

# A study on the rural tourscape and immersion experience of customers based on UGC metadata

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## Abstract

**Purpose:** Rural tourscape design is essential to enhance the visitor's immersion experience. However, there is no definition of rural tourscape which hinders the development of rural tourism. Although immersion plays an important role in individual experience, but it has not gotten enough attention from scholars. This article aims to propose the concept of rural tourism landscape, promote the application of experiential landscape theory, enrich the research framework of rural tourism and immersion, provide a reference for personalized rural tourism landscape design, and help improve the competitiveness of rural tourism.

**Design/methodology/approach:** This paper collects 58 travelogues that have high influence and clarifies rural tourscape components and immersion dimensions based on grounded theory.

**Findings:** The results revealed that rural tourscape comprises natural scenes, food and accommodation scenes, art scenes, and activity scenes that bring different experiences to customers under the cover of culture, classifying the immersion experiences as the body-mind-spirit dimension.

**Research limitations:** This paper mainly extracts the travelogues of the last five years, and a wider range of analyses can be carried out subsequently; this paper is mainly a qualitative analysis, which should continue to be empirically tested and supplemented to improve this division.

**Practical implications:** It provides practical insights into personalized rural tourscape designs and helps improve the competitiveness of rural tourism. thereby enhancing the tourist immersion experience and promoting the sustainable development of rural tourism.

**Originality/value:** The concept of rural tourscape is proposed, and the dimensionality of the rural tourism immersion experience is delineated.

**Keywords:** Rural Tourism, Tourscape, Immersion, Experience, Culture

## Introduction

Sustainable Development Goal 11, titled "Sustainable Cities and Communities", is one of 17 Sustainable Development Goals established by the United Nations General Assembly in 2015. SDG 11 has 10 targets to be achieved and is measured by 15 indicators. One is "Protect the world's cultural and natural heritage". Over-tourism has become a worldwide problem affecting sustainable tourism development and urban management (Agyeiwaah,2020). The rural area has rich and diverse natural and cultural resources (Kastenholz & Marques & Carneiro,2020), but off the beaten track (Tānase et al., 2023). Regulating tourism flows through the development of rural tourism to mitigate the impacts of over-tourism and achieve sustainable development

is indeed a path to consider. Experience is the core product of tourism (Pine & Gilmore, 1998). However, the current study of rural tourism is mainly focus on the economic sphere (Lane & Kastenholz, 2018), neglecting the needs and preferences of the tourists. Rural tourism is an ideal form for unique tourism experiences (Agapito et al., 2016) that influence tourists' positive emotions, local sentiments, and consumption behavior (Kastenholz & Marques & Carneiro, 2020; Meacci & Liberatore, 2018). so it is vital and necessary to study the rural tourscape from the perspective of tourists experience.

Individuals have an increasingly strong desire for tourism experience in the social context of the coordinated development of material and spiritual civilization, as well as the prevalence of people's physical and mental health problems, expecting to use tourism as an opportunity to enrich the spiritual home through the stage-by-stage change of lifestyle and to promote the alleviation of physical and mental stress and the realization of the healing function (Levi et al, 2018). The essence of travelling is experience (Yanjun & Youmeng, 2017). The way of travelling has changed a lot, and travellers are no longer satisfied with walking around in scenic spots but want to have in-depth experiences (Sheldon, 2020). Many studies have emphasized the shift in tourism demand towards more mindful and meaningful tourism activities in the aftermath of pandemics (Seraphin & Dosquet, 2020; Stankov et al. 2020). Immersion is a state of deep mental engagement in which an individual may experience conscious separation from the physical world due to a shift in attentional state (Agrawal et al., 2020). Immersion plays an important role in individual experience, but only a very limited number of tourism studies have since focused on immersion as an independent experience concept (Blumenthal & Jensen, 2019).

Understanding the concerns of travellers is crucial for marketers, and the Internet provides an effective way to understand the needs of travellers. Internet technology allows travelers to exchange data on the internet, allowing them to record and evaluate what they see and hear during their travels, which can better enhance the interactivity and experience of travelers in the process of tourism. With the rapid development of the Internet and Web 2.0 technologies, more and more users are publishing their original text, images, and videos through online platforms, and the concept of "user-generated content (UGC)" is gradually emerging. UGC is user-generated and has a higher degree of credibility and contrast than more purposeful travel service providers (Li et al., 2021). The credibility and accessibility of UGC make it an important medium for conveying information about destinations and influencing visitors' decisions, si it is extremely convenient to use UGC to research rural landscapes and tourism experiences.

## **Literature Review**

### ***Rural tourism***

Rural tourism is not a new concept in the literature, and its case studies can be traced back to the late 19th century (Gao & Wu, 2017). However, there is no completely unified definition of rural tourism in the academic world (Rosalina et al., 2021). Location is emphasized more in the definition of rural tourism, it is generally believed that rural tourism is in less populated areas (Rosalina et al., 2021). Komppula (2014) argues that towns can be defined as RTs if they have a rural function. Some authors define rural tourism by describing key tourism activities in rural destinations such as farm-based tourism, nature-based tourism, adventure tourism, wellness tourism, spiritual tourism, nostalgia tourism, heritage tourism, cultural tourism, agrotourism, ecotourism, and other related activities in rural areas (e.g., Xiang et al., 2020; Romanenko et al., 2020). Nogueira & Pinho (2015) defined rural tourism from an experiential perspective, such as "the experience of reconnecting with the past, appreciating nature, local

traditions, celebrations, and art forms, and establishing connections with what is considered a simpler way of life or returning to childhood”.

Rural tourism is considered a global sunrise industry. Rural Tourism is a potential sector in the development of both urban and rural areas (Wijijayanti et al., 2020). It is often described as a means of revitalizing socioeconomic development (Quaranta et al., 2016), revitalizing declining rural productivity (Yang et al., 2021), protecting rural society and culture (Gao & Wu, 2017) and slowing down population loss in rural areas (Li et al., 2019). As more and more tourists seek authentic experiences (Ramkissoon & Uysal, 2018), rural tourism still holds significant importance. Rural tourism presents a huge opportunity to meet the needs of post-pandemic tourists who seek to relieve stress and rejuvenate themselves in the natural environment (Özdemir & Yildiz, 2020) and escape the hustle and bustle of daily life in the city (Schmidt et al., 2016) or to engage in physical and mental health activities (Vaishar & Šťastná, 2020), has received extensive attention from the academic community. Existing studies have focused on tourism development in rural tourism destinations, mainly on the themes of stakeholders in rural tourism (Wang & Yotsumoto, 2019) and sustainable livelihoods (Shi Yuding & Li Jianjun, 2018). Lane & Kastenholz (2018) specifically reviewed the literature on rural tourism development and concluded that the economic dimensions of rural tourism remain a major focus of research interest. However, tourists are the center of tourism activities, and experience was found as the strongest influencer of behavioural intentions in tourism (Sharma & Nayak, 2019). Paying attention to the personal experience of tourists is an important part of the sustainable development of rural tourism.

