

Daqing Rural Experiential Tourism Project Development

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Abstract

Daqing City, as the resource city with petroleum industry as its main industry, it's essential for its industrial structure adjustment and city transition to develop the experiencing tourist in rural area. On the basis of the elaboration of the rural experience tourism resources of the city of Daqing, ASEB analysis is conducted on the rural experience tourism resources of the city of Daqing to explore the principles, directions, contents and strategies of project development. The development direction of the rural experience tourism projects in Daqing City should first identify the development goal of best quality, and then have the diversified development route; the development of the project should focused on picking experiencing tourism project, high-tech agriculture experiencing project and national customs experiencing tourism project by taking advantage of the resources in Daqing; the development strategies should exactly position the market, fully excavate experience connotation, and enrich experience environment.

Key words: Daqing; ASEB analysis; Development

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INTRODUCTION

As the Chinese people's standard of living continues to improve, people have the requirements of a higher level on

the quality and forms of tourism service. An increasingly growing number of modern tourists pursue in-depth tourism experience. As a newly emerging form of the tourism development, the rural experience-based tourism has drawn more and more attention from insiders in the industry. The traditional tourism developers who depend on material conditions should make more innovative projects to satisfy people's tourism need. Against this development background, the rural experience-based tourism develops rapidly. Daqing, a resource-based city, on the one hand, is facing with the pressure of industrial restructuring; on the other hand, it has affluent rural experience tourism advantages. So exploring how to exploit the rural experience tourism projects in Daqing City has a great significance on Daqing's sustainable development.

1. ANALYSIS OF THE RURAL EXPERIENCE TOURISM RESOURCES OF THE CITY OF DAQING

The names as the capital of green oil, natural hundreds of lakes city and Chinese hot spring town have spread across the country, and it gained the titles of "civilized city", "national health city" and "national environmental protection model city". The superior potential of rural experience tourism is huge. The rural area resources include wetland resources, geothermal resources, pasture resources, lakes, river resources, and cultural resources and so on. There are folk-custom villages, tourist towns, spa resorts and casual activities. Taking "the casual tourist of Mongolian flavor" as an example, it is built on the basis of rural area casual resources with rich cultural deposits, folklore characteristics of Mongolian and broad prairies which provides basic conditions for high-end leisure activities such as equestrianism, golf and so on. And Dumont County owns the resources of wetlands and

hot springs, which are beneficial for integrating various kinds of tourism resources to create a model of tourism experience that can only be owned by the villages in Daqing, creating good conditions for developing Daqing Rural Experiential Tourism Project Development. The transportation infrastructures of rural areas have great potential. The highways and railways, which reach to counties in rural areas, are relatively complete, and its transportation network's regional advantages combined with civil aviation transportation network have been continuously prominent. Under such advantageous conditions, rural experience-based tourism in Daqing has great potentials (Guo & Han, 2010).

1.1 Tourism Resources of Agriculture and Animal Husbandry in Daqing City

There are 450,000 hectares of arable land in Daqing, and its crop farming is well-known, which has provided the necessary material basis for the rural experience-based tourism. There is a good trend for the environmental-friendly food industry. The number of environmental-friendly marks reaches 218, providing an opportunity for the development of tourism products such as crops picking, off season vegetables and fruits. In addition, the high qualified black soil and fertile grassland farming provides a good condition for the rural areas of Daqing to develop the farm work experience, digging pot herb, selling agricultural and sideline products, cultivating land lease planting, livestock lease cultivation the rural experience tourism products. Some the rural experience-based tourism projects that Daqing has ever started building, such as Sijiqing spa, fruit and vegetable base, Bajingzi modern agriculture theme sightseeing garden and Hongji pasture agricultural characteristics custom park, have achieved great success. Facts have proved that both the picking which has already acquired the accreditation of the provincial pollution-free vegetable and the seasonal and out-of-season fruits picking, which were developed by the Spring Thunder Farm in Daqing, have achieved great successes, and have greatly increased the income of the farmers (Sun, Lei, & Cai, 2013).

