

Research on Tourists' Experience of Garden Scenic Spots Based on Means-end Chain: Take Suzhou Garden as an Example

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Abstract:

Tourism experience is diverse and rich, and the experience that tourists get from different types of tourism varies greatly, and there are fewer studies related to tourism experience in garden scenic spots. Using the means-ends chain theory and questionnaire survey method, supplemented by soft step interview method and network text analysis, we constructed attribute-outcome-value correlation matrices and drew a hierarchical value map of tourism experiences in Suzhou gardens. The study identifies six means-end chains, the results of the study not only enrich the research on tourism experience from a methodological perspective, but also provide insights for the sustainable development of garden tourism and the operation of garden scenic spots.

Keywords:

Tourism Experience, Means-end Chain, Suzhou Garden

1. Introduction

Suzhou is the “City of Hundred Gardens”. As one of China’s top ten scenic spots, nine gardens are listed in the World Heritage List. Suzhou gardens display regional cultural characteristics, showing the essence of China’s garden culture, driving the rapid development of tourism in Suzhou. Garden tourism as an important part of the tourism industry, with the development of culture and education and the improvement of living standards, people are more concerned about the cultural connotations of tourism, garden landscapes as a carrier of the long history of culture, garden tourism market has also been a high-speed expansion.

As a hot issue in tourism research, tourism experience has rich research results. Analysing and answering the question of “what kind of tourism experience” from a methodological point of view is one of the more researched aspects. Based on specific types of tourism, the tourism experience of tourists is studied, such as heritage tourism [1], cycling tourism [2], theme parks [3], etc., and then the tourism experience model is constructed for theoretical elaboration and empirical analysis. The diversity of tourism experience makes the tourism experience obtained by tourists in different

types of tourism activities is different. In the research of garden scenic spots, it is mostly about its aesthetic value [4], architectural value [5] and other scenic spots' own value, but less about the related aspects of the tourist experience and the realisation of the tourist value of the scenic spots. This paper takes Suzhou Garden as an example, starts from the attributes of the garden scenic spot, then explores the results of tourists' experience, and finally extends to the personal value of tourists, to elaborate on the value link of tourists in the garden scenic spot.

This paper mainly researches the tourists' experience and value realization of garden tourism, based on the theory of "means-end chain" method, combines the soft step interview method with the network text analysis method, collects and analyses data through questionnaire surveys, and constructs the hierarchical value map and means-end chain. The paper enriches the research on tourists' experience of the garden scenic spot, explores the composition of the customer value of the garden scenic spot, and provides some theoretical references for the daily operation and management of the scenic spot.

2. Overview of Tourism Experience Research

Travelling is to leave the resident place briefly and explore a certain destination by oneself, so as to hope to get different experiences, tourism activities are fundamentally tourism experience [6]. In the 1960s, foreign scholars began to pay attention to the study of tourism experience and defined tourism experience from different angles. Boorstin (1964) looked at tourism experience from the perspective of historical research, and thinks that every traveller's tourism process is like an event of nothingness, and tourism experience is a superficial experience for travellers [7]. Mac Cannell (1973) defined it from the perspective of sociology, and pointed that tourism experience is the experience of a tourist who leaves the negative environment to look for a better way to enjoy his own life [8]. Urry (2005) explained the tourism experience from the perspective of visual representation, arguing that tourists can obtain different levels of cultural or landscape shock as far as the eye can see [9].

The concept of experience was initially introduced into tourism research in China by Xie Yanjun. Zou Tongzhuai et al. (2003) believed that tourism experience is the emotional response of tourists in the process of tourism experience [10]. Xie Yanjun (2005), from the perspective of Gestalt psychology and phenomenology, suggested that tourism experience refers to the personal experience gained by the subject of tourism away from daily life environment [11]. Ma Tian et al. (2015) argued that tourism experience is constructed by tourists in their interaction with the media, destination residents and practitioners [12]. There are also many scholars who put tourism experience into different contexts for research. Cui Qingming (2014) studied the experience of Tibetan tourists, and placed the tourism experience in different destinations for research [13]. Lin Mingliang (2020) suggested that culture should be infused into tourism to form a "third space" of tourism experience [14].

