

Research on Tourism Product Development based on Tourist Perception Evaluation

-- Take the Archaeological Site Park of Yijin City of Wuyue Kingdom as an Example

Mi Zhao

Zhejiang A&F University, Hangzhou, Zhejiang 311300, China

Abstract

This study employs tourist perception evaluation to conduct an in-depth analysis of existing issues in the development of tourism products at the Yijin City Archaeological Site Park of the Wuyue Kingdom. By leveraging the unique characteristics of archaeological site parks and referencing relevant literature, we developed a visitor perception scale for the park. Through SPSS software analysis, we identified key challenges including low product recognition, limited product formats, and inadequate supporting services during the park's development. Based on these findings, we propose actionable strategies to enhance visitor experience and address these operational gaps.

Keywords

Tourism Products; Tourist Perception; Wuyue Kingdom Yijin City Archaeological Site Park.

1. Introduction

China actively explores the protection of archaeological sites through park forms, promoting the deep integration of cultural heritage preservation and tourism. As core participants in tourism activities, tourists' perceptions of travel experiences directly influence consumption decisions. The quality of tourism projects and tourist satisfaction constitute decisive factors for the long-term development of heritage park tourism operations. Taking the Archaeological Site Park of Yijin City from the Wuyue Kingdom in Lin'an District, Hangzhou as the research subject, this article conducts a survey and analysis of its tourism products from the perspective of tourist perception, thereby proposing feasible strategies for tourism product development. This provides an effective model for the sustainable development of district-level archaeological heritage parks.

2. Overview of WuYue Kingdom Yijin City Archaeological Site Park

The Wu-Yue Kingdom Yijin City Archaeological Site Park, located in Lin'an District's urban core of Hangzhou, features two nationally protected cultural heritage sites-the Wu-Yue Kings' Mausoleum and Gongchen Temple Complex-alongside Five Dynasties-era Yijin City ruins, temple remains, and numerous contemporaneous tombs. This integrated site layout of "one city, two temples, and three mausoleums" vividly showcases the Qian family's governance achievements in the Two Zhejiangs region during the late Tang and Five Dynasties periods, creating a cultural legacy that epitomizes their vision of establishing a "Southern Paradise." proved as a National Archaeological Site Park project, the Lin'an District government is committed to transforming this site into a cultural landmark that harmonizes heritage

preservation, tourism integration, public education, industrial development, international exchanges, and ecological sustainability.

Practice has demonstrated that cultural heritage tourism interpretation not only effectively conveys heritage values and fulfills public education functions, but also exerts comprehensive and far-reaching impacts on local society, economy, and environment. Since the comprehensive upgrade of the Wuyue Kingdom Yijin City Archaeological Site Park reopened to the public in 2021, challenges such as low visitor numbers and limited cultural dissemination have persisted. To address these issues, this article conducts a systematic investigation and analysis of existing tourism products from the perspective of visitor experiences, identifying problems in development processes. These findings aim to guide relevant authorities in implementing targeted measures during subsequent management and construction phases, thereby promoting deeper development and innovation in tourism products.

3. Design of Tourist Perception Scale for WuYue Kingdom Yijin City Archaeological Site Park

Table 1. Tourist perception scale of Wu Yue City Archaeological Site Park

dimension	Measuring indicators	dimension	Measuring indicators
product form	Excavated cultural relics display	Product connotation	Site visibility
	Photo and text display		Cultural authenticity
	featured landscape		Cultural heritage readability
	recreational activities		Scientific content
	a tourist souvenir		Mental well-being
Product environment	Scenic area accessibility	product service	Shopping services
	Ecological environment of the site		Entertainment services
	The degree of perfection of public facilities		information service
	Sanitary and environmental conditions		Tour guide services
	Recreational space layout		Remedial services
	Historical and cultural atmosphere		

Scholars argue that cultural heritage, as a unique tourism resource, possesses distinctive characteristics including rich connotations, multifaceted carriers, and multi-level functions^[1]. The spectrum of cultural heritage tourism products encompasses temporal, spatial, functional, and formal dimensions, with primary forms encompassing static displays, multimedia presentations, virtual/digital exhibitions, scenario-based exhibits, immersive simulations, participatory activities, and contextual experiences. The spatial configuration, landscape elements, and service facilities in archaeological parks not only shape visitors 'perception of local identity but also influence their overall sense of place^[2]. Museum product perception involves collections, facilities, interior environments, and services^[3]. While tourist perception scales typically incorporate multidimensional indicators with varying research emphases, common dimensions include destination image, tourism services, visitor experience, and environmental hygiene^[4]. Drawing on existing research and considering the unique nature of

archaeological park tourism products, this study adheres to principles of independence, representativeness, scientific rigor, and measurability. Through expert consultation and guidance, we developed the Lin' an District Wuyue Kingdom Yijin City Archaeological Park Tourist Perception Scale (Table 1).

