

1.1 Xi'an Tourism Resources

Xi'an's Mausoleum is rich in heritage tourism resources. Such as Han Yangling, Maoling, Tang Taizong Zhaoling and Wu Zetian's Fuling. At the same time, there are natural scenery based on Qinling. The main attractions that have been developed or initially developed include Taibai Mountain, Suzaku Park, Cuihua Mountain, and the dam. In addition to the natural landscape, the Qinling Mountains also have rich cultural landscapes, such as forest mountain landscape tours, ecological science tours, forest bath recreation and health tourism, family and small group weekend holiday tours. There are also a large number of religious tourism resources, such as Louguantai, Caotang Temple, Jingye Temple, Suide Temple, Xingjiao Temple, Huayan Temple, Shuilu Temple and other buildings with Taoism, Buddhism and Christianity.

Xi'an's cuisine is well-known throughout the country, and the local-style rich Tangfang banquet, Qin-style dishes and flavored snacks are unique. Laojia's persimmon cake, Fanji wax juice shop's Baiji cake with bacon juice, soup dumplings, Majia Shizi, etc., mutton dumplings, beef noodles, lamb patties, ginger soup, and brine Juice powder fish, powdered steamed lamb, water basin lamb, Qin Zhen Liangpi and many other names. Xi'an is the main birthplace of the Chinese nation and the Yellow River culture. It has created a rich and colorful folk culture and formed a unique customs and customs. Folk activities such as social fires, Xi'an lanterns, Qin dynasty, wedding customs, traditional festival activities, Xi'an shadow play, puppet show, Shaanxi gongs and drums, drum flower temples and so on have strong local characteristics and are very attractive.

1.2 Xi'an tourism income level

According to the "May 1 Small Holiday Tourism Big Data Report" issued by China Tourism Research Institute and Ctrip Group, UnionPay Business, and Macelline, Xi'an ranked only eighth in the most popular cities in the country during the May 1st period of 2018. . According to Ctrip's "2019 Spring Festival Travel Bills", Xi'an ranked 10th in the list of the top ten popular cities in the 2019 Spring Festival. As a famous historical city, Xi'an's attraction to tourists is not completely matched with its tourist status. Therefore, this report compares the tourism data of Xi'an with the national tourism data, and understands the development of Xi'an from a macro perspective.
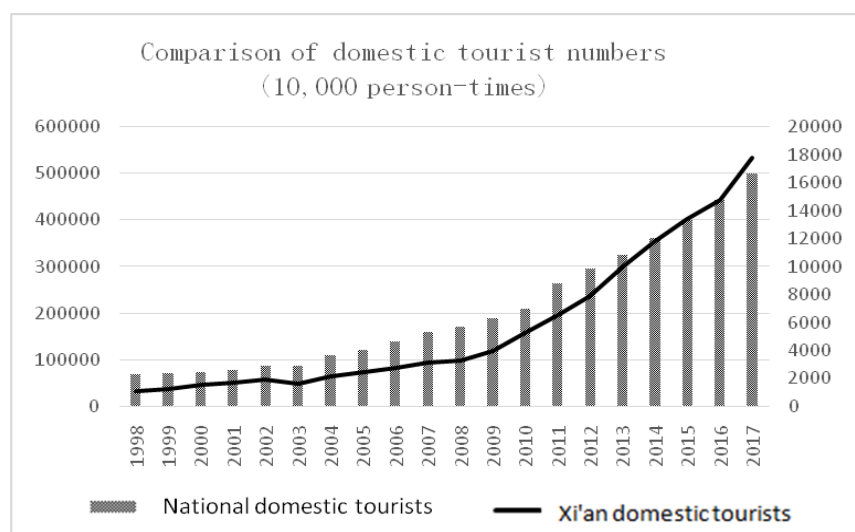
Figure 1: Comparison of the number of domestic tourists in China and Xi'an
Source: China Statistical Yearbook, Xi'an Statistical Yearbook, Shaanxi Statistical Yearbook

From the results of the analysis, it can be seen that the number of domestic tourists in the whole country and Xi'an has maintained a strong upward trend from 1998 to 2017. The overall domestic tourism growth trend of Xi'an is consistent with the domestic domestic tourism growth trend. Among them, the number of domestic tourists and the total cost of tourism suddenly dropped in 2003, mainly due to the outbreak of atypical pneumonia in China in 2003, which led to a decline in overall tourism.