3. Research Methodology

3.1. Soft Step Interview Methodology

The ladder interview method is a one-to-one or one-to-many interview that establishes a link between the three levels by exploring the attributes that consumers perceive in a product or service, the results of the experience, and the ultimate value

obtained. In this paper, we adopt the soft step interview method to start the communication with the interviewee by asking “Have you visited Suzhou gardens in recent years, and which gardens have you visited”, and then follow up with questions based on the outline and the interviewee’s answers, “Why did you choose Suzhou gardens, and what are the characteristics that attracted you to Suzhou gardens?” “Why do you choose Suzhou Gardens? What are the features that attract you?” “What have you learnt from this trip?” Until the respondent answers “I don’t know” or “That’s it”.

3.2. Network Text Analysis Method

With the popularity of the Internet, more and more consumers express their opinions through online platforms and post their consumption feelings on social platforms. Moreover, the network text will not be influenced by the investigator, reflecting the real thoughts and feelings of the commenters, such as Ctrip, Where to go, Tongcheng, Touniu, and so on. Therefore, this study also analyses the online text data in order to make the research results richer and more comprehensive. This study takes several representative gardens in Suzhou gardens as an example, and crawls the tourist reviews of the Humble Administrator's Garden, Lion Grove, and Liou Garden on Ctrip’s website from 2021-2022 through Octopus software, and excludes duplicated and invalid data, obtaining 4261 valid samples, and analyses the samples with Nvivo12.

3.3. Questionnaire Method

The questionnaire survey method is one of the most commonly used methods to collect data for quantitative analysis. In this paper, the questionnaire method is used to study the correlation between attributes, outcomes, and values of Suzhou Garden tourism experience and to form the key value chain. The questionnaire of this study is divided into five parts, including: the first part of the tourists’ perception of attributes by visiting Suzhou Garden, the second part of the tourists’ experience outcomes by visiting Suzhou Garden, and the third part of the tourists’ feelings of personal value that can be obtained by visiting Suzhou Garden, which are all based on a 5-point Richter scale. The fourth part is the tourists’ perception of the value chain of attribute-outcome-value, which is presented through fill-in-the-blank questions. The fifth part is the statistics of tourists’ personal background information, including gender, age, occupation, and income.

3.4. Means-end Chain

Means-end chain is mainly used to establish the link between product attributes, consumer experience outcomes, and customers’ personal values. The MEC hierarchical model consists of three levels, product attributes is the lowest level of the model, which refers to the specific features of products or services; Consequence are at the second level of the model, which mainly include functional outcomes and psychosocial outcomes after using products; Value is in the top level of the model, is the ultimate goal of customer consumption, reflecting the customer's pursuit of value, these three levels from the bottom up more and more abstract, and more and more close relationship with consumers [15]. Gutman (1982) proposed that the means-end chain contains three levels: attributes, consequences and values. The purpose chain is to explain the causal relationship between the means and the ends of a product or service through consumer perception. [16]

4. Study Design

4.1. Analysis of interviews

Interviews were conducted in 2022 according to the actual situation and the idea of the interviewees, taking the form of face-to-face, telephone interviews or WeChat interviews, the interviews were based on the screening conditions of being over 18 years old and having been to Suzhou Garden, and 16 people were finally interviewed. Organised according to the interview transcripts, the relevant factors were extracted and coded as follows. Attribute: Garden landscape, District traffic, Photo-taking, Aesthetic value, Explanation of attractions; Consequence: With beautiful views, Well-designed, Meaningful, Aesthetically pleasing, Convenient, With surprises and expectations, Vivid; Value: Cultivating aesthetics, Pleasure in life, Fond memories.

