

# *Research on Optimization of Mausoleum Ruins Tourist Attractions Based on IPA Method*

—Taking Western Royal Tombs of the Qing Dynasty as an Example

Siwen Zhou

Beijing Jiaotong University  
Beijing, China

**Abstract**—The purpose of this study is to find out the existing problems in the mausoleum sites, scenic spots, the level of tourists' satisfaction, and put forward the optimal research plan according to the existing problems. The approach's basic data are obtained through questionnaires. Likert method is used to design the performance and importance scale, and it was put in the Western Royal Tombs of the Qing Dynasty. Importance-performance Analysis (IPA) is applied to analyze the data based on 187 questionnaires. The results indicate that the most unsatisfied and important factors are as follows: the traffic in the scenic area, the service facilities in the scenic area and the interpretation level of the interpreters. Scenic spot managers need to take immediate measures to improve the factors high lightened above to satisfy the tourists. Originality and creatively are the analysis on the method of importance and performance to find out the optimization research of mausoleum scenic spot.

**Keywords**—IPA Analysis Method; Mausoleum Site; Western Royal Tombs of the Qing Dynasty; Optimization Plan; service facilities; Scenic spots

## I. INTRODUCTION

Tomb sites have an important position in the development of tourism in China. Tomb sites are important tourism resources as well as important historical and cultural resources. It has witnessed the rise and fall of China in the process of historical development. Precious relics in tombs and tombs can not only reflect the long history and culture of China but also reflect the social development of each historical period, which provides important resources and materials for us to study Chinese history and culture. Historians believe that the tomb has the characteristics of "small tomb and big society", and it is also the "living fossil" of human civilization. At the same time, the cemetery site integrates architectural style, clothing characteristics, eating habits, aesthetic system, production mode, social class, etc., which has important aesthetic value and humanistic value. On the one hand, the development of tomb tourism can protect tomb resources in the development process, and at the same time, it can inherit and spread history and culture. Therefore, it is very necessary to protect and develop tomb sites for tourism. With the development of tourism, according to Maslow's demand theory, people's demand is constantly increasing, and the diversified and personalized tourism market demand puts forward a higher standard for the construction and development of tomb sites [1]. Mausoleum site class tourism resources to the development on the basis of the historical-cultural relics protection, more to the

development to meet the needs of the diversification of tourists, mining historical culture connotation, extends the industrial chain, the formation of diversified and multi-level tourism product structure, improve the competitive power of the mausoleum site class scenic area so as to promote the development of tourism in our country.

## II. STUDY DESIGN

### A. Selection of cases

The western tombs of the Qing dynasty were built on a grand scale, including 14 imperial tombs and three later tombs. After the reign of emperor Jiaqing, all the emperors built and restored the western tombs of the Qing dynasty. There are three main reasons for selecting the western tombs of Baoding and Qing dynasty as the research object in this study. First, Western Royal Tombs of the Qing Dynasty have a relatively mature tourist attraction with a relatively early opening time and a relatively large scale. The tourists here are evenly distributed in geographical area distribution, age composition and other aspects. Second, domestic tourism competition is becoming increasingly fierce, especially in Hebei province, the development of scenic spots, surrounding counties and cities are using their own tourism resources to create scenic spots, the development of Western Royal Tombs of the Qing Dynasty is facing a greater threat. Third, there are some problems in the development of the western tombs scenic spot in the Qing dynasty, which are common in the tourism resources of tomb sites. To sum up, the author selected Western Royal Tombs of the Qing Dynasty as the object, and through a questionnaire survey, understood the importance and performance of tourists on various elements of Western Royal Tombs of the Qing Dynasty. Find out the distance between the products and services provided by scenic spots and the expectations of tourists, and put forward targeted improvement and optimization programs[2].