4. Analysis of Tourist Perception in Wu Yue City Archaeological Site Park

This paper conducts a questionnaire survey on the tourists of the site park, takes the tourists 'perceptual factors and evaluation as the core, converts all indicators into a scale form, and adopts the Likert five-level scale method to collect the tourists' perceptual evaluation on the tourism products of the site park.

From November 2024 to March 2025, a field survey was conducted among tourists at the scenic area, collecting a total of 500 questionnaires. The content reliability of the questionnaire was analyzed using SPSS 30.0. The Cronbach's α coefficient of the test scale was 0.98, indicating high reliability of the questionnaire and readiness for further analysis.

The paper uses SPSS 30.0 to conduct statistical analysis on the questionnaire data, and calculates the standard deviation and mean value of the perceptual results of each measurement item to intuitively reflect the importance degree of each evaluation index from the perspective of tourists (see Table 2 and Table 3).

Table 2. Tourist perception evaluation of Qianwang Mausoleum

variable	mean	standard error	variable	mean	standard deviation	variable	mean	standard error
Statue display	4.52	0.71	The visibility of the site	4.44	0.75	Ecological environment of the site	4.67	0.63
Qian Wang Temple, wood carving print	4.61	0.67	Visuality of cultural relics	4.52	0.71	The degree of perfection of public facilities	4.58	0.69
featured landscape	4.53	0.71	Popular science content	4.49	0.73	Sanitary and environmental conditions	4.66	0.64
cultural and recreational activities	4.5	0.72	A sense of spiritual pleasure	4.52	0.71	Recreational space layout	4.61	0.67
Tourist Brochure	4.44	0.75	information service	4.5	0.72	Historical and cultural atmosphere	4.62	0.66
Cultural authenticity	4.53	0.70	Guided tours	4.45	0.74			
Cultural content presentation	4.61	0.67	The convenience of entering and leaving the scenic area	4.57	0.69			

All measurement items in Table 2 show high average scores, indicating that tourists are generally satisfied with the Qianwangling Mausoleum's tourism products. The top three perceived items in this scale are the ecological environment of the heritage site, sanitary

conditions, and historical-cultural ambiance. As a typical resource-based tourist destination, Qianwangling's historical-cultural atmosphere serves as its primary attraction. The lowest-rated aspects include promotional materials, site recognition, and tour guide services.

Table 3. Visitor perception evaluation of the site museum

project	mean	standard deviation	project	mean	standard deviation	project	mean	standard deviation
Exhibit richness	4.56	0.57	Museum visibility	4.44	0.68	Park guide service	4.46	0.64
Design atmosphere of exhibition hall	4.54	0.6	Cultural heritage readability	4.53	0.61	Museum access convenience	4.55	0.57
Exhibit layout	4.52	0.62	Scientific content	4.55	0.6	The degree of perfection of public facilities	4.54	0.6
Facilities at the Pavilion	4.53	0.61	Mental well-being	4.56	0.57	Recreational space layout	4.52	0.62
Exhibition interpretation services	4.47	0.65	Cultural and creative products	4.43	0.66	Historical and cultural atmosphere	4.59	0.57
Sanitation in the building	4.61	0.55	information service	4.46	0.64			

Table 3 presents visitors 'perceived evaluations of the archaeological site museum. The highest-rated aspects were sanitation, historical-cultural ambiance, and exhibition diversity, while the lowest-rated elements were park tour services, cultural and creative products, and the museum's public recognition.

4.1. Product Form Perception

The product form serves as the medium through which culture is communicated, representing tourists 'subjective perceptions and comprehensive evaluations of tourism products' external manifestations and constituent elements during their consumption process [5]. The Qian Wangling area features a streamlined product display system incorporating stone statues, landscape installations, the Qian Wang Temple, tombstones, and burial sites. These locations are interspersed with various illustrated explanations, including family precepts, woodblock prints, and bronze-carved poetry. As an exhibition center for movable cultural relics, the archaeological site museum addresses issues such as limited viewing appeal and high interpretive difficulty in traditional archaeological parks. Covering 6,500 square meters, it showcases 350 cultural artifacts across two major sections: Wu-Yue historical culture and Wuyue Kingdom relics. Among these, 150 items are classified as first-class cultural relics, accounting for 80% of the collection. While visitors generally rate the product forms highly, they also noted shortcomings including overly simplistic displays, obscure explanatory content, lack of souvenir options, excessively priced cultural products in museum zones, and occasional creative deficiencies in individual exhibits.

