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Study on Virtual and Real Comfort Scenes in Rural Areas Based on Digital Footprint -- A Case Study of Xiaozhou Village in Guangzhou

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Abstract

Satisfying the comfortable experience of tourists is the key to the sustainable development of rural tourism in the era of high-quality development and "national leisure". This paper extracts the digital footprint of tourists from the social media that tourists are keen to publish their travel experience, extracts the scene elements that make them comfortable through photos and travel notes, builds a relationship network, and analyzes the comfortable scene combination and preference of tourists in tourism activities. At the same time, the tourism flow of online virtual space is introduced, and the offline physical space scene network is compared and analyzed to explore the similarities and differences of tourists' comfortable tourism experience in virtual and real space and the formation reasons. It is found that (1) the element networks for constructing virtual and real space comfort scenes are similar in network structure, so they are similar in the construction methods and scales of comfort scenes. However, in terms of elements, tourists' preference for comfort in virtual and real space is different to some extent. Tourists in physical space have a more obvious perception of the physical space environment, while tourists in virtual space prefer some node elements that can attract them to punch in. (2) From the faction formed by the elements of the virtual and real space scene, it can be clearly seen that the organic structure of rural space with streets as the "skeleton", buildings as the "muscle", and cultural connotation as the "blood". However, due to the development and change background of Xiaozhou Village, its cultural connotation has changed from traditional culture to modern culture and art. (3) The positive emotion of tourists' discourse in virtual scenes is higher than that in physical scenes. Therefore, Internet social media plays a certain role in beautifying the physical scenes of rural tourism. In the subsequent construction and development of rural cultural tourism, it should play its role as a catalyst to realize the diversion of physical space tourism. It provides planning thinking for leisure tourism villages to adapt to the new development mode and long-term sustainable development.

Keywords

Digital Tracking, Rural tourism, Virtual-Real Scene, Xiaozhou Village