The animal husbandry occupies half of the agriculture. Daqing has launched a comprehensive defense system with matched talents and in front of it is broad space for growth for animal husbandry development. The development momentum of the green organic food in Daqing is good. The number of marks of green products reaches to 218 with obvious brand advantages. The greenhouse production of Daqing has huge potentials. In the greenhouse production of fruits and vegetables, anti season planting and special crops as the representatives, the sightseeing agriculture integrating relaxation, tourism, picking and experience has a good momentum, which offers better investment opportunities. The resources of rangeland products available for processing in Daqing are abundant. The grassland covers an area of 10.34

million mu, which can produce a large quantity of high-quality forage every year; the animal husbandry has developed rapidly, and there are 430,000 dairy cattle, over 120 million pigs, more than 1 million sheep, and more than 14 million poultry. Animal husbandry in Daqing has developed well, and the vast prairie provides a good condition (Deng, 2010), for developing experience tourism products such as the grassland tour and grazing experience.

1.2 The Folklore Tourism Resources of Daqing City

Dorbod Mongol autonomous county has rich Mongolian national customs, and is the high-quality resources of developing minority folk customs experience tourism. As the only animal husbandry based county with Mongolian nationality as its main body in Heilongjiang, Dorbod has beautiful landscape and unique folk custom, and is honored as "the clear greenland" by the European Union and domestic green food certification organizations. In the territory, not only does it have the natural scenery of big grasslands and big wetlands, but also has a huge relics of antique cultures, which all have provided good conditions for village area to experience products that are used for developing the national customs (Ibid.). As a suburban park of the world-famous oil city Daqing, Shoushan Leisure Resort possesses an advantageous geographical location, the special natural spectacles and human landscapes of which attract numerous tourists to enjoy their holidays here. Shoushan Leisure Resort As early as the end of 11th century, the aborigines, Doerbet Mongolians, were engaged in animal husbandry and hunting here. So far, the peculiar regional ethnic culture has still remained completely. The planning and development of Shoushan Leisure Resort are concentrated on regionally national and folklore characteristics. Shoushan Leisure Resort It has strong Mongolian style, which is a holiday village possessing multiple functions, such as dining, accommodation and entertainment. Whether the feature of Mongolian yurt or the connotation of activities all follow the setting of traditional cultural life. The scenic spot of Lianhuan Lake is located on Taibai Road, 21 kilometers west of Dorbod Mongol autonomous county. It is the first and only international waterfowl hunting grounds in our country. It consists of 18 lake marshes and covers a water area of 580 square kilometers. Over 220 kinds of water birds inhabit here and among which there are more than 40 kinds that can be hunted. The average depth of these lakes is only half a meter and the deepest place is only about 2 meters, so they are typical shallow lakes in a wetland area. Lianhuan Lake covers a water area of 580 square kilometers. There are more than 220 kinds of waterfowl inhabits, among which more than 40 kinds are allowed to be hunted. Sun-moon Island is located 13 kilometers west of the field division of Lianhuan Lake. Newly build a batch of scenic spots like skiing park, Dangnai wetland, Mongolia-featured garden, classical chase and so on. Develop tourism projects like

ethnic customs, wetland tour, hot spring bath, skiing and so on; to strengthen the publicity, and to enhance the brand awareness of Durbet tourism. Durbet Folk Scenic Area has been developed fast in experiential tourism, which has achieved lots of praises (Leng & Tian, 2012).