### B. Research methods

IPA analysis method is the most suitable research method. Importance Performance Analysis method, which takes the median value of the tested variables and the mean value of performance as the intersection point, takes the Importance and performance as the vertical axis and the horizontal axis respectively and constructs a two-dimensional quadrature grid. So there are four quadrants on the grid based on importance and performance [3]. In quadrant A, the value of importance

and performance is high, so this part is the advantage of the scenic spot, which should be maintained in the current state. In quadrant a, the value of importance is low and the value of performance is high. It indicates that tourists do not pay much attention to these aspects during the tour of the scenic spot, so scenic spot managers need to develop these aspects moderately. In quadrant C, the importance is low and performance is low. This part needs control optimization. In quadrant D, the importance is high and the performance is low. The results show that tourists attach great importance to this aspect, but are not satisfied with the service provided by the scenic spot. This needs the scenic spot's manager to carry on the key promotion and optimization[4].

### C. Design of the questionnaire

The evaluation indexes of the questionnaire cover the key contents of six major tourism elements: food, accommodation, travel, shopping and entertainment. Selected the representative factors of tourist performance, and formed a relatively complete tourist performance - importance evaluation system. Likert method was used to design performance scale and importance scale. There are 25 observed variables. The

performance scale measures the tourists' performance with the performance of various elements in Western Royal Tombs of the Qing Dynasty. The statement content of the importance scale corresponds to the observation variables of the performance scale one by one, aiming to measure the importance degree of each factor in the mind of tourists in Western Royal Tombs of the Qing Dynasty. 1 point means very unimportant, and 5 points means very important. At the same time, the basic demographic characteristics of tourists are analyzed anonymously.

### D. Basic data acquisition

The questionnaire survey was carried out in Western Royal Tombs of the Qing Dynasty in April 2019. The respondents were mainly tourists traveling to the area. A total of 200 questionnaires were distributed randomly, 187 of which were collected, with a recovery rate of 93.5%. The gender of the sample was even, 53.33% for males and 46.67% for females.

## III. IPA ANALYSIS AND ANALYSIS RESULT

The survey data were analyzed and processed by the software of SPSS. The results are shown in TABLE I

TABLE I. IMPORTANCE-PERFORMANCE ANALYSIS

Count	Influence factor	Mean of importance	Mean of performance
1	Ornamental value of landscape	3.875	3.505
2	Display status of cultural relics	4.002	3.427
3	Maintenance of the building	4.062	3.441
4	Tour route design	4.203	2.895
5	Good public praise	3.431	3.767
6	Description and introduction of exhibits	3.825	3.123
7	Ticket Price	3.987	2.916
8	Parking Convenient	3.882	2.930
9	Transportation to the scenic area	3.912	2.865
10	Clear directions to the scenic spot	3.904	2.852
11	Public transportation in the scenic area	3.873	2.771
12	Environmental and sanitary conditions	3.728	3.086
13	Individual service	3.896	3.074
14	Safety status of scenic spot	4.055	3.272
15	The distribution of toilets	3.644	3.154
16	service facilities	3.987	3.167
17	interpretation system	3.904	2.476
18	Rest facilities	3.813	2.850
19	Problem solving ability of employees	3.881	3.203
20	Local attitudes	3.767	3.277
21	Commodity quality and price	3.896	3.168
22	Surrounding accommodation facilities	3.676	3.067
23	Catering situation	3.866	3.095
24	Crowded conditions	3.957	3.169
25	Historical scene performance in the scenic spot	3.508	2.853
	Grand mean	3.861	3.096

The survey results show that the overall mean value of importance is 3.861 and the overall mean value of performance is 3.096. Therefore, the vertical intersection point of importance and performance should be located at the coordinate (3.861, 3.096). IPA forms four quadrants based on vertical intersections, as shown in Fig. 1.

