

Research on The Optimizing Tourism Market Position of Xiaonanhai National Geopark Based on AISAS Consumer Behavior Analysis Model

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Abstract with the continuous improvement of people's living standard, tourism has become a popular "product". The Xiaonanhai national geological park, located in Qianjiang, Chongqing, is praised for its beautiful landscape and "the only ancient quake lake in China that is the most intact in the world". After a lot of capital investment and personnel management, the park presents good momentum, but there is still a gap between park's development and tourist demand. Finding the correct position and existing problems for its subsequent development becomes the key point of development of the scenic spot. This paper, based on market orientation theory, using the SWOT analysis method to fully analyzes the internal resources and external conditions of Xiaonanhai geological park. This paper also collects the tourist's spatial source, key visit time as well as major tourist purpose, thus countermeasures and suggestions are put forward according to these data and factors. Based on the above analysis, we put forward the corresponding improvement measures using the AISAS consumer behavior analysis model in order to optimize the Xiaonanhai national geological park market construction and to optimize the management.

Keywords Xiaonanhai national geological park, Market positioning, SWOT analysis, AISAS consumer behavior analysis model.

1 Introduction

Tourism is a comprehensive activity, as one of the effective ways to increase knowledge, strengthen the body and broaden the horizon, and become an indispensable part of people's life.

China's tourism is in a period of strategic opportunities for accelerated development. However, with the increasingly fierce competition in the tourism market, various tourist spots compete to build their own brands to occupy the market. For scenic spots undeveloped or not fully develop the potential, market development and construction work is especially difficult. How in many scenic spots in the same type strongly create distinctive, impressive image and pass out is particularly important.

The existing research on national geopark positioning is not enough. The construction of scenic spot is still judged and evaluated by traditional qualitative analysis and experience. Inaccurate, non-prominent, and not refined, is the general situation of national geological park research in China.

As for the Xiaonanhai National Geopark, there are few existing studies, which makes the park, which has the value of scientific popularization, appear planning deviation due to lack of professional guidance.

Due to various factors, the popularity of the park, the development scale of development and the tourism resources is not proportional to. Problems should be solved is to find out the existing insufficiency, integrate resources advantage, to make reasonable positioning expectations, provides the measure and method to raise.

Based on this, this paper through SWOT situation analysis, market segmentation theory and AISAS consumer behavior analysis model to find out the problems. Using the theory of market positioning achieve competitive advantage, thus on the results of the analysis put forward countermeasures and suggestions, in order to provide the reference for the long-term development and planning of Xiaonanhai national geopark.

2 Research Area Overview

Xiaonanhai national geological park, in 2001, approved by the state seismological bureau as "Qianjiang Xiaonanhai national earthquake ruins" and the "national science popularization education base", with the most popular science education value and research significance. This park is located in Qianjiang district of Chongqing, is located in the land of Chongqing and Hubei provincial border, the north east includes a small angle of Xianfeng, Hubei (108 ° 38 ' 20-108 ° 49 ' 48 east longitude, 29 ° 31 '14-29 ° 43' 27 north latitude), 32 kilometers away from the county, covers an area of about 30 square kilometers. The area is subtropical

humid monsoon climate, four distinct seasons, winter cold, summer heat, long frost - free period. Scenic areas within the annual average temperature 15.4 ° C, with an average annual rainfall of 1300 mm, park air quality to achieve optimal number of days throughout the year for 342 days. There are more than 140 kinds of trees, tiger, leopard, yellow monkey, antelope, musk deer, giant salamander, giant clams, and other rare animals, fish more than 50 species.

3 Status Analysis Of The Research Area

3.1 The positive part of planning and development

3.1.1 the geological landscape is intact and tourism resources are rich and varied.

Now Xiaonanhai is in the process of declared world geological park for proposed six categories of 11 sub-types 95 spots of geological remains, including environmental geological and geomorphologic landscape, ancient, geological structure, geological section, water landscape, etc. The ancient ruins of the earthquake and karst canyon group is a unique and typical characteristics of geologic relics landscape.

3.1.2 obvious location advantages and high economic and social support.

Xiaonanhai national geological park is located in Qianjiang district. As a tourist district, Qianjiang district government on tourism planning ahead, put forward "adhere to the ecological priority, to speed up the green development, build a beautiful new Qianjiang", promote strong industrial area, tourism district, aim to achieve the beautiful areas of the city. At present, Qianjiang three-dimensional transportation is basically formed.