1.3 The Water Resources in Daqing

The natural water covers an area of 292,700 hectares in Daqing City, and the water sources are of high quality from the Nenjiang River, the Songhua River and natural precipitation. Thus, it provides conditions for tourism product development such as angling, fishing and cruiser industry in Daqing City. The abundant water area resources enable the multiplying and living of more than 100 kinds of fish, and the yearly output of aquatic products has reached 55,000 tons. The city of Daqing encompasses the natural water area of 292,700 hectares, and the headwater comes from the Nenjiang River, the Songhua River and natural precipitation. The length of the Nenjiang River that flows within its territory is 260.9 kilometers, and the annual flow is more than 30 billion cubic meters, covering an irrigation area of 249.8 thousand hectares. The length of the Songhua River that flows within its territory is 128.6 kilometers, and the annual flow is 27.28 billion cubic meters. There are a great number of Daqing lake marshes, among which there are 284 covering an area approaching to more than 100 mu, which covers approximately 3,000 square kilometers altogether. Hundreds of big and small lake marshes make splendid scenery, like falling stars and strings of pearl. The abundant water area resources of Daqing enable the multiplying and living of more than 100 kinds of fish, and the yearly output of aquatic products has reached 55,000 tons. Now, the introduction and cultivation of tilapia and protosalanx hyalocranius have achieved a great success (Leng & Tian, 2012). Thanks to the Black Fishes Lake's high-quality water, the Black Fishes Lake Tourism Scenic Area has developed some tourism products, such as the pleasure-boat experience, the fishing experience combined with restaurant on Around-lake Tourism Scenic Area has been also preferred by mass tourists. These successful cases have offered references for the development of the countryside areas in Daqing the rural experience tourism products (Guo, Liu, & Wang, 2000).

Daqing City has rich developmental resources of rural experience tourism. This passage studies the development of the rural experience tourism projects in Daqing City, which can be expanded to promote the rapid development of Daqing rural experience tourism.

2. ASEB ANALYSIS OF DAQING RURAL EXPERIENTIAL TOURISM RESOURCES

Through the ASEB analysis on the rural experience tourism resources of the city of Daqing, the advantages and

disadvantages rural experience-based tourism in Daqing has been found, and the development project rural experience-based tourism in Daqing will be designed accordingly.

2.1 The Introduction of ASEB Analytical Method

ASEB (Activity, Setting, Experience, Benefit) correspondingly combined Manning-Hass-Driver-Brown's analysis of hierarchy and requirement, i.e. Activity, Setting, Experience, and Benefits with the different elements of the SWOT analysis, which provided an analytic method that is more effective and more customer-oriented for the tourism research. It extends the method of behavior analysis, and regards rural tourism as four-level demand theory, the first level is the demand for a certain recreational activity; the second level is the people's demand of environment while traveling, such as the natural environment, social environment, etc.; the third level is the demand for people to get experience in the activities, and the fourth level is the demand of eventually produced benefits after the experience. According to the different level of tangible or intangible needs, it forms a rank hierarchy table, and from the perspective of consumers, the analysis and assessment are carried out in the satisfaction and experience of active environment, as well as strengths, weaknesses, opportunities and threats these four aspects, which is named grid analysis method. This method can evaluate their degree of satisfaction of the development of tourism products, which will help to develop and upgrade products which are consumer-oriented or market-oriented in the scenic area, providing consumer groups with satisfactory products they need and expect pertinently (Deng & Yan, 2012).

2.2 The ASEB Analysis of Daqing Rural Experiential Tourism Project Development

Based on the Daqing Rural Experiential Tourism Resources, with the method of ASEB, bond activity, environment, experience, benefits with advantage, disadvantage, opportunity and threat, and have a deep analysis, we can get a result as the following table.

2.3 Analysis Summary

Through the above analysis, we can see that the rural experience tourism developed by Daqing City has advantages and disadvantages, opportunities and threats in activities, environment, experience and interests. Daqing City has a strong economic foundation, with the government as the solid basis for the development of rural experience tourism, and residents in Daqing City have strong consumption ability. However, according to the analysis, some problems exist, such as, the tourism project, during the process of development, doesn't have unique characteristic, product development doesn't have enough experience and the tourism elements are not integrated enough and so on. In addition, because of the superficial exploitation of many experience tourism products and a lot of incomplete infrastructures in Daqing

City, tourists are hard to obtain the depth of tourism experience in such a pure agricultural environment, and it is difficult to develop sustainable customers, which will directly generate low economic benefits.