At the attribute level, the most frequently mentioned attribute is Garden landscape, such as “the garden landscape design is exquisite, step by step, the scenery changes”. The attribute mentioned more is District traffic, such as “several gardens in the Gusu District, are very close to the nearby Guanqian Street, convenient to play”. Suzhou gardens are also very suitable for Photo-taking, such as “It’s very suitable for taking photos, that day to play down to take a few hundred photos, want to take pictures of everything”. Respondents also mentioned Aesthetic value, such as “the garden is well-designed and the architecture is very aesthetically pleasing, even now, it is still of research value”.

At the outcome level, With beautiful views and Well-designed were mentioned most frequently by respondents, such as “It has beautiful scenery, with mountains and water, which is especially awesome”; and “The garden is well-designed, and everything in it is unique and very chic”. Meaningful and Aesthetically pleasing were mentioned more often, such as “the scenery is different from step to step, the paths are quiet, especially after the rain is foggy, there is a kind of sky green and other smoky rain mood”; “the design of its buildings and landscapes are very coordinated, not at all cluttered and abrupt!”. Its location is superior, and some interviewees mentioned Convenient, such as “I went there by car, the car park is easy to find, and parking is convenient”.

At the value level, the value gained by respondents after visiting Suzhou gardens is reflected in the following: Cultivating aesthetics, such as “Although I am a layman, I feel that visiting the gardens is a visual feast that can improve my aesthetics”; Pleasure of life, such as “The scenery is beautiful, the air is fresh”. Fond memories, such as “I worked in Suzhou when I was young, and we often went out in the garden and had a lot of fond memories there”.

4.2. Web Text Analysis

The collected comments were analysed for word frequency and coded for classification through Nvivo12 software. Using Nvivo12 to search the integrated text for high-frequency words to select the first 150 high-frequency words, deleting meaningless words and words not applicable to class classification, and initially organising them to obtain 81 reference points, classifying the reference points according to the three levels of attributes, outcomes, and values, and categorising the nodes into 22 factor categories and categorising them into the three categories of attributes, outcomes, and values.

Table 1. *Categorisation of high-frequency words in web texts.*

Reference points	Number of nodes	Categorisation of factors	Hierarchical categorisation
Scenery (760), Landscape (131), Rockery (361), Garden (82), Stones (50), Strange Stones (32), Bonsai (44), Courtyard (40), Landscape (78), Lotus (46)	10	Garden landscape	Attribute hierarchy
Buildings (310), Pavilions (78), Cloisters (42)	3	Landscape architecture	
Transport (47), Location (26)	2	District traffic	
Explanations (196), Guided tours (129), Narratives (32)	2	Explanation of attractions	
Tickets (168), Fares (25), Prices (40)	3	Scenic area tickets	
Stories (40), History (106)	2	Historical relics	
Culture (143), Jiangnan (468)	2	Cultural characteristics	
Famous (154), Renowned (75), Well-known (25)	5	Popularity	
Winding paths (28), Small bridges over flowing streams (49), Mood (26), Rhythm (25)	4	Meaningful	Consequence hierarchy
Interesting (49), fun (303), funniness (39), amusing(35)	5	Interesting	
Classical (192), Underlying (27), Elegant (26)	3	Classical	
Exquisite (178), Subtle (72), Fine (72), Small (38), Ingenious (36)	7	Well-designed	
Unique (32), Special (151)		Unique style	
Comfortable (25), Relaxed (25)	2	Comfortable	
Elegant (91), Beautiful (163), Good-looking (60), Beautiful (58), Showy (39)	5	With beautiful views	
Children (150), Friends (56), Little Children (46), Sisters (33), Elderly (30)	5	Emotional connection	
Classic (89), Typical (84), Exemplary (55), Masterpiece (32), Representative (29), Delegate (213)	6	Typical	
Nice (931), Experience (104), Eleasant (61), Linger (33)	4	Great experience	
Convenience (176)	1	Convenient	Value hierarchy
Satisfaction (83)	1	Satisfaction	
Worthwhile (719), not to be ashamed of (73), worthy of the name (41), worthy of the trip (26)	4	Worthwhile	
Understanding (44), Wisdom (27)	2	Self-improvement	
Happy (41), mood (25), cosy (25)	3	Pleasure of life	

5. Means-end Chain Modelling

5.1. MEC coding table

The questionnaire of this study integrates and recodes the categories at the attribute level, outcome level, and value level through interview analysis and web text analysis. The questionnaire was distributed in May 2022, and 126 valid questionnaires were distributed online through Questionnaire Star.

