

Study on Customer Perception Value of Rural Tourism

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Abstract: The development of rural tourism depends on theoretical research, which is a necessary condition for the rapid and stable development of rural tourism. Based on the value perception of tourists and the guidance of attraction system theory, tourist value perception theory, tourism motivation theory and tourism experience theory, this paper reads and sorts a large number of related documents, and integrates different dimensions of tourist value perception research. The six dimensions of rural tourism value perception, the decomposition of the various elements of systematic indicators, and puts forward six research hypotheses. With the use of questionnaire surveys to obtain research data, statistical analysis software statistical research is conducted to draw conclusions and put forward corresponding countermeasures.

1. Introduction

In China, modern rural tourism began in the 1980s. It is generally centered on unique traditional folk customs. Farmers are the main business, tourism resources are the basis, tourism activities are the contents, and city residents are the target markets. [1], 20 It developed rapidly after the 1990s. On the whole, it has gone through five stages of development in our country. From the 1980s to the 1990s, it was the initial stage of development. The main characteristics of this period can be summarized as the prevalence of farmhouse music. In the Chengdu area, farmhouse music represented by the Xujia Grand Academy and early village festivals emerged. The new tourism model gradually expanded to the whole country. The continuous development of rural tourism promoted the establishment of the China Rural Tourism Association. "1+2" Vacation system was promulgated and implemented. From the middle of the 1990s to the early 21st century, it was a stage of comprehensive development. The main features of this period can be summarized as the rise of holiday tourism. On Saturday and Sunday and Spring Festival, Labor Day and National Day holiday adjustments, in particular, the State Council made clear the concept of the Golden Week, the country made clear that rural tourism as the theme of annual publicity, which greatly promoted the development of rural tourism, so that rural tourism has received more attention. From 2002 to 2006, it was a period of in-depth development. The main features of this period can be summarized as the coordinated development of agriculture, rural areas, and farmers. During the period, the government introduced strict industry standards to regulate rural tourism operations and improve service quality. In order to adapt to the development, the government has improved the land system involved in rural tourism, put this tourism model at the strategic level of national tourism development, further consolidated the results of previous development, and multi-sectors issued a policy document to promote the development of rural tourism and determined rural tourism. It is a powerful hand for "promoting agriculture by farming and township by town".

2. Connotation of Value Perception

The object of value perception is the customer who has the consumer behavior, which essentially reflects the value that the customer has for the enterprise. People's research in this field began in the western enterprise practice in the last century. With the deepening of relevant practice, it gradually became a hot topic for theoretical research and profitability of western enterprises. They think that people buy is not something, but expectations. The customer's consumption behavior is the process of realizing its expected value. In this process, the customer's overall feeling and the overall

evaluation after consumption are the basis of the customer's perceived value, that is, this value is the customer's comparison and balance between the cost and the benefit in the consumer behavior. the result of. Needless to say, this value plays an important and even decisive role in market activities. It integrates many factors that consumers need to measure in their purchase decisions. The traditional view is that this value should examine the value that the service or product can bring to the consumer from the perspective of the enterprise, while the modern view more examines the value judgment they make for the product or service provided by the enterprise from the perspective of the consumer. Although the theoretical research on the perceived value of the academic community continues to expand into various fields, the relevant theory has been continuously matured and improved, and the concept of value perception has not been conclusive between domestic and foreign scholars. Zimmermore believes that perceptual value is an overall evaluation of the effectiveness of a product or service based on the balance between perceived gains and perceived gains from the product or service, and further focuses on the price, quality, customer expectation, and customer of the product or service. Four dimensions are deeply analyzed [1]. Anderson et al. believe that value perception is within the scope of choice, that consumer spending behavior and the implementation process to fully consider the opportunity cost, spend the material and spiritual benefits that can be obtained by the unit currency, resulting in the psychological satisfaction. Bartz et al. believe that perceived value refers to a comprehensive evaluation of the spillover value of a product or service by establishing some kind of emotional connection with the producer after the customer obtains and uses the producer's product or service. Waldorf et al. believe that value perception is generated during the use of a certain product or service, and the customer's perception of a product or service that transcends the product or service itself. This feature values perception and personal value or organization. The difference in value [2]. Professor Dong Dahai believes that customer value is the trade-off and contrast between all the benefits and time, costs, and energy that come from this consumer behavior after experiencing the consumer behavior. [3]. Wu Yonghong and Fan Xiucheng believe that this value is based on the multiple needs of the demand or purpose consumer or consumer group. In specific situations, it can bring multiple benefits to the products or services that can meet the demand and the All efforts and payments are made, and then an overall evaluation of these benefits and contributions is made [4].