4.2. Product Connotation Perception

The connotation perception of archaeological site park products is at the middle and rear level in the overall evaluation, mainly because of the low visibility of products. The lowest score is the visibility of archaeological site park, and the average value of the two blocks is 4.44, with

standard deviation of 0.75 and 0.68 respectively, indicating that the external visibility and attraction are weak.

Archaeological site parks represent a new cultural heritage tourism model centered on preservation, integrating scientific research, educational outreach, and recreational functions. Their essence lies in enhancing public cultural awareness and heritage preservation through immersive tourism experiences, while exploring more sustainable and innovative protection and development models under the premise of prioritizing cultural values [6],[7]. Both archaeological parks and museums emphasize "object-centric" approaches, using unearthed artifacts and site displays as primary attractions. However, they focus on collecting and exhibiting collections while neglecting the interpretation of cultural connotations. The Wu-Yue Kingdom remains relatively unknown, with visitors relying heavily on textual explanations and guided tours to understand cultural relics. Although many claim that their visits enrich historical knowledge, most interpretations remain superficial.

4.3. Product Environmental Awareness

As a district-level key development project, both the outdoor heritage park and indoor archaeological museum have received high praise from visitors for their environmental hygiene, with the environmental perception module scoring the highest among all components. Field research revealed that the scenic area boasts excellent natural surroundings featuring lush vegetation coverage and clean, hygienic pathways, which enhance overall visual appeal and boost visitor satisfaction. However, tourists also noted limitations in recreational spaces within the Qian Wang Mausoleum complex, including restricted indoor exhibition areas and weather-dependent accessibility issues. The poor accessibility of both sections—requiring ID cards or online ticketing—creates barriers for elderly visitors who lack smartphone skills or carry physical IDs. Additionally, the considerable walking distance between the two zones necessitates transportation for independent travelers, highlighting challenges in visitor convenience.

4.4. Product Service Perception

The Qianwangling Museum offers guided tours and information services. Beyond these core offerings, the museum has expanded its services to include shopping and dining facilities. The guided tour service features both professional commentary and on-site navigation, with the latter being particularly crucial for visitors to better understand the cultural significance of exhibits. While multiple tour guides are available in both sections of the heritage park, reservations and fees are required in advance. Independent travelers and senior tour groups rarely book guided services, which significantly diminishes their engagement and experience. The mobile WeChat official account for event registration and reservations lacks effective promotion and interpretation of Wu-Yue culture. The Qianwangling section currently offers no shopping facilities, requiring visitors to purchase cultural and creative products at the museum, which are criticized for lacking originality and being overpriced. Although small-scale events are occasionally held during holidays, most out-of-town tourists only learn about them through media reports without actual participation. Additionally, limited-time activities for young children require advance reservations and are strictly limited in number.

5. Tourism Product Development Strategy of Wuyue Kingdom Yijin City Archaeological Site Park

5.1. Innovative Forms of Tourism Products

According to the feedback from tourists' perception, the popularity of Wuyue Kingdom is low and it is mainly for viewing. Various experience methods need to be added. The opened experience and recently implemented ones include the following aspects (see Table 4):

Table 4. Open/To-be-open experience modes

order number	scene	block	Experience method
1	Qian Liu Tomb	Qian Wang Ling	Baptism, close view, distant view
2	An Guo's legacy	Qian Wang Ling	Climb high and look far, experience, and look close
3	Songqiao pays homage to the ancestors	Ancestral tomb of Qian Liu	Visitation, close-up
4	The Pure Land Question	Ruins of the Pure Land Temple	Look near and look far, Buddhist culture display
5	Monument to the Divine Realm	Mount Gongshisan	Look far and near, Wu Yue history and mountain landscape
6	Gongtai, Tillyam	Tower of the Heroes	Climb high and look far, look near and look far, overlook the whole city landscape, see Qian Liu's tomb from afar
7	Clothing and history	City Site Park (not open)	History of Yijin city
8	Wu Yuehua	Wu Yue Cultural and Historical Block (not built)	Characteristic folk customs and intangible cultural heritage
9	Clothing World	Wu Yue Culture Park	Regional characteristic business
10	Shi Gaixizhao	Wu Yue Culture Museum (Ruins Museum)	Overview of Wu and Yue culture

Research indicates that enhancing visitor experiences yields the most effective improvements in tourist perception. By innovating and refining experiential projects at the Yijin City Archaeological Site Park of the Wuyue Kingdom, we can integrate surrounding tourism resources. For instance, combining local delicacies like "Tian mu Hot Pot" and "Qian Wang Feast" from Lin 'an District creates a "tourism + dining" experience. We will also preserve and organize intangible cultural heritage and traditional crafts, establishing dedicated stations and skill museums within the park that showcase Wuyue culture and heritage stories. This approach enhances park accessibility while blending Wuyue history with Lin' an's cultural legacy. Through multimedia promotion, we aim to boost Yijin Market's visibility. Regularly hosting folk events like intangible cultural festivals, traditional celebrations, and seasonal experiences, we'll leverage "tourism + shopping" models to boost visitor engagement, interaction, and consumption, ultimately enriching the visitor experience.