3. THE PROJECT DEVELOPMENT OF THE RURAL EXPERIENCE-BASED TOURISM

Based on the above ASEB analysis, project development should follow certain principles, ascertain development direction, design the developing contents, and put forward the development strategy.

Table 1
The ASEB Analysis of Daqing Rural Experiential Tourism Resources

	Activity	Setting	Experience	Benefit
Strengths	1. The agricultural resources are abundant, and products to be picked up are various; 2. Products with distinctive characteristics.	1. Good air, good environment; 2. Good plasticity; 3. It has four distinct seasons.	1. Picking of anti-season fruits and vegetables; 2. All kinds of rural experiences like fishing at the Heiyu Lake and so on.	1. Satisfy the curiosity of the tourists; 2. Feel the charm of villages.
Weaknesses	1. The entertainment of activity is not enough; 2. The single activity carrier; 3. Integration is not enough; 4. The features are not bright.	1. The infrastructure is not good enough; 2. It has strong seasonal feature; 3. Service quality should be enhanced	1. The experience activity program is too old; 2. Vitality is not enough; 3. The science popularity is not enough.	1. The tourists have a short time to stay; 2. Tourists' access to the knowledge is too single.
Opportunities	1. Huge potential for development; 2. Various developing directions.	1. High-tech investment; 2. Quality of the tourists has gradually improved; 3. Strengthen the regional cooperation.	1. Continuous growth in experiencing tourism project; 2. Add national characteristics.	1. Constantly expanding tourism markets; 2. The constant improvement of the degree of attention of culture and science popularization.
Threats	1. No originality, high accessibility; 2. Fierce competitive pressure.	1. Lack of external consumption, mainly depend on domestic demand; 2. Lack of awareness.	1. Inadequate experience, and shallow memory; 2. Lack of publicity.	The dwelling time is short and the performance is relatively bad.

3.1.1 Preserve the Ecological Environment

Daqing Rural Experiential Tourism Project Development must strictly abide by the principles and laws of ecological and environmental protection, and through scientific planning, reasonable investment and strict control of the construction of tourism and business activities, to create a high-quality coastal tourism environment.

3.1.2 Make a Comprehensive Plan, and Focus on Developing

Strengthening the leading role of Provincial Tourism Administration in Daqing's tourism projects planning, investment management, infrastructure construction and so on, unifying planning and promotions, strengthening co-ordinations, focusing on the key developments, achieving success in every project developed and forming the intensive and dimensional advantages.

3.1.3 Optimize the Structure of Travel Products and Form the Group Combination Advantages of Travel Products

Give priority to developing the coastal tourism project with less investment, high cultural connotation, and

3.1 The Principles of Daqing Rural Experiential Tourism Project Development

Daqing rural experience tourism projects development must always adhere to the principles of sustainable tourism development, through scientific, systematic, comprehensive and effective planning and management methods, selecting those with the Sustainable Development coordinate and to ensure the medium and long term sustainable development of tourism projects, stand long-term run, overcome the short-term actions, make contributions to Daqing tourism resources and ecological environment protection and sustainable use effectively.

high scientific and technological content and strong participation. Highlight the national and local features, create famous tourism brands and develop large-scale tourism projects with sensational effects which integrate participation, entertainment and knowledge together.

3.1.4 Share Interests and Enhance Cooperation

Tourism projects development shall benefit all the investors, operators, local residents and governmental agencies. Therefore, the cooperation should be enhanced, so as to realize the sharing of benefits.

