

Emotional Consumption: Post-rural Life Experience of Ethnic Village Tourism

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Abstract. Emotional experience accompanies the whole process of tourism activities. This study selects Mangjing Village in Pu'er, Yunnan province as the case study site. Through the mixed methods of questionnaire survey and online ethnography, this paper discusses the emotional provision of residents, the emotional experience of tourists and their satisfaction in the ethnic village tourism. The results shows that: (1) The ethnic village's residents show high positive emotions towards the influence perception, support attitude and participation intention of tourism development, but low in self-efficacy; (2) As a provider of both material and emotional experience in tourism activities, residents of the ethnic village and their enthusiasm in interaction with tourists is the key element of tourists' post-rural life experience in ethnic villages tourism, and the core embodiment of villagers' participation in tourism activities and support for tourism development; (3) the positive emotions transmitted by residents of ethnic village can be summed up as hospitality, which contains residents' hospitable attitude and hospitable behavior. And this hospitality has a significant effect on tourists' satisfaction. These results have great application value in improving tourists' experience quality and satisfaction in the process of consumption, providing important theoretical guidance and marketing strategy inspiration for tourism destination development.

1. Introduction

Recently, the rural society in China have been undergoing a process from traditional rural society to a post-rural society [1]. Under the influence of tourism development, the post-rural nature of ethnic villages has become more and more obvious. In addition, with the gradual maturity of ethnic village tourism development and the intensifying competition in the tourism market, tourism satisfaction and tourism experience quality have gradually become the core issues for the development, and while emotional experience accompanies the whole process of tourism activities, it is recognized as the core of travel experience [2]. Besides, emotional experience plays an important role in tourists' choice of destination [3] and post-consumption behavior [4]. Therefore, from the practical aspect of ethnic village tourism development stage, emotional experience research is the basis of its tourism development and tourist experience; while from the theoretical aspect of tourism research, tourism emotion research is the promotion and deepening of tourism experience research.

2. Literature review

Pine and Gilmore argued that the experience economy has emerged, and that personal, pleasurable, and memorable experience as well as flow in the process of consumption are of great significance to consumers [5]. In addition, they also pointed out that experience is actually the good feeling in one's consciousness when one reaches a certain level of emotion, physical strength, intelligence or spirit [6]. For Schmitt, experience consists of five different types: sense, feel, think, act and relate. He further pointed out that these experiences are implemented through experience providers [7]. It can be seen that experience, as a concept of the psychology, is an important part of consumption experience, and its essence is of the emotion or emotional response.

Emotion is the motivation as well as the result of consumption and it accompanies the whole process of consumption. This whole process is not only a process of meeting physiological needs, but also a process of psychology, which accompanied by various emotional factors and phenomena such as happiness, joy and disappointment. And the satisfaction, catharsis, expression and communication of personal emotions are all restricted and influenced by social conditions and structures. In recent years, the study of emotion has attracted the attention of many scholars in the field of business services. As early as 1983, Hochschild analyzed how flight attendant's emotion is distorted and alienated in the business institutions [8]. Similarly, Wang's research also shows that modernity leads to emotional alienation, dilution, privacy and fallibility [9]. Although recently, emotional research has been paid more attention by tourism scholars, but the current research mainly focuses on festivals, shopping, theme parks, holidays, adventure tourism and other aspects [4], few scholars pay attention to the emotional consumption and experience of tourists in ethnic village tourism.

3. Research design

Previous studies mainly focused on the developed villages, but greatly neglected the later developed ethnic villages. And many problems such as ecological environment destruction, unequal economic benefit assignment and the weakening of the national cultural identity are exposed. In view of this, post-developed ethnic villages strive to reconstruct the post-rural social order, pursue ethnic harmony and sustainable development of villages, which is more significant and valuable for the development in the modern time and society. Therefore, this study focuses on the latter kind of ethnic villages.

The case study site selected in this paper is Mangjing Village of Pu'er in Yunnan province, which is located in the core of "Jingmai thousand-year ten-thousand mu cultivated ancient tea garden" and has the most well-preserved artificial cultivated ancient tea garden in the world. It is the root of the world tea culture and is known as the "tea culture and history museum". There are 2,799 people in Mangjing Village, among whom 2,563 are Blang people, accounting for 91.6% of the total population. The village's good ecological environment, unique ethnic culture and rich tourism resources have attracted a large number of tourists and tour groups to travel here, showing a good momentum of tourism development. It is relatively typical and representative among the cases of post-rural ethnic tourism village. Through the mixed method of questionnaire survey and network ethnography, this research attempts to answer these following questions: 1) what about the cognition, attitude and emotion of the residents in the ethnic villages towards tourism development? 2) do they have some influence on tourists' consumption experience and satisfaction when they participate in the tourism activities?

4. Results

To answer the questions above, the research contains two sub-studies.

4.1 Study 1

Study 1 mainly discusses the emotions of residents towards tourism development and service provision, which are measured by the questionnaire survey. In this study, Likert scale was used to score the questionnaire items, with 1 indicating "strongly disagree" and 5 indicating "strongly agree". The questionnaire covers the residents' perception of tourism impact (including positive and negative), their attitude to tourism development, participation intention and self-efficacy. A total of 101 questionnaires were collected in this survey, and 98 questionnaires were effective after eliminating 3 questionnaires that were not filled in or completed, with an effective recovery rate of 97%. Forty-four percent of the villagers in the total sample considered themselves to be engaged in tourism-related work. So it can be said that tourism has been an important industry for the development of the village.