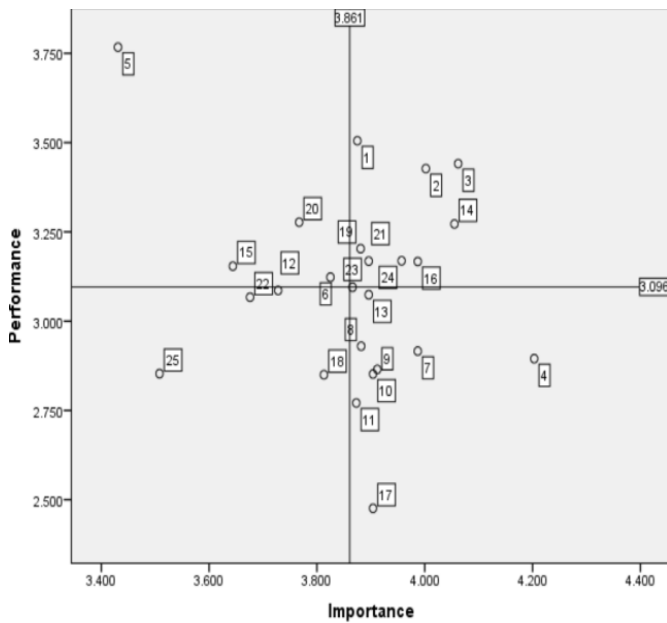


Fig. 1. IPA location analysis

The first quadrant has high importance and performance, which is the "keep it up" area. This region represents a product or service that the tourist attaches great importance to and is satisfied with the elements within the area. Western Royal Tombs of the Qing Dynasty are well-preserved tombs in the Qing dynasty, with exquisite internal architecture in the scenic spot and profound cultural connotation in each tomb. At the same time, the scenic spot of Western Royal Tombs is large in scale and less crowded in the scenic spot, so tourists can get a better viewing effect.

Low importance and high performance of the second quadrant are oversupplied areas. Tourists do not pay attention to the products or services provided by Western Royal Tombs of the Qing Dynasty, but they are satisfied with them. So you don't have to spend a lot of money on these things. In the arrangement of project capital expenditure, the appropriate amount of reduction.

The third limit has low importance and performance, and it is a region with low priority. Tourists attach great importance to the products or services of this part of scenic spots but are not satisfied with it. Tourists pay less attention to the tour in the process, need to improve but in the improvement of priority should be secondary to the fourth quadrant of the scenic factors.

The fourth quadrant is of high importance and low performance. Tourists attach great importance to it but are not satisfied with the tourism products or services in this part of the western tombs of the Qing dynasty. Therefore, part of the factors needs to focus on optimization research.

#### IV. THE OPTIMIZATION PLAN OF THE WESTERN TOMBS OF THE QING DYNASTY

The results of IPA analysis provide an important basis for the optimization plan of the western tombs of the Qing dynasty. In order to improve the tourist attraction of the western tombs

of the Qing dynasty, achieve the goal of upgrading the scenic spot to 5A, and bring into play the value of historical and cultural resources, solutions should be put forward as soon as possible to solve the problems presented in the IPA analysis results and complete the optimization plan of the scenic spot.

##### A. Improving tourist traffic in scenic spots

The tourist route design of the scenic area is not perfect, at the same time, there is less public transportation in the scenic area, and the distance between the tombs is far. At present, the scenic area provides tour buses and some self-service bicycles, but during holidays, the number of tourists increases, and public transportation cannot meet the demand. At the same time, self-driving tourists need to pay a parking fee every time they arrive at a scenic spot, which cannot reflect the humanization of the scenic spot[5]. Therefore, timely rectification is needed for the above problems. Firstly, we can increase the direct tourist routes from Baoding city to the western tombs of the Qing dynasty or develop tourist transportation from Yi county to the western tombs of the Qing dynasty. At the same time, we can strengthen the management of tourist transportation. Secondly, prominent signposts are set up between the roads leading to the scenic area and various tombs in the scenic area to point out the direction clearly for tourists and avoid getting lost. Third, improve the internal public transport, in the peak season of tourism timely evacuation of the crowd, reduce the tour waiting time. Fourth, strengthen the construction of parking lots. The number of self-drive tourists is increasing gradually. The parking location should be reasonably planned to meet the parking needs of tourists. At the same time, the parking fee in the scenic spot can be considered unified management and one-time payment.