3.2 The Direction of Daqing Rural Experiential Tourism Project Development

3.2.1 The Direction of the Project Development With Best Quality

Daqing is in the initial stage of development of rural experience tourism. According to the real situation of the development of Daqing rural experience tourism, its products should take the route of boutique at first, emphasize to develop two to three excellent products and then have a gradual promotion to drive gradual and

diversified development of surrounding area, make full use of diversified tourism resource in Daqing and have a diversified development of tourism products and tourism routes. The quality of the tourism product to get stable and lasting needs of the market, from an environmental perspective, but also under stable and continuous production.

3.2.2 Diversification of the Direction of the Project Development

the rural areas of Daqing have diverse resource types, which could be further explored in the rural experience tourism products, such as the picking, experiencing of the framework, renting the plough, the folk customs tourism in Dumont and so on. In addition, Daqing is very rich in the geothermal and water resources, which will increase the possibility of developing other tourism experiential products. Referring to the cases of other rural experience tourism cities' successful development style, diversified development of the rural areas of Daqing will be the only road. At the same time, tourism products' route design needs diversified design according to the diversification of tourists' demands and design Daqing's village experiential tourism products in the light of local conditions.

3.3 The Content of the Project Development of the Rural Experience-Based Tourism

3.3.1 The Depth Development of the Travelling of Agricultural Harvest Experience

In recent years, Daqing City has actively absorbed the advanced PengShi garden stuff development concept, developed the characteristics of garden stuff and picking the economy, and introduced a large number of garden stuff varieties, enriching the market greatly. the rural areas of Daqing the travelling of agricultural harvest experience have developed rapidly, and many of the main roads in Sa trunk liner scale construction's Greenhouse, the rural areas of Daqing such as Dragon Town advancing village, eight jingzi picking garden, Datong district and Datong town, Datong district Gaotaizi town, Dragon town village Liu master, Paul fertility industry, Dragon town heroic village, Duerbote prairie, Ranghulu area silver wave picking garden, Dubbo Stewart bent township picking garden, Jubilee picking Park, Dragon town Xiangyang village have rapidly become a good place for picking. The whole city formed a special setup of picking fruits and vegetables, which was dominated by Datong with the comprehensive and rapid development of multi-county, such as Zhaoyuan, Honggang, Longfeng, Dorbet and so on. Agricultural picking experience tourism in Daqing has made certain achievements, but the current agricultural experience tourism products project development of Daqing hasn't been developed deeply enough, which means picking experience of Daqing in rural development projects should be more in-depth, improve planning standards, and gradually integrate with high-end tourism, eco-tourism and cultural tourism integration and so on.

Give vigorous support to projects with great potential and good development prospects and create a series of high-quality agricultural harvest projects.

3.3.2 Develop High-Tech Agriculture Experiencing Tourism

High-tech agricultural tourism is a major constituent of rural experiencing tourism, and it is proved that high-tech agricultural tourism has been developed successfully in Beijing, Shanghai and Guangzhou China, which attracted many tourists from home and abroad to visit. It has introduced external consumption and created economic value.

Daqing should consider developing high-tech agriculture experiencing project tourism with a focus on Ba Jingzi agricultural technology theme parks. Ba Jingzi, located to the east of the main western artery and the south of An Ming Road, is enlarged based on an originally characteristic Fruit and Vegetable Research Institute. The Agricultural Science and Technology Theme Park cover an area of 500 mu. It is a new form of agricultural science and technology park integrating technicalization, industrialization and ecologicalization, as well as a multi-functional agricultural science and technology core zone including agricultural science and technology presentation and promotion, science popularization training, industry-pulling, sightseeing and tourism. Its radiation is driving force extended to the surrounding urban areas, giving full play to the effect of exemplary demonstration and industry-pulling. It's significant to develop high-tech agriculture experiencing tourism.

