

Research on the High-Quality Development of Rural Sports Tourism in Liyukou Village Based on ASEB Analysis

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Abstract: *As the leading industry of the five major industries of happiness, the tourism industry aims high and creates a better life for the future. Integration with related industries has become a trend in the development of the tourism industry, and sports tourism, with its strong appeal to audiences and high level of public participation, has become the primary form of integration between the sports and tourism industries. This article investigates the current situation of rural sports tourism development in Liyukou Village and conducts an analysis using the ASEB fence analysis method. The research on rural sports tourism in Liyukou Village is conducted from four aspects: activity environment, experience and benefits, and combines them with the elements in the traditional SWOT analysis in a reciprocal manner. The results show that: the development of activity places is low; the facilities are not perfect; the construction of humanistic environment is not perfect; the tourists' needs are not grasped accurately; the feedback mechanism of tourists is not sound and other problems, and finally put forward the corresponding measures to solve the problem.*

Keywords: *ASEB analysis; rural sports tourism; Liyukou Village*

1. Introduction

In recent years, with the development of social and economic conditions, rural sports tourism is also liked by more and more people, the article adopts the ASEB fence analysis method to make an in-depth analysis of rural sports tourism in Liyukou Village, Xi'an City, and puts forward an effective optimization strategy.

2. Impact of rural revitalization on rural sports tourism in Liyukou Village

If the countryside rises, the country will rise; if the countryside declines, the country will decline; the contradiction between the people's growing needs for a better life and the unbalanced and inadequate development is most prominent in the countryside; the most difficult and burdensome tasks for building a moderately prosperous society in all aspects and building a strong socialist modernization country in all respects are in the countryside; the broadest and deepest foundations are in the countryside; and the greatest potentials and energies are also in the countryside. Rural sports tourism is a new industry under the new era of cross-border integration of industries, and the healthy development of this industry plays an important role in promoting the development of rural economy, advancing the strategy of rural revitalization and the strategy of healthy China. By giving full play to the main roles of the government, society, village groups and villagers, we can explore the rural sports tourism resources of Liyukou Village and promote the in-depth implementation of the rural revitalization strategy. In short, the deep implementation of the rural revitalization strategy not only has an important role in promoting the excavation, development and utilization of rural sports tourism in Liyukou Village, but also has an important role in promoting the sustainable development of rural sports tourism in Liyukou Village in terms of guarantee, support and innovation.

3. Liyukou village rural sports tourism integration advantages

3.1. Rich natural resources

Liyukou Village is not only rich in history, but also rich in natural resources and diverse sports activities. Liyukou Village is surrounded by many natural scenic spots such as Taiping National Forest Park, Vermilion Bird National Forest Park and Jinlong Gorge Scenic Spot. Liyukou Village built the Red Army Transit Exhibition Hall to create red sports tourism. "Red sports tourism" is a branch of "red tourism" that combines the history of the Chinese revolution and sports activities, with the aim of fostering a love of sports among tourists through participation in sports activities such as hiking, cycling and other outdoor sports. The purpose is to cultivate an understanding of and respect for Chinese revolutionary history among tourists by participating in sports activities such as hiking, cycling and other outdoor sports, aiming to carry forward the red spirit, pass on the efforts made by the Communist Party of China (CPC) for the liberation of the nation and the advancement of the society, as well as to improve the physical and mental health of tourists^[1].

3.2. Rich resources for sports tourism

In recent years, Liyukou village in the municipal party committee organization department in the village under the help and guidance of the task force, adhere to the party building to lead the development of industry, based on the endowment of resources, the establishment and gradually formed a "red resources + parent-child labor study + lodging" as the leading countryside tourism industry system. "Red Army Transit Tuxian Exhibition Hall", attracted the city and even outside the city and county party members and cadres and citizens to visit and learn. Digging deep into the village green ecology, red humanities, idle houses and other resources, and integration and revitalization, promote the introduction of state-owned enterprises Shaan Tourism Group and private enterprises Oriental Harvest to the village to carry out cooperation, the success of the creation of a red tourism, parent-children to explore the three major cultural and tourism industry base of farming and research and learning. Parent-child camp contains archery, speed development, swing, CS and many other projects, teaching children teamwork and a variety of outdoor skills. Many young friends can carry out outdoor cycling, as well as people who like mountaineering choose to hike mountaineering, camping picnic and other sports activities.