1.3 Comparison with other ancient cities in the world

Xi'an is the world's four ancient capitals. Therefore, the analysis and research of the world's famous historical and cultural ancient cities is of great significance to improving the development of tourism in Xi'an. This article selects three world famous historical and cultural ancient countries (city) - Egypt, Zimbabwe and Italy, Egypt is one of the four ancient civilizations, rich in historical and cultural tourism resources; Zimbabwe is the birthplace of important civilization in southern Africa, As of 2008, there are five World Heritage Sites in China, the most representative of which is the Great Zimbabwe site; the capital of Italy, Rome, is the center of Western civilization, and the ancient Roman city has a rich cultural heritage. Therefore, this paper selects these three countries with China and Xi'an. The city's tourism industry conducted a comparative study.

Figure 2: Comparison of international tourism revenues of various countries
Source: World Bank Public Database

This paper compares the tourism data of China, Italy, Egypt and Zimbabwe. First, according to the data in Figure 2, Italy's international tourism revenue is at a high level in four countries, and China is in second place. After 14 years, Italy has surpassed Italy to become the country with the largest total amount of international tourism revenue. Secondly, as can be seen from Figure 3, the total number of inbound tourism in China has been in the first place since 2004. Both Egypt and Zimbabwe have a low level of both inbound tourism and total international tourism revenue.
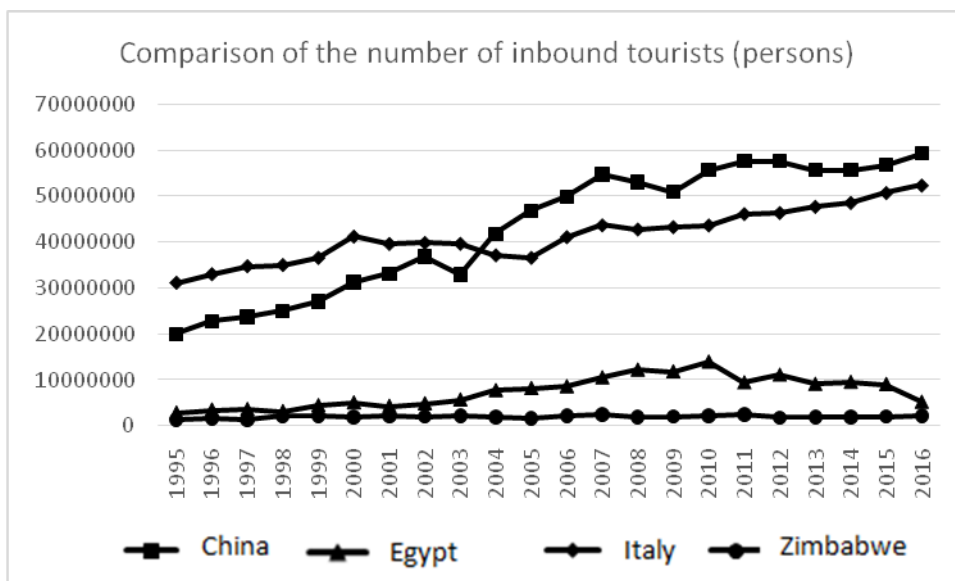

Figure 3: Comparison of the number of inbound tourists in each country
Source: World Bank Public Database

However, according to Figure 4, China's international tourism revenues account for the lowest proportion of exports, China is at the lowest level, and Egypt is at a higher level. It can be seen that compared with the same type of

historical cultural countries, although China's total tourism income and total number of inbounds are large, there is still a big gap between China's tourism development and other three countries. Therefore, it is necessary to draw on the experience of the development of the cultural tourism industry in these three countries.

Figure 4: Comparison of international tourism revenues as a percentage of total exports
Source: World Bank Public Database

An analysis of the tourism of these three countries can give the following characteristics: Egypt has strict management of tourism, and managers and tour guides must graduate from tourism majors; and Egypt is actively developing tourism projects. The tourism model with pyramids as its main attractions is being replaced by projects with desert and ocean as its main targets. At the same time, Egypt also carries out various forms of tourism such as conference tourism, sports tourism, religious tourism, entertainment tourism, etc., and attracts all kinds of tourists from all over the world. Egypt is also vigorously developing eco-tourism and making full use of all kinds of nature reserves.

Zimbabwe has five world heritage sites, Victoria Falls, Manapus National Park, the Great Zimbabwe Site, the Kami Site and the Matobo Mountain. Zimbabwe develops a deep valley bungee project near Victoria Falls, allowing visitors to experience exciting tourism projects in addition to viewing; launching the "Walking with the Lions" program, visitors can walk with the large lions on the African continent and touch the lions at close range. Experience the local style; in Da Zimbabwe, local artists carefully carved stone carvings based on the characteristics of the stone to give visitors a souvenir.

