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Research on Product Development of Tourist Attractions Based on ASEB Grid Analysis —— Taking Chaka Salt Lake Scenic Area as an Example

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Abstract

Based on a qualitative evaluation of the tourism resources of Chaka Salt Lake, this study analyzes the advantages, disadvantages, opportunities, and threats of deepening the development of the scenic spot, starting from the current situation of the lake. Additionally, the experiences, feelings, and benefits gained by tourists in the leisure environment were deeply studied using the ASEB grid analysis method. This paper puts forward some countermeasures for the development of tourism products in the Chaka Salt Lake scenic spot and makes full use of the natural and folk resources of Chaka Salt Lake to develop tourism products with cultural connotations that can deeply immerse tourists. This not only adds new value to the scenic spot but also creates unforgettable memories for tourists.

Keywords

ASEB grid analysis; tourism product development; Chaka Salt Lake Scenic Spot

Present Situation of Resource Occurrence in Chaka Salt Lake Scenic Area

According to online information and field travel experience, Chaka Salt Lake is the smallest of the four major salt lakes in the Qaidam Basin, and it was also the first one to be developed. Chaka Salt Lake has a long history of exploitation. In the Chaka Salt Lake Scenic Area, you can watch scenes of salt mining boats, magnificent salt sculptures, and the sunrise and sunset of the salt lake, which is known as "the realm of the sky".

Moreover, the tourism resources of the Chaka Salt Lake Scenic Area are relatively simple, mainly based on landscape and water scenery, but less on humanistic tourism resources. From the hierarchical distribution of tourism resources, it can be seen that the regional combination of tourism resources is relatively simple in spatial distribution. Most of the resources are based on simple sightseeing of various types of salt lakes. The main tourist areas are widely distributed in space and have long access times. At the level of tourism resources, the Chaka Salt Lake Scenic Area has high-quality tourism resources, some of which are monopolistic and have outstanding advantages. In terms of functional structure, the tourism resources mainly consist of sightseeing, supplemented by leisure and holiday tourism resources, as well as cultural experience tourism resources. The main tourism resources are scattered around the Chaka Salt Lake scenic spot.

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ASEB Grid Analysis Method for Product Development Research of Chaka Salt Lake Scenic Area

ASEB grid analysis is a new management tool for managers of tourist attractions that is mainly used to analyze consumers[1]. The ASEB grid analysis method starts from the demand level and divides outdoor leisure demand into four levels, including special leisure activities, special leisure backgrounds (environment, society, management background, etc.), experiences gained from activities under a specific background, and ultimate benefits gained from experience satisfaction[2,3]. The analysis results are shown in Table 1.

Table 1 ASEB Grid Analysis Method for Tourism Product Development in Chaka Salt Lake Scenic Spot

	Activities	Settings	Experiences	Benefits
Strengths	·The rich resources, distinctive features, and unique charm of the product (salt carving) ·The satisfaction of tourists with natural tourism resources is high, and their attraction is relatively high ·The unique selling point of the product "Sky Land" is its ability to attract people	·Unique natural scenery including snow-capped mountains, grasslands, blue skies, white clouds, and green grass ·Due to its high brand awareness, the green salt from Chaka Salt Lake is exported to other cities ·Unique Human Advantages: Spectacular Pictures of Salt Mining	·The local restaurants have features that attract tourists to visit ·Visit salt sculptures and experience rich salt culture ·The entry of small trains and boats has a strong sense of substitution and is fascinating	·Experience the Charm of Salt Culture ·Meet the psychology of tourists who search for online celebrities and seek novelty ·Tibetan Folk Culture and Customs
Weaknesses	·The development of scenic products lacks cultural connotations ·The development of folk customs is slow ·The product is singular and cannot meet diverse market demands ·In tourism activities, customer participation is poor ·The homogeneity of tourism routes is high ·The development of tourism products is not perfect, and tourists' satisfaction is low	·Old ideas, management models, and the requirements of the booming tourism market do not adapt ·The transportation is inconvenient, takes a long time, and has only one mode of transportation ·The ecological environment is being seriously damaged ·Tourism is seasonal, and the peak season is from June to October	·The backward tourism infrastructure and the high standards of service quality required by tourists are not suitable ·The main activity of the experience mainly involves watching, and the level of participation and experience is low. ·There are few shops selling tourist goods in the scenic spot. ·Customers spend more on scenic attractions, and the development of projects with a strong experiential component is less common.	·Tourists stay for a short time, and the multiplier effect of tourism is insufficient ·The tourist route is not attractive enough ·Insufficient development of research tourism ·The revisit rate of scenic spots is low