3.3. Socio-economic conditions

By the end of 2019, 63,000 of the city's 74,000 documented card households have benefited through industrial help, accounting for 85%, realizing full coverage of industrial help for documented card households with the ability, willingness and conditions, and increasing the average household income in 2019 by 2,500 yuan. Shuangyi District 2021 received a total of 15,220,700 tourists, accounting for 8% of the total number of tourists received in Xi'an, with a total tourism revenue of 4.64 billion yuan, accounting for 2% of the total tourism revenue in Xi'an.^[2] It is understood that the Liyukou village actively cooperates with the enterprise, which not only attracts tourists to the village, but also opens up a new way of getting rich for local villagers. "Shaanxi Travel Service LUMMO camp provides more than 40 stable jobs for the local area, in addition to many odd jobs, which solves the employment problem of the villagers.

4. Liyukou village and the surrounding rural sports tourism resources status analysis

Table 1: Rural Sports Tourism Resources in Liyukou Village and its Surroundings Category Content

Landscapes	Taiping National Forest Park, Zhuquan National Forest Park, Jinlongxia Scenic Spot, Guifeng Mountain, Meibi Lake, etc.
Historical sites	sites Chongyang Palace, Bell Tower Museum, Peasant Painting Exhibition Hall, Medicine King Cave, Red Army Transit Exhibition Hall, etc.
Study and sports activities	Aguquan Peony Garden, Miracle Farm, Liyukou Family Camp, Village Blue Ball League, Fitness Skills Competition, etc.

Liyukou Village is located at the foot of Zhongnan Mountain, depending on Zhongnan in the south, looking at the Qin River in the north, sandwiched between Flooded Valley and Liyu Valley of the Qinling Mountains, and 1 kilometer away from the Flooded Valley Exit of the West Han Expressway. The village has a long humanistic history, including the Ganquan Palace in Qin, Sun Simiao in Tang, and Mingyang Temple in Ming, and enjoys the reputation of "a place of fame, new and renewed". The village contains LUMMO parent-child campsite, farming research base, Ganquan Academy and other rural tourist

attractions, and is a famous humanistic tourist destination in Xi'an, as shown in Table 1.

5. ASEB grid analysis of rural sports tourism development in Liyukou Village

5.1. Questionnaire design

The questionnaire of this study contains three parts: the first part is the basic information of tourists. The second part is the situation of tourists' decision-making behavior. The third part is a visitor satisfaction survey in the form of a Likert scale, which can be used for the specific analysis of ASEB. The authors used offline one-on-one distribution and filling out questionnaires, a total of 220 questionnaires were distributed and 209 valid questionnaires were returned.