Table 2. Suzhou Garden Tourism Experience MEC Coding Table.

Attribute	Consequence	Value
A1 Garden landscape	C1 Meaningful	V1 Satisfaction
A2 Landscape architecture	C2 Interesting	V2 Worthwhile
A3 District traffic	C3 Classical	V3 Self-improvement
A4 Explanation of attractions	C4 well-designed	V4 Pleasure of life
A5 Scenic area tickets	C5 Unique style	V5 Cultivating aesthetics
A6 Historic relics	C6 Comfortable	V6 Fond memories
A7 Cultural characteristics	C7 With beautiful views	
A8 Aesthetic value	C8 Emotional connection	
A9 Photo-taking	C9 Typical	
A10 Popularity	C10 Great experience	
	C11 Convenient	
	C12 With surprises and expectations	
	C13 Vivid	
	C14 Aesthetically pleasing	

5.2. Correlation analysis

Suzhou garden tourists' perceptions of the attributes, experience outcomes and tourists' value of Suzhou gardens and the links between them are the focus of the study. Therefore, in this paper, the Pearson correlation coefficient analysis of the questionnaire data was carried out by SPSS software to test the correlation between the attributes of Suzhou Garden and the experience results, the experience results and the tourists' value, and the attributes of Suzhou Garden and the tourists' value, respectively.

As shown in Table 3 and Table 4, there are 140 correlation coefficients between the attributes of Suzhou gardens and the experience results, 60 correlation coefficients between the attributes of Suzhou gardens and the value of tourists, and 84 correlation coefficients between the experience results and the value of tourists. The correlation coefficients in the table are all positive and significant.

Table 3. Table of Attribute-Value correlation coefficients.

Considerations	V1	V2	V3	V4	V5	V6
A1	0.518**	0.579**	0.344**	0.449**	0.509**	0.471**
A2	0.489**	0.579**	0.388**	0.408**	0.549**	0.475**
A3	0.519**	0.497**	0.431**	0.586**	0.416**	0.549**
A4	0.519**	0.384**	0.501**	0.443**	0.458**	0.403**
A5	0.419**	0.388**	0.454**	0.361**	0.370**	0.428**
A6	0.485**	0.485**	0.452**	0.377**	0.414**	0.499**
A7	0.405**	0.352**	0.390**	0.187*	0.356**	0.378**
A8	0.433**	0.380**	0.392**	0.236**	0.373**	0.342**
A9	0.347**	0.291**	0.296**	0.253**	0.313**	0.295**
A10	0.247**	0.232**	0.279**	0.300**	0.222*	0.332**
C1	0.572**	0.640**	0.477**	0.542**	0.595**	0.587**
C2	0.667**	0.567**	0.582**	0.590**	0.466**	0.504**
C3	0.539**	0.461**	0.492**	0.373**	0.501**	0.580**
C4	0.572**	0.687**	0.420**	0.559**	0.618**	0.568**
C5	0.594**	0.580**	0.482**	0.483**	0.592**	0.627**
C6	0.648**	0.621**	0.575**	0.593**	0.621**	0.593**

C7	0.567**	0.612**	0.508**	0.655**	0.609**	0.566**
C8	0.566**	0.513**	0.603**	0.613**	0.476**	0.512**
C9	0.604**	0.578**	0.499**	0.506**	0.580**	0.573**
C10	0.663**	0.671**	0.598**	0.546**	0.629**	0.580**
C11	0.605**	0.581**	0.546**	0.630**	0.545**	0.594**
C12	0.690**	0.552**	0.620**	0.619**	0.562**	0.572**
C13	0.706**	0.595**	0.624**	0.551**	0.565**	0.613**
C14	0.653**	0.738**	0.524**	0.631**	0.703**	0.673**

Note: ** indicates that the significance level is 0.01.

