Study on Ancient City Commercial Development Based on Tourism Consumption Preference—Taking Taierzhuang Ancient City as an Example

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Abstract. With the tourist attractions in-depth development of commercial activities of ancient city, it is exposed some issues like that the business structure is irrational, business climate impact culture, business planning is confusing, and prices have been driven up in commercial development of the ancient city. And these problems reveal the contradiction between the current tourism consumers and the ancient city of scenic spots. Taking the ancient city of Taierzhuang as an example, on the basis of understanding the present situation of development, this paper explores the close relationship between tourist preference and business development through the form of questionnaires. Finally, based on the experience of other cities of the same type, the author puts forward the suggestions for future development.

Introduction

With the rapid development of tourism, the commercial development of tourist attractions has become an important aspect to increase the income of scenic spots and improve the consumption structure. In particular, the ancient city of tourist attractions, which has a large building density, idle space and strong cultural atmosphere, is very suitable for a certain degree of commercial development. However, at present, most of the scenic spots in the ancient city are faced with both over-commercialization and low development level. It is not uncommon that the commercial structure in the scenic area is irrational, the atmosphere of commercial culture is impacted, and the commercial planning is chaotic and the prices are fluctuating. These have had a bad impact on the image of the area and the sustainable development. It has a direct relationship with the scenic spots which lack of understanding of the tourism market, especially tourist demand preference. Tourism consumers are the basis for supporting the commercial development of tourist attractions. The tourism consumer preference is the different tendency characteristic in the choice of consumer objects which has the very strong guiding function to the tourist's consumption behavior and can manifest or influence the tourist's consumption behavior directly. For this reason, the survey of tourism consumption preferences will directly reflect the consumer's business needs of the scenic area, and then guide the future business development.

The Ancient City of Taierzhuang and Commercial Development

Taierzhuang ancient city is located in the south of Shandong province. it is the main thoroughfare and important business hub, and also a battleground since ancient times. At present, the ancient city has 2 square kilometers of planning area, including 11 functional zoning, 8 scenic spots and 29 attractions. In accordance with the concept of “place of war, ancient canal city, Jiangbei water town and fashionable life”, the Taierzhuang ancient city has been restored scientifically including war ruins, ancient city wall, ancient docks, ancient houses, ancient streets and alleys[1]. The purpose is to become a world cultural heritage, international tourism and leisure destination and national cultural industry demonstration park.

In the commercial development, Taierzhuang ancient city draws lessons from other ancient city
scenic spots, gradually formed a comprehensive business layout which set of “food, housing, transportation, travel, purchase, entertainment”. In this process, the Taierzhuang ancient city speeds up the pace of investment, gets help to develop business, as a result, the area of commercial development continues to expand. But at the same time, the commercial development of Taierzhuang also has many problems that need to understand the consumer preferences by tourists, for the future development to provide a more clear idea. Therefore, taking Taierzhuang ancient city as an example, this paper puts forward the suggestions for the future development by comparing the commercial development on the basis of investigating tourist consuming preference.

**Study on Tourism Consumption Preference of Taierzhuang Ancient City**

The questionnaire survey form was be used in this survey. Through the random investigation, we get the understanding of the tourist preference of Taierzhuang ancient city.

**Questionnaire and design.** To achieve the purpose of this survey, and better understanding of the tourism consumer business preferences in ancient city of Taierzhuang, the questionnaire designed a total of 17 questions on the scenic area of 200 tourists to investigate. Through the investigation, we can effectively analyze the consumption structure, the per capita consumption level and the choice inclination of different consumption contents to find out tourist’s understanding of business development in Taierzhuang ancient city.

**Demographic characteristics.** From the gender point of view, the respondents were mostly women, accounting for 51% of the total, male respondents accounted for 49%. From the age point of view, the participants in the questionnaire are mainly young and middle-aged, 19-35 years of age accounted for 59% of the total number of consumers, 36-60 years of age accounted for 24%, which is the main force of travel. From a professional point of view, students accounted for a larger proportion of 35%, which mainly because the questionnaire is at the end of the college entrance examination. Company staff, business people and professional and technical personnel, accounting for 25.14% of the total, 17.10% and 17.10%. From personal income, students in schools do not have income, mainly rely on the support given by the parents for living expenses, which are less disposable income. In addition, 2000-5000 yuan income of the crowd is the main consumer groups. This part of the people accounted for 45%, which is the main consumer market.

**Consumer preferences.** Through the set of travel time, tour budget, consumption structure, number of days travel, re-visit rate and other issues, the Taierzhuang ancient city tourism consumer spending preferences can be find out.

From the travel time point of view, consumers spend more holiday travel, accounting for 64% of the total, followed by winter and summer vacations and weekends, and fewer travel opportunities on weekdays.

From the tour budget point of view, the cost of consumer travel mainly concentrated in the tickets, less than 150 yuan accounted for 33%, followed by 150-200 yuan, accounting for 27%, and 200-400 yuan accounted for 24%. It can be seen that the level of consumption is very limited, and the scenic area did not keep the consumer “pocket money”.