5.2. Data Analysis

5.2.1. Tourist basic information table

Table 2: Tourist Information Statistical Table

Basic attributes of tourists		Number of samples	Percentage (%)	Valid percentage (%)	Cumulative percentage (%)
Gender	Male	106	50.7	50.7	50.7
	Female	103	49.3	49.3	100.0
	Total	209	100.0	100.0	
Age	Below 20	20	9.6	9.6	9.6
	20-29	85	40.7	40.7	50.2
	30-39	66	31.6	31.6	81.8
	40-49	20	9.6	9.6	91.4
	Above 50	18	8.6	8.6	100.0
	Total	209	100.0	100.0	
Area	Liyukou village	2	1.0	1.0	1.0
	Other areas in Xi'an	172	82.3	82.3	83.3
	Other cities in the province	27	12.9	12.9	96.2
	Shaanxi Province	8	3.8	3.8	100.0
Total	209	100.0	100.0		
Educational attainment	Junior high school and below	6	2.9	2.9	2.9
	High school	29	13.9	13.9	16.7
	College	37	17.7	17.7	34.4
	Undergraduate	104	49.8	49.8	84.2
	Graduate students	33	15.8	15.8	100.0
	Total	209	100.0	100.0	
Occupation	Business managers	23	11.0	11.0	11.0
	Government departments, civil servants	26	12.4	12.4	23.4
	Self-employed	24	11.5	11.5	34.9
	Teachers	14	6.7	6.7	41.6
	Students	27	12.9	12.9	54.5
	Retirees	18	8.6	8.6	63.2
	Freelance	27	12.9	12.9	76.1
	General employees	45	21.5	21.5	97.6
	Other	5	2.4	2.4	100.0
Total	209	100.0	100.0		
Average Monthly Income	Below \$2000	30	14.4	14.4	14.4
	2000-4000 yuan	29	13.9	13.9	28.2
	4000-6000 yuan	62	29.7	29.7	57.9
	6000-8000 yuan	49	23.4	23.4	81.3
	Above 8000 RMB	39	18.7	18.7	100.0
Total	209	100.0	100.0		

As shown in Table 2, Liyukou Village is very rich in sports activities. In terms of gender, 50.7% of the tourists are male and 49.3% are female, so the overall distribution of tourists is relatively even, almost independent of gender.

In terms of age, 40.7% of the tourists were aged 20-29, accounting for the highest proportion, followed by 31.6% of the tourists aged 30-39, and the total of the two amounted to 72.3%, indicating that the tourists were mainly young people.

From the aspect of region, 82.3% of the tourists came from other regions of Xi'an, indicating that the main group of people are local residents of Xi'an.

In terms of education, the highest proportion of education is undergraduate, accounting for 49.8%, followed by college and graduate students, accounting for 17.7% and 15.8% respectively, totaling 83.3%, indicating that tourists generally have a high level of education.

In terms of occupation, the highest percentage is ordinary employees, followed by business managers, government employees or civil servants, self-employed, students, freelance, accounting for 11.0%, 12.4%, 11.5, 12.9%, 12.9%, and finally teachers, retirees, and others, accounting for 6.7%, 8.6%, and 2.4%, respectively.

In terms of average monthly income, tourists earning 4,000-6,000 yuan accounted for the highest proportion of 29.7%, followed by tourists earning 6,000-8,000 yuan with 23.4%, then tourists earning more than 8,000 yuan with 18.7%, and lastly, tourists earning 2,000-4,000 yuan and tourists earning less than 2,000 yuan, with 13.9% and 14.4%, respectively. 13.9% and 14.4% respectively. It can be seen from the data that there is a certain correlation between tourists' income and education.

5.2.2. Tourist decision-making behavior table

Table 3: Tourists' Decision-making Behavior Statistics

Decision-making aspects	Statistical description	Number of samples	Percentage (%)	Valid percentage (%)	Cumulative percentage (%)
Time schedule	1 day	174	83.3	83.3	83.3
	2-3 days	18	8.6	8.6	91.9
	More than 3 days	17	8.1	8.1	100.0
	Total	209	100.0	100.0	
Channel	Travel Agency Recommendation	9	4.3	4.3	4.3
	Referred by others	73	34.9	34.9	39.2
	Media	79	37.8	37.8	77.0
	Others	48	23.0	23.0	100.0
	Total	209	100.0	100.0	
Mode of travel	Travel agency organization	3	1.4	1.4	1.4
	Family and friends	131	62.7	62.7	64.1
	Organized by organizations	20	9.6	9.6	73.7
	Individual initiative	53	25.4	25.4	99.0
	Other	2	1.0	1.0	100.0
	Total	209	100.0	100.0	
Main purpose	Promoting family and friends' relationship	17	8.1	8.1	8.1
	Experiencing outdoor sports	27	12.9	12.9	21.1
	Participating in group building	13	6.2	6.2	27.3
	Recreation	122	58.4	58.4	85.6
	Exercise	15	7.2	7.2	92.8
	Others	15	7.2	7.2	100.0