### **Tourscape**

Highly attractive tourism environments are essential for stimulating positive cognitions and emotions and improving the quality of experience and interpretation of meaning for tourists (Kastenholz et al., 2020). Identifying environmental stimuli in tourist destinations has become a focus of academic attention. Tourscape is defined based on Servicescape and Experiencescape.

Bitner (1992) proposed the concept of servicescape to refer to service venues with specially designed and managed physical elements, which become important cues for customers to judge the quality of the service. Bitner made an outstanding contribution to the study of servicescape but focused only on the tangible physical elements and neglected the "human" factor. Later, Arnould et al. (1998) implied the social component in the communicative staging of servicescape. Tombs & McColl-Kennedy (2003) introduced the concept of social-servicescape. Rosenbaum (2011) added the social symbol dimension and natural dimension to extend the servicescape model. The servicescape has been continuously applied to many fields and a lot of new vocabulary has emerged due to its strong explanatory power, like festivalscape (Chen et al., 2019; Lee, et al., 2008), streetscape (Qiu et al., 2022; Cox, 2013), boothscape (Gilliam, 2015), foodscape (Björk & Kauppinen-Räsänen, 2019; Park & Widyanta, 2022) and other research concepts.

Currently, consumption is always intertwined with experience, especially in tourism environments (Chen, Suntikul, & King, 2020), thus experiencescape are further proposed to capture the environmental stimuli experienced by tourists (Lin et al., 2022). The experiencescape is considered critical for experience co-creation. It is important for positive emotions (Horng & Hsu, 2020), perceived value and destination loyalty (Lin et al., 2022), memory (Liu et al, 2022; Tasci & Pizam, 2020), and word-of-mouth (Cheng & Huang, 2022). Thus, the experiencescape theory has become an important tool for studying consumer behaviour. Experiencescapes have since been applied to destination research (Lin et al., 2022; Zong & Tsaur, 2023). Zhang & Xu (2019) put forward the exclusive concept in tourism of

"tourscape", and Ruan et al (2023) created a new concept of the night tourscape. The term "tourscape" has come into public view. Tourscape as a complex combination of tangible and intangible elements, encompass physical, social, symbolic, and natural dimensions (Zhang & Xu, 2019). Ruan et al., (2023) divided night tourscape into comprises space presentation, night atmosphere, merchandise, night activities, crowds, and culture display.

Tourscape is generated based on Servicescape, but there are some differences between them. Firstly, Servicescape is mainly used in indoor environments while Tourscape mainly refer to outdoor environments, especially a large area of open space. Secondly, Tourscape may need tourists involved in a long time (maybe several days) but Servicescape may just need customers involved shorter time (maybe several minutes or hours). Thirdly, consumers will feel more immersed due to long-term contact with residents and culture. Rural tourism occupies a pivotal position in the tourism industry, however, to the best of the author's knowledge, current research on tourscape in rural tourism contexts is non-existent, so research on rural tourscape is extremely necessary, and how to create personalized and attractive rural tourscape is still a theoretical gap that needs further exploration.

### ***Immersion experience***

Pine & Gilmore (1998) introduced the concept of the experience economy. The same authors explored four types of customer experiences, called the 4 Es--esthetic, entertainment, education, and escapism experiences. These 4 Es were classified into two concepts: absorption and immersion. 'Absorption' refers to capturing visitors' attention by introducing the experience into their minds, and 'immersion' refers to the visitors becoming part of the experience themselves (Maital, 1999). Immersion plays an important role in individual experience. However, immersion experiences have not received sufficient attention from tourism scholars (Lunardo & Ponsignon, 2020; Hansen & Mossberg, 2013). While the exact origin of immersion's conceptualization is not known, Murray (2017) described the concept as follows: Immersion is a metaphorical term derived from the physical experience of being submerged in water. We seek the same feeling from a psychologically immersive experience from a plunge in the ocean or swimming pool: the sensation of being surrounded by a completely other reality, as different as water is from the air, that takes over all our attention, our whole perceptual apparatus. However, this metaphor has been criticized by several authors who consider the immersion process to be progressive (Brown & Cairns, 2004) or dynamic (Hansen & Mossberg, 2013), rather than instant.

Immersion has been studied in a variety of domains, including video games (Michailidis et al., 2018), music (Rogers et al., 2020), film (St-James et al., 2021), journalism (Shin & Biocca, 2017) and learning (Turchet et al., 2021). Immersion is crucial to the personal experience of tourists but has not received much attention from tourism scholars (Blumenthal & Jensen, 2019). Agrawal et al., (2020) proposed a definition of immersion that applies to a wide range of domains and pointed out that immersion is a psychological concept. Michailidis et al. (2018) suggested that immersion is no different from Flow. However, flow is an "all-or-nothing" experience while immersion is a graded experience (Agrawal et al., 2020). Blumenthal & Jensen (2019) suggested that involvement is the driving force in the immersion process. Lee et al., (2020) also indicated that absorption is an antecedent of immersion. Thus, in a sense, immersion is a term with a broader meaning with containing all the elements in the 4E theory. However, few tourism studies have since focused on immersion as an independent experience concept (Blumenthal & Jensen, 2019). It is always studied as a dimension of peak experience, and extraordinary experience (Mossberg, 2019; Hansen & Mossberg, 2013). The current tourism immersion studies mainly focus on Virtual Reality (Dincelli & Yayla, 2022; Berkman & Akan, 2024), Augmented Reality (Salar et al., 2020) and Mixed Reality (Trunfio et al., 2022).

As a physical space with rich resources, the countryside is more likely to create an environment that meets the immersion experience of tourists. At present, academics have not yet conceptualized the immersion experience of rural tourism, which to some extent hinders the development of rural tourism, so it is necessary to conceptualize rural immersion tourism.