In 2017, there were 14.6 million visitors in the region, a 76 percent increase from 2016, and the annual tourism revenue totaled 6.3 billion yuan, an increase of 86.5 percent over the previous year. The tourism scale of the whole district has been developing year by year. In 2017, the district government actively promoted the creation of a national 5A tourist scenic spot in the Zhuoshui scenic area and Balahu scenic area, successfully created two national 4A tourist areas and gradually promoted the development of the whole region tourism.

3.1.3 local governments attach great importance to the management and cooperation.

In September 2014, Qianjiang district government approved the establishment of the management committee of the Xiaonanhai national geological park, including geological park administration, law enforcement, and finance department. In 2017, the government of Qianjiang district issued a document to set up the geological park management center, which undertook the construction and management of geological relics protection and Xiaonanhai geological park.

3.1.4 increased visibility of regional tourism.

In 2017, Qianjiang district government focused on creating a scenic area of 5A, which will increase the visibility of tourism in the whole region. At the same time, work that Xiaonanhai national geological park declare global geopark is carried out step by step, bringing public a good impression for Xiaonanhai. In the process of declaration of global geological park, Xiaonanhai gradually complete upgrading of scenic spots. Advertising issue also make the park's more famous and influential.

3.1.5 regional development policy benefits.

Chongqing tourism work conference in 2018 pointed out that , Chongqing southeast region as one of the main attack direction in the Chongqing rural tourism, need to be built a mountain resort with international influence. In 2022, the city implement tourism income of 680 billion yuan, and the added value of tourism as a share of GDP by more than 10%.

3.2 The negative part of planning and development

3.2.1 slow infrastructure construction.

At present, the infrastructure construction like tourist landmarks and the bin in the park is relatively backward. As the characteristics of dam custom area, weak infrastructure spending against tourists experience and consumption, the whole scenic area catering accommodation is weak, specification is low. There is no guarantee that a large number of visitors viewing experience.

3.2.2 the management system is not clear in the multi-zone.

Xiaonanhai national geopark is located in Chongqing Qianjiang district. the north by east small Angle including a part of Xianfeng, Hubei province. Two provinces has not to reach a consensus for the development, capital investment and profit allocation.

3.2.3 small participation and short stay time.

The overall development of the park is mainly for sightseeing, with fewer products for tourists to participate in and experience. After entering the scenic area, the park will be visited in a short time, and the tourists will spend less overnight. In 2016, there were 829.47 million visitors in Qianjiang district, of which 270.88 million stay overnight, accounting for 32.66% of the total number of visitors. There are few experience items such as catering, accommodation, experience activities etc., which are not conducive to the overnight experience of tourists. Relying too much on ticket income, the overall tourism revenue generated and peripheral rural income is less.

3.2.4 fierce competition for tourism.

In 2017, the total number of tourists in Chongqing was 542 million, and the total tourism revenue was 3308 billion yuan. But the uneven development was highlighted. Chongqing urban tourism occupies a large part of the total number of tourists in the whole region.

And in Qianjiang district, Xiaonanhai national geopark is less than the other two mature scenic spots in the number of travelers and the ability of accommodation.

3.2 Market segmentation and corresponding positioning analysis

3.2.1 analysis of the nature source of tourists

(1) in 2016, taking source of team tourists for example, the tourists in Xiaonanhai national geological park main concentrated in Chongqing (25%), Sichuan (17%), Hainan (11%), Hubei (8%), and some provinces like Guizhou (7%), Henan, Shanxi, Shaanxi are secondary. Park visitors are mainly from neighboring provinces and park is less attractive to distant visitors.

At present, the park should focus on maintaining the local and Sichuan, Hainan, Hubei, Guizhou residents, and realize the regional preferential price and team discount. On the basis, park should expand the advertising and publicity in Henan, Shanxi, Shaanxi area, and then gradually expand the park's customer base and explore new markets.

(2) according to the statistics of the city, Chongqing tourism is concentrated in Chengdu, Beijing, Shanghai, Guangzhou, Shenzhen, Xi 'an, Wuhan, Hangzhou, Kunming, Nanjing and other large cities.

Tourists come in Chongqing mainly from large cities. As ecological protection area, Southeast of Chongqing occupy the favorable conditions. The park should make full use of natural resources and national characteristic advantage, promote the development of ecological tourism experience.

(3) among the team tourists in 2016, the bus team of the tourists accounted for 96.5 percent, the air travel team was 1.9 percent, and the self-driving group and the private group accounted for the smallest proportion, only 1.5 percent. That is, the park is less attractive to distant tourists, and visitors to the park have more consideration for transportation costs.