As shown in Table 3, The data shows that 83.3% of the tourists chose to travel for one day or less, 8.6% chose to travel for two to three days, and 8.1% chose to travel for more than three days. It can be seen that the tourists' outing time to Liyukou Village is very short.

The channels that tourists were informed of were mainly the media and other people's recommendations, with the highest percentage being the media, accounting for 37.8%, followed by other people's recommendations, accounting for 34.9%.

From the viewpoint of travel mode chosen by tourists, 62.7% of tourists chose to travel in the company of friends and relatives, and the proportion of personal initiative, travel agency organization, and others were 25.4%, 1.4%, and 1.0%, respectively, which indicates to a certain extent that tourists pay attention to the companionship of friends and relatives in the choice of travel mode.

From the point of view of the purpose of tourists, 58.4% of tourists are for leisure and entertainment, experience outdoor sports, enhance the relationship between friends and relatives, exercise, participate in group building, other accounted for 12.9%, 8.1%, 7.2%, 7.2% respectively. It can be seen that tourists come to Liyukou Village mainly for relaxation.

5.2.3. Tourist Satisfaction Questionnaire

Based on the four-level theoretical model of ASEB analysis, the questionnaire surveyed a total of 20 factors from the four aspects of activities, environment, experience, and benefits to develop the

satisfaction survey of rural sports tourism in Liyukou Village.

Table 4: Tourist satisfaction survey table

	Effective number of people	Mean Standard	deviation	Standard error mean
Environment 1	209	4.06	.801	.055
Environment 2	209	3.88	.815	.056
Environment 3	209	3.76	.785	.054
Environment 4	209	3.77	.783	.054
Environment 5	209	3.75	.732	.051
Activity 1	209	3.74	.760	.053
Activity 2	209	3.78	.761	.053
Activity 3	209	3.75	.769	.053
Activity 4	209	3.76	.749	.052
Activity 5	209	3.73	.789	.055
Experience 1	209	3.72	.761	.053
Experience 2	209	3.68	.859	.059
Experience 3	209	3.68	.812	.056
Experience 4	209	3.77	.819	.057
Experience 5	209	3.82	.822	.057
Gain 1	209	3.94	.782	.054
Gain 2	209	4.01	.763	.053
Gain 3	209	3.92	.865	.060
Gain 4	209	3.89	.831	.057
Gain 5	209	3.85	.737	.051

As shown in Table 4, the average score of satisfaction is calculated, and it is found that the average scores of the top five items of tourists' satisfaction are 4.06, 4.01, 3.92, 3.89, 3.88, which indicates that the natural environment and road traffic environment of Liyukou Village are recognized by tourists. The five items with the lowest average scores are: experiencing farm dishes, fruit and vegetable picking, weather conditions, red education, and parent-child camps, with scores of 3.68, 3.68, 3.72, 3.73, and 3.74, respectively. It indicates that tourists encountered unsatisfactory behaviors or phenomena in the actual participation process, or other reasons, which need to be further analyzed. In addition, by calculating the standard deviation, it is found that the values of the four dimensions are less than 1, indicating that the tourists' evaluation of these four aspects is very stable.