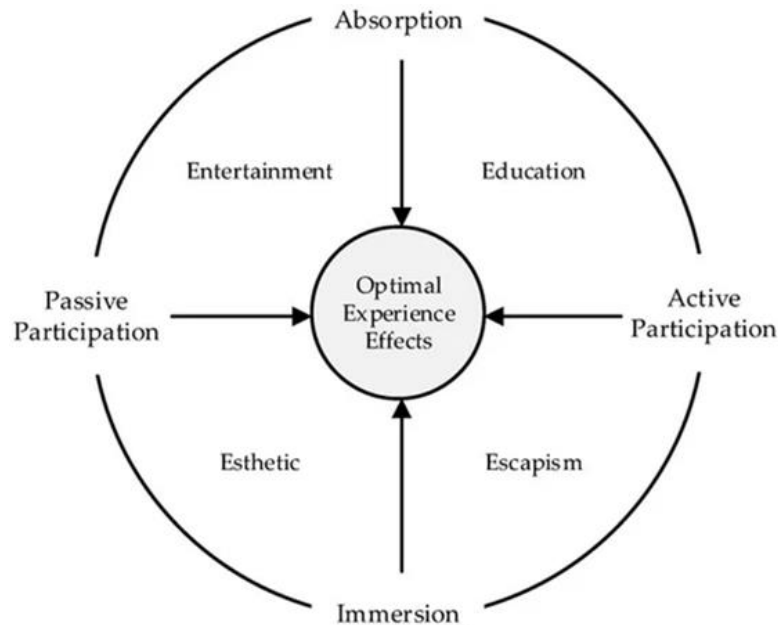


Figure 1. The dimension classification of tourism experience suggested by Oh et al. (2007)

## Research Design

### *Research subject*

China is a largely agricultural country with a long history, with a vast agricultural area, beautiful natural landscape, diverse types of agricultural business, rich agricultural culture, and thick and colorful rural folk customs, and a series of policies and measures have been introduced to support the development of rural tourism so that the development of rural tourism in China is representative.

### *Research tool*

1. ROST CM 6.0 software is a content mining system software developed by Professor Shenyang of Wuhan University in China. The software can perform word frequency analysis, social and semantic network analysis, traffic analysis, sentiment analysis, etc. on text data, achieving the purpose of text content mining and analysis.
2. Nvivo is a powerful qualitative analysis tool that, through the function of nodes and coding, accomplishes the distillation and extraction of documented information in different formats, helping to organize, analyse and refine perspectives on unstructured or qualitative data (e.g. interviews, open-ended survey responses, articles, social media and web content).



**Data collection and processing**

Extracting travelogue data about rural tourism in China using Octopus software. The travelogues about Chinese rural tourism were searched using the well-known travel websites Mafengwo. cn, ctrip.com, and ly.com. To ensure the quality of the data, the travelogue texts were screened according to the following conditions: ① travelogues with more than 10,000 views between 2019 and 2023 (mainly considering the influence of weblogs); ② travelogues with detailed descriptions of rural tourism and complete travelogue contents. To ensure the validity of the data, several searches were conducted on the web interfaces of Mafengwo. cn, ctrip.com and ly.com., multiple searches with the keyword's "village", "countryside", "village tourism", "rural tourism", "village tourism travelogue" and "rural tourism travelogue". Removing official and corporate propaganda travelogues, and removing duplicates, 58 eligible travelogues (labeled 01-58) were selected by 30 September 2023, merging them for a total of 207696 words. Save the text in TXT format.

Use Rost ContentMining 6 software to carry out "text processing - general line processing - where there is a repetition of the line to retain only one line", and finally get 187,255 words, 45 travelogues were randomly selected for formal coding and the rest 13 travelogues were used to test theoretical saturation. Among them, they mainly involve Anhui, Guangdong, Fujian, and other provinces. The specific data are shown in Table 1.

Table 1. Overview of travelogue distribution

Website / Province	Southern												Northern		
	An hui	Fuj ian	Guang dong	Zheji ang	Sich uan	Gua ngxi	Chong qing	Jian gxi	Jian gsu	Guiz hou	Yun nan	Hu nan	Xiz ang	Liao ning	Shan dong
mafeng wo.cn	1	1	1	3				2							
ctrip.co m			2		2			2	2						
ly.com	3	4	4	5	10	1	1	3	1	4	1	1	2	1	1
Sum	4	5	7	8	12	1	1	7	3	4	1	1	2	1	1

**Data analysis**

Text analysis method. Nvivo 14 and ROST ContentMining 6 software were used to analyse the text of 58 online travelogues. Firstly, use Rost ContentMing 6 software to perform "Word segmentation" on the organized text, and then perform "High-frequency words analyze (Chinese)" based on this. The top 100 high-frequency words of rural tourism image perception were extracted, and then translate the result into English (Table 2). Then used Rost ContentMing 6 software select text data before segmentation performed "analyze semantic networks analyze", Figure 1 is obtained.

The words tourists mention several times in their travelogues are the more prominent part of their image perception of the destination. As for Word Classes (W.C.) in this paper, "1" is labeled as nouns, "2" is labeled as verbs, and "3" is labeled as adjectives, adverbs, numbers, and prepositions. The high-frequency words extracted in this study are mainly nouns, which mainly reflect the characteristics of place, time, and tourist attraction.

Table 2. Rural tourism high-frequency vocabulary

Word	WC	No.	Word	WC	No.	Word	WC	No.	Word	W.C	No.
Experience	1	1017	Play	2	270	Wuyuan	1	188	Selection	1	147

One	3	928	Attractions	1	259	Inside	3	188	Idyllic	3	143
Place	1	777	Suitable	3	259	Relaxation	1	188	Up	3	143
Architecture	1	702	Formation	1	254	Ecological	3	187	Style	1	143
Villages	1	585	Discover	2	252	Paradise	1	186	Village	1	142
Culture	1	568	Gourmet	1	249	Enjoy	2	184	Peach blossom	1	140
Hot springs	1	553	Treasures	1	248	Development	1	183	National	3	138
Arrival	2	548	Scenery	1	246	Ethnic	3	182	Park	1	137
Feeling	1	502	Already	3	244	Hotel	1	181	Comparison	1	136
Life	1	491	Landscapes	1	243	Time	1	180	Villagers	1	135
Very	3	490	Design	1	242	Events	1	178	Around	3	135
Style	1	474	Like	2	236	Traditional	3	175	Located	3	133
Lots of	3	474	Mianzhu	1	235	Inn	1	175	Rooms	1	132
Scenic	1	419	Village	1	217	Entire	3	167	Stories	1	131
Countryside	1	372	First	3	217	Holiday	1	165	Kilometres	1	130
China	1	369	Centre	1	217	Nature	1	162	Children	1	130
None	3	369	Together	3	215	Tibet	1	162	Different	3	128
New Year's Paintings	1	359	Local	3	214	City	1	158	Now	3	128
Characteristic	1	346	Theme	1	214	Environment	1	156	Used to be	3	125
Tourism	1	313	Showcase	1	213	Thousands of years	1	155	Tent	1	124
See	2	309	Special	3	210	Night colour	1	152	Out.	3	122
History	1	287	Come to	2	206	Bright moon	1	151	Beautiful	3	121
Projects	1	287	Travelling	2	204	Wetlands	1	151	North Sea	1	120
Visitors	1	281	Beauty	1	192	House	1	149	Colourful	3	120
Distance	1	275	Some	3	191	Shooting	2	148	Rich	3	118