From the consumption structure (Fig.1), consumers spend the most of money in scenic area is accommodation, followed by tickets, catering and entertainment. They are seldom to buy souvenirs. This phenomenon has a great relationship with Zaozhuang’s “two-day tour” activities. Many consumers are willing to visit the ancient city at night and stay overnight for getting a different experience. But at the same time, it is less for consumers to purchase small commodities and other aspects, indicating that scenic spots in commercial development is still not mature which cannot effectively stimulate the consumer's enthusiasm for consumption.
From the number of travel days, the Taierzhuang ancient city is mainly 1-2 days tour, accounting for 94.29% of the total number of questionnaires, which is consistent with the tourism characteristics of Taierzhuang. However, one-day tour consumers will not be accommodation, over 52.58% consumers outflow. At the same time, two-day tour or multi-day tour of consumers are more than half of consumers that would not stay in ancient city, which virtually lost some consumers.

From the repeat travel situation, the consumers who select “willing” and “possible” each accounted for 39%. This means that 78% of consumers have the intention to re-visit or re-visit twice. This phenomenon shows that Taierzhuang ancient city can better meet the needs of consumers. Reluctant to revisit the consumers are mainly for the poor surrounding restaurants and accommodation, traffic inconvenience, the lack of distinguishing feature of the landscape and cultural activities on a small scale. It requires the Taierzhuang ancient city continue to strengthen in these areas, and constantly improve their facilities and landscape characteristics. The consumers willing to re-visit are mainly satisfied with the beautiful scenery, reasonable cost, good facilities and so on. Thus, tourism consumers in the process of cognitive process is often subjective bias, different consumers have different attitudes on the area.

In addition, in order to better understand the consumption situation of tourists in Taierzhuang ancient city, combined with the main business types of it, this questionnaire investigated the souvenir shops. There are 64.58% of consumers expressed willingness to buy souvenirs in Taierzhuang ancient city, in which 56.64% of consumers would buy less than 100 yuan of souvenirs. It can be seen that consumer willingness is not strong.

**Business Environment Recognition.** Tourism consumers on the ancient city of Taierzhuang commercial recognition is not only directly related to consumer attitudes, but also related to the future direction of commercial development. Through research, it can be found, the most consumption in Taierzhuang ancient city is bars, restaurants, snack bars and tourist souvenirs (Fig. 2). There are also a large number of consumers involved in large-scale performances and participatory projects. For whether the transformation of the ancient city of commercial, it shows a polarization of the trend. There are 42% of consumers believe that more levels of business development should be carried out, while 40% of consumers believe that the ancient city should remain the original flavor, as far as possible to commercialize. This reflects the consumer's understanding of the contradiction on business development in the scenic area at present.
It can be seen that the Taierzhuang ancient city business development have begun to development, the consumers show a low level of consumption, a short tour time, lack of diversification of consumption, strongly re-visit will, commercial development attitude polarization and so on in the process of consumption. These characteristics provide references for future business development of the Taierzhuang ancient city.

**Business Development Suggestion**

**Expand the size of the core business district.** First of all, the ancient city of Taierzhuang ought to expand of commercial scale, continue to improve the business structure, and form a integrated business district including dining, entertainment, shopping, play, accommodation and so on. Especially, Taierzhuang should pay attention to meet the needs of public recreational recreation, and give full play to the role of the ancient city in the functional configuration\(^2\). Secondly, according to the flow direction and intensity of tourists in the scenic area, the commercial separation and division can be carried out in different functional zones, so that formed the commercial circle that centered on the prosperous street, T-Street, Shunhe street, Yuehe street and ship street. At the same time, the ancient city of Taierzhuang should be built coffee, Western-style restaurants, pharmacies, bars, tea clubs, entertainment and shopping, which offer visitors convenience.

**Highlight the characteristics of product innovation.** As the cultural center of the canal culture and Lunan culture, Taierzhuang ancient city has rich resources such as native products, local handicrafts, opera and literature and folk customs, which are the main contents to attract consumers. Therefore, Taierzhuang ancient city should be excavated in these areas, making it as an important aspect of commercial development. Specific point of view, in the excavation of native products, the main contents of the operation of the ancient city is longevity cake, pancake, stone cake, jujube, salted duck eggs, Songhua egg, duck eggs and other products. The shop operators should strengthen of native products research and development that have the most ancient city characteristics. At the same time, Taierzhuang should enhance the brand awareness of native products, to make standardization of packaging, positioning clear, specific classification, and distinctive characteristics. so that the ancient city of native products in the country has a certain reputation, and improve the competitiveness of ancient tourism products\(^3\). In the process of handicraft development, it still needs to innovate in Lu embroidery, sachet, batik, clay sculpture, sand pottery, face plastic, willow, and wood carving, and pay attention to the aesthetic appearance and inherent culture. In the opera, Taierzhuang needs to further increase the level of consumer participation and enhance interaction in Liuqin opera, canal hub, canal drums, canals, etc.

**Formulate business management policies.** To promote the better development of the ancient city tourism, it need to develop a series of business management standards or systems: first, the ancient city must strengthen the catering facilities and health supervision and management, introduced a series of policies to restrain businesses to prevent food safety problems, to protect the
health and safety of tourists life. Second, Taierzhuang must do a good job within the scenic area of security, to prevent facilities which harm the safety of tourists. Third, it must learn from foreign scenic spots they focus on environmental protection valuable experience, coordinating environmental protection and economic growth to achieve sustainable development of the ancient city. Fourth, it should co-ordinate the city's facilities to prevent predatory development. Finally, the ancient city should establish an efficient and reasonable business environment management system to supervise the business dynamics.

Conclusion

Through analysis, it can be seen that what’s the Taierzhuang ancient city tourism consumer preferences and how is commercial development and recognition degree, combined with commercial development of the status quo of Taierzhuang, drawing lessons from domestic and international business experience of ancient city scenic spots, accordingly, the recommendations are made.

References