5.3. ASEB Analysis Scale for Rural Sports Tourism in Liyukou Village

ASEB grid analysis is a consumer demand-oriented analysis method, is the optimization of the SWOT analysis method, for experiential consumption triggered by the problem has a strong focus, so more often used in the study of tourism issues [3]. On the basis of the questionnaire data analysis, the mean value of the average score of tourist satisfaction is calculated to be 3.81, therefore, elements greater than or equal to 3.81 are regarded as advantages and opportunities, and those lower than are regarded as disadvantages and threats. After carefully organized and summarized to fill in 16 cells as shown in Table 5:

Table 5: ASEB analysis table

	Activity (A)	Environment (S)	Experience (E)	Benefits (B)
Advantage (S)	Abundant natural resources, suitable for rural sports tourism	natural scenery and humanistic landscapes; well-managed public security	suburbs Visitors' demand for rural idylls; novel experiences brought by rural netroots hit parce	Different tourists bring different revenues; solving the problem of villagers' employment and driving economic growth
Weaknesses (W)	Too little development of activity venues; inadequate facilities;	inadequate construction of human environment;	inaccurate grasp of tourists' needs; inconsistency with expectations; inadequate integration development;	inadequate feedback mechanism for tourists; lack of corresponding tourist souvenirs.
Opportunities (O)	Parent-child sports activities are popular: the diversity of activities has increased;	the humanistic environment has gradually become better; ecological environmental protection continues;	the advent of the experience economy; the rise of various sports	Investment attraction and cooperation between villages and enterprises; improvement of the quality of hospitality.
Threats (T)	The current rural sports tourism activities in Liyukou Village are still mainly self-guided trips	The weather conditions in Liyukou Village have a greater impact on the rural sports tourism	The experience level of sports tourism programs is not high	The conflict between the countryside's nativity and development

6. Development Strategy of Rural Sports Tourism in Liyukou Village

6.1. Activity

In the process of developing sports tourism resources in many regions, the investment in sports tourism is low and the degree of development is insufficient^[4]. According to the results of the research: tourists generally believe that Li Yugou village rural sports tourism activities activity place development degree is too low, did not form a complete industrial chain and other issues First of all, Li Yugou village is rich in natural resources, can rely on the local landscape resources to carry out a variety of outdoor activities. For example, a certain number of sightseeing cars can be developed to visit the attractions, or bicycles and other means of transportation can be provided to allow tourists to experience outdoor cycling activities. At the same time, leisure fishing, hiking and other outdoor activities can be carried out around the relevant attractions, so that tourists can exercise their bodies while visiting the mountains.

6.2. Environment

The utilization and development of any resources should not only focus on short-term economic benefits, not to mention the destruction of the environment as a price.^[5] Liyukou village rural sports tourism environment should not only pay attention to the protection of the natural environment, but also to strengthen the construction of the human environment. At present, Liyukou village humanities environment is rich and varied, such as the network red card store "soil hammer cafe", originally a mediocre rural warehouse, after three months of time to change, perfect transformation into a very artistic and design sense of coffee space.

6.3. Experience

According to the results of the research, the proportion of men and women is equal, and most of them come from since the young and middle-aged stage, generally higher education, medium to high income, more disposable income, this group pays more attention to their own emotional experience. With the continuous improvement of China's social productivity level, the process of urbanization is accelerating, ushering in the experience economy, the experience economy is "the enterprise to the service as a stage, to the commodity as a prop, to the consumer as the center, to create can make the consumer to participate in, worthy of the consumer's memory of the activities"^[6].

6.4. Revenue

To improve the earnings of tourists should not only improve the infrastructure construction, but also improve the feedback mechanism of tourists to protect the rights and interests of tourists. The establishment of rural sports tourism complaints hotline, the use of microblogging and other mobile platforms, the introduction of networked complaints, and can be set up on the region's official website "message board", to facilitate the complaints and feedback from tourists. The feedback mechanism for tourists should be strengthened to ensure that tourists can provide timely feedback to improve the satisfaction of tourists^[7].

7. Conclusions

Although Liyukou Village currently meets the tourism needs of most tourists, there are still a lot of areas that need to be improved, and we should start from the four aspects of activities, environment, experience, and income, to build a better rural sports tourism.

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