Opportunities	·The redevelopment of products will increase the intensity of attracting tourists ·The scenic spots indirectly encourage activities ·Integrate tourism resources, develop diverse products, and enhance the tourist experience ·The rise and development of going on road trips	·The relevant departments are continuously improving the traffic conditions ·Continuously introduce measures to protect salt lakes ·The local government strongly supports tourism ·With the improvement of the education level, the quality and abilities of practitioners in the tourism industry have continuously improved	·Increase the number of projects that have a strong sense of tourist participation ·Combine national folk customs and develop related themes ·Strengthen the construction of infrastructure ·The continuous advancement of intelligent technology in scenic spots	·Enrich tourism products and expand the market ·Pay attention to the development of the connotation of national folk culture ·Tourists are more willing to pay for educational products
Threats	·The surrounding area of Qinghai Lake has higher quality ·The customer experience is average, and the revisiting rate is low ·Protecting the environment of the salt lake conflicts with the tourist season	·The travel time is long, and the tourist experience is poor ·Due to the influence of the natural environment, there will be high reactions and other factors that affect the safety situation ·The attraction of scenic spots to local residents is low	·There are few tourism professionals ·The publicity effect of development projects is weak	·Fewer tourists and lower economic returns ·Facilities have been updated and costs have increased ·Investing in new projects is risky

As shown in Table 1, tourists' tours of the Chaka Salt Lake Scenic Area are mainly cursory, with short stay times and passive acceptance of tourism and cultural information. This makes it difficult for tourists to form a carefree feeling of deep experience.

At the same time, the tourism products of Chaka Salt Lake are singular, with few choices, unclear themes, and no outstanding features. They lack an introduction to the core cultural themes that can continuously attract tourists, which makes the existing offerings unable to meet the personalized and in-depth experience needs of tourists. In addition, the exploitation of natural tourism resources in Chaka Salt Lake only stays at the extensive development of simple sightseeing, which does not really reflect the characteristics of Tibetan folk customs tourism resources. Moreover, the short stay time of tourists leads to their failure to deeply experience the charm of the salt culture and national folk culture in the Chaka Salt Lake scenic spot. This, in turn, results in a low rate of tourist revisits, directly leading to low economic benefits.

Tourism product development strategy

Through the analysis of the current situation of tourism product development in the Chaka Salt Lake Scenic Area using the ASEB grid analysis method, we should establish an innovative approach focusing on folk customs and salt culture for tourism product development.

Increase research projects on tourism

The salt pan combines the local "salt-making" cultural characteristics[4] and adds various tourism experiences related to salt culture, such as an online VR pavilion, a salt culture museum, salt lecture classes, and an opportunity to experience the traditional life of salt farmers. All buildings should use environmentally protective

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materials to combine eco-tourism with salt culture in salt lake scenic spots. This will allow the tourism and cultural industries to gather and develop together so that the connotation of salt culture can be deeply rooted in people's hearts through indirect education, and the sense of participation of tourists can be improved.