##### B. Perfect supporting service facilities

Although the construction of basic service facilities is not the main attraction of mausoleum scenic spots, these service facilities have a great impact on tourists' satisfaction with the scenic spots. With the improvement of economic level, people's tourism demand level is also gradually improved, from traditional sightseeing to interactive and experiential leisure tourism. Therefore, tourism operators and managers should follow the trend of The Times, perfect scenic spots according to the needs of tourists, and increase the attraction of scenic spots. The scenic spot should have the perfect infrastructure and combined with the characteristics of the scenic spot to launch corresponding tourism activities. Here are a few improvements.

##### C. Setting up cultural scenes to increase the interaction between scenic spots and tourists

As a mausoleum of the Qing emperor, the western tombs of the Qing dynasty have strong Qing culture, which is the cultural advantage of the western tombs of the Qing dynasty. For example, the western tombs of the Qing dynasty contain different tombs, each of which belongs to a specific dynasty. Different dynasties also reflect the politics, economy, culture, art and so on of different periods. Visitors can know and understand the rise and fall of a dynasty through exhibits so that visitors can have a new understanding and deeper understanding of royal funeral, social system, sacrificial system and other aspects after visiting the mausoleum[6]. And

static exhibits often do not attract visitors for long. Therefore, different scenes can be set up in the scenic spot, allowing tourists to enter and experience the culture at that time.

#### D. Planning reasonable sightseeing routes

The scale of the western tombs of the Qing dynasty is large, and most tourists don't have enough time for in-depth sightseeing. Therefore, the scenic area of the western tombs of the Qing dynasty should plan reasonable sightseeing routes, which should not only facilitate tourists to visit, but also highlight the characteristics of the scenic area. In order to allow tourists to have a more in-depth and comprehensive visit to the tombs of the Qing dynasty, in the tour route design, we should focus on the characteristics of each tomb, so that tourists in a short time to have a deeper understanding of the tombs, improve the satisfaction of tourists.

#### E. Introducing innovative and high value-added souvenirs

Scenic spots should be clear about their own cultural positioning, based on the production of souvenirs, it is best to make high, medium and low-grade souvenirs according to the different purchasing power of tourists, but these need to reflect the cultural characteristics of scenic spots, avoid repetition and imitation. The cultural and creative products of the scenic spot can not only attract tourists, but also bring considerable income to the scenic spot. First of all, the western tombs of the Qing dynasty are tombs of the Qing dynasty, with strong Qing culture. Naturally, when designing cultural and creative commodities, the culture of the Qing dynasty must be integrated. Embroidery products of the Qing dynasty, such as handbags and silk scarves, can be designed. The packaging of cultural commodities must have a sense of design. To sell well, creative packaging is needed. It can attract tourists' eyes. Ordinary products, through innovative packaging, can bring new vitality to products. Third, cultural and creative products are practical [7]. More practical products can increase the purchase rate of the product itself. When designing cultural creation, Western Royal Tombs of the Qing Dynasty should pay more attention to daily necessities. For example, the design has the Qing dynasty cultural symbol pen container, the bookmark, the small mirror and so on.

## V. CONCLUSION

The tourism resources of tomb sites are important cultural heritages in our country, and we must pay great attention to the protection, inheritance and development of traditional culture. Therefore, the managers of mausoleum scenic spot should analyze the existing problems in the scenic spot, and put forward specific solutions to improve the attraction and market competitiveness of mausoleum tourism resources and give play to the cultural value, artistic value and historical value of mausoleum tourism resources. Taking Western Royal Tombs of the Qing Dynasty as an example, this paper discusses the problems existing in the development process of Western Royal Tombs of the Qing Dynasty by adopting IPA analysis model, and puts forward some corresponding solutions. Hope to provide some ideas for the optimization of tourism resources of tombs and sites.

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