There are fewer self-driving teams in the park, and relatively little pressure on parking spaces. The park can temporarily slow down the planning and construction of parking areas, and spend more money on infrastructure construction. At the same time, the park should devote more efforts to the city's tourism bus line, and sign cooperation agreements with tourism companies to provide convenient vehicles and attract more group tourists.

3.2.2 The number of tourist reception, income in holiday and annual regional reception analysis

(1) 2014-2016, Spring festival and National Day two weeks as the main source of Chongqing tourism income, and May Day, Qingming festival are secondary. The number of holiday tourism and revenues accounted for the year proportion respectively is: 2014, 20.87%, 12.88%, 2015, 23.24%, 15.26%, 2016, 22.54%, 14.38%.

The revenue in holiday is high, which means tourist area should pay attention to holiday arrangement and activity planning. In holiday, park should add features, corresponding theme and entertainment to attract tourists and stimulate consumption. At the same time, park need to have more staff in order to meet the needs of the reception.

(2) In 2015, the number of tourists and income growth in southeast Chongqing ecological protection and development area was 15.8 percent and 16.1 percent, and 19.9 percent and 20.1 percent in 2016, far higher than the city average.

Park should value the capacity of accommodation. With the aid of advertising at the same time, we need further improve the dining, the lodgings, the folk characteristics, and consumption in the park projects, meet the needs of the growing reception.

3.2.3 Analysis of tourism objectives

The travel purpose of inbound tourists in Chongqing is roughly divided into sightseeing (37.6%), business

(23.3%) and leisure (23%), the conference (5.3%), to visit friends and relatives (4.3%), culture , sport and science communication (3.5%), religious worship (0.7%), others (2.3%). (Liwei Wu, 2010)

Relying on natural resources and national features advantages, Xiaonanhai promote the development of scenic spots to sightseeing and holiday. The current scenic spots of Niubei island, the red cliff top, Haikou Jinjiao are beautiful scenery for sightseeing. We should create a good environment for Banjiaxi, which is a ethnic village. It should perfect relevant supporting facilities, accelerate the development of folk culture and special festivals, and provide tourists with a good holiday experience.

4 Geological Park Survey and Evaluation

In the process of geopark positioning, we need to understand the current status of each factor, and consider whether the park has completed high-quality positioning and whether it has a good market development value. In the evaluation process, each factor has a different degree of influence on the positioning. Therefore, this paper uses the Analytic Hierarchy Process (AHP) to determine the impact weight of each factor in the positioning process. Each factor is compared by the experts on the factors of each level, forming the relative ranking of the weights of each factor and improving the evaluation accuracy.

Table 1 The Process Of Forming The Relative Ranking

| Scaling | Meaning |
|--|---|
| [10,8) | Comparing F_i and F_j , F_i is very important. |
| [8,6) | Comparing F_i and F_j , F_i is more important. |
| [6,4) | Comparing F_i and F_j , F_i is as same as F_j . |
| [4,2) | Comparing F_i and F_j , F_i is not so important. |
| [2,0) | Comparing F_i and F_j , F_i is not important. |
| F_{ij} means that F_i versus F_j , then F_j versus F_i means that $F_{ji} = 10 - F_{ij}$. | |

4.1 Determine the evaluation index set

Assume $F = \{F_1, F_2, \dots, F_m\}$ is a set of indicators consisting of F-level evaluation indicators. Assume $S_i = \{S_{i1}, S_{i2}, \dots, S_{im}\}$ is corresponding sub-indicators to F_i ($i = 1, 2, \dots, m$).

4.2 Construction judgment matrix

$$P(F_{ij}) = \begin{bmatrix} F_{11} & \dots & F_{1m} \\ \dots & \dots & \dots \\ F_{m1} & \dots & F_{mm} \end{bmatrix}$$

Among them, F_{ij} express the relative importance of F_i compared with F_j .

$$P(S_{ij}) = \begin{bmatrix} S_{i1} & \dots & S_{im} \\ \dots & \dots & \dots \\ S_{m1} & \dots & S_{mm} \end{bmatrix}$$

Among them, S_{ij} express the relative importance of S_i compared with S_j .

4.3 Calculate weights

4.3.1 Normalizing each column of the judgment matrix, $F_{ij} = F_{ij} / \sum_{k=1}^m F_{kj}$, ($i, j = 1, 2, \dots, m$).