Expand tourism rehabilitation projects

Due to the current social transformation, long working hours, and short rest, the amount of time people have for treatment continues to decrease. It is suggested that other types of short-term treatments be applied to spa places, spa resorts, spa hotels, and spa centers[5]. Salt pan in the scenic spot can create healthy and happy tourism activities. Moreover, the green salt in Chaka Salt Lake has a long history and great medicinal value, but the development of the healthy tourism market in its scenic spot is relatively small. It is suggested that other functions of salt should be utilized to tap into the historical value of green salt. The salt industry chain should be expanded, and the original iodized salt and washing salt should be removed to build a new health-care salt industry chain. This can include foot bath salts, bath salts, and other spa service products. The traditional salt industry can be combined with the modern concept of leisure tourism to create new products, realizing the integration of culture and tourism. This project attracts various groups of tourists while consistently meeting the increasingly diverse needs of tourists.

Increase folk entertainment activities

Managers use events related to publicity that not only innovate entertainment forms and strengthen education but also inherit folk culture . Chaka Salt Lake is a unique cultural festival of national significance. As a cultural capital festival, the annual Aobao Festival on the 15th day of the fifth lunar month attracts tourists. There are many Mongolians in the local area who offer sacrifices to the Aobao. On the 15th day of the fifth lunar month every year, Mu Yao pays homage to the Statue of Samma, and there is a large-scale ceremony offering to the lake around Chaka Salt Lake. Scenic spots can provide tourists with the entire process of renting national costumes, getting makeup done, and taking photos so that tourists can participate in this blessed activity. However, this festival culture is not limited to tourists' superficial experiences and visits but also deepens their understanding of local unique cultural symbols and their symbolic meanings.

Constantly optimize the design of tourist routes

Tourism route design is not only a part of tourism planning and design but also the core of travel agency management. There are tourist routes for the Chaka Salt Lake Scenic Area, but there are few differences in the scenic spots and little exposure to national folk culture. Additionally, the distances between the scenic spots are far, and transportation takes a long time. When tourists visit scenic spots, most of them only stay for brief sightseeing, and there are almost no opportunities for experience and participation. Moreover, many scenic spots on the tourist route mainly make a profit from ticket sales and transportation expenses, while the cost of transportation within the scenic spots is high. Therefore, when designing tourist routes, we should give full consideration to saving tourists' travel expenses in scenic spots. At the same time, the route design of different types of tourism endows cultural routes with connotations based on their differences. Furthermore, for scenic

spots with excellent human and natural resources, we can use the mobile interactive multi-objective urban tourism route planning system to expand tourism routesand deeply experience local ethnic customs.

Develop tourist souvenirs with a strong salt culture and high added value

Tourist souvenirs are carriers of good memories with commemorative significance, artistic appreciation value, practicality, and authenticity, emphasizing their use value[12]. Developing tourist souvenirs can not only bring economic value to the Chaka Salt Lake Scenic Area but also let the outside world know about the salt culture and ethnic customs of the area. The development of tourism products in the Chaka Salt Lake Scenic Area not only embodies the characteristics of salt culture but also adopts modern production technology to make the products meet the requirements of high quality and high added value. Most souvenirs from Chaka Salt Lake are made of local salt, and the preservation conditions in the area are extremely poor. In the future, we can break the restrictions of preservation conditions and broaden the sales channels (online and offline). At the same time, the development of tourist souvenirs can be combined with universities to add artistic elements, cultivate the appreciation of local culture, and take the path of professional design[13].

Conclusion

Based on field research, this paper analyzes the tourism resources of the Chaka Salt Lake Scenic Area and evaluates the experiences and benefits gained by its visitors. It is suggested that focusing on the development of folk customs and salt culture tourism products would be conducive to transforming Chaka Salt Lake from a single sightseeing destination into a comprehensive tourist destination that offers in-depth experiences, sightseeing, and vacation opportunities. This approach can not only meet the diverse needs of tourists but also promote local economic development. However, managers should pay attention to the protection of tourism resources while developing in order to promote and realize them.

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