3.3.3 Develop the Experience With National Characteristics' Tour

Dorbod Mongol autonomous county has full-bodied national customs of the Mongol nationality, and has good-quality resources to develop experience tourism with folk customs of national minority. Developing Dumeng national customs experience tourism has great importance on the tourism development of developing the experiencing tourist in rural area. However, the Chinesization in Dumeng area is severe in recent years, and much culture with unique features of Mongol nationality has lost its lasting appeal, therefore, equal attention should be paid to development and preservation while excavating the rural experience-based tourism in Dumeng area and the principle of sustainable development should be adhered to. Being the only animal husbandry county based on the Mongol nationality of Hei Longjiang province, Duerbote boasts its beautiful scenery and distinctive folk custom, and the clear Greenland", which is honored by EU and Domestic Green Food Certificate Authority. Within the territory, there are not only prairies, big wetlands and other natural landscapes, but also numerous sites of ancient culture, all of which provide superior conditions for that are used for developing the national customs and experience products in the rural areas.

3.4 The Strategy of the Project Development of the Rural Experience-Based Tourism

3.4.1 Determine Market Orientation, and Integrate the Elements of Experience

Through the research analysis of the customer market, the target groups of the rural experience tourism products can be divided into three categories, which are the parent-child type of family-based science popularization education, the experience type of weekend outing of lovers and the expansion type of company teams. While in the aspect of simplifying the theme image, the Daqing rural tourism image is positioned as picking fruit and vegetables, and agricultural popular science. This theme image has generality. There should be more support of concrete slogans about the stage of the development of experience tourism project, such as two-day rural tours to Daqing, looking at agricultural landscape, eating agricultural meals, doing some farming, and enjoying agricultural situation. The elements of the trip in Daqing rural areas are scattered, noting the congregation of the elements when opening the tourist projects, improving the infrastructure construction in Daqing areas and increasing the admitting to tourist attractions, only in this way can combine the development of multi-cultural experience tourism products with tourist products and develop Daqing Rural Experiential Tourism Project Development.

3.4.2 Excavate Experience Connotation, Enhancing the Depth of Experience

Daqing rural areas need to explore the connotation of rural style experience, to realize the value of the participation of tourists. All kinds of experience programs can depend on the existing resources in Daqing countryside to develop tourist products boldly so as to enhance tourist's participation enthusiasm and change the unremarkable rural products into extremely valuable experience-style rural tourist products. For example, in farming and folk custom experiencing projects, tourists can cook peasant family foods by themselves, from picking vegetables from the field to milling soybean milk and making tofu, etc. Such activities can not only increase the participation, but also help the tourists find pleasure in the activities, who can buy their own masterpiece at the right moment.

3.4.3 Enrich Experience Environment and Improve Infrastructure Construction

As for carrying out experience marketing, we can consider achieving the goal of marketing unwittingly when tourists are taking part in the experience activities personally through continuously shaping and improving the experiment environment. At first, based on rural sightseeing and rural recreational program developed in advance, various sense experiences of tourists are integrated. Tourists will be impressed remarkably by their own involvement. Secondly, during the construction of the rural tourism projects, the experience-based themes

of the rural tourism must be reinforced and attention should be paid to combining different customer markets. Moreover, different experience-based themes should be designed and the details should be strengthened constantly so as to highlight their characters. For example, the experience projects based on the kids & parenting theme in families aiming at the children market can be set up, and so the experience projects of two-day trips aiming at the adults market. In addition, infrastructure construction is also an important part to experience environment. Only when infrastructure is well enough can enrich experience environment be obtained better on this basis.

CONCLUSION

Daqing City has rich rural experience tourism. To develop the rural experience tourism projects in Daqing City, first of all we should obey the principles of ecological and environmental protection, overall planning and priority exploitation, the tourist product structure optimization, forming the group combination advantage of tourist products, sharing interests and strengthening cooperation; Secondly, define the exquisiteness of The direction of the project development and the diversity of The direction of the project development; then design and further develop the travelling of agricultural harvest experience, and Develop high-tech agriculture experiencing tourism as well as developing the projects of experience tours with ethnic flavors and so on; And at last, take accurate market positioning, integrate the experience elements, excavate experience connotation, enhance the depth of experiences, enrich experience environment, improve the countermeasures of the infrastructures.

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