

# Study on Urban Tourism Development Based on Experience Economy in Shanghai

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## Abstract

Shanghai urban tourism has become a new pillar industry, the economic development of Shanghai in recent years and the development of experience economy givenew direction to urban tourism industry. In the experience economy era , the tourists of the present strengthen the trend of personalized tourism consumption, gradually improve participation degree and hopes to personally attend to the tourism activities of a certain area, forming a lasting impression. Shanghai as the first to put forward the concept of "urban tourism" in China, urban tourism in the era of experience economy should have some new changes. This article through analyzed the Shanghai abundant tourism resources, summarized the development of the urban tourism in Shanghai. Based on the theory of experience economy and the experiential development idea, the system analyzes the development situation of Shanghai urban tourism, the development of new direction.

**Key Words:** Shanghai, urban tourism, experience economy, development

## 1. The Arrival of the Experience Economy

Experience economy is a new economic form, it after the agricultural economy, industrial economy and service economy. It is rooted in the service economy, customer experience is been used to measure the standard of service quality, providing "service" gradually evolved into provide "experience"<sup>[1]</sup>. As early as 1970, Alvin Toffler in his book *Future Shock* has described the experience economy; In 1998, the concept of "experience economy" was put forward by the United States, Ohio strategic horizon consulting company co-founder of b. Joseph Pine II (Joseph Pine II) and James H. Gilmore (James H. Gilmore), and they published an article entitled "The coming of the era of experience economy", the paper caught the attention of the academia; In 1999, the United States Harvard business school published the cooperation of <experience economy>, as a new economic form, experience economy formally entered history stage. Experience economy changes the traditional economies of scale, to fully meet the consumer demand in no economies of scale. It aims to maximize the pursuit of customer satisfaction, to obtain economic benefits by the customer profound personalized experience.

## 2. The Internal Relation between Experience Economy and Urban Tourism

At present, tourism is one of the strongest momentum of development in the global economy, and also as a member of the largest industries, it's increasingly highlights its important position in national economy. To develop the tourism industry has the extremely vital significance to improve the population employment, improve the level of regional economic development, narrow the gap in development among regions, realize the sustainable development of social economy in recent years. With the continuous improvement of people's living standards, China's tourism industry is developing rapidly. To 2020, according to the relevant data to predict the tourism industry in China will account for 11% the proportion of gross domestic product, the added value of the national tourism is expected to account for more than 12% of the added value of services<sup>[2]</sup>.

Tourism itself is a natural, inherent, real experience economy. Since the 21st century, as people living standard is increasing day by day, have more free time and pursue better rich spiritual culture, tourism has become the "leader" of economic development. The number of outbound tourism in China in 2013 was up to 94.3 million, up 15% from a year earlier. Outbound tourism consumption has achieved \$117.6 billion, up 20% from a year earlier<sup>[3]</sup>. At the same time, consumer demand for traditional tourism and other popular tourist products began to reduce, attaches great importance to the process of tourism and experience. Consumer is starting to look forward to more and more involved in tourism project, want to become the master of tourism experience, hoping for more activities which are personalized, meet the demand of people. Therefore, mass tourism gradually increasing demand of the experience.

Urban tourism formed in the last century 60s in the west, but the real attention and become the hot topic is the thing of recent years<sup>[4]</sup>. In our country, the concept of urban tourism first formed in Shanghai, in the form of academic integrity describes this concept is in the middle of the 1990s<sup>[5]</sup>. The so-called "urban tourism", refers to the modern comprehensive international metropolis, can absorb the guests at home and abroad to carry out high-level tourism activities, it is composed of exhibition award tourism, trade finance, high and new technology, tourism facilities, modern industrial tourism, agricultural tourism, modern landscape tourismessencesupported by characteristic tourism products. It combines urban characteristics and tourism experience in one, to make all tourism activities carried out on cities<sup>[6]</sup>. Main point is that city is rich in natural landscape, cultural atmosphere and good service attitude.

In experience economy increasingly pervasive today, however, just like the traditional visit tourism can't make consumer satisfaction. Tourists more hope to get a spiritual satisfaction and profound experience, this kind of satisfaction are not just from the eyes and ears, but in the process of all visitors need to be involved in tourism. Tourists as the main body, the businessman as object, the business should give visitors a free platformto perform , the real actor is the visitorsthemselves. Tourists personally involved in the urban tourism projects, all feelings are based on the tourists themselves rather than a merchant's propaganda. Make visitors can travel in a real life, experience life, this is the essence of the experience economy.

### ***3. The Development Situation of Shanghai Urban Tourism***

Shanghai as China's largest city, from the open port to the thirties of the 20th century, has gradually become "Eastern New York", "Oriental Paris", "The far east first metropolis". Shanghai is rich in tourism resources, on the basis of the traffic network, a city of Shanghai is rare in the world has two international airports - Hongqiao international airport and Pudong international airport; Shanghai also has the rich humanities resource base, is one of the historic city, there are 16 national key cultural relics protection . With a big site of the communist party of China, sun yat-sen's former residence, luxun's former residence and residence of Zhang WenTian's tomb, Song Ching ling's former residence and Song Chingling'S tomb, Yu Yuan Garden, present's tomb and so on; Shanghai has a lot of places of worship, the Jing 'an temple, the Jade Buddha temple, the long Hua temple of Buddhism ;and also has TaoistBai Yun Guan temple, Catholic XuJiaHui Catholic church, She Shan Catholic church; Shanghai has many cultural and sports venues: there are the Shanghai museum, Shanghai library, Shanghai grand theatre, Shanghai art museum. Although Shanghai has a perfect system of urban tourism, and be able to represent China nearly a century of rapid development, but in comparison with someplace that natural tourism resource is rich, the area of Shanghai's traditional natural scenery landscape is extremely scarce, even in downtown center is blank. Government departments pay attention to the lack of natural landscape in Shanghai area, traditional cultural tourism resources are limited to Shanghai to precipitate the phenomenon of more than one hundred years since the opening, on how to develop the tourism industry of Shanghai area for discussion.

In September 1995, the first "Seminar of urban " was held , the meeting has recognized the tourism resources situation in Shanghai and determined the Shanghai urban tourism should go to the route of urban tourism. Give full play to the "urban landscape, urban culture, urban commercial" characteristics in Shanghai, to compensate for the defects caused by the lack of natural landscape tourism. In 1997, the Shanghai government formulated "The outline of Shanghai urban tourism" development planning, regulate Shanghai tourism can be divided into three major theme features circle:Center commercial subject, ring new city culture circle of cultural function, outer suburbs leisure theme circle.<sup>[7]</sup> Since then, Shanghai steadily forward and rapid development of urban tourism industry. After 2004, due to the rapid urban construction, it provides a new infrastructure to the urban tourism. The needs of touristshave great changes, people pay more attention to make their participation higher tourism projects, pay more attention to the process of travel, which would be able to get the real physical and mental pleasure. More important is that the current phase of Shanghai, how to make oneself of the tourism industry better, Shanghai's urban tourism has entered an unprecedented new challenges. In order to meet the tour innovation, Shanghai urban tourism needs combine with the experience economy tightly. On the one hand, pay more attention to show visitors the Shanghai'smetropolisfeeling and the atmosphereof across the cultural, not only the urban landscape that is formedone hundred years ago, but also the Shanghai daily life habits, all present domestic and international integration. On the other hand,when tourists in ornamental landscape such as Yu YuanGarden, the old Shanghai Cheng Huang Temple, the Bund and other scenery, can better feel the ShangHai cultural charm.

### 3.1 Shanghai Urban Tourism has Certain Features<sup>[8]</sup>

One, it is with stronger economic characteristics, Shanghai urban tourism is different from the traditional tourism projects, it pay more attention to urban culture, economy, social culture and other aspects of comprehensive display. Exhibition award tourism, high and new technology and modern industry, such as brand, itself has certain economic value, and that they could be made to play a catalytic role in the economic prosperity in Shanghai so as to better reflected the economic feature of urban tourism. Strong industrial, trade, science and technology system to drive the development of urban tourism, and urban tourism, in turn, promote their development, they form a virtuous cycle.

Two, the "urban tourism" brand characteristic, urban tourism often relying on the development of the city, on the international evaluation standard for the urban is the population scale add to more than 5 million, in addition to this, metropolis should also has strong economic strength<sup>[9]</sup>, it is a country or a region of politics, economy, culture, science and technology center, needs to have more stable social environment and good transportation systems than any other city. To solve the problem that different tourists' accommodation need in the process of travel, with reasonable price and satisfactory service. Modern industrial tourism, urban tourism is usually closely associated with a city, through the tourists enjoy the unique scenery city, feel the unique charm of the city, these are the unique characteristics of "urban tourism".

Three, The three-dimensional urban tourism, compared with the traditional natural landscape tourism, urban tourism is rich and varied. At the heart of the big city, we can organize tourists visit both local cultural relics, appreciation history culture, and also can organize shopping experience, financial and commercial games. Both meet the needs of the visitors leisure clubs of city people, landscape, building, square and so on, city infrastructure, and such as politics, science and technology, information, economic and cultural spiritual experience. Make different tourism planning and tourism scheme for different tourists, urban tourism is the embodiment of diversity

Four, has a strong guiding role. Modern urban style and features, high new technology brings the new experience to tourists, rendered in diverse metropolitan tourism consumption channel as well as the new consumption idea will be rooted in visitors in mind. The new tourism mode will affect other tourist scenic spot of the mode of operation and management idea. Almost all modern tourism activities from cities are together with and develop in the city, so the urban tourism is the source of power of modern tourism activities.

Five, it is the interaction of the Shanghai urban tourism products brand. Urban tourism has more strong features, such as economy, finance, trade, high and new technology; at the same time promote the traditional tourism sightseeing, leisure, culture and so on. Urban tourism brand is combined with economic development.

## 4. In Experience Economy Era of Shanghai Urban Tourism Development's New Direction

Product update is Shanghai urban tourism path to adapt to the development of the era of experience economy, experience economy era product update strategy mainly has the following several aspects:

### 4.1 The Tourism Experience Theme

At present, with the development of the economy, consumers' preferences for subject products are gradually enhanced. People are becoming more and more care the experience can bring a unique to their impression. Such as street increasingly theme hotels, bars, restaurants, and there is a clear theme tourism activities is the first step for the visitors to experience, successful theme can make visitors the thread of the tour, which left a deep impression for travel.

In experience economy era, what the businessman to provide are no longer just goods and services, but make the consumers to experience. Company builds experience stage, design experience, set up experience props, form can accommodate customer experience space, experience of the staff training can help the customer, the customer in the experience is the master. In the era of service economy, we have a haircut, hotel, restaurant and so on, we have received numerous services, but we will remember is very few. But I take part in the outing, I took part in military training, I as the chamber of secrets escape game, I took the pouring rain on the playground running training, all of these, although there is no charge, but has the characteristics of the experience economy, will let the client forever. Las Vegas in the United States is a typical experience, at there, there are ubiquitous casino slot machines and boisterous, exciting variety of carnival games, each of which is the experience of elaborate design project.

In Yunnan province, as the Chinese version of the experience economy, not only has the blue sky, clean water, green mountain, white sand beaches and hung fruit banana trees, let a person more is a kind of pleasure into the dance of the township, brings unprecedented relaxation and pleasure.

As for Shanghai, "metropolis" is the theme of the Shanghai dedicated to all visitors. Shanghai as China's largest city, is one of China's economic and financial center, has the most advanced technology. Urban tourism resources lies in the city itself, essence is people's exploration for the urban culture, the pursuit of urban civilization. Background in urban tourism as the main body, we can carry out trade, finance, tourism, modern metropolis style, modern agriculture, tourism, high and new science and technology, modern industrial tourism, tourism, and other institutions of higher learning and research institute. The high level of tourism brand is the essence of urban tourism, urban tourism is the pillar and characteristics, and without them, urban tourism will be impossible.

#### **4.2 From the Positive Reinforcement of Metropolitan Tourism Theme Image**

There is the basis of the experience tourism, if you want to impress consumers travel process, also need to continuously to strengthen tourism theme, form a unique, difficult to let the tourist unforgettable impression. When visitors used to follow the tour guiders to travel, listen to him introduce the historical value of the monuments everywhere, Henan a travel agency first to sublimate on Tibet tourism projects, put forward "Magical adventure of the west", as soon as the advertisements play<sup>[10]</sup>, consulting and registration phone alone to about 190. Project experience this tourism theme, including the project itself because of the cultural connotation, but on the basis of the innovation.

In the minds of tourists all the details of travel can affect the theme. Environment clean and tidy city, convenient transportation systems, excellent service team, comfortable human environment, high quality of urban residents, will be the establishment of the image of the subject matter have the effect of positive reinforcement.

#### **4.3 Attaches Great Importance to the Production of the Tourist Souvenirs**

Souvenir is part of the journey, in the process of the whole trip, most visitors will buy some local products, as a nostalgia for the trip. As a tourist local name was on the hat or T-shirt unlined upper garment, back to some representative local specialty, these souvenirs, will always remind tourists, once had a happy time in one place. Also can be used as an evidenceto others on the basis of experience activities. As a nearly Mr. Jiwuhattush, davos, Switzerland world economic BBS online strategy chairman said: "the souvenir is a kind of way to experience the social, people use it to a part of experience to share with others. For the company, to participate in the experience economy means to win more customers."

Shanghai urban tourism especially dazzling in the architectural landscape is 420.5 m high, 88-storey Jin MAO tower and the Oriental pearl radio and television tower height of 468 m, these two building are the symbol of Shanghai. In addition, the Shanghai Grand Theatre, its modelling is a futuristic style, the unique design of the east and west culture lasting appeal, embodies the urban tourism to the idea of modern cultural landmark landscape and pursuit. Company can sold to visit customers with the design of small objects so as to increase their income. On the one hand it will remind tourists in after years of metropolitan tourism in this period of history, on the other hand, can let the passenger to share the wonderful process of travel.

#### **4.4 Pay Attention to Tourists to Mobilize Various Senses**

Human senses need Metabolism, need to keep changing the information such as new sights and sounds, five sense organs continuously accept new information and stimulation, this is the basic need of human beings. Fruit businessman will use red watermelon to stimulate people's visual organ, cake boss make wonderful smell of fresh bread spread further to make it as a silent advertisement. To a strange place to experience local cultural habits, is the essence of tourist, when people sit in the high-grade cafe, listening to the beautiful music, is a lush green plants in front of him, taste the delicious coffee, natural feel find the scenery pleasing to both the eye and the mind. In urban tourism, through the tourists to participate in some project experience personally, such as can personally feel the power of static electricity in the Shanghai science and technology museum, some experiments are verified through the do it yourself, and arouse their feelings, hearing, visual organ, nature will make an impression for this trip

## **5. Conclusions**

In recent years, Shanghai urban tourism development abnormal rapidly. From urban tourism concept put forward until now gradually into the scale, the Shanghai tourism has been forgoing ahead. In the era of experience economy, musttaking advantage of the international metropolis of Shanghai, to attract more visitors and let it leave deep impression, also need to constantly adjust their development direction. Make visitors participation, let visitors feel the charm of local culture, to gradually build the Yangtze river delta regional integration on the above “ Big Shanghai”, as the first target of improving the tourism competitiveness of the city.

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