4.3.2 Adding the normalized judgment matrix for each column by rows, $W_i = \sum_{j=1}^m F_{ij}$, ($i, j = 1, 2, \dots, m$)

4.3.3 Normalizing the vector $W = \{W_1, W_2, \dots, W_m\}$, $W_i = W_i / \sum_{j=1}^m W_j$, ($i, j = 1, 2, \dots, m$)

Table 2 The Weights Of Each Factor About National Geopark

| O layer | Weig hts | Evaluation factor (F layer) | Weig hts | Evaluation factor (S layer) | Weig hts |
|---------------------------------|----------|-----------------------------|----------|--------------------------------|----------|
| | | | | Territories | 0.03 |
| Landscape nature Resource value | 0.4 | Geology and landscape | 0.15 | Geological heritage protection | 0.07 |
| | | | | Nature and cultural heritage | 0.05 |

Table 2, cont.

| | | | | | |
|---|-----|---|------|--------------------|------|
| | | Management agency | 0.06 | | |
| | | Information and Environmental Education | 0.06 | | |
| | | Geological tourism | 0.1 | | |
| | | Regional economic sustainable development | 0.03 | | |
| Resource Development Support conditions | 0.6 | Basic service facilities | 0.15 | infrastructure | 0.08 |
| | | | | Service Facilities | 0.07 |
| | | Regional tourism status | 0.1 | Number of visitors | 0.03 |
| | | | | Travel time | 0.04 |
| | | | | Tourism income | 0.03 |
| | | Environmental capacity | 0.05 | | |
| | | Distance from downtown area | 0.07 | | |
| | | traffic condition | 0.8 | | |
| | | propaganda power | 0.15 | | |

4.4 Questionnaire evaluation

A total of 127 questionnaires were distributed to tourists, local government officials and experts to score 1-5 for each factor, 127 were recovered, 123 were valid, and the effective rate was 96.85%.

The analysis found that the indicators including information and environmental education, service facilities, and propaganda power, show a great impact on that overall evaluation of Xiaonanhai National Geopark, which became the limiting factor for the overall development of the geopark.

4.5 Advice based on the AISAS model

4.5.1 ATTENTION- declare global geological park

Xiaonanhai through declaring global geological park, completing the necessary museum buildings built, and perfecting the related construction of exhibition area, as the core of "only in China, the world's rare one of the most well preserved ancient earthquake lake", come into notice on a larger scale.

4.5.2 INTEREST- enhance the publicity of Xiaonanhai scenic spot

Relying on the beautiful scenery and cultural customs of Xiaonanhai, with the help of the tourism development of the whole southeast Chongqing, expand the popularity of Xiaonanhai area. Using AD intuitive way, choosing beautiful scenery, unique humanities characteristic fragments, play on large outdoor screen in Chongqing, Sichuan, Hubei, Guizhou province, and city theater, mobile client and video websites in Chongqing, Chengdu, Guizhou, Changsha, Wuhan and other large urban.

Take Chongqing as the center, in the around provinces for the core propaganda region, interested visitors.

4.5.3 SEARCH- speeds up the search of web sites

Taking Xiaonanhai national geological park as the main body construct website, and push the scenic area construction information, attractions, tickets and the tour guide. Write inside the park nearby, transportation lines, food and lodging information, meeting the tourists demand for gathering tour destination information. Perfect scenic spots information in existing travel sites and distribution platform like Baidu, Ctrip and Meituan. Assist surrounding businesses enter group-buying websites and search engines, in order to improve the scenic exposure, attract customers.

4.5.4 ACTION- create conditions for tourist consumption

Set multitime consumption project, including accommodation, paid businessman artificial interpretation, tour guide equipment leasing, park souvenir, experience goods, characteristic rock, Tujia customs, special local product of farmhouse and other goods. Provide more complete tourism elements, promote cooperation and participation of residents, encourage residents earned income, enlarge the social and economic benefits of the park.

4.5.5 SHARE- rely on satisfaction to realize the dynamic upgrade of all parts of the park

At present, the overall satisfaction degree of Qianjiang District Tourism service is higher than that in

southeast Chongqing and the whole city. Xiaonanhai should draw lessons from the set of standards and methods, with the aid of network distribution platform to evaluate and investigate all parts of the park. Realize the dynamic optimization of "where is missing, where make up". Through investigation and realization of the coordination and cooperation of various parts of the park, we are responsible for the tourists' satisfaction with Xiaonanhai national geopark, and increase the positive evaluation and sharing, so as to promote the second consumption.

5 Conclusion

The Xiaonanhai National Geopark has completely preserved ancient earthquake sites and has high scientific research value. However, in the current development process, problems have arisen in the positioning of the park. How to reasonably position and develop should receive attention and research, thus we can further promote its rational development, and better play its scientific research value.

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