As tangible carriers of cultural heritage, cultural and creative products not only drive the innovative dissemination of culture but also breathe new life into historical artifacts. By bridging the gap between visitors and museums, these products make cultural relics more relatable while continuously expanding their influence. Rich in cultural significance, such products will become museums' "living brand ambassadors," steadily enhancing the impact of traditional culture. Particularly through creative innovation, these products can achieve wider recognition beyond their original boundaries.

5.2. Deepen the Connotation of Tourism Products

The short-lived Wuyue Kingdom achieved remarkable accomplishments in political, economic, and cultural development, maintaining long-term stability in the southeastern region and laying the foundation for the Song Dynasty's southern migration. However, compared to mainstream dynasties like the Tang and Song, Wuyue's historical significance and cultural

influence have yet to be fully recognized. Its rich cultural heritage resources still await in-depth exploration and systematic development.

Lin 'an District is currently building a Wu-Yue cultural brand centered on its core heritage. As the preservation area of Wu-Yue culture, Lin' an boasts significant historical sites including the Tomb of King Qian, Tower of Meritorious Officials, and Yijin City Ruins, along with rich intangible cultural resources such as Qian Family Teachings, Buddhist art, and the Maritime Silk Road. Leveraging these resources, we propose a "trinity" development framework: First, establish archaeological site parks as core platforms to authentically preserve cultural relics through heritage conservation and museum construction. Second, utilize modern technologies like AR/VR and digital twin systems to create immersive experiences such as the "Digital Tomb of King Qian" and "VR Wu-Yue Kingdom". Third, delve into Wu-Yue cultural essence to develop cultural products and tourism routes, establishing a new "Wu-Yue Culture+" industrial integration model.

5.3. Optimize the Quality of Tourism Environment

The Wu Yue Kingdom Yijin City Archaeological Site Park was designed from its inception to preserve existing tourism resources while enhancing the environment. It has created viral hotspots like "Red Walls" and "Four Seasons of a Single Tree," earning rave reviews from visitors. To address concerns about limited recreational spaces and rest areas, the park implemented "micro-renovations" to add benches. Future plans include scientific spatial optimization to balance supply and demand during peak seasons. The park also features weather-independent touring zones across its sections, reducing reliance on natural conditions while enriching visitor experiences with multi-layered engagement.

Upon completing comprehensive development of the three major zones within the archaeological site park, we recommend implementing optimized transportation connectivity strategies. This involves scientifically planning internal traffic flow patterns, operating high-frequency free shuttle buses powered by new energy to seamlessly connect core nodes across all sections. Strategically positioned stops should be established with clear directional maps and real-time schedules. These measures will effectively integrate scattered resources while enhancing convenience, comfort, and overall visitor satisfaction for independent travelers.

5.4. Improve the Quality of Tourism Services

We will continue implementing inclusive service strategies. While strictly enforcing the real-name registration system at scenic spots, we will establish prominent "manual service counters" and dedicated staff positions at all entrances. These facilities will support verification and registration using multiple valid documents such as senior citizen certificates, social security cards, and driver's licenses. Paper ticket collection services will also be provided to build a user-friendly, diversified entry system. This comprehensive approach aims to completely eliminate barriers caused by the digital divide in visitor experiences, ensuring all tourists can equally enjoy their right to visit.

In today's cultural tourism landscape, superficial sightseeing and generic explanations are no longer sufficient to meet the demands of cultural heritage tourism. As markers and codes of civilization, cultural relics require expert interpretation to reveal their profound significance. For many heritage enthusiasts, professional guidance remains essential. Grounded in historical facts and guided by historical materialism, expert interpretation allows history and artifacts to speak for themselves. It deciphers the stories behind cultural relics, their cultural value, aesthetic significance, technological relevance, and contemporary relevance, enriching people's spiritual lives while amplifying cultural confidence through historical narratives.

6. Conclusion

The Wu-Yue City of Brocade Archaeological Site Park requires systematic development strategies to maximize the creative transformation and innovative advancement of cultural heritage. This initiative will drive the transformation and upgrading of Lin'an's cultural tourism industry, ultimately establishing a Wu-Yue culture exhibition system that harmonizes historical preservation with modern development. With the rapid growth of cultural heritage tourism, developing tourism products at archaeological sites serves not only as a means to protect and interpret major heritage sites, but also as a platform for optimizing local livelihood projects and amplifying the cultural impact of these historic parks.

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