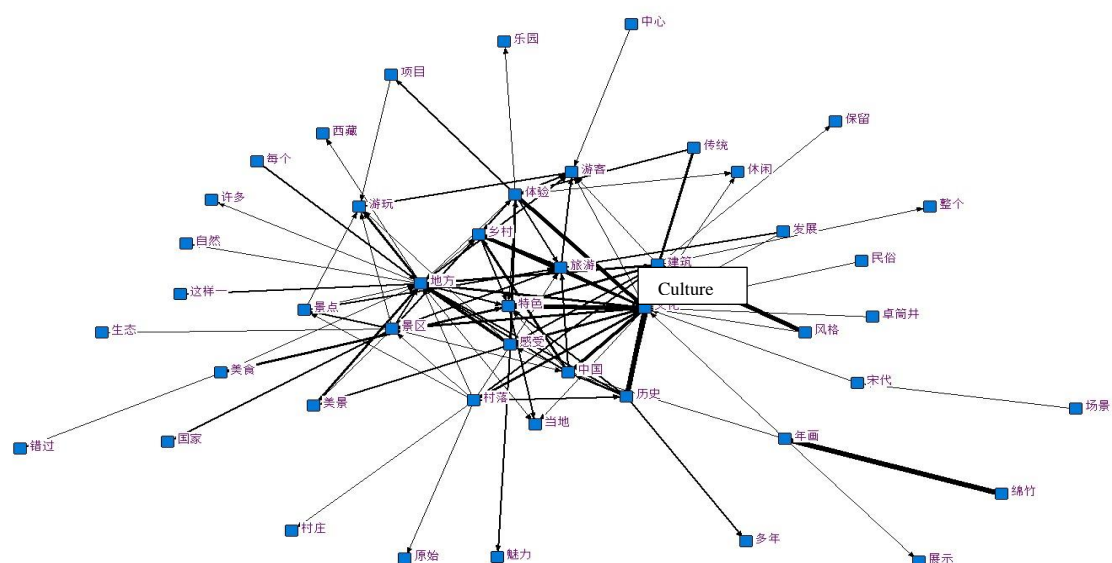


Figure 2. Semantic web graph

From the above table of high-frequency words and the Semantic network diagram:

1. The core of rural tourism is experience. The word "experience" is most frequently mentioned in travelogues. Experiences include nature, culture, food, hotels, leisure and interaction. In the experience, there are several words to describe the feeling, such as "beautiful", "rich", and "special" to describe the degree of feeling, and even many tourists compare the attractions and villages as Even many tourists compare the attractions and villages to "treasures", which shows that tourists love rural tourism, and that rural tourism brings unique experiences to tourists. The word "feel" also shows that the rural tourism experience goes straight to the heart of tourists.

2. The soul of rural tourism is culture. The word "culture" is the word with the most arrows pointing to it, which means that culture has more connections with other words, such as history and culture, architecture and culture, special culture and so on. In the attraction of rural tourism, culture is mainly reflected in the "architecture" and "story", the architecture is mainly old buildings, and the story is passed down from generation to generation. The word "architecture" is second only to the term "experience", indicating that architecture leaves a more prominent impression on tourists and is a major feature of rural tourism. "New Year's paintings" is a typical representative of intangible cultural heritage, but it leaves a deep impression on tourists through the form of creativity and cultural innovation.

In terms of the rural tourism population, the word "urban" is mentioned more often, which combined with the raw data shows that the main source of rural tourism is urban people. In terms of form, "holiday", "children" and "paradise" are mentioned more, indicating that the main forms of rural tourism are holiday tours, parent-child tours and study tours.

3. The concept of health is deeply rooted in people's hearts. Among the natural tourism resources, "scenery", "beautiful scenery", "nature", "hot spring", and "Wetland" are the words mentioned more often, especially "hot springs" because of their health function, both in the northern region on behalf of Liaoning Province, and in the southern region on behalf of Fujian Province, Guangdong Province, Sichuan Province and other provinces of the travelogue have been mentioned many times, indicating that modern people (concept of health) in rural tourism.

(The word "relaxation" is mentioned more often in the functions of rural tourism, which also shows the importance that modern people attach to mental health and the healing function of rural tourism. The word "tent" appears many times, indicating that camping tourism occupies a large proportion of rural tourism.

4. Tourists attach importance to food and accommodation. The words "food", "room", "hotel" and "inn" are mentioned many times in the travelogue, which shows the importance tourists attach to food and accommodation. The 2023 China Gourmet Tourism Development Report shows that food is becoming more and more prominent in the construction and development system of tourist destinations. As food has the function of happiness, many tourists run to a destination for food, so the delicious and nutritional value of food can be appropriately highlighted in marketing.

### ***Coding***

Coding refers to the process of decomposing, analyzing, and conceptualizing collected materials (Ishak, & Bakar, 2012). Standardize the sorted Word text data and import it into NVivo 14 software, using grounded theory research methods, the text data is coded step by step in the order of open coding, associative coding, and selective coding. The first stage is open coding. Open coding is the first step in a rooted theory approach to extracting initial concepts and categories from online texts (Corbin & Strauss, 2014). Analyze the text data line by line to conceptualize travelogues, each phrase was replaced by the concept that best captured its main connotation. Then, original concepts that contradicted each other and were not relevant to the topic were eliminated. The merging and categorization of the remaining concepts



resulted in 67 initial categories.

The second stage is axial coding. Researchers searched for associations among the 67 initial categories discovered in open coding to see if these more numerous concepts could be categorized into fewer higher-level concepts. After repeated comparison and analysis, 21 nodes were formed using the set function in NVivo 14 software.

The third stage is selective coding. Based on axial coding, researchers further select a core category to form a more systematic concept. Finally, 7 main categories were identified.

The result is shown in Table 3.