3. The Composition of Tourist Value Perception

The research on the relationship between tourist value perception and tourist behavior belongs to the field of post-tourism behavioral research. Scholars at home and abroad generally use empirical research methods to explore the relationship between the two. The combination of specific regions and the use of quantitative methods are the highlights of the study in this field. It is also one of the current research hotspots. On the macroscopic, tourists can be divided into negative behaviors, positive behaviors, and neutral behaviors from the perspective of tourism destinations. When a positive behavior occurs in a tourist, it usually manifests as a positive evaluation of a tourist destination, a strong revisit or a strong desire to recommend. When negative behavior occurs in tourists, it means choosing to leave or reduce purchases. The occurrence of neutral behavior is passive, and it evolves into negative behavior or positive behavior with environmental differences or individual differences. These behaviors are based on the perceived value of tourists. It can be said that the driving factors of post-tourism behavior and the elements of the perception of tourists are often highly consistent. Many scholars have demonstrated through studies on rural tourism, ecotourism, festival tourism, and leisure tourism that the perceived value of tourists plays a direct role in promoting tourists' behaviors, recommending behaviors after traveling, and propagating behaviors after traveling. At the same time, there is an obvious mediating effect between value perception and post-tourism behavior.

The perceived value of tourism is affected by the travel expectations formed by the accumulated experience of tourists' previous travel behaviors, the level of their own knowledge, preferences, and other factors, and a comprehensive evaluation of the purchased tourism products or services is carried out accordingly. The premise of the evaluation is to experience a complete tourism activity,

then the perceived value of tourists is equivalent to "the perception of the tourist's value of destination tourism." The existing research on the elements of tourism value perception has five elements, six elements, seven elements and eight elements. Based on the existing literature, this paper divides tourist value perception into landscape value, service value, emotional value, the social value, utility value and cost value are six constituent elements, and the corresponding indicators are decomposed for each element. Decomposition of landscape values into landscapes with typical rural features, scenic spots with distinctive rural features, scenic spots with projects suitable for all ages, welcoming people with simple folk customs, appropriate natural conditions and comfortable feelings table. Decompose the service value into high service quality in scenic spots, good order in scenic spots, perfect shopping services in scenic spots, well-designed service personnel in parks, safety measures in scenic spots, tourist facilities in tourist attractions, good attitude of service personnel in the scenic spots, and proficiency in business. The scenic spot can timely and reasonably resolve the complaint requirements of the tourists, the scenic spots can completely provide the promised various service contents, the number of scenic spot tourists can be controlled reasonably, the waiting time of the scenic spots can be tolerated, and the tourists can easily book various services, etc. index. The emotional value is divided into tourists feel the beauty of the enjoyment, the tourists relax the body and mind, tourists and families enjoy the leisure time, the tourist activities make the tourists feel good, the tourism activities leave the tourists out of trouble, the tourism activities make the tourists enjoy the fun, the tourism activities make people Feel excited and other specific indicators [5]. Decomposing social values into tourism activities can improve personal image, tourism activities can promote collective ownership, tourism activities can promote good relationship, tourism activities can broaden scope of communication, tourism activities can enable tourists and others to exchange new information, and tourism activities can cause tourists to Others admire specific indicators of interest. The utility value is decomposed into tourism activities to enable tourists to experience the world's culture, tourism activities to increase visitors' knowledge and knowledge, tourism activities to increase tourists' talks, tourism activities to improve tourists' culture, tourism activities to make tourists understand history, and to make tourists experience life. The area has specific indicators such as attractive cuisine. The cost value is divided into economic cost perception value and non-economic cost perception value. Among them, the perceived value of economic costs includes specific indicators such as total travel expenses, ticket prices, accommodation prices, transportation prices, food prices, and commodity prices. Non-economic cost perception values include specific indicators such as the energy spent by tourists and the time worthwhile for travel activities.

Rural tourism behaviors are often tourists who have leisure time, discretionary income and other conditions are subject to tourism incentives will generate tourism needs, need to reach a certain intensity, if the objective conditions allow it will generate tourism incentives, prompt tourists to collect tourism information and information Make evaluations and make travel decisions. There are many factors affecting the relationship between tourism motivation and rural tourism behavior. This study classifies the influencing factors from perceptual value perspective to two types of perceived benefits and perceived gains and losses, including landscape value factors and service value factors respectively. emotional value factors, social value factors, utility value factors and cost value factors, and studied the impact of various factors on tourists' rural tourism behavior.

4. Conclusion

The high landscape value, low cost value, high emotional value, high service value, high efficiency value, and high social value of rural tourism all have significant positive effects on the decision-making of rural tourism and the behavior of rural tourism, cost value, emotional value, service value, utility value, social value. There are different measurement indicators in each value-perceived dimension, and there is also a difference in the effect of each index in its dimension. At the same time, the analysis of variance of the research data shows that the tourists' sex, the age of the tourists, the education level of the tourists and the income level of the tourists have different influences on the value perception dimension of the tourists, and then have an impact on the tourist

decision-making and the tourist behavior.

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