Table 4. Table of Attribute-Value, Consequence-Value correlation coefficients.

Considerations	V1	V2	V3	V4	V5	V6
A1	0.518**	0.579**	0.344**	0.449**	0.509**	0.471**
A2	0.489**	0.579**	0.388**	0.408**	0.549**	0.475**
A3	0.519**	0.497**	0.431**	0.586**	0.416**	0.549**
A4	0.519**	0.384**	0.501**	0.443**	0.458**	0.403**
A5	0.419**	0.388**	0.454**	0.361**	0.370**	0.428**
A6	0.485**	0.485**	0.452**	0.377**	0.414**	0.499**
A7	0.405**	0.352**	0.390**	0.187*	0.356**	0.378**
A8	0.433**	0.380**	0.392**	0.236**	0.373**	0.342**
A9	0.347**	0.291**	0.296**	0.253**	0.313**	0.295**
A10	0.247**	0.232**	0.279**	0.300**	0.222*	0.332**
C1	0.572**	0.640**	0.477**	0.542**	0.595**	0.587**
C2	0.667**	0.567**	0.582**	0.590**	0.466**	0.504**
C3	0.539**	0.461**	0.492**	0.373**	0.501**	0.580**
C4	0.572**	0.687**	0.420**	0.559**	0.618**	0.568**
C5	0.594**	0.580**	0.482**	0.483**	0.592**	0.627**
C6	0.648**	0.621**	0.575**	0.593**	0.621**	0.593**
C7	0.567**	0.612**	0.508**	0.655**	0.609**	0.566**
C8	0.566**	0.513**	0.603**	0.613**	0.476**	0.512**
C9	0.604**	0.578**	0.499**	0.506**	0.580**	0.573**
C10	0.663**	0.671**	0.598**	0.546**	0.629**	0.580**
C11	0.605**	0.581**	0.546**	0.630**	0.545**	0.594**
C12	0.690**	0.552**	0.620**	0.619**	0.562**	0.572**
C13	0.706**	0.595**	0.624**	0.551**	0.565**	0.613**
C14	0.653**	0.738**	0.524**	0.631**	0.703**	0.673**

Note: ** indicates that the significance level is 0.01.

5.3. Correlation matrix analysis and construction of hierarchical value maps

5.3.1. Correlation matrix analysis

Starting from the data obtained from the fourth part of the questionnaire, 184 valid value chains were collected based on the two means-end chains drawn by the tourists that they considered the most important, excluding a number of answers for means-end chains that were not filled in, incomplete or unidentifiable due to some reasons such as comprehension bias and so on, which were counted and organised to produce the attributes -Results-value correlation matrix.

Table 5. Attribute-Outcome-Value correlation matrix of Suzhou Garden tourism experience.

Key constituent	C 1	C 2	C 3	C 4	C 5	C 6	C 7	C 8	C 9	C1 0	C1 1	C1 2	C1 3	C1 4	Number of associations
A1	33	6	8	2	2	3	6	2						2	64
A2	2	2	6	10	3	1	5								29
A3						1			1		8				10
A4		3	2						1				5		11
A5										2					2
A6	2		4	1			1	1	2	1					12
A7	3		10		2			1	2			2			20
A8			2			3	5				1			7	18
A9				1		4	1			2		1		1	10
A10	1								4			2			7
V1	4		3	3		1	2		1		5				19
V2	28	6	8	2	2		4	1		1	2			2	56
V3	3	5	10						2	1	1		2	1	25
V4	1		1	2		5	1		1	2					13
V5	6		9	4	3	1	3		3		2	2		6	39
V6			8	2	2	3	6		5	4	1		1	1	33
add up the total															368

5.3.2. Constructing a hierarchical value map

This paper uses a hierarchical value map to show which values lead to certain specific experiential outcomes that tourists want for Suzhou Garden, and which experiential outcomes lead to certain specific experiential attributes that tourists value.