4.1.1 Residents' perception of tourism impact

The perception of ethnic village residents on the impact of tourism development includes both positive and negative perception. However, most of the people in Mangjing Village have positive

perception. The highest average value is the impact of tourism on the popularity of the village, which is 4.4 (full mark is 5 points). In addition, the average perception of these 6 survey items, such as improving infrastructure, promoting the exploration and promotion of the national culture, improving the external image, enhancing national self-confidence and pride, increasing residents' income and increasing residents' civility and hospitality, is above 4.0. In terms of negative impact perception, village residents have the most obvious perception of the rise of local prices (such as housing prices and commodities) caused by tourism, with an average value of 3.98. The second is the environmental pollution brought by tourism development, with an average value of 3.22.

4.1.2 Residents' attitude to tourism development

In terms of residents' supporting attitude towards tourism, the average value of item "welcome tourists to local tourism" is the highest (4.37), which reflects the enthusiasm and hospitality of villagers in ethnic villages. Meanwhile, the villagers expressed their positive support for the government's tourism development policy (4.05). In addition, tourism will play an important role in the economy, the local villagers should be involved in tourism planning and development, tourism is the right development direction, tourism is the most important industries, these above four item were also higher than the average of 3, this suggests that village residents are optimistic and positive about the prospect of tourism development.

4.1.3 Residents' participation intention in tourism service

In terms of residents' willingness to participate in tourism development, residents show strong willingness, and the average value of all questions is above 3.5. The average value of participating in tourism resources and environmental protection and providing tourism services required by tourists is the highest (both are 4.17,) and the average value of some independently operated tourism projects is the lowest. That is to say, the residents' participation in tourism-related activities is not mainly driven by economic interests.

4.1.4 Residents' self-efficacy in tourism service

However, the self-efficacy of residents' participating in tourism services is generally low, especially in terms of funds, and they are highly dependent on the support and help from the government. In terms of the actual attitude and behavior of residents participating in tourism development, they mainly focuses on providing accommodation for tourists at present.

4.2 Study 2

Study 2 explores residents' emotional intention and actual participation behavior in tourism activities and the influence on tourists' consumption experience as well as their satisfaction. As the emergence of the Internet has greatly changed the lives of contemporary people, and the information of the network is abundant, especially the information expressed is natural and true, the internet ethnography has received many scholars' attention and recognition. Therefore, this sub-study chooses this research method to explore the experience and satisfaction of tourists in post-rural ethnic villages tourism.

According to the comments, the emotional accommodation consumption experience can be summed up as hospitality, which contains residents' hospitable attitude and hospitable behavior. For tourists' consumption in the warm and hospitable attitude, most tourists often mention that residents are warm, sincere, warm-hearted, considerate, kind, friendly and nice. While for tourists' consumption in the warm and hospitable act, it is often mentioned that residents solve problems for guests, dine together with guests, drink tea and chat with guests, experience their daily activities with guests, share knowledge, accompany guests to travel and so on.

5. Conclusion and discussion

Take what has been discussed above, we can conclude that residents have become the providers of positive emotional consumption due to their recognition of tourism development, and they naturally transfer such positive emotions to consumers through their interaction with guests, and finally meet the consumers' satisfaction. So we can propose the emotion experience mechanism model (see Fig. 1).

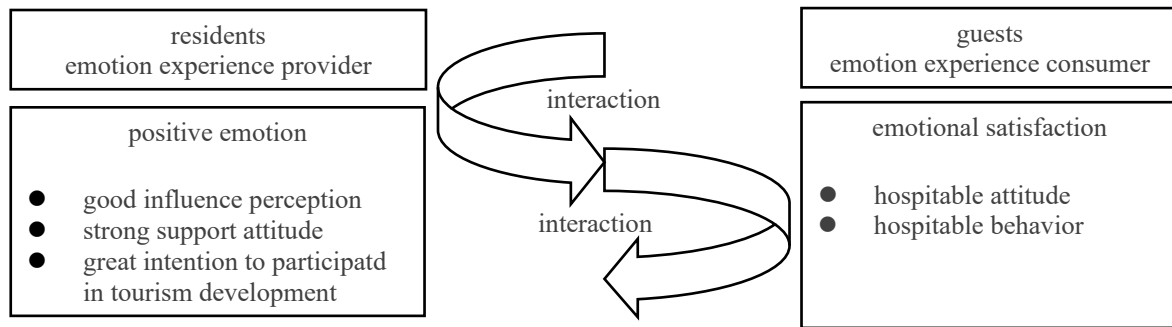


Fig.1. the emotion experience mechanism model

This study has achieved certain degree of innovation, such as focusing on post-development ethnic tourism villages, using mixed methods and so on. However, there is only one case of post-development ethnic village in this research, and the tourism development of this ethnic village is still in its infancy stage. Future studies can expand the sample size by increasing the number of such villages and enrich the research through in-depth comparative analysis.

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