Table 3. Coding Results

Selective Coding	Axial coding	Open Coding	Original representative statement
Scenery	Nature	Climate and meteorology	Rain in the mountains; mist; oxygen ion rich air; crystal clear water droplets; breeze.
		Geology and Geomorphology	Mountains; water; rocks, lakes; wetlands; hot springs.
		Living creature	Flowers; tea; grass; fish; goats.
	Production Scenario	Tools of production	Wind grainers; scarecrows; fishing gear.
		Production Culture	Rice paddy culture; fishing culture.
		Production Activities	Cutting rice and threshing grain for drying; fishing.
		Filed Landscapes	Terraces fields; rapeseed fields.
		Daily Life	The old people sitting and chatting on the street, the freshly baked tea fruits on the roadside, the old men sitting together playing chess, the old men hobbling; walking on the street, the snack shop with open door, the aunties chatting while making the local tea fruits.
	Whole Village	Village Atmosphere	It is quaint and full of history and culture; a quaint and ancient village; Qiaotou Village gives a feeling of being more of a new and vibrant place.
		Village History	Origin of village name; folklore; village celebrities.
		Road Materials	Walking into the village, and stepping on the stone road, we feel the quiet charm of this village. Towards evening, the tourists retreated, and the only thing left in the village was the quiet stone road;
		Village Layout	The external shape of the fortress is nearly square; an ancient village with cultural heritage and a highly distinctive architectural layout, with one street and six lanes, crisscrossing the landscape.
		Sightseeing Night View	Light and shadow shows are everywhere throughout the resort, streaming with color.
Food and Accommodation Scenario	Dining Scenario	Catering Prices	His signatures are the Ice Flower Ling Kok Chai and the Bean Curd Soup Dumplings, both of which are only \$6; about a hundred per person.
		Catering Service Attitude	The owner greeted them warmly.
		Catering Types	The first time I ate soup dumplings in this way; each dish is very special; there is a rich variety. It's a stunning restaurant that can make so many impressive fusion and creative dishes; it's the restaurant's

			dedication to developing each dish and improving it that keeps so many diners coming back for more.
		Dining Taste	It's sweet, but not too cloying, cold, and appetizing. I was very impressed with the taste of the clams, which were salty, sweet, and refreshing; the freshness of the clams was very much reflected in the silky congee base, and with the fresh leeks, the flavor was very correct.
		Dining Style	The shop is decorated with exquisite taste, with wooden rows of tables and seats with warm orange light looks warm, very atmospheric sense; boxes and halls are on the water, "pavilion-style" boxes, a strong Jiangnan style.
		Dining Night View	In the evening dinner across the stage there are singing and dancing performances, in the Jiangnan wuling boat shape of the water box to feast on hot pot at the same time, but also to see the scenery to watch the lake opera and musical fountains around.
	Accommodation Scene	Accommodation Environment	The environment is very high-end; there are gardens right inside the hotel, with a lot of greenery, as if you are living directly in the scenic area; the rooms all have very nice views, and you can see the garden landscape directly outside the window; the rooms are comfortable and dreamy, and when you push open the door of the room, you can see the pool trees, which is very interesting.
		Accommodation Price	The price is very affordable.
		Accommodation Facilities	The rooms are well-equipped and new; there are plenty of swimming pools and open-air loungers. The swimming pool in the hotel is large and there is a special area for children's playground. There is also a buffet restaurant in the hotel.
		Accommodation Style	The hotel's decoration style Chinese garden style, very classical atmosphere; wood-based, high-end atmosphere; walk in like entering a dreamy fairy tale world, nautical, starry sky, rafting, building blocks 4 theme room types.
		Accommodation Night View	The night view from the hotel is especially nice, very artistic and great for walking around and taking photos with friends.
Art Scenario	Architecture	Layout	The traditional Lingnan Ancestral Hall is characterised by "three compartments and three entrances".
		Building Materials	See the walls made of oysters; the whole building of wood; the house built of stone as a foundation wood.
		Building Function	Warm in winter and cool in summer; an ancient fortress integrating residential life and defence functions.
		Building Type	There are two-hundred-year-old pagodas and ancient temples built in the Qing Dynasty; the old buildings in the village are of various styles, including a schoolhouse, temples, ancestral halls, and an ancient academy; and in the streets, we can see a lot of "youthful" elements, such as cafes, wall paintings, and cultural and creative products.
		Architectural Craftsmanship	Ancient houses use a large number of colourful paintings, wood carvings, brick carvings and other traditional Lingnan decorative crafts; Hongcun ancient dwellings with flying eaves and warped walls, simple and elegant, its stone carvings, brick carvings, wood carvings, the "three carvings" art decorations is one of the best; the entire neighbourhood of the decorative style of the Chinese facade, the ancient colours and aroma, low-floor buildings and pavilions, fascinating people.
	Folk Art	Handicrafts	New Year's paintings; clay figurines.
		Performance	Dragon and lion dance; Sichuan opera; Tibetan opera.

		Cultural and Creative Products	Cultural and agricultural products bazaar, cultural and creative products display; there are also a lot of cultural and creative products around the New Year's Paintings, New Year's Paintings style refrigerator sticker design; daily necessities, ice products, food and drink, handicrafts and other cultural and agricultural products.
<b>Activity Scenarios</b>	Energetic Activities	Sports Activities	Climbing; rafting.
	Quiet Activities	Leisure Activities	Camping; barbecuing; sipping tea and sitting around; making tea around the stove; reading; taking photos; soaking in hot springs.
		Recreational Activities	Amusement park; a variety of entertainment facilities are used in high-tech technology, so that people can play a very pleasant and addictive, looks like a dream castle, by the adults and children like.
	Intellectual Activities	Learning Activities	Picking; get a hands-on experience with yearbook colouring.
<b>Body Immersion</b>	External Sensory Immersion	Visual Immersion	Immerse yourself in this sea of flowers.
		Olfactory Immersion	exotic odours assail the nostrils
		Taste Immersion	Tough but not hard to eat
		Hearing Immersion	Listen to the sound of running water by the stream
		Tactile Immersion	Touching the grey brick courtyard wall, the earth is fragrant, the sun shines brightly, this is the beautiful idyllic life in the longing.
	Internal Sensory Immersion	Forget Fatigue	The Black Tent has floor-to-ceiling windows all around, so you can sit inside and see the beauty of your surroundings, and instantly forget about your fatigue and enjoy life.
	Contextual Immersion	Identity Switching	Come here to the Instant Studio and use the professional studio assignments to switch up your identity a bit and feel another way of thinking and being in life.
		Travelling through time	Travelling in a second to the Song Dynasty, where there is a Guan Xian City with a medical centre and an inn, you can walk the streets in Han clothes for an immersive experience.
		Travelling through space	European style town to meet the people of Europe's imagination, but also let people well appreciate the romantic style of Europe, more let me feel that I just walked into the town of Europe to play, a long time to slow down, this is Nanning and not Europe.
<b>Mind Immersion</b>	Peaceful Emotion	Relaxed	It's a place to relax and unwind and learn a lot of different attitudes towards life.
		Cozy	Everything feels so intimate and cozy.
		Calm	The architecture is unique and gives a quiet, peaceful feeling.
		Romantic	On a drizzly day, the lawn in the courtyard is even greener, with a white pavilion and table and chairs, full of romantic mood.
		Inner peaceful	You can find peace in a bookstore like this and feel calm and empowered inside.
		fulfilled	Learn about a lot of things you've forgotten or don't think about in your busy life, so there's plenty to do here that's fulfilling and fun, just by letting go of the stressful state of mind.
	Positive Emotion	Full of fun	The murals along the rice paddies are adorable and make real life as fun as anime; the idyllic roller coaster is on the opposite side of the

			rainbow slide, with cute and adorable critter-shaped cockpits.
		Surprised	This hidden ancient village brings so much to the table; sweet water that is a pleasant surprise.
		Energetic	The village of Qiaotou gives the feeling of being newer and more energetic. The golden-coloured rice paddies dance with the wind and glow with more vigorous life.
		Thrilled	Well-designed curves and height differences are also exciting to play with
	Time Warp	Time Slows down	Strolling in the European-style street, slowly forget the passage of time; in this dreamy scene, I forget the time; time becomes slow here.
		Time stopped	Time becomes slow here.
	Concentration	Focus on the present and here	It wasn't until the sky suddenly started drizzling that it hit me that I hadn't checked in yet.
	Sense of Reason	Sense of achievement	It can be very fulfilling to paint a yearbook with your own hands.
		Sense of mastery	Self-drive tours allow you to customize your own route according to your needs, such as the time you have, the sights you want to see and to be able to fully immerse yourself in the beauty of nature.
<b>Spirit Immersion</b>	Cognitive Enhancement	Gaining Knowledge	Bringing the nature classroom into the theater so that children can learn more while watching the play.
		Gaining Competence	Children improve their hands-on skills through manipulation.
	Passion inspires	Stimulate curiosity;	Curiosity led me to view the souvenirs here for ages; the intriguing secrets of longevity; and curiosity about traditional Chinese culture.
		stimulate the desire to learn	Crouching down through this vegetation one can see the whitewashed walls and green and blue mountains not far away, urging one to go and find out what's going on.
	Realm Enhancement	Enhancement of thought;	The national flag fluttering everywhere aroused the patriotic spirit; immersed in red memories; immersed in cultural history; carefully studied Zheng Guanying's patriotic thoughts and deeds, and lamented Zheng Guanying's thoughts on salvation.
		correct attitude to life	In the red historical sites to recall that period of war under the strong heart and fearless spirit, remembering the bittersweet, so that I cherish the present life.
		consciousness-raising	Help them raise their environmental awareness of saving paper and caring for the environment

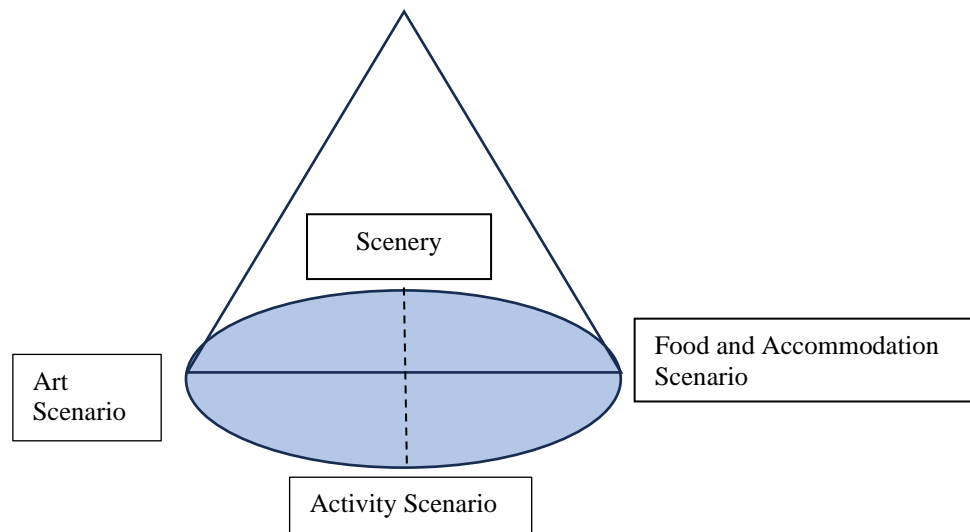


Figure 3. Rural Tourscape Concept

Due to the connotation and wide extension of tourscape, the concept of tourscape still has not reached a unified standard, which has some degree of hindrance to the theoretical research. There is no specific tourscape dimension for rural tourism, therefore it is necessary to further discuss the concept and dimension division of rural tourscape. Based on the above analysis, it can be seen that both natural and human resources have culture behind them, and the combination of culture and scene influences customers' emotions. For example, simply viewing the camphor tree, tourists do not have too many emotional fluctuations, but if it is combined with the story of "Red Wine for Daughter", it will trigger the customer's emotions, and the customer's understanding of it will be more comprehensive and profound, the farming culture behind the idyllic scenery, the symbolic culture behind the art scene, the story culture behind the accommodation scene, and the various sports and leisure cultures behind the activity participation scene, and the culture of their activities. The farming culture behind the idyllic scenery, the symbolic culture behind the art scene, the story culture behind the food and accommodation scene, and the various sports and leisure cultures behind the activity participation scene, all are combined into one scene after another, affecting the customer's emotion and bringing the customer different experiences. There are typical scenes and background scenes (Malcolm et al., 2016), and the scenes in this paper are meant to be typical scenes, such as going to the field, just viewing without participating in the activities, which belongs to the sightseeing scene; if you participate in the activities, then it belongs to the activity scene, and the natural scenery of the field only serves as the background scene. Therefore, this paper tries to put forward the concept of rural tourscape as the combination of natural scenes, food and accommodation scenes, art scenes, and activity scenes that bring different experiences to customers under the cover of culture. Rural tourism development is the construction and marketing of each scene.

Selective coding produced a core category that summarised all outcomes, and a full theoretical model connecting all the categories was constructed by further sorting out the relationships between axial codes (Corbin & Strauss, 2014). Based on the axial code, we refined the core category of rural tourism landscape composition and effects. The theoretical framework around this core category is shown in Figure 1. Specifically, the rural tourscape consists of scenery, accommodation scenes, art scenes and activity scenes. These scenes directly affect tourists'



immersion experience, which further affects recommendation willingness. This paper tries to classify the immersion experience into three dimensions: **Body-Mind-Spirit**.

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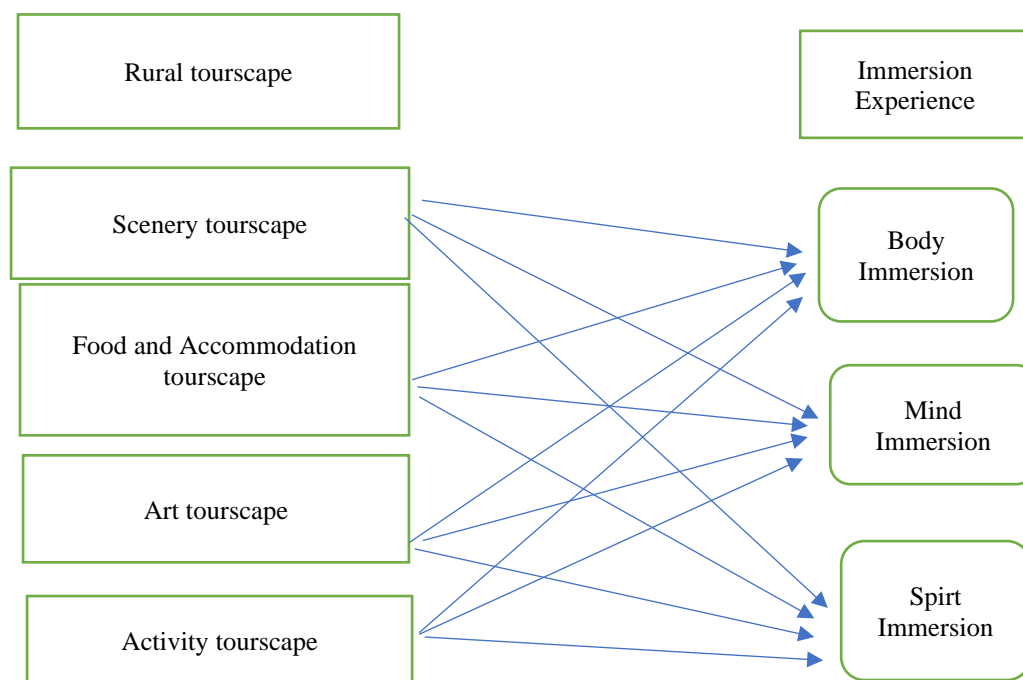


Figure 4. Structural dimensions and immersion experience effects on recommend willingness of rural tourscape.

### Theoretical saturation test

The saturation test was conducted using the last third of the online text. Firstly, the initial concepts and categories overlapped completely with the formal coding results, indicating that the categories were fully developed. Secondly, no new underlying categories or connotative relationships were identified through axial and selective coding. This shows a good theoretical saturation of the rural tourism landscape elements and immersion experience dimensionality divisions. Four examples are listed below:

- (1) "From the orchard, we took a bus to Yu Xiang Lou for lunch with Hakka cuisine. " This statement corresponds to the dimension of the "Food and accommodation scenario".
- (2) "The architecture of Lingshi Hot Spring is also very distinctive. " This statement corresponds to the dimension of the "Art scenario "and "Scenery".
- (3) "Each design of Grass House Paradise gives people a sense of visual impact. While integrating the flora and fauna of nature, it reproduces the scenes in Mr Cao Wenxuan's works, creating a playful space for children to release their nature, a place of wisdom and fun, and a

place to grow up with joy." This statement corresponds to the dimension of the "Scenery Landscape", "Activity scenario", "Scenery", "Body immersion" and "Mind immersion".

(4) "The papermaking experience can not only train children's creativity, attention and hands-on ability but also help them to raise their environmental awareness of saving paper and caring for the environment." This statement corresponds to the dimension of the "Activity scenario" and "Spirit immersion".

### **Conclusion**

Based on the analysis above, this paper believes that the future development direction of rural tourism is rural leisure life. For the issue of how to promote rural tourism into public life, around the tourist experience, combined with the current hotspots, this paper puts forward the following ideas:

#### ***Ruralisation of culture***

The countryside has become a place of cultural meaning to urban tourists (Li et al., 2019), so we can take the country life as a selling point for its marketing. The fundamental charm of rural life lies in rural culture. Rural culture covers all aspects of villagers' production and life. The tourism development and planning process should be the natural ecological culture of the countryside and folk culture should be refined, to determine the natural ecological culture of the countryside and folk culture performance theme, around the theme of the countryside culture to amplify the formation of rural brand image. To explore the rural culture, we should first understand the regional environment in which the countryside is located and start from the three aspects of the rural villagers' mode of production, lifestyle and history behind the countryside. As for the mode of production, it is nomadic when living in the grassland, fishing when living by the water, farming when living in the plains and hunting when living in the deep mountains. The way of life is mainly manifested in folk customs and eating habits. Behind the development of each village, there are unknown histories and legends. These villages, either because of major events or important people, have changed from a mere geographical term to possess their own unique significance and become a symbol of the changing times. Perhaps, because of the turmoil of the imperial court to form a village of seclusion in the mountains; perhaps, because of the war to retain the military fortress; perhaps, because of a politician, heroes and heroines or literati and other legendary life to form a village settlement. The refinement of rural culture needs to penetrate the history or characters hidden behind the countryside, in order to better select the cultural attributes that match and are unique and to create a cultural brand of the countryside. The reshaping of local culture needs to refine a cultural symbol that villagers can identify with and tourists can perceive (Soulard et al., 2021), which should be something "from life but higher than life", which may be the local building materials, national totems, and life materials. And this cultural symbol will be applied in the future in the village landscape environment, traffic guidance, architectural forms, cultural performances, product packaging and other rural systems, to become the mark or image of a village. The development logic of Yuanjia Village, one of the more successful cases of rural tourism in China, is to organize the villagers to overcome the shortcomings of decentralized operation, to create a cultural IP with Guanzhong folklore as the core theme of local life, and to implement the model of rural life complex. At the same time, rural culture contains resources such as agricultural festivals, ecological ethics, agricultural landscapes, folk art, ancestral family traditions, folk customs and so on, which are also a good basis for study tours.

#### ***Create the ambience of tourscape***

In the 2023 China Consumer Trend Report "Ambience economy" is one of the driving forces

for social transformation. The creation of rural tourism atmosphere can be achieved through idyllic scenic spots and night economy. Through the intervention of artistic methods, the rural landscape is organised according to the principles of garden art, highlighting different features and styles, so that the original rural grain fields, vegetables, flowers and seedlings, rural farmhouses, streams and riverbanks, horticultural sites, green zones, industrialised agricultural parks, special breeding bases and other natural and humanistic landscapes form a unique artistic charm, promoting the transformation of the rural park into a park for leisure and viewing by visitors, and promoting the transformation of agricultural resource into Scenic Area. Taking this as the core, integrating cultural, tourism and leisure elements, creating art festivals, cultural villages and other activities and projects, and constructing art tourism and leisure-based products for tourists.

According to the latest China Tourism Research Institute's "2023 China Nighttime Economy Development Report", the vitality of China's nighttime economy development is booming. The development of night tours is one of the cores means to extend the stay time of tourists, promote the integration of culture and tourism, and expand the consumption space of tourists (Song et al., 2019;(Chenli, 2021)). Take Jiangxi Wuyuan's "mountain village wonderful night" as an example, take the natural landscape of Huangling ancient village "water mouth forest" as the basis, take the Feng shui, customs, and other local culture in the village planning site as the core, combine the holographic technology together with the sound, light, electric device, environmental art, will be the Holographic naked eye 3D, multimedia light and shadow, multimedia interaction and Huangling original ecological jungle, terraced landscape integration, the night tour of the overall dynamic line set a total of 18 light and shadow applications, tour length of about 1 hour, including Time Tunnel, Streaming Light Walking, Flower Fields Dancing, Rainbow Road, the Bamboo Secret and so on, with shocking audio-visual and stunning colours, to the majority of tourists to show the Huangling native folk culture and natural features of the source of the birthplace of attraction.

### ***Integration of activities***

The countryside is uniquely favored for camping ((Mikulić et al., 2017)). Camping is a kind of micro-resort travel activity, but also a cross-border integration of new consumer business. Camping is not only the poetry and faraway places of young people, but also the choice of walking children for parent-child families. A survey by iMedia Research shows that more than half of Chinese camping consumers prefer grass-type and lakeside camping camps, and rural tourism happens to have the innate conditions for developing camping sites. Present-day travelers prefer distance from others, natural space, and outdoor recreation (Hong et al., 2020; Rice et al., 2020),

Today's popular camping is not the hardcore camping that used to be hiking and heavy-duty camping, but glamping, short for "glamorous camping" which means exquisite camping (Brochado & Brochado, 2019). They can chat and drink tea with three or five friends comfortably, stroll in the forest, eat barbecue at night, taste tea, listen to music, watch performances, and watch the starry sky in the campsite as if a poet named Tao Yuanming penned the "paradise". Paradise Town to carry out camping music festival, to carry out "**camping**" + "**music**" + "**food**" mode, further expanding the popularity of Paradise Town, increasing sales of agricultural and sideline products, promoting the villager's income, pulling the development of local tourism and catering industry. The blue sea of the camping industry provides new possibilities for rural revitalisation and brings more vitality and capacity to the countryside. In a similar vein to the camping music festival, the Rural Football Super League held in Rongjiang County, Qiandongnan Miao and Dong Autonomous Prefecture, Guizhou

Province, has expanded China's rural revitalisation into a new space with the model of "sports" + "rural tourism". The Village Football Super League is not an official league of the Sports Association but is entirely organised by the local people themselves. There is no age limit or professional threshold. Apart from the "Village Super League" matches themselves, the talent shows on the sidelines of the matches have attracted even more attention, with teams of performers dressed in ethnic minority costumes singing and dancing, attracting many tourists. The influx of foreign tourists has not only stimulated the public's enthusiasm for sports and increased consumption but has also led to an increase in tourism revenue.

### ***Popularisation of art***

Art should not be stuck in a corner, but should be appreciated, participated and understood by more people. For folk performances, village theatre can no longer be limited to a performance venue, it can be a resting place, a landmark landscape, or heaven and earth, nature as a stage, and secondly, village theatre not only has drama performances, stage performances, folk activities, but also brings together contemporary art, explores the integration of the countryside and the arts, and activates the vitality of the countryside.

Creative bazaar is also very much in line with the current trend of young people. Creative bazaars are a kind of market or exhibition where creative, handicraft and art works are mainly displayed and sold (Pourzakarya & Fadaei Nezhad Bahramjerdi, 2019). These bazaars usually provide a platform where independent creators, designers, craftspeople and artists can display and sell their work, while attracting customers interested in unique and handmade products. Although creative bazaars are primarily about selling goods, they are positioned as cultural events with associated interactive experiences (Chen & Chen, 2021). City dwellers live in concrete forests for long periods of time and are prone to a lack of human touch and intimacy. In the offline experience of the Creative Bazaar, people can not only buy and sell goods and exchange information, but more importantly, they can express their emotions to each other and experience the intimacy of being in a group of people.

### ***Personalisation of food and accommodation***

Relaxation and emotional adjustment have become the primary purpose of travelling for many people today. Nowadays, many tourists no longer take sightseeing as the purpose of rural tourism but want to enjoy the "slow life" in the countryside (Lane & Kastenholz, 2018). Many holiday travellers like to go deep into the corners of their destinations to experience the most authentic local way of life, that is, food, scenery and cultural life. Under the trend of diversified travel consumption, consumers are more inclined to leave their status as tourists behind and experience local life like a local, tasting the favorite food of locals, experiencing the most frequented leisure and holiday places of locals, slowing down the pace of travel, and exploring the local streets and human history.

For modern city dwellers, busy work and trivial chores put the whole society under greater pressure than in the past, and everyone needs a "third space", a comfortable social gathering place outside the family and work, and a space for the soul to reside with the comfortable features of the city and the flavour of the countryside at the same time. Health flats, pension villas, idyllic holiday villages, countryside courtyards, themed manor houses and other forms, not only to meet all the pursuits and aspirations of urban residents for countryside life but also to ensure high-quality living comfort, so that all urban residents can be physically and psychologically satisfied and happy in the farms.

### ***Theoretical Implications***

Rural tourism is an important component of the tourism industry and plays a crucial role in the

sustainable development of tourism. However, there is little research on the rural tourism landscape and customer experience. Tourscape is important in improving the quality of experience, but research on rural tourscape is almost non-existent. Even immersion plays an important role in individual experience, but it has not gotten enough attention from scholars. In this article, Rural tourscape were conceptualised and dimensions of immersion were delineated. The results of this study will serve as a comprehensive reference for potential research dimensions and enrich the existing knowledge system of tourism research (especially rural tourism research).

### ***Practical and Social Implications***

By studying rural tourscape and immersion, we can gain a deeper understanding of tourist preferences and needs, thereby designing more attractive tourscape to enhance the immersion of tourists. It helps to formulate scientific tourism planning, promote the sustainable development of rural tourism, provide a scientific basis for the government and relevant institutions, guide the development policies and plans of rural tourism, and ensure that rural tourism develops on a healthy and orderly track.

### ***Limitations and Suggestions for Future Research***

This paper mainly extracts the travelogues of the last five years, and a wider range of analyses can be carried out subsequently; this paper is mainly a qualitative analysis, which should continue to be empirically tested and supplemented to improve this division.

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