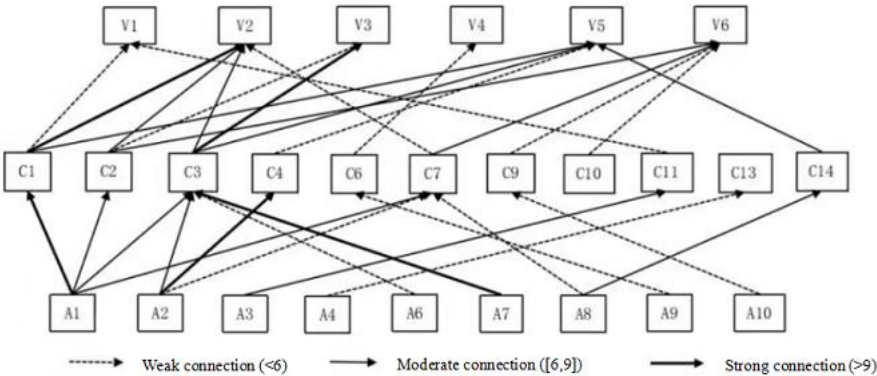


Figure 1. Suzhou Garden Tourist Hierarchical Value Map.

In order to show the connection and hierarchy between the three levels of attribute, outcome and value, so as to emphasise the key points and avoid the confusion caused by too many chains, a certain number is set as a threshold value, and the relationship with the frequency of association below the threshold value is not shown in the diagram. Through calculations and analyses, this paper selects 4 as the threshold value, and draws a hierarchical value map for relationships with an association frequency greater than or equal to the threshold value (Figure 1).

5.3.3. Means-end chains

Through the correlation matrix and hierarchical value map, the six means-end chains with strong correlation are drawn, their meanings and contents are analysed to explore the value paths of Suzhou Garden tourists.

MEC1 (Garden landscape-Meaningful-Worthwhile) and MEC2 (Garden landscape - With beautiful views - Fond memories) reflect the tourists' concern for the landscape in Suzhou Garden. Suzhou's little feelings hidden in the city's gardens and courtyards, a landscape, a pool, a mountain in the unique landscape painting-like mood, so that tourists have to feel that the scenery is worthwhile. Garden scenery is undoubtedly beautiful, Suzhou gardens have different styles in four seasons, the beauty of the scenery to the traveller left a good memory.

MEC3 (Landscape architecture - Well-designed - Cultivating aesthetics) reflects the traveller's interest in garden architecture. Suzhou Garden's ingenious and profound gardening art is not only reflected in the layout of the landscape, but also in the architecture, especially worth mentioning is the flower window, the beauty of the flower window, but also the window is also the door and the scenery, can accept the pine and bamboo rhyme, through the sunrise and sunset shadows, and even can be far away from the tower framed into the flower window, it's worth to taste carefully. Garden architecture so well-designed and poetic, so that travellers cultivate the aesthetic taste, learn to find the beauty, feel the beauty.

MEC4 (Cultural characteristics - Classical - Self-improvement) reflects the cultural identity of tourists to Suzhou gardens. The water in Canglang Pavilion is the aftertaste of the Song Dynasty, the pavilion in the Humble Administrator's Garden is the style of the Ming Dynasty, and the bell in the Hanshan Temple is the poetic feeling of the Tang Dynasty, with the characteristics of "subtlety and far-reachingness" running through them. As the spiritual home of most literati and hermits from ancient times to the present day, Suzhou Gardens contains a rich cultural heritage. This also gives travellers the opportunity to improve themselves.