Italy pays attention to maintaining its own independence. Italian architecture has its own unique architectural style, integrating its own cultural traditions into the architectural style, forming its own distinct cultural representation; paying attention to the protection of historical sites, respecting the characteristics of historical sites, maintaining and protecting them, and showing them to tourists. The most authentic side highlights its historical and cultural characteristics. At the same time, enhance the economic and social values of historical heritage and promote its traditional culture. Vigorously developing the opera culture, making the Italian opera house famous all over the world, and holding various opera culture festivals; the TV drama propaganda brought a large number of tourists to Rome. "Roman Holiday" takes Rome as the shooting venue. The whole film runs through all corners of Rome. As the film spreads around the world, Rome is also familiar to tourists all over the world. So far, the wishing pool, the square and the mouth of truth in the film fragment are still It is a must-see for many tourists.

2. Optimize Xi'an Tourism by Visitor Feedback and TCP Theory

2.1 Problems reflected by tourists

The number of reviews on the travel app, as a relative reference value, does not strictly mean the amount of ticket sales. However, this article examines the relative amount of purchases of various types of tourism products, rather than the absolute amount. Moreover, all the data comes from the same platform, so it can be considered that the proportion of the number of reviews of various types of tourism products is the same, that is, the number of comments can also represent the overall situation of the number of purchases of various types of tourism products. Therefore, the number of visitors to the Ctrip Travel App in this article is used to represent the number of purchases of various types of travel products.

Table 1: Ctrip Travel Xi'an City Reviews TOP10 Attractions

No.	Attractions	Comment number
1	Big Wild Goose Pagoda	45028
2	Terracotta Warriors	38536
3	Shaanxi Historical Meseum	16035
4	Huashan	15850
5	Huimin Street	10880
6	Xi'an City Wall	10451
7	Datang Furong Garden	9384
8	Huaqing Palace	8887
9	"The Song of Everlasting Sorrow" Show	7405
10	Xi'an Bell Tower	3279

A statistical analysis of the scores of tourists on various travel attractions on the Ctrip website shows that the average score of tourists on Xi'an tourist attractions is 4.28 (out of 5), and the average travel categories are: performance, Hot springs, special attractions, history, and other tourism categories are below average. The historical tourist attractions with the largest number of tourists scored only above the average score of 0.01, while the natural landscape scores were below the average.

In order to better understand the consumer's satisfaction with Xi'an tourist attractions, this paper summarizes and analyzes the top 10 attractions in Table 9. Summarize the most important complaints of the tourists of these 10 major attractions, as shown in Table 2.

Table 2: Top 10 Attractions for Negative Complaints in Ctrip

Attractions	Complaint question
Big Wild Goose Pagoda	Commercialization is serious, the waiting time of the attraction is long, and the ticket does not include the cost of the tower.
Terracotta Warriors	The ticket collection is slow, the sales are too much, and there are many non-compliant cars.
Shaanxi Historical Meseum	People are crowded, they are not in a position to explain, they do not accept mobile payment inconvenience, and there are no electronic tickets.
Huashan	The ropeway is too expensive.
Huimin Street	The homogenization of snacks is serious, the hygiene is poor, and the seller's attitude is not good.
Xi'an City Wall	The project has no special features, expensive tickets and expensive car rental.
Datang Furong Garden	Artificial landscape, lack of features.
Huaqing Palace	Artificial landscapes, the scenic pools are basically dry.
"The Song of Everlasting Sorrow" Show	The seats were randomly dissatisfied, the plot was poor, and the seats in the back row could not be seen clearly.
Xi'an Bell Tower	Nothing to watch, not worth the fare.

According to the above summary, tourists are most dissatisfied with the sights of Xi'an, mainly focusing on single attractions; historical sites or scenic spots with historical backgrounds, more artificial and antique buildings, weaker sites; Ctrip tour guide services are not in place; The commercialization of the scenic spot is serious. In addition, the historical attractions of Xi'an often need to be explained, and only through explanation can visitors feel the charm of the attractions. Therefore, the convenience of explanation and quality of explanation have a direct impact on the perception of tourists. Due to the lack of rich development of scenic spots in Xi'an, the main points of viewing are that visitors feel that the attractions are uninteresting, the ticket prices are more expensive, and many attractions have low cost performance, giving visitors a feeling of the price of Xi'an tourist attractions.

2.2 Visitor Motivation Travel Career Model (TCP) Theory

The conceptual prototype of the travel career is the Travel Career Ladder (TCL) model from Pearce's earlier research. The model first assumes that the travel career of tourists is similar to a career. The core idea is that tourists' travel opportunities change due to the continuous accumulation of people's travel experiences, and gradually pursue higher-level demand motives. The model points out that the needs of visitors present a stepped or hierarchical form of motivation. The hierarchy from low to high is: relaxation needs, security requirements, relationship needs, self-esteem and development needs, self-realization needs. As shown in Figure 5:
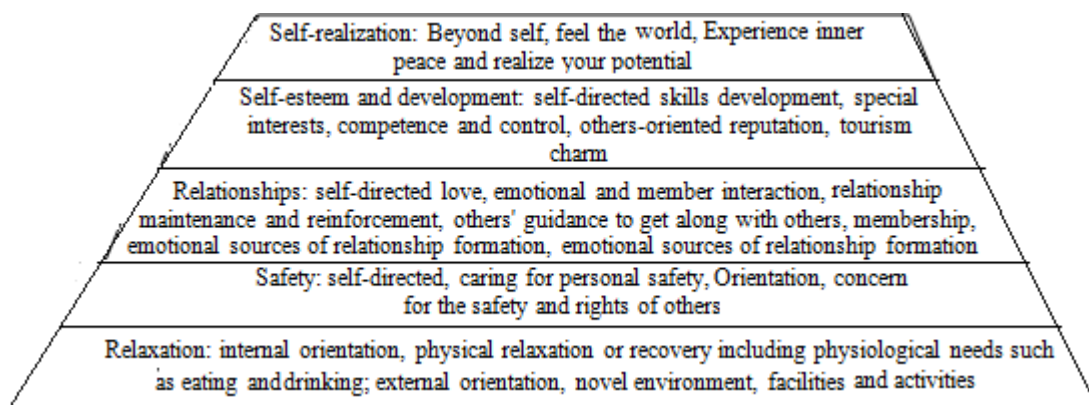
Figure 5: Travel Career Ladder (TCL)
Source: Pearce, 2010

This model is suitable for most visitors, so the model can be used to predict the motive pattern of its tourism. Later, after modification and improvement, Pearce and Lee proposed the TCP conceptual framework. Through the investigation of different cultural backgrounds in the East and West countries, it is found that the East and West countries have a high degree of consistency. Among the 14 tourism motivation factors, tourists in the high-level travel career pay more attention to the externally-oriented motivation factors; while the tourists in the low-level travel career pay

more attention to the internal-oriented motivation factors. Other motivational factors did not differ significantly between the two high and low populations. The classification of all motivational factors can be broadly divided into two categories: one is the most important motivational factors prevalent among all visitors: novelty, relaxation/escape and relationship enhancement; the other is for all interviewees. Less important factors such as nostalgia,

excitement, isolation, and social identity. To sum up, the 14 travel motives are: (1) novelty, (2) escape/relaxation, (3) self-realization, (4) nature, (5) relationship, (6) self-improvement, (7) romance, (8) relatives/attributes, (9) autonomy, (10) self-development destinations, (11) nostalgia, (12) stimulation, (13) isolation, (14) social identity. As shown in Figure 6:
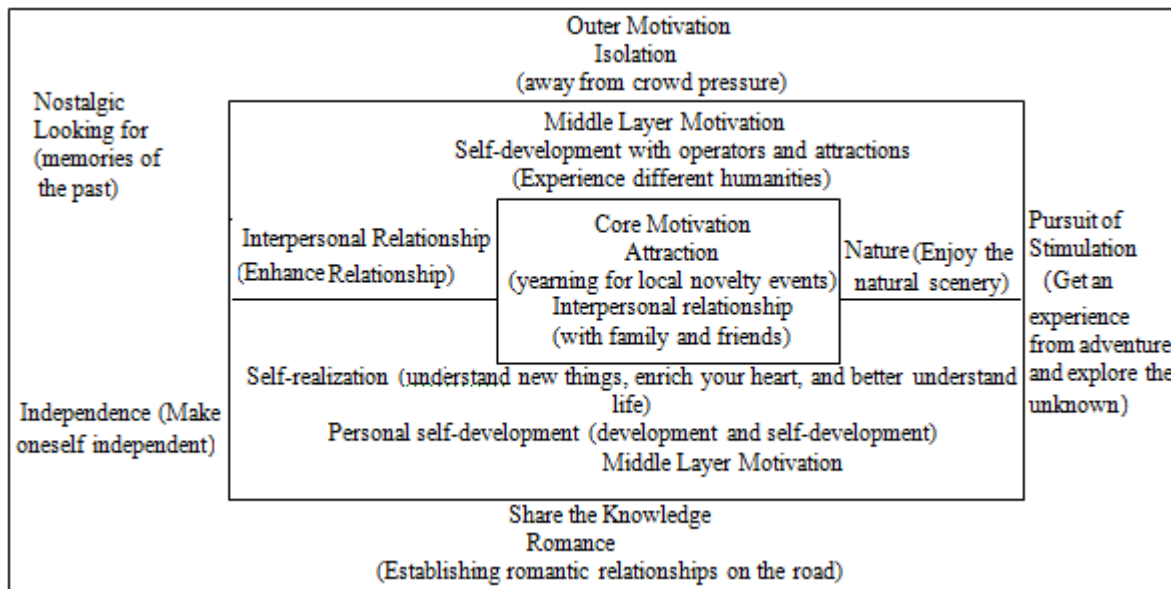

Figure 6: Travel Career Mode (TCP)
Source: Pearce, 2010

This study adopts the motivational measurement scale of TCP theory, and according to the specific topics, the motivation measure of the problem is reduced into 13, which are: (1) relationship strengthening, (2) independence, (3) nature, (4) Involved in attractions, (5) pursuit of stimulation,

(6) personal development, (7) interpersonal relationship, (8) self-realization, (9) isolation, (10) sharing of knowledge, (11) nostalgia, (12) romance, (13) is recognized. According to the TCP theory, the questions of the questionnaire are listed in Figure 7:
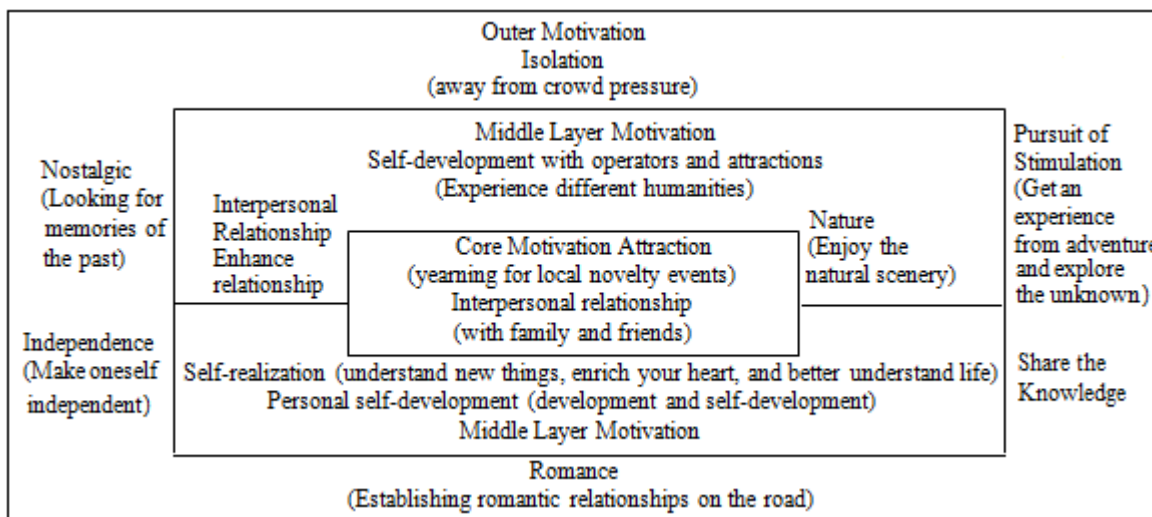

Figure 7

Although Pearce suggested using the original scale in this study, the number of questions in the questionnaire was controlled at around 20, considering the time the respondent filled out the questionnaire and the time required for recovery. After the recycling, we analyzed the 18 issues involved in the 13 mobile phones. According to the overall attitude of the survey, the motivation for voting for

"comparative approval" and "completely agree" is more than 60%. Motivation, based on this analysis of motivation. Up to now, the questionnaire has recovered 70 copies. The demographic characteristics are shown in Figure 8. Next, according to the main motivations, the tourism elements that Xi'an should continue to maintain and develop and the

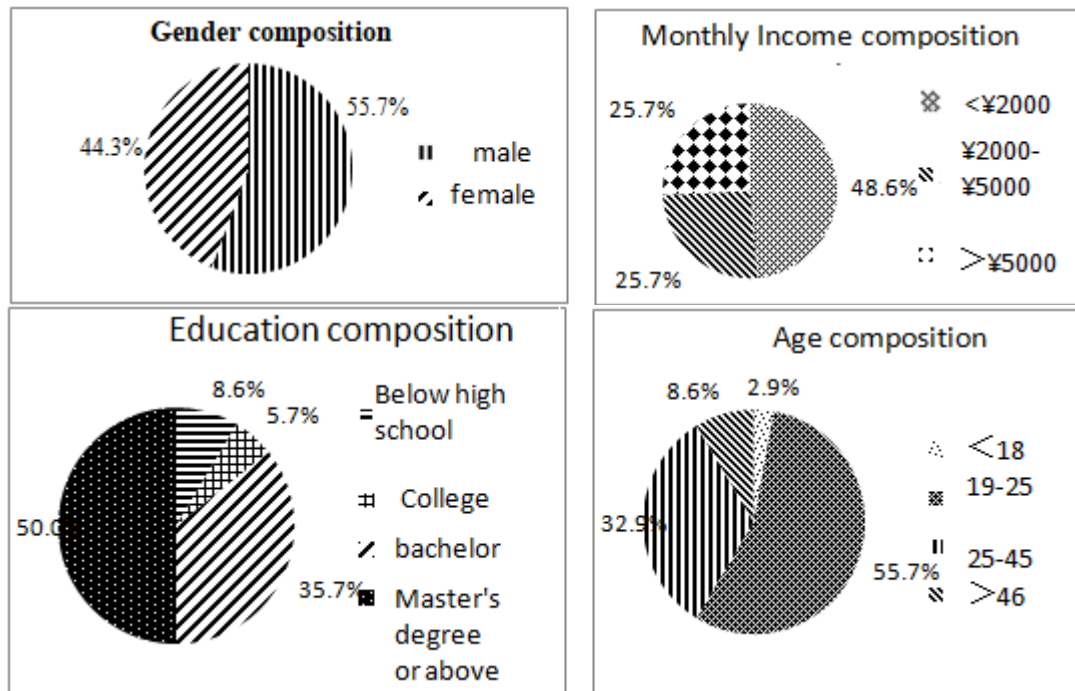tourism elements to be developed are analyzed to further enhance the tourism industry in Xi'an. strength.

Figure 8: Statistical characteristics of respondents

2.3 Analysis of the results of the questionnaire

In the option statistics, it is found that the relationship of "relationship strengthening", "independence", "nature", "intraction involvement", "pursuit of stimulation", "personal development", "self-realization" and "isolation" has the highest proportion. The statistical results are shown in Table 3.

Table 3: Main motivations

Motivation		Endorsement ratio
Natural		100%
Attractions	Understand new things	98%
	Human culture	98%
	Experience new events	96%
	Explore the unknown	90%
Self-realization	Enrich the inner world	94%
	Better understand life	96%
Pursuit of stimulation		75%
personal development		77%
Isolation		77%
Relationship strengthening		75%
Share the knowledge		65%
Independence		63%

It can be seen from the statistical results that, first of all, more than 90% of the respondents believe that the most important driving factors for travel tourism are nature, attractions, and self-realization. All of the respondents thought that "appreciating the natural scenery" was the endorsement of the action. In the previous survey, the complaints of tourists on the modern man-made landscape corresponded to this theory; and the second "attraction-involved" factor was more involved. For the interaction of local novel culture and characteristic events, this is also in line with the characteristics of people's tourism "his new and tired of old", that is, the curiosity about new things will drive tourists to travel, which is the same as the previous review project, tourists reflect the same tourism projects. Qualitative Correspondence; the third "self-realization" encompasses the enrichment of the inner world and the better understanding of life for visitors. Therefore, for Xi'an, the natural landscape should do a good job in environmental protection, and continue to strengthen publicity, such as "net red spots", "punch holy places" and other networks from the media propaganda channels to enhance the attraction of tourists who like natural scenery. Xi'an's rich cultural landscape and historical accumulation can attract tourists who are interested in traditional local culture by offering a variety of traditional Shaanxi activities, such as the "Xi'an Year of China" in 2018, which gathers many local folk customs in Shaanxi. The parade performances have successfully attracted many visitors. Finally, regarding self-realization, it shows that some tourists are pursuing rich personal experience, and museums, ancient buildings, etc. in Shaanxi Province can further develop more detailed, vivid and profound explanation projects, so as not to make tourists feel the horses Flowers, no more in-depth understanding of learning. This will solve the complaints from the previous visitors that there is no more interactive experience in the historical museum attractions.

Secondly, 70% of respondents believe that seeking for stimulation, personal development, isolation, and relationship strengthening is one of their travel motives. Since the respondents of this questionnaire were mainly 19-25 years old (57.7%), and in the cross-analysis of the survey results, 19-25 year old respondents agreed with the "stimulus" as an action machine. 86.67%, so for young tourists, related attractions can gradually develop some more challenging, local special experience projects, such as bungee jumping, mountain climbing and so on. For this

motivation, after gender analysis, it is found that women's enthusiasm for adventure activities is higher than that of men, so the stimulation project can better attract female consumption.
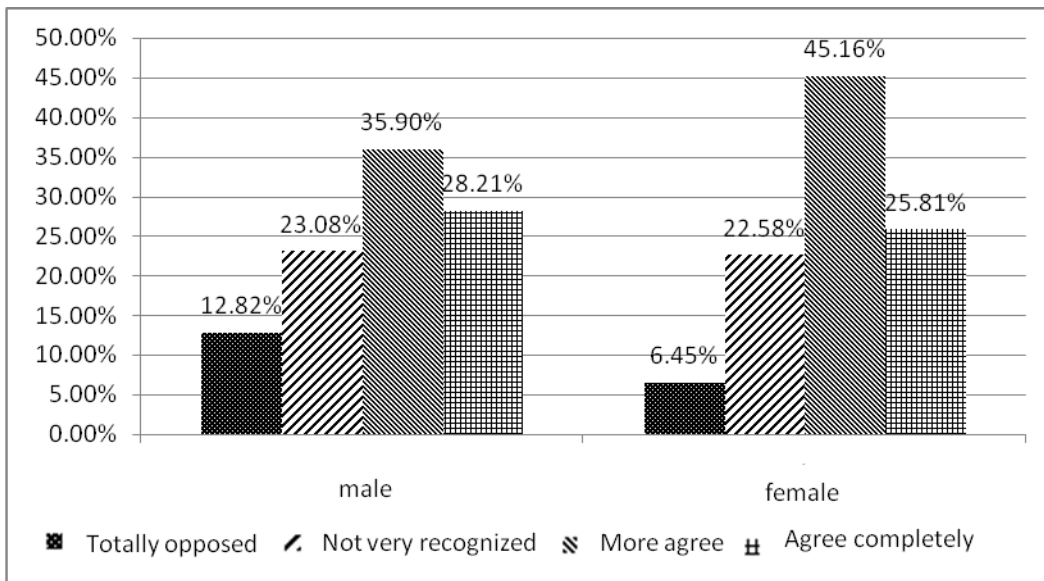

Figure 9: Attitudes of different gender respondents to adventure activities

By observing the attitudes of respondents of different ages to adventure activities, it can be seen that young people aged 19-25 are more fascinated by adventure activities, while the relative middle-aged and older people are significantly less enthusiastic. Some of the main attractions of the old group can be considered without stimulating items such as bungee jumping and zip lines.
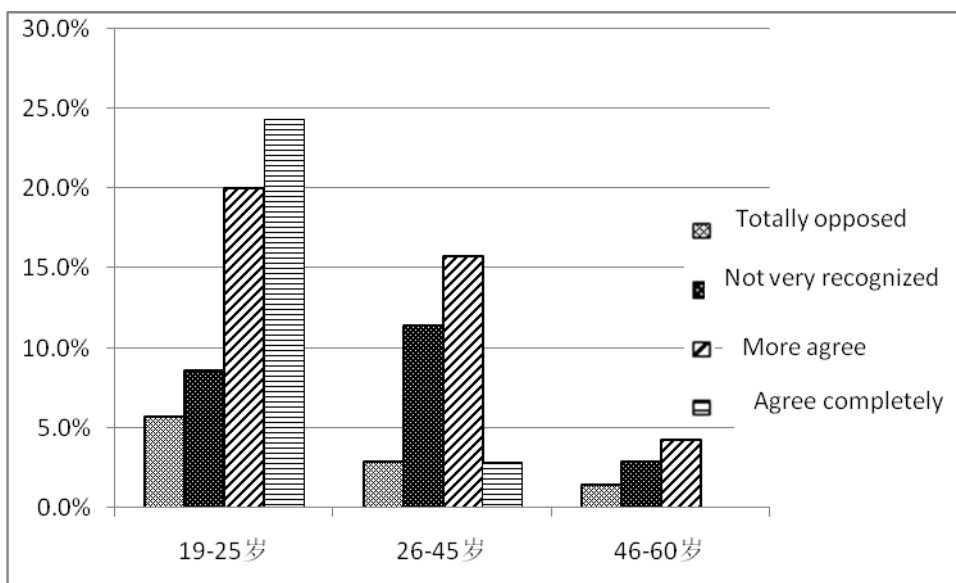

Figure 10: Attitudes of respondents to adventure activities of different ages

"Personal Development" emphasizes the ability to exercise personal hobbies. There are more subdivided content to be done, such as the activities of learning Qin opera for opera lovers, and providing DIY souvenir toys for tourists who love handicrafts. "Isolation" refers to the pressure away from the crowd. For this kind of tourists, we consider providing more independent travel assistance, such as one-on-one tour guides, or wisdom grouping, to form a small team rather than a traditional one. Large tourist groups carry out activities. "Relationship strengthening" refers to enhancing the relationship with peer travellers. In response to this, travel attractions can launch a number of multi-person collaborative entertainment projects to meet the intensification of interpersonal relationships. "Sharing the Witness" is a sub-option that is "accepted" and is included in the main motivation because it is selected more than 60%. This item represents tourists who are active in social media. They like to post their own stories, photos, and short videos on the media to share their opinions with others. For this type of tourists, the attractions should be further promoted. It is similar to "Friends Circles Like Discounts" or "Selecting the Most Beautiful Landscapes" to promote their sharing activities and help to increase the visibility of the attractions. "Independence" means that tourists want to make themselves more independent. For such tourists, they can directly provide the number of visitors to each attraction on

the day of travel for their own decision to travel, and travel by mobile map navigation.

2.4 Summary

Based on the questionnaire recovery of respondents, this section analyzes the main driving forces of their travel, and makes an age-based classification analysis for some of the opposition motives, sums up these motivations, and combines the existing tourism resources of Xi'an. It can promote the development of natural scenic spots and the classification of human landscapes, instead of the existing similar development models, based on the characteristics of different landscapes to develop different models, in order to better classify and attract tourists, thus avoiding some people suffering from attractions. Other attractions are unattended.

3. Suggestions for improving traditional tourism

Enhance the participation of tourists in historical attractions and increase the depth of tourism development. Visitors such as Huashan, which have a strong sense of participation and experience, usually have higher satisfaction. Therefore, it is possible to add participatory projects to historical attractions, so that visitors can be integrated into historical scenes to experience themselves. For example, the clock tower can increase the architectural experience point, allowing visitors to make parts of the house according to the ancient method of building houses, or build existing small parts according to ancient methods. At the same time, modern houses are built with modern building methods and tools. Through the comparison and participation of the two processes, the charm and greatness of ancient architecture and ancient crafts are more directly experienced. In addition, the craftsmen who make the crafts can also take them away, as a souvenir for a souvenir or for their relatives and friends, which is more representative than ordinary souvenirs. In addition to the clock tower, historical attractions such as the City Wall and the Beilin Museum can add experience and participation projects that are compatible with the attractions. For example, the city wall allows young tourists to carry bricks and stones by hand, or transport bricks and mortars with poles, and transport them from one gate to another in the form of competitions to feel the hardships of the workers. Through a variety of participatory activities to increase the sense of participation of visitors, visitors will have a deeper understanding of the scenic spots.

Improve the quality of service for other attractions by establishing similar quality attractions. Huimin Street, as a famous snack street in Xi'an, is popular among tourists, but the image of dirty and chaotic and the more serious homogenization often make tourists happy and happy. Limited by various factors, it is difficult for government departments to forcefully return to the People's Street to improve the quality of their services. However, it is possible to rebuild a high-quality snack near Huimin Street, and take a leading position in all aspects of health, service and eating, and introduce the unique local restaurants in Xi'an, such as Xi'an Restaurant, to attract tourists. Thereby increasing the competitive pressure of Huimin Street, Huimin Street spontaneously began to improve the quality of service from

the inside, enhance the image and form a healthy competition.

Strengthen the training of talents related to tourism. Talents are the core driving force for the development of the industry. Therefore, it is necessary to establish a talent cultivation system in various aspects around the tourism industry in Xi'an. Xi'an has a large number of colleges and universities, which can provide talent protection for the tourism industry in translation, interpretation, professional services and souvenir development.

Further strengthen the intelligence of Xi'an tourism. The smart tourism platform is based on tourism as the core service target. With intelligent and Internet of Things technologies, it relies on massive data centers to integrate various resources to realize a platform for providing intelligent services for tourists, scenic spots and governments. By building a smart tourism platform, we can use the latest technology to improve and promote traditional tourism from a technical perspective. The smart travel platform collects and analyzes various types of data based on the core technology of the Internet of Things, and finally transmits it to the application terminal for intelligent operation. Therefore, the smart tourism platform can be composed of five levels: the perception layer, the transport layer, the data layer, the processing layer and the application layer; finally, at the application layer, it provides tourists, governments, scenic spots, enterprises, etc., and provides intelligent services or intelligent management. Achieve a win-win goal.

The construction of smart travel platform is based on IoT technology. At the perception level, two-dimensional code, RFID, sensors, mobile terminals, and WEB terminals are needed to collect and identify information and data. Mobile communication networks, wireless communication networks, and satellite communication networks are utilized. Transfer data. In the data layer, the smart tourism platform has rich and abundant data. The tourism resources and medical resources database will share all the tourism resources and medical resources, and realize the perfect combination of tourism and medical treatment. The entry of universities and enterprise databases can be rich in tourism projects. Improve the tourism industry to provide support; user data, map resource data provides a source of data for intelligent services; "One Belt, One Road" trade database provides support for tourism and trade development in Xi'an; supervision database ensures overall good operation . The data analysis layer uses professional technical analysis to analyze and analyze the data of the database and provide it to the application layer for use. Such a tourism platform, from the perspective of tourists, can be digitized to eliminate problems such as the inconvenience of receiving cash only in previous complaints. From the level of talent integration, the application layer can integrate more natural resources, human resources and technical resources of tourism. The promotion of the entire tourism platform will greatly enhance the tourism satisfaction of Xi'an.

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