MEC5 (District traffic - Convenient - Satisfaction) reflects the travellers' concern about the location and transport of Suzhou's gardens. Suzhou's gardens are aggregated, and the famous ones are mostly distributed in various parts of the ancient city centre, so you can play the Humble Administrator's Garden, the Liouyuan Garden, the Lion's Grove and so on in one day. And the traffic is convenient, many gardens by underground and bus can be reached, Find parking space is easy and convenient. This also brings travellers a sense of satisfaction.

MEC6 (Aesthetic value - Aesthetically pleasing - Cultivating aesthetics) reflects the tourist's perception of the aesthetic value of Suzhou Garden. Suzhou gardens are quiet and elegant, and their landscaping also contains the aesthetic pursuit and ideals of the garden owner's own art, and their aesthetic culture of "unity of heaven and mankind" is the object of study and research by contemporary designers. Travellers can feel the

unity of scenery and people in the garden interest of different scenery, and praise the beauty of the layout of the garden, this also makes the tourists cultivate aesthetic interest.

6. Conclusions and Recommendations

6.1. Conclusion

The attributes of Suzhou Garden's tourism experience can be divided into concrete and abstract attributes, the concrete attributes include Garden landscape, District traffic, and so on; The abstract attributes include Cultural characteristics, Aesthetic value, and Popularity. There is a wider range of travellers in the online text and more information in the comments. Whether the tour guide is interesting or not, and whether the service attitude is good or not, will also have an impact on the tourists' experience. The degree of convenience when playing, such as whether it is convenient to park, whether public transport can be directly accessed, will also directly affect the tourists' experience, tourists also pay attention to the scenic spot ticket price. The attributes of Suzhou gardens can make tourists produce the results of the experience of Suzhou gardens, travellers also have a better experience in the process of visiting Suzhou Gardens, not only can relax, but also to accompany family and friends, enhance each other's emotions, a corner of the garden may bring unexpected surprises. Value reveals the higher-level motives and needs of tourists. Satisfaction, self-improvement, pleasure of life and so on are the fundamental factor influencing tourists' travelling experience.

6.2. Recommendation

Through the above analysis of the tourism experience of Suzhou garden tourists, to provide some suggestions for reference for Suzhou garden scenic spots.

(1) Improve scenic services, improve the convenience of visiting the park

The entrance to the scenic spot is easy to be congested during holidays, and the process of entering the park should be simplified to reduce the queuing time when the flow of people is large. Construct the intelligent service system of scenic spots, simplify the procedure of visiting the park, such as through one-key reservation, intelligent identification of the number of people who booked into the park in each time period, and intelligently select the time period when there are fewer people to make a reservation. Expand the content of network reservation service, advocate online consumption mode, build a mobile phone can be completed in the garden project reservation, such as small program one-key booking explanation, in advance of the group of stroller, listening to the song tea seat reservation and other secondary consumption.

(2) Increase cultural activities to enrich the tourist experience

Although Suzhou gardens are built at different times and have different historical and cultural deposits, they are all the inheritance of Jiangnan Wu culture and have a unique position in the history of Chinese civilisation. Suzhou Garden has beautiful scenery and exquisite architecture, rich in Jiangnan flavour, and can hold a Chinese dress festival, cheongsam special show, but also hold a photography competition, through the online registration and voting to improve the visibility of the scenic area.

(3) Enhance the promotion of niche gardens and open a special line for garden tourism

The Suzhou Garden Group consists of up to a hundred gardens, with a cumulative number of 88 gardens open, but only a dozen or so are quite famous, such as the Humble Administrator's Garden, the Lion Grove, which have a long history, and are so well-known. On the other hand, many niche gardens are seldom visited. Famous garden scenic carrying capacity is insufficient, uneven distribution of tourists between garden scenic spots. Therefore, the publicity of niche gardens should be strengthened, and the popularity of niche gardens can be increased through travel sharing and travelling places amenities on platforms such as Jitterbug and Xiaohongshu. The popular garden scenic spots and niche garden scenic spots can be connected through the garden tourism line and tickets